

# MAX APPEAL

England & Wales · Charity number 1088432

## Details

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**Status** Registered

**Legal form** Other

**Registered** 2001-09-14

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 15 Meriden Avenue  
Stourbridge  
DY8 4QN

**Phone** 03009992211

**Email** [info@maxappeal.org.uk](mailto:info@maxappeal.org.uk)

**Website** [www.maxappeal.org.uk](http://www.maxappeal.org.uk)

## Activities

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**Objects:** THE RELIEF OF SICKNESS AND THE PROTECTION AND PRESERVATION OF THE HEALTH OF PERSONS AFFECTED BY DIGEORGE SYNDROME, VCFS AND 22Q11.2 DELETION AND ANY RELATED CONDITION AND THEIR FAMILIES AND CARERS IN PARTICULAR BY BUT NOT RESTRICTED TO(A) THE ADVANCEMENT OF THE EDUCATION OF THE MEDICAL PROFESSION AND THE GENERAL PUBLIC INTO DIGEORGE SYNDROME, VCFS AND 22Q11.2 DELETION AND ITS IMPLICATIONS FOR THE FAMILY.(B) THE PROMOTION OF RESEARCH INTO THE CAUSES, EFFECTS, TREATMENT AND MANAGEMENT OF DIGEORGE SYNDROME, VCFS AND 22Q11.2 DELETION AND TO DISSEMINATE THE USEFUL RESULTS THEREOF.

**Activities:** Support group for persons affected by DiGeorge Syndrome, VCFS and 22q11.2 deletion their families and carers, including provision medical information, support with medical issues, educational and social issues. Local and national activities. Education of medical profession and general public and promotion of research.

## Classification

- **How:** Makes Grants To Organisations, Provides Human Resources, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Children/young People, People With Disabilities

## Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-08-31	£57,568	£89,235	-	-
2023-08-31	£75,508	£80,034	-	-
2022-08-31	£82,337	£78,316	-	-
2021-08-31	£65,163	£60,414	-	-
2020-08-31	£87,621	£78,821	-	-

## Trustees

Name	Role	Appointed
<b>JULIE SHENINE WOOTTON</b>	Chair	
Amanda Sanderson		2024-03-01
Mark Stephen Tripp		2016-09-01
Martin Sean Kennedy		2013-07-25
<b>PAUL WOOTTON</b>		
Penny Biggs		2020-11-29
<b>RACHEL JANE BOYLE</b>		
Tracey Hennighan		2017-07-08

**MAX APPEAL**

England & Wales - Charity number 1088432

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# Accounts

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Charity registration number: 1088432

# Max Appeal

Annual Report and Financial Statements

for the Year Ended 31 August 2024

Jordan & Company Chartered Accountants  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

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## **Max Appeal**

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## **Max Appeal**

### **Reference and Administrative Details**

<b>Chairman</b>	Mrs J Wootton
<b>Trustees</b>	Mrs J Wootton Mr P Wootton Mrs R Boyle Mr M Kennedy Mrs C Lonsdale Mr M Tripp Mrs T Hennighan Mrs P Biggs Mrs R McInnes
<b>Secretary</b>	Mrs R Boyle
<b>Charity Registration Number</b>	1088432
<b>Principal Office</b>	15 Meriden Avenue Wollaston Stourbridge West Midlands DY8 4QN
<b>Independent Examiner</b>	Jordan & Company Chartered Accountants Knighton House 62 Hagley Road Stourbridge West Midlands DY8 1QD

## **Max Appeal**

### **Trustees' Report**

The trustees present the annual report together with the financial statements of the charity for the year ended 31 August 2024.

#### **Objectives and activities**

##### ***Objects and aims***

The charity's objectives are the relief of sickness and the protection and preservation of the health of persons affected by Di George syndrome, Velo-Cardio-Facial Syndrome (VCFS) and 22q11.2 Deletion syndrome and any related condition and their families and carers in particular by, but not restricted to:

(a) the advancement of the education of the medical profession and the general public into Di George syndrome, VCFS and 22q11.2 Deletion syndrome and its implications for the family

(b) the promotion of research into the causes, effects, treatment and management of Di George syndrome, VCFS and 22q11.2 Deletion syndrome and to disseminate the useful results thereof

The activities to achieve these aims are decided upon by the trustees of the charity who meet at least four times a year and form the executive committee.

## Max Appeal

### Trustees' Report (continued)

#### **Achievements and performance**

This financial year runs from 1st September 2023 to 31st August 2024. Uncertainty surrounding the general economy continues to impact on Max Appeal's fundraising opportunities. However, over the course of the year we successfully continued to offer a range of services to our members including family activities, high quality information and family support via email and telephone. All of this was made possible by the support from our members that is vital to our ability to meet our charitable objects.

The 22q11 Awareness Week was again successful with continuous Twitter and Facebook feeds which resulted in many hundreds of thousands of hits, likes, reaches, comments, replies, re-tweets and favourites being achieved. The lighting up in red of buildings around the UK, continued to be successful despite the impact of the energy crisis, including a range of new buildings on and around Glasgow, thanks to our keen supporters the McKee family.

22Q at the Zoo is an annual international event that members continue to enjoy, this being its 14th year.

The trustees are regularly updated with an income and expenditure position with a mindful eye towards risk and financial exposure against performance and service provision. We have continued to act with financial prudence. The administration of the charity is carried by Steph Jasper and we are very grateful to her too.

Our trustees and volunteers also do us very proud, in terms of offering services and support to fundraisers and our family activities. We have continued with an extensive programme of activities to bring people together via Zoom meetings for things like have a brew dates, social drop-in sessions and gaming nights for the men, and a family quiz night. With the aid of grant funding we have also been able to offer our family activity weekends in England and Scotland, which have been enthusiastically supported.

The 22q11 syndrome APPG (All-Party Parliamentary Group) continues to influence MPs. Our returning chair (Max Appeal acts as the secretariat to the group) is David Duguid MP, MP for Banff and Buchan. His enthusiastic involvement has greatly increased our profile with this highest level of decision makers. However, David was not re-elected at the General Election, but we are rigorously seeking a new MP to take up this role.

Our international involvement also continues with attendance at the 22q meeting in Portugal and at board level with the European 22q Network.

We have been able to attend some of the specialist clinics around the country and continue to supply information to all clinics and make families aware that we are available for them to contact us and providing "essential packs" for families during hospital stays.

Max Appeal has a good reputation with its members and enjoys excellent professional relationships with medical teams and researchers. This has taken many years to achieve and is due to the dedication of a very small team of part-time staff, trustees and volunteers, and the experts in 22q11DS who have a passion and drive to forward the improvement of knowledge of the condition and services for families.

Max Appeal's vision is of a society where children and adults affected by 22q11DS are valued and able to fulfil their potential.

## **Max Appeal**

### **Trustees' Report (continued)**

#### **Financial review**

Thanks to the generosity of our members and supporters Max Appeal generated total income of £57,568 (2023: £75,508), a decrease of 24%.

#### **INCOME**

General donations at £52,470 represented a decrease of £9,211/15% on (2023: £61,681). Our members and supporters continue to participate in a variety of fundraising activities raising £5,031 (2023: £4,453) representing an increase of £578 on 2023. Gift Aid continues to be a valuable source of income and is obtained in two ways; from donations made via Just Giving and Enthuse and from our general donations which is claimed directly from HM Revenue and Customs. We now claim Gift Aid at the end of the financial year rather than the end of the tax year. We received gift aid of £2,286, this compares with (2023: £2,202).

#### **EXPENDITURE**

As in previous years we have continued to provide all of our literature, handbooks, leaflets, newsletters and telephone headlines free of charge to our members, the medical profession and the general public. For the financial year under review rental costs have decreased to £360.00 against £2,016 for 2023, as we ended the lease on our Coombe Lodge office. Charitable event expenditure increased by £16,293 against £19,380 for 2023, as more interest was generated in participation in the larger fundraising events. By way of comparison telephone costs have decreased to £2,713 against £3,809 for 2023.

One of our ongoing objectives is to increase the amount of information we distribute electronically via email or over the web to reduce the cost of printing and postage. We hope that over time this will reduce our running costs. The regular monthly E-Zine publication now enables Max Appeal to regularly update members on activities and events etc without the need to incur substantial printing and postage costs.

Wages and salaries at £14,221 showed a minor decrease of £10,141 on 2023 (£24,362). Conference and training costs at £4,492, represented a £364 decrease from £4,856 in 2023, as conferences and meetings were delivered on a mix of face to face and hybrid basis. Printing, stationery and postage costs together at £11,061 represented an increase of £7,595 on 2023. Travel expenses are £12,186 against £14,141 for 2023. Website costs at £3,996 showed a decrease of £727 against £4,723 for 2023.

Total expenditure for the year amounted to £89,235 representing an increase of £9,201 / 11% as compared with £80,034 in 2023.

#### **ASSETS**

The accounts for the year show a net deficit of £31,667 as compared with a net deficit of £4,526 in 2023. As a result, retained funds decreased to £20,909 as compared with £52,576 (2023), of which the whole amount is unrestricted.

The assets of Max Appeal are held in cash which is deposited with CAF Bank. CAF Bank is authorised and regulated by the Financial Conduct Authority (FCA) and is a member of the Financial Services Compensation Scheme which covers deposits up to £85,000 in the event of the insolvency of the bank.

## **Max Appeal**

### **Trustees' Report (continued)**

#### **Structure, governance and management**

##### ***Nature of governing document***

Max Appeal was registered as a charity in England and Wales on 14th September 2001 under the Charities Act 1993. Our registered charity number is 1088432.

Max Appeal was registered as a charity in Scotland on 14th November 2021 under the Charities and Trustee Investment (Scotland) Act 2005. Our registered charity number is SCO51380.

The annual report was approved by the trustees of the charity on 16 April 2025 and signed on its behalf by:

*Mr P Wootton*

.....  
Mr P Wootton  
Trustee

## Max Appeal

### Statement of Trustees' Responsibilities

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the trustees of the charity on 16 April 2025 and signed on its behalf by:

*Mr P Wootton*

.....  
Mr P Wootton  
Trustee

## Max Appeal

### Independent Examiner's Report to the trustees of Max Appeal

I report to the trustees on my examination of the accounts of Max Appeal for the year ended 31 August 2024.

#### Responsibilities and basis of report

As the charity trustees of Max Appeal you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Max Appeal's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

#### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of Max Appeal as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

  
.....  
Mark Jordan FCA

Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

16 April 2025

## Max Appeal

### Statement of Financial Activities for the Year Ended 31 August 2024

	Note	Unrestricted funds £	Total 2024 £
<b>Income and Endowments from:</b>			
Donations and legacies		52,470	52,470
Other trading activities		5,031	5,031
Investment income	5	<u>67</u>	<u>67</u>
Total income		<u>57,568</u>	<u>57,568</u>
<b>Expenditure on:</b>			
Charitable activities		(85,167)	(85,167)
Other expenditure	7	<u>(4,068)</u>	<u>(4,068)</u>
Total expenditure		<u>(89,235)</u>	<u>(89,235)</u>
Net expenditure		<u>(31,667)</u>	<u>(31,667)</u>
Net movement in funds		(31,667)	(31,667)
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>52,576</u>	<u>52,576</u>
Total funds carried forward	12	<u>20,909</u>	<u>20,909</u>

## Max Appeal

### Statement of Financial Activities for the Year Ended 31 August 2024 (continued)

	Note	Unrestricted funds £	Total 2023 £
<b>Income and Endowments from:</b>			
Donations and legacies		61,681	61,681
Charitable activities		9,260	9,260
Other trading activities		4,453	4,453
Investment income	5	<u>114</u>	<u>114</u>
Total income		<u>75,508</u>	<u>75,508</u>
<b>Expenditure on:</b>			
Charitable activities		(76,962)	(76,962)
Other expenditure	7	<u>(3,072)</u>	<u>(3,072)</u>
Total expenditure		<u>(80,034)</u>	<u>(80,034)</u>
Net expenditure		<u>(4,526)</u>	<u>(4,526)</u>
Net movement in funds		(4,526)	(4,526)
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>57,102</u>	<u>57,102</u>
Total funds carried forward	12	<u><u>52,576</u></u>	<u><u>52,576</u></u>

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2023 is shown in note 12.

## Max Appeal

### (Registration number: 1088432) Balance Sheet as at 31 August 2024

	Note	2024 £	2023 £
<b>Current assets</b>			
Cash at bank and in hand	11	<u>20,909</u>	<u>52,576</u>
<b>Funds of the charity:</b>			
<b>Unrestricted income funds</b>			
Unrestricted funds		<u>20,909</u>	<u>52,576</u>
<b>Total funds</b>	12	<u>20,909</u>	<u>52,576</u>

The financial statements on pages 8 to 15 were approved by the trustees, and authorised for issue on 16 April 2025 and signed on their behalf by:

*Mr P Wootton*  
.....  
Mr P Wootton  
Trustee

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2024

#### 1 Accounting policies

##### **Statement of compliance**

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

##### **Basis of preparation**

Max Appeal meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

##### **Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

##### **Income and endowments**

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

##### ***Donations and legacies***

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

##### ***Investment income***

Investment income is recognised once the income has been declared and notification has been received of the income due.

##### **Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

##### ***Charitable activities***

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2024 (continued)

#### Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements.

#### Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

#### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

#### 2 Income from donations and legacies

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Donations and legacies;		
Donations from individuals	50,184	50,184
Gift aid reclaimed	2,286	2,286
<b>Total for 2024</b>	<u>52,470</u>	<u>52,470</u>
<b>Total for 2023</b>	<u>61,681</u>	<u>61,681</u>

#### 3 Income from charitable activities

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
<b>Total for 2023</b>	<u>9,260</u>	<u>9,260</u>

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2024 (continued)

#### 4 Income from other trading activities

	Unrestricted funds General £	Total funds £
Events income;		
Other events income	5,031	5,031
<b>Total for 2024</b>	<u>5,031</u>	<u>5,031</u>
<b>Total for 2023</b>	<u>4,453</u>	<u>4,453</u>

#### 5 Investment income

	Unrestricted funds General £	Total funds £
Interest receivable and similar income;		
Interest receivable on bank deposits	67	67
<b>Total for 2024</b>	<u>67</u>	<u>67</u>
<b>Total for 2023</b>	<u>114</u>	<u>114</u>

#### 6 Expenditure on charitable activities

	Unrestricted funds General £	Total funds £
Direct charitable activities	85,167	85,167
<b>Total for 2023</b>	<u>76,962</u>	<u>76,962</u>

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2024 (continued)

#### 7 Other expenditure

	Unrestricted funds General £	Total funds £
Bank charges	135	135
Merchant fees	13	13
Independent examiner fees		
Examination of the financial statements	1,080	1,080
Legal fees	2,840	2,840
<b>Total for 2024</b>	<b>4,068</b>	<b>4,068</b>
<b>Total for 2023</b>	<b>3,072</b>	<b>3,072</b>

#### 8 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

#### 9 Independent examiner's remuneration

	2024 £	2023 £
Examination of the financial statements	1,080	1,080

#### 10 Taxation

The charity is a registered charity and is therefore exempt from taxation.

#### 11 Cash and cash equivalents

	2024 £	2023 £
Cash at bank	20,909	52,576

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2024 (continued)

#### 12 Funds

	Balance at 1 September 2023 £	Incoming resources £	Resources expended £	Balance at 31 August 2024 £
<b>Unrestricted funds</b>				
General	<u>52,576</u>	<u>57,568</u>	<u>(89,235)</u>	<u>20,909</u>
	Balance at 1 September 2022 £	Incoming resources £	Resources expended £	Balance at 31 August 2023 £
<b>Unrestricted funds</b>				
General	<u>57,102</u>	<u>75,508</u>	<u>(80,034)</u>	<u>52,576</u>

#### 13 Analysis of net assets between funds

	<b>Unrestricted funds General £</b>	<b>Total funds at 31 August 2024 £</b>
Current assets	<u>20,909</u>	<u>20,909</u>
	<b>Unrestricted funds General £</b>	<b>Total funds at 31 August 2023 £</b>
Current assets	<u>52,576</u>	<u>52,576</u>

## Max Appeal

### Detailed Statement of Financial Activities for the Year Ended 31 August 2024

	Total 2024 £	Total 2023 £
<b>Income and Endowments from:</b>		
Donations and legacies (analysed below)	52,470	61,681
Charitable activities (analysed below)	-	9,260
Other trading activities (analysed below)	5,031	4,453
Investment income (analysed below)	67	114
Total income	<u>57,568</u>	<u>75,508</u>
<b>Expenditure on:</b>		
Charitable activities (analysed below)	(85,167)	(76,962)
Other expenditure (analysed below)	<u>(4,068)</u>	<u>(3,072)</u>
Total expenditure	<u>(89,235)</u>	<u>(80,034)</u>
Net expenditure	<u>(31,667)</u>	<u>(4,526)</u>
Net movement in funds	(31,667)	(4,526)
<b>Reconciliation of funds</b>		
Total funds brought forward	<u>52,576</u>	<u>57,102</u>
Total funds carried forward	<u><u>20,909</u></u>	<u><u>52,576</u></u>

## Max Appeal

### Detailed Statement of Financial Activities for the Year Ended 31 August 2024 (continued)

	Total 2024 £	Total 2023 £
<b><i>Donations and legacies</i></b>		
Appeals and donations	50,184	59,479
Gift Aid tax reclaimed	<u>2,286</u>	<u>2,202</u>
	<u>52,470</u>	<u>61,681</u>
<b><i>Charitable activities</i></b>		
Grants receivable	-	9,260
	<u>-</u>	<u>9,260</u>
<b><i>Other trading activities</i></b>		
Fundraising events	5,031	4,453
	<u>5,031</u>	<u>4,453</u>
<b><i>Investment income</i></b>		
Interest on cash deposits	67	114
	<u>67</u>	<u>114</u>
<b><i>Charitable activities</i></b>		
Wages and salaries	(14,221)	(24,362)
Conferences and training	(4,492)	(4,856)
Travelling	(12,186)	(14,141)
Charitable events expenses	(35,673)	(19,380)
Rent	(360)	(2,016)
Insurance	(465)	(209)
Telephone and fax	(2,713)	(3,809)
Printing, postage and stationery	(11,061)	(3,466)
Website costs	<u>(3,996)</u>	<u>(4,723)</u>
	<u>(85,167)</u>	<u>(76,962)</u>
<b><i>Other expenditure</i></b>		
Bank charges	(135)	(72)
Merchant fees	(13)	-
Independent examiner's fee	(1,080)	(1,080)
Legal and professional fees	<u>(2,840)</u>	<u>(1,920)</u>
	<u>(4,068)</u>	<u>(3,072)</u>

This page does not form part of the statutory financial statements.

**MAX APPEAL**

England & Wales - Charity number 1088432

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# Accounts

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Charity registration number: 1088432

# Max Appeal

Annual Report and Financial Statements

for the Year Ended 31 August 2023

Jordan & Company Chartered Accountants  
Knighton House  
62 Hagley Road  
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## **Max Appeal**

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## **Max Appeal**

### **Reference and Administrative Details**

<b>Chairman</b>	Mrs J Wootton
<b>Trustees</b>	Mrs J Wootton Mr P Wootton Mrs R Boyle Mr M Kennedy Mrs C Lonsdale Mr M Tripp Mrs T Hennighan Mrs P Biggs Mrs R McInnes
<b>Secretary</b>	Mrs R Boyle
<b>Charity Registration Number</b>	1088432
<b>Principal Office</b>	15 Meriden Avenue Wollaston Stourbridge West Midlands DY8 4QN
<b>Independent Examiner</b>	Jordan & Company Chartered Accountants Knighton House 62 Hagley Road Stourbridge West Midlands DY8 1QD

# **Max Appeal**

## **Trustees' Report**

The trustees present the annual report together with the financial statements of the charity for the year ended 31 August 2023.

### **Objectives and activities**

#### ***Objects and aims***

The charity's objectives are the relief of sickness and the protection and preservation of the health of persons affected by Di George syndrome, Velo-Cardio-Facial Syndrome (VCFS) and 22q11.2 Deletion syndrome and any related condition and their families and carers in particular by, but not restricted to:

(a) the advancement of the education of the medical profession and the general public into Di George syndrome, VCFS and 22q11.2 Deletion syndrome and its implications for the family

(b) the promotion of research into the causes, effects, treatment and management of Di George syndrome, VCFS and 22q11.2 Deletion syndrome and to disseminate the useful results thereof

The activities to achieve these aims are decided upon by the trustees of the charity who meet at least four times a year and form the executive committee.

## **Max Appeal**

### **Trustees' Report (continued)**

#### **Achievements and performance**

This financial year runs from 1st September 2022 to 31st August 2023. Covid continues to impact in the ways of working and service delivery and the continued uncertainty surrounding the general economy continues to impact on Max Appeal's fundraising opportunities. However, over the course of the year we successfully continued to offer a range of services to our members including family activities, high quality information and family support via email and telephone. All of this was made possible by the support from our members that is vital to our ability to meet our charitable objects.

The 22q11 Awareness Week was again successful with continuous Twitter and Facebook feeds which resulted in many hundreds of thousands of hits, likes, reaches, comments, replies, re-tweets and favourites being achieved. The lighting up in red of buildings around the UK, continued to be successful despite the impact of the energy crisis, including a range of new buildings on and around Glasgow, thanks to our keen supporters the McKee family.

The trustees are regularly updated with an income and expenditure position with a mindful eye towards risk and financial exposure against performance and service provision. We have continued to act with financial prudence which has resulted in a pleasing financial position at the end of the financial year. Our development officer Claire Hennessey retired from her position on 7th July 2023, having given the charity a great many years of committed service. Also, the administration of the charity is carried by Steph Jasper and we are very grateful to her too.

Our trustees and volunteers also do us very proud, in terms of offering services and support to fundraisers and our family activities. We have continued with an extensive programme of activities to bring people together via Zoom meetings for things like have a brew dates, ladies chats, social drop-in sessions, virtual pub nights and gaming nights for the men, and a family quiz night. With the aid of grant funding we have also been able to offer our family activity weekends in England and Scotland, which have been enthusiastically supported.

The 22q11 syndrome APPG (All-Party Parliamentary Group) continues to influence MPs. Our new and returning chair (Max Appeal acts as the secretariat to the group) is David Duguid MP, MP for Banff and Buchan. His enthusiastic involvement has greatly increased our profile with this highest level of decision makers.

We have been able to attend some of the specialist clinics around the country and continue to supply information to all clinics and make families aware that we are available for them to contact us.

Max Appeal has a good reputation with its members and enjoys excellent professional relationships with medical teams and researchers. This has taken many years to achieve and is due to the dedication of a very small team of part-time staff, trustees and volunteers, and the experts in 22q11DS who have a passion and drive to forward the improvement of knowledge of the condition and services for families.

Max Appeal's vision is of a society where children and adults affected by 22q11DS are valued and able to fulfil their potential.

## Max Appeal

### Trustees' Report (continued)

#### Financial review

Thanks to the generosity of our members and supporters Max Appeal generated total income of £75,508 (2022: £82,337), a decrease of 8%.

#### INCOME

General donations at £61,681 represented a decrease of £13,416 / 18% on (2022: £75,097). Our members and supporters continue to participate in a variety of fundraising activities raising £4,453 (2022: £4,400) representing an increase of £53 on 2022. Max Appeal received grants during the year totalling £9,260 (2022: £2,840). These were secured to fund the activity camps at Cranham, Gloucestershire and Wiston Lodge, South Lanarkshire. Gift Aid continues to be a valuable source of income and is obtained in two ways; from donations made via Just Giving and from our general donations which is claimed directly from HM Revenue and Customs. We now claim Gift Aid at the end of the financial year rather than the end of the tax year. We received gift aid of £2,202, this compares with (2022: £3,904).

#### EXPENDITURE

As in previous years we have continued to provide all of our literature, handbooks, leaflets, newsletters and telephone headlines free of charge to our members, the medical profession and the general public. For the financial year under review rental costs have decreased to £2,016 against £3,552 for 2022, as we ended the lease on our Cradley Heath office. Charitable event expenditure increased by £1,503 against £17,877 for 2022, as more interest was generated in participation in the larger fundraising events. By way of comparison telephone costs have increased to £3,809 against £2,610 for 2022.

One of our ongoing objectives is to increase the amount of information we distribute electronically via email or over the web to reduce the cost of printing and postage. We hope that over time this will reduce our running costs. The regular monthly E-Zine publication now enables Max Appeal to regularly update members on activities and events etc without the need to incur substantial printing and postage costs.

Wages and salaries at £24,362 showed a minor decrease of £410 on 2022 (£24,772). Conference and training costs at £4,856, represented a £3,237 decrease from £8,093 in 2022, as more conferences and meetings were delivered on a hybrid basis. Printing, stationery and postage costs together at £3,466 represented a decrease of £68 on 2022. Travel expenses show an increase of £3,487 against £10,654 for 2022; again post Covid more UK and foreign meetings are taking place. Website costs at £4,723 showed an increase of £943 against £3,780 for 2022, as we agreed to pay the broadband costs for remote workers.

Total expenditure for the year amounted to £80,034 representing an increase of £1,719 / 2% as compared with £78,315 in 2022.

#### ASSETS

The accounts for the year show a net deficit of £4,526 as compared with a net surplus of £4,022 in 2022. As a result retained funds decreased to £52,576 as compared with £57,102 (2022), of which the whole amount is unrestricted.

The assets of Max Appeal are held in cash which is deposited with CAF Bank. CAF Bank is authorised and regulated by the Financial Conduct Authority (FCA) and is a member of the Financial Services Compensation Scheme which covers deposits up to £85,000 in the event of the insolvency of the bank.

## **Max Appeal**

### **Trustees' Report (continued)**

#### **Structure, governance and management**

##### ***Nature of governing document***

Max Appeal was registered as a charity in England and Wales on 14th September 2001 under the Charities Act 1993. Our registered charity number is 1088432.

Max Appeal was registered as a charity in Scotland on 14th November 2021 under the Charities and Trustee Investment (Scotland) Act 2005. Our registered charity number is SCO51380.

The annual report was approved by the trustees of the charity on 3 October 2023 and signed on its behalf by:

.....  
Mr P Wootton  
Trustee

## Max Appeal

### Statement of Trustees' Responsibilities

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the trustees of the charity on 3 October 2023 and signed on its behalf by:

.....  
Mr P Wootton  
Trustee

## Max Appeal

### Independent Examiner's Report to the trustees of Max Appeal

I report to the trustees on my examination of the accounts of Max Appeal for the year ended 31 August 2023.

#### Responsibilities and basis of report

As the charity trustees of Max Appeal you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Max Appeal's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

#### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of Max Appeal as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

.....  
Mark Jordan FCA

Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

3 October 2023

## Max Appeal

### Statement of Financial Activities for the Year Ended 31 August 2023

	Note	Unrestricted funds £	Total 2023 £
<b>Income and Endowments from:</b>			
Donations and legacies		61,681	61,681
Charitable activities		9,260	9,260
Other trading activities		4,453	4,453
Investment income	5	<u>114</u>	<u>114</u>
Total income		<u>75,508</u>	<u>75,508</u>
<b>Expenditure on:</b>			
Charitable activities		(76,962)	(76,962)
Other expenditure	7	<u>(3,072)</u>	<u>(3,072)</u>
Total expenditure		<u>(80,034)</u>	<u>(80,034)</u>
Net expenditure		<u>(4,526)</u>	<u>(4,526)</u>
Net movement in funds		(4,526)	(4,526)
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>57,102</u>	<u>57,102</u>
Total funds carried forward	12	<u><u>52,576</u></u>	<u><u>52,576</u></u>

The notes on pages 11 to 15 form an integral part of these financial statements.

## Max Appeal

### Statement of Financial Activities for the Year Ended 31 August 2023 (continued)

	Note	Unrestricted funds £	Total 2022 £
<b>Income and Endowments from:</b>			
Donations and legacies		75,097	75,097
Charitable activities		2,840	2,840
Other trading activities		<u>4,400</u>	<u>4,400</u>
Total income		<u>82,337</u>	<u>82,337</u>
<b>Expenditure on:</b>			
Charitable activities		(75,343)	(75,343)
Other expenditure	7	<u>(2,972)</u>	<u>(2,972)</u>
Total expenditure		<u>(78,315)</u>	<u>(78,315)</u>
Net income		<u>4,022</u>	<u>4,022</u>
Net movement in funds		4,022	4,022
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>53,080</u>	<u>53,080</u>
Total funds carried forward	12	<u><u>57,102</u></u>	<u><u>57,102</u></u>

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2022 is shown in note 12.

## Max Appeal

### (Registration number: 1088432) Balance Sheet as at 31 August 2023

	Note	2023 £	2022 £
<b>Current assets</b>			
Cash at bank and in hand	11	<u>52,576</u>	<u>57,102</u>
<b>Funds of the charity:</b>			
<b>Unrestricted income funds</b>			
Unrestricted funds		<u>52,576</u>	<u>57,102</u>
<b>Total funds</b>	12	<u>52,576</u>	<u>57,102</u>

The financial statements on pages 8 to 15 were approved by the trustees, and authorised for issue on 3 October 2023 and signed on their behalf by:

.....  
Mr P Wootton  
Trustee

# Max Appeal

## Notes to the Financial Statements for the Year Ended 31 August 2023

### 1 Accounting policies

#### Statement of compliance

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

#### Basis of preparation

Max Appeal meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

#### Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

#### Income and endowments

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

#### *Donations and legacies*

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

#### *Investment income*

Investment income is recognised once the income has been declared and notification has been received of the income due.

#### Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

#### *Charitable activities*

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2023 (continued)

#### Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements.

#### Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

#### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

### 2 Income from donations and legacies

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Donations and legacies;		
Donations from individuals	59,479	59,479
Gift aid reclaimed	2,202	2,202
<b>Total for 2023</b>	<u>61,681</u>	<u>61,681</u>
<b>Total for 2022</b>	<u>75,097</u>	<u>75,097</u>

### 3 Income from charitable activities

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Grants receivable	9,260	9,260
<b>Total for 2023</b>	<u>9,260</u>	<u>9,260</u>
<b>Total for 2022</b>	<u>2,840</u>	<u>2,840</u>

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2023 (continued)

#### 4 Income from other trading activities

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Events income;		
Other events income	4,453	4,453
<b>Total for 2023</b>	<u>4,453</u>	<u>4,453</u>
<b>Total for 2022</b>	<u>4,400</u>	<u>4,400</u>

#### 5 Investment income

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Interest receivable and similar income;		
Interest receivable on bank deposits	114	114
<b>Total for 2023</b>	<u>114</u>	<u>114</u>

#### 6 Expenditure on charitable activities

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Direct charitable activities	76,962	76,962
<b>Total for 2022</b>	<u>75,343</u>	<u>75,343</u>

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2023 (continued)

#### 7 Other expenditure

	Unrestricted funds General £	Total funds £
Bank charges	72	72
Independent examiner fees		
Examination of the financial statements	1,080	1,080
Legal fees	1,920	1,920
<b>Total for 2023</b>	<b>3,072</b>	<b>3,072</b>
<b>Total for 2022</b>	<b>2,972</b>	<b>2,972</b>

#### 8 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

#### 9 Independent examiner's remuneration

	2023 £	2022 £
Examination of the financial statements	1,080	1,080

#### 10 Taxation

The charity is a registered charity and is therefore exempt from taxation.

#### 11 Cash and cash equivalents

	2023 £	2022 £
Cash at bank	52,576	57,102

## Max Appeal

### Notes to the Financial Statements for the Year Ended 31 August 2023 (continued)

#### 12 Funds

	Balance at 1 September 2022 £	Incoming resources £	Resources expended £	Balance at 31 August 2023 £
<b>Unrestricted funds</b>				
General	<u>57,102</u>	<u>75,508</u>	<u>(80,034)</u>	<u>52,576</u>

	Balance at 1 September 2021 £	Incoming resources £	Resources expended £	Balance at 31 August 2022 £
<b>Unrestricted funds</b>				
General	<u>53,080</u>	<u>82,337</u>	<u>(78,315)</u>	<u>57,102</u>

#### 13 Analysis of net assets between funds

	<b>Unrestricted funds General £</b>	<b>Total funds at 31 August 2023 £</b>
Current assets	<u>52,576</u>	<u>52,576</u>
	<b>Unrestricted funds General £</b>	<b>Total funds at 31 August 2022 £</b>
Current assets	<u>57,102</u>	<u>57,102</u>

#### 14 Analysis of net funds

	At 1 September 2022 £	Financing cash flows £	At 31 August 2023 £
Cash at bank and in hand	<u>57,102</u>	<u>(4,526)</u>	<u>52,576</u>
Net debt	<u>57,102</u>	<u>(4,526)</u>	<u>52,576</u>

## Max Appeal

### Statement of Financial Activities by fund for the Year Ended 31 August 2023

	<b>Total Unrestricted Funds 2023 £</b>	<b>Total Unrestricted Funds 2022 £</b>
<b>Income and Endowments from:</b>		
Donations and legacies	61,681	75,097
Charitable activities	9,260	2,840
Other trading activities	4,453	4,400
Investment income	114	-
Total income	<u>75,508</u>	<u>82,337</u>
<b>Expenditure on:</b>		
Charitable activities	(76,962)	(75,343)
Other expenditure	(3,072)	(2,972)
Total expenditure	<u>(80,034)</u>	<u>(78,315)</u>
Net (expenditure)/income	<u>(4,526)</u>	<u>4,022</u>
Net movement in funds	(4,526)	4,022
<b>Reconciliation of funds</b>		
Total funds brought forward	<u>57,102</u>	<u>53,080</u>
Total funds carried forward	<u>52,576</u>	<u>57,102</u>

## Max Appeal

### Detailed Statement of Financial Activities for the Year Ended 31 August 2023

	Total 2023 £	Total 2022 £
<b>Income and Endowments from:</b>		
Donations and legacies (analysed below)	61,681	75,097
Charitable activities (analysed below)	9,260	2,840
Other trading activities (analysed below)	4,453	4,400
Investment income (analysed below)	114	-
Total income	<u>75,508</u>	<u>82,337</u>
<b>Expenditure on:</b>		
Charitable activities (analysed below)	(76,962)	(75,343)
Other expenditure (analysed below)	<u>(3,072)</u>	<u>(2,972)</u>
Total expenditure	<u>(80,034)</u>	<u>(78,315)</u>
Net (expenditure)/income	<u>(4,526)</u>	<u>4,022</u>
Net movement in funds	(4,526)	4,022
<b>Reconciliation of funds</b>		
Total funds brought forward	<u>57,102</u>	<u>53,080</u>
Total funds carried forward	<u><u>52,576</u></u>	<u><u>57,102</u></u>

## Max Appeal

### Detailed Statement of Financial Activities for the Year Ended 31 August 2023 (continued)

	Total 2023 £	Total 2022 £
<b><i>Donations and legacies</i></b>		
Appeals and donations	59,479	71,193
Gift Aid tax reclaimed	<u>2,202</u>	<u>3,904</u>
	<u>61,681</u>	<u>75,097</u>
<b><i>Charitable activities</i></b>		
Grants receivable	<u>9,260</u>	<u>2,840</u>
	<u>9,260</u>	<u>2,840</u>
<b><i>Other trading activities</i></b>		
Fundraising events	<u>4,453</u>	<u>4,400</u>
	<u>4,453</u>	<u>4,400</u>
<b><i>Investment income</i></b>		
Interest on cash deposits	<u>114</u>	<u>-</u>
	<u>114</u>	<u>-</u>
<b><i>Charitable activities</i></b>		
Wages and salaries	(24,362)	(24,772)
Conferences and training	(4,856)	(8,093)
Travelling	(14,141)	(10,654)
Charitable events expenses	(19,380)	(17,877)
Rent	(2,016)	(3,552)
Insurance	(209)	(471)
Telephone and fax	(3,809)	(2,610)
Printing, postage and stationery	(3,466)	(3,534)
Website costs	<u>(4,723)</u>	<u>(3,780)</u>
	<u>(76,962)</u>	<u>(75,343)</u>
<b><i>Other expenditure</i></b>		
Bank charges	(72)	(92)
Independent examiner's fee	(1,080)	(1,080)
Legal and professional fees	<u>(1,920)</u>	<u>(1,800)</u>
	<u>(3,072)</u>	<u>(2,972)</u>

This page does not form part of the statutory financial statements.

**MAX APPEAL**

England & Wales - Charity number 1088432

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# Accounts

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CHARITY REGISTRATION NUMBER (ENGLAND AND WALES): 1088432  
CHARITY REGISTRATION NUMBER (SCOTLAND): SCO51380

**Max Appeal**  
**Unaudited Financial Statements**  
**For the year ended**  
**31st August 2022**

**MARK A JORDAN FCA**

Chartered accountants  
Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

**Max Appeal**  
**Financial Statements**  
**Year ended 31st August 2022**

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**Max Appeal**  
**Trustees' Annual Report**  
**Year ended 31st August 2022**

The trustees present their report and the unaudited financial statements of the charity for the year ended 31st August 2022.

**Reference and administrative details**

**Registered charity name** Max Appeal

**Charity registration numbers** 1088432 (England and Wales)  
SCO51380 (Scotland)

**Principal office** 15 Meriden Avenue  
Stourbridge  
West Midlands  
DY8 4QN

**The trustees**

Mrs J Wootton  
Mr P Wootton  
Mrs R Boyle  
Mrs C Lonsdale  
Mr M Kennedy  
Mr M S Tripp  
Mrs T Hennighan  
Ms M Rogdaki (Retired 10th July 2022)  
Mrs P Biggs  
Mr B Thorpe  
Mr D Brown (Appointed 10th July 2022)

**Company secretary** Mrs R Boyle

**Independent examiner** M A Jordan  
Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

**Structure, governance and management**

**Governing document**

Max Appeal was registered as a charity in England and Wales on 14<sup>th</sup> September 2001 under the Charities Act 1993. Our registered charity number is 1088432.

Max Appeal was registered as a charity in Scotland on 14<sup>th</sup> November 2021 under the Charities and Trustee Investment (Scotland) Act 2005. Our registered charity number is SCO51380.

# **Max Appeal**

## **Trustees' Annual Report *(continued)***

### **Year ended 31st August 2022**

#### **Objectives and activities**

The charity's objectives are the relief of sickness and the protection and preservation of the health of persons affected by Di George syndrome, Velo-Cardio-Facial Syndrome (VCFS) and 22q11.2 Deletion syndrome and any related condition and their families and carers in particular by, but not restricted to:

(a) the advancement of the education of the medical profession and the general public into Di George syndrome, VCFS and 22q11.2 Deletion syndrome and its implications for the family

(b) the promotion of research into the causes, effects, treatment and management of Di George syndrome, VCFS and 22q11.2 Deletion syndrome and to disseminate the useful results thereof

The activities to achieve these aims are decided upon by the trustees of the charity who meet at least four times a year and form the executive committee.

# Max Appeal

## Trustees' Annual Report *(continued)*

### Year ended 31st August 2022

#### **Achievements and performance**

This financial year runs from 1st September 2021 to 31st August 2022. Clearly, the on-going COVID 'situation' has affected Max Appeal's activities tremendously. However, over the course of the year we continued to offer a range of services to our members including family activities (mostly virtual), high quality information and family support via email and telephone. All of this was made possible by the support from our members that is vital to our ability to meet our charitable objects.

The 22q11 Awareness Week was again successful with continuous Twitter and Facebook feeds which resulted in many hundreds of thousands of hits, likes, reaches, comments, replies, re-tweets and favourites being achieved. The lighting up in red of buildings around the UK was a great success, including the bell tower of St Peter's church in Kinver, Staffordshire, where I ring the bells (badly!).

The trustees are regularly updated with an income and expenditure position with a mindful eye towards risk and financial exposure against performance and service provision. We have continued to act with financial prudence and that has resulted in an excellent financial position at the end of the financial year. Clearly, we are not complacent but the endeavours of our Development Office, Claire Hennessey, have provided us with a robust position in terms of income and continued family contact and support. Also, the administration of the charity is carried by Steph Jasper and we are very grateful to her too.

Our trustees and volunteers also do us very proud, in terms of offering services and support to fundraisers and our family activities. We have continued with an extensive programme of activities to bring people together via Zoom meetings for things like have a brew dates, ladies chats, social drop-in sessions, virtual pub nights and gaming nights for the men, and a family quiz night.

The 22q11 syndrome APPG (All-Party Parliamentary Group) continues to influence MPs. Our new chair (Max Appeal acts as the secretariat to the group) is Suzanne Webb MP for Stourbridge, so my MP.

We have not been able to attend any of the specialist clinics around the country but we continue to supply information to those clinics and they make families aware that we are available for them to contact us.

Max Appeal has a good reputation with its members and enjoys excellent professional relationships with medical teams and researchers. This has taken many years to achieve and is due to the dedication of a very small team of part-time staff, trustees and volunteers, and the experts in 22q11DS who have a passion and drive to forward the improvement of knowledge of the condition and services for families.

Max Appeal's vision is of a society where children and adults affected by 22q11DS are valued and able to fulfil their potential.

# Max Appeal

## Trustees' Annual Report *(continued)*

### Year ended 31st August 2022

#### Financial review

Thanks to the generosity of our members and supporters Max Appeal generated total income of £82,337 (2021: £65,163), an increase of 26%.

#### INCOME

General Donations at £71,193 represented an increase of £30,291 / 74% on 2021 (£40,902). Our members and supporters continue to participate in a variety of fund- raising activities raising £4,400 (2021 £7,911) representing a decrease of £3,511 on 2021. Max Appeal received grants during the year totalling £2,840 (2021 £16,350). Gift Aid continues to be a valuable source of income and is obtained in two ways; from donations made via Just Giving and Virgin Money Giving and from our general donations which is claimed directly from HM Revenue and Customs. We now claim Gift Aid at the end of the financial year rather than the end of the tax year. We received gift aid of £3,904 having held over the claim for 2020/2021, this compares with (2020: £9,481).

#### EXPENDITURE

As in previous years we have continued to provide all of our literature, handbooks, leaflets, newsletters and telephone headlines free of charge to our members, the medical profession and the general public. For the financial year under review rental costs have increased by £996 against £2,556 for 2021, as our Covid relief ended on our Cradley Heath offices. Charitable event expenditure increased by £10,131 against £7,746 for 2021, due to the end of Covid restrictions and more interest in participation in the larger fundraising events. By way of comparison telephone costs have increased to £2,610 against £2,358 for 2021.

One of our ongoing objectives is to increase the amount of information we distribute electronically via email or over the web to reduce the cost of printing and postage, we hope that over time this will reduce our running costs. The regular monthly E-Zine publication now enables Max Appeal to regularly update members on activities and events etc without the need to incur substantial printing and postage costs.

Wages and salaries at £24,772 showed a decrease of £2,522 on 2021 (£27,294). Conference and training costs at £8,093, represented a £4,989 increase from £3,104 in 2021, as Covid rules were relaxed and Conferences resumed. Printing, stationery and postage costs together at £3,534, represented an increase of £426 on 2021. Travel expenses show an increase of £10,279 against £376 for 2021, again due to Covid rules being relaxed and meetings and conferences taking place.

Total expenditure for the year amounted to £78,224 representing a £17,912 / 30% increase as compared with £60,312 in 2021.

#### ASSETS

The accounts for the year show a net surplus of £4,021 as compared with a net surplus of £4,749 in 2021. As a result, retained funds increased to £57,102 as compared with £53,081 (2021), of which the whole amount is unrestricted.

The assets of Max Appeal are held in cash which is deposited with CAF Bank. CAF Bank is authorised and regulated by the Financial Conduct Authority (FCA) and is a member of the Financial Services Compensation Scheme which covers deposits up to £85,000 in the event of the insolvency of the bank.

# **Max Appeal**

## **Trustees' Annual Report** *(continued)*

### **Year ended 31st August 2022**

The trustees' annual report was approved on 16<sup>th</sup> May 2023 and signed on behalf of the board of trustees by:

Mr P Wootton  
Trustee

# Max Appeal

## Independent Examiner's Report to the Trustees of Max Appeal

### Year ended 31st August 2022

I report to the trustees on my examination of the financial statements of Max Appeal ('the charity') for the year ended 31st August 2022.

#### Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

#### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

M A Jordan  
Independent Examiner

Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

16<sup>th</sup> May 2023

**Max Appeal**  
**Statement of Financial Activities**  
**Year ended 31st August 2022**

		2022		2021
	Note	Unrestricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>				
Donations and legacies	4	77,937	<b>77,937</b>	57,252
Other trading activities	5	4,400	<b>4,400</b>	7,911
<b>Total income</b>		<u>82,337</u>	<u><b>82,337</b></u>	<u>65,163</u>
<b>Expenditure</b>				
Expenditure on charitable activities	6,7	78,224	<b>78,224</b>	60,312
Other expenditure	8	92	<b>92</b>	102
<b>Total expenditure</b>		<u>78,316</u>	<u><b>78,316</b></u>	<u>60,414</u>
<b>Net income and net movement in funds</b>		<u>4,021</u>	<u><b>4,021</b></u>	<u>4,749</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		53,081	<b>53,081</b>	48,332
<b>Total funds carried forward</b>		<u>57,102</u>	<u><b>57,102</b></u>	<u>53,081</u>

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

The notes on pages 10 to 13 form part of these financial statements.

**Max Appeal**  
**Statement of Financial Position**  
**31st August 2022**

	Note	2022 £	£	2021 £
<b>Current assets</b>				
Cash at bank and in hand		<u>57,102</u>		<u>53,081</u>
<b>Net current assets</b>			<u>57,102</u>	<u>53,081</u>
<b>Total assets less current liabilities</b>			<u>57,102</u>	<u>53,081</u>
<b>Funds of the charity</b>				
Unrestricted funds			<u>57,102</u>	<u>53,081</u>
<b>Total charity funds</b>	12		<u>57,102</u>	<u>53,081</u>

These financial statements were approved by the board of trustees and authorised for issue on 16th May 2023, and are signed on behalf of the board by:

Mr P Wootton  
Trustee

The notes on pages 10 to 13 form part of these financial statements.

# Max Appeal

## Statement of Cash Flows

Year ended 31st August 2022

	<b>2022</b>	2021
	£	£
<b>Cash flows from operating activities</b>		
Net income	<b>4,021</b>	4,749
Cash generated from operations	<b>4,021</b>	4,749
Net cash from operating activities	<b>4,021</b>	4,749
<b>Net increase in cash and cash equivalents</b>	<b>4,021</b>	4,749
<b>Cash and cash equivalents at beginning of year</b>	<b>53,081</b>	48,332
<b>Cash and cash equivalents at end of year</b>	<b>57,102</b>	53,081

The notes on pages 10 to 13 form part of these financial statements.

# Max Appeal

## Notes to the Financial Statements

### Year ended 31st August 2022

#### 1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 15 Meriden Avenue, Stourbridge, West Midlands, DY8 1DS.

#### 2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

#### 3. Accounting policies

##### Basis of preparation

The financial statements have been prepared on the historical cost basis.

The financial statements are prepared in sterling, which is the functional currency of the entity.

##### Going concern

There are no material uncertainties about the charity's ability to continue.

##### Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

##### Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

# Max Appeal

## Notes to the Financial Statements *(continued)*

### Year ended 31st August 2022

#### 3. Accounting policies *(continued)* Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

#### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

#### Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument. Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument. Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted. Debt instruments are subsequently measured at amortised cost.

# Max Appeal

## Notes to the Financial Statements *(continued)*

### Year ended 31st August 2022

#### 4. Donations and legacies

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
<b>Donations</b>				
Donations	71,193	<b>71,193</b>	40,902	40,902
<b>Gifts</b>				
Gift Aid	3,904	<b>3,904</b>	–	–
<b>Grants</b>				
Grants receivable	2,840	<b>2,840</b>	16,350	16,350
	<u>77,937</u>	<u><b>77,937</b></u>	<u>57,252</u>	<u>57,252</u>

#### 5. Other trading activities

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Fundraising events	4,400	<b>4,400</b>	7,911	7,911
	<u>4,400</u>	<u><b>4,400</b></u>	<u>7,911</u>	<u>7,911</u>

#### 6. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Direct charitable activities	77,144	<b>77,144</b>	59,234	59,234
Support costs	1,080	<b>1,080</b>	1,078	1,078
	<u>78,224</u>	<u><b>78,224</b></u>	<u>60,312</u>	<u>60,312</u>

#### 7. Expenditure on charitable activities by activity type

	Activities undertaken directly	Support costs	Total funds 2022 £	Total fund 2021 £
Direct charitable activities	77,144	–	<b>77,144</b>	59,234
Governance costs	–	1,080	<b>1,080</b>	1,078
	<u>77,144</u>	<u>1,080</u>	<u><b>78,224</b></u>	<u>60,312</u>

#### 8. Other expenditure

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Bank charges	92	<b>92</b>	102	102
	<u>92</u>	<u><b>92</b></u>	<u>102</u>	<u>102</u>

#### 9. Independent examination fees

	2022 £	2021 £
Fees payable to the independent examiner for:		
Independent examination of the financial statements	<b>1,080</b>	1,080
	<u><b>1,080</b></u>	<u>1,080</u>

# Max Appeal

## Notes to the Financial Statements *(continued)*

### Year ended 31st August 2022

#### 10. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	<b>2022</b>	2021
	£	£
Wages and salaries	<u>24,772</u>	<u>27,294</u>

The average head count of employees during the year was 2 (2021: 3).

No employee received employee benefits of more than £60,000 during the year (2021: Nil).

#### 11. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

#### 12. Analysis of charitable funds

##### Unrestricted funds

	At 1st September 2021	Income £	Expenditure £	At 31st August 2022 £
General funds	<u>53,081</u>	<u>82,337</u>	<u>(78,316)</u>	<u>57,102</u>

	At 1st September 2020	Income £	Expenditure £	At 31st August 2021 £
General funds	<u>48,332</u>	<u>65,163</u>	<u>(60,414)</u>	<u>53,081</u>

#### 13. Analysis of net assets between funds

	Unrestricted Funds £	Total Funds 2022 £
Current assets	<u>57,102</u>	<u>57,102</u>

	Unrestricted Funds £	Total Funds 2021 £
Current assets	<u>53,081</u>	<u>53,081</u>

#### 14. Analysis of changes in net debt

	At 1 Sep 2021 £	Cash flows £	At 31 Aug 2022 £
Cash at bank and in hand	<u>53,081</u>	<u>4,021</u>	<u>57,102</u>

**Max Appeal**  
**Management Information**  
**Year ended 31st August 2022**

**The following pages do not form part of the financial statements.**

# Max Appeal

## Detailed Statement of Financial Activities

Year ended 31st August 2022

	2022 £	2021 £
<b>Income and endowments</b>		
<b>Donations and legacies</b>		
Donations	71,193	40,902
Gift Aid	3,904	–
Grants receivable	2,840	16,350
	<u>77,937</u>	<u>57,252</u>
<b>Other trading activities</b>		
Fundraising events	4,400	7,911
	<u>4,400</u>	<u>7,911</u>
<b>Total income</b>	<u>82,337</u>	<u>65,163</u>
<b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages and salaries	24,772	27,294
Rent	3,552	2,556
Conferences and training	8,093	3,104
Insurance	471	656
Accountancy fees	1,080	1,078
Printing, stationery and postage	3,534	3,108
Legal and professional fees	1,800	8,220
Telephone	2,610	2,358
Charitable events expenses	17,877	7,746
Travel expenses	10,655	376
Website costs	3,780	3,816
	<u>78,224</u>	<u>60,312</u>
<b>Other expenditure</b>		
Bank charges	92	102
	<u>92</u>	<u>102</u>
<b>Total expenditure</b>	<u>78,316</u>	<u>60,414</u>
<b>Net income</b>	<u>4,021</u>	<u>4,749</u>

# Max Appeal

## Notes to the Detailed Statement of Financial Activities

Year ended 31st August 2022

	2022 £	2021 £
<b>Expenditure on charitable activities</b>		
<b>Direct charitable activities</b>		
<b><i>Activities undertaken directly</i></b>		
Wages and salaries	24,772	27,294
Rent	3,552	2,556
Conferences and training	8,093	3,104
Insurance	471	656
Printing, stationery & postage	3,534	3,108
Legal and professional fees	1,800	8,220
Telephone	2,610	2,358
Charitable events expenses	17,877	7,746
Travel expenses	10,655	376
Website costs	3,780	3,816
	<u>77,144</u>	<u>59,234</u>
<b>Governance costs</b>		
Accountancy fees	1,080	1,078
	<u>78,224</u>	<u>60,312</u>

**MAX APPEAL**

England & Wales - Charity number 1088432

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# Accounts

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CHARITY REGISTRATION NUMBER: 1088432

**Max Appeal**  
**Unaudited Financial Statements**  
**For the year ended**  
**31st August 2021**

**MARK A JORDAN FCA**

Chartered accountants  
Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

**Max Appeal**  
**Financial Statements**  
**Year ended 31st August 2021**

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**Max Appeal**  
**Trustees' Annual Report**  
**Year ended 31st August 2021**

The trustees present their report and the unaudited financial statements of the charity for the year ended 31st August 2021.

**Reference and administrative details**

**Registered charity name** Max Appeal  
**Charity registration number** 1088432  
**Principal office** 15 Meriden Avenue  
Stourbridge  
West Midlands  
DY8 4QN

**The trustees**

Mrs J Wootton  
Mr P Wootton  
Mrs R Boyle  
Mrs C Lonsdale  
Mr M Kennedy  
Mr M S Tripp  
Mrs T Hennighan  
Ms M Rogdaki  
Mrs L Henderson (Retired 29th November 2020)  
Mrs P Biggs (Appointed 29th November 2020)  
Mr B Thorpe (Appointed 29th November 2020)

**Company secretary** Mrs R Boyle

**Independent examiner** M A Jordan  
Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

**Structure, governance and management**

**Governing document**

Max Appeal was registered as a charity on 14th September 2001 under the Charities Act 1993. Our registered charity number is 1088432.

# **Max Appeal**

## **Trustees' Annual Report *(continued)***

### **Year ended 31st August 2021**

#### **Objectives and activities**

The charity's objectives are the relief of sickness and the protection and preservation of the health of persons affected by Di George syndrome, Velo-Cardio-Facial Syndrome (VCFS) and 22q11.2 Deletion syndrome and any related condition and their families and carers in particular by, but not restricted to:

(a) the advancement of the education of the medical profession and the general public into Di George syndrome, VCFS and 22q11.2 Deletion syndrome and its implications for the family

(b) the promotion of research into the causes, effects, treatment and management of Di George syndrome, VCFS and 22q11.2 Deletion syndrome and to disseminate the useful results thereof

The activities to achieve these aims are decided upon by the trustees of the charity who meet at least four times a year and form the executive committee.

# Max Appeal

## Trustees' Annual Report *(continued)*

### Year ended 31st August 2021

#### **Achievements and performance**

This financial year runs from 1st September 2020 to 31st August 2021. Clearly, the ongoing COVID 'situation' has affected Max Appeal's activities tremendously. However, over the course of the year we continued to offer a range of services to our members including family activities (mostly virtual), high quality information and family support via email and telephone. All of this was made possible by the support from our members that is vital to our ability to meet our charitable objects.

The 22q11 Awareness Week was again successful with continuous Twitter and Facebook feeds which resulted in many hundreds of thousands of hits, likes, reaches, comments, replies, re-tweets and favourites being achieved. The lighting up in red of buildings around the UK was a great success, including the bell tower of St Peter's Church in Kinver, Staffordshire, where I ring the bells (badly)!

The trustees are regularly updated with an income and expenditure position with a mindful eye towards risk and financial exposure against performance and service provision. We have continued to act with financial prudence and that has resulted in an excellent financial position at the end of the financial year. Clearly, we are not complacent but the endeavours of our Development Office, Claire Hennessey, have provided us with a robust position in terms of income and continued family contact and support. Also, the administration of the charity is carried by Steph Jasper and we are very grateful to her too.

Our trustees and volunteers also do us very proud, in terms of offering services and support to fundraisers and our family activities. We have continued with an extensive programme of activities to bring people together via Zoom meetings for things like have a brew dates, ladies chats, social drop-in session, virtual pub nights and gaming nights for the men, and a family quiz night.

The 22q11 syndrome APPG (All-Party Parliamentary Group) continues to influence MPs. Our new chair (Max Appeal acts as the secretariat to the group) is Suzanne Webb MP for Stourbridge, so my MP.

We have not been able to attend any of the specialist clinics around the country but we continue to supply information to those clinics and they make families aware that we are available for them to contact us.

Max Appeal has a good reputation with its members and enjoys excellent professional relationships with medical teams and researchers. This has taken many years to achieve and is due to the dedication of a very small team of part-time staff, trustees and volunteers, and the experts in 22q11DS who have a passion and drive to forward the improvement of knowledge of the condition and services for families.

Max Appeal's vision is of a society where children and adults affected by 22q11DS are valued and able to fulfil their potential.

# Max Appeal

## Trustees' Annual Report *(continued)*

### Year ended 31st August 2021

#### Financial review

Thanks to the generosity of our members and supporters Max Appeal generated total income of £65,163 (2020:£87,621), a reduction of 25%.

#### INCOME

General Donations at £40,902 represented a decrease of £10,934 or 21% on 2020 (£51,836). Our members and supporters continue to participate in a variety of fund raising activities raising £7,911 (2020:£8,333) representing a decrease of £422 on 2020. Max Appeal received grants during the year totalling £16,350 (2020: £17,971). Gift Aid continues to be a valuable source of income and is obtained in two ways; from donations made via Just Giving and Virgin Money Giving and from our general donations which is claimed directly from HM Revenue and Customs. We now claim Gift Aid at the end of the financial year rather than the end of the tax year. For the year under review we did not make a gift aid claim, choosing to hold it over until financial year 2021/22, this compares with (2020: £9,481).

#### EXPENDITURE

As in previous years we have continued to provide all of our literature, handbooks, leaflets, newsletters and telephone headlines free of charge to our members, the medical profession and the general public. For the financial year under review rental costs have decreased by £1,890 or 42%, due to securing relief from our landlords during COVID, as against £4,446 for 2020. Charitable event expenditure has also reduced by 55% at £7,746 against £17,213 for 2020. By way of comparison telephone costs have decreased by £1,515 or 39% to £2,358. Other office costs were nil as compared with £2,562 for 2020.

One of our ongoing objectives is to increase the amount of information we distribute electronically via email or over the web to reduce the cost of printing and postage, we hope that over time this will reduce our running costs. The regular monthly E-Zine publication now enables Max Appeal to regularly update members on activities and events etc without the need to incur substantial printing and postage costs.

Wages and salaries at £27,294 showed an increase of £4,898 on 2020 (£22,396). Conference and training costs at £3,104, represented a £3,307 decrease from £6,411 on 2020. Printing, stationery, postage and website costs together at £6,924, represented an increase of £771 on 2020. Travel expenses show a decrease of £11,825 against £12,201 for 2020.

Total expenditure for the year amounted to £60,414 representing a £18,407 or 23% decrease as compared with £78,821 in 2020.

#### ASSETS

The accounts for the year show a net surplus of £4,749 as compared with a net surplus of £8,800 in 2020. As a result retained funds increased to £53,081 as compared with £48,332 (2020) of which the whole amount is unrestricted.

The assets of Max Appeal are held in cash which is deposited with CAF Bank. CAF Bank is authorised and regulated by the Financial Conduct Authority (FCA) and is a member of the Financial Services Compensation Scheme which covers deposits up to £85,000 in the event of the insolvency of the bank.

## **Max Appeal**

### **Trustees' Annual Report *(continued)***

#### **Year ended 31st August 2021**

The trustees' annual report was approved on 18<sup>th</sup> May 2022 and signed on behalf of the board of trustees by:

Mr P Wootton  
Trustee

# Max Appeal

## Independent Examiner's Report to the Trustees of Max Appeal

Year ended 31st August 2021

I report to the trustees on my examination of the financial statements of Max Appeal ('the charity') for the year ended 31st August 2021.

### Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



M A Jordan  
Independent Examiner

Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

18<sup>th</sup> May 2022

**Max Appeal**  
**Statement of Financial Activities**  
**Year ended 31st August 2021**

		2021		2020
	Note	Unrestricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>				
Donations and legacies	4	57,252	<b>57,252</b>	79,288
Other trading activities	5	7,911	<b>7,911</b>	8,333
<b>Total income</b>		<u>65,163</u>	<u><b>65,163</b></u>	<u>87,621</u>
<b>Expenditure</b>				
Expenditure on charitable activities	6,7	60,312	<b>60,312</b>	78,761
Other expenditure	8	102	<b>102</b>	60
<b>Total expenditure</b>		<u>60,414</u>	<u><b>60,414</b></u>	<u>78,821</u>
<b>Net income and net movement in funds</b>		<u>4,749</u>	<u><b>4,749</b></u>	<u>8,800</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		48,332	<b>48,332</b>	39,532
<b>Total funds carried forward</b>		<u>53,081</u>	<u><b>53,081</b></u>	<u>48,332</u>

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

The notes on pages 10 to 13 form part of these financial statements.

**Max Appeal**  
**Statement of Financial Position**  
**31st August 2021**

	Note	2021 £	£	2020 £
<b>Current assets</b>				
Cash at bank and in hand		<u>53,081</u>		<u>48,332</u>
<b>Net current assets</b>			<u>53,081</u>	<u>48,332</u>
<b>Total assets less current liabilities</b>			<u>53,081</u>	<u>48,332</u>
<b>Funds of the charity</b>				
Unrestricted funds			<u>53,081</u>	<u>48,332</u>
<b>Total charity funds</b>	<b>12</b>		<u>53,081</u>	<u>48,332</u>

These financial statements were approved by the board of trustees and authorised for issue on 18<sup>th</sup> May 2022, and are signed on behalf of the board by:

Mr P Wootton  
Trustee

The notes on pages 10 to 13 form part of these financial statements.

**Max Appeal**  
**Statement of Cash Flows**  
**Year ended 31st August 2021**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
<b>Cash flows from operating activities</b>		
Net income	<u>4,749</u>	<u>8,800</u>
Cash generated from operations	<u>4,749</u>	<u>8,800</u>
Net cash from operating activities	<u>4,749</u>	<u>8,800</u>
<b>Net increase in cash and cash equivalents</b>	<b>4,749</b>	<b>8,800</b>
<b>Cash and cash equivalents at beginning of year</b>	<b>48,332</b>	<b>39,532</b>
<b>Cash and cash equivalents at end of year</b>	<b><u>53,081</u></b>	<b><u>48,332</u></b>

The notes on pages 10 to 13 form part of these financial statements.

# Max Appeal

## Notes to the Financial Statements

### Year ended 31st August 2021

**1. General information**

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 15 Meriden Avenue, Stourbridge, West Midlands, DY8 1DS.

**2. Statement of compliance**

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

**3. Accounting policies**

**Basis of preparation**

The financial statements have been prepared on the historical cost basis.

The financial statements are prepared in sterling, which is the functional currency of the entity.

**Going concern**

There are no material uncertainties about the charity's ability to continue.

**Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

# Max Appeal

## Notes to the Financial Statements *(continued)*

### Year ended 31st August 2021

#### 3. Accounting policies *(continued)* Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

#### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

#### Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument. Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument. Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted. Debt instruments are subsequently measured at amortised cost.

# Max Appeal

## Notes to the Financial Statements *(continued)*

### Year ended 31st August 2021

<b>4. Donations and legacies</b>	Unrestricted Funds	Total Funds 2021	Unrestricted Funds	Total Funds 2020
	£	£	£	£
<b>Donations</b>				
Donations	40,902	<b>40,902</b>	51,836	51,836
<b>Gifts</b>				
Gift Aid	–	–	9,481	9,481
<b>Grants</b>				
Grants receivable	16,350	<b>16,350</b>	17,971	17,971
	<u>57,252</u>	<u><b>57,252</b></u>	<u>79,288</u>	<u>79,288</u>
<b>5. Other trading activities</b>	Unrestricted Funds	Total Funds 2021	Unrestricted Funds	Total Funds 2020
	£	£	£	£
Fundraising events	<u>7,911</u>	<u><b>7,911</b></u>	<u>8,333</u>	<u>8,333</u>
<b>6. Expenditure on charitable activities by fund type</b>	Unrestricted Funds	Total Funds 2021	Unrestricted Funds	Total Funds 2020
	£	£	£	£
Direct charitable activities	59,234	<b>59,234</b>	77,620	77,620
Support costs	1,078	<b>1,078</b>	1,141	1,141
	<u>60,312</u>	<u><b>60,312</b></u>	<u>78,761</u>	<u>78,761</u>
<b>7. Expenditure on charitable activities by activity type</b>	Activities undertaken directly	Support costs	Total funds 2021	Total fund 2020
	£	£	£	£
Direct charitable activities	59,234	–	<b>59,234</b>	77,620
Governance costs	–	1,078	<b>1,078</b>	1,141
	<u>59,234</u>	<u>1,078</u>	<u><b>60,312</b></u>	<u>78,761</u>
<b>8. Other expenditure</b>	Unrestricted Funds	Total Funds 2021	Unrestricted Funds	Total Funds 2020
	£	£	£	£
Bank charges	<u>102</u>	<u><b>102</b></u>	<u>60</u>	<u>60</u>
<b>9. Independent examination fees</b>			2021	2020
			£	£
Fees payable to the independent examiner for:				
Independent examination of the financial statements			<u><b>1,080</b></u>	<u>1,140</u>

# Max Appeal

## Notes to the Financial Statements *(continued)*

### Year ended 31st August 2021

#### 10. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2021	2020
	£	£
Wages and salaries	<u>27,294</u>	<u>22,396</u>

The average head count of employees during the year was 3 (2020: 3).

No employee received employee benefits of more than £60,000 during the year (2020: Nil).

#### 11. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

#### 12. Analysis of charitable funds

##### Unrestricted funds

	At 1st September 2020	Income £	Expenditure £	At 31st August 2021
General funds	<u>48,332</u>	<u>65,163</u>	<u>(60,414)</u>	<u>53,081</u>

	At 1st September 2019	Income £	Expenditure £	At 31st August 2020
General funds	<u>39,532</u>	<u>87,621</u>	<u>(78,821)</u>	<u>48,332</u>

#### 13. Analysis of net assets between funds

	Unrestricted Funds £	Total Funds 2021 £
Current assets	<u>53,081</u>	<u>53,081</u>

	Unrestricted Funds £	Total Funds 2020 £
Current assets	<u>48,332</u>	<u>48,332</u>

#### 14. Analysis of changes in net debt

	At 1 Sep 2020 £	Cash flows £	At 31 Aug 2021 £
Cash at bank and in hand	<u>48,332</u>	<u>4,749</u>	<u>53,081</u>

**Max Appeal**  
**Management Information**  
**Year ended 31st August 2021**

**The following pages do not form part of the financial statements.**

# Max Appeal

## Detailed Statement of Financial Activities

Year ended 31st August 2021

	2021 £	2020 £
<b>Income and endowments</b>		
<b>Donations and legacies</b>		
Donations	40,902	51,836
Gift Aid	–	9,481
Grants receivable	16,350	17,971
	<u>57,252</u>	<u>79,288</u>
<b>Other trading activities</b>		
Fundraising events	7,911	8,333
	<u>7,911</u>	<u>8,333</u>
<b>Total income</b>	<u>65,163</u>	<u>87,621</u>
<b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages and salaries	27,294	22,396
Rent	2,556	4,446
Conferences and training	3,104	6,411
Insurance	656	445
Accountancy fees	1,078	1,141
Printing, stationery & postage	3,108	2,337
Legal and professional fees	8,220	1,920
Telephone	2,358	3,873
Other office costs	–	2,562
Charitable Events Expenses	7,746	17,213
Travel Expenses	376	12,201
Website Costs	3,816	3,816
	<u>60,312</u>	<u>78,761</u>
<b>Other expenditure</b>		
Bank charges	102	60
	<u>102</u>	<u>60</u>
<b>Total expenditure</b>	<u>60,414</u>	<u>78,821</u>
<b>Net income</b>	<u>4,749</u>	<u>8,800</u>

# Max Appeal

## Notes to the Detailed Statement of Financial Activities

Year ended 31st August 2021

	2021 £	2020 £
<b>Expenditure on charitable activities</b>		
<b>Direct charitable activities</b>		
<b><i>Activities undertaken directly</i></b>		
Wages and salaries	27,294	22,396
Rent	2,556	4,446
Conferences and training	3,104	6,411
Insurance	656	445
Printing, stationery & postage	3,108	2,337
Legal and professional fees	8,220	1,920
Telephone	2,358	3,873
Other office costs	—	2,562
Charitable events expenses	7,746	17,213
Travel expenses	376	12,201
Website costs	3,816	3,816
	<u>59,234</u>	<u>77,620</u>
<b>Governance costs</b>		
Accountancy fees	1,078	1,141
	<u>1,078</u>	<u>1,141</u>
<b>Expenditure on charitable activities</b>	<u>60,312</u>	<u>78,761</u>

**MAX APPEAL**

England & Wales - Charity number 1088432

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# Accounts

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**Max Appeal**  
**Unaudited Financial Statements**  
**For the year ended**  
**31st August 2020**

**MARK A JORDAN FCA**

Chartered accountants  
Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

**Max Appeal**  
**Financial Statements**  
**Year ended 31st August 2020**

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**Max Appeal**  
**Trustees' Annual Report**  
**Year ended 31st August 2020**

The trustees present their report and the unaudited financial statements of the charity for the year ended 31st August 2020.

**Reference and administrative details**

<b>Registered charity name</b>	Max Appeal
<b>Charity registration number</b>	1088432
<b>Principal office</b>	15 Meriden Avenue Stourbridge West Midlands DY8 4QN

**The trustees**

Mrs J Wootton  
Mr P Wootton  
Mrs R Boyle  
Mrs C Lonsdale  
Mr M Kennedy  
Mr M S Tripp  
Mrs T Hennighan  
Ms M Rogdaki  
Mrs L Henderson

**Company secretary** Mrs R Boyle

**Independent examiner** M A Jordan  
Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

**Structure, governance and management**

**Governing document**

Max Appeal was registered as a charity on 14th September 2001 under the Charities Act 1993. Our registered charity number is 1088432.

# **Max Appeal**

## **Trustees' Annual Report *(continued)***

**Year ended 31st August 2020**

### **Objectives and activities**

The charity's objectives are the relief of sickness and the protection and preservation of the health of persons affected by Di George syndrome, Velo-Cardio-Facial Syndrome (VCFS) and 22q11.2 Deletion syndrome and any related condition and their families and carers in particular by, but not restricted to:

(a) the advancement of the education of the medical profession and the general public into Di George syndrome, VCFS and 22q11.2 Deletion syndrome and its implications for the family

(b) the promotion of research into the causes, effects, treatment and management of Di George syndrome, VCFS and 22q11.2 Deletion syndrome and to disseminate the useful results thereof

The activities to achieve these aims are decided upon by the trustees of the charity who meet at least four times a year and form the executive committee.

# Max Appeal

## Trustees' Annual Report *(continued)*

### Year ended 31st August 2020

#### **Achievements and performance**

This financial year runs from 1st September 2019 to 31st August 2020. You could describe the year in sporting terms as a year of two halves. The first six months being business as usual and the second half being dominated by the effects of the COVID-19 pandemic. Overall, I am delighted to report another successful year for Max Appeal and those with 22q11DS across the whole of the UK and abroad. Max Appeal grows year on year in terms of membership, coverage and awareness.

Over the course of this year we continued to offer a range of services to our members including family activities, high quality information, family support and small family grants. All of this was made possible by the support from our members who have once again raised the majority of our income and without this continued input we would be unable to provide the services we do.

The 22q11 Awareness Week was again successful with continuous Twitter and Facebook feeds which resulted in many hundreds of thousands of hits, likes, reaches, comments, replies, re-tweets and favourites being achieved.

The trustees are regularly updated with an income and expenditure position with a mindful eye towards risk and financial exposure against performance and service provision. The trustees acted swiftly to the potential issues posed by COVID making swift and prudent decisions to protect members, staff and trustees. Action was also taken by staff and the treasurer to negotiate reduced rates for rent and services that would be impacted or temporarily shelved during 'lockdown' and the restricted times following that.

Recognising early on that income streams would be affected the actions taken to reduce expenditure and look to other sources of income have meant that Max Appeal is in a very healthy state but we are very mindful that this situation could well be with us for a very long time and that security may become precarious in the future, so we are not complacent by any means.

We are fortunate to have a team of staff based in Stourbridge and Bristol who are passionate about Max Appeal and dedicated to the work of the charity. Our volunteers also do us very proud, in terms of offering services and support to fundraisers and our family activities which include 22q at the Zoo and Camp weekends. We have also adopted new ways of connecting with our families with weekly Zoom meetings for things like baking, bedtime stories, social drop-in sessions, virtual pub nights and a weekly family quiz night. All of which have proven very popular and brought people together in new ways.

The 22q11 syndrome APPG (All-Party Parliamentary Group) continues to influence MPs. We thank all our MPs but, in particular our Chair David Duguid MP, Member for Banff and Buchan, who has been a great advocate for Max Appeal after Louise Henderson (trustee) made contact with him. Sadly for us, David is carving a very successful political career and is now too high ranking as a minister to continue with us formally but we look forward to forging a good relationship with our new chair.

We also support the specialist clinics around the UK whenever possible, including Evelina (St Thomas') and Great Ormond Street in London, along with Bristol and Cardiff. Clearly after March this became impossible but we continue to supply information to those clinics and are available for families to contact us.

Max Appeal has a good reputation with its members and enjoys excellent professional relationships with medical teams and researchers. This has taken many years to achieve and is due to the dedication of a very small team of part-time staff, trustees and volunteers, and the experts in 22q11DS who have a passion and drive to forward the improvement of knowledge of the condition and services for families.

Max Appeal's vision is of a society where children and adults affected by 22q11DS are valued and able to fulfil their potential.

# Max Appeal

## Trustees' Annual Report *(continued)*

### Year ended 31st August 2020

#### Financial review

Thanks to the generosity of our members and supporters Max Appeal generated total income of £87,621 (2019:£110,437).

#### INCOME

General Donations at £51,836 represented a decrease of £48,027 on 2019 (£99,863). Our members and supporters continue to participate in a variety of fund raising activities raising £8,333 (2019:£10,574) representing a decrease of £2,241 on 2019. Max Appeal received grants during the year totalling £17,971 (2019: Nil). Gift Aid continues to be a valuable source of income and is obtained in two ways; from donations made via Just Giving and Virgin Money Giving and from our general donations which is claimed directly from HM Revenue and Customs. During the year Gift Aid was claimed totalling £9,481 (2019: Nil).

#### EXPENDITURE

As in previous years we have continued to provide all of our literature, handbooks, leaflets, newsletters and telephone headlines free of charge to our members, the medical profession and the general public. For the financial year under review rental costs have decreased by £1,203 against £5,649 for 2019. Charitable event expenditure has also reduced by £9,725 against £26,938 for 2019. By way of comparison telephone costs have increased to £3,873 against £2,268 for 2019. Other office costs have also increased to £2,562 against £922 for 2019.

One of our ongoing objectives is to increase the amount of information we distribute electronically via email or over the web to reduce the cost of printing and postage, we hope that over time this will reduce our running costs. The regular monthly E-Zine publication now enables Max Appeal to regularly update members on activities and events etc without the need to incur substantial printing and postage costs.

Wages and salaries at £22,396 showed a decrease of £1,089 on 2019 (£23,485), which is due to a member of staff leaving. Conference and training costs at £6,411 represented a £621 decrease from 2019 (£7,032). Printing, stationery and postage costs and website costs together represented a £216 increase on 2019. Travel expenses show an increase of £971 against £11,230 for 2019.

Total expenditure for the year amounted to £78,821 representing a £8,142 decrease as compared with £86,963 in 2019.

#### ASSETS

The accounts for the year show a net surplus of £8,800 as compared with a net surplus of £23,474 in 2019. As a result retained funds increased to £48,332 as compared with £39,532 (2019) of which the whole amount is unrestricted.

The assets of Max Appeal are held in cash which is deposited with CAF Bank. CAF Bank is authorised and regulated by the Financial Conduct Authority (FCA) and is a member of the Financial Services Compensation Scheme which covers deposits up to £85,000 in the event of the insolvency of the bank.

## **Max Appeal**

### **Trustees' Annual Report *(continued)***

#### **Year ended 31st August 2020**

The trustees' annual report was approved on 30th November 2020 and signed on behalf of the board of trustees by:

Mr P Wootton  
Trustee

# **Max Appeal**

## **Independent Examiner's Report to the Trustees of Max Appeal**

**Year ended 31st August 2020**

I report to the trustees on my examination of the financial statements of Max Appeal ('the charity') for the year ended 31st August 2020.

### **Responsibilities and basis of report**

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

M A Jordan  
Independent Examiner

Jordan & Company  
Knighton House  
62 Hagley Road  
Stourbridge  
West Midlands  
DY8 1QD

30th November 2020

**Max Appeal**  
**Statement of Financial Activities**  
**Year ended 31st August 2020**

		2020		2019
	Note	Unrestricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>				
Donations and legacies	4	79,288	<b>79,288</b>	99,863
Other trading activities	5	8,333	<b>8,333</b>	10,574
<b>Total income</b>		<u>87,621</u>	<u><b>87,621</b></u>	<u>110,437</u>
<b>Expenditure</b>				
Expenditure on charitable activities	6,7	78,761	<b>78,761</b>	86,903
Other expenditure	8	60	<b>60</b>	60
<b>Total expenditure</b>		<u>78,821</u>	<u><b>78,821</b></u>	<u>86,963</u>
<b>Net income and net movement in funds</b>		<u>8,800</u>	<u><b>8,800</b></u>	<u>23,474</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		39,532	<b>39,532</b>	16,058
<b>Total funds carried forward</b>		<u>48,332</u>	<u><b>48,332</b></u>	<u>39,532</u>

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

The notes on pages 10 to 13 form part of these financial statements.

**Max Appeal**  
**Statement of Financial Position**  
**31st August 2020**

	Note	2020 £	£	2019 £
<b>Current assets</b>				
Cash at bank and in hand		<u>48,332</u>		<u>39,532</u>
<b>Net current assets</b>			<u>48,332</u>	<u>39,532</u>
<b>Total assets less current liabilities</b>			<u>48,332</u>	<u>39,532</u>
<b>Funds of the charity</b>				
Unrestricted funds			<u>48,332</u>	<u>39,532</u>
<b>Total charity funds</b>	12		<u>48,332</u>	<u>39,532</u>

These financial statements were approved by the board of trustees and authorised for issue on 30th November 2020, and are signed on behalf of the board by:

Mr P Wootton  
Trustee

The notes on pages 10 to 13 form part of these financial statements.

# Max Appeal

## Statement of Cash Flows

Year ended 31st August 2020

	2020 £	2019 £
<b>Cash flows from operating activities</b>		
Net income	<u>8,800</u>	<u>23,474</u>
Cash generated from operations	<u>8,800</u>	<u>23,474</u>
Net cash from operating activities	<u>8,800</u>	<u>23,474</u>
<b>Net increase in cash and cash equivalents</b>	<b>8,800</b>	<b>23,474</b>
<b>Cash and cash equivalents at beginning of year</b>	<u>39,532</u>	<u>16,058</u>
<b>Cash and cash equivalents at end of year</b>	<u>48,332</u>	<u>39,532</u>

The notes on pages 10 to 13 form part of these financial statements.

# Max Appeal

## Notes to the Financial Statements

Year ended 31st August 2020

**1. General information**

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 15 Meriden Avenue, Stourbridge, West Midlands, DY8 1DS.

**2. Statement of compliance**

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

**3. Accounting policies**

**Basis of preparation**

The financial statements have been prepared on the historical cost basis.

The financial statements are prepared in sterling, which is the functional currency of the entity.

**Going concern**

There are no material uncertainties about the charity's ability to continue.

**Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

# Max Appeal

## Notes to the Financial Statements *(continued)*

Year ended 31st August 2020

### 3. Accounting policies *(continued)*

#### Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

#### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

#### Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument. Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument. Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted. Debt instruments are subsequently measured at amortised cost.

# Max Appeal

## Notes to the Financial Statements *(continued)*

### Year ended 31st August 2020

#### 4. Donations and legacies

	Unrestricted Funds £	Total Funds 2020 £	Unrestricted Funds £	Total Funds 2019 £
<b>Donations</b>				
Donations	51,836	<b>51,836</b>	99,863	99,863
<b>Gifts</b>				
Gift Aid	9,481	<b>9,481</b>	—	—
<b>Grants</b>				
Grants receivable	17,971	<b>17,971</b>	—	—
	<u>79,288</u>	<u><b>79,288</b></u>	<u>99,863</u>	<u>99,863</u>

#### 5. Other trading activities

	Unrestricted Funds £	Total Funds 2020 £	Unrestricted Funds £	Total Funds 2019 £
Fundraising events	8,333	<b>8,333</b>	10,574	10,574
	<u>8,333</u>	<u><b>8,333</b></u>	<u>10,574</u>	<u>10,574</u>

#### 6. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2020 £	Unrestricted Funds £	Total Funds 2019 £
Direct charitable activities	77,620	<b>77,620</b>	85,762	85,762
Support costs	1,141	<b>1,141</b>	1,141	1,141
	<u>78,761</u>	<u><b>78,761</b></u>	<u>86,903</u>	<u>86,903</u>

#### 7. Expenditure on charitable activities by activity type

	Activities undertaken directly	Support costs	Total funds 2020 £	Total fund 2019 £
Direct charitable activities	77,620	—	<b>77,620</b>	85,762
Governance costs	—	1,141	<b>1,141</b>	1,141
	<u>77,620</u>	<u>1,141</u>	<u><b>78,761</b></u>	<u>86,903</u>

#### 8. Other expenditure

	Unrestricted Funds £	Total Funds 2020 £	Unrestricted Funds £	Total Funds 2019 £
Bank charges	60	<b>60</b>	60	60
	<u>60</u>	<u><b>60</b></u>	<u>60</u>	<u>60</u>

#### 9. Independent examination fees

	2020 £	2019 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<b>1,140</b>	1,140
	<u>1,140</u>	<u>1,140</u>

# Max Appeal

## Notes to the Financial Statements *(continued)*

### Year ended 31st August 2020

#### 10. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2020	2019
	£	£
Wages and salaries	<u>22,396</u>	<u>23,485</u>

The average head count of employees during the year was 3 (2019: 3).

No employee received employee benefits of more than £60,000 during the year (2019: Nil).

#### 11. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

#### 12. Analysis of charitable funds

##### Unrestricted funds

	At 1st September 2019	Income £	Expenditure £	At 31st August 2020
General funds	<u>39,532</u>	<u>87,621</u>	<u>(78,821)</u>	<u>48,332</u>

	At 1st September 2018	Income £	Expenditure £	At 31st August 2019
General funds	<u>16,058</u>	<u>110,437</u>	<u>(86,963)</u>	<u>39,532</u>

#### 13. Analysis of net assets between funds

	Unrestricted Funds £	Total Funds 2020 £
Current assets	<u>48,332</u>	<u>48,332</u>

	Unrestricted Funds £	Total Funds 2019 £
Current assets	<u>39,532</u>	<u>39,532</u>

#### 14. Analysis of changes in net debt

	At 1 Sep 2019 £	Cash flows £	At 31 Aug 2020 £
Cash at bank and in hand	<u>39,532</u>	<u>8,800</u>	<u>48,332</u>

**Max Appeal**  
**Management Information**  
**Year ended 31st August 2020**

**The following pages do not form part of the financial statements.**

# Max Appeal

## Detailed Statement of Financial Activities

Year ended 31st August 2020

	2020 £	2019 £
<b>Income and endowments</b>		
<b>Donations and legacies</b>		
Donations	51,836	99,863
Gift Aid	9,481	—
Grants receivable	17,971	—
	<u>79,288</u>	<u>99,863</u>
<b>Other trading activities</b>		
Fundraising events	8,333	10,574
	<u>87,621</u>	<u>110,437</u>
<b>Total income</b>		
	<u>87,621</u>	<u>110,437</u>
<b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages and salaries	22,396	23,485
Rent	4,446	5,649
Conferences and training	6,411	7,032
Insurance	445	445
Accountancy fees	1,141	1,141
Printing, stationery & postage	2,337	2,273
Legal and professional fees	1,920	1,920
Telephone	3,873	2,268
Other office costs	2,562	922
Charitable Events Expenses	17,213	26,938
Travel Expenses	12,201	11,230
Website Costs	3,816	3,600
	<u>78,761</u>	<u>86,903</u>
<b>Other expenditure</b>		
Bank charges	60	60
	<u>78,821</u>	<u>86,963</u>
<b>Total expenditure</b>		
	<u>78,821</u>	<u>86,963</u>
<b>Net income</b>	<u>8,800</u>	<u>23,474</u>

# Max Appeal

## Notes to the Detailed Statement of Financial Activities

Year ended 31st August 2020

	2020 £	2019 £
<b>Expenditure on charitable activities</b>		
<b>Direct charitable activities</b>		
<i>Activities undertaken directly</i>		
Wages and salaries	22,396	23,485
Rent	4,446	5,649
Conferences and training	6,411	7,032
Insurance	445	445
Printing, stationery & postage	2,337	2,273
Legal and professional fees	1,920	1,920
Telephone	3,873	2,268
Other office costs	2,562	922
Charitable events expenses	17,213	26,938
Travel expenses	12,201	11,230
Website costs	3,816	3,600
	<u>77,620</u>	<u>85,762</u>
<b>Governance costs</b>		
Accountancy fees	1,141	1,141
	<u>78,761</u>	<u>86,903</u>