

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

Max Appeal

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Reference and Administrative Details

Chairman	Mrs J Wootton
Trustees	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
Secretary	Mrs R Boyle
Charity Registration Number	1088432
Principal Office	15 Meriden Avenue Wollaston Stourbridge West Midlands DY8 4QN
Independent Examiner	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.

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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.

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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 £
Income and Endowments from:			
Donations and legacies		52,470	52,470
Other trading activities		5,031	5,031
Investment income	5	67	67
Total income		<u>57,568</u>	<u>57,568</u>
Expenditure on:			
Charitable activities		(85,167)	(85,167)
Other expenditure	7	(4,068)	(4,068)
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)
Reconciliation of funds			
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>

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

	Note	Unrestricted funds £	Total 2023 £
Income and Endowments from:			
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>
Expenditure on:			
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)
Reconciliation of funds			
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.

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

Max Appeal

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

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

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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.

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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

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

3 Income from charitable activities

	Unrestricted funds General £	Total funds £
Total for 2023	9,260	9,260

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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
Total for 2024	5,031	5,031
Total for 2023	4,453	4,453

5 Investment income

	Unrestricted funds General £	Total funds £
Interest receivable and similar income;		
Interest receivable on bank deposits	67	67
Total for 2024	67	67
Total for 2023	114	114

6 Expenditure on charitable activities

	Unrestricted funds General £	Total funds £
Direct charitable activities	85,167	85,167
Total for 2023	76,962	76,962

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
Total for 2024	4,068	4,068
Total for 2023	3,072	3,072

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 £
Unrestricted funds				
General	52,576	57,568	(89,235)	20,909

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

13 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 31 August 2024 £
Current assets	20,909	20,909
	Unrestricted funds General £	Total funds at 31 August 2023 £
Current assets	52,576	52,576

Max Appeal

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

	Total 2024 £	Total 2023 £
Income and Endowments from:		
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
	<u>57,568</u>	<u>75,508</u>
Total income		
Expenditure on:		
Charitable activities (analysed below)	(85,167)	(76,962)
Other expenditure (analysed below)	(4,068)	(3,072)
	<u>(89,235)</u>	<u>(80,034)</u>
Total expenditure		
Net expenditure	<u>(31,667)</u>	<u>(4,526)</u>
Net movement in funds	(31,667)	(4,526)
Reconciliation of funds		
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 £
<i>Donations and legacies</i>		
Appeals and donations	50,184	59,479
Gift Aid tax reclaimed	2,286	2,202
	<u>52,470</u>	<u>61,681</u>
<i>Charitable activities</i>		
Grants receivable	-	9,260
	<u>-</u>	<u>9,260</u>
<i>Other trading activities</i>		
Fundraising events	5,031	4,453
	<u>5,031</u>	<u>4,453</u>
<i>Investment income</i>		
Interest on cash deposits	67	114
	<u>67</u>	<u>114</u>
<i>Charitable activities</i>		
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	(3,996)	(4,723)
	<u>(85,167)</u>	<u>(76,962)</u>
<i>Other expenditure</i>		
Bank charges	(135)	(72)
Merchant fees	(13)	-
Independent examiner's fee	(1,080)	(1,080)
Legal and professional fees	(2,840)	(1,920)
	<u>(4,068)</u>	<u>(3,072)</u>

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