



Supporting organ donation.
LiveLifeGiveLife.org.uk

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE

1 October 2019 – 30 September 2020

Names by which the Charity is known:

Live Life Give Life (LLGL)

Date of Registration:

27 March 2008

Registered Charity Number:

1123333

Contact details:

BM Live Life Give Life
London
WC1N 3XX

Tel: 020 3287 5595
Email: info@livelifegivelife.org.uk
Website: www.livelifegivelife.org.uk

Current Trustees and officers as of 29 July 2021:

Mandy Venters (Chairman & Treasurer)
Amelia Forrest (Trustee)
Georgia Wilding (Trustee)
Luke Yates (Trustee)
Mel Gould (Trustee)
Rachel Prosser (Trustee)
Roydon Turner (Trustee)

Independent Examiner

Hector Cruz CPA

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STRUCTURE AND MANAGEMENT

There must be a minimum of three Trustees governing the Charity. New Trustees must be appointed for a term of three years by a resolution of the Trustees passed at a special meeting. Trustees must be nominated and seconded by a member of the current trustee board and must win a majority of votes cast at the special meeting. That Charity's constitutional document is a Trust Deed.

As a relatively small charity the Trustees currently take full responsibility for all issues of governance, management and application of duties. All Trustees are involved in decision making processes, although the Charity has a quorum of two due to its small size.

The charity Trustees have complied with their duty to have due regard to the guidance on public benefit published by the Commission in exercising their powers or duties.

OBJECTIVES AND KEY ACTIVITIES

Live Life Give Life's objectives, as stated in the Governing Document, are as follows:

1. The relief of persons in the UK who have had, or are hoping to have, an organ/tissue transplant but not exclusively, by:
 - a. Improving the supply of human organs and tissue available for transplantation through the promotion of human organ and tissue donation
 - b. Improving equity of access to organ donation and transplantation for all
 - c. The provision of equipment, facilities and services of benefit
 - d. Supporting research into human organ donation and by ensuring the publication and dissemination of that research
 - e. The promotion of public awareness and recognition of organ and tissue donors and their families
2. The advancement of education for the benefit of the public in all matters relating to organ donation and transplantation.

ACHIEVEMENTS AND PERFORMANCE

As ever our Creative Director and Trustee Roydon Turner continues to generate thought provoking and effective campaign ideas. Roydon continues to create campaigns which can be repeated in cycles of 6 to 8 months. We continue to be amazed by the amount of goodwill and discounted services that people are prepared to offer us for such a worthwhile cause. Here are the campaigns created in 2019/20 to run in 2020 and beyond.

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New Campaigns:

Superheroes Inside 2019

The need for donated organs from children is crucial - we want to carry on talking to children about organ donation so that we change future opinions. We all know that doctors, nurses, firefighters and the police can save lives: They're all superheroes. But even if you don't do a job like that, *you* can save lives too. You see we all have superpowers (and I'm not just talking about leaping over buildings, mega-strength and X-ray vision), this is something way more extraordinary. Did you know that, anyone who signs-up to be an organ donor could potentially save seven lives? It's all true. Now, that's what you call real superhero stuff. As for the best super-power? Well, it's what's inside that counts. For this campaign we recruited the Organites and created a 4-minute super engaging film with real kid-appeal that taps into the superheroes trend. The film was designed to then be broken up into any length for any medium needed.

Let love live on, lifestyle mini-films, written in 2019 created in 2020

Becoming an organ donor is the final, selfless, act of love that any human can pledge for people who are not known to them and never will be. Building on the success of the 2014 Let Love Live on campaign, 2020 saw LLGL launching 10 new lifestyle mini-films for distribution across social media and YouTube. Launched on Valentine's Day, this campaign drew attention to the wider impact of organ donation. It's not only lives that donations can save, but relationships too. The films show more diversity from the characters cast for the film and music choices. The films will continue to run throughout 2020 and 2021.

Heart at Home, 2020

From February to August of 2020, Live Life Give Life ran a campaign called **Heart At Home** to say a very big "thank you" to everyone for protecting the most vulnerable from COVID 19. The campaign was supported by Team Margot and NHS Blood and Transplant. The campaign involved creating, donating and sharing works of heart/art. Over 50 renowned artists and illustrators generously donated a unique 'work of heart', depicting their perspective on self-isolating at home. Each scene is set in the shape of an anatomical heart that turned the negative of being 'stuck' at home to the positive of 'home is where the heart is'. These prints and posters were free to download and share, families across the nation were also encouraged to create and share their own 'works of heart' on social media with the hashtag: #HeartAtHome. And for those extremely vulnerable to COVID-19 we created a free to download 'shielding' window poster to alert neighbours, visitors, and delivery services so they could take the necessary precautions.

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Website

The new Live Life Give Life website went live at the beginning of October. The previous website had been in existence for over 5 years. It needed an overhaul, and the charity was struggling to easily change or update it as it was built on a proprietary content management system (CMS).

The new site has a refreshed and updated look to bring it in line with current design trends as well as the updated LLGL branding and NHS Blood & Transplant messaging. The copy and structure of the new site are simpler and more intuitive, articulating the core messaging of the charity in a positive tone and in a way that is relatable to a broader audience.

The new website has been built on Wordpress, which is a widely used CMS. This means it can be easily updated or modified by the charity and alternative support vendors can be sourced without much difficulty. The website hosting was also moved to a new provider that provides ongoing monthly maintenance and reporting.

Visitor traffic has averaged about 1,000 users per month, with some periods of unusually high interest due to specific blog posts or social media campaigns. The total number of visitors for the year was just under 15,000.

Several blog posts are published on the site per month in order to provide a reason for return visits and to improve the search engine ranking (SEO) of the site. These blog posts provide us with an opportunity to share positive stories, educate our readers and inform our audience about our activities.

Regular maintenance is done on the site. Some changes are minor, others are quite significant such as removing the 'welcome quiz' which was a novel idea to engage new visitors, but in the end the stats revealed that it was preventing many users from continuing into the site.

The intention is for the website to be a regularly updated resource and the destination for our social media activities, which will inform and educate our followers as well as encouraging donations to support our activities and campaigns.

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Social Media

In the previous period, our social media output was outsourced to a 3rd party. She became unavailable and after a brief attempt at using an intern, we decided to engage the services of a small agency to handle our social media activities.

The goals of the social media activities continue to be to educate, inform and engage with our followers and supporters. Where possible posts feed through to our website, providing an opportunity for further education and possibly fundraising.

Our social media output follows a structured content plan which supports the activities and campaigns of the charity as well as incorporating other transplant related events and significant dates. The posts have a consistent look and feel, following the branding guidelines and tying the output into the website.

The team also handle community management, following and engaging with other related organisations and users across the various social channels.

We have focused on the larger social media channels: Facebook, Twitter and Instagram. Various types of content (stories, facts, information, etc) are shared in various formats (images, text, videos, etc) across all channels.

Engagement varies depending on the content and the channel but on average we have good engagement and see a good click-through rate to our website. Social media is the biggest driver of traffic to our website currently.

Facebook has also provided an additional channel for donations which is low friction.

Partnerships:

Live Life Give Life continues to support the mighty Organites programme produced by All Good Co. From simple guidelines for family chats, right through to class lessons and nation-building campaigns. From printable flyers and posters to world-class lesson plans—Organites' Educational Toolkits are designed to get kids healthier, happier and better equipped to change the world.

At present, there are three main Organites toolkits, each consisting of fun, educational videos, lesson plans, worksheets, class activities and take-home resources too.

Toolkit 1: Mighty Organs (Meet your mighty organs)

Toolkit 2: Mighty Healthy (Let's get mighty healthy)

Toolkit 3: Mighty Kind (The mighty kind movement)

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Created in conjunction with educational experts, here is some substantiating evidence for this approach: According to verifiable *research conducted in the Netherlands, the majority of school-going children (particularly aged 9-11 years of age) appreciate being made aware of organ transplants and donation, and yet the majority of educators felt they would appreciate more information and resources on the subject.

When taught at school, students registered a significant increase in the subsequent amount of family conversations they had about organ transplants and donations. As many research studies have shown in the past, these kinds of conversations are critical in changing public perceptions and increasing the amount of organ donors in the long run.

Through their use of creativity, educational tools, toys and tech, the Organites hope to empower grown-ups to talk about organ donation with children in an appropriate and empowering way that leads to an increased uptake in the number of organ donations and also, to a growing number of people who know how to better take care of their bodies, each other, and our world.

*<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5439714/>

Education and Outreach

We continue to participate and support education events that promote organ donation. In addition to our educational activity programme with The Organites, Trustee Dr Luke Yates contributes to an annual lecture to University College London medical student 2nd year undergraduates as part of their 'Ethics and Society' curriculum lead by Dr Bimbi Fernando. This lecture format provides real life examples of aspects of transplantation and is an excellent platform to showcase the work of the charity and the need for organ donation. Moreover, the personal stories heard as well as the ongoing work and need to increase organ donors could potentially shape the careers and approaches to organ donation when the students have fully qualified. The lecture is often well received with formal feedback from the students commenting "*such powerful messages and a really important addition to our timetable*", for example.

Dr Bimbi Fernando is also working with local schools as part of educational initiatives, and we are collaborating on ways to contribute to discussing organ donation with school children. We should be able to report on this aspect in the near future.

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The Advocate Programme

Our advocacy programme had been relatively quiet because of a shortage of volunteers to manage the program, though our advocates continue to impress and astound us at their creativity and desire to spread the word. They raise money and awareness in many ways and always look for opportunities to be proactive. To address the wider gap we asked Amelia Forrest to lead the program, ably supported by Georgia Wilding and during the year they became Trustees as well.

All Advocates are encouraged to go out and spread the word of organ donation through speaking in schools, work places and local groups to educate the community regionally and nationally about organ donation.

Amelia and Georgia have recruited 2 new advocates making a total of 9 advocates, with the aim to have all major organs represented by someone with a close personal affiliation to transplant of that particular organ. At the year end there was a gap for a Pancreas, small bowel as well as a donor representative so recruiting them will be a focus for the coming year.

Just as we had more people coming on board we were challenged with Covid 19 taking hold and, as most advocates are classified as 'Clinically Extremely Vulnerable' and therefore been subject to shielding advice, our activity rather limited. However we still managed to have a presence at the Valentines 10k in Newcastle with a signup stall, raffle and cake sale. Georgia volunteered at the transplant games and donor run.

Moving their activity online, all the advocates made a video for organ donor week and Anghard has a Youtube channel and is always promoting organ donation on there.

Mimi has attended several guide groups and given a talk on organ donation and did some activities with the guides. Holly has given a talk to the St James Womens group and appeared on BBC radio Leicester

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Fundraising

Our work is only made possible by numerous financial donors, many of whom are unknown to us but to whom we are extremely grateful. We are always amazed at people's creativity and resourcefulness when it comes to fund raising events and whilst mentioning that done by our advocates, we are conscious that this is only a small proportion of the total funds raised for us. Our generous donors included:

- In memory of Stuart Lowe who donated his organs, Stuart's mother Yvonne Lowe along with two of her best friends decided to do Dry January in 2020 and in doing so they raised a fabulous £650.00.
- In memory of Kayleigh Harris who donated her organs in 2015. Kayleigh's family and friends continue to fundraise for us, the hotel where she worked in France where Kayleigh had her accident raised had a fundraiser and raised an additional £705.00, previously they have also raised £1,400.
- In memory of Pauline Hastings who donated her organs, her family have raised £1,235.00, her family said that 'even in her passing Pauline has continued to help others in the same way as she did throughout her life. We have been told that by donating her organs, Pauline has already saved the lives of three people, with potential for more in the future'.
- Don Blakeson sadly passed away on 6th October 2019, Don had a liver transplant in 2008. His family are forever grateful to the donor family for allowing us to have this extra time with him. Don's Family in memory of him raised £2,142.00 50% of this £1,071.00 was donated to LLGL.
- Trustee Mel Gould, set himself a challenge of running four half marathons, '25 years since I lost my little sister, Sharon, aged only 20. After her sudden passing, through carrying a donor card, she helped save the lives of 6 people by donating her organs.' Mel raised £3,070, and £770.00 of this was raised in this year.
- Welfare 4 Less is one of our corporate supporters, whose welfare cabin is hired out and 50% of the profits made are donated to LLGL in this year £1,937.00 was donated from the hire of the cabin, this is an amazing amount, and we are honoured that Welfare 4 Less, selected us as their nominated charity for the entire shelf life of the cabin.
- Trustee Rachel Prosser continued her extensive fundraising; her wonderful mum, Bonita and friends are fundraising for a cycle challenge in Vietnam that was due to happen in 2020 but is now due to happen later in 2021. December 2019 £4,462.00 was raised over two events which included the annual Michael Buble Tribute afternoon and Wreath making, both events were a huge success.

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Employees

We continue to have Tessa Gatti ably holding the fort on the front line of contacts, ensuring that enquiries are handled promptly, thank you letters are sent and providing support on all our campaigns, meetings and speakers programs. For part of the year we had an Intern to support our social media and awareness campaigns – however as a result of ill health they were unable to continue and we have now outsourced this work. We have always taken pride in our ability to keep overheads to an absolute minimum and this arrangement supports this.

Related Party Transactions

Most of our creative production is sourced through a company called All Good Co. (CIC), of which one of our Trustees, Creative Director Roydon Turner, is a shareholder. All Good Co. (CIC) a non-profit Community Interest Company and the founders of the Orgamites - organ donation awareness for kids. All Good Co. (CIC), do all their own work on such campaigns pro bono and we only pay for third party costs where they negotiate rates that are either highly preferential and/or largely free. All Good Co. (CIC) does not benefit financially from any of the work and any payments made to them are fully in line with Charity Commission requirements.

We are always delighted by how supportive individuals and businesses are in giving us both preferential rates and often free services which enables us to deliver incredible value for money under the guidance of Trustee Roydon Turner who personally spends substantial amounts of time at no cost to the charity developing and guiding these.

Future Commitments

As we are entirely funded by charitable donations we ensure that before we embark on any campaigns we have the funds available to complete the work and do not rely on receiving donations in the future to do so. This means that we may either build up funds as we did last year or invest in campaigns (as we did this year) which have a multi-year impact. At year end we had reserves of £50,026 to fund our 2021 activities and beyond.

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Live Life Give Life Statement of Financial Activities for the period ended 30 September 2020

	Notes	Funds 2020 £	Funds 2019 £
<u>Incoming Resources</u>			
<i>Incoming Resources from generated Funds</i>			
* General Donations		33,210	82,867
<i>Total Incoming Resources</i>		<u>33,210</u>	<u>82,867</u>
<u>Resources Expended</u>			
<i>Costs of Collection of Funds</i>			
* Online collection of Donations	4	667	2,515
* Specific Events	5	5,754	3,970
<i>Charitable Activities</i>			
* Support Costs		4,908	5,715
* Promotion of Organ Donation Awareness	6	85,027	119,455
<i>Sub-total</i>		<u>96,356</u>	<u>131,655</u>
Governance Costs		1,878	1,092
<i>Total resources expended</i>		<u>98,234</u>	<u>132,747</u>
<i>Net (outgoing)/incoming resources</i>		(65,024)	(49,880)
Unrestricted Funds brought forward		115,050	164,930
<i>Total Funds Carried Forward</i>		<u>50,026</u>	<u>115,050</u>

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Live Life Give Life Balance Sheet as at 30 September 2020

	2020	2019
	£	£
<u>Current Assets</u>		
Bank	50,026	115,050
 <i>Net Assets</i>	<hr/> 50,026	<hr/> 115,050
 <u>Represented by:</u>		
Unrestricted Funds	50,026	115,050
 <i>Total Funds</i>	<hr/> 50,026	<hr/> 115,050

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Notes to the Accounts

1. Accounting policies

In preparing the accounts the following accounting policies have been complied with:

- a. The accounts have been prepared on the historic cost convention. The accounts are in accordance with applicable accounting standards, the Charities SORP 2005 (Accounting and Reporting by Charities) and comply with the Charities (accounts and reports) Regulations 2005 issued under the Charities Act 1993
- b. All income and expenditure is recorded on a cash paid/ received basis. Irrecoverable VAT is charged as incurred.
- c. All assets costing more than £1000 are capitalised. Depreciation on computers and video equipment is charged on a straight line basis over 3 years

2. Taxation

The Charity is registered and accordingly is exempt from taxation on its income and gains where they are applied for charitable purposes.

3. Related Party Transactions

None of the Trustees were paid any remuneration by the charity during the year. Expenses were reimbursed in line with the expense policy for expenses incurred wholly for the benefit of the charity.

4. Online Costs of Collecting Donations

These costs include payments made for the collection of online donations and their claim of Gift Aid thereon. The charity uses both Just Giving and Virgin Money Giving for this purpose. Sales of merchandise and donations may also be done via Paypal and donations are also collected on Stripe.

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5. Specific Events

In the current year this relates to a sponsored cycle ride in Vietnam which, due to Covid has been delayed until 2022.

6. Organ Donation Awareness

These are largely the campaigns and website previously discussed in the Trustee report.

Program	<u>2020</u>	<u>2019</u>
Campaigns/ digital	54,765	93,868
Website & social media	30,262	25,397
Advocate Program	0	190
Total	85,027	119,455

7. Related Party Transactions

Most of our creative production for films are sourced through a company called All Good Co. (CIC), of which one of our Trustees, Creative Director Roydon Turner is a shareholder. All Good Co. (CIC), do all their own work on such campaigns pro bono and we only pay for third party costs for which they negotiate rates that are either highly preferential and/or free. All Good Co. (CIC) does not benefit financially from any of the work and any payments made to them are fully in line with Charity Commission requirements.

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Independent examiner's report to the trustees of 'Live Life Give Life'

I report on the accounts of the Charity for the year ended 30 September 2020, which are set out on pages 10 to 13.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts.

The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act
- to follow the procedures laid down in the general Directions given by the commission under section 145(5)(b) of the 2011 Act
- to state whether particular matters have come to my attention Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

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Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
- to keep accounting records in accordance with section 130 of the 2011 Act and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act have not been met or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

Name Hector Cruz

Relevant professional qualification or body: CPA
(American Institute of Certified Public Accountants)

Address: 6 Candle Mews, Walton Road, East Molesey, KT8 0GZ

Date: 29 July 2021