



Supporting organ donation.
LiveLifeGiveLife.org.uk

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE

1 October 2020 – 30 September 2021

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 28 August 2022:

Mandy Venters (Chairman & Treasurer)
Georgia Wilding (Trustee)
Luke Yates (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

In response to the reduction in income we saw in the previous financial year, we decided to do little new creation and ensure that we could remain viable by concentrating on using previously created content (which had specifically been done to ensure that we could re-use) and on our social media and website.

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Creative Direction Report – Roydon Turner

LLGL has always been about creating campaigns and activations to change the way people think and talk about organ donation, but it's needed now more than ever.

Why? Because people are talking even less about it since the law has changed to opt-out. In fact, research tells us that 80% haven't shared their donation choice with their family. We know it can be a tough conversation, one that can be confused by myths and misinformation too. There's a real need for clarity and truth, along with personal experiences shared by medics, donor families and patients. In the UK, members of the bereaved family still prevent organ donation if they are unaware of their loved one's decision to be a donor; 39% of families are still saying 'no'. By educating people on the positives of organ donation, LLGL hopes that more people will make organ donation their legacy and let love truly live on.

Although the past few months have seen many parts of the world, including Europe and North America, continue their journey toward endemic COVID-19, most of the year was still largely affected by the pandemic. With the lack of events and public participation, LLGL turned to its social media followers for awareness and support and set up for more activity in 2022.

Website and Social media

The Live Life Give Life website and social media channels are a useful and powerful tool that support the objectives of the charity. This is achieved through ongoing messaging informing and educating the public, as well as amplifying the ad hoc LLGL campaigns, activities and events.

In a world of smartphones, tablets and computers, the most effective route for communicating a message is through digital channels such as social media and websites. Digital channels not only get the message out, but also provide feedback on interest levels through tracking engagement of various kinds.

Assets

- Live Life Give Life website
- Facebook
- Twitter
- Instagram

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Social Media

Our social media output follows a structured content plan. Charity campaigns are prioritised and supplementary posts focus on notable relevant dates, education, transplantation stories and information related to research and developments in organ transplantation. For the first eight months of the period of this report we focused each month on a specific organ. We shared information about the organ, stories of transplantations of that organ and other related posts.

For the remaining months we focused on donors, then the doctors, nurses and caregivers. The last month was focused on the national Organ Donation Week.

The goals of our 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 possible fundraising.

Posts are shared in various formats (images, text, videos, etc) across all channels; three or four posts are shared per week. The posts have a consistent look and feel; they follow the branding guidelines and tie 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.

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 currently the biggest driver of traffic to our website.

Website

The Live Life Give Life social channels direct traffic whenever possible to the LLGL website. Once at the website, visitors are presented with the opportunity to learn more about organ transplantation in the FAQ and Myths & Facts pages, or to read stories about people who have had an organ transplant in the Stories & News section. Those who are interested to learn more about the charity can do so on the About page; those who are inspired to support our work can do so on the Support Our Work page.

Over this period, the site averaged around 800 visitors per month, with 73% of the traffic coming from the UK and another 10% coming from the USA.

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.

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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 - and from printable flyers and posters to world-class lesson plans - Organites' Educational Toolkits are designed to make 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.

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)

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 sorts 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 adults to talk about organ donation with children in an appropriate and empowering way. This will lead to an increased uptake in the number of organ donations and 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/>

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The Advocate and Outreach Programme – Georgia Wilding

In the past LLGL has been a charity with an advocate programme: volunteers who have been affected by transplantation and organ donation who helped with events and spoke out on behalf of the charity in their respective localities. This year we made the decision to end the programme, despite having already reduced the number of advocates to a small group of the most proactive volunteers. Engagement had been low and advocates frequently ceased to remain in contact. In addition, some of our longstanding advocates moved on from the charity due to new job and study prospects - a positive testament to the powers of transplantation that has allowed them to live full and vibrant lives. We wish them all luck.

2021 was a limited year for activity. Despite lockdowns being lifted, many transplant patients (who make up a large proportion of our supporters) were still shielding and, as such, this limited our capability for in-person events.

Travel restrictions remained in force and schools were allowing fewer external visitors. As such this limited the number of talks I, personally, was able to deliver, resulting in only one virtual and one in-person talk, both to groups at St John Ambulance. I have been able to resume talks since restrictions have lifted.

Furthermore, mass racing events were still limited in 2021. As a trustee who fundraises by running at such events, this limited my fundraising capacity. The Run Nation Valentines event, which usually supports LLGL every year, did not take place. I was able to take part in the Captain Tom 100, climbing 100 flights of stairs, and raised money for LLGL this way. Finally, by October I was able to complete both London and Liverpool Marathons, raising over £600; our charity vest was even shown on the televised broadcast of the London Marathon.

As a final note, we lost my cousin, Jamie, in October 2020. He was my reason for joining Live Life Give Life. He continues to motivate me.

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Research Project – Luke Yates

We were delighted to be able to support, via the provision of 20 Fitbits, a ‘pre-habilitation’ project with the Liver Transplant Unit at the Institute of Transplantation in Newcastle. Whilst we will have more information in our next report, the intent is to support work being funded by the trust to improve the fitness of pre-transplant liver patients and thus improve their potential outcomes.

Why is the project important?

Exercise is known to be important for us all and, as a country, we do not exercise enough. Those with end-stage liver disease are some of the most sedentary and frail patient groups. Exercise is important for pre-liver transplant because:

- Some patients are turned down for transplant because of their lack of physical fitness. Improving this will help more people to get on to the list.
- Increasing resistance-based exercise can prevent sarcopenia which, if found pre-transplant, increases the mortality rate of these patients, both on the list and post-transplant.
- Exercise can improve physical fitness and cardiopulmonary endurance. Again, lack of both of these increase the mortality and morbidity risk.
- Those with a lower level of fitness are more likely to experience post-operative complications and have a longer stay in hospital.
- Post-liver transplant patients can be at increased risk of diabetes and high blood pressure due to the medications they take; this in turn reduces their lifespan post-transplant. Exercise is a key way to manage these conditions. By instilling its importance in patients while on the list it provides them the tools to exercise after.
- Exercise can also improve mental health. Approximately 50% of the transplant population will experience at least one significant episode of anxiety or depression.

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Fundraising – Rachel Prosser

The work of the charity is only made possible by our financial donors, many of whom are unknown to us. We are always amazed at people's creativity and resourcefulness when it comes to fundraising events. Whilst some of this can be attributed to our advocates, we are conscious that this is only a small proportion of the total funds raised.

Within the past year our donors included:

- Welfare 4 Less, one of our corporate supporters. Their welfare cabin is hired out and 50% of the profits made are donated to LLGL - this year being £3,957. We are honoured that Welfare 4 Less has selected us as their nominated charity for the entire shelf life of the cabin.
- In July 2021 over 30 Unilever finance colleagues came together to walk 22 miles down the Thames Path in London in memory of their colleague, Phil Rushby, who suddenly passed away in 2020. They were supported by virtual challenges from colleagues worldwide which included mountain climbing in Ireland, half-marathon running in El Salvador and walks in Rotterdam and Schaffhausen. All together this raised £9,777 and we can share even more fantastic fundraising activity in 2022 in our next report!
- Donations very kindly given in memory of Rama Naraparaju raised £638.
- Trustee Georgia raised over £1,000 between the London Marathon and the Captain Tom 100 event.
- Special mention should be made not only of the donations (£1,265) in memory of Sue-Ann Platt, but the fact that she had made her intentions clear to her family that she would want to be an organ donor, sparing them from a difficult decision at the hardest time of their lives.
- Blackwood Comprehensive School had a non-uniform day and raised £821 in memory of two Year 8 pupils who had tragically passed away. One boy died as a result of a bike accident but, at 12 years of age, had already decided to donate his organs - so another amazing soul who had made his decision clear to this family. The other boy was also 12 years old; he died following a liver transplant. The pupils in the year wanted to organise a fundraiser to honour both boys.
- Several virtual events took place, one being a Valentines' Online Music Weekend in February 2021. This was streamed via our Facebook account, organised by our Advocate Eilis Hall and Trustees Georgia Wilding and Rachel Prosser. Several acts performed over two days; it was a great success. An online quiz also took place in December 2020, organised by Trustees Amelia Forrest, Georgia Wilding and Rachel Prosser. These events collectively raised around £750.
- In addition we received numerous smaller donations which, whilst we do not have the room to mention individually, allowed the charity to keep going during the difficult pandemic period. We are extremely grateful to all those who have supported us.

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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 and thank you letters are sent. She provides support on all our campaigns, meetings and speakers programmes.

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 founder of The Orgamites - organ donation awareness for children. All Good Co (CIC) do all their own work on such campaigns pro bono; 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; 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. This enables us to deliver incredible value for money under the guidance of Trustee Roydon Turner, who personally spends substantial amounts of time developing and coordinating these supporters at no cost to the charity.

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 future donations 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 £40,495 to fund our 2022 activities and beyond.

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**Live Life Give Life Statement of Financial Activities for the period ended
30 September 2021**

	Notes	Funds 2021 £	Funds 2020 £
<u>Incoming Resources</u>			
<i>Incoming Resources from generated Funds</i>			
* General Donations		25,276	33,210
<i>Total Incoming Resources</i>		25,276	33,210
<u>Resources Expended</u>			
<i>Costs of Collection of Funds</i>			
* Online collection of Donations	4	885	667
* Specific Events	5	0	5,754
<i>Charitable Activities</i>			
* Support Costs		4,226	4,908
* Promotion of Organ Donation Awareness	6	28,092	85,027
* Research		1,446	0
<i>Sub-total</i>		34,649	96,356
Governance Costs		158	1,878
<i>Total resources expended</i>		34,807	98,234
<i>Net (outgoing)/incoming resources</i>		(9,531)	(65,024)
Unrestricted Funds brought forward		50,026	115,050
<i>Total Funds Carried Forward</i>		40,495	50,026

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Live Life Give Life Balance Sheet as at 30 September 2021

	2021	2020
	£	£
<u>Current Assets</u>		
Bank	40,495	50,026
 <i>Net Assets</i>	<hr/> 40,495	<hr/> 50,026
 <u>Represented by:</u>		
Unrestricted Funds	40,495	50,026
 <i>Total Funds</i>	<hr/> 40,495	<hr/> 50,026

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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 are recorded on a cash paid/received basis. Irrecoverable VAT is charged as incurred.
- c. All assets costing more than £1,000 are capitalised. Depreciation on computers and video equipment is charged on a straight line basis over three 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; donations are also collected on Stripe.

5. Specific Events

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

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6. Organ Donation Awareness

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

Program	<u>2021</u>	<u>2020</u>
Campaigns/digital	3,525	54,765
Website & social media	23,577	30,262
Total	28,093	85,027

7. Related Party Transactions

Most of our creative production for films 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) do all their own work on such campaigns pro bono; 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 this work; 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 2021, 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, 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; 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: 28 August 2022