

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
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Independent examiner	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 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.

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 16th 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

16th May 2023

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

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

	2022	2021
	£	£
Cash flows from operating activities		
Net income	4,021	4,749
Cash generated from operations	4,021	4,749
Net cash from operating activities	4,021	4,749
Net increase in cash and cash equivalents	4,021	4,749
Cash and cash equivalents at beginning of year	53,081	48,332
Cash and cash equivalents at end of year	57,102	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 £
Donations				
Donations	71,193	71,193	40,902	40,902
Gifts				
Gift Aid	3,904	3,904	—	—
Grants				
Grants receivable	2,840	2,840	16,350	16,350
	<u>77,937</u>	<u>77,937</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	<u>4,400</u>	<u>4,400</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	77,144	59,234	59,234
Support costs	<u>1,080</u>	<u>1,080</u>	<u>1,078</u>	<u>1,078</u>
	<u>78,224</u>	<u>78,224</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	—	77,144	59,234
Governance costs	—	<u>1,080</u>	<u>1,080</u>	<u>1,078</u>
	<u>77,144</u>	<u>1,080</u>	<u>78,224</u>	<u>60,312</u>

8. Other expenditure

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Bank charges	<u>92</u>	<u>92</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	<u>1,080</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:

	2022	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
	£	£
Current assets	<u>57,102</u>	<u>57,102</u>

	Unrestricted Funds	Total Funds
	£	£
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 £
Income and endowments		
Donations and legacies		
Donations	71,193	40,902
Gift Aid	3,904	—
Grants receivable	2,840	16,350
	<u>77,937</u>	<u>57,252</u>
Other trading activities		
Fundraising events	4,400	7,911
	<u>4,400</u>	<u>7,911</u>
Total income	<u>82,337</u>	<u>65,163</u>
Expenditure		
Expenditure on charitable activities		
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>
Other expenditure		
Bank charges	92	102
	<u>92</u>	<u>102</u>
Total expenditure	<u>78,316</u>	<u>60,414</u>
Net income	<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 £
Expenditure on charitable activities		
Direct charitable activities		
<i>Activities undertaken directly</i>		
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>
Governance costs		
Accountancy fees	1,080	1,078
	<u>1,080</u>	<u>1,078</u>
Expenditure on charitable activities	<u>78,224</u>	<u>60,312</u>