



Adding Value
Values-led finance



2025/26

Impact Report

We educate and support purpose-led organisations to manage their finances with confidence, so they can focus on creating meaningful change.

Decision-makers across the UK trust us as their finance partners.



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Adding Value exists because purpose-led organisations deserve better.

Too many charities and social enterprises are held back by finances they don't fully understand – relying on staff who need more support, or accountants who simply don't understand how mission-driven organisations work.

Our founder, Matthew, saw this first-hand working as a portfolio finance director across the charity and social enterprise sector. The gap was clear: brilliant organisations doing vital work, but without the financial skills and support to truly thrive.

So he built something different.

Adding Value is a team of multi-skilled accountants who are genuinely passionate about not-for-profit finance – and about the organisations we work with. We're a socially driven business ourselves, so we understand first hand what it means to be driven by purpose, not just profit.

Our job is simple: We educate and support purpose-led organisations to manage their finances with confidence, so they can focus on creating meaningful change.

When your numbers make sense, everything else gets easier. Better decisions. Stronger resilience. More impact.

That's what we're here for.

We have two aims as a business:

To help the social economy to thrive and enable an economy where social impact and environmental sustainability are as valued by businesses as financial success.

To support purpose-led businesses and purpose-driven organisations by providing excellent financial management and accountancy services, training and consultancy.

Our year at a glance

In the year ending 31st May 2026, we have directly supported 332 charities, social enterprises and purpose-led businesses.



We have raised more than

£2.5m

in social investment loans for our clients



The combined turnover of the organisations we support is more than **£100m** and they employ more than **3000** staff between them.



We provided financial management training to more than organisational leaders in the last year.

100

332

clients supported during 2025/26

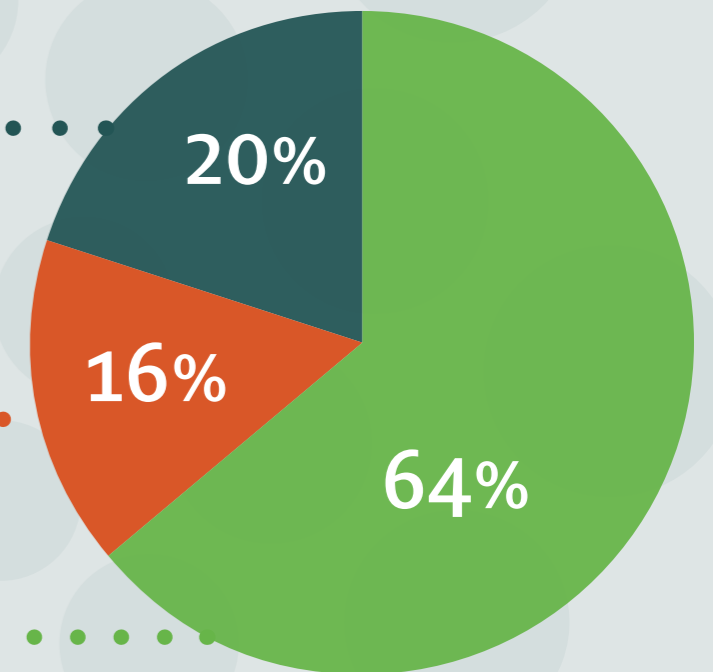


Who we work with

Purpose-led businesses

Social Enterprises

Charities and CIOs



Processing payslips for more than **1500** employees



Providing more than **500 sets** of management accounts



Supported over a dozen small startup social enterprises to get established, with pro-bono advice and/or low-cost accountancy support.



Attending over **150** board meetings to support strategic financial decision-making



Preparing more than **200 sets** of annual accounts



Undertaking **32** independent examinations of accounts for small charities

Our Theory of Change

We educate and support purpose-led organisations to manage their finances with confidence, so they can focus on creating meaningful change.

The challenge



Purpose-led organisations prioritise mission over money. Financial management is often delayed, under-resourced or reactive.

This leads to:

- Weak reserves
- Uncertain cash flow
- Limited planning
- Reduced confidence at leadership level
- Slower growth and impact
- Outdated and inefficient systems and processes
- Lack of clear ownership of the numbers
- Weak financial controls and a higher risk of fraud



What we do



Adding Value provides practical, trusted financial partnership, including:

- Outsourced financial management
- Financial consultancy and strategic advice
- Support with social investment bids
- Accurate and efficient financial transactions
- Adoption of AI and improved systems
- Compliance with regulations and legal requirements
- Building internal financial skills and capability
- Acting as a sounding board and critical friend to decision-makers



What changes?



Organisations:

- Have the tools and confidence to manage finances sustainably
- Plan and forecast more effectively
- Build stronger reserves and diversify income
- Use financial information to guide decisions
- Feel more secure and less reactive
- Become more financially resilient
- Employees are able to focus on their own core competencies as finance becomes a 'review' rather than 'do' role for them

Leaders become confident financial decision-makers.



OUR THEORY OF CHANGE

Good financial management = stronger finances + confident decisions = **GREAT**ER IMPACT

Long term impact



Purpose-led organisations across the UK:

- Have sustainable, well-managed finances
- Have more purchasing power that goes further, because we give them access a wide range of skills
- Are resilient in the face of change
- Grow with confidence
- Focus fully on their mission
- Deliver greater long-term impact in their communities



The impact we have



Many purpose-led organisations begin with passion, commitment and a clear mission.

But too often, the financial side gets pushed to the bottom of the list – not because it isn't important, but because it feels complex, intimidating or secondary to the cause.

Over time, this can lead to:

- **Fragile reserves**
- **Uncertain cash flow**
- **Reactive decision-making**
- **Missed opportunities for growth**
- **Leaders carrying quiet financial anxiety**

And when finances feel unstable, it's harder to focus on purpose.

What we do
We step in as trusted financial partners with specific expertise. We don't replace purpose – we protect it.



Impact indicators

| What we Do | Impact Measure |
|--|--|
| Improve financial awareness amongst organisational leaders | <ul style="list-style-type: none"> • Leaders understand their numbers • Visibility helps them forecast and reduces financial stress |
| Use data to support financial decision-making | <ul style="list-style-type: none"> • Leaders use their numbers with confidence to make more robust, insight-driven decisions • This strengthens financial resilience, reserves and diversifies income |
| Build internal financial capability, so knowledge stays within the organisation | <ul style="list-style-type: none"> • Organisations have a culture of good financial management • This supports sustainable growth |
| Transform financial processes by introducing efficient systems and thoughtful use of AI and new technology | <ul style="list-style-type: none"> • This improves efficiency, clarity and financial control |
| Help organisations secure social investment | <ul style="list-style-type: none"> • This helps them grow and scale with confidence |
| Keep financial records accurate, up to date and compliant | <ul style="list-style-type: none"> • Compliance with company law, tax regulations and legal requirement means you're confident that your numbers are right • Peace of mind that numbers are clearly reported and the right amount of tax has been paid |



You can read all of our client case studies online here.





Blackburne House

How Adding Value supported Blackburne House to turn a key business area into a thriving profit centre

Blackburne House is a respected charity based in Liverpool, with a mission to empower and support women into education, employment and enterprise. With a proud history of social impact, the organisation delivers a wide range of accredited courses and qualifications, many focused on sectors where women remain underrepresented. From its iconic Grade II listed Georgian building, Blackburne House also runs several successful social enterprises – including a bistro, nursery, wellness centre, hospital catering, and a conference and events venue. All surpluses are reinvested directly into its mission, creating a unique and sustainable model where commercial success fuels social change.

Like many charities and social enterprises, Blackburne House has faced external pressures in recent years. Rising costs, increased competition for grants, and the cost-of-living crisis created new challenges for trading income. While the organisation remained ambitious and resilient, it recognised the need to strengthen financial systems and processes to ensure clear decision-making, transparency, and growth.

In particular, Blackburne House Nursery, an essential service for both local families and learners, was navigating sector change and rising costs, despite its strong reputation and demand. Leaders recognised that with the right systems, processes, and support in place, the Nursery could once again become a key contributor to the charity's long-term sustainability.

Adding Value worked in partnership with Blackburne House to modernise and transform its financial management systems. Key steps included:

- Financial systems transformation: migrating from Sage to Xero, introducing a modern coding and departmental structure, and enabling budget-holders to take ownership of their areas.
- Improved reporting and accountability: implementing clear monthly management accounts, creating transparency and strengthening decision-making.
- Upskilling staff: delivering training on cloud-based systems, financial awareness, and embedding digital-first processes to replace outdated paper-based methods.

For the Nursery specifically, support included:

- Reviewing and updating the pricing model, benchmarking against local competitors.
- Implementing nursery management software, which streamlined fee collection and significantly reduced bad debt.
- Supporting leaders to manage staffing rotas more effectively, improving efficiency without compromising quality.

How did we improve financial awareness?

Within six months, these changes had transformed the Nursery's financial performance, moving from a -2% margin to +21% margin. This turnaround that has not only restored profitability but also strengthened the organisation's ability to reinvest in its mission.

More broadly, Blackburne House now has robust systems, better financial visibility, and a culture of ownership and accountability across teams – providing a stronger platform for long-term growth and sustainability.

“... Blackburne House now has robust systems, better financial visibility, and a culture of ownership and accountability across teams...”



“They've been patient, resilient and always committed – even when the pressure from our side has been high. They've taken the time to really get to know us and how we work, and that has made all the difference.”

**– Paul Growney,
CEO, Caring
Connections**

Caring Connections

Supporting a charity to increase its turnover tenfold with scalable systems, processes and support

Caring Connections is a northwest-based charity, delivering person-centred home care and reablement services across Knowsley, Wigan, Warrington, Ellesmere Port and Wirral. Registered with the CQC, alongside its core home care and reablement work, the charity has developed a portfolio of services that respond to some of the toughest challenges families face today: fully funded bereavement counselling, targeted community projects, and partnerships that bring research and innovation directly into frontline care.

That commitment has fuelled rapid growth, expanding both its geographic reach and the scale of its services to meet rising community needs. In the space of just five years, Caring Connections has increased its turnover tenfold – clear evidence of both rising demand and the trust communities place in its services. Through it all, the guiding ethos has remained the same: “we care for our carers so they can care for others.” Every surplus is reinvested into staff wellbeing and into the often-deprived communities it serves, ensuring growth is never just about numbers, but about lasting social value.

Rapid growth brings a range of challenges, including scaling systems and processes and additional demands on working capital. At the same time, Caring Connections has faced the same financial headwinds affecting the wider social care sector – rising operational costs, particularly staffing, alongside increasing demand for services without a matching uplift in sustainable funding. These pressures are compounded by policy-driven cost increases such as higher employer National Insurance contributions, which further squeeze already tight budgets.

The increase in the size of the staff team meant our payroll team had to be on the front foot. We implemented BrightPay as the payroll system, alongside smooth processes for capturing complex individual working hours across multiple sites and reports to help managers review and approve hours. The implementation also included an employee portal to allow all staff to view their payslips.

How did we use data to support financial decision making?

We've undertaken insightful work around budgeting and forecasting to help Caring Connections achieve its financial goals. We provide monthly cash flow projections and management accounts that track performance against the agreed annual budget, and have regular meetings to support financial decision-making and manage the financial position. This includes providing board papers to the charity's trustees.

Integrating the Care Management System with the Finance system has been key to ensuring accurate financial reporting and the effective management of debtors. Crossing the audit threshold required Adding Value to add another detailed layer of financial reporting into the mix too.

To support the working capital needs, Adding Value introduced the charity to two social investment companies, and successfully supported them to obtain blended finance (grants and loans). The additional working capital from this has given Caring Connections the assurance and confidence to continue on its growth journey.



Sefton Women's and Children's Aid

Adding Value helped SWACA strengthen its financial sustainability, despite fundraising challenges

Sefton Women's and Children's Aid (SWACA) provides free, practical and emotional support to women, children and young people affected by domestic abuse, regardless of age, race, disability, religion or sexuality. The charity's services include one-to-one support, group programmes, advocacy, therapy, refuge accommodation and legal and financial advice. Since its foundation in 1974, SWACA has grown to support over 1,500 families each year, helping them to cope with, recover from and move beyond domestic abuse.

As with many domestic abuse charities, SWACA faces rising cost pressures – staffing, premises – while securing fundraising in a more competitive environment. Dependence on grants, council contracts, and variable fundraising income makes budgeting hard, especially for core / day-to-day costs.

When external grant funding is earmarked for specific projects rather than general overheads, it can leave gaps in covering essential running expenses. The organisation has also needed to scale up services, such as opening a new refuge, with funding that is time-limited, which introduces risk about sustaining those services once the contract ends..

From the start of our journey with SWACA it was about improving the transparency of the numbers and getting a handle on the margin / contribution to core costs by project and fund. We supported this by creating a set of monthly management accounts that enabled the organisation to differentiate between core and project income and expenditure, ensuring that restricted grants are costed accurately and not subsidised by core funding. This has enabled SWACA to improve its financial sustainability and grow reserves.

How did we build internal financial capability?

In designing and reviewing reports at a project level on a monthly basis, the executive team were able to take a proactive approach in allocating resources effectively, ensuring project budgets were not overspent. We worked closely with SWACA to build annual budgets and to regularly review actual performance against plan.

A key element has been the educational support around finance, allowing the CEO to delegate with confidence some budget control responsibilities to the management team, knowing that they had our support throughout the process.

It's been a rewarding journey seeing a client grow their revenues in excess of £1m and supporting them in improving their reserves to a much healthier and secure position. The growth journey also saw SWACA exceed the threshold for audit, so we were on hand to support them through this process too.



“Staff have significantly strengthened SWACA's financial management and business approaches, proving very good value for money.”

– Neil Frackelton, CEO, SWACA



Food For Thought

Transforming financial processes to grow

Food For Thought is a not-for-profit, member-owned school meals company serving over 90 schools across Liverpool – from primary and secondary to SEN settings. Every day, it delivers more than 26,000 fresh, nutritious meals, alongside outdoor learning and cookery workshops that bring food education to life.

With that scale comes considerable financial complexity. Adding Value manages the full range of finance services for Food for Thought: financial management and reporting to the CEO and Board, bookkeeping, payroll and annual accounts preparation for audit.

The bookkeeping alone is a significant undertaking, with nearly 1,200 sales invoices raised and more than 20,000 purchase invoices processed and paid each year. Every purchase needs to be correctly allocated to the right school, so that each school has an accurate charge for the ingredients they have used.

By designing and implementing automated processes, Adding Value has ensured greater accuracy and it has allowed the team to focus on more value-added activities rather than transactional tasks, such as developing and analysing school performance metrics. This has provided valuable data insights to the schools in the Food for Thought network, making a real difference in how each school manages its food provision.

“Adding Value has become an integrated essential service to our membership. The relationship with Mark, Lasma, their team and FFT leadership has been critical to the development and growth of the business. We have a unique model which Adding Value supports – and often advises how we can improve our processes to present a quality, sustainable offering to our partner schools.”

– Tom Lambeth, CEO and Alice Holding, Deputy CEO, Food For Thought



Make CIC

Making the case for investment

Make CIC has been uniting communities through creativity since 2012. Its makerspaces in Liverpool, Huyton and Birkenhead create places where makers and artisans can turn their passions into prosperity – and Adding Value has been part of that journey since 2020.

Adding Value provides Make with a full suite of finance services. That hands-on, embedded support meant we were well placed to help when Make was ready to take its next big step.

Securing social investment

When Make CIC applied to Livv Housing's new Livv and Flourish fund, Adding Value supported the bid by preparing the investment proposal, a five-year financial plan and input into the business plan. The application coincided with the capital refurbishment of Argyle Street, making it a particularly complex piece of work.

Make CIC became the fund's first-ever recipient, securing a £150,000 loan and £25,000 grant to support the development of its Huyton makerspace, underpin long-term sustainability and extend the social impact of its maker hub network across the city region.

Longer term, we have also supported with Town Deal spend evidence for Wirral Council, helping Make successfully transition to their new site on Argyle Street, tracked commission income and spend to support the delivery of high quality, impactful work for partners, tracked programme income and spend to successfully manage a new partner site and improved processes, helping Make spend more time achieving their core mission.

“Adding Value has supported us on our growth and impact journey – Make has grown and strengthened with their support and our confidence in our financials means we're able to seek funding and investment and increase our impact across the city region.”

**– Liam Kelly,
CEO, Make CIC**



Rhythm Reaction CIC

The social business beat

Rhythm Reaction CIC improves lives one beat at a time. Through therapeutic drumming sessions – including Drum-A-Long, Community Drum Circle and Drum-A-Cise – the organisation brings people of all ages and abilities together, building community spirit and giving participants a genuine sense of achievement.

Every workshop is tailored to the needs of those attending, making drumming genuinely accessible – and genuinely transformative – for people whose physical and mental wellbeing benefits from creative, social activity.

How are we supporting Rhythm Reaction's compliance?

Rhythm Reaction joined Adding Value in the summer of 2025, on the recommendation of a fellow socially-trading organisation. Adding Value now provides annual accounts, CIC and Corporation Tax returns and payroll support – taking the compliance burden off the team's hands. We have recently supported the implementation of Xero, which will streamline financial admin and strengthen credit control once in place.

For founder Steve Shotton, the practical impact has been real: fewer worries about financial compliance and more headspace to focus on the work that matters.

“Adding Value has made the financial side of running Rhythm Reaction so much easier. We can focus on what we do best – knowing the numbers are in safe hands.”

**– Steve Shotton,
Founder, Rhythm
Reaction**

The difference we make

Because finances are no longer something to fear or avoid, organisations begin to:

- **Plan ahead with clarity**
- **Forecast income and expenditure realistically to protect jobs and services**
- **Build and protect healthy reserves**
- **Diversify income streams to grow**
- **Make strategic decisions with confidence and increase their impact**
- **Feel in control rather than reactive**

Leaders move from 'can we afford this?' to 'how do we make this happen?' Financial management becomes a strength, not a stress.

When finances are well-managed and sustainable:

- **Charities can focus more fully on delivering services**
- **Social enterprises can grow without risking instability**
- **Purpose-led businesses can make decisions that align with both values and viability**
- **Impact increases across the social economy**

Instead of firefighting, organisations plan; instead of hesitating, they act; instead of surviving, they grow.

For charities

Greater resilience means fewer sleepless nights about the risks of funding drying up, creating more energy for beneficiaries and more strategic long-term planning.

For social enterprises

Clear financial insights support sustainable trade, supporting scaling, investment-readiness and balanced growth.

For purpose-led businesses

Strong financial foundations allow them to uphold their values without compromising long-term sustainability.

Across the board, organisations gain:

- **Confidence**
- **Stability**
- **Credibility**
- **Headroom to think strategically, grow and increase their impact**
- **The ability to move forward with purpose and financial strength working hand in hand**



Our approach

When you work with Adding Value, you get more than sound financial advice: you get a team that takes its responsibilities seriously – to you, to the wider world and to the long term health of your business. We believe good accountancy and good values belong together.

Our values

Values help to define our purpose and identity and make sure our team is aligned in what we do. Working together on our values has identified and distilled them into four areas, which support Personal Development Plans and performance conversations across the team, how we engage with clients and set out the expectations of working with us.

- Trust and Integrity
- Collaborative and Respectful Relationships
- Inclusiveness
- Building a Better and More Sustainable Future

A socially responsible business

Adding Value is accredited with the Good Business Charter, recognising the alignment of our actions with our values.

- We are a Real Living Wage Employer
- We support employee wellbeing through clear, fair and transparent company policies that support and encourage employee wellbeing.
- We have an Employee Assistance Programme in place, alongside Group

Income Protection Insurance and Group Life Assurance policies, that apply to all employees from their first day with us.

- Adding Value is an inclusive place to work, with a ratio between the highest and lowest paid staff at less than 4:1
- We are an environmentally responsible business. With the support of LJMU's eco-innovatory lab, we have put in place carbon-reduction strategies and annually offset what cannot be mitigated.
- We pay our taxes fairly and adhere to responsible tax management practices and are committed to paying our taxes and not engaging in tax avoidance and promote these same principles to our clients, too.
- We are committed to responsible pricing and reject profiteering to make excessive profits out of people's needs, especially in times of scarcity.
- We pay our suppliers promptly – within 30 days as standard – allowing them to manage cash flow with confidence.



The Good Small Business Awards



Adding Value Ltd



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Thank you

None of this happens alone.
Our deepest thanks to our team,
our clients and partners, and our
funders – for your commitment,
trust and continued support. This
is what collective impact looks like,
shared across organisations and
communities throughout
the country.

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