

# PUMPING MARVELLOUS FOUNDATION

England & Wales · Charity number 1151848

## Details

|                |                                                         |
|----------------|---------------------------------------------------------|
| Status         | Registered                                              |
| Legal form     | Charitable company                                      |
| Company number | <a href="#">08370761</a>                                |
| Registered     | 2013-05-01                                              |
| Register       | <a href="#">View on the Charity Commission register</a> |

## Contact

|         |                                                                                                              |
|---------|--------------------------------------------------------------------------------------------------------------|
| Address | Suite 111 Business First<br>Millennium City Park<br>Millennium City Road<br>Preston<br>Lancashire<br>PR2 5BL |
| Phone   | 01772796542                                                                                                  |
| Email   | <a href="mailto:hearts@pumpingmarvellous.org">hearts@pumpingmarvellous.org</a>                               |
| Website | <a href="http://www.pumpingmarvellous.org">www.pumpingmarvellous.org</a>                                     |

## Activities

**Objects:** TO RELIEVE SICKNESS AND PROTECT THE HEALTH OF PERSONS SUFFERING FROM OR AT RISK OF HEART FAILURE IN PARTICULAR BUT NOT EXCLUSIVELY BY: \* EDUCATING HEART FAILURE PATIENTS AND THEIR CARERS TO MANAGE THE LONG TERM EFFECTS OF THE CONDITION\* ADVANCING THE EDUCATION OF THE PUBLIC IN THE SYMPTOMS AND TREATMENT OF HEART FAILURE

**Activities:** a)In partnership with a range of health agencies to create patient-driven initiatives. b)Advocacy services at a local, regional and national level via regional volunteers c)Lobbying MPs about the increasing cost of heart failure to the health economy d)Using coaching and support of patients to promote, self-care/education/intervention e)Providing information via a website on the Internet

## Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Other Defined Groups, The General Public/mankind

## Geography

- Throughout England And Wales

## Finances

| Period end | Income   | Expenditure | Assets   | Employees |
|------------|----------|-------------|----------|-----------|
| 2025-03-31 | £293,379 | £418,074    | -        | -         |
| 2024-03-31 | £360,067 | £455,001    | -        | -         |
| 2023-03-31 | £701,689 | £583,795    | £461,733 | 6         |
| 2022-03-31 | £441,461 | £332,210    | -        | -         |
| 2021-03-31 | £427,797 | £293,434    | -        | -         |

## Trustees

| Name                    | Role | Appointed  |
|-------------------------|------|------------|
| Corrine Hudson          |      | 2025-05-22 |
| JONATHAN RICHARDS EVANS |      | 2013-03-28 |
| KAREN HARTSHORNE-EVANS  |      | 2014-04-03 |
| PIERRE DALE             |      | 2014-03-13 |
| Richard John Cleverley  |      | 2020-01-27 |
| Ryan Dunne              |      | 2022-11-27 |

**PUMPING MARVELLOUS FOUNDATION**

England & Wales - Charity number 1151848

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# Accounts

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Charity registration number 1151848 (England and Wales)

Company registration number 08370761

**PUMPING MARVELLOUS FOUNDATION**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2025**

# PUMPING MARVELLOUS FOUNDATION

## LEGAL AND ADMINISTRATIVE INFORMATION

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|                             |                                                                                                                                                   |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Trustees</b>             | Mr J Richards Evans<br>Miss L Chadwick<br>Mrs K Hartshorne-Evans<br>Mr P Dale<br>Mr R J Cleverley<br>Mrs A C Graves<br>Mr RG Dunne<br>Ms C Slater |
| <b>Charity number</b>       | 1151848                                                                                                                                           |
| <b>Company number</b>       | 08370761                                                                                                                                          |
| <b>Registered office</b>    | Suite 111 Business First<br>Millenium City Park<br>Millenium City Road, Ribbleton<br>Preston<br>Lancashire<br>PR2 5BL                             |
| <b>Independent examiner</b> | David Graham Evans FCA<br>Bishops<br>1 Croft Court, Plumpton Close<br>Whitehills Business Park<br>Blackpool<br>FY4 5PR                            |
| <b>Accountants</b>          | Bishops Chartered Accountants<br>Phoenix Park<br>Blakewater Road<br>Blackburn<br>BB1 5BG                                                          |
| <b>Solicitors</b>           | Brabner's LLP<br>Horton House<br>Exchange Flags<br>Liverpool<br>L2 3YL                                                                            |
| <b>Website</b>              | <a href="http://pumpingmarvellous.org">pumpingmarvellous.org</a>                                                                                  |

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# PUMPING MARVELLOUS FOUNDATION

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# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)**

### **FOR THE YEAR ENDED 31 MARCH 2025**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006 present their annual report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

#### **The State of Heart Failure**

Pumping Marvellous is leading efforts to improve care for heart failure in the NHS. The organisation is involved in various strategic and central committees to drive innovation. Heart failure is a complex syndrome with both clinical and social/psychological impacts on patients, their families, and the wider population. It has poorer outcomes and prognosis compared to most common forms of cancer. In the UK, an estimated one million plus people suffer from heart failure, and 30-40% of those diagnosed could die within one year of diagnosis. Two hundred thousand people a year are diagnosed with heart failure which causes upwards of one hundred thousand hospital admissions every year in the UK.

The population affected by heart failure is mostly elderly, but it does impact people of all ages. There is evidence to show that a prompt diagnosis and intervention by heart failure specialists, along with a strong multi-disciplinary team supporting the patient upon discharge, can lead to improved outcomes. However, the multi-disciplinary team is under-resourced and faces challenges in maintaining consistency, structure, and membership nationwide, which affects the level of support available to patients. A major focus is time to diagnosis and time to treatment which improves all health outcomes.

The Pumping Marvellous Foundation was established to demonstrate leadership in utilising patient insights to change health systems to improve all health outcomes for those with a diagnosis of heart failure. It collaborates with all stakeholders to ensure the highest quality of life for patients and their families.

#### **Aims and Objectives**

PMF has four primary goals that act as a cohesive multi-disciplinary approach to heart failure care:

- To support patients, carers and their families on how to self-manage the psychological, socio-economic, and physical impacts on their lives that the condition imposes.
- To improve timescales to diagnose heart failure at primary care gateways.
- To increase the number of patients receiving specialist heart failure care and support.
- To influence policies of all stakeholders to reflect patient needs.

PMF carries out the following activities to achieve these goals:

- Working in partnership with the NHS at central and regional level, to create patient-driven initiatives.
- Operating a comprehensive website which enables PMF to act as a catalyst to facilitate the progression of heart failure care.
- Providing advocacy services to beneficiaries at a local, regional and national level through a network of regional volunteers who engage in campaigns, publications, distribute literature and build local relationships.
- Lobbying MP's and government officers to gain their support in raising awareness of the increasing cost of heart failure to the health economy.
- Utilising peer-to-peer coaching and patient support to promote, self-care, self-education, and self-intervention to increase early diagnosis and treatment of heart failure.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

### **FOR THE YEAR ENDED 31 MARCH 2025**

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#### **Public Benefit**

The mission of the Pumping Marvellous Foundation is to ensure that patients receive the best possible time to diagnosis, guideline directed medical therapy, care, and support, ultimately improving their quality of life and that of their families. The foundation aims to ensure that patients receive the best diagnosis, clinical intervention, and support from a multidisciplinary team in both acute and community settings, leading to an improved quality of life. Additionally, the foundation seeks to collaborate with other organisations and individuals to facilitate the development of heart failure services, providing a clear pathway from diagnosis to secondary and community care settings, and eventually to palliative services.

#### **Objectives**

- Ensure that the patient voice is represented in all communication channels with stakeholders.
- Establish and maintain a community of patients who provide support to each other.
- Increase awareness of heart failure and its primary symptoms across all stakeholder channels.
- Strengthen our digital presence and resources.
- Focus on building a sustainable financial model for the charity.
- Emphasize the importance of a multi-disciplinary team.
- Foster partnerships with stakeholders in the health system.
- Implement and enhance the governance framework of the foundation.
- Continuously review and improve the organizational structure to meet demands.

#### **Activities and Achievements**

We are committed to customising resources to assist patients diagnosed with heart failure. This assistance also extends to the patient's caregivers and families. Our services include a patient telephone support line, email support, website chat support and messaging support.

We offer peer-to-peer support through our private Facebook community, which is exclusively for HF patients and those impacted by the condition. This community is continuously growing, with NHS nurses, cardiologists, and cardiac rehab teams frequently referring patients for non-medical support. We have strict moderation and rules governing activity, which are managed by our Patient Educators.

#### **Heart Failure Awareness**

The main thrust of activities around building awareness has been via our BEAT Campaign and the use of digital space and social media.

Awareness of heart failure is a rolling conversation. Our three thrusts have been aimed at the following:

- General Awareness of the condition and its symptoms using the BEAT acronym
- Awareness of the patient voice that does not exist in the stakeholder channels
- Innovations and forward momentum in therapies and new ways of working focusing on diagnosis, efficient use of HF specialists, and getting patients to heart failure nurses.

#### **Volunteer development**

With our Patient Advisory Committees, it is crucial that we continue to concentrate on enhancing the skills of our valuable volunteers. We are dedicated to establishing a diverse and inclusive community of heart failure patients and have made substantial efforts to achieve widespread volunteer representation across the UK. Our focus is on increasing the number of patient educator volunteers, particularly those who can represent individuals with HFpEF.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)** **FOR THE YEAR ENDED 31 MARCH 2025**

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### **Significant political activity**

- We have continued our membership of the Alliance for Heart Failure.
- We have attended political events when necessary.
- This will be an ongoing activity when there is more clarity and potential adhesion to political leadership.
- We deliver feedback through various channels, giving insight into how people live with heart failure.

### **Significant operational activity**

- By the end of March 2025, we again supplied over 350,000 pieces of information free of charge to HF teams across the UK. We are promoting and adding to our digital offerings to help sustain the demand for information
- Launch of new Discharge/Heart Failure at Home Pack and free to offer Cardiac Rehabilitation platform
- The BEAT HF campaign continues to play a significant role and is now the UK's most prominent public awareness campaign. It is a multi-channel campaign covering.
  - National Radio
  - Social Media
  - Mass-Transit digital advertising
  - Prominent arterial City route roadside advertising
- Healthy Heart Events

### **Significant marketing activity**

- Continued increase in activity across our digital channel's year-on-year
- Radio advertising to support the BEAT HF campaign.
- National press advertising and content
- Mass transit digital road sign advertising
- National Railway Station digital road sign advertising
- London Underground digital board, static and motion advertising

### **Major Conferences attended**

- Our CEO represented patients at NICE on the various medical technology appraisals, scientific committees and providing valuable patient insights. Delivered remotely.
- We attended many other speaker events across the UK. All honorariums payable were paid direct to the charity.
- British Society of Heart Failure National Conference
- European Society of Cardiology

### **Governance**

The charity continues to review and refine its governance in a timely manner once every 12 months and as and when needed. It will work with its legal representatives on any technical amendments to ensure compliance with all legal requirements and good practice.

# PUMPING MARVELLOUS FOUNDATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

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### Press and Media Activity (on and offline)

- International Press
- National Press
- Local Press
- Social media
- Radio
- Digital signage – National Rail / London Underground / Main Arterial City Roads

### Communication/ IT infrastructure/ Web

- We continue to invest in our communication and IT infrastructure. All systems continue at an "Enterprise" level, providing the organisation with robustness around cybersecurity and data protection.
- We continue to use online platforms to facilitate internal and external meetings.

### Fundraising

Fundraising Overview: April 2024-2025

#### *Donations & Fundraisers £76,923*

We continue to promote our fundraising channels and have continually developed this area on our website, we continue to support our fundraisers and all their efforts.

As a dynamic charity, we have continued to rely on the generosity and kindness of our supporters to enable people living with heart failure across the UK to access the practical and emotional help and support they need when they need it most.

#### *Corporate and Grant Funding £179,490*

During this period, it has been possible to continue employing a part-time administrator to explore potential new avenues of funding (in companies and trusts).

#### *In Summary*

Donations received from trusts £12,180

Charitable Trust fundraising will continue throughout 2025/26; there has been a significant decrease in trust funding available.

### Project Delivery

It is essential to highlight that all companies we engage with have signed our MOU.

#### Awareness Campaigns (BeatHF)

|                           |         |           |
|---------------------------|---------|-----------|
| Roche Diagnostics Limited | £7,000  | Awareness |
| Novartis                  | £29,250 | Awareness |

#### Projects

|                    |         |                          |
|--------------------|---------|--------------------------|
| Medtronic Limited  | £71,750 | Healthy Heart Program    |
| NHS / Beezze       | £7,990  | Healthy Heart Program    |
| Birmingham ICB/ CC | £6,000  | Healthy Heart Program    |
| NHS                | £3,750  | Yorkshire HF Map project |

#### Patient Guides

|                   |         |                                   |
|-------------------|---------|-----------------------------------|
| Pfizer            | £9,800  | Patient Information - Amyloidosis |
| NHS Staffordshire | £10,000 | Patient Information - Tritation   |
| Pharmacosmos      | £33,950 | Patient Information - Iron        |

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)** **FOR THE YEAR ENDED 31 MARCH 2025**

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### **Financial Performance**

2024-25 closed with a balance of £242,104 the total income for 2024-25 was £293,379, a decrease of approximately 18.5% from 2023-24, against the expenditure of £418,074, which represents a decrease of approximately 18% from 2023-24. These changes are reflective of the development and stability of the team over the year. The decrease in income is reflective of the economic environment and the increased difficulty in obtaining funding.

The Pumping Marvellous Foundation continues to receive income from a variety of funding streams and relies on the generosity of the public for its fundraising activities for example: - donations from individuals and organisations, sponsorship of individuals involved in sporting activities.

Consultancy Payments £16,690

Along with grant funding, partnerships, and projects, this enables the employment of a full-time officer (CEO), two nearly full-time managers to run the daily operations and deliver projects, and two part-time administrators to drive the charity forward, support our community, and produce the tool kits promoting the charity's awareness and aims.

### **Reserves Policy**

The reserves policy allows the charity to plan and develop a programme for future activities with the certainty that it can proceed and deliver projects without dependence on further funding. The trustees are happy to hold reserves up to an equivalent of 12 months of general operating costs to provide the basis for building the charity and continuing its work should it suffer a downturn in income. Pumping Marvellous Foundation's current budgeted monthly expenditure for the upcoming year is approximately £20,000.

### **Principal Funding sources**

PMF has continued to forge strong partnerships with Life Sciences organisations as well as their respective trade organisations. As PMF grows, we will be looking to develop our other channels further for funding including corporate and grant funding, legacy and wills and strengthen our public support along with the NHS partnerships.

### **Structure, governance and management**

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Mr J Richards Evans

Mr A N R Evans

(Resigned 1 June 2024)

Miss L Chadwick

Mrs K Hartshorne-Evans

Mr P Dale

Mr R J Cleverley

Mrs A C Graves

Mr RG Dunne

Ms C Slater

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)** **FOR THE YEAR ENDED 31 MARCH 2025**

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### *Trustee Team*

- The Pumping Marvellous Foundation has a voluntary trustee board that meet on a quarterly basis, with two meetings being in person. Other meetings take place via conference calls.
- The Trustees govern the charity through its Governance Documents and the Articles of Association.
- The current board of trustees do not have any pecuniary interest and receive no payment from the charity other than out of pocket expenses.
- The Trustee Board is currently recruited by recommendation. This may change with the needs of the charity. The administrative trustees are nominated and voted in by the trustees vote every year.
- The administrative Trustees are voted in by the board, and their length of appointment is for a 2 year period. After this, a new administrative team will be voted in for a further two years. It is acceptable for these positions to be carried through to another two years, other than the position of Chair, where the term length is a maximum of two years.

### *Operational Team*

The Pumping Marvellous Foundation has an executive team with administrative, clinical and fundraising support that manages the strategic direction and is responsible for the charity's activities.

### *Patient Advisory Group*

This is a collection of expert patients who volunteer their time to help fellow patients. They are called Patient Educators and are intrinsically involved in the direction and activities of the charity regularly supporting the operations team in its activities.

### *Clinical Advisory Board*

The role of the Clinical Board is to act as an independent advisory board with no responsibility or accountability as to the actions of the charity. The purpose of the Clinical Board is to guide the charity in making the right decisions around the health and wellbeing of heart failure patients across the United Kingdom- offering factual and real-world experience from the clinical and payer perspective. The Clinical Board will have access to all the charity's resources and will also act to create new opportunities for the charity. The Clinical Board's role is advisory and is not binding on the Charity. The Charity indemnifies the Clinical Board against legal claims based on its advice, provided the members of the Clinical Board have acted in good faith and have given advice in keeping with the conduct of their professional positions.

### *Membership*

The charity does not have a membership and is all inclusive in line with the charity objects.

### *Investments*

A trading subsidiary, Pumping Marvellous Ventures, was set up to enable opportunities that occur outside the charity's main focus yet benefit the charity's core operations.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)** **FOR THE YEAR ENDED 31 MARCH 2025**

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### **CEO Summary Statement**

The Pumping Marvellous Foundation is the go-to organisation for:

- Real patient insights
- Significant distributor of patient information to the NHS through heart failure teams.
- A leading advocate of heart failure patients across the UK.
- Valuable partner to all stakeholders especially the NHS, NICE and those advocating change.

The Pumping Marvellous Foundation was described as a "Consultancy to us all". A fair comment, however, we deliver at all levels. At the coal face with the patients and superbly equipped to deal with the national conversations at the highest of levels, a challenge that all associated with the charity are keen to continue, not least by the patients themselves.

To build upon the foundations that the charity has laid however, will require the resources to delivery on our core aims and objectives, and therefore assuring funding from multi stakeholders will be a priority going forward. We will need to be agile and athletic around spreading our bets around where we access funding. We need to level the playing field and focus on grants and corporate funding where this is significant value not only for PMF but also the funder. We have over 1,000,000 people in our beneficiary population and currently we are the only specific heart failure patient organisation in the UK.

The trustees' report was approved by the Board of Trustees.

**Mr R J Cleverley**

Trustee

Dated: 3 December 2025

# **PUMPING MARVELLOUS FOUNDATION**

## **INDEPENDENT EXAMINER'S REPORT**

### **TO THE TRUSTEES OF PUMPING MARVELLOUS FOUNDATION**

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I report to the trustees on my examination of the financial statements of Pumping Marvellous Foundation (the charity) for the year ended 31 March 2025.

#### **Responsibilities and basis of report**

As the trustees of the charity (and also its directors for the purposes of company law), you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the Companies Act 2006 and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

#### **Independent examiner's statement**

Since the charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the Companies Act 2006.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the Companies Act 2006 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

#### **David Evans FCA**

Bishops  
1 Croft Court, Plumpton Close  
Whitehills Business Park  
Blackpool  
FY4 5PR  
12 December 2025

# PUMPING MARVELLOUS FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 MARCH 2025**

|                                              |       | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ |
|----------------------------------------------|-------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
|                                              | Notes |                                    |                                  |                    |                                    |                                  |                    |
| <b>Income from:</b>                          |       |                                    |                                  |                    |                                    |                                  |                    |
| Donations and legacies                       | 2     | 268,593                            | -                                | 268,593            | 343,187                            | -                                | 343,187            |
| Charitable activities                        | 3     | 18,554                             | -                                | 18,554             | 10,302                             | -                                | 10,302             |
| Other trading activities                     | 4     | 3,511                              | -                                | 3,511              | 4,166                              | -                                | 4,166              |
| Investments                                  | 5     | 2,721                              | -                                | 2,721              | 2,412                              | -                                | 2,412              |
| <b>Total income</b>                          |       | <b>293,379</b>                     | <b>-</b>                         | <b>293,379</b>     | <b>360,067</b>                     | <b>-</b>                         | <b>360,067</b>     |
| <b>Expenditure on:</b>                       |       |                                    |                                  |                    |                                    |                                  |                    |
| Raising funds                                | 6     | 8,064                              | -                                | 8,064              | 9,800                              | -                                | 9,800              |
| Charitable activities                        | 7     | 410,010                            | -                                | 410,010            | 445,201                            | -                                | 445,201            |
| <b>Total expenditure</b>                     |       | <b>418,074</b>                     | <b>-</b>                         | <b>418,074</b>     | <b>455,001</b>                     | <b>-</b>                         | <b>455,001</b>     |
| <b>Net expenditure and movement in funds</b> |       | <b>(124,695)</b>                   | <b>-</b>                         | <b>(124,695)</b>   | <b>(94,934)</b>                    | <b>-</b>                         | <b>(94,934)</b>    |
| <b>Reconciliation of funds:</b>              |       |                                    |                                  |                    |                                    |                                  |                    |
| Fund balances at 1 April 2024                |       | 366,539                            | 260                              | 366,799            | 461,473                            | 260                              | 461,733            |
| <b>Fund balances at 31 March 2025</b>        |       | <b>241,844</b>                     | <b>260</b>                       | <b>242,104</b>     | <b>366,539</b>                     | <b>260</b>                       | <b>366,799</b>     |

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

# PUMPING MARVELLOUS FOUNDATION

## BALANCE SHEET

AS AT 31 MARCH 2025

|                                                       | Notes | 2025<br>£ | £              | 2024<br>£ | £              |
|-------------------------------------------------------|-------|-----------|----------------|-----------|----------------|
| <b>Fixed assets</b>                                   |       |           |                |           |                |
| Tangible assets                                       | 12    |           | 14,592         |           | -              |
| Investments                                           | 13    |           | 10,001         |           | 10,001         |
|                                                       |       |           | <u>24,593</u>  |           | <u>10,001</u>  |
| <b>Current assets</b>                                 |       |           |                |           |                |
| Cash at bank and in hand                              |       | 221,172   |                | 359,172   |                |
| <b>Creditors: amounts falling due within one year</b> | 14    |           | (3,661)        |           | (2,374)        |
|                                                       |       |           | <u></u>        |           | <u></u>        |
| <b>Net current assets</b>                             |       |           | 217,511        |           | 356,798        |
| <b>Total assets less current liabilities</b>          |       |           | <u>242,104</u> |           | <u>366,799</u> |
| <b>The funds of the charity</b>                       |       |           |                |           |                |
| Restricted income funds                               | 16    |           | 260            |           | 260            |
| Unrestricted funds                                    | 17    |           | 241,844        |           | 366,539        |
|                                                       |       |           | <u>242,104</u> |           | <u>366,799</u> |

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2025.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on 3 December 2025

Mr R J Cleverley  
**Trustee**

Company registration number 08370761 (England and Wales)

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS

**FOR THE YEAR ENDED 31 MARCH 2025**

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### **1 Accounting policies**

#### **Charity information**

Pumping Marvellous Foundation is a private company limited by guarantee incorporated in England and Wales. The registered office is Suite 111 Business First, Millenium City Park, Millenium City Road, Ribbleson, Preston, Lancashire, PR2 5BL.

#### **1.1 Accounting convention**

The financial statements have been prepared in accordance with the charity's Governance Documents and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### **1.2 Going concern**

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### **1.3 Charitable funds**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

#### **1.4 Income**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

**FOR THE YEAR ENDED 31 MARCH 2025**

---

### **1 Accounting policies**

**(Continued)**

#### **1.5 Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

#### **1.6 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

|                |                      |
|----------------|----------------------|
| Motor vehicles | 25% reducing balance |
|----------------|----------------------|

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

#### **1.7 Fixed asset investments**

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

#### **1.8 Impairment of fixed assets**

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

#### **1.9 Taxation**

The charity is exempt from corporation tax on its charitable activities.

#### **1.10 Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 2 Donations and legacies

|                     | Unrestricted<br>funds | Unrestricted<br>funds |
|---------------------|-----------------------|-----------------------|
|                     | 2025<br>£             | 2024<br>£             |
| Donations and gifts | 89,103                | 87,450                |
| Other Donations     | 179,490               | 255,737               |
|                     | <u>268,593</u>        | <u>343,187</u>        |

### 3 Income from charitable activities

|                         | Fees &<br>reclaimed<br>expenses<br>2025<br>£ | Fees &<br>reclaimed<br>expenses<br>2024<br>£ |
|-------------------------|----------------------------------------------|----------------------------------------------|
| Other income            | 18,554                                       | 10,302                                       |
|                         | <u>18,554</u>                                | <u>10,302</u>                                |
| <b>Analysis by fund</b> |                                              |                                              |
| Unrestricted funds      | 18,554                                       | 10,302                                       |
|                         | <u>18,554</u>                                | <u>10,302</u>                                |

### 4 Income from other trading activities

|                          | Unrestricted<br>funds<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ |
|--------------------------|------------------------------------|------------------------------------|
| Fundraising events       | 70                                 | -                                  |
| Shop income              | 3,441                              | 4,166                              |
|                          | <u>3,511</u>                       | <u>4,166</u>                       |
| Other trading activities | 3,511                              | 4,166                              |
|                          | <u>3,511</u>                       | <u>4,166</u>                       |

### 5 Income from investments

|                     | Unrestricted<br>funds<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ |
|---------------------|------------------------------------|------------------------------------|
| Interest receivable | 2,721                              | 2,412                              |
|                     | <u>2,721</u>                       | <u>2,412</u>                       |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 6 Expenditure on raising funds

|                                  | Unrestricted<br>funds<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ |
|----------------------------------|------------------------------------|------------------------------------|
| <b>Fundraising and publicity</b> |                                    |                                    |
| Staging fundraising events       | 5,451                              | 7,467                              |
| Other fundraising costs          | 2,613                              | 2,333                              |
|                                  | <u>8,064</u>                       | <u>9,800</u>                       |

### 7 Charitable activities

|                                        | Charitable<br>Expenditure<br>2025<br>£ | Charitable<br>Expenditure<br>2024<br>£ |
|----------------------------------------|----------------------------------------|----------------------------------------|
| Staff costs                            | 182,846                                | 167,820                                |
| Depreciation and impairment            | 1,326                                  | -                                      |
| Insurance                              | 5,403                                  | 3,511                                  |
| Office & Storage                       | 16,343                                 | 16,031                                 |
| IT Costs                               | 6,081                                  | 4,617                                  |
| Patient Information                    | 80,974                                 | 112,682                                |
| Patient Community/ Awareness Campaign  | 39,237                                 | 68,269                                 |
| Telephone                              | 1,331                                  | 1,161                                  |
| Postage & Stationery                   | 5,187                                  | 7,553                                  |
| Sundries                               | 104                                    | 59                                     |
| Equipment Purchases                    | 9,967                                  | 6,821                                  |
| Travel costs                           | 23,093                                 | 16,492                                 |
| Promotional & Marketing                | 1,000                                  | 466                                    |
| Website & Social Media                 | 22,773                                 | 34,376                                 |
| Speakers/ Campaign costs               | 10,274                                 | 1,865                                  |
|                                        | <u>405,939</u>                         | <u>441,723</u>                         |
| Share of governance costs (see note 8) | 4,071                                  | 3,478                                  |
|                                        | <u>410,010</u>                         | <u>445,201</u>                         |

### 8 Support costs allocated to activities

|                          | 2025<br>£    | 2024<br>£    |
|--------------------------|--------------|--------------|
| Governance costs         | <u>4,071</u> | <u>3,478</u> |
| <b>Analysed between:</b> |              |              |
| General                  | <u>4,071</u> | <u>3,478</u> |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

### 10 Employees

The average monthly number of employees during the year was:

|                         | 2025<br>Number | 2024<br>Number |
|-------------------------|----------------|----------------|
|                         | 5              | 6              |
|                         |                |                |
| <b>Employment costs</b> | <b>2025</b>    | <b>2024</b>    |
|                         | <b>£</b>       | <b>£</b>       |
| Wages and salaries      | 131,356        | 121,562        |
| Social security costs   | 42,217         | 38,523         |
| Other pension costs     | 9,273          | 7,735          |
|                         |                |                |
|                         | 182,846        | 167,820        |
|                         |                |                |

There were no employees whose annual remuneration was more than £60,000.

### 11 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

### 12 Tangible fixed assets

|                                    | Motor<br>vehicles<br>£ |
|------------------------------------|------------------------|
| <b>Cost</b>                        |                        |
| Additions                          | 15,918                 |
|                                    |                        |
| At 31 March 2025                   | 15,918                 |
|                                    |                        |
| <b>Depreciation and impairment</b> |                        |
| Depreciation charged in the year   | 1,326                  |
|                                    |                        |
| At 31 March 2025                   | 1,326                  |
|                                    |                        |
| <b>Carrying amount</b>             |                        |
| At 31 March 2025                   | 14,592                 |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 13 Fixed asset investments

|                                 | Other<br>investments<br>£ |
|---------------------------------|---------------------------|
| <b>Cost or valuation</b>        |                           |
| At 1 April 2024 & 31 March 2025 | 10,001                    |
| <b>Carrying amount</b>          |                           |
| At 31 March 2025                | 10,001                    |
| At 31 March 2024                | 10,001                    |

|                             | 2025<br>£ | 2024<br>£ |
|-----------------------------|-----------|-----------|
| Other investments comprise: |           |           |
| Investments in subsidiaries | 1         | 1         |
| Loans to subsidiaries       | 10,000    | 10,000    |
|                             | 10,001    | 10,001    |

### 14 Creditors: amounts falling due within one year

|                              | 2025<br>£ | 2024<br>£ |
|------------------------------|-----------|-----------|
| Other creditors              | 1,661     | 1,114     |
| Accruals and deferred income | 2,000     | 1,260     |
|                              | 3,661     | 2,374     |

### 15 Retirement benefit schemes

|                                                                     | 2025<br>£ | 2024<br>£ |
|---------------------------------------------------------------------|-----------|-----------|
| <b>Defined contribution schemes</b>                                 |           |           |
| Charge to profit or loss in respect of defined contribution schemes | 9,273     | 7,735     |

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2025

#### 16 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

|                         | At 1 April<br>2024<br>£ | At 31 March<br>2025<br>£ |
|-------------------------|-------------------------|--------------------------|
| Sundry restricted funds | 260                     | 260                      |

#### Previous year:

|                         | At 1 April<br>2023<br>£ | At 31 March<br>2024<br>£ |
|-------------------------|-------------------------|--------------------------|
| Sundry restricted funds | 260                     | 260                      |

#### 17 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

|               | At 1 April<br>2024<br>£ | Incoming<br>resources<br>£ | Resources<br>expended<br>£ | At 31 March<br>2025<br>£ |
|---------------|-------------------------|----------------------------|----------------------------|--------------------------|
| General funds | 366,539                 | 293,379                    | (418,074)                  | 241,844                  |

#### Previous year:

|               | At 1 April<br>2023<br>£ | Incoming<br>resources<br>£ | Resources<br>expended<br>£ | At 31 March<br>2024<br>£ |
|---------------|-------------------------|----------------------------|----------------------------|--------------------------|
| General funds | 461,473                 | 360,067                    | (455,001)                  | 366,539                  |

#### 18 Analysis of net assets between funds

|                              | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>2025<br>£ |
|------------------------------|------------------------------------|----------------------------------|--------------------|
| <b>At 31 March 2025:</b>     |                                    |                                  |                    |
| Tangible assets              | 14,592                             | -                                | 14,592             |
| Investments                  | 10,001                             | -                                | 10,001             |
| Current assets/(liabilities) | 217,251                            | 260                              | 217,511            |
|                              | 241,844                            | 260                              | 242,104            |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 18 Analysis of net assets between funds

(Continued)

|                              | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ |
|------------------------------|------------------------------------|----------------------------------|--------------------|
| <b>At 31 March 2024:</b>     |                                    |                                  |                    |
| Investments                  | 10,001                             | -                                | 10,001             |
| Current assets/(liabilities) | 356,538                            | 260                              | 356,798            |
|                              | <u>366,539</u>                     | <u>260</u>                       | <u>366,799</u>     |

### 19 Related party transactions

There were no disclosable related party transactions during the year (2024 - none).

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# Accounts

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Charity registration number 1151848

Company registration number 08370761 (England and Wales)

**PUMPING MARVELLOUS FOUNDATION**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

# **PUMPING MARVELLOUS FOUNDATION**

## **LEGAL AND ADMINISTRATIVE INFORMATION**

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|                             |                                                                                                                                                                  |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Trustees</b>             | Mr J Richards Evans<br>Mr A N R Evans<br>Miss L Chadwick<br>Mrs K Hartshorne-Evans<br>Mr P Dale<br>Mr R J Cleverley<br>Mrs A C Graves<br>Mr RG Dunne<br>C Slater |
| <b>Charity number</b>       | 1151848                                                                                                                                                          |
| <b>Company number</b>       | 08370761                                                                                                                                                         |
| <b>Registered office</b>    | Suite 111 Business First<br>Millenium City Park<br>Millenium City Road, Ribbleton<br>Preston<br>Lancashire<br>PR2 5BL                                            |
| <b>Independent examiner</b> | David Graham Evans FCA<br>Bishops<br>1 Croft Court, Plumpton Close<br>Whitehills Business Park<br>Blackpool<br>FY4 5PR                                           |
| <b>Accountants</b>          | Bishops Chartered Accountants<br>Phoenix Park<br>Blakewater Road<br>Blackburn<br>BB1 5BG                                                                         |
| <b>Solicitors</b>           | Brabner's LLP<br>Horton House<br>Exchange Flags<br>Liverpool<br>L2 3YL                                                                                           |
| <b>Website</b>              | <a href="http://pumpingmarvellous.org">pumpingmarvellous.org</a>                                                                                                 |

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# **PUMPING MARVELLOUS FOUNDATION**

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| Balance sheet                     | 11          |
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# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)**

### **FOR THE YEAR ENDED 31 MARCH 2024**

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2024..

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

#### **The State of Heart Failure**

Pumping Marvellous is leading efforts to improve care for heart failure in the NHS. The organisation is involved in various strategic and central committees to drive innovation. Heart failure is a complex syndrome with both clinical and social/psychological impacts on patients, their families, and the wider population. It has poorer outcomes and prognosis compared to most common forms of cancer. In the UK, an estimated 1,000,000 people suffer from heart failure, and 30-40% of those diagnosed could die within one year of diagnosis.

The population affected by heart failure is mostly elderly, but it can impact people of all ages. There is evidence to show that a prompt diagnosis and intervention by heart failure specialists, along with a strong multi-disciplinary team supporting the patient upon discharge, can lead to improved outcomes. However, the multi-disciplinary team is under-resourced and faces challenges in maintaining consistency, structure, and membership nationwide, which affects the level of support available to patients.

The Pumping Marvellous Foundation was established to demonstrate leadership in utilising patient insights. It collaborates with all stakeholders to ensure the highest quality of life for patients and their families.

#### **Aims and Objectives**

PMF has four primary goals that act as a cohesive multi-disciplinary approach to heart failure care:

- To support patients, carers and their families on how to self-manage the psychological, socio-economic, and physical impacts on their lives that the condition imposes.
- To improve timescales to diagnose heart failure at primary care gateways.
- To increase the number of patients receiving specialist heart failure care and support.
- To influence policies of all stakeholders to reflect patient needs.

PMF carries out the following activities to achieve these goals:

- Working in partnership with the NHS at central and regional level, to create patient-driven initiatives.
- Operating a comprehensive website which enables PMF to act as a catalyst to facilitate the progression of heart failure care.
- Providing advocacy services to beneficiaries at a local, regional and national level through a network of regional volunteers who engage in campaigns, publications, distribute literature and build local relationships.
- Lobbying MP's and government officers to gain their support in raising awareness of the increasing cost of heart failure to the health economy.
- Utilising peer-to peer coaching and patient support to promote, self-care, self-education, and self-intervention to increase early diagnosis and treatment of heart failure.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024**

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### **Public Benefit**

The mission of the Pumping Marvellous Foundation is to ensure that patients receive the best possible treatment, care, and support, ultimately improving their quality of life and that of their families. The foundation aims to ensure that patients receive the best diagnosis, clinical intervention, and support from a multidisciplinary team in both acute and community settings, leading to an improved quality of life. Additionally, the foundation seeks to collaborate with other organizations and individuals to facilitate the development of heart failure services, providing a clear pathway from diagnosis to secondary and community care settings, and eventually to palliative services.

### **Objectives**

Please remember the following points:

- Ensure that the patient voice is represented in all communication channels with stakeholders.
- Establish and maintain a community of patients who provide support to each other.
- Increase awareness of heart failure and its primary symptoms across all stakeholder channels.
- Strengthen our digital presence and resources.
- Focus on building a sustainable financial model for the charity.
- Emphasize the importance of a multi-disciplinary team.
- Foster partnerships with stakeholders in the health system.
- Implement and enhance the governance framework of the foundation.
- Continuously review and improve the organizational structure to meet demands.

### **Activities and Achievements**

We are committed to customising resources to assist patients diagnosed with heart failure. This assistance also extends to the patient's caregivers and families. Our services include a patient telephone support line, email support, website chat support, Facebook messaging support, and Twitter direct message support.

We offer peer-to-peer support through our private Facebook community, which is exclusively for HF patients and those impacted by the condition. This community is continuously growing, with NHS nurses, cardiologists, and cardiac rehab teams frequently referring patients for non-medical support. We have strict moderation and rules governing activity, which are enforced by our Patient Educators.

### **Heart Failure Awareness**

The main thrust of activities around building awareness has been via our BEAT Campaign and the use of digital space and social media.

Awareness of heart failure is a rolling conversation. Our three thrusts have been aimed at the following:

- General Awareness of the condition and its symptoms.
- Awareness of the patient voice that does not exist in the stakeholder channels.
- Innovations and forward momentum in therapies and new ways of working focusing on diagnosis, efficient use of HF specialists, and getting patients to heart failure nurses.

### **Volunteer development**

Please keep the following text in mind:

With our Patient Advisory Committee, it is crucial that we continue to concentrate on enhancing the skills of our valuable volunteers. We are dedicated to establishing a diverse and inclusive community of heart failure patients and have made substantial efforts to achieve widespread volunteer representation across the UK. Our focus is on increasing the number of patient educator volunteers, particularly those who can represent individuals with HFpEF.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

### **FOR THE YEAR ENDED 31 MARCH 2024**

---

#### **Significant political activity**

- We have continued our membership of the Alliance for Heart Failure.
- We have attended political events when necessary.
- This will be an ongoing activity when there is more clarity and potential adhesion to political leadership.
- We deliver feedback through various channels, giving insight into how people live with heart failure.

#### **Significant operational activity**

- By the end of March 2024, we supplied over 350,000 pieces of information free of charge to HF teams across the UK. This is an increase of over 50% in 2022\_23 and we continue to see the rise in demand moving into 2024\_25
- Launch of new Patient Guides for Iron Deficiency, HFpEF, Ejection Fraction and Potassium
- Translation of the top Five patient guides into Polish, Welsh, Bengali, Urdu and Punjabi.
- The BEAT HF campaign continues to play a significant role and is now the UK's most prominent public awareness campaign. It is a multi-channel campaign covering.
  - National Radio
  - Social Media
  - Mass-Transit digital advertising
  - Prominent arterial City route roadside advertising
- BEATie, the Pumping Marvellous electric van, continued her tour of the UK to support the BeatHF campaign

#### **Significant marketing activity**

- Continued increase in activity across our digital channel's year-on-year
- Radio advertising to support the BeatHF campaign.
- National press advertising and content
- Mass transit digital road sign advertising
- National Railway Station digital road sign advertising
- London Underground digital board, static and motion advertising

#### **Major Conferences attended**

- Our CEO represented patients at NICE on the various medical technology appraisals, scientific committees and providing valuable patient insights. Delivered remotely.
- We attended many other speaker events across the UK. All honorariums payable were paid direct to the charity.

#### **Governance**

The charity continues to review and refine its governance with its legal representatives.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)** ***FOR THE YEAR ENDED 31 MARCH 2024***

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### **Press and Media Activity (on and offline)**

- International Press
- National Press
- Local Press
- Social media
- Radio
- Digital signage – National Rail / London Underground / Main Arterial City Roads

### **Communication/ IT infrastructure/ Web**

- We continue to invest in our communication and IT infrastructure. All systems continue at an "Enterprise" level, providing the organisation with robustness around security and data protection.
- We continue to use Zoom and Teams to facilitate internal and external meetings.

# PUMPING MARVELLOUS FOUNDATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2024

---

#### Fundraising

Fundraising Overview: April 2023-2024

##### *Donations & Fundraisers £61,937*

We continue to promote our fundraising channels and have continually developed this area on our website, we continue to support our fundraisers and all their efforts.

As a dynamic charity, we have continued to rely on the generosity and kindness of our supporters to enable people living with heart failure across the UK to access the practical and emotional help and support they need when they need it most.

##### *Corporate and Grant Funding £260,087*

During this period, it has been possible to continue employing a part-time administrator to explore potential new avenues of funding (in companies and trusts).

##### *In Summary*

Donations received from trusts £17,134

Charitable Trust fundraising will continue throughout 2024/25; there has been a significant decrease in trust funding available.

#### Project Delivery

It is essential to highlight that all companies we engage with have signed our MOU.

##### Awareness Campaigns (BeatHF)

|                           |        |                         |
|---------------------------|--------|-------------------------|
| Novartis Pharma UK London | £9,533 | Radio disease awareness |
|---------------------------|--------|-------------------------|

##### Projects

|                   |         |                                 |
|-------------------|---------|---------------------------------|
| Medtronic Limited | £51,704 | Healthy Heart Program           |
| Pharmacosmos      | £55,000 | Cardiac Rehabilitation Platform |
| Astra Zeneca      | £19,900 | Starlight Project               |
| National Lottery  | £8,580  | Patient Educator Conference     |
| NHS England       | £10,000 | Yorkshire 3 ICB project         |

##### Patient Guides

|                          |         |                       |
|--------------------------|---------|-----------------------|
| Pharmacosmos UK Ltd      | £17,370 | Iron Deficiency Guide |
| Astra Zeneca UK Ltd      | £64,950 | Discharge Pack        |
| Midlands Partnership NHS |         |                       |
| Foundation Trust         | £10,000 | Patient Information   |
| Medtronic Limited        | £8,700  | Patient Information   |

##### Corporate Donations

|                |        |                                   |
|----------------|--------|-----------------------------------|
| Probe Drainage | £1,500 | Sponsorship Healthy Heart Program |
| CPC            | £1,500 | Sponsorship 7 in 7                |
| PRS Group      | £1,000 |                                   |
| Paragon Bank   | £350   |                                   |

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024**

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### **Financial Performance**

2023-24 closed with a balance of £366,799 the total income for 2023-24 was £360,067, a decrease of approximately 48% from 2022-23, against the expenditure of £455,001, which represents a decrease of approximately 22% from 2022-23. These changes are reflective of the development and stability of the team over the year. The decrease in income is reflective of the economic environment and the increased difficulty in obtaining funding.

The Pumping Marvellous Foundation continues to receive income from a variety of funding streams and relies on the generosity of the public for its fundraising activities for example: - donations from individuals and organisations, sponsorship of individuals involved in sporting activities.

### **Consultancy Payments £8,153**

Along with grant funding, partnerships, and projects, this enables the employment of a full-time officer (CEO), two nearly full-time managers to run the daily operations and deliver projects, and two part-time administrators to drive the charity forward, support our community, and produce the tool kits promoting the charity's awareness and aims.

### **Reserves Policy**

The reserves policy allows the charity to plan and develop a programme for future activities with the certainty that it can proceed and deliver projects without dependence on further funding. The trustees are happy to hold reserves up to an equivalent of 12 months of general operating costs to provide the basis for building the charity and continuing its work should it suffer a downturn in income. Pumping Marvellous Foundation's current budgeted monthly expenditure for the upcoming year is approximately £20,000.

### **Principal Funding sources**

PMF has continued to forge strong partnerships with Life Sciences organisations as well as their respective trade organisations. As PMF grows, we will be looking to develop our other channels further for funding including corporate and grant funding, legacy and wills and strengthen our public support along with the NHS partnerships.

### **Structure, governance and management**

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Mr D D Smith (Resigned 10 June 2023)

Mr J Richards Evans

Mr A N R Evans

Miss L Chadwick

Mrs K Hartshorne-Evans

Mr P Dale

Mr R J Cleverley

Mrs A C Graves

Mr RG Dunne

C Slater

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2024**

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### *Trustee Team*

- The Pumping Marvellous Foundation has a voluntary trustee board that meets on a bi-yearly basis and convenes for tele-conference calls as required.
- The Trustees govern the charity through its Governance Documents and the Articles of Association.
- Although the current board of trustees do not have any pecuniary interest and receive no payment from the charity other than out of pocket expenses we have entered into a contract where significant qualified medical advice was required for a project delivery. It was then decided that Angela Graves, the Chair and former employee of the charity, was formally contracted to provide medical advice and project management. This is not a continuous contract and was fulfilled once the project had been completed. The appropriate diligence was completed, and our legal team advised the charity trustees on how to complete this.
- The Trustee Board is currently recruited by recommendation. This may change with the needs of the charity. The administrative trustees are nominated and voted in by the trustees vote every year.

### *Operational Team*

The Pumping Marvellous Foundation has an executive team with administrative, clinical and fundraising support that manages the strategic direction and is responsible for the charity's activities.

### *Patient Advisory Group*

This is a collection of expert patients who volunteer their time to help fellow patients. They are called Patient Educators and are intrinsically involved in the direction and activities of the charity regularly supporting the operations team in its activities.

### *Clinical Advisory Board*

The role of the Clinical Board is to act as an independent advisory board with no responsibility or accountability as to the actions of the charity. The purpose of the Clinical Board is to guide the charity in making the right decisions around the health and wellbeing of heart failure patients across the United Kingdom- offering factual and real-world experience from the clinical and payer perspective. The Clinical Board will have access to all the charity's resources and will also act to create new opportunities for the charity. The Clinical Board's role is advisory and is not binding on the Charity. The Charity will indemnify the Clinical Board against legal claims based on its advice, provided the members of the Clinical Board have acted in good faith and have given advice in keeping with the conduct of their professional positions.

### *Membership*

The charity does not have a membership and is all inclusive in line with the charity objects.

### *Investments*

A trading subsidiary, Pumping Marvellous Ventures, was set up to enable opportunities that occur outside the charity's main focus yet benefit the charity's core operations.

# PUMPING MARVELLOUS FOUNDATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### CEO Summary Statement

The Pumping Marvellous Foundation is the go-to organisation for:

- Real patient insights
- Significant distributor of patient information to the NHS through heart failure teams.
- A leading advocate of heart failure patients across the UK.
- Valuable partner to all stakeholders especially the NHS, NICE and those advocating change.

The Pumping Marvellous Foundation was described as a "Consultancy to us all". A fair comment, however, we deliver at all levels. At the coal face with the patients and superbly equipped to deal with the national conversations at the highest of levels, a challenge that all associated with the charity are keen to continue, not least by the patients themselves.

To build upon the foundations that the charity has laid however, will require the resources to delivery on our core aims and objectives, and therefore assuring funding from multi stakeholders will be a priority going forward. We will need to be agile and athletic around spreading our bets around where we access funding. We need to level the playing field and focus on grants and corporate funding where this is significant value not only for PMF but also the funder. We have over 1,000,000 people in our beneficiary population and currently we are the only specific heart failure patient organisation in the UK.

The trustees' report was approved by the Board of Trustees.



.....  
**Mr R J Cleverley**

Trustee

Dated: ....01.12. 24....

# **PUMPING MARVELLOUS FOUNDATION**

## **INDEPENDENT EXAMINER'S REPORT**

### **TO THE TRUSTEES OF PUMPING MARVELLOUS FOUNDATION**

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I report to the trustees on my examination of the financial statements of Pumping Marvellous Foundation (the charity) for the year ended 31 March 2024.

#### **Responsibilities and basis of report**

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### **Independent examiner's statement**

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



**David Evans FCA**

Bishops  
1 Croft Court, Plumpton Close  
Whitehills Business Park  
Blackpool  
FY4 5PR

Dated: 2/12/24

# PUMPING MARVELLOUS FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 MARCH 2024**

|                                                       |       | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ | Unrestricted<br>funds<br>2023<br>£ | Restricted<br>funds<br>2023<br>£ | Total<br>2023<br>£ |
|-------------------------------------------------------|-------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
|                                                       | Notes |                                    |                                  |                    |                                    |                                  |                    |
| <b>Income from:</b>                                   |       |                                    |                                  |                    |                                    |                                  |                    |
| Donations and legacies                                | 2     | 343,187                            | -                                | 343,187            | 672,592                            | -                                | 672,592            |
| Charitable activities                                 | 3     | 10,302                             | -                                | 10,302             | 22,308                             | -                                | 22,308             |
| Other trading activities                              | 4     | 4,166                              | -                                | 4,166              | 6,054                              | -                                | 6,054              |
| Investments                                           | 5     | 2,412                              | -                                | 2,412              | 735                                | -                                | 735                |
| <b>Total income</b>                                   |       | <b>360,067</b>                     | <b>-</b>                         | <b>360,067</b>     | <b>701,689</b>                     | <b>-</b>                         | <b>701,689</b>     |
| <b>Expenditure on:</b>                                |       |                                    |                                  |                    |                                    |                                  |                    |
| Raising funds                                         | 6     | 9,800                              | -                                | 9,800              | 12,023                             | -                                | 12,023             |
| Charitable activities                                 | 7     | 445,201                            | -                                | 445,201            | 571,772                            | -                                | 571,772            |
| <b>Total expenditure</b>                              |       | <b>455,001</b>                     | <b>-</b>                         | <b>455,001</b>     | <b>583,795</b>                     | <b>-</b>                         | <b>583,795</b>     |
| <b>Net income/(expenditure) and movement in funds</b> |       | <b>(94,934)</b>                    | <b>-</b>                         | <b>(94,934)</b>    | <b>117,894</b>                     | <b>-</b>                         | <b>117,894</b>     |
| <b>Reconciliation of funds:</b>                       |       |                                    |                                  |                    |                                    |                                  |                    |
| Fund balances at 1 April 2023                         |       | 461,473                            | 260                              | 461,733            | 343,579                            | 260                              | 343,839            |
| <b>Fund balances at 31 March 2024</b>                 |       | <b>366,539</b>                     | <b>260</b>                       | <b>366,799</b>     | <b>461,473</b>                     | <b>260</b>                       | <b>461,733</b>     |

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

# PUMPING MARVELLOUS FOUNDATION

## BALANCE SHEET

AS AT 31 MARCH 2024

|                                                       | Notes | 2024<br>£ | £       | 2023<br>£ | £       |
|-------------------------------------------------------|-------|-----------|---------|-----------|---------|
| <b>Fixed assets</b>                                   |       |           |         |           |         |
| Investments                                           | 12    |           | 10,001  |           | 10,001  |
| <b>Current assets</b>                                 |       |           |         |           |         |
| Debtors                                               | 13    | -         |         | 2         |         |
| Cash at bank and in hand                              |       | 359,172   |         | 454,394   |         |
|                                                       |       | 359,172   |         | 454,396   |         |
| <b>Creditors: amounts falling due within one year</b> | 14    | (2,374)   |         | (2,664)   |         |
| <b>Net current assets</b>                             |       |           | 356,798 |           | 451,732 |
| <b>Total assets less current liabilities</b>          |       |           | 366,799 |           | 461,733 |
| <b>The funds of the charity</b>                       |       |           |         |           |         |
| Restricted income funds                               | 16    |           | 260     |           | 260     |
| Unrestricted funds                                    | 17    |           | 366,539 |           | 461,473 |
|                                                       |       |           | 366,799 |           | 461,733 |

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2024.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on .....



.....  
Mr R J Cleverley  
Trustee

Company registration number 08370761 (England and Wales)

# **PUMPING MARVELLOUS FOUNDATION**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **FOR THE YEAR ENDED 31 MARCH 2024**

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#### **1 Accounting policies**

##### **Charity information**

Pumping Marvellous Foundation is a private company limited by guarantee incorporated in England and Wales. The registered office is Suite 111 Business First, Millenium City Park, Millenium City Road, Ribbleson, Preston, Lancashire, PR2 5BL.

##### **1.1 Accounting convention**

The financial statements have been prepared in accordance with the charity's Governance Documents and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

##### **1.2 Going concern**

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

##### **1.3 Charitable funds**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

##### **1.4 Income**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

### 1 Accounting policies

(Continued)

#### 1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

#### 1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

|                     |                                    |
|---------------------|------------------------------------|
| Plant and equipment | written off in year of acquisition |
|---------------------|------------------------------------|

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

#### 1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

#### 1.8 Taxation

The charity is exempt from corporation tax on its charitable activities.

#### 1.9 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

### 2 Donations and legacies

|                     | Unrestricted funds | Unrestricted funds |
|---------------------|--------------------|--------------------|
|                     | 2024               | 2023               |
|                     | £                  | £                  |
| Donations and gifts | 87,450             | 69,982             |
| Other Donations     | 255,737            | 602,610            |
|                     | <u>343,187</u>     | <u>672,592</u>     |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

### 3 Income from charitable activities

|                         | Fees & reclaimed expenses<br>2024<br>£ | Fees & reclaimed expenses<br>2023<br>£ |
|-------------------------|----------------------------------------|----------------------------------------|
| Other income            | 10,302                                 | 22,308                                 |
|                         | <u>10,302</u>                          | <u>22,308</u>                          |
| <b>Analysis by fund</b> |                                        |                                        |
| Unrestricted funds      | 10,302                                 | 22,308                                 |
|                         | <u>10,302</u>                          | <u>22,308</u>                          |

### 4 Income from other trading activities

|             | Unrestricted funds<br>2024<br>£ | Unrestricted funds<br>2023<br>£ |
|-------------|---------------------------------|---------------------------------|
| Shop income | 4,166                           | 6,054                           |
|             | <u>4,166</u>                    | <u>6,054</u>                    |

### 5 Income from investments

|                     | Unrestricted funds<br>2024<br>£ | Unrestricted funds<br>2023<br>£ |
|---------------------|---------------------------------|---------------------------------|
| Interest receivable | 2,412                           | 735                             |
|                     | <u>2,412</u>                    | <u>735</u>                      |

### 6 Expenditure on raising funds

|                                  | Unrestricted funds<br>2024<br>£ | Unrestricted funds<br>2023<br>£ |
|----------------------------------|---------------------------------|---------------------------------|
| <b>Fundraising and publicity</b> |                                 |                                 |
| Staging fundraising events       | 7,467                           | 5,546                           |
| Other fundraising costs          | 2,333                           | 6,477                           |
|                                  | <u>9,800</u>                    | <u>12,023</u>                   |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

### 7 Charitable activities

|                                        | Charitable<br>Expenditure<br>2024<br>£ | Charitable<br>Expenditure<br>2023<br>£ |
|----------------------------------------|----------------------------------------|----------------------------------------|
| Staff costs                            | 167,820                                | 154,396                                |
| Insurance                              | 3,511                                  | 3,273                                  |
| Office & Storage                       | 16,031                                 | 15,174                                 |
| IT Costs                               | 4,617                                  | 3,735                                  |
| Patient Information                    | 112,682                                | 110,411                                |
| Patient Community/ Awareness Campaign  | 68,269                                 | 157,275                                |
| Telephone                              | 1,161                                  | 1,402                                  |
| Postage & Stationery                   | 7,553                                  | 11,861                                 |
| Sundries                               | 59                                     | 25                                     |
| Equipment Purchases                    | 6,821                                  | 984                                    |
| Travel costs                           | 16,492                                 | 12,188                                 |
| Training costs                         | -                                      | 95                                     |
| Promotional & Marketing                | 466                                    | 21,247                                 |
| Website & Social Media                 | 34,376                                 | 67,279                                 |
| Speakers/ Campaign costs               | 1,865                                  | 8,242                                  |
|                                        | <u>441,723</u>                         | <u>567,587</u>                         |
| Share of governance costs (see note 8) | 3,478                                  | 4,185                                  |
|                                        | <u>445,201</u>                         | <u>571,772</u>                         |

### 8 Support costs allocated to activities

|                          | 2024<br>£    | 2023<br>£    |
|--------------------------|--------------|--------------|
| Governance costs         | 3,478        | 4,185        |
| <b>Analysed between:</b> |              |              |
| General                  | <u>3,478</u> | <u>4,185</u> |

### 9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

### 10 Employees

The average monthly number of employees during the year was:

|                         | 2024<br>Number | 2023<br>Number |
|-------------------------|----------------|----------------|
|                         | 6              | 6              |
|                         | <u>6</u>       | <u>6</u>       |
| <b>Employment costs</b> | <b>2024</b>    | <b>2023</b>    |
|                         | £              | £              |
| Wages and salaries      | 121,562        | 111,501        |
| Social security costs   | 38,523         | 36,231         |
| Other pension costs     | 7,735          | 6,664          |
|                         | <u>167,820</u> | <u>154,396</u> |

There were no employees whose annual remuneration was more than £60,000.

### 11 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

### 12 Fixed asset investments

|                                 |              | Other investments<br>£  |
|---------------------------------|--------------|-------------------------|
| <b>Cost or valuation</b>        |              |                         |
| At 1 April 2023 & 31 March 2024 |              | 10,001                  |
|                                 |              | <hr/>                   |
| <b>Carrying amount</b>          |              |                         |
| At 31 March 2024                |              | 10,001                  |
|                                 |              | <hr/> <hr/>             |
| At 31 March 2023                |              | 10,001                  |
|                                 |              | <hr/> <hr/>             |
|                                 |              |                         |
| Other investments comprise:     | <b>Notes</b> | <b>2024</b><br><b>£</b> |
|                                 |              | <b>2023</b><br><b>£</b> |
| Investments in subsidiaries     |              | 1                       |
| Loans to subsidiaries           |              | 10,000                  |
|                                 |              | <hr/>                   |
|                                 |              | 10,001                  |
|                                 |              | <hr/>                   |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

### 13 Debtors

|                                      | 2024              | 2023              |
|--------------------------------------|-------------------|-------------------|
|                                      | £                 | £                 |
| Amounts falling due within one year: |                   |                   |
| Trade debtors                        | -                 | 2                 |
|                                      | <u>          </u> | <u>          </u> |

### 14 Creditors: amounts falling due within one year

|                              | 2024              | 2023              |
|------------------------------|-------------------|-------------------|
|                              | £                 | £                 |
| Other creditors              | 1,114             | 1,406             |
| Accruals and deferred income | 1,260             | 1,258             |
|                              | <u>          </u> | <u>          </u> |
|                              | 2,374             | 2,664             |
|                              | <u>          </u> | <u>          </u> |

### 15 Retirement benefit schemes

|                                                                     | 2024              | 2023              |
|---------------------------------------------------------------------|-------------------|-------------------|
|                                                                     | £                 | £                 |
| Defined contribution schemes                                        |                   |                   |
| Charge to profit or loss in respect of defined contribution schemes | 7,735             | 6,664             |
|                                                                     | <u>          </u> | <u>          </u> |

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

### 16 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

|                         | At 1 April<br>2023 | At 31 March<br>2024 |
|-------------------------|--------------------|---------------------|
|                         | £                  | £                   |
| Sundry restricted funds | 260                | 260                 |
|                         | <u>          </u>  | <u>          </u>   |

#### Previous year:

|                         | At 1 April<br>2022 | At 31 March<br>2023 |
|-------------------------|--------------------|---------------------|
|                         | £                  | £                   |
| Sundry restricted funds | 260                | 260                 |
|                         | <u>          </u>  | <u>          </u>   |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2024

#### 17 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

|                | At 1 April<br>2023<br>£ | Incoming<br>resources<br>£ | Resources<br>expended<br>£ | At 31 March<br>2024<br>£ |
|----------------|-------------------------|----------------------------|----------------------------|--------------------------|
| General funds  | 461,473                 | 360,067                    | (455,001)                  | 366,539                  |
| Previous year: | At 1 April<br>2022<br>£ | Incoming<br>resources<br>£ | Resources<br>expended<br>£ | At 31 March<br>2023<br>£ |
| General funds  | 343,579                 | 701,689                    | (583,795)                  | 461,473                  |

#### 18 Analysis of net assets between funds

|                              | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ |
|------------------------------|------------------------------------|----------------------------------|--------------------|
| <b>At 31 March 2024:</b>     |                                    |                                  |                    |
| Investments                  | 10,001                             | -                                | 10,001             |
| Current assets/(liabilities) | 356,538                            | 260                              | 356,798            |
|                              | 366,539                            | 260                              | 366,799            |
|                              | Unrestricted<br>funds<br>2023<br>£ | Restricted<br>funds<br>2023<br>£ | Total<br>2023<br>£ |
| <b>At 31 March 2023:</b>     |                                    |                                  |                    |
| Investments                  | 10,001                             | -                                | 10,001             |
| Current assets/(liabilities) | 451,472                            | 260                              | 451,732            |
|                              | 461,473                            | 260                              | 461,733            |

#### 19 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

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# Accounts

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Charity registration number 1151848

Company registration number 08370761 (England and Wales)

**PUMPING MARVELLOUS FOUNDATION**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

# **PUMPING MARVELLOUS FOUNDATION**

## **LEGAL AND ADMINISTRATIVE INFORMATION**

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### **Trustees**

Mr D D Smith  
Mr D J Squires  
Mr J Richards Evans  
Mr A N R Evans  
Miss L Chadwick  
Mrs K Hartshome-Evans  
Mr P Dale  
Mr R J Cleverley  
Mrs A C Graves  
Miss A Tremlin

### **Charity number**

1151848

### **Company number**

08370761

### **Registered office**

Suite 111 Business First  
Millenium City Park  
Millenium City Road, Ribbleton  
Preston  
Lancashire  
PR2 5BL

### **Independent examiner**

David Graham Evans FCA  
Bishops  
1 Croft Court, Plumpton Close  
Whitehills Business Park  
Blackpool  
FY4 5PR

### **Accountants**

Bishops Chartered Accountants  
Phoenix Park  
Blakewater Road  
Blackburn  
BB1 5BG

### **Solicitors**

Brabner's LLP  
Horton House  
Exchange Flags  
Liverpool  
L2 3YL

### **Website**

[pumpingmarvellous.org](http://pumpingmarvellous.org)

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# **PUMPING MARVELLOUS FOUNDATION**

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# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)**

### **FOR THE YEAR ENDED 31 MARCH 2022**

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

#### **The State of Heart Failure**

April 2021 - March 2022 Post COVID-19. The health system is still recovering, and the challenge is still to get it back to pre-pandemic service levels. Opportunities exist however to embrace innovation and the appetite to build a new hybrid approach to care.

In the meantime, heart failure continues to be a complex syndrome of both a clinical nature and social and psychological burden on those that are diagnosed along with their families and wider population. Heart failure continues to have poor outcomes and has a worse prognosis than most forms of common cancer. There is an estimated 1,000,000 people suffering from heart failure in the UK where 30-40% of those diagnosed could die within one year of diagnosis.

Although the HF population is predominantly elderly there is evidence to show that a quick diagnosis with interventions by heart failure specialists and on discharge a strong multi-disciplinary team wrapped around the patient can result in improved outcomes. The multi-disciplinary team is an under resourced element of the pathway that struggles with consistency, of structure and membership across the country, ensuring the patient has all the support they need.

The Pumping Marvellous Foundation was founded to demonstrate leadership around the patient voice working in partnership with all stakeholders to ensure the patient and their families have the best quality of life that is achievable.

#### **Aims and Objectives**

PMF has four primary goals that act as a cohesive multi-disciplinary approach to heart failure care:

- To support patients, carers and their families on how to self-manage the psychological, socio-economic, and physical impacts on their lives that the condition imposes.
- To improve timescales to diagnose heart failure at primary care gateways.
- To increase the number of patients receiving specialist heart failure care and support.
- To influence policies of all stakeholders to reflect patient needs.

PMF carries out the following activities to achieve these goals:

- Working in partnership with clinicians, commissioners and a range of associated agencies guided by PMF to create patient-driven initiatives.
- A comprehensive website which enables PMF to extend its ability to act as a catalyst to facilitate the progression of heart failure care.
- Providing advocacy services to beneficiaries at a local, regional and national level via a network of regional volunteers who participate in campaigns, publications, distributing literature and building local relationships.
- Lobbying MP's and government officers to gain their support to increase awareness of the ever-increasing cost of heart failure to the health economy.
- Using peer-to-peer coaching and support of patients to promote, self-care, self-education and self-intervention to increase early diagnosis and treatment of heart failure.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022**

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### **Public Benefit**

The goal of the Pumping Marvellous Foundation is to ensure that patients receive the optimal treatment, care, and support leading to an improvement in the quality of life of patients and their families.

The Pumping Marvellous Foundation's aim is to ensure that patients receive the optimal diagnosis, clinical intervention, optimal support from an MDT both in the acute setting and community setting ensuring an optimal quality of life. The Pumping Marvellous Foundation looks to collaborate in partnerships with other organisations and individuals to facilitate the development of heart failure services to enable a clear and defined pathway from diagnosis through to secondary and community care settings and ultimately palliative services.

### **Objectives**

- To create the patient voice in all stakeholder channels.
- Maintain and strengthen the patient voice in all stakeholder channels.
- Create a community of patients who offer peer-to-peer support.
- Increase awareness of what heart failure is across all stakeholder channels.
- Increase awareness of basic symptoms of heart failure across all stakeholder channels.
- Develop the operational team.
- Increase and develop our digital presence.
- To continue to build patient resources.
- To build on the sustainability model to ensure the charity can keep 12 months of reserves.
- Raise the awareness of the importance of the multi-disciplinary team.
- To encourage partnerships with stakeholders within the health system.
- To implement and build on the Governance framework of the Foundation.
- To continue to review and build the capability of the organisational structure in line with demands.

### **Activities and Achievements**

We continue to personalise resources to support patients who are affected by a diagnosis of heart failure. This support extends through to carers and families of the patient. Our activities include a patient telephone support line, email support, website chat support, Facebook messaging support and Twitter direct message support.

Our peer-to-peer support is provided through our closed Facebook community with access strictly for HF patients and those affected by the condition. This continues to go from strength to strength with NHS nurses, cardiologists and cardiac rehab teams regularly referring patients for non-medical support. We have strong mediation and rules governing activity which is administered by our Patient Educators.

### **Heart Failure Awareness**

The main thrust of activities around building awareness has been to use the digital space and social media. Our Global presence has remained strong through our Heart Failure Awareness Facebook page, which is the largest in the world focusing on heart failure, our presence has remained strong.

Awareness of heart failure is a rolling conversation. Our three thrusts have been aimed at the following:

- General Awareness of the condition and its symptoms.
- Awareness of the patient voice that does not exist in the stakeholder channels.
- Innovations and forward momentum in therapies and new ways of working focusing on diagnosis, efficient use of HF specialists, getting patients to heart failure nurses.

### **Volunteer development**

With our Patient Advisory Group, it is still important that we focus on building the capability of our ever so important volunteers. We continue to put a significant amount of time and effort into building a compact but representative community of HF patients. We have broad volunteer coverage across the UK and have strived to build on our network in order to fulfil the aspirations of the charity. Focused drive to increase patient educator volunteer numbers including those who represent HEFpEF.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

### **FOR THE YEAR ENDED 31 MARCH 2022**

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#### **Significant political activity**

- We have continued our membership of the Alliance for Heart Failure.
- We have attended political events when necessary.
- This will be an ongoing activity 2022-2023 when there is more clarity and potential adhesion to political leadership.
- We deliver feedback through various channels, giving insight as to how people live with heart failure.
- Commissioned an analysis of Heart Failure mentions within Hansard - the report was published in the BMJ in 2022.

#### **Significant operational activity**

- By the end of March 2022, PMF continued to supply over 200 HF teams across the UK with patient material. We have seen an increase in demand as NHS services start to return. Alongside this we have distributed 1,000s of posters to the community which has led to an increase in GP practices now using our literature to support their patients.
- Introduction of patient group starter packs, designed to encourage NHS nursing teams to set up face to face support groups post COVID-19.
- Continued delivery of our topical live-streaming webinar, broadcast across our social channels, every week to support patients and their families.
- Produced a suite of videos to both support people with heart failure and also advocate for those with heart failure.
- Developing a series of podcasts.
- Continued promotion of the use of the innovative CardioTrials platform
- Global Race- In March 2021 we launched our virtual global race raising the awareness of heart failure, participants contribute their 'steps' to get us the 96,479 virtual miles on our world tour. Our amazing supporters completed this challenge in under 6 months raising an astonishing £15k.
- Launched the BeatHF campaign to raise awareness of the symptoms of heart failure. This has led to the NHS adopting the term BeatHF.
- Beatie, the Pumping Marvellous electric van, commenced her tour of the UK to support the BeatHF campaign.
- Recruitment of Social Media Administrator to enhance the messaging across all our platforms.
- Patient Charter written using insights from our patient community has been adopted by leading NHS professionals.
- Commenced work on the Quality-of-Life report.

#### **Significant digital activity**

- Increased our digital content across all our channels, showing a significant increase in all channels over the previous year.
- Continued to deliver a live-streaming platform that enables patients to bring heart failure education into their homes.
- Radio advertising to support the BeatHF campaign.
- Increase in patient educators and enhanced coaching with the use of online resources.
- Employed a leading Social Media agency to launch and promote the BeatHF campaign.

#### **Major Conferences attended**

- Our CEO represented patients at NICE on the various STA's, medical technology appraisals, scientific committees and providing valuable patient insights. Delivered remotely.
- We attended many other speaker events across the UK. All honorariums payable were paid direct to the charity.

#### **Governance**

The charity continues to review and refine its governance with its legal representatives.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022**

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### **Press and Media Activity (on and offline)**

- International Press
- National Press
- Local Press
- Social media campaigns
- Radio

### **Communication/ IT Infrastructure/ Web**

- We continue to invest in our communication and IT infrastructure. All systems continue at an "Enterprise" level, providing the organisation with robustness around security and data protection.
- We use Zoom and Teams to facilitate internal and external meetings.
- Our web server is in the UK and ensures maximum security and protection. All data is securely backed up.

### **Digital Activity**

**Website-** Our website reflects our charity's objectives and brand. It is the platform we use to develop our conversations. It is also a repository for all our patient guides where downloads are available and where heart failure teams can order our resources.

**Facebook -** Our closed group community page goes from strength to strength. Our Facebook promotional page was a useful tool to portray our strategy and tactical behaviour, supporting stakeholders,

**Twitter-** Has played a useful role in the promoting the charities and activities as well as developing relationships.

**Instagram -** Has played a role in engaging a community and is still not yet a core focus area on social media for PMF.

**LinkedIn -** This is a developing channel showing tailored content.

**YouTube and Stream Yard -** All videos are uploaded to these platforms and remain within the channel's playlists.

### **Fundraising**

#### *Fundraising Overview: April 2021-2022*

Donations & Fundraisers £62,475

During this period, the Pumping Marvellous Foundation delivered its first in house yearlong fundraiser, The Global Race for Heart Failure, along with continued support of our superhero fundraisers that contribute their time and support in completing fundraising events.

As a dynamic charity, we have continued to rely on the generosity and kindness of our supporters to enable people living with heart failure across the UK to access the practical and emotional help and support they need, when they need it most.

#### *Facebook Giving £11,014*

We have been actively promoting fundraisers via the Facebook platform and have seen continued donations in this area. We will continue to explore and promote this format.

#### *Corporate and Grant Funding £319,111*

During this period, it has been possible to continue the employment of a part-time administrator to explore potential new avenues of funding (in companies and trusts).

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022**

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### *In Summary*

Donations received from trusts £27,250

Charitable Trust fundraising will continue throughout 2022/23, with further rollout of appeal letters.

Looking ahead to April 2022-23

We are anticipating the upcoming year to be challenging with the lasting impact of COVID-19 and the increases predicted in fuel & energy and the effect this will have on funding. Whilst the balance of funding within the charity remains weighted in favour of industry funding, it is currently essential as it keeps the charity going and enables us to carry out projects and large pieces of work which we feel are necessary to improve the experiences of people living with heart failure. However, this imbalance continues to be addressed and our focus has moved towards a larger proportion of our income coming from charity fundraising in all its guises. It is crucial that we continue to expand and broaden our sources of funding which will give us freedom and flexibility as a charity to make our own decisions and choices regarding the work we undertake and how we spend any monies we generate.

### **Project Delivery**

It is important to highlight that all companies we engage with have signed our MOU.

#### **Awareness Campaigns (BeatHF)**

Roche £25,000

Novartis £50,500

Abbott £50,000

Astra Zeneca £75,000

#### **Quality of Life**

Vifor £90,000

#### **COVID-19 Support**

Vifor £11,401

#### **Reprinting Guides**

Boston Scientific £6,750

#### **Patient Conference**

Medtronic £4,000

#### **Patient Insights**

Boehringer Ingelheim £4,000

### **Financial Performance**

2021-22 closed with a balance of £343,839, the total income for 2021-22 was £441,461, an increase of approximately 104% from 2020-21, against the expenditure of £332,210 which represents an increase of approximately 21.5% from 2020-21. These changes are reflective of the development and stability of the team over the year. The increase in income is due to the large two-year awareness project funded in 2020-21 that will complete in 2022-23.

The Pumping Marvellous Foundation continues to receive income from a variety of funding streams and relies on the generosity of the public for its fundraising activities for example:- donations from individuals and organisations, sponsorship of individuals involved in sporting activities.

#### **Consultancy Payments £15,460**

Along with grant funding, partnerships, and projects this enables the employment of a full-time officer (CEO), three part-time managers to run the daily operations and deliver projects and three part-time administrators to drive the charity forward, support our community and produce the tool kits promoting the awareness and aims of the charity.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)** **FOR THE YEAR ENDED 31 MARCH 2022**

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### **Reserves Policy**

The reserves policy allows the charity to plan and develop a programme for future activities with the certainty that it will be able to proceed and deliver projects without dependence on further funding. The trustees are happy to hold reserves up to an equivalent of 12 months general operating costs in order to provide the basis from which to build the charity and continue its work should it suffer a downturn in income. Pumping Marvellous foundation's current budgeted monthly expenditure for the upcoming year is approximately £17,000.

### **Principal Funding sources**

PMF has continued to forge strong partnerships with Life Sciences organisations as well as their respective trade organisations. As PMF grows, we will be looking to develop our other channels further for funding including corporate and grant funding, legacy and wills and strengthen our public support along with the NHS partnerships.

### **Structure, governance and management**

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Mr D D Smith

Mr D J Squires

Mr J Richards Evans

Mr A N R Evans

Miss L Chadwick

Mrs K Hartshome-Evans

Mr P Dale

Mr R J Cleverley

Mrs A C Graves

Miss A Tremlin

### **Trustee Team**

- The Pumping Marvellous Foundation has a voluntary trustee board that meet on a bi-yearly basis and convene for tele-conference calls as required.
- The Trustees govern the charity through its Governance Documents and the Articles of Association.
- Although the current board of trustees do not have any pecuniary interest and receive no payment from the charity other than out of pocket expenses we have entered into a contract where significant qualified medical advice was required for a project delivery. It was then decided that Angela Graves, the Chair and former employee of the charity was formally contracted to provide medical advice and project management. This is not a continuous contract and was fulfilled once the project had been completed. The appropriate diligence was completed, and our legal team advised the charity trustees on how to complete this.
- The Trustee Board is currently recruited by recommendation. This may change with the needs of the charity. The administrative trustees are nominated and voted in by the trustees vote every year.

# PUMPING MARVELLOUS FOUNDATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

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### *Operational Team*

The Pumping Marvellous Foundation has an executive team with administrative, clinical and fundraising support that manages the strategic direction and is responsible for the charity's activities.

### *Patient Advisory Group*

This is a collection of expert patients who volunteer their time to help fellow patients. They are called Patient Educators and are intrinsically involved in the direction and activities of the charity regularly supporting the operations team in its activities.

### *Clinical Advisory Board*

The role of the Clinical Board is to act as an independent advisory board with no responsibility or accountability as to the actions of the charity. The purpose of the Clinical Board is to guide the charity in making the right decisions around the health and wellbeing of heart failure patients across the United Kingdom- offering factual and real-world experience from the clinical and payer perspective. The Clinical Board will have access to all the charity's resources and will also act to create new opportunities for the charity. The Clinical Board's role is advisory and is not binding on the Charity. The Charity will indemnify the Clinical Board against legal claims based on its advice, provided the members of the Clinical Board have acted in good faith and have given advice in keeping with the conduct of their professional positions.

### *Membership*

The charity does not have a membership and is all inclusive in line with the charity objects.

### *Investments*

A trading subsidiary Pumping Marvellous Ventures was set up to oversee and manage the Cardio Trials platform.

## **CEO Summary Statement**

The Pumping Marvellous Foundation is the go-to organisation for:

- Real patient insights
- Significant distributor of patient information to the NHS through heart failure teams.
- A leading advocate of heart failure patients across the UK.
- Valuable partner to all stakeholders especially the NHS, NICE and those advocating change.

The Pumping Marvellous Foundation was described as a "Consultancy to us all". A fair comment, however, we deliver at all levels. At the coal face with the patients and superbly equipped to deal with the national conversations at the highest of levels, a challenge that all associated with the charity are keen to continue, not least by the patients themselves.

To build upon the foundations that the charity has laid however, will require the resources to delivery on our core aims and objectives, and therefore assuring funding from multi stakeholders will be a priority going forward. We will need to be agile and athletic around spreading our bets around where we access funding. We need to level the playing field and focus on grants and corporate funding where this is significant value not only for PMF but also the funder. We have over 1,000,000 people in our beneficiary population and currently we are the only specific heart failure patient organisation in the UK.

The trustees' report was approved by the Board of Trustees.



.....  
**Mrs A C Graves**

Trustee

Dated: 27.11.22  
.....

# PUMPING MARVELLOUS FOUNDATION

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF PUMPING MARVELLOUS FOUNDATION

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I report to the trustees on my examination of the financial statements of Pumping Marvellous Foundation (the charity) for the year ended 31 March 2022.

#### Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

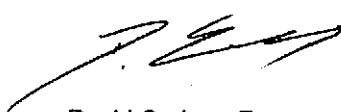
#### Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of FCA, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



David Graham Evans  
FCA  
Bishops  
1 Croft Court, Plumpton Close  
Whitehills Business Park  
Blackpool  
FY4 5PR

Dated: ..... 12 December 2022

# PUMPING MARVELLOUS FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2022

### Current financial year

|                                                                         | Notes | Unrestricted<br>funds<br>2022<br>£ | Restricted<br>funds<br>2022<br>£ | Total<br>2022<br>£ | Total<br>2021<br>£ |
|-------------------------------------------------------------------------|-------|------------------------------------|----------------------------------|--------------------|--------------------|
| <b>Income from:</b>                                                     |       |                                    |                                  |                    |                    |
| Donations and legacies                                                  | 2     | 419,848                            | -                                | 419,848            | 192,980            |
| Charitable activities                                                   | 3     | 16,303                             | -                                | 16,303             | 13,838             |
| Other trading activities                                                | 4     | 5,289                              | -                                | 5,289              | 8,910              |
| Investments                                                             | 5     | 21                                 | -                                | 21                 | 76                 |
| <b>Total income</b>                                                     |       | <b>441,461</b>                     | <b>-</b>                         | <b>441,461</b>     | <b>215,804</b>     |
| <b>Expenditure on:</b>                                                  |       |                                    |                                  |                    |                    |
| Raising funds                                                           | 6     | 13,574                             | -                                | 13,574             | 6,402              |
| Charitable activities                                                   | 7     | 318,636                            | -                                | 318,636            | 268,220            |
| <b>Total expenditure</b>                                                |       | <b>332,210</b>                     | <b>-</b>                         | <b>332,210</b>     | <b>274,622</b>     |
| <b>Net income/(expenditure) for the year/<br/>Net movement in funds</b> |       | <b>109,251</b>                     | <b>-</b>                         | <b>109,251</b>     | <b>(58,818)</b>    |
| Fund balances at 1 April 2021                                           |       | 234,328                            | 260                              | 234,588            | 293,406            |
| <b>Fund balances at 31 March 2022</b>                                   |       | <b>343,579</b>                     | <b>260</b>                       | <b>343,839</b>     | <b>234,588</b>     |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

# PUMPING MARVELLOUS FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2022

Prior financial year

|                                                                         |       | Unrestricted<br>funds<br>2021<br>£ | Restricted<br>funds<br>2021<br>£ | Total<br>2021<br>£ |
|-------------------------------------------------------------------------|-------|------------------------------------|----------------------------------|--------------------|
|                                                                         | Notes |                                    |                                  |                    |
| <b>Income from:</b>                                                     |       |                                    |                                  |                    |
| Donations and legacies                                                  | 2     | 192,980                            | -                                | 192,980            |
| Charitable activities                                                   | 3     | 13,838                             | -                                | 13,838             |
| Other trading activities                                                | 4     | 8,910                              | -                                | 8,910              |
| Investments                                                             | 5     | 76                                 | -                                | 76                 |
| <b>Total income</b>                                                     |       | <b>215,804</b>                     | <b>-</b>                         | <b>215,804</b>     |
| <b>Expenditure on:</b>                                                  |       |                                    |                                  |                    |
| Raising funds                                                           | 6     | 6,402                              | -                                | 6,402              |
| Charitable activities                                                   | 7     | 268,220                            | -                                | 268,220            |
| <b>Total expenditure</b>                                                |       | <b>274,622</b>                     | <b>-</b>                         | <b>274,622</b>     |
| <b>Net income/(expenditure) for the year/<br/>Net movement in funds</b> |       | <b>(58,818)</b>                    | <b>-</b>                         | <b>(58,818)</b>    |
| Fund balances at 1 April 2020                                           |       | 293,146                            | 260                              | 293,406            |
| <b>Fund balances at 31 March 2021</b>                                   |       | <b>234,328</b>                     | <b>260</b>                       | <b>234,588</b>     |

# PUMPING MARVELLOUS FOUNDATION

## BALANCE SHEET

AS AT 31 MARCH 2022

|                                                       | Notes | 2022<br>£ | £       | 2021<br>£ | £       |
|-------------------------------------------------------|-------|-----------|---------|-----------|---------|
| <b>Fixed assets</b>                                   |       |           |         |           |         |
| Investments                                           | 11    |           | 5,001   |           | 1       |
| <b>Current assets</b>                                 |       |           |         |           |         |
| Cash at bank and in hand                              |       | 345,451   |         | 236,811   |         |
| <b>Creditors: amounts falling due within one year</b> | 12    | (6,613)   |         | (2,224)   |         |
| Net current assets                                    |       |           | 338,838 |           | 234,587 |
| <b>Total assets less current liabilities</b>          |       |           | 343,839 |           | 234,588 |
| <b>Income funds</b>                                   |       |           |         |           |         |
| Restricted funds                                      |       |           | 260     |           | 260     |
| Unrestricted funds                                    |       |           | 343,579 |           | 234,328 |
|                                                       |       |           | 343,839 |           | 234,588 |

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2022.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 27.11.22



Mrs A C Graves  
Trustee

Company registration number 08370761

# **PUMPING MARVELLOUS FOUNDATION**

## **NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2022**

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### **1 Accounting policies**

#### **Charity information**

Pumping Marvellous Foundation is a private company limited by guarantee incorporated in England and Wales. The registered office is Suite 111 Business First, Millenium City Park, Millenium City Road, Ribbleson, Preston, Lancashire, PR2 5BL.

#### **1.1 Accounting convention**

The financial statements have been prepared in accordance with the charity's Governance Documents and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### **1.2 Going concern**

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### **1.3 Charitable funds**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

#### **1.4 Income**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

### 1 Accounting policies

(Continued)

#### 1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

#### 1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

|                     |                                    |
|---------------------|------------------------------------|
| Plant and equipment | written off in year of acquisition |
|---------------------|------------------------------------|

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

#### 1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

#### 1.8 Taxation

The charity is exempt from corporation tax on its charitable activities.

#### 1.9 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

### 2 Donations and legacies

|                     | Unrestricted funds | Unrestricted funds |
|---------------------|--------------------|--------------------|
|                     | 2022               | 2021               |
|                     | £                  | £                  |
| Donations and gifts | 100,737            | 59,999             |
| Other Donations     | 319,111            | 132,981            |
|                     | <u>419,848</u>     | <u>192,980</u>     |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

### 3 Charitable activities

|              | Charitable<br>activities | Charitable<br>activities |
|--------------|--------------------------|--------------------------|
|              | 2022                     | 2021                     |
|              | £                        | £                        |
| Other income | 16,303                   | 13,838                   |

### 4 Other trading activities

|             | Unrestricted<br>funds | Unrestricted<br>funds |
|-------------|-----------------------|-----------------------|
|             | 2022                  | 2021                  |
|             | £                     | £                     |
| Shop income | 5,289                 | 8,910                 |

### 5 Investments

|                     | Unrestricted<br>funds | Unrestricted<br>funds |
|---------------------|-----------------------|-----------------------|
|                     | 2022                  | 2021                  |
|                     | £                     | £                     |
| Interest receivable | 21                    | 76                    |

### 6 Raising funds

|                                  | Unrestricted<br>funds | Unrestricted<br>funds |
|----------------------------------|-----------------------|-----------------------|
|                                  | 2022                  | 2021                  |
|                                  | £                     | £                     |
| <u>Fundraising and publicity</u> |                       |                       |
| Staging fundraising events       | 7,549                 | 1,688                 |
| Other fundraising costs          | 6,025                 | 4,714                 |
| Fundraising and publicity        | 13,574                | 6,402                 |
|                                  | 13,574                | 6,402                 |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

### 7 Charitable activities

|                                        | Charitable<br>Expenditure<br>2022<br>£ | Charitable<br>Expenditure<br>2021<br>£ |
|----------------------------------------|----------------------------------------|----------------------------------------|
| Staff costs                            | 133,976                                | 119,472                                |
| Insurance                              | 2,595                                  | 2,492                                  |
| Office & Storage                       | 13,254                                 | 12,011                                 |
| IT Costs                               | 3,987                                  | 2,887                                  |
| Patient Information                    | 28,577                                 | 9,147                                  |
| Patient Community/ Awareness Campaign  | 46,315                                 | 18,164                                 |
| Telephone                              | 1,718                                  | 1,646                                  |
| Postage & Stationery                   | 4,696                                  | 5,109                                  |
| Sundries                               | 104                                    | 1,139                                  |
| Equipment Purchases                    | 7,529                                  | 2,573                                  |
| Travel costs                           | 10,176                                 | 412                                    |
| Training costs                         | 30                                     | 5                                      |
| Promotional & Marketing                | 10,750                                 | 7,199                                  |
| Website & Social Media                 | 43,121                                 | 65,323                                 |
| Trade shows                            | -                                      | 162                                    |
| Speakers/ Campaign costs               | 8,101                                  | 6,958                                  |
|                                        | <u>314,929</u>                         | <u>254,699</u>                         |
| Share of governance costs (see note 8) | 3,707                                  | 13,521                                 |
|                                        | <u>318,636</u>                         | <u>268,220</u>                         |

### 8 Support costs

|                                           | Support<br>costs<br>£ | Governance<br>costs<br>£ | 2022<br>£    | 2021<br>£     |
|-------------------------------------------|-----------------------|--------------------------|--------------|---------------|
| Legal and professional                    | -                     | 3,707                    | 3,707        | 13,521        |
|                                           | <u>-</u>              | <u>3,707</u>             | <u>3,707</u> | <u>13,521</u> |
| Analysed between<br>Charitable activities | -                     | 3,707                    | 3,707        | 13,521        |
|                                           | <u>-</u>              | <u>3,707</u>             | <u>3,707</u> | <u>13,521</u> |

### 9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

### 10 Employees

The average monthly number of employees during the year was:

|                         | 2022<br>Number | 2021<br>Number |
|-------------------------|----------------|----------------|
|                         | 7              | 5              |
|                         | <u>7</u>       | <u>5</u>       |
| <b>Employment costs</b> | <b>2022</b>    | <b>2021</b>    |
|                         | £              | £              |
| Wages and salaries      | 125,103        | 112,010        |
| Social security costs   | 6,341          | 4,919          |
| Other pension costs     | 2,532          | 2,543          |
|                         | <u>133,976</u> | <u>119,472</u> |

There were no employees whose annual remuneration was more than £60,000.

### 11 Fixed asset investments

|                          | Other<br>investments |
|--------------------------|----------------------|
| <b>Cost or valuation</b> |                      |
| At 1 April 2021          | 1                    |
| Additions                | 5,000                |
|                          | <u>5,001</u>         |
| At 31 March 2022         | 5,001                |
| <b>Carrying amount</b>   |                      |
| At 31 March 2022         | 5,001                |
|                          | <u>5,001</u>         |
| At 31 March 2021         | 1                    |
|                          | <u>1</u>             |

|                             | Notes | 2022<br>£    | 2021<br>£ |
|-----------------------------|-------|--------------|-----------|
| Other investments comprise: |       |              |           |
| Investments in subsidiaries |       | 1            | 1         |
| Loans to subsidiaries       |       | 5,000        | -         |
|                             |       | <u>5,001</u> | <u>1</u>  |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2022

#### 12 Creditors: amounts falling due within one year

|                              | 2022<br>£    | 2021<br>£    |
|------------------------------|--------------|--------------|
| Other creditors              | 1,178        | 964          |
| Accruals and deferred income | 5,435        | 1,260        |
|                              | <u>6,613</u> | <u>2,224</u> |

#### 13 Retirement benefit schemes

##### Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £2,532 (2021 - £2,543).

#### 14 Analysis of net assets between funds

|                                                          | Unrestricted<br>funds<br>2022<br>£ | Restricted<br>funds<br>2022<br>£ | Total<br>2022<br>£ | Unrestricted<br>funds<br>2021<br>£ | Restricted<br>funds<br>2021<br>£ | Total<br>2021<br>£ |
|----------------------------------------------------------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Fund balances at 31<br>March 2022 are<br>represented by: |                                    |                                  |                    |                                    |                                  |                    |
| Investments                                              | 5,001                              | -                                | 5,001              | 1                                  | -                                | 1                  |
| Current assets/(liabilities)                             | 338,838                            | -                                | 338,838            | 234,587                            | -                                | 234,587            |
|                                                          | <u>343,839</u>                     | <u>-</u>                         | <u>343,839</u>     | <u>234,588</u>                     | <u>-</u>                         | <u>234,588</u>     |

#### 15 Related party transactions

There were no disclosable related party transactions during the year (2021 - none).

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# Accounts

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**Charity Registration No. 1151848**

**Company Registration No. 08370761 (England and Wales)**

**PUMPING MARVELLOUS FOUNDATION  
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

# **PUMPING MARVELLOUS FOUNDATION**

## **LEGAL AND ADMINISTRATIVE INFORMATION**

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|                             |                                                                                                                                                                                           |                                 |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| <b>Trustees</b>             | Mr D D Smith<br>Mr D J Squires<br>Mr J Richards Evans<br>Mr A N R Evans<br>Miss L Chadwick<br>Mrs K Hartshorne-Evans<br>Mr P Dale<br>Mr R J Cleverley<br>Mrs A C Graves<br>Miss A Tremlin | (Appointed 11 February<br>2021) |
| <b>Charity number</b>       | 1151848                                                                                                                                                                                   |                                 |
| <b>Company number</b>       | 08370761                                                                                                                                                                                  |                                 |
| <b>Registered office</b>    | Suite 111 Business First<br>Millenium City Park<br>Millenium City Road, Ribbleson<br>Preston<br>Lancashire<br>PR2 5BL                                                                     |                                 |
| <b>Independent examiner</b> | David Graham Evans FCA<br>Bishops<br>1 Croft Court, Plumpton Close<br>Whitehills Business Park<br>Blackpool<br>FY4 5PR                                                                    |                                 |
| <b>Accountants</b>          | Bishops Chartered Accountants<br>Phoenix Park<br>Blakewater Road<br>Blackburn<br>BB1 5BG                                                                                                  |                                 |
| <b>Solicitors</b>           | Brabner's LLP<br>Horton House<br>Exchange Flags<br>Liverpool<br>L2 3YL                                                                                                                    |                                 |
| <b>Website</b>              | pumpingmarvellous.org                                                                                                                                                                     |                                 |

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# **PUMPING MARVELLOUS FOUNDATION**

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# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)**

### **FOR THE YEAR ENDED 31 MARCH 2021**

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

#### **The State of Heart Failure**

During the period April 2020- March 2021, the COVID-19 Pandemic took centre stage both globally and nationally. It impacted whole health systems and the NHS in the UK. It didn't change the manifestation of heart failure; however, it did amplify the impact of heart failure with many patients being left without, or diminished support. It further highlighted and widened the gaps in care for people living with heart failure. The health system is still recovering, and the challenge is to get it back to where it was prior to the pandemic. Opportunities exist however to embrace innovation and the appetite to build back better.

In the meantime, heart failure continues to be a complex syndrome of both a clinical nature and social and psychological burden on those that are diagnosed along with their families and wider population. Heart failure continues to have poor outcomes and has a worse prognosis than most forms of common cancer. There is an estimated 1,000,000 people suffering from heart failure in the UK where 30-40% of those diagnosed could die within one year of diagnosis.

Although the HF population is predominantly elderly there is evidence to show that a quick diagnosis with interventions by heart failure specialists and on discharge a strong multi-disciplinary team wrapped around the patient can result in improved outcomes. The multi-disciplinary team is an under resourced element of the pathway that struggles with consistency, of structure and membership across the country, ensuring the patient has all the support they need.

The Pumping Marvellous Foundation was founded to demonstrate leadership around the patient voice working in partnership with all stakeholders to ensure the patient and their families have the best quality of life that is achievable.

#### **Aims and Objectives**

PMF has four primary goals that act as a cohesive multi-disciplinary approach to heart failure care:

- To support patients, carers and their families on how to self-manage the psychological, socio-economic, and physical, impacts on their lives that the condition imposes.
- To improve timescales to diagnose heart failure at primary care gateways.
- To increase the number of patients receiving specialist heart failure care and support.
- To influence policies of all stakeholders to reflect patient needs.

PMF carries out the following activities to achieve these goals:

- Working in partnership with clinicians, commissioners and a range of associated agencies guided by PMF to create patient-driven initiatives.
  - A comprehensive website which enables PMF to extend its ability to act as a catalyst to facilitate the progression of heart failure care.
  - Providing advocacy services to beneficiaries at a local, regional and national level via a network of regional volunteers who participate in campaigns, publications, distributing literature and building local relationships.
  - Lobbying MP's and government officers to gain their support to increase awareness of the ever-increasing cost of heart failure to the health economy.
  - Using peer-to-peer coaching and support of patients to promote, self-care, self-education and self-intervention to increase early diagnosis and treatment of heart failure.
-

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021**

---

### **Public Benefit**

The goal of the Pumping Marvellous Foundation is to ensure that patients receive the optimal treatment, care, and support leading to an improvement in the quality of life of patients and their families.

The Pumping Marvellous Foundation's aim is to ensure that patients receive the optimal diagnosis, clinical intervention, optimal support from an MDT both in the acute setting and community setting ensuring an optimal quality of life. The Pumping Marvellous Foundation looks to collaborate in partnerships with other organisations and individuals to facilitate the development of heart failure services to enable a clear and defined pathway from diagnosis through to secondary and community care settings and ultimately palliative services.

### **Objectives**

- To create the patient voice in all stakeholder channels.
- Maintain and strengthen the patient voice in all stakeholder channels.
- Create a community of patients who offer peer-to-peer support.
- Increase awareness of what heart failure is across all stakeholder channels.
- Increase awareness of basic symptoms of heart failure across all stakeholder channels.
- Develop the operational team.
- Increase and develop our digital presence.
- To continue to build patient resources.
- To build on the sustainability model to ensure the charity can keep 12 months of reserves.
- Raise the awareness of the importance of the multi-disciplinary team.
- To encourage partnerships with stakeholders within the health system.
- To implement and build on the Governance framework of the Foundation.
- To continue to review and build the capability of the organisational structure in line with demands.

### **Activities and Achievements**

We continue to personalise resources to support patients who are affected by a diagnosis of heart failure. This support extends through to carers and families of the patient. Our activities include a patient telephone support line, email support, website chat support, Facebook messaging support and Twitter direct message support.

Our peer-to-peer support is provided through our closed Facebook community with access strictly for HF patients and those affected by the condition. This continues to go from strength to strength with NHS nurses and cardiologists regularly referring patients for non-medical support. We have strong mediation and rules governing activity which is administered by our Patient Educators.

### **Heart Failure Awareness**

The main thrust of activities around building awareness has been to use the digital space and social media. Our Global presence has remained strong through our Heart Failure Awareness Facebook page, which is the largest in the world focusing on heart failure, our presence has remained strong. The cost of increasing the audience has increased due to Facebook introducing new algorithms therefore seeming to curtail growth when compared to recent years.

Awareness of heart failure is a rolling conversation. Our three thrusts have been aimed at the following:

- General Awareness of the condition and its symptoms.
- Awareness of the patient voice that does not exist in the stakeholder channels.
- Innovations and forward momentum in therapies and new ways of working focusing on diagnosis, efficient use of HF specialists, getting patients to heart failure nurses.

### **Volunteer development**

With our Patient advisory group, it is still important that we focus on building the capability of our ever so important volunteers. We continue to put a significant amount of time and effort into building a compact but representative community of HF patients. We have broad volunteer coverage across the UK and have strived to build on our network in order to fulfil the aspirations of the charity.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2021**

---

### **Significant political activity**

- We have continued our membership of the Alliance for Heart Failure.
- We have attended political events when necessary.
- With the move towards Brexit, we have not invested heavily in political capital. This will be an ongoing activity into 2021-2022 when there is more clarity and potential adhesion to political leadership.
- A co-created petition to apply political pressure to ensure equity of access to HF specialists in a timely manner reached a UK Government response. A rebuttal was sent to the Government and is awaiting questioning in the House of Commons.
- We deliver feedback through various channels, giving insight as to how people with heart failure had been impacted by the COVID-19 Pandemic

### **Significant operational activity**

- By the end of March 2021, PMF continued to supply over 200 HF teams across the UK with patient material. Although the volume was down on the previous year, this was due to the pandemic and the lack of face-to-face consultations by heart failure teams.
- Development of topical live-streaming webinar, broadcast across our social channels, every week to support patients and their families.
- Produced a suite of videos to both support people with heart failure and also advocate for those with heart failure.
- Delivered and launched CardioTrials.
- Worked in partnership with Roche Diagnostics UK to demonstrate the inequality in the diagnosis of HF across the UK. The campaign received significant media coverage.

### **Significant digital activity**

- Increased our digital content across all our channels, showing a significant increase in YouTube content over the previous year.
- Ongoing development of our social media platforms to meet the needs of our beneficiaries throughout the COVID-19 platform.
- Developed a live-streaming platform that enabled patients to bring heart failure education into their homes.

### **Major Conferences attended**

- British Society of Heart Failure Annual Conference- Digital Conference.
- Our CEO represented patients at NICE on the various STA's medical technology appraisals, scientific committees and providing valuable patient insights. Delivered remotely.
- CEO represented the charity at the CVCT conference in Washington, December 20. Delivered remotely.
- We attended many other speaker events across the UK. All honorariums payable were paid direct to the charity.

### **Governance**

The charity continues to review and refine its governance with its legal representatives.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021**

---

### **Press and Media Activity (on and offline)**

- International Press
- National Press
- Local Press
- Social media campaigns

### **Communication/ IT infrastructure/ Web**

- We continue to invest in our communication and IT infrastructure. All systems continue at an "Enterprise" level, providing the organisation with robustness around security and data protection.
- We use Zoom and Teams to facilitate internal and external meetings.
- Our web server is in the UK and ensures maximum security and protection. All data is securely backed up.

### **Digital Activity**

**Website-** Our website reflects our charity's objectives and brand. It is the platform we use to develop our conversations. It is also a repository for all our patient guides where downloads are available and where heart failure teams can order our resources.

**Facebook -** Our closed group community page goes from strength to strength. Our Facebook promotional page was a useful tool to portray our strategy and tactical behaviour, supporting stakeholders,

**Twitter-** Has played a useful role in the promoting the charities and activities as well as developing relationships.

**Instagram -** Has played a role in engaging a community and is still not yet a core focus area on social media for PMF.

**LinkedIn -** This is a developing channel showing tailored content.

**YouTube and Vimeo -** All videos are uploaded to these platforms.

### **Fundraising**

#### *Fundraising Overview: April 2020-2021*

**Donations & Fundraisers £31,512**

During this period, the Pumping Marvellous Foundation employed a part-time administrator to assist with the support of individual fundraisers and team fundraising activities as part of their role.

As a dynamic charity, we have continued to rely on the generosity and kindness of our supporters to enable people living with heart failure across the UK to access the practical and emotional help and support they need, when they need it most.

#### *Facebook Giving £17,037*

We have been actively promoting fundraisers via the Facebook platform and have received increased donations. This is an area we will continue to explore and promote this format.

#### *Corporate and Grant Funding £132,981*

During this period, it has been possible to continue the employment of a part-time administrator to explore potential new avenues of funding (in companies and trusts).

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2021**

---

### *In Summary*

Donations received from trusts £11,450

Charitable Trust fundraising will continue throughout 2021/22, with further rollout of appeal letters.

### Looking ahead to April 2021-22

We are anticipating the upcoming year to be challenging with the impact COVID-19 will have on funding. Whilst the balance of funding within the charity remains in favour of industry funding, it is currently essential as it keeps the charity going and enables us to carry out projects and large pieces of work which we feel are necessary to improve the experiences of people living with heart failure. However, this imbalance continues to be addressed and our focus has moved towards a larger proportion of our income coming from charity fundraising in all its guises. It is crucial that we continue to expand and broaden our sources of funding which will give us freedom and flexibility as a charity to make our own decisions and choices regarding the work we undertake and how we spend any monies we generate.

### **Project Delivery**

It is important to highlight that all companies we engage with have signed our MOU which is downloadable from our website. All funding is taken on the premise that it is given as a hands-off education grant where the funder has no right to exercise influence.

Astra Zeneca £15,000

Novartis £10,000

Vifor £12,201

Virtual Patient support during COVID

Preston Council £10,000

Government Grant COVID

Abbott £15,000

Online Awareness, Support & Education

Roche £5,000

Quality of Life

Medtronic £15,000

More Than Medicine Project

Pfizer £33,036

Disease Awareness - Video

Boston Scientific £6,750

Reprint - Patient Guides

Medtronic £6,000

Awareness Campaign - Global Race

Astra Zeneca £5,000

Updates/ Inserts - Patient Guides

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021**

---

### **Financial Performance**

2020-21 closed with a balance of £234,588 the total income for 2020-21 was £215,804 a reduction of approximately 50% from 2019-20, against the expenditure of £274,622 which represents a decrease of approximately 6.5% from 2019-20. These changes are reflective of the development and stability of the team over the year. The drop in income is due to the large project funded in 2019-20 and is now more in line with previous years.

The Pumping Marvellous Foundation continues to receive income from a variety of funding streams and relies on the generosity of the public for its fundraising activities for example:- donations from individuals and organisations, sponsorship of individuals involved in sporting activities.

Consultancy Payments raised approximately £11,283

Along with grant funding, partnerships and projects this enables the employment of a full-time officer (CEO), two part-time administrators to run the daily operations and deliver projects, two part-time fundraisers, and a part time community lead to drive the charity forward, support our community and produce the tool kits promoting the awareness and aims of the charity.

### **Reserves Policy**

The reserves policy allows the charity to plan and develop a programme for future activities with the certainty that it will be able to proceed and deliver projects without dependence on further funding. The trustees are happy to hold reserves up to an equivalent of 12 months general operating costs in order to provide the basis from which to build the charity and continue its work should it suffer a downturn in income. Pumping Marvellous foundation's current budgeted monthly expenditure for the upcoming year is approximately £15,000.

### **Principal Funding sources**

PMF has continued to forge strong partnerships with Life Sciences organisations as well as their respective trade organisations. As PMF grows, we will be looking to develop our other channels further for funding including corporate and grant funding, legacy and wills and strengthen our public support along with the NHS partnerships.

### **Structure, governance and management**

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Mr D D Smith

Mr D J Squires

Mr J Richards Evans

Mr A N R Evans

Miss L Chadwick

Mrs K Hartshorne-Evans

Mr P Dale

Mr R J Cleverley

Mrs A C Graves

Miss A Tremplin

(Appointed 11 February 2021)

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2021**

---

### *Trustee Team*

- The Pumping Marvellous Foundation has a voluntary trustee board that meet on a bi-yearly basis and convene for tele-conference calls as required.
- The Trustees govern the charity through its Governance Documents and the Articles of Association.
- Although the current board of trustees do not have pecuniary interest and receive no payment from the charity other than out of pocket expenses we have entered into a contract where significant qualified medical advice was required for a project delivery. It was then decided that Angela Graves, the Chair and former employee of the charity was formally contracted to provide medical advice and project management. This is not a continuous contract and was fulfilled once the project had been completed. The appropriate diligence was completed, and our legal team advised the charity trustees on how to complete this.
- The Trustee Board is currently recruited by recommendation. This may change with the needs of the charity. The administrative trustees are nominated and voted in by the trustees vote every year.

### *Operational Team*

The Pumping Marvellous Foundation has an executive team with administrative, clinical and fundraising support that manages the strategic direction and is responsible for the charity's activities.

### *Patient Advisory Group*

This is a collection of expert patients who volunteer their time to help fellow patients. They are called Patient Educators and are intrinsically involved in the direction and activities of the charity regularly supporting the operations team in its activities.

### *Clinical Board*

The role of the Clinical Board is to act as an independent advisory board with no responsibility or accountability as to the actions of the charity. The purpose of the Clinical Board is to guide the charity in making the right decisions around the health and wellbeing of heart failure patients across the United Kingdom- offering factual and real-world experience from the clinical and payer perspective. The Clinical Board will have access to all the charity's resources and will also act to create new opportunities for the charity. The Clinical Board's role is advisory and is not binding on the Charity. The Charity will indemnify the Clinical Board against legal claims based on its advice, provided the members of the Clinical Board have acted in good faith and have given advice in keeping with the conduct of their professional positions.

### *Membership*

The charity does not have a membership and is all inclusive in line with the charity objects.

### *Investments*

A trading subsidiary Pumping Marvellous Ventures was set up to oversee and manage the Cardio Trials platform.

# **PUMPING MARVELLOUS FOUNDATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021**

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### **CEO Summary Statement**

The Pumping Marvellous Foundation is the go-to organisation for:

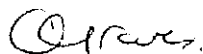
- Real patient insights
- Significant distributor of patient information to the NHS through heart failure teams. Current levels approximately 100,000 pieces over a 12-month period.
- A leading advocate of heart failure patients across the UK.
- Valuable partner to all stakeholder especially the NHS, NICE and those advocating change.

The Pumping Marvellous Foundation was described as a "Consultancy to us all". A fair comment, however, we deliver at all levels. At the coal face with the patients and superbly equipped to deal with the national conversations at the highest of levels, a challenge that all associated with the charity are keen to continue, not least by the patients themselves.

To build upon the foundations that the charity has laid however, will require the resources to delivery on our core aims and objectives, and therefore assuring funding from multi stakeholders will be a priority going forward. We will need to be agile and athletic around spreading our bets around where we access funding. We need to level the playing field and focus on grants and corporate funding where this is significant value not only for PMF but also the funder. We have over 1,000,000 people in our beneficiary population and currently we are the only specific heart failure patient organisation in the UK.

The trustees' report was approved by the Board of Trustees.

.....  
**Mrs A C Graves**



Trustee

Dated: 15.11.21 .....

# PUMPING MARVELLOUS FOUNDATION

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF PUMPING MARVELLOUS FOUNDATION

---

I report to the trustees on my examination of the financial statements of Pumping Marvellous Foundation (the charity) for the year ended 31 March 2021.

#### Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



David Graham Evans

FCA

Bishops

1 Croft Court, Plumpton Close

Whitehills Business Park

Blackpool

FY4 5PR

Dated: 22/11/21

# PUMPING MARVELLOUS FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2021

### Current financial year

|                                                                         |       | Unrestricted<br>funds<br>2021<br>£ | Restricted<br>funds<br>2021<br>£ | Total<br>2021<br>£ | Total<br>2020<br>£ |
|-------------------------------------------------------------------------|-------|------------------------------------|----------------------------------|--------------------|--------------------|
|                                                                         | Notes |                                    |                                  |                    |                    |
| <b><u>Income from:</u></b>                                              |       |                                    |                                  |                    |                    |
| Donations and legacies                                                  | 2     | 192,980                            | -                                | 192,980            | 381,981            |
| Charitable activities                                                   | 3     | 13,838                             | -                                | 13,838             | 43,771             |
| Other trading activities                                                | 4     | 8,910                              | -                                | 8,910              | 1,965              |
| Investments                                                             | 5     | 76                                 | -                                | 76                 | 80                 |
| <b>Total income</b>                                                     |       | <b>215,804</b>                     | <b>-</b>                         | <b>215,804</b>     | <b>427,797</b>     |
| <b><u>Expenditure on:</u></b>                                           |       |                                    |                                  |                    |                    |
| Raising funds                                                           | 6     | 6,402                              | -                                | 6,402              | 6,084              |
| Charitable activities                                                   | 7     | 268,220                            | -                                | 268,220            | 287,350            |
| <b>Total resources expended</b>                                         |       | <b>274,622</b>                     | <b>-</b>                         | <b>274,622</b>     | <b>293,434</b>     |
| <b>Net (expenditure)/income for the year/<br/>Net movement in funds</b> |       | <b>(58,818)</b>                    | <b>-</b>                         | <b>(58,818)</b>    | <b>134,363</b>     |
| Fund balances at 1 April 2020                                           |       | 293,146                            | 260                              | 293,406            | 159,043            |
| <b>Fund balances at 31 March 2021</b>                                   |       | <b>234,328</b>                     | <b>260</b>                       | <b>234,588</b>     | <b>293,406</b>     |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

# PUMPING MARVELLOUS FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2021

Prior financial year

|                                                                         |       | Unrestricted<br>funds<br>2020<br>£ | Restricted<br>funds<br>2020<br>£ | Total<br>2020<br>£ |
|-------------------------------------------------------------------------|-------|------------------------------------|----------------------------------|--------------------|
|                                                                         | Notes |                                    |                                  |                    |
| <b><u>Income from:</u></b>                                              |       |                                    |                                  |                    |
| Donations and legacies                                                  | 2     | 381,981                            | -                                | 381,981            |
| Charitable activities                                                   | 3     | 43,771                             | -                                | 43,771             |
| Other trading activities                                                | 4     | 1,965                              | -                                | 1,965              |
| Investments                                                             | 5     | 80                                 | -                                | 80                 |
| <b>Total income</b>                                                     |       | <b>427,797</b>                     | <b>-</b>                         | <b>427,797</b>     |
| <b><u>Expenditure on:</u></b>                                           |       |                                    |                                  |                    |
| Raising funds                                                           | 6     | 5,844                              | 240                              | 6,084              |
| Charitable activities                                                   | 7     | 283,415                            | 3,935                            | 287,350            |
| <b>Total resources expended</b>                                         |       | <b>289,259</b>                     | <b>4,175</b>                     | <b>293,434</b>     |
| <b>Net (expenditure)/income for the year/<br/>Net movement in funds</b> |       | <b>138,538</b>                     | <b>(4,175)</b>                   | <b>134,363</b>     |
| <b>Fund balances at 1 April 2019</b>                                    |       | <b>154,608</b>                     | <b>4,435</b>                     | <b>159,043</b>     |
| <b>Fund balances at 31 March 2020</b>                                   |       | <b>293,146</b>                     | <b>260</b>                       | <b>293,406</b>     |

# PUMPING MARVELLOUS FOUNDATION

## BALANCE SHEET

AS AT 31 MARCH 2021

|                                                       | Notes | 2021<br>£ | £       | 2020<br>£ | £       |
|-------------------------------------------------------|-------|-----------|---------|-----------|---------|
| <b>Fixed assets</b>                                   |       |           |         |           |         |
| Investments                                           | 11    |           | 1       |           | -       |
| <b>Current assets</b>                                 |       |           |         |           |         |
| Cash at bank and in hand                              |       | 236,811   |         | 296,006   |         |
| <b>Creditors: amounts falling due within one year</b> | 12    | (2,224)   |         | (2,600)   |         |
| Net current assets                                    |       |           | 234,587 |           | 293,406 |
| <b>Total assets less current liabilities</b>          |       |           | 234,588 |           | 293,406 |
| <b>Income funds</b>                                   |       |           |         |           |         |
| Restricted funds                                      |       |           | 260     |           | 260     |
| Unrestricted funds                                    |       |           | 234,328 |           | 293,146 |
|                                                       |       |           | 234,588 |           | 293,406 |

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2021.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 15th Nov 2021



Mrs A C Graves  
Trustee

Company Registration No. 08370761

# **PUMPING MARVELLOUS FOUNDATION**

## **NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2021**

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### **1 Accounting policies**

#### **Charity information**

Pumping Marvellous Foundation is a private company limited by guarantee incorporated in England and Wales. The registered office is Suite 111 Business First, Millenium City Park, Millenium City Road, Ribbleton, Preston, Lancashire, PR2 5BL.

#### **1.1 Accounting convention**

The financial statements have been prepared in accordance with the charity's Governance Documents and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### **1.2 Going concern**

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### **1.3 Charitable funds**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

#### **1.4 Income**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

### 1 Accounting policies

(Continued)

#### 1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

#### 1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

|                     |                                    |
|---------------------|------------------------------------|
| Plant and equipment | written off in year of acquisition |
|---------------------|------------------------------------|

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

#### 1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

#### 1.8 Taxation

The charity is exempt from corporation tax on its charitable activities.

#### 1.9 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

### 2 Donations and legacies

|                     | Unrestricted funds | Unrestricted funds |
|---------------------|--------------------|--------------------|
|                     | 2021               | 2020               |
|                     | £                  | £                  |
| Donations and gifts | 59,999             | 53,856             |
| Other Donations     | 132,981            | 328,125            |
|                     | <u>192,980</u>     | <u>381,981</u>     |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

### 3 Charitable activities

|              | Charitable activities | Charitable activities |
|--------------|-----------------------|-----------------------|
|              | 2021                  | 2020                  |
|              | £                     | £                     |
| Other income | 13,838                | 43,771                |

### 4 Other trading activities

|                          | Unrestricted funds | Unrestricted funds |
|--------------------------|--------------------|--------------------|
|                          | 2021               | 2020               |
|                          | £                  | £                  |
| Fundraising events       | -                  | 295                |
| Shop income              | 8,910              | 1,670              |
| Other trading activities | 8,910              | 1,965              |

### 5 Investments

|                     | Unrestricted funds | Unrestricted funds |
|---------------------|--------------------|--------------------|
|                     | 2021               | 2020               |
|                     | £                  | £                  |
| Interest receivable | 76                 | 80                 |

### 6 Raising funds

|                                  | Unrestricted funds | Unrestricted funds | Restricted funds | Total |
|----------------------------------|--------------------|--------------------|------------------|-------|
|                                  | 2021               | 2020               | 2020             | 2020  |
|                                  | £                  | £                  | £                | £     |
| <u>Fundraising and publicity</u> |                    |                    |                  |       |
| Staging fundraising events       | 1,688              | 4,795              | -                | 4,795 |
| Advertising                      | -                  | -                  | 240              | 240   |
| Other fundraising costs          | 4,714              | 1,049              | -                | 1,049 |
| Fundraising and publicity        | 6,402              | 5,844              | 240              | 6,084 |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

### 6 Raising funds

(Continued)

|       |       |     |       |
|-------|-------|-----|-------|
| 6,402 | 5,844 | 240 | 6,084 |
|-------|-------|-----|-------|

### 7 Charitable activities

|                                        | Charitable<br>Expenditure | Charitable<br>Expenditure | Restricted<br>Charitable<br>Expenditure | Total<br>2020 |
|----------------------------------------|---------------------------|---------------------------|-----------------------------------------|---------------|
|                                        | 2021                      | 2020                      | 2020                                    |               |
|                                        | £                         | £                         | £                                       | £             |
| Staff costs                            | 119,472                   | 94,717                    | -                                       | 94,717        |
| Insurance                              | 2,492                     | 114                       | -                                       | 114           |
| Office & Storage                       | 12,011                    | 11,891                    | -                                       | 11,891        |
| IT Costs                               | 2,887                     | 2,111                     | -                                       | 2,111         |
| Subsistence                            | -                         | 255                       | -                                       | 255           |
| Patient Information                    | 9,147                     | 36,412                    | -                                       | 36,412        |
| Patient Community/ Awareness Campaign  | 18,164                    | 11,669                    | -                                       | 11,669        |
| Telephone                              | 1,646                     | 2,151                     | -                                       | 2,151         |
| Postage & Stationery                   | 5,109                     | 2,526                     | -                                       | 2,526         |
| Sundries                               | 1,139                     | 252                       | -                                       | 252           |
| Equipment Purchases                    | 2,573                     | 8,995                     | 3,935                                   | 12,930        |
| Travel costs                           | 412                       | 17,553                    | -                                       | 17,553        |
| Training costs                         | 5                         | 40                        | -                                       | 40            |
| Promotional & Marketing                | 7,199                     | 6,508                     | -                                       | 6,508         |
| Website & Social Media                 | 65,323                    | 71,710                    | -                                       | 71,710        |
| Trade shows                            | 162                       | 3,956                     | -                                       | 3,956         |
| Speakers/ Campaign costs               | 6,958                     | 6,943                     | -                                       | 6,943         |
|                                        | 254,699                   | 277,803                   | 3,935                                   | 281,738       |
| Share of governance costs (see note 8) | 13,521                    | 5,612                     | -                                       | 5,612         |
|                                        | 268,220                   | 283,415                   | 3,935                                   | 287,350       |
| <b>Analysis by fund</b>                |                           |                           |                                         |               |
| Unrestricted funds                     | 268,220                   | 283,415                   | -                                       | 283,415       |
| Restricted funds                       | -                         | -                         | 3,935                                   | 3,935         |

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

### 8 Support costs

|                                           | Support costs<br>£ | Governance costs<br>£ | 2021<br>£ | Support costs<br>£ | Governance costs<br>£ | 2020<br>£ |
|-------------------------------------------|--------------------|-----------------------|-----------|--------------------|-----------------------|-----------|
| Legal and professional                    | -                  | 13,521                | 13,521    | -                  | 5,612                 | 5,612     |
|                                           | -                  | 13,521                | 13,521    | -                  | 5,612                 | 5,612     |
| Analysed between<br>Charitable activities | -                  | 13,521                | 13,521    | -                  | 5,612                 | 5,612     |

### 9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

### 10 Employees

The average monthly number of employees during the year was:

|                       | 2021<br>Number | 2020<br>Number |
|-----------------------|----------------|----------------|
|                       | 5              | 5              |
| Employment costs      | 2021<br>£      | 2020<br>£      |
| Wages and salaries    | 112,010        | 88,827         |
| Social security costs | 4,919          | 4,457          |
| Other pension costs   | 2,543          | 1,433          |
|                       | 119,472        | 94,717         |

There were no employees whose annual remuneration was more than £60,000.

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

### 11 Fixed asset investments

|                          | Other investments |
|--------------------------|-------------------|
| <b>Cost or valuation</b> |                   |
| At 1 April 2020          | -                 |
| Additions                | 1                 |
| At 31 March 2021         | 1                 |
| <b>Carrying amount</b>   |                   |
| At 31 March 2021         | 1                 |
| At 31 March 2020         | -                 |

| Other investments comprise: | Notes | 2021<br>£ | 2020<br>£ |
|-----------------------------|-------|-----------|-----------|
| Investments in subsidiaries |       | 1         | -         |

### 12 Creditors: amounts falling due within one year

|                              | 2021<br>£ | 2020<br>£ |
|------------------------------|-----------|-----------|
| Other creditors              | 964       | 1,340     |
| Accruals and deferred income | 1,260     | 1,260     |
|                              | 2,224     | 2,600     |

### 13 Retirement benefit schemes

#### Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £2,543 (2020 - £1,433).

# PUMPING MARVELLOUS FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

### 14 Analysis of net assets between funds

|                                                          | Unrestricted<br>funds<br>2021<br>£ | Restricted<br>funds<br>2021<br>£ | Total<br>2021<br>£ | Unrestricted<br>funds<br>2020<br>£ | Restricted<br>funds<br>2020<br>£ | Total<br>2020<br>£ |
|----------------------------------------------------------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Fund balances at 31<br>March 2021 are<br>represented by: |                                    |                                  |                    |                                    |                                  |                    |
| Investments                                              | 1                                  | -                                | 1                  | -                                  | -                                | -                  |
| Current assets/<br>(liabilities)                         | 234,587                            | -                                | 234,587            | 293,146                            | 260                              | 293,406            |
|                                                          | <u>234,588</u>                     | <u>-</u>                         | <u>234,588</u>     | <u>293,146</u>                     | <u>260</u>                       | <u>293,406</u>     |

### 15 Related party transactions

There were no disclosable related party transactions during the year (2020 - none).