



Sensational Kids

Therapy • Toys • Training



Annual Report 2022



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CHAIRPERSON'S STATEMENT

Dear Friends and Supporters,

I am honoured to present the Chairperson's statement for Sensational Kids' Annual Report for the year 2022. It is with immense pride and gratitude that I reflect on the remarkable journey we have undertaken as a charity dedicated to transforming the lives of children and families in Ireland.

Over the past year, our commitment to our mission has shone brightly, even in the face of unprecedented challenges brought about by the global pandemic. Sensational Kids has remained steadfast in its dedication to providing essential therapeutic services to children with additional needs, helping them reach their full potential. Our tireless staff, passionate volunteers, and generous donors have been the driving force behind our continued success.

Financial Stability and Transparency: I am pleased to report that despite the economic uncertainty that has loomed over us, Sensational Kids has maintained financial stability. Our commitment to fiscal responsibility and transparency has ensured that donor funds are used efficiently and effectively to serve the children who rely on our services.

Impact and Outreach: This year, we have reached even more families in need, expanding our programs and services to offer support where it is needed most. Our team of dedicated therapists and professionals have worked tirelessly to adapt to new challenges, offering teletherapy services, remote support, and innovative solutions to ensure that no child is left behind.

Community and Collaboration: Our partnerships with local schools, and community organizations have grown stronger. Collaborative efforts have allowed us to provide comprehensive care to the children we serve, ensuring that they receive the holistic support they deserve.

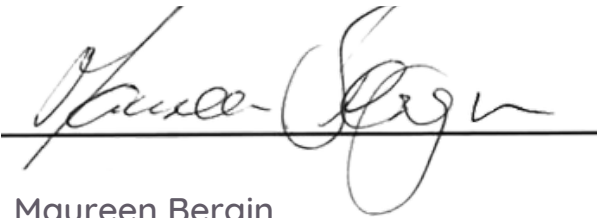
Innovation and Adaptation: As we look ahead, we are committed to innovation and adaptability. The lessons we have learned during these challenging times will shape our future, enabling us to better serve our community. We will continue to invest in training, and technology to remain at the forefront of paediatric therapy.

CHAIRPERSON'S STATEMENT CONTINUED

Gratitude: None of this would be possible without the incredible support of our donors, sponsors, volunteers, and staff. Your unwavering dedication to Sensational Kids has made a profound difference in the lives of countless children and their families. We extend our heartfelt gratitude to each and every one of you.

Looking Forward: In closing, I am filled with hope for the future of Sensational Kids. Our mission to empower children with additional needs and their families remains as strong as ever. Together, we will continue to break down barriers, provide vital services, and create a more inclusive and compassionate society for all.

Thank you for being a part of our journey. With your continued support, we will continue to achieve great things in the years to come!

A handwritten signature in black ink, reading "Maureen Bergin", written over a horizontal line.

Maureen Bergin
Voluntary Chair of the Board of Directors, Sensational Kids



MESSAGE FROM CEO & FOUNDER

As we recover from the Covid-19 pandemic years, 2022 brought us many challenges with rising costs, but also many highlights, which we have spotlighted in this report. I hope you enjoy reading about the life changing impacts that Sensational Kids continues to make in our communities around Ireland.

I want to thank our incredible team of 2022. Your dedication and the significant difference you make to the lives of the children you serve is truly commendable. The invaluable work and your commitment to improving the lives of children and families in your community, continues to inspire me. I am so proud to support and lead such a remarkable and passionate team of people.

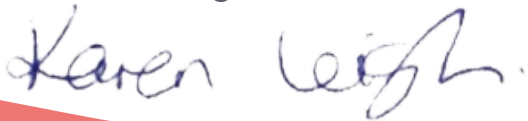
We have many volunteers who serve on our board of directors and board sub-committees who give their time and expertise so freely and kindly behind the scenes throughout the year. It is a pleasure to work with you all. I want you to know that your support is very much valued and makes a difference.

My deepest appreciation to our donors, supporters and funders, without whom Sensational Kids, could simply not exist. With four regional child development centres, and rising costs of running services, we are so grateful for your continued support that enables us to keep providing our subsidised therapy services for children.

I especially want to thank our truly Sensational Kids and their families for placing your trust and hope in us. You continue to inspire us to keep going. One of my favourite communications this year was from one of our lovely parents who sent in a donation after Christmas with these words: **“Changing Lives, Filling Hearts with Hope”**

There are no better words to sign off with than these. It's all that we strive to do.

With much gratitude,



CEO & Founder, Sensational Kids



ABOUT US



ABOUT SENSATIONAL KIDS

Vision

All children and adolescents in Ireland have access to timely and impactful therapeutic services.

Mission

Our mission is to **transform the lives of children** through therapy, toys and training.

Values

FAMILY CENTERED: It is more than just the child/ adolescents

INCLUSIVE: All children, all adolescents, all ages, all abilities

RESPECT: Everyone is equal and TRUST is key

FUN: Always finding time to smile and laugh.

PLAY: Play-based model to support therapeutic engagement

EXCELLENCE: Quality in everything we do

SOCIAL ENTERPRISE: The SK mission is the heart of everything we do

INNOVATION: Always looking at what could progress and be better



ABOUT SENSATIONAL KIDS

Our Ambition

As a social enterprise we want to drive our traded income, maximise grants and donor supports to increase our sustainability and accelerate our reach. Allowing us to transform the impact and access to developmental therapy supports for as many children and adolescents in Ireland as possible.



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

Over 86,000 children are currently on waiting lists for occupational therapy, speech & language therapy and educational psychology in Ireland.

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.









OUTPUTS & OUTCOMES



OUTPUTS AND OUTCOMES

● Sensational Kids Program Evaluation: September 2021 to April 2023

Sensational Kids' program evaluation process began in late September of 2021, and since that time 226 clients have completed "pre-program" ratings, with 11 clients completing ratings across two services (i.e., occupational therapy and speech language therapy). Subsequent ratings are taken approximately 12 visits or three months after the previous ratings are collected. As of April 2023, across services and locations, 123 clients have follow-up data across 341 client-centered goals, suggesting the variety of needs being addressed at Sensational Kids.

Of those clients with follow-up ratings, 81% are reporting clinically meaningful changes in child performance related to individualized goals. A change score (the average difference in ratings across time) of about 2 points is considered to reflect clinically meaningful difference – that is, change that would be noticeable and impactful on daily life for a client (Cusick et al., 2007; Law, 2021). At Sensational Kids, the average change score for client ratings of goal performance is 3.05 points. These perceived gains are further supported by therapist reports of client changes over the course of treatment, which show a meaningful difference at an average of 3.06 points. Client satisfaction with child performance has also increased over the course of intervention at Sensational Kids, at an average of 3.21 points per client. Therapist satisfaction changed at an average of 3.15 points per client. These average ratings are particularly powerful considering they have remained about 3 points over time (see the table below for previous averages).

From this data, both client perception of performance on meaningful goals and their satisfaction in daily life have improved significantly over the course of intervention. Therefore, the COPM ratings document numerically the profound positive changes that therapists and clients know to be true about intervention at Sensational Kids.

OUTPUTS AND OUTCOMES

Social Impact at a Glance



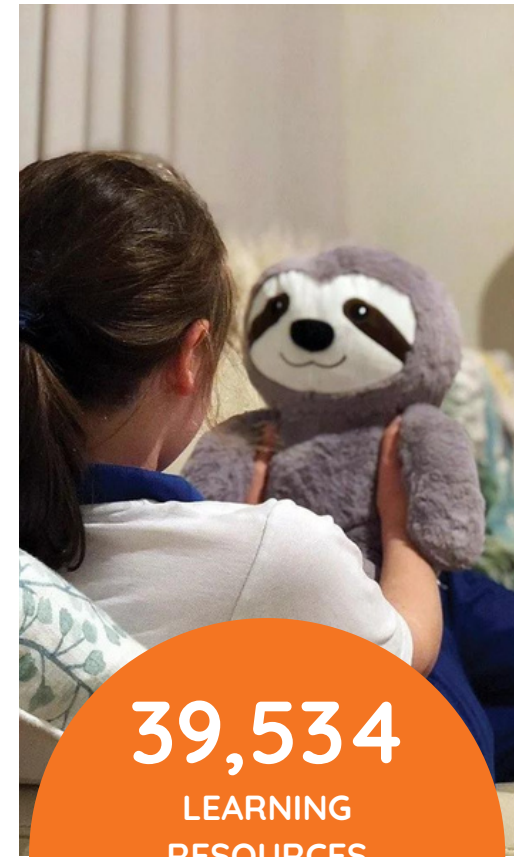
7,325
INDIVIDUAL
THERAPEUTIC
APPOINTMENTS



515
HEALTHCARE
WORKERS, PARENTS
AND EDUCATORS
WERE UPSKILLED



€441,211
SAVED BY FAMILIES
IN THERAPY FEES



39,534
LEARNING
RESOURCES
DELIVERED TO
CHILDREN

SPOTLIGHT ON 2022

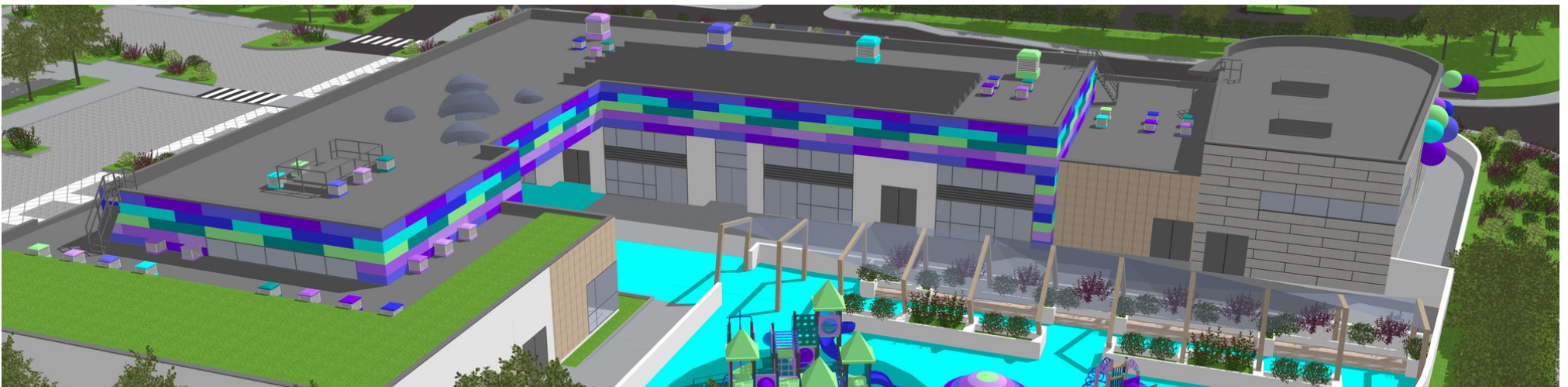


SPOTLIGHT ON 2022

New National Child Development Centre:

In 2022 Sensational Kids bought a 2.4 acre site just off the M7 motorway in Kildare Town (a huge highlight of the year!).

We continue to fundraise so that we can start building in 2023



SPOTLIGHT ON 2022

RTÉ Toy Show Appeal 2022

Sensational Kids secured €55,532 grant from the Community Foundation for Ireland's Toy Show Appeal for a school-based occupational therapy pilot project in West Cork. Our school-based OT programme allowed us to work with 85 children each week.

RTÉ
TOY
SHOW
APPEAL



“We love working with Karyn, her help, support, enthusiasm and good nature with the children was infectious and her ability to explain and help me as a teacher to help other children was amazing”



SPOTLIGHT ON 2022

Fundraising

2022 was a strong year for fundraising. We are truly grateful to the kind individuals, corporate partners and trusts & foundations who support our work.

Without your support, we simply could not continue our services for children.

Much of the funding received in 2022 will carry into delivering impact in 2023 to fund projects that are continuing through into next year.

We fundraise for our annual core costs to bridge the gap between our traded income and the running costs, such as rent, light & heat, and support staff which are essential to being able to provide our services.

This year we are also fundraising for our ambitious project to build a new national child development centre.



SPOTLIGHT ON 2022

Sensational Kids in the Media - Highlights of 2022

Sensational Kids has been repeatedly covered in Irish media and achieved wider recognition within Irish society as a result. Some examples of publications include



SPOTLIGHT ON 2022

Play, Develop & Learn Store in 2022

The Sensational Kids Play, Develop & Learn store is Ireland's only online child development and learning store where 100% of the profits from your purchase go towards subsidising therapy services for children! All products in the Play, Develop & Learn store are specially chosen for their value in helping children to learn.

In 2022 the Play, Develop & Learn store delivered 39,534 learning resources for children.



✓ Verified

11 Nov 2022

Lifesaver

Lifesaver! I needed some specialised headphones for a therapeutic programme. If it wasn't for sensational kids, I would have had to get them from the US, with a delivery charge far higher than the already very expensive headphones. My order was processed quickly, the headphones arrived just a couple of days later, in good condition. Satisfactory customer experience all-round. Thank you!

Date of experience: 10 August 2022

**Rated
Excellent**
★ Trustpilot



SPOTLIGHT ON 2022

Training Workshops in 2022

2022 was a bumper year for workshops and webinars at Sensational Kids. 515 educators, parents and healthcare professionals attended online workshops and in-person training.

“ Maria was excellent at presenting and explaining the content in simple words. Love how she suggested evidence based interventions also. I have a lot of new material to study before the next school term. Thanks so so much. ”

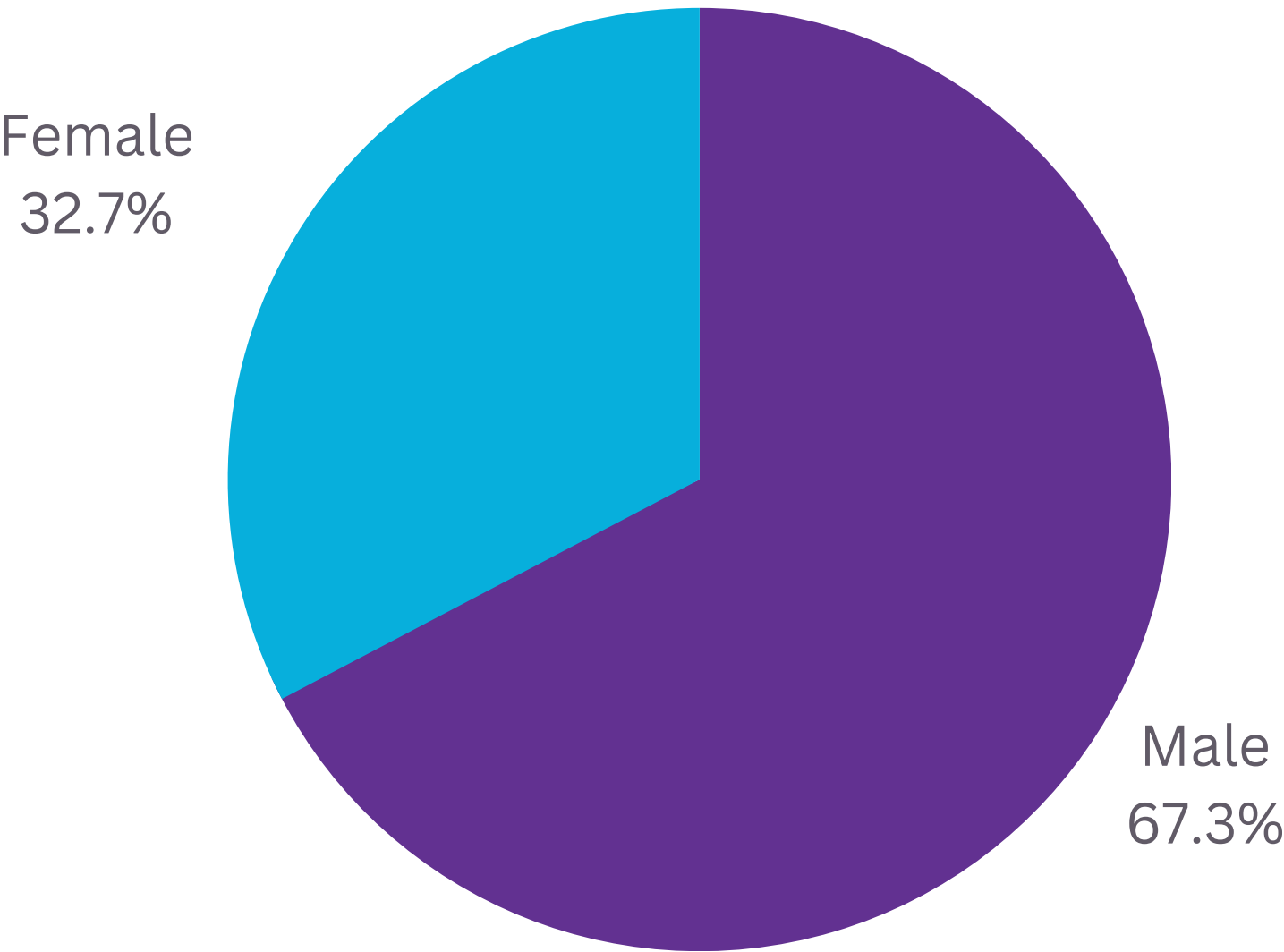
“ Brilliant training, everything was very helpful and beneficial to my employment as a Social Care Worker ”

515 Healthcare workers, parents and educators were upskilled



THE CHILDREN WE SUPPORTED IN 2022

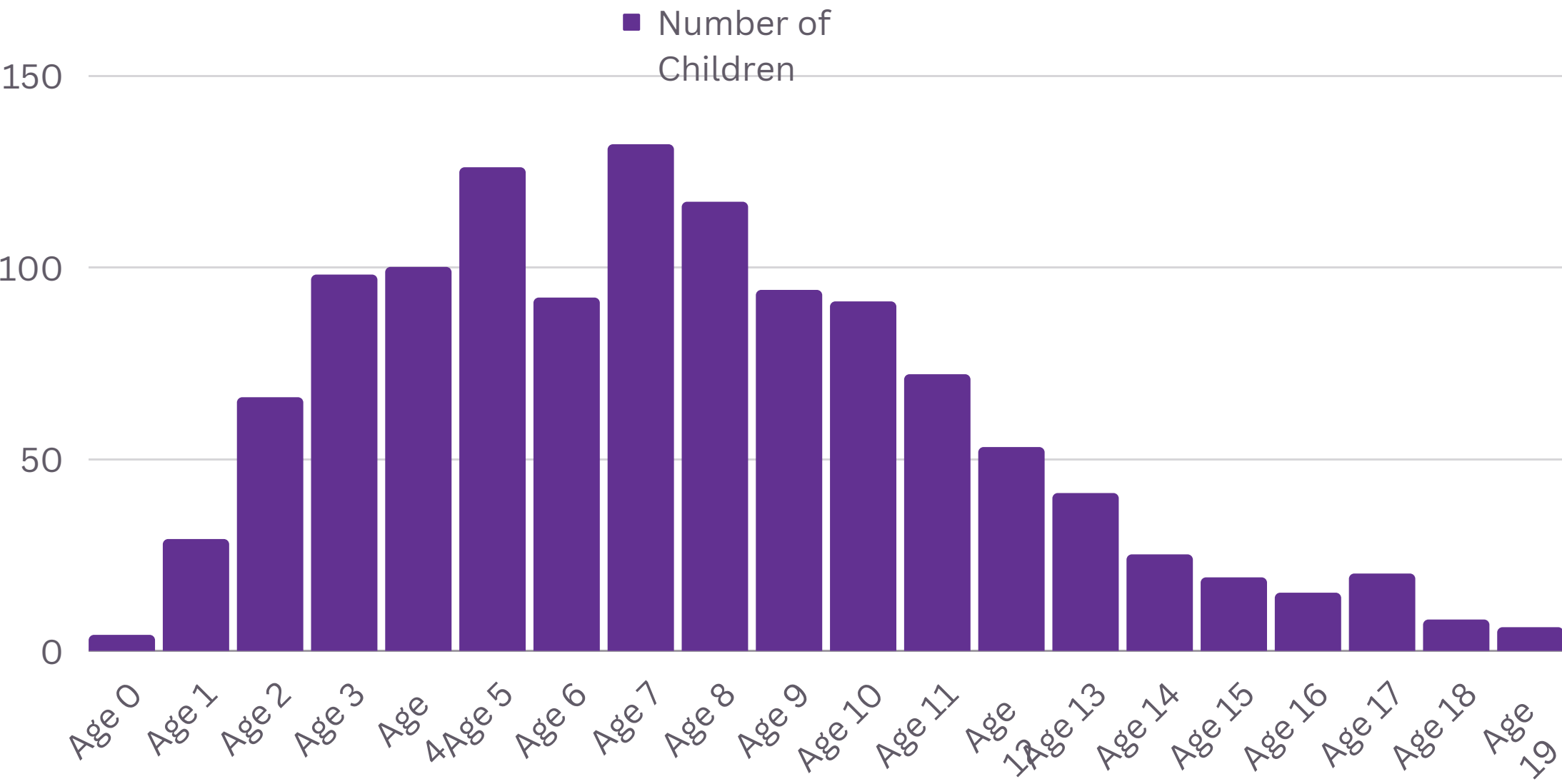
In 2022, we supported 1,365 individual children, 67.3% of the children were male and 32.7% were female.



SPOTLIGHT ON 2022

THE CHILDREN WE SUPPORTED IN 2022

In 2022, children from age 0 - 19 were supported in our Child Development Centres.



WHAT OUR FAMILIES SAY



WHAT OUR FAMILIES SAY

Hugo's Sensational Story



WHAT OUR FAMILIES SAY

Fiadh's Sensational Story



WHAT OUR FAMILIES SAY

JC & Brody's Sensational Story



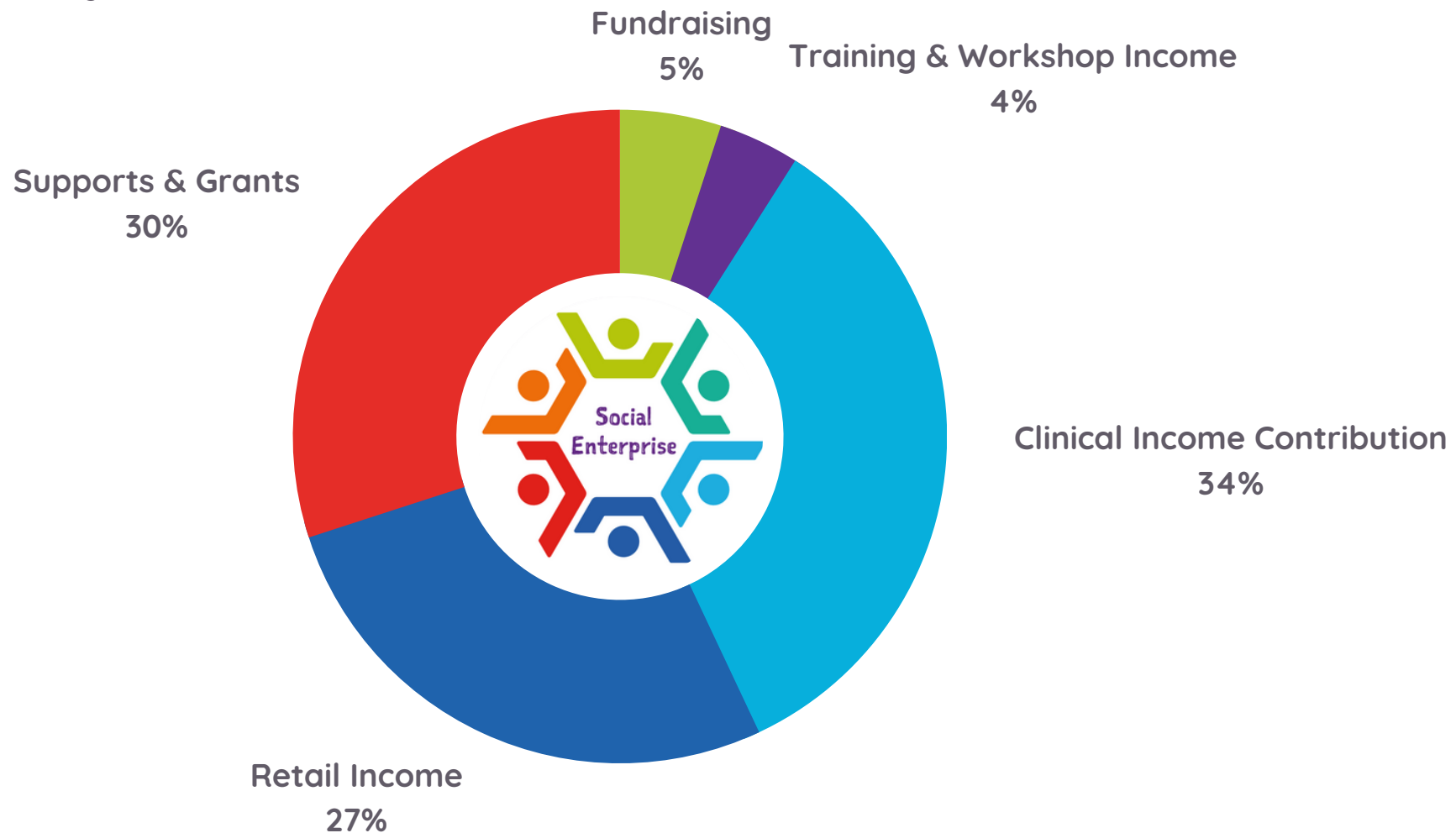
FUNDING



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.



FUNDING

Our Partners and Supports

We would like to take the opportunity to thank all the organisations and companies who have supported us in 2022, 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:



FINANCIAL REPORTING



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 2022, 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 2022 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.

Opinions on other matters prescribed by the Companies Act 2014

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

- 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.

INDEPENDENT AUDITOR'S REPORT CONTINUED

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.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the company's 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's website at: <https://iaasa.ie/publications/description-of-the-auditors-responsibilities-for-the-audit-of-the-financial-statements/>. This description forms part of our auditor's 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.

INDEPENDENT AUDITOR'S REPORT CONTINUED



Gavin Kelly
for and on behalf of SCD Accountants Ltd
Chartered Accountants
Statutory audit firm

25 September 2023

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 2022

		Unrestricted funds 2022 €	Restricted funds 2022 €	Total 2022 €	Unrestricted funds 2021 €	Restricted funds 2021 €	Total 2021 €
Notes							
<u>Income and endowments from:</u>							
Donations and collections	2	114,250	630,414	744,664	414,644	-	414,644
Trading activities	3	1,330,256	-	1,330,256	1,402,362	-	1,402,362
Other income	4	4,012	-	4,012	147,884	-	147,884
Total income		1,448,518	630,414	2,078,932	1,964,890	-	1,964,890
<u>Expenditure on:</u>							
Charitable Activities	5	1,607,126	408,122	2,015,248	1,890,203	25,283	1,915,486
Total expenditure		1,607,126	408,122	2,015,248	1,890,203	25,283	1,915,486
Net (outgoing)/incoming resources before transfers		(158,608)	222,292	63,684	74,687	(25,283)	49,404
Gross transfers between funds		(69,652)	69,652	-	-	-	-
Net (expenditure)/income for the year/ Net movement in funds		(228,260)	291,944	63,684	74,687	(25,283)	49,404
Fund balances at 1 January 2022		421,232	115,032	536,264	346,545	140,315	486,860
Fund balances at 31 December 2022		192,972	406,976	599,948	421,232	115,032	536,264

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.


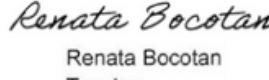
FINANCIAL REPORTING

BALANCE SHEET

AS AT 31 DECEMBER 2022

	Notes	2022		2021	
		€	€	€	€
Fixed assets					
Intangible assets	11		15,077		21,497
Tangible assets	12		1,609,277		516,956
			<u>1,624,354</u>		<u>538,453</u>
Current assets					
Stocks	13	60,438		90,854	
Debtors	14	79,690		134,412	
Cash at bank and in hand		2,065,705		241,657	
		<u>2,205,833</u>		<u>466,923</u>	
Creditors: amounts falling due within one year	16	(368,234)		(384,127)	
Net current assets			<u>1,837,599</u>		<u>82,796</u>
Total assets less current liabilities			<u>3,461,953</u>		<u>621,249</u>
Creditors: amounts falling due after more than one year	17		(2,862,005)		(84,985)
Net assets			<u><u>599,948</u></u>		<u><u>536,264</u></u>
Income funds					
Restricted funds			406,976		115,032
<u>Unrestricted funds - general</u>					
Designated funds	20	-		367,474	
General unrestricted funds		192,972		53,758	
		<u>192,972</u>		<u>421,232</u>	
		<u><u>599,948</u></u>		<u><u>536,264</u></u>	

The financial statements were approved by the Directors on 25 September 2023



 Maureen Bergin Renata Bocotan
 Trustee Trustee

Company registration number 432465

STRATEGY



STRATEGY

Strategic Pillars

Throughout 2022, we continued to focus on the delivery of the goals in our strategic plan. With many of the goals mostly achieved, or well on the way to being achieved, we plan to review and update our strategy in 2023

Social Impact



Sustainability as a Social Enterprise



Brand



Organisation al Capacity & Effectiveness



Grow & Develop Our People



STRATEGY

Strategic Goals

PILLAR 1: Social Impact

- 1.1 Transform and grow our delivery of developmental therapy for children and adolescents
- 1.2 Recognised as a leader of measurable change in developmental therapies
- 1.3 Develop and scale our affordable services
- 1.4 Escalate our accessibility and impact

PILLAR 2: Sustainability as a Social Enterprise

- 2.1 Grow traded income to cover core costs
 - a. Retail sales
 - b. Therapeutic services
 - c. Workshops/ webinars
- 2.2 Grow fundraising to cover core costs, capital and growth initiatives
- 2.3 Strong engagement with all key stakeholders

PILLAR 3: Brand

- 3.1 SK reputation as the 'go to'
- 3.2 SK business model is understood
- 3.3 Recognised as a social enterprise leader
- 3.4 SDG/ ESG/ UN Principles: metrics in place

PILLAR 4: Organisational Capacity & Effectiveness

- 4.1 Kildare flagship established
- 4.2 Scale and impact in Clonakilty, Claremorris, Clones are maximised
- 4.3 Automation and systems are appropriate for and enable business growth and ambition
- 4.4 Potential for additional sites/ flagship/ expansion

PILLAR 5: Grow & Develop Our People

- 5.1 Talent attraction
- 5.2 Talent development and innovation
- 5.3 Talent retention
- 5.4 Transparency and governance

Strategic Priorities

Focus areas

Affordable (1.3)
Traded income (2.1)
Talent attraction (5.1)
Automation & appropriate systems (4.3)
Fundraising (2.1)
Accessible (1.4)
Talent development (5.2)
Talent retention (5.3)
Kildare flagship (4.1)
Needs of non Kildare locations (4.2)

Ongoing priorities

Reputation (3.1)
Stakeholder management (2.3)
Recognised SE leader (3.3)
Governance (5.4)
Business model understood (3.2)
Flagship in southern counties (4.4)
Measurable change (1.2)
Transform service delivery (1.1)
SGD/ ESG metrics (3.4)

GOVERNANCE



GOVERNANCE

Corporate Governance

Sensational Kids is a privately funded social enterprise with charitable status. We receive grants and donations from individuals, corporate partners and trusts & foundations. We commit to all donors that we operate to, and adhere to, the highest standards of governance, transparency, and accountability.

- We comply with the Charities Act and are registered with the Charities Regulatory Authority (CRA), Ireland's national regulatory agency for charitable organisations.
- We have adopted and are fully compliant with The Charities Regulator Governance Code as well as the Guidelines for Charitable Organisations on Fundraising from the public.
- Sensational Kids is a registered company (company limited by guarantee) and completes annual returns to the Companies Registration Office (CRO).
- We have adopted the Charity Standard of Recommended Practice SORP (FRS 102) for our financial statements.
- Sensational Kids annual financial statements are fully audited by SC Dunne Accountants Ltd
- Our annual accounts and annual reports are published on our website

CHARITIES REGULATORY AUTHORITY



Sensational Kids is a registered charity since 2007. Our Charities Regulator Authority Number is 20065133. We share annual reports and governance information with the CRA each year.

COMPANIES REGISTRATION OFFICE



Sensational Kids is a registered company limited by guarantee. Our registered company number is 432465. We maintain compliance with CRO annually.

THE CHARITIES REGULATOR GOVERNANCE CODE



Sensational Kids is fully compliant with The Charities Regulator Governance Code.

GOVERNANCE

Board of Directors



Maureen Bergin is the Community & Business Relations Director at Kildare Village. Maureen has been with Kildare Village since its 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.
(Meeting Attendance in 2022: 7/6)



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.
(Meeting Attendance in 2022: 7/5)



Ben joined the board of Sensational Kids in January 2022. Ben is an entrepreneur and leader, working on things that make a difference. As an experienced Marketing and Support Manager with a love of working in the computer games industry Ben was one of the founders of Evenly Cooler Games, aiming to bring about a fundamental shift in kids gaming on mobile and tablet. Ben is skilled in Strategic Leadership, Agile Methodologies, and People Management and is a strong media and communication professional with a Bachelor's Degree focused in Music Technology from De Montfort University.
(Meeting Attendance in 2022: 7/3)



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.
(Meeting Attendance in 2022: 7/4)



Yvonne is an experienced commercial lawyer who joined the board of directors at Sensational Kids in January 2022. Yvonne has over 16 years' experience in practice at McCann FitzGerald LLP and Simmons & Simmons LLP, Dublin and also in-house at Meteor Mobile, Value Retail and Netgear Inc., where she currently heads up the EMEA legal team. She has expertise in the areas of Real Estate and Finance, Commercial Contracts and Governance and works as a mentor with Trinity Women in Law.
(Meeting Attendance in 2022: 7/7)



Leontia joined the board of directors at Sensational Kids in January 2022. Leontia has over twenty years of experience in developing and delivering impactful and transformative communications strategies that connect with external and internal stakeholders and support the delivery of business objectives. Her wide ranging leadership and communications experience covers a number of key areas, including; Corporate Affairs and Media Relations, Internal Communications, Employee Engagement, Culture and Sustainability. She has worked across both in-house and agency roles in the financial services, telecoms, retail, technology and FMCG industries.
(Meeting Attendance in 2022: 7/6)



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.
(Meeting Attendance in 2022: 7/6)

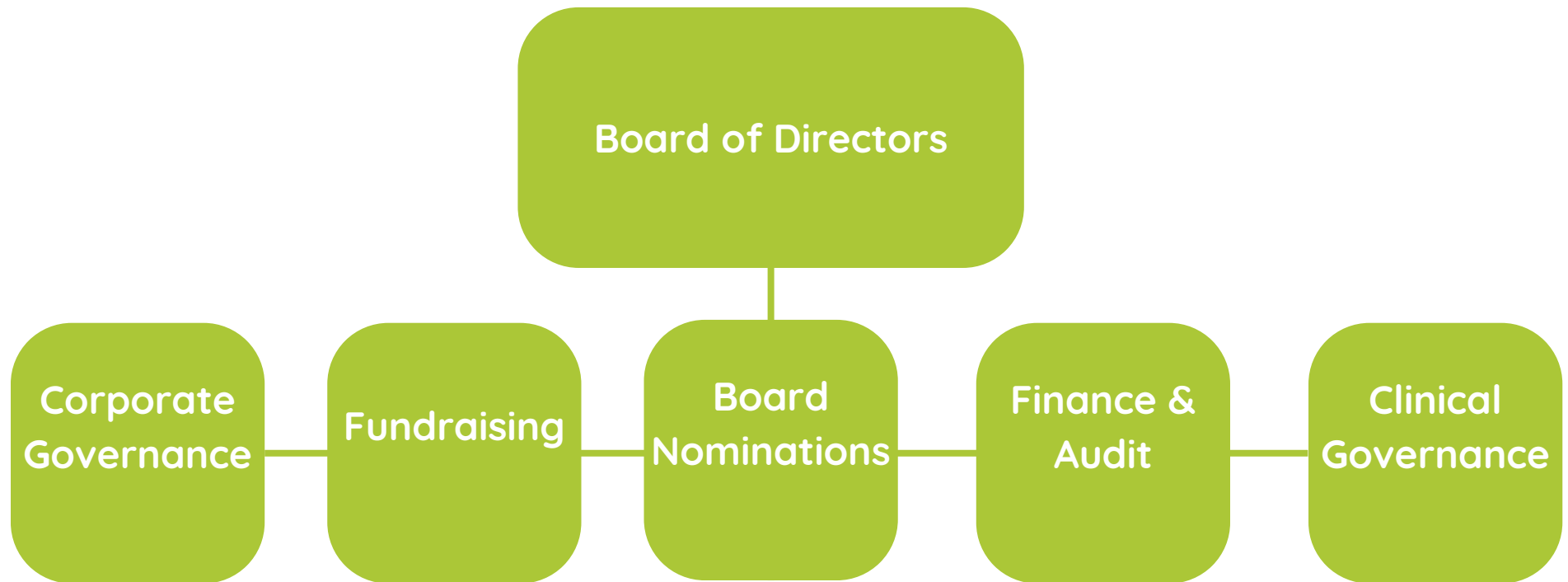
Company Secretary



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 also a member of The Association of Data Protection Officers Ireland

GOVERNANCE

● Board Sub Committees:



Sensational Kids

Therapy • Toys • Training



Our Centres

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