

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE

1 October 2021 – 30 September 2022

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 26 July 2023:

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

Independent Examiner

Hector Cruz CPA

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

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.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

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 optout. 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 with 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, except for one small reminder in the form of a music video campaign.

In February of 2022 as life began to return to the new post pandemic 'norm' we felt it was the perfect time to lift spirits further and get them think about organ donation with the re-release of the music video campaign first created for LLGL in 2012 called "Let love live on", except with a brand-new soundtrack called Rocketship.

Who's was behind the new music?

Rocketship marks the debut collaboration between Mei Jaye and Inglewood, California, based artist and producer Lucius Arthur. After watching the edit of the film, "Let Love Live on" Mei started to reflect on a past relationship. She recalls, "the film really made me think about the integral role love plays in a meaningful life and how life and love are both gifts." She says the "song is about a relationship that is perfect and that you would give anything to keep—that moment in the beginning, that magic." After talking through the lyrics and reflecting on the film, Lucius drew inspiration for the track from the Bright Eyes song "First Day of My Life". He envisioned a simple arrangement on an acoustic guitar that drew its resonance from Mei's voice and intimate lyrics.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE

1 October 2021 – 30 September 2022

Live Life Give Life's mission was particularly personal for Mei. Her father was a kidney transplant recipient. "Without someone deciding to be an organ donor, I wouldn't be here. Writing a song for the film was a way for me to give back." Reflecting on the project, Lucius "really enjoyed the process of helping Mei find her artistic identity. Helping write songs through the lens of someone else's experiences gives me more insight into life." He has produced tracks for some of the most influential artists in Los Angeles' underground scene. Lucius, an artist in his own right, is in the process of releasing his solo debut album *A Violent Dichotomy*. Tracks from the forthcoming album, including the single "Humans" are streaming now on all platforms. For Mei, the project signifies a big step forward in her artistic evolution. "I learned so much recording in a studio and found my process as a songwriter." She has been singing since 7—performing Taylor Swift songs in local talent contests. Mei has been singing ever since and met Lucius through a chance encounter with his father—Jules. She sang a Billie Eilish song and accompanied herself on the piano. Jules was blown away and urged Lucius to reach out. She flew to Los Angeles and spent a month in the studio with Lucius creating her first EP, which will be released July 2022 and available on all streaming platforms.

Website and Social media

The website and social media platforms have proven to be invaluable tools in supporting the objectives of the charity, enabling effective communication with the public, and amplifying LLGL campaigns, activities, and events.

Digital channels continue to provide strong advantages over traditional media. Digital channels allow for development of communities, engagement with interested followers and the ability to identify content that resonates with the public. However, as digital channels have become saturated with advertising and innumerable brands competing for attention, it is becoming increasingly challenging to grow communities and retain a high levels of reach.

Assets

The team worked with the following digital assets over the period.

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

Social Media

In order to keep the content interesting, we aimed to focus on a different theme each month of the year. If there were significant dates, we would incorporate that into the content plan. For example World Kidney Day, organ donation week and Love Your Liver Month formed the basis for content for that month.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

Our main campaign for the year was Heroes of Transplantation. The intention behind this campaign was to raise awareness of the numerous roles that are involved in organ transplantation. Apart from the obvious doctors, nurses, surgeons, etc, there are many people involved in related aspects from research, to transport, to post op care, etc. We featured various people from different roles and asked them what their job involved and why they enjoyed doing it.

The campaign was well received, resulting in good engagement and an increase in followers across all channels.

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.

Posts are shared in various formats (images, text, videos, etc) across all channels, 3 or 4 posts are shared per week. 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. Along with responding to comments and messages from the LLGL social media channels.

Website

The LLGL website provides a landing place for internet traffic. Whether coming from the LLGL social channels or from other websites, or even traditional media and marketing. Visitors are presented with information about the charity and information about organ donation and transplantation. It is updated with blog posts on a regular basis to keep the information fresh and SEO optimised.

Over this period, the site averaged about 500 visitors per month, with 58% of the traffic coming from the UK and another 29% coming from the USA.

The About Us page is the most popular sub-page on the site, which shows that visitors to the site are interesting in learning about the charity and the work it does. Blog posts fill most of the spots in the top 10 most popular pages. Contact Us and Myths and Facts taking the last 2 remaining positions on the top 10. This shows that visitors do come to the site for information about organ donation and transplantation as well as for information about the charity and its work.

The Live Life Give Life website and social media channels have been pivotal in supporting the charity's mission during the period. Through effective messaging and engagement, LLGL successfully educated the public, promoted organ donation, and shared inspiring transplantation stories. The digital platforms have facilitated meaningful connections with supporters and contributed to LLGL's ongoing efforts to raise awareness and encourage organ donation. As the digital landscape evolves, LLGL remains committed to exploring innovative strategies to further its impact and make a positive difference in the realm of organ transplantation.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE

1 October 2021 – 30 September 2022

Research Project – Georgia Wilding

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.

Introduction

End Stage Liver Disease (ESLD) is the 3rd most common cause for premature mortality in the UK. Liver Transplant remains the only cure for this cohort of patients.

NuTH is the liver transplantation centre for the North East and Cumbria. We assess approximately 130 patients per annum for transplant and transplant approximately 40 patients per year. 47% of patients that are assessed for transplant here go on to be listed. Of those that don’t, lifestyle, including cardiorespiratory fitness, is a principal reason for not being deemed suitable for transplant.

At the beginning of 2020 the Liver Transplant programme at the Freeman was awarded temporary funding for a physiotherapist, alongside one of our transplant anaesthetists, to develop a programme of prehabilitation for patients deemed “unfit” for transplant in a bid to develop their cardiorespiratory reserve enough for them to be listed for transplant.

Programme

Partly due to the geographical challenges facing some of our patients and partly due to covid, it was decided that the prehabilitation exercise programme would be a home based exercise programme delivered remotely via services such as TEAMS and Attend Anywhere.

It became clear in order to quantify compliance with the programme and monitor progress, some form of fitness tracker would be required. The majority of our patients are from low socioeconomic backgrounds making private funding of such trackers unfeasible. Charitable funding from Live Life Give Life was kindly offered and 20 Fitbit™ devices were donated.

Results

To date:

- 12 patients recruited to prehabilitation
- 4 patients self funded fitness trackers (already owned)
 - 2 patients prehabilitated, both listed for transplant, 1 successfully transplanted, 1 remains on transplant list
 - 2 patients lost to prehab follow up (non-engagement)
- 8 patients given fit bits
 - 4 patients completed prehab programme and have been transplanted
 - 1 patient prehabilitated and was deemed too well to transplant (not as a direct result of prehab – more an improvement in liver function)
 - 1 patient lost to prehab follow up (non-engagement)
 - 2 patients died after becoming too unwell to participate in prehab

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

Limitations

- **Funding**
 - Physiotherapy involvement was much more limited than we had hoped with our physiotherapist moving roles a couple of months after the programme started.
 - No dedicated anaesthetic time to continue formal prehab therefore patients latterly receiving a much more adhoc service
- **COVID-19**
 - The outbreak meant physio and anaesthetic resource diversion to critical care and respiratory wards
 - CPET (exercise test used to assess fitness in transplant patients) was ceased during COVID -19 so making fitness assessments was more challenging
 - Immunocompromised patients shielding making exercise programmes more challenging albeit more important than ever.
- **Patient recruitment and Engagement**
 - This was and remains a challenge.
 - Technical challenges with patients setting up and using their fitness trackers was also an issue.

The Future

- Ongoing, less formal prehabilitation work continues albeit without support from the physiotherapy services. This is non-funded and therefore can be sporadic in nature. However, the use of remote tracking devices (Fitbits™) allows this to continue with some success.
- Further attempts to secure funding for formal physiotherapy input ongoing and hopeful for the future.
- We still have 12 Fitbits™ to allocate which will undoubtedly allow patients access to transplant that would otherwise have never been listed and for that we are extremely grateful.

Dr E Bonner

Consultant in Anaesthesia and Perioperative Care, Freeman Hospital

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE

1 October 2021 – 30 September 2022

Fundraising – Rachel Prosser

The work of our charity is made possible by the financial donations received from many generous individuals/companies, many of whom are unknown to the charity personally. In addition, members of the LLGL team continue to arrange fundraising events to support the charity.

This year we have been able to go back to a 'new normal' after the COVID-19 pandemic, although we have found that fundraising is much lower, compared to our pre-COVID world. However, fundraisers' creativity and resourcefulness continues to impress. Below are some of those who have provided particular substantial support over the past year:

- **Unilever**
One of our corporate supporters, the team at Unilever organised two main activities in memory of one of their colleagues, Phil Rushby, who passed away unexpectedly in 2020. Phil's family nominated LLGL as their chosen charity to support. Over 200 employees took part in the London Marathon walk, raising over £33,000 for LLGL.
- **Aimee Foster**
Aimee ran the 2021 London Marathon in memory of her mother, raising £488.
- **Gemma Rigby**
Gemma raised £680 on her Marathon walk to celebrate a family member, Matt, whose life was saved in 2020 when he received an emergency liver transplant.
- **Family of Karl Mitchell**
The family donated over £2,000 in 2021 in Karl's memory.
- **Amy Midgley**
Amy raised £320 by donating her hair. She called her event 'Chop T Locks'!
- **Emily King**
Emily took part in an Iron Man Challenge in memory of her friend, Rachel Veale, raising £255.
- **LLGL Trustee - Georgia Wilding**
Georgia ran in the 2021 Virgin Money London Marathon, raising £656.
- **Welfare4Hire**
As part of our continued relationship we received a donation of £1,705 from the hiring of their charity unit which is branded for LLGL as well as their other chosen charity.
- **LLGL Trustee - Rachel Prosser - and Team Sri Lanka**
Rachel headed up 'Team Sri Lanka' where her mother and five close friends took part in a cycle challenge through Sri Lanka in April 2022. This was one of the toughest challenges the team has ever undertaken, but it was worth all the hard work as over £4,500 was raised in JustGiving donations. In addition, the team held other fundraising events, collectively raising over £18,000 for LLGL during this financial year. Some highlights are listed below:
 - Bubl  Tribute – December 2021 This event raised £2,542, despite limited attendance due to Covid restrictions.
 - Quiz night - March 2022 raised £1,300.
 - Rachel Upthegrove, one of the participants for Team Sri Lanka, donated £2,000 in fees from public speaking events she had undertaken.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE

1 October 2021 – 30 September 2022

- Rachel's 10-Year Anniversary Ball – May 2022 raised over £8,245.

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 this year) or invest in campaigns (as we did last year) which have a multi-year impact. At year end we had reserves of £84,398 to fund our 2023 activities and beyond. Our intention is to use this to work with The Orgamites on education but that will be dependent upon getting the support of NHSBT (NHS Blood & Transplant), though since The Orgamites are working very successfully in both Canada and Greece with their local partners we are hopeful that this will eventually happen here.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

**Live Life Give Life Statement of Financial Activities for the period ended
30 September 2022**

	Notes	Funds 2022 £	Funds 2021 £
<u>Incoming Resources</u>			
<i>Incoming Resources from generated Funds</i>			
* General Donations		80,262	25,276
<i>Total Incoming Resources</i>		80,262	25,276
<u>Resources Expended</u>			
<i>Costs of Collection of Funds</i>			
* Online collection of Donations	4	301	885
* Specific Events	5	7,672	0
<i>Charitable Activities</i>			
* Support Costs		3,383	4,226
* Promotion of Organ Donation Awareness	6	25,003	28,092
* Research		0	1,446
<i>Sub-total</i>		36,359	34,649
Governance Costs		0	158
<i>Total resources expended</i>		36,359	34,807
<i>Net incoming/(outgoing) resources</i>		43,903	(9,531)
Unrestricted Funds brought forward		40,495	50,026
<i>Total Funds Carried Forward</i>		84,398	40,495

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

Live Life Give Life Balance Sheet as at 30 September 2022

	2021 £	2021 £
<u>Current Assets</u>		
Bank	84,398	40,495
 <i>Net Assets</i>	 <u>84,398</u>	 <u>40,495</u>
 <u>Represented by:</u>		
Unrestricted Funds	84,398	40,495
 <i>Total Funds</i>	 <u>84,398</u>	 <u>40,495</u>

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

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 current year this relates to a sponsored cycle ride in Vietnam which, due to Covid, was delayed until 2022 from 2020 and so costs and income are spread across 3 years.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

6. Organ Donation Awareness

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

Program	<u>2022</u>	<u>2021</u>
Campaigns/digital	2,383	3,525
Website & social media	22,620	23,577
Total	25,003	28,093

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.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

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.

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE
1 October 2021 – 30 September 2022

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: 16 September 2023