

## **TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE**

**1 October 2022 – 30 September 2023**

### **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](mailto:info@livelifegivelife.org.uk)  
Website: [www.livelifegivelife.org.uk](http://www.livelifegivelife.org.uk)

### **Current Trustees and officers as at 1 September 2024:**

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 awareness 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 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 been specifically managed for the purpose of re-use) and our social media and website.

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#### **Creative Direction Report – Roydon Turner**

Live Life Give Life proudly continues to support the Mighty Organites programme produced by All Good Co. The Organites programme focuses on organ donation education and awareness primary school children, aiming to encourage more families to have conversations about organ donation and positively impact the present and future landscape of organ donation.

#### **Unique Educational Resources**

As the only organ donation education and awareness programme of its kind, the Organites provide a diverse range of fun and educational resources tailored for children aged between 5 and 11. The programme inspires and equips children to talk more about organ donation, prioritise their health, care for each other, and contribute positively to the world.

#### **Ten Years Plus Partnership of Impact**

Over the past ten years, LLGL and the Organites have demonstrated that organ donation education can be taught to children in a light-hearted yet level-headed manner. The programme empowers teachers, parents, and healthcare professionals to approach the subject in a positive and constructive way, leading to overwhelmingly positive feedback from participating schools and students. Additionally, teaching children to focus on what's on the inside promotes diversity and inclusion alongside organ donation education.

#### **The Approach**

Research conducted by Organites has revealed that parents are more receptive to discussing organ donation when the conversation is initiated by their children. This discovery highlights the potential influence and reach of the children, making them an essential and influential audience to drive change in organ donation attitudes. How they're do this...

#### **The Three Mighty Toolkits**

Organites have curated three distinct toolkits, each designed to address different aspects of organ donation education:

- **Toolkit 1: Mighty Organs (Meet your mighty organs)** - Introduces children to the vital organs in their bodies and raises awareness about organ health and donation.
- **Toolkit 2: Mighty Healthy (Let's get mighty healthy)** - Offers practical information on leading a healthy life while emphasising how organ health impacts overall well-being and understanding organ donation.
- **Toolkit 3: Mighty Kind (The mighty kind movement)** - Encourages individuals to make powerful and positive choices through kindness, contributing to self-care, compassion for loved ones, and care for the world.

**Orgtober - A Global Month of Awareness** With a build up from August, 2023 saw the very first Orgtober take place in Northern Ireland with over 400 schools participating. Orgtober, formerly known as October, is a significant month dedicated to activities, activations, and events promoting organ donation education among children, teachers, and families. During Orgtober, schools are encouraged to teach the Organites Toolkits while organisations and individuals participate in events to raise awareness about organ donation and emphasise the gift of life.

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In conclusion, Live Life Give Life is proud to remain one of the Organites leading partners, supporting their educational mission and inspiring families to be advocates for organ donation. Organites approach to organ donation education for children provides a unique and impactful pathway to transform perceptions and attitudes towards organ donation.

**Related party disclosure:**

All Good Co (CIC) is a non-profit Community Interest Company and the founder of The Organites - organ donation awareness for children. Our 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 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.

**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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**Report – Dr Luke Yates, Trustee**

This year, we've continued our outreach to raise awareness with Dr Luke Yates delivering another annual lecture to undergraduate medical students at University College London, at the invitation of transplant surgeon Bimbi Fernando, and alongside other patient stories to cover all aspects of transplantation. The lecture is usually well received with positive feedback from students, e.g. *"This session was so powerful and heart breaking and inspiring all in one. It showed a realistic view on medicine with so many different viewpoints that we get to see too much. Thank you to guest speakers. Absolutely amazing!!"*. By sharing our stories and promoting the work of LLGL in this way we can encourage young medical professionals to facilitate organ donation or specialise in transplantation medicine in their future careers.

We are often asked to interview on various media outlets as part of the ongoing public discourse surrounding organ donation. This year, we particularly welcomed an invitation to talk on the Voice of Islam Breakfast Show to discuss how organ donation, which is permitted in the Muslim faith. The feedback from the producers was very positive; *"We were delighted to have you as a guest, sharing your knowledge and views regarding organ donation. Your interview was very informative and provided an excellent insight into the topic for our listeners."* This is an important area of unmet need, particularly as there is a greater shortage of black and Asian donors, or those with mixed ethnicity, and patients waiting for a donor from black and Asian communities often wait longer.

Trustee Dr Luke Yates also participated on behalf of LLGL in a focus group for the British Transplant Society (BTS) to develop a *Patient and Public Engagement and Involvement strategy* for the future. The findings were shared at with Executive and Council Colleagues and the BTS secretariat and then presented at the BTS AGM. Some policy changes include a "Patient and Lay representative charter" and providing associate BTS membership to patient representatives from organ donation charities and organisations. We hope that we can continue to work with the BTS to help strengthen our ties to medical transplant professionals and to enhance the veracity awareness/educational programmes and initiatives.

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**Trustee Report – Georgia Wilding**

This has been a reasonably quiet year, personally I had a lot on hold as I donated one of my kidneys so couldn't plan much and then have had 12 weeks recovery, hopefully I will be able to commit to more going forward.

In January I spoke at Sir John Lawes secondary school which I do annually, I spoke to the whole of sixth form explaining how organ donation works, why people need transplants and my cousin Jamie's story.

Later in January I was invited to speak at Lemington Primary School at a parent's coffee morning which was a first for me. I surveyed the parents present before and after my talk which showed it had positive results. 4 in 5 of those in attendance were more likely to discuss organ donation with their children after my talk & none of those present knew that family consent is needed with the opt out scheme.

In February we held a stall with a tombola and cake sale at Run Nation's Valentines Run event which we now do annually. Conversations were had about organ donation, and we raised £68.38 in cash with some online donations, with £100 donated by Run Nation from t-shirt sales.

Throughout the year I have been working with Terry Archbold whose daughter received a heart transplant this year, together we managed to get a reply from the education secretary and organize a cross-charity meeting with NHSBT. My colleagues and I have also supported his initiatives such as a huge, branded lorry in organ donation colours at the Freeman Hospital to greet a bike convoy raising awareness.

My recovery was such that I was able to run Newcastle park run in an organ donation vest for Organ Donation week 2023 as well as sharing my donation story across our social media.

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#### **Fundraising – Rachel Prosser**

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.

We are extremely lucky to have had some amazing support and fundraisers included:

- Unilever is one of our corporate supporters, they organised two main activities: London marathon walk, participants chosen to do either half marathon or the full 26 miles. Over 200 employees took part in the walk, this was in memory of one of their colleague Phil Rushby who passed away in 2020 suddenly of a heart attack. Phil's Family nominated us as their chosen charity to support. The teams raised £30,000 for us which is a phenomenal amount and boost to us in which we are hugely appreciative of.
- Trustee Georgia Wilding held her annual valentines run in partnership with Run Nation in Newcastle upon Tyne, which raised £100 at a stall at the start of the race, it generated lots of organ donation awareness too.
- Trustee Rachel Prosser held her annual Buble Tribute event in December 2022 raised £3,645 which was a phenomenal amount, the event as always was a great start the Christmas party season.
- Rachel Potter, and her siblings Rebecca and Nicolas ran the Manchester half marathon in May 2023 in memory of their brother Ed who sadly passed away of Cerebral Haemorrhage in December 2018, he was passionate about organ donation, and donated six of his organs. They wanted to raise money for LLGL to encourage raising more awareness about organ donation their brother was so passionate about organ donation. Collectively they raised £1,500 which is an amazing amount.
- Georgia Grundy, Ryan Robinson and Stevie Haughey ran the Lisbon marathon in October 2022, and raised an amazing £535.00 this was to raise awareness for Georgia's mom who is awaiting a heart transplant.
- Chloe Gardiner who works for Prezzy box, had a corporate donation from her company of £387.00 Chloe has supported LLGL for some time she participated in Sri Lanka Cycle in 2022 that raised over £18,000. LLGL is a charity she supports after her grandfather passed away in 2014 and donated his organs.
- Ashley Dyhouse and Clive, took part in sky dive in August 2023 that raised £481.73 they found out about us through Di Goddard who has been a huge supporter of LLGL for a long time, as her daughter Liana passed away in 2015 following complications from a kidney transplant.
- Matthew Quirke, ran the Stockport Hatters Half Marathon in September 2023 and raised £728.33 for us through justgiving. This was in memory of his friend Liam O'Connor who passed away suddenly in June 2023 and donated his organs, which inspired Matthew to raise money for LLGL in Liam's memory.



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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.

### **Future Commitments**

As LLGL is 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 £91,936 to fund our 2024 activities and beyond.

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**Live Life Give Life Statement of Financial Activities for the period ended  
 30 September 2023**

		Funds 2023	Funds 2022
	Notes	£	£
<b><u>Incoming Resources</u></b>			
<b><i>Incoming Resources from generated Funds</i></b>			
* General Donations		39,085	80,262
<b><i>Total Incoming Resources</i></b>		<b>39,085</b>	<b>80,262</b>
<b><u>Resources Expended</u></b>			
<b><i>Costs of Collection of Funds</i></b>			
* Online collection of Donations	4	1,740	301
* Specific Events	5	-	7,672
<b><i>Charitable Activities</i></b>			
* Support Costs		5,207	3,383
* Promotion of Organ Donation Awareness	6	24,600	25,003
<b><i>Total resources expended</i></b>		<b>29,807</b>	<b>36,359</b>
<b><i>Net incoming/(outgoing) resources</i></b>		<b>7,538</b>	<b>43,903</b>
Unrestricted Funds brought forward		84,398	40,496
<b><i>Total Funds Carried Forward</i></b>		<b>91,936</b>	<b>84,398</b>

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**Live Life Give Life Balance Sheet as at 30 September 2023**

	2023	2022
	£	£
<b><u>Current Assets</u></b>		
Bank	91,396	84,398
<i>Net Assets</i>	<u>91,936</u>	<u>84,398</u>
<b><u>Represented by:</u></b>		
Unrestricted Funds	91,936	84,398
<i>Total Funds</i>	<u>91,936</u>	<u>84,398</u>

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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 this comprises payments to both Strip and Just Giving.

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5. Organ Donation Awareness

These are related to our social media and website activity in the current year, and campaigns previously discussed in the prior year.

<b>Program</b>	<b><u>2022</u></b>	<b><u>2022</u></b>
Campaigns/digital	0	2,383
Website & social media	24,600	22,620
<b>Total</b>	<b>24,600</b>	<b>25,003</b>

6. Related Party Transactions

There were no related party transactions in the current year

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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 2023, which are set out on pages 9 to 12.

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:** 1 September 2024