



Annual Report 2021

Annual Report

2021



Sensational Kids
Realising Potential Together



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CHAIRMAN'S FOREWORD



“ Sensational Kids has successfully navigated and survived the challenges of the past 2 years as presented by the Covid-19 pandemic. As our communities look to return to a new normal, the same is the case for Sensational Kids. The focus as always is maximising our reach and impact on the children of Ireland through the services we provide. During the past year, we renewed our focus on planning for and investing in the future. We have expanded capacity in each of our clinical centres in anticipation of increased demand post-Covid. We have continued to invest in our revenue generating retail business, both online and the physical store in Kildare, which ultimately helps to subsidise the clinical services offered. However, the most significant milestone was securing the planning permission for construction of a new national development centre in Kildare Town and launching a significant fundraising plan to raise the required capital funding to complete the project.

As a voluntary Board of Directors, we have continued our journey on Governance and operate in full compliance to the Charities Governance Code. Additionally, as part of our annual board review, we have activated succession plans for our board in addition to recruiting new board members towards the end of 2021, each of whom are registered and operational on the board since early 2022. Having completed my term as Chair of the board, I will be appointing a new chair in mid-2022. It's been a pleasure to lead the Board of Directors during a period of significant investment and expansion at Sensational Kids and I take huge satisfaction from knowing that the required plans and investment is in place to complete the building of the National Development Centre within the next 2 years.

On behalf of the Board of Directors, I want to recognise the significant efforts and contributions of the management team and all staff for their contribution to the lives of so many children and by extension their families. Likewise, I extend thanks to the many individual donors, private companies and partner public organisations that support the work of Sensational Kids.

A handwritten signature in blue ink, which appears to read 'Maurice Kelly', is written over a light green circular graphic element.

Maurice Kelly
Chairman of the Board

MESSAGE FROM CEO



Karen Leigh
Chief Executive Officer



2021 - OUR COVID STORY

Following a challenging 2020, 2021 was another stop and start year for Sensational Kids as Covid-19 continued to impact throughout the year. Despite the challenges from the pandemic, I believe that Sensational Kids has shown impressive resilience, flexibility and growth throughout the pandemic. There are many highlights and achievements to share from our 2021 story. I am hugely grateful to our resilient team and our dedicated supporters who continue to be part of our journey.

Despite Covid-19 restrictions impacting the way in which therapy could be delivered, we managed to continue to provide services and achieve continued growth in retail sales. Despite what continues to be a very difficult few years for Sensational Kids, we achieved overall growth in income for 2021.

Our organisational capacity was strengthened throughout the year as we completed new hires to our senior management team. The addition of a Clinical Services Manager was very welcome, and we were thrilled to welcome Dana Katz Murphy, a paediatric occupational therapist with 24 years' experience who is a qualified Ayres Sensory Integration practitioner. Dana plays an instrumental role in shaping the future of our clinical supports for children.

We also added new posts to our child development centres in Clonakilty, West Cork and Claremorris, Co Mayo, thereby increasing the number of children that can be supported from these centres throughout Munster and Connacht.

Our infrastructure was also strengthened throughout the year with the completion of phase 2 of the fit out of our child development centre in Mayo, adding another two therapy consultation rooms to increase capacity for our therapy services for children in Connacht.

A milestone moment of 2021 was in September, when Sensational Kids was granted planning permission to build a new 17,000 square feet national child development centre and HQ on a green field site in Kildare Town. We were honoured when actor Jeremy Irons led our video launch to kick start our fundraising campaign so that work can begin on this new flagship facility in 2022.

MESSAGE FROM CEO

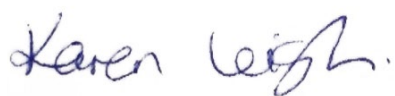
Our voluntary Board of Directors is highly motivated and supportive and continues to steer us through challenges, whilst supporting our governance and strategic goals so that we can continue to focus on growing and scaling our social impact so that more children can be supported by Sensational Kids.

In 2021, I want to remember and mark the loss of both my parents, Mary & Martin Muldowney, who passed away from Covid-19 in September. My Dad was a founding member of Sensational Kids, who helped with the initial fundraising to get us started. I know they were both very proud of all that Sensational Kids has achieved and loved to share the newspaper articles about Sensational Kids with other residents in the nursing home. May they, and all those who lost their lives throughout the pandemic, rest in peace.

I believe that the team at Sensational Kids has navigated the past two pandemic years really well. We are now in a good position to recover and grow in 2022, having laid the foundations for future growth throughout this year.

I am eternally grateful to our resilient team, our Board of Directors and dedicated supporters, without whom the lives of children and families at Sensational Kids would not have been so positively impacted. I honestly feel that it is a privilege to have the opportunity to lead this remarkable organisation and group of people, that impacts the lives of so many children and families in need. Your kindness by choosing to make a difference to the lives of children and families matters.

Karen Leigh



CEO & Founder

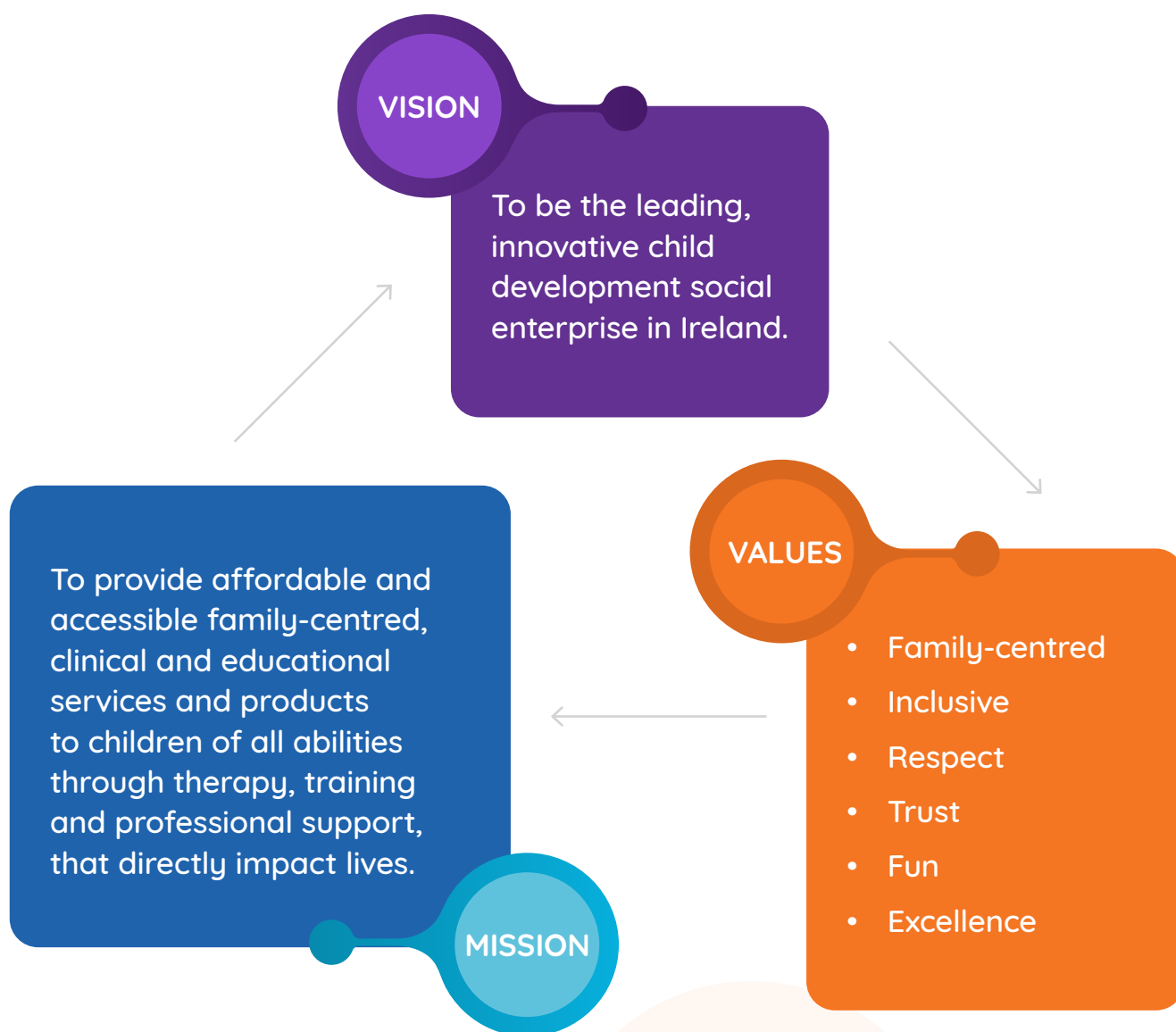
ABOUT US



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.

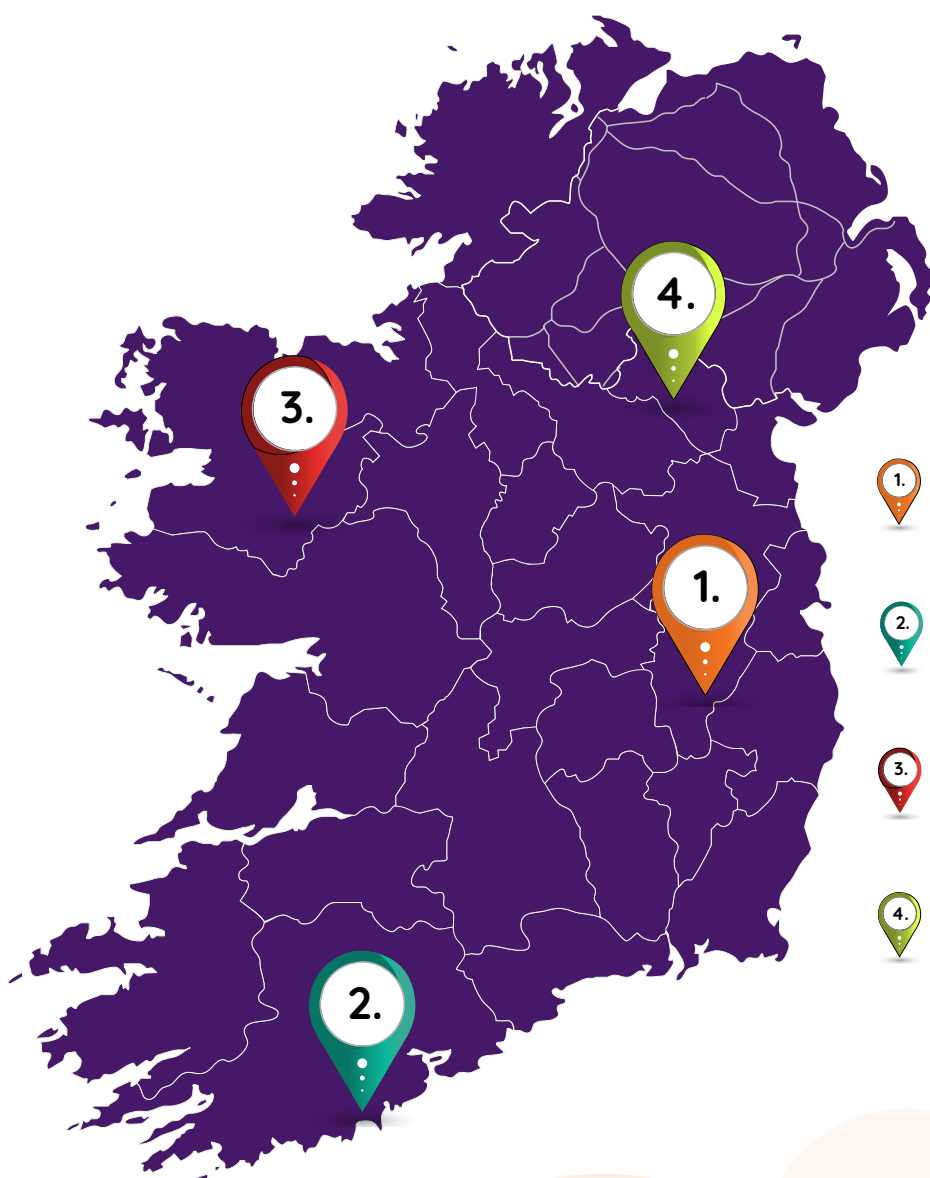
As a social enterprise, Sensational Kids is constantly working to grow our services and supports to meet demand across Ireland so that no child is left behind.



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



OUTPUTS & OUTCOMES



ABOUT SENSATIONAL KIDS

Clinical Outputs and Outcomes

From a clinical perspective, 2021 was a challenging year for Sensational Kids. Due to a number of factors, mainly Covid-19 related and a well-documented crisis in the number of therapists available for recruitment. Sensational Kids lost 7 clinical staff members in 2021. We also had a staff member on maternity leave from 16 April 2021. This along with continued cancellations due to Covid-19 related illness had a significant impact on the numbers of children that Sensational Kids was able to support.

2021 saw 6,203 individual therapeutic appointments taking place across our four child development centres.

Whilst clinical numbers are an important indicator of our service provision, a more significant indicator is the value and impact on children and families that our service provides. Sensational Kids implemented a clinical outcome measure in 2021 to evaluate the qualitative outcomes of our service.

Sensational Kids Program Evaluation Brief: September 2021 to April 2022

Sensational Kids began using the Canadian Occupational Performance Measure (COPM) at the end of September of 2021, and since that time 69 clients have been introduced to the program evaluation process. As part of the program evaluation process, across clients, services, and locations, 188 client-centred goals have been initiated, suggesting the variety of needs being addressed at Sensational Kids.

Since introducing the COPM as a program evaluation tool, 11 clients have completed a follow-up rating. Of those clients with follow-up ratings, 82% are reporting clinically meaningful changes in child performance related to individualised goals. A change score (the average difference in ratings across time) of 2 points is considered to reflect clinically meaningful difference; at Sensational Kids, the average change score for client ratings of child performance is 2.98 points. These perceived gains are further supported by therapist reports of client changes over the course of treatment, which show a similar average of 2.89 points. Client satisfaction with child performance has also increased over the course of intervention, at an average of 2.95 points per client.

ABOUT SENSATIONAL KIDS

● Sensational Kids Program Analysis - April 18, 2022

- Total number of clients involved in program evaluation: 69
- Total number of goals created for program evaluation: 188
- Clients with follow-up data as of April 18, 2022: 11
- Number of clients reporting clinically meaningful change in child performance: 9 (82%)
- Number of therapists reporting clinically meaningful change in child performance: 8 (73%)
- Average change score for client ratings of child performance: 2.98
- Average change score for client ratings of satisfaction: 2.95
- Average post-intervention client satisfaction score: 6.02
- Average change score for therapist rating of child performance: 2.89
- Average change score for therapist satisfaction: 2.71

*Note: as of 2021, a change of 2+ points is considered clinically meaningful for performance ratings (Cusick et al., 2007; Law, 2021).

ABOUT SENSATIONAL KIDS

2021 Social Impact at a Glance



6,203

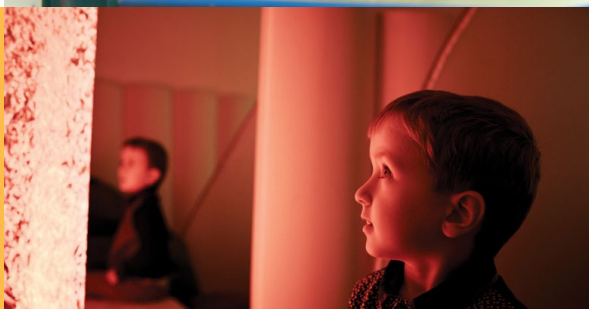
INDIVIDUAL THERAPEUTIC
APPOINTMENTS



527 HEALTHCARE WORKERS,
PARENTS AND EDUCATORS
WERE UPSKILLED



FAMILIES SAVED MORE
THAN **€280,000** IN
THERAPY FEES



60,933 LEARNING
RESOURCES DELIVERED
TO CHILDREN

SPOTLIGHT
ON 2021



SPOTLIGHT ON 2021

Sensational Kids in the Media - Highlights of 2021

Sensational Kids has been repeatedly covered in Irish media and achieved wider recognition within Irish society as a result. Some examples include Conor Pope's article on the Future is Social campaign in April 2021 and coverage in the Irish Examiner, The Daily Star, The Ryan Tubridy Show on RTE Radio One and KFM for its #BeSensational fundraiser to support the build of Sensational Kids' New National Child Development Centre in Kildare.

In total 64 pieces of media coverage was achieved in 2021 across print, online and broadcast media



SPOTLIGHT ON 2021

Media Highlights of 2021



SPOTLIGHT ON 2021

Media Highlights of 2021

Sensational plans



Cathy Bishop, an occupational therapist at Sensational Kids, and Conn Brennan, 2, from Newbridge, Co Kildare, who will be one of the many children to benefit from a new national child development centre which Sensational Kids is set to build on this green field site in Kildare Town. The Irish charity needs to raise over €1m to part-fund the project. See sensationalkids.ie/besensational. Picture: Conor Healy

Independent.ie

Irish Examiner

Actor Irons backs child development centre campaign

Nicole Glennon

Academy award-winning actor and honorary Corkman Jeremy Irons is putting his name to a new fundraising campaign to build a national child development centre in Co Kildare.

The actor, who lives in Killoe Castle, in West Cork, with his wife, Sinead Cusack, is asking the public to support Irish non-profit organisation Sensational Kids' #BeSensational campaign to raise funds to build the therapy centre.

Sensational Kids operates three child development centres: in West Cork, in Co Mayo, and in Co Monaghan.

However, the charity says a new facility is required to help more children and families in Leinster.

The centre, which will be located just off the M7 motorway at Kildare town, will be a 17,000+ sq ft flagship centre with sensory motor gyms, multi-disciplinary therapy rooms, sensory gardens, and a playground. It will provide vital front-line therapeutic supports for children, including those with additional needs.

The campaign has launched with an e-book that shares the story of Sensational Kids and the vital service the charity provides. Narrated by Irons and featuring the voices of Lucy Kennedy and Baz Ashmawy, the e-book tells the story of Conor, and the thousands of children like him who need additional support to reach their full potential.

Irons said he was delighted to lend his support to the campaign. "I have previously visited one of the Sensational Kids centres and

witnessed first-hand the excellent work that they do and met with members of their therapy team, who are inspirational. Please join me and 'be sensational' by donating to this great organisation to help children with additional needs access the therapy services that they need."

Karen Leigh, CEO and founder of Sensational Kids, said: "This new centre will allow us to deliver 150,000 therapy interventions over 10 years, supporting 330 children each week."

Since its formation in 2007, Sensational Kids has changed the lives of 9,000 children, saving their families €2m in therapy fees. To discover the e-book, learn about the national child development centre, or to make a donation, visit www.sensationalkids.ie/BeSensational.



Jeremy Irons has teamed up with the Irish non-profit Sensational Kids.



VIP

SPOTLIGHT ON 2021

Play, Develop & Learn Store in 2021

Retail sales have grown year on year for Sensational Kids and grew exponentially during the Covid-19 Pandemic in 2020. Despite year on year growth, retail sales have been dropping since July 2021, compared month on month with 2020 figures. Sensational Kids is determined to use its resources particularly its therapy team to help boost sales and demonstrate the educational and developmental aspects of the resources we stock.



SPOTLIGHT ON 2021

Training Workshops in 2021

2021 was a bumper year for online workshops and webinars for Sensational Kids. 326 educators, parents and healthcare professionals attended online workshops for Handwriting Without Tears.

There were 42 therapists in attendance at an adapted online Building Blocks for Sensory Integration workshop, which had been previously due to take place in person in 2020. This workshop was presented by internationally acclaimed OT Sheila Frick.

In addition, Sensational Kids teamed up with Down Syndrome Ireland to present to 159 participants as part of their Feeding Workshop.

527 Healthcare workers, parents and educators were upskilled



WHAT OUR FAMILIES SAY



WHAT OUR FAMILIES SAY

Maison

“

Through intervention the team at Sensational Kids discovered Maison's sensory preferences and activities he found calming. Using such activities allowed Sarah and Róisín, his therapy team, to build on engagement and sensory regulation. Sarah comments, "It was so lovely to see Maison's mum constantly surprised and even emotional at times seeing his successes and progress during sessions. Maison is now engaging lots more with his siblings at home in shared enjoyed activities. He is now undressing and dressing more independently. His self-feeding skills are improving and he is also practicing feeding dolls with his siblings. He is sitting at the table and engaging in puzzles, blocks and colouring. He is taking turns with his family in activities and initiating games."

When Maison began Occupational Therapy last year he was non-verbal. He is now also attending Speech and Language Therapy at Sensational Kids and saying new words every day, his mum reports he will "definitely be in a band" as he wakes up singing.

Intervention has not only had a positive impact on Maison but on his whole family, allowing them to understand his strengths and areas of need and bring them closer together. Maison and his mum travel from Cork city weekly to attend therapy at Sensational Kids and Maison's mum says that the trip is worth every minute as Maison is making such progress and loves coming to Sensational Kids in Clonakilty.



WHAT OUR FAMILIES SAY

Dylan

Sarah Crowley, Paediatric Occupational Therapist at Sensational Kids says, “I have been working with Dylan and his family to create a sensory diet which consists of activities that he uses throughout the day to help feel calm, alert, and in an “optimal” state of arousal. Sensory tools and equipment we use, include chewy tubes, weighted equipment, and ear defenders. Due to improved regulation Dylan is now engaging for longer periods of time in activities. He is now seeking joint attention and shared enjoyment in activities, which was one of our first therapy goals.”

Sarah adds, “together with his family, we are also working on Dylan’s play skills including his turn taking and sharing, which have both improved allowing for more successful engagement with his peers and siblings.

Dylan has been benefitting from using visual schedules in sessions at home and at school, which increase predictability and support transitions. This helps Dylan to move from environments and between activities with greater ease. Dylan has many strengths including his keen interest and ability to complete jigsaws and Lego, his memory, his overall strength and endurance, his problem-solving skills and his caring nature. He has made lovely gains so far and with the ongoing support we strive to support Dylan in becoming as independent as possible in his activities of daily living and to reach his full potential.”

Róisín O’Sullivan, Paediatric Speech & Language Therapist at Sensational Kids in Clonakilty also works with Dylan and says, “Dylan’s ability to imitate and repeat words has increased over the last number of months. His vocabulary has increased through language stimulation at home and in therapy sessions. Dylan uses some Lámh signs to communicate and uses some words to comment on things he is seeing and might want. Dylan is making lovely progress and developing on his expressive language skills. Sarah and I work closely on Dylan’s progress and he really is a joy to work with and I love our sessions.”



WHAT OUR FAMILIES SAY

Conn



Three-year-old Conn Brennan attends Occupational Therapy at Sensational Kids in Kildare. Dana Katz Murphy who is the national Clinical Services Manager for Sensational Kids explains Conn's therapy goals. "Conn comes to OT at Sensational Kids for a number of reasons. In OT we set two types of goals for Conn, his distal goals, which are the goals that his family sets like dressing and feeding himself independently, being able to put on his shoes, brush his teeth and more. And then what we have are proximal goals and those are the goals we work on every day in therapy.

These include things like Conn's balance reactions, his postural stability, using the two sides of his body together in function and stimulating all of his sensory systems, his movement systems, his muscles and joints, his tactile system, working on hand-eye coordination, and working on functional motor planning and task organisation skills. Conn has already made huge improvements in these areas since starting OT."

Dana goes on to explain why this integrated approach is beneficial for Conn, "working on all of those systems together promotes Conn's sensory integration which promotes functional skill development at the end of the day." The overall goal, Dana explains is to "maximise Conn's functional independence in all of his activities of daily living."



FUNDING

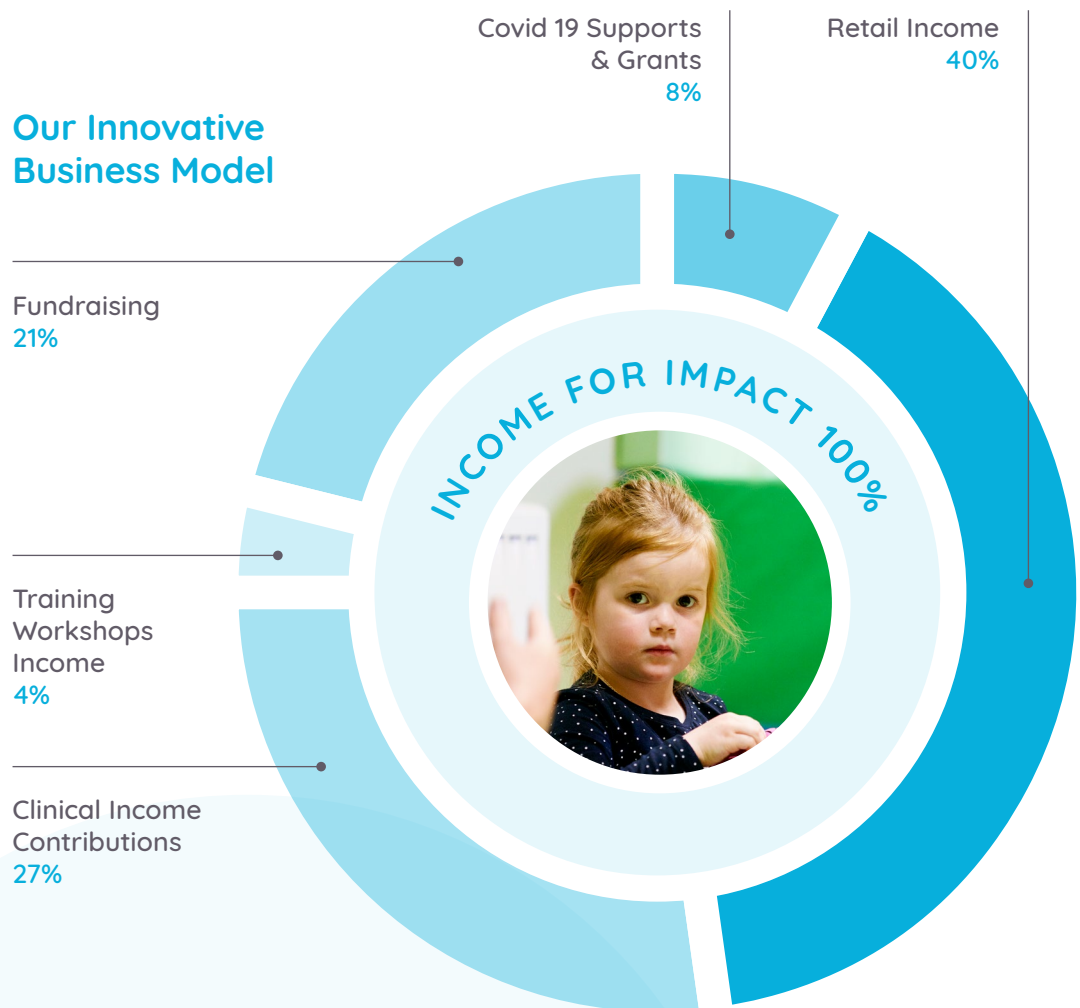


Business Model

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.

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 2021

Our Partners and Supports

We would like to take the opportunity to thank all the organisations and companies who have supported us in 2021, 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 2021

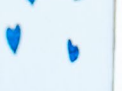
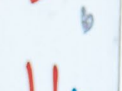
2021 Fundraising Activities

Our general Fundraising Strategy for 2021 was placed on hold due to the Covid-19 Pandemic. Instead, fundraising focused on a digital and press campaign fronted by award-winning actor Jeremy Irons to raise funds for the National Child Development Centre.



FINANCIAL REPORTING

Sensation



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 2021, which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including the summary of significant accounting policies set out in note 1. The financial reporting framework that has been applied in their preparation is Irish Law and Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued in the United Kingdom by the Financial Reporting Council, as modified by the Charities SORP (FRS 102) Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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 2021 and of its profit for the year then ended;
- » have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland, as modified by the Charities SORP (FRS 102); and
- » have been properly 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 described below 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 for Auditors (Ireland) 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 the date 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 in 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, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or 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 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.

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 for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- » 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 the financial statements are in agreement with the accounting records.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report.

We have nothing to report in respect of our obligation under the Companies Act 2014 to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by sections 305 to 312 of the Act are not made.

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

.....

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 2021

	Notes	Unrestricted funds 2021 €	Restricted funds 2021 €	Total Unrestricted funds 2021 €	Unrestricted funds 2020 €	Restricted funds 2020 €	Total 2020 €
<u>Income and endowments from:</u>							
Donations and collections	3	414,644	-	414,644	547,539	-	547,539
Trading activities	4	1,402,362	-	1,402,362	1,164,502	-	1,164,502
Other income	5	147,884	-	147,884	214,431	-	214,431
Total income		1,964,890	-	1,964,890	1,926,472	-	1,926,472
<u>Expenditure on:</u>							
Charitable Activities	6	1,890,203	25,282	1,915,485	1,422,894	25,651	1,448,545
Total expenditure		1,890,203	25,282	1,915,485	1,422,894	25,651	1,448,545
Gross transfers between funds		-	-	-	4,658	(4,658)	-
Net income/(expenditure) for the year/							
Net movement in funds		74,687	(25,282)	49,405	508,236	(30,309)	477,927
Fund balances at 1 January 2021		346,545	140,314	486,859	(161,691)	170,623	8,932
Fund balances at 31 December 2021		421,232	115,032	536,264	346,545	140,314	486,859

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 2021

	Notes	2021 €	€	2020 €	€
Fixed assets					
Intangible assets	12	21,497		25,956	
Tangible assets	13	516,956		225,499	
		<u>538,453</u>		<u>251,455</u>	
Current assets					
Stocks	14	90,854		65,191	
Debtors	15	134,412		90,781	
Cash at bank and in hand		241,657		518,152	
		<u>466,923</u>		<u>674,124</u>	
Creditors: amounts falling due within one year	17	(384,127)		(341,349)	
Net current assets			82,796		332,775
Total assets less current liabilities			621,249		584,230
Creditors: amounts falling due after more than one year	18		(84,985)		(97,371)
Net assets			<u>536,264</u>		<u>486,859</u>
Income funds					
Restricted funds			115,032		140,314
<u>Unrestricted funds - general</u>					
Designated funds	20	367,474		227,866	
General unrestricted funds		53,758		118,679	
		<u>421,232</u>		<u>346,545</u>	
		<u>536,264</u>		<u>486,859</u>	

The financial statements were approved by the Directors on 25th July 2022



Katie Cremin
Director



Maurice Kelly
Director

Company Registration No. 432465

STRATEGY

2022 - 2026



INTRODUCTION

As a newly-constituted management team, we have conducted a 'refresh' of our strategy to take account of our current position and to draw on the insights and experience of the management team.

The key features of the new strategy are:

- A strong emphasis on the enablers of **sustained growth and performance** e.g. values, recruitment and operational health
- **Setting boundaries** to prevent 'scope creep' or lack of focus e.g. no new physical locations, no expansion outside of our core services
- **Activity as a measure**, maintaining a 'live' projection of our volume of service delivery, e.g. sessions and children, which we will use to track performance and encourage ambition and innovation across all years and months – but not adopt as a headline goal for a multi-year strategy



GOALS AND OBJECTIVES

Our four goals advance our mission and increase our impact.

For each goal, the objectives represent the key means by which the goal will be substantially achieved.



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

Sensational Kids,
Unit F2 Kildare Business Park,
Melitta Road,
Kildare Town, R51 R281

☎ 045 520900
✉ info@sensationalkids.ie



Mayo

Sensational Kids,
Lakeside
Retail Park, Claremorris, Co Mayo,
F12 P2H9

☎ 094 9357005
✉ claremorris@sensationalkids.ie

📷 @sensational_kids
🐦 Twitter @SenKidsIreland



West Cork

Sensational Kids, 2nd Floor,
Building G, West Cork Technology Park,
Clonakilty, Co Cork,
P85 VF62

☎ 023 887 8208
✉ clonakilty@sensationalkids.ie



Monaghan

Sensational Kids,
Unit 8 Clones Business Technology Park,
Clones, County Monaghan
H23 P294

☎ 047 52671
✉ clones@sensationalkids.ie

📘 Facebook @SensationalKidsIreland
🌐 LinkedIn Sensational Kids CLG