

TRUSTEE ANNUAL REPORT: LIVE LIFE GIVE LIFE

1 October 2023 – 30 September 2024

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 at 4 November 2025:

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.

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Roydon Turner – Trustee : Creative Direction Report

This financial year marked a significant growth in Live Life Give Life's support for children's education through its partnership with All Good Co. and the "Orgamites Mighty Education Programme," encompassing initiatives such as 'Mayrow' Bone Marrow and Stem Cell Education Month, and 'Orgtober', Organ Donation Education Month. The findings from the APPG (All-Party Parliamentary Group: Ethnicity Transplantation and Transfusion) report on Monday 4th December 2023 have spurred greater emphasis on primary school education.

The report clearly highlighted the necessity of fostering a culture of donation. Surprisingly, NHSBT's strategy lacks emphasis on education. The evidence underscores the importance of integrating donation education into the school curriculum across various age groups, as well as engaging college/university students. It emphasised that younger generations need to be informed and comfortable with donation practices, thereby encouraging automatic registration as donors upon reaching adulthood. They also play a pivotal role in initiating family discussions about different forms of donation within the wider community. Currently, NHSBT and the Department for Education (DfE) do not prioritise donation education. While the DfE's PSHE guidance undergoes review, LLGL urges NHSBT, DfE, and DHSC to reconsider this stance.

In addressing these challenges, LLGL also supported the Orgamites in developing a new distribution resources hub and translating and revitalising the existing Greek "Mighty Organs Film" into English for wider use in schools. The partnership between Orgamites' Unique Educational Resources and Live Life Give Life continues to strengthen.

Mayrow 2024

Focus: Building Resources and Awareness

In its inaugural year, the Mayrow campaign focused on creating essential educational resources (Mayrow Toolkit), establishing a delivery pathway to our target audience (teachers) through a Resources Hub (new website) and Press Kit, and generating ample promotional materials for a month-long social media initiative. These resources have been designed for annual reuse over a minimum of three years.

The campaign leveraged social media to significantly enhance awareness and support for Mayrow. Our messaging effectively communicated that times are changing—so much so that the month of May has been officially replaced by Mayrow: Bone Marrow and Stem Cell Education Month. We highlighted the availability of free educational resources accessible to all teachers in over 13,000 primary schools across the UK from 1st May 2024. For the first time, children aged 5 to 11 will explore the wonders of their marrow, life-saving stem cells, and remarkable blood.

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This social media engagement encouraged our audience to visit the website and download the complimentary educational kits for teachers and parents, aimed at educating children about bone marrow and stem cells.

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The Mayrow campaign surpassed its objectives, particularly in asset development. For a subject previously untaught in primary schools, achieving 2,070 engagements solely from cold email outreach, without a media budget and with minimal partner social media activity, represents a significant success. This success establishes a robust foundation for future growth and impact beyond Year 1's expectations.

LLGL also saw the support of the Organites expansion with two new toolkits in the development.

Toolkit 4: MIGHTY MIND

Having focused on physical health, it's time to ensure that our mental health is in tip-top shape too.

Along the way, we'll learn a little about how amazing our brains really are, touching on how different brains work (neurodiversity) as well as how wonderful each brain is (physiology). We'll look at healthy ways to deal with anxiety, anger, fear and sadness, and share our best tips for staying positive, appreciative and always persevering. Included in this toolkit, our Mighty Affirmations cards and activations are our tailor-made self-talk tools that are set to lay the foundation for some mighty healthy self-esteem.

Toolkit 5: MIGHTY PLANET - Let's rediscover the great outdoors!

By looking at just how big and beautiful our planet really is, students will be more inspired to help protect it. We'll travel through forests and deep into the ocean. We'll go barefoot and brave the great outdoors. We might even get a little dirty, and rediscover why that's not such a bad thing!

Anchored in practical, simple activities everyone can do, students and their families will be inspired to venture away from their screens and encounter the mighty world beyond their front doors.

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Dr Luke Yates, Trustee : Publicity and Awareness Report

This year has been exceptional for our outreach and awareness-raising activities. We were able to showcase the Mighty Organites programme on the BBC's One Show, where we showed a short film which focused on delivering a lesson on organ donation in a primary school for the first time in England. The Mighty Organites film was shown to a class of 30 children aged between 9-10 years old – the target audience for our educational aims.

There was an added poignancy to this lesson as it was delivered in Sam Yates' old classroom in the school where she taught as a Year 5/6 primary school teacher. Sam died awaiting a lung transplant and is the inspiration behind my work at LLGL. The One Show aired on 9th July 2024. According to Ofcom, in 2024 The One Show on BBC One had an average audience of 1.9 million viewers (age range 16–34-year-olds) across both broadcast TV and BBC iPlayer. These figures suggest that there is high potential for our work to have significantly increased awareness of organ donation. See <https://organites.com/organites-on-the-bbc/> to watch the film.

LLGL remains an important voice at the forefront of the organ donation and transplant community. We are often sought out for expert opinion and, speaking on LLGL's behalf, I was quoted by journalist Lucy Parry, publishing on the BBC News. This story published in September 2024 and focused on the decline in organ donation consent rates in the UK. In the article we urged families to talk about organ donation and proposed educational routes as a long-term solution to reverse this worrying trend.

The article can be found at this link:

<https://www.bbc.co.uk/news/articles/c511gq5zreyo#:~:text=More%20families%20are%20refusing%20donation&text=While%20a%20loved%20one's%20known,felt%20about%20being%20a%20donor>

I continue to support and contribute to the annual undergraduate medical student lectures at University College London alongside transplant surgeon, Bimbi Fernando, and other patient stories to cover all aspects of transplantation. This is an important and special event as we have the potential to influence future clinical careers in transplant medicine.

Igniting Trust in Organ Donation

Due to the pressing need for more donors and a fall in consent rates in the UK, we began work with academics Wasim Ahmed (University of Hull) and Prof Mariann Hardey (Durham University) to initiate research projects that could pinpoint key areas that prevent organ donation. We were awarded £7,000 alongside Wasim and Mariann from the University of Hull for an Impact and Knowledge Exchange innovation sandpit conference at the Aura Innovation Centre, Hull on 3rd July 2024.

We invited academics, professionals, charities and social sector organisations to participate in this multi-disciplinary meeting. 15 people from 10 different institutions attended and participated in the Sandpit event, including myself and Roydon Turner, with others coming from a range of disciplines and backgrounds.

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The sandpit was conceived to look at the pressing shortfall in organ donors in the UK and provided the opportunity to meet and discuss this topic in depth as part of a facilitated process. Many new connections were formed, along with potential collaborative relationships which could flourish into future new projects.

A particular focus for our educational aims within our work was the discussion around the design and implementation of a randomised controlled trial in primary schools to capture data and quantify the impact of educational programmes to validate its efficacy. This is an exciting new collaboration, and we look forward to the insights that will evolve.

Georgia Wilding, Trustee

This year LLGL trustee, Rachel Santi (Prosser), and I have taken over the charity's social media for no fee. We are using a charity free subscription for Canva and a Buffer (social media) subscription at a cost of £179.99 per annum. This is a significant saving as we no longer pay for this service, though we thank Dax and his team for so ably looking after this for a number of years prior to this.

Our first two months in social media have been successful with a 67.9% increase in reach on Facebook and a 117.8% increase in interactions overall. Our reels did particularly well with a 538.5% increase in interactions. Infographics on talking about donation - and stories from younger organ recipients – were most effective.

Once again, we collaborated with Run Nation on the 2024 edition of the Valentine's Races in Newcastle-upon-Tyne, where I held a raffle and cake sale; we raised £187, including kind donations from T-shirt sales. Our team included members of the local transplant community, transplant doctors, nurses (me!), organ recipients and friends of organ recipients who were taking part.

I attended George Heriot School in Edinburgh to speak to their pupils about organ donation and have been invited back to do this again.

I also attended the British Transplant Games in Nottingham as a participant and an ambassador for LLGL, covering the event for our social media. In addition, I attended the European Transplant Games in Lisbon, again representing LLGL as well as Team GB, where I won two gold medals; I was featured on Tyne Tees ITV News.

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Rachel Prosser – Trustee : Fundraising Report

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 fundraising 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 over the past year. Some of the more significant fundraisers are listed below:

- LLGL Trustee, Rachel Prosser, held her annual Bubl  Tribute event in December 2023 raising £3,184 - a phenomenal amount. As always, the event provided a great start to the Christmas party season.
- The Greg Marshall Memorial Ice Hockey game took place in July 2024. This was a charity hockey game in memory of Greg Marshall, who passed away whilst awaiting a heart transplant in September 2023. Over £5,000 was raised, split between LLGL and The Royal British Legion. LLGL received £2,664.45 plus an additional £880 raised via the JustGiving page for Greg. In addition to this impressive amount, the event generated a great deal of awareness of organ donation. The event was such a success that plans are in place for a further charity match in July 2025.
- Danny Taylor ran the Plymouth Half Marathon in an impressive 2:03:59. He raised £1,187, which was wonderful! Danny ran in memory of his father, who sadly passed away waiting for a kidney and pancreas transplant.
- David Cardoso ran the Kew Gardens Half Marathon in March in 1:57, raising over £5,500. David was inspired to run the half marathon as organ donation is close to his family - his mother is a two-time double lung transplant recipient.
- Dyno donated £500 to us following a talk to their staff by our trustee, Rachel, as part of their wellbeing campaign. The information was greatly appreciated by all the team at Dyno.
- Gianluca ran the Stockholm Marathon in June 2024 and Ilkley Half Marathon in July 2024. He was inspired by his father who received a liver transplant in 2016. He raised an impressive £840.
- John Tait ran the Scottish Half Marathon in August in memory of his Uncle Kerr who suddenly passed away in April 2024. Kerr was able to donate his organs and benefit more than one life. John raised £1,574.
- The McMahon family raised £1,565 for LLGL in memory of Paddy McMahon, their much-loved dad, husband, brother, grandad and father-in-law. He had donated his kidneys, liver, heart valves, bone and tissue. The family is very proud of his selfless act of generosity.
- Aimee Donnelly raised £1,276 in memory of her mum, Philomena Donnelly, who passed away in August 2024. Despite her wishes she was not an eligible organ donor, so the family wanted to raise awareness of organ donation.

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- Scott Garman ran the Leeds Half Marathon in May 2024 in memory of his sister, Caley, who died in 2023 following a brain haemorrhage. The family wanted to donate Caley's organs, but this was not possible; however, it made the family think about the importance of organ donation and inspired Scott to raise £3,125.
- Crosshouse Primary School & Communication Centre in Scotland raised £1,950 for LLGL. They were inspired by organ donation and chose LLGL as several of their children/families had been affected by organ donation (both sides) and they wanted to support their community.

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 £73,355 to fund our 2025 activities and beyond.

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**Live Life Give Life Statement of Financial Activities for the period ended
30 September 2024**

		Funds 2024	Funds 2023
	Notes	£	£
<u>Incoming Resources</u>			
<i>Incoming Resources from generated Funds</i>			
* General Donations		45,798	39,085
<i>Total Incoming Resources</i>		45,798	39,085
<u>Resources Expended</u>			
<i>Costs of Collection of Funds</i>			
* Online collection of Donations	4	580	1,740
* Specific Events	5	-	-
<i>Charitable Activities</i>			
* Support Costs		6,199	5,207
* Promotion of Organ Donation Awareness	6	57,600	24,600
<i>Total resources expended</i>		63,799	29,807
<i>Net incoming/(outgoing) resources</i>		(18,581)	7,538
Unrestricted Funds brought forward		91,936	84,398
<i>Total Funds Carried Forward</i>		73,355	91,936

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Live Life Give Life Balance Sheet as at 30 September 2024

	2024	2023
	£	£
<u>Current Assets</u>		
Bank	73,355	91,936
 <i>Net Assets</i>	<hr/> 73,355	<hr/> 91,936
 <u>Represented by:</u>		
Unrestricted Funds	73,355	91,936
 <i>Total Funds</i>	<hr/> 73,355	<hr/> 91,936

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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. LLGL has a partnership with the Orgamites which were conceived and are run by the AllGoodCo which is controlled by Roydon Turner who is also a Trustee of LLGL

4. Online Costs of Collecting Donations

These costs include payments made for the collection of online donations and this comprises payments to both Stripe 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.

Program	<u>2024</u>	<u>2023</u>
Campaigns/digital	39,150	0
Website & social media	18,450	24,600
Total	57,600	24,600

6. Related Party Transactions

The Campaign funding relates to the Orgamites which is referenced in Note 3 above and the activities are noted in Roydon Turners Trustee report. There is no component that represents a payment to a Trustee and LLGL fund other costs at best negotiated rates

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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 2024, 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: 4 November 2025