

**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

<b>Company secretary</b>	Mrs R Boyle
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<b>Independent examiner</b>	M A Jordan Jordan & Company Knighton House 62 Hagley Road Stourbridge West Midlands DY8 1QD
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**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**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Cash flows from operating activities</b>		
Net income	<b>8,800</b>	<b>23,474</b>
Cash generated from operations	<b>8,800</b>	<b>23,474</b>
Net cash from operating activities	<b>8,800</b>	<b>23,474</b>
<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>	<b>39,532</b>	<b>16,058</b>
<b>Cash and cash equivalents at end of year</b>	<b>48,332</b>	<b>39,532</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 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	<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	<u>1,141</u>	<u><b>1,141</b></u>	<u>1,141</u>	<u>1,141</u>
	<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	—	<u>1,141</u>	<u><b>1,141</b></u>	<u>1,141</u>
	<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	<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	<u><b>1,140</b></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>8,333</u>	<u>10,574</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>60</u>	<u>60</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	<u>1,141</u>	<u>1,141</u>
	<u>78,761</u>	<u>86,903</u>
<b>Expenditure on charitable activities</b>	<b>78,761</b>	<b>86,903</b>