

Charity Registration number 1149910

# **ARRIVEALIVEAPPEAL CHARITY**

**Annual Report and Financial Statements**

**for the Year Ended 31 March 2025**

## **ARRIVEALIVEAPPEAL CHARITY**

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## **ARRIVEALIVEAPPEAL CHARITY**

### **Reference and Administrative Details**

Charity name	ArriveAliveAppeal Charity
Working name	Arrive Alive
Charity registration number	1149910
Correspondence address	PO Box 17209 Birmingham B32 9JN
Trustees	Mr Peter Armitage MBE MstJ (Chairman)  Mr Robert Edward Johnston  Miss Melissa Samuel
Bankers	CAF Bank 25 Kings Hill Avenue West Malling Kent ME19 4JQ
Independent Examiner	T&W Accounts Ltd 19/21 Hatchett Street Hockley Birmingham B19 3NX
ICO Registration	ZB741244

## **ARRIVEALIVEAPPEAL CHARITY**

### **Trustees' Report**

The Trustees present their annual report together with the unaudited financial statements of Arrive Alive Appeal Charity ('the charity') for the year ended 31 March 2025. The Trustees confirm that the annual report and financial statements comply with current statutory requirements, the charity's governing document, and the provisions of the Statement of Recommended Practice (SORP) Accounting and Reporting by Charities (March 2005).

#### **Structure, Governance and Management**

##### Governing document

ArriveAliveAppeal is a Registered Charity formed at a meeting of the Trustees in November 2012. The charity is governed by its Trust Deed dated 16 November 2012, as amended on 7 October 2013, 11 February 2019, and most recently 11 May 2022.

##### Appointment and induction of new Trustees

New Trustees are appointed at the Annual General Meeting. All new Trustees receive an induction covering their legal obligations under charity law, the content of the governing document, and the charity's recent activities and performance.

##### Organisational structure and decision making

The Board of Trustees oversees the running of the charity on a day-to-day basis. Operational decisions are made at regular Board meetings held throughout the year.

##### Risk management

The Trustees have assessed the major risks to which the charity is exposed and are satisfied that appropriate systems and procedures are in place to mitigate those risks.

##### Complaints & Governance

No complaints were received or reported during the year. Arrive Alive has continued its membership with the Fundraising Regulator, ICO, and the Institute of Fundraising, reinforcing its commitment to high standards of governance and fundraising practice.

#### **Objectives and Activities**

##### Summary of objectives

The Charity's purpose is to relieve sickness and preserve health among communities in England and Wales by providing suitably adapted medical response vehicles and equipment approved by ambulance services. These vehicles and equipment are used exclusively by medically trained Community First Responder (CFR) groups, trained and dispatched via 999 calls by their local ambulance service.

## Achieving objectives

Arrive Alive is the UK's only registered charity of its kind directly supporting West Midlands Ambulance Service (WMAS). Entirely Funded by public donations, the charity provides lifesaving vehicles and equipment for CFR volunteers who attend life-threatening 999 calls.

An Arrive Alive vehicle can reach a medical emergency in those critical seconds or minutes before a road or air ambulance arrives due to its localised community presence. All vehicles operate on the same radio network as WMAS ambulances, enabling immediate dispatch and real-time communication.

Demand for our operational fleet has continued to rise significantly. There remains an urgent need for additional voluntarily operated vehicles and equipment across communities.

During the year :

1. 16 operational vehicles supported WMAS across Birmingham, Solihull, Wolverhampton, the Black Country, Worcestershire, Warwickshire, and Herefordshire.
2. Vehicles arrived on average nine minutes before a road or air ambulance.
3. Publicly accessible defibrillators and bleed kits were funded and installed.
4. Members of the public received free CPR training delivered by medically trained volunteers funded by Arrive Alive.

Charitable income during the reporting period was allocated to funding additional lifesaving vehicles, equipment, and community defibrillator provision.

The trustees extend their sincere gratitude to all supporters, donors, and sponsors for their invaluable commitment to helping the charity save lives.

## Public benefit

The Trustees keep the charity's objectives and activities under regular review to ensure they continue to deliver public benefit. In doing so, the Trustees have had regard to the Charity Commission's general guidance on public benefit.

## **Financial Review**

### Reserves policy

The Charity aims to build and maintain a sufficient level of reserves to ensure the continuity of its operations and the ability to respond to further needs.

### Principal funding

During the year, the charity raised £105,763 in voluntary donations before charitable expenditure.

## **Plans for the Future**

The Charity will continue to raise funds in support of its aims and objectives, with a focus on expanding its fleet of voluntarily operated lifesaving vehicles, increasing access to publicly accessible defibrillators and bleed kits, and delivering further community CPR training.

## **Statement of Trustees' Responsibilities**

Charity law requires the trustees to prepare financial statements for each financial year which show a true and fair view of the state of affairs of the charity and its financial activities for that period. In preparing those financial statements, the trustees are required to:

select suitable accounting policies and then apply them consistently;

make judgements and estimates that are reasonable and prudent;

state whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements; and

prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operational existence.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees on 12 December 2025 and signed on their behalf by:

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**Miss M Samuel**  
**Trustee**

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**Mr P Armitage MBE, MstJ**  
**Chairman & Trustee**

**Independent Examiner's Report to the Trustees of**  
**ARRIVEALIVEAPPEAL CHARITY**

I report on the accounts of the Trust for the year ended 31 March 2025, which are set out on pages 6 to 9.

**Respective responsibilities of trustees and examiner**

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 and that an independent examination is needed.

It is my responsibility to:

- 1) examine the accounts under section 145 of the Charities Act,
- 2) follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5)(b) of the Charities Act, and
- 3) state whether particular matters have come to my attention.

**Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a true and fair view' and the report is limited to those matters set out in the statements below.

**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 Charities Act,
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities 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.

**T&W ACCOUNTS LTD**  
**12 December 2025**

**19-21 Hatchett Street**  
**Birmingham, B19 3NX**

# ARRIVEALIVEAPPEAL CHARITY

## Statement of Financial Activities for the Year Ended 31 March 2025

Note	Unrestricted Funds £	Total Funds 2025 £	Total Funds 2024 £ Reinstated
<b>Incoming resources</b>			
Incoming resources from generated funds & Donations	105,690	105,690	68,843
Deposit account interest	74	74	
Total incoming resources	<u>105,763</u>	<u>105,763</u>	<u>68,843</u>
<b>Resources expended</b>			
Telephonists & payroll	35,863	35,863	35,863
Funding raising activities	22,287	22,287	2,654
Premise expenses	1,084	1,084	2,453
Administration	3,735	3,735	5,203
Telephone & media	11,192	11,192	10,511
Motor (inc, lease)	7,615	7,615	4,359
Governance cost	1,410	1,410	1,410
Other professional	507	507	2,852
Bank and other charges	121	121	95
Depreciation	26,605	26,605	25,408
Total resources expended	<u>110,419</u>	<u>110,419</u>	<u>90,808</u>
Net movement of funds	(4,655)	(4,655)	(21,965)
<b>Reconciliation of unrestricted funds (excluding transfers between funds)</b>			
Total funds brought forward	107,253	107,253	129,218
Total funds carried forward	<u>102,598</u>	<u>102,598</u>	<u>107,253</u>

All incoming resources and resources expended derive from continuing activities.

The charity has recognised no gains or losses for the year other than the results above.

The notes on pages 8 and 9 form an integral part of these financial statements



# ARRIVEALIVEAPPEAL CHARITY

## Balance Sheet as at 31 March 2025

	Note	2025 £	2025 £	2024 £	2024 £
<b>Tangible Fixed Assets</b>	4				
Motor vehicles		106,039		101,158	
Fixtures and equipment		<u>380</u>		<u>475</u>	
			106,419		101,633
<b>Current Assets</b>					
Trade debtor					
Cash at bank and in hand		<u>33,574</u>		<u>43,062</u>	
		33,574		43,062	
<b>Creditors: Amounts falling due within one year</b>					
Trade creditors		332		332	
Accruals	5	1,290		1,290	
Social security & other taxes		<u>692</u>		<u>739</u>	
<b>Net Current Assets</b>			<u>31,260</u>		<u>40,701</u>
<b>Net Assets</b>			<u><u>137,679</u></u>		<u><u>142,334</u></u>
<b>The funds of the charity:</b>					
<b>Funds</b>					
Restricted funds	6		10,000		35,081
Unrestricted income funds	6		<u>127,678</u>		<u>107,253</u>
<b>Total Charity Funds</b>			<u><u>137,678</u></u>		<u><u>142,334</u></u>

Approved by the Board on 12 December 2025 and signed on its behalf by:

\_\_\_\_\_  
Miss M Samuel  
Trustee

\_\_\_\_\_  
Mr P Armitage MBE, MstJ  
Chairman & Trustee

## **ARRIVEALIVEAPPEAL CHARITY**

### **Notes to the Financial Statements for the Year Ended 31 March 2025**

#### **1) Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)' issued in March 2005, applicable accounting standards and the charities Act 2011.

##### **Fund accountancy policy**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

##### **Incoming resources**

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

##### **Resources expended**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Costs of generating funds are the costs associated with attracting voluntary income.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those cost of an indirect nature necessary to support them.

##### **Governance costs**

Governance costs include costs of the preparation and examination of the statutory accounts, the costs of trustee meetings and the cost of any legal advice to trustees on governance or constitutional matters,

# ARRIVEALIVEAPPEAL CHARITY

## Notes to the Financial Statements for the Year Ended 31 March 2025

### 2) Governance costs

	Unrestricted Funds	Total Funds 2025	Total Funds 2024
	£	£	£
Accountancy cost	1,410	1,410	1,410

### 3) Trustees' remuneration and expenses

No trustees received any remuneration during the year.

### 4) Fixtures and equipment

	2025 £	2024 £
NBV - bought forward	475	594
Additions		
Depreciation	95	119
Net book value as at 31 March 2025	380	475

#### Motor vehicles

	2025 £	2024 £
NBV - bought forward	101,158	101,674
Additions	31,391	24,773
Depreciation	26,510	25,289
Net book value as at 31 March 2025	106,039	101,158

### 5) Creditors: amounts falling due within one year

	2025 £	2024 £
Accruals	1,290	1,290

### 6) Analysis of funds

	Transfers		Incoming resources	Resources expended	At 31 March 2025
	At 1 April	between 2024 funds	£	£	£
<b>General Funds</b>					
Restricted funds	35,081	(25,081)	-	-	10,000
Unrestricted income fund	107,253	25,081	105,763	110,419	127,678
Totals	142,334	-	105,763	110,419	137,678

**Movement between funds**

<b>Name</b>	<b>Type</b>	<b>Purpose</b>	<b>Balance B/f (£)</b>	<b>Income (£)</b>	<b>Expense (£)</b>	<b>Transfer (£)</b>	<b>Balance C/f (£)</b>
Asset	Restricted	Asset purchase	35,081	-	-	(25,081)	10,000
<b>Total funds</b>			<u>35,081</u>	<u>-</u>	<u>-</u>	<u>(25,081)</u>	<u>10,000</u>