

SAMUEL'S CHARITY

England & Wales · Charity number 1164034

Details

Status Registered

Legal form Charitable company

Company number [09829049](#)

Registered 2015-10-20

Register [View on the Charity Commission register](#)

Contact

Address Samuels Charity
Staple House
5 Eleanor's Cross
Dunstable
LU6 1SU

Phone 01908973675

Email martin@samuelscharity.co.uk

Website <http://www.samuelscharity.org.uk/>

Activities

Objects: THE RELIEF OF CHILDREN WHO ARE IN HOSPITAL AS A RESULT OF SICKNESS, INJURY OR ABUSE, IN PARTICULAR BY THE PROVISION OF SUCH ITEMS OR EQUIPMENT AND SUPPORT FOR THEIR FAMILIES, CARERS AND MEDICAL STAFF WITH A VIEW TO SUPPORTING THE CHILD'S WELFARE WHILST IN HOSPITAL OR RECEIVING MEDICAL CARE AS THE TRUSTEES SHALL THINK FIT.

Activities: Support sick children in hospitals, especially those in medium to long-term care, through the provision of toys, games, equipment and by hospital ward improvements, including child friendly graphics and decoration, ward regime development and catering etc.

Classification

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

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-05-31	£133,543	£136,918	-	-
2024-05-31	£95,159	£92,704	-	-
2023-05-31	£81,777	£91,706	-	-
2021-12-31	£47,977	£43,835	-	-
2020-12-31	£26,987	£22,095	-	-

Trustees

Name	Role	Appointed
MARTIN LEIB	Chair	2015-10-16
DAWN MCCARTHY		2024-06-17
John Owen Dale		2023-06-19
Karen Jeffries		2015-10-16
TILEKE LUCY YOUNG		2015-10-16

SAMUEL'S CHARITY

England & Wales - Charity number 1164034

Accounts



**Report of the Trustees
and the Unaudited Financial Statements
for the Year Ended 31st May 2025
for Samuel's Charity**

Registered Charity Number - 1164034
Registered Scottish Charity Number - SC050492
Company Registered Number - 09829049

Registered address - Staple House, 5 Eleanor's Cross, Dunstable, LU6 1SU

www.samuelscharity.org.uk

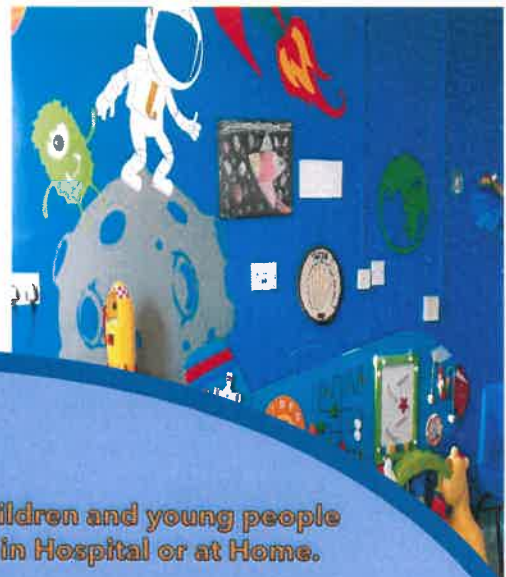
Samuel's Charity

Contents of the Financial Statements

for the Year Ended 31.05.25

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Samuels Charity exists to support children and young people who are dying or in long term care in Hospital or at Home.

We work to add value to underfunded NHS provision and fund and project manage the transformation of the child's experience (in the Hospital ward and in their own home). We support parents and facilitate peer support.

We make a difficult and painful experience less scary, and support better care and recovery where possible. That's everything from the decoration of the ward/bedroom and child friendly aesthetics, to the provision of painkilling equipment, games consoles and recreational support, to improving the quality of food and a child friendly menu - and to supporting parents and families as part of that process.



Charity Trustees during 2024-25 were as follows:

Martin Leib (chair of trustees)

Karen G Jeffries

John Dale

Tillie L Mortier-Young

Dawn McCarthy (treasurer)

**The Charity is a Company Limited by Guarantee
and its governing document is its
Memorandum and Articles of Association**

Testimonials from parents

We are so grateful for all your support and help in getting "Jaiden" home from hospital. Jane was amazing it sorting out everything and making all the pieces fit together for it to happen so smoothly. It is an absolute delight to walk into his bedroom in the morning and see him there instead of any empty room! Thank you all so much.

It can feel very lonely and very scary when your child is as ill as "Alice" is. Having your support in all sorts of small ways - and having you walk with us through this time to make a horrible situation a little easier to bear - made all the difference. We are so very grateful.

TRUSTEES REPORT

The trustees present the annual report together with the financial statements of the charity for the year ended 31st May 2025, including our accountants (unaudited) report for that year.

In preparing this, their eighth annual report, the Board of Trustees have noted the guidance set down by the Charities Commission regarding public benefit.

Our Mission

Is to express and act on 9 year old Samuel's heartfelt desire to make being in hospital so much better for other seriously ill children than it was for him; it was literally his dying wish. We want to positively transform the experience of every child having to face the challenge and distress of long-term care in hospital, including end of life care, or of those needing care at home between or after bouts of treatment.

We want to help seriously and terminally-ill children in hospital, and at home, feel loved and cared for, reassured and supported for who they are as individuals. We want hospitals for them and their parents to be less scary, more caring and we want the children to feel loved and special at a really difficult time. Where possible we want to help those who could and should be cared for at home, to get that opportunity. We want to do that for as many children we can and especially where we can make the most difference. We want to add value and be a catalyst to positive change.

We work in Hospitals (Project Smile) by challenging accepted practice, helping to improve wards and their personal environment, and providing recreational equipment and opportunities as well as pain relieving equipment and support.

We work to support seriously and terminally ill children and their families to have care at home. Our At Home Project. That too can be scary for parents where the child may be fragile and vulnerable and there is not the immediate back up of a hospital and often very little care in the community or effective transition between the two. That means transfers fail and that's distressing. We work to prevent that.

Our Vision

Is to change and transform the experience of children everywhere, who are in the sort of situation Samuel was in, being treated for a long term or life limiting or life ending illness., whether in Hospital or at Home. We want our country to provide the best care in the world for such children and young people, and we want to challenge poor practice and champion best practice - and roll up our sleeves to help deliver that. And we want what happens here to be a beacon and an example to other countries and other hospitals and communities all over the world.

Our values

- ✓ Affirming and Positive
- ✓ Person Centred
- ✓ Child and family centred
- ✓ Listening and Learning
- ✓ Determined and Persistent
- ✓ Celebrating difference and diversity
- ✓ Committed to quality and excellence
- ✓ Collaborative and partnership-based solutions
- ✓ Outcome focused

The formal objective of the Charity as stated within our constitution and agreed with the Charities Commission is:

"The relief of sickness amongst children and of those in need by reason of ill health, through injury or abuse, by the provision of auxiliary services aimed at increasing patients' welfare and providing support to patients' families, including, but not limited to the provision of equipment, amenities for patients, their families and medical staff."

Our Ninth Annual Report - for 2024-25 (Year ended 31st May)

This has been a wonderfully exciting year for us and for those we help and support. Thanks to some incredible support from funding partners and thanks to the partnership and engagement of the staff at St George's Hospital, Tooting we were finally able to launch our first At Home Project on 1st January 2025 and see the charity growing and developing substantially, despite the most difficult funding landscape for charities perhaps for decades.

So... an Exciting and Thrilling year - but also challenging and hard-work!. We are so very grateful to those who helped us get there.

Introduction, our story and background

We were established in 2015 and registered as a Charity Limited by Guarantee on 20th October 2015.

The Charity was conceived and established very much out of the experience of Samuel, just nine years old, who was fighting cancer in a hospital ward and was struggling more than he needed to because of the quality of his in-hospital experience.

Samuel was a remarkable young man. His big concern, especially when he knew he was dying, was to improve that experience for all the other children in every children's hospital in the UK. So, Samuel's Charity was born from Samuel's dying experience, and the mission remains the same, to positively transform the experience of every child having to face the challenge and distress of long-term care in hospital, including end of life care. Sam was bored, anxious, at times depressed, in pain, feeling desperately sick, hating the food, the mouldy showers, the lack of stimulation the lack of focus on anything other than medical treatment and his illness. He was very concerned to help other children to feel more loved and better cared for - so are we.



What is clear firstly is that underfunded NHS hospitals lack the resources, including nursing and play co-ordinator time, to make the simple changes that make such a big difference. And secondly it's clear that there is little provision for such children at home, between and after bouts of treatment - and that transition arrangements between home and hospital remain disjointed and less than satisfactory. We know that person-centred approaches alongside a transformation of the ward environment can hugely improve the experience of those who are dying and speed the recovery and promote the support of those who need long term care and can recover. Indeed, it almost certainly saves lives too!

Our experience since launching the At Home Project in January 2025 has emphasised that and also made clear how important it is that we work together collaboratively to make good things happen for children and their families.

What we do and achieve

We have three distinct but integrated projects to transform the experience of seriously and terminally ill children and their families at the darkest and most difficult of times.

We work on a family and child-centred basis and bring together people/resources to make things happen and to change the lives and experience of children and families.

Project Smile 😊 – providing gifts, relief and fun at a dark and painful time

Around 2500 children will pass through a typical children's ward in the course of a year. We provide:

- gifts & entertainment (l-pads/Tablets, TVs, games consoles, Netflix etc).
- sensory equipment, crafts, games, other supplies and educational inputs
- pain relieving equipment; Accuveins, beds etc
- little things like Comfort Kits and treats; family room additions like toasters, a mini fridge, treats and more.
- We redecorate wards, playrooms and improve the environment



We know that positive environments and good ward regimes that are child focussed and child-friendly massively improve the life chances and shorten care episodes for children.

And because children get better quicker, go home quicker and, even if they are dying, need less crisis intervention when they are loved and cared for, it actually saves money to do it properly.

That all costs around £25,000 per location, per year or £10 per child.

The Enable Project - removing obstacles and enabling children's transfer to home for treatment (around 20% of children in hospital are fit to leave but are unable to do so, due to non-medical reasons)

As an independent charity we act as a catalyst to better co-ordinate the opportunity to transfer children to home, when they are often needlessly stuck in hospital. We do that by;

- Working with the hospital team to identify & tackle bottlenecks and any issues preventing a child/young person's discharge from hospital
- Liaising with the community nursing team, local authorities and agency/charity partners to ready the home and family to]

welcome the child, without duplication of service or support.

- Co-ordinating the whole process and capturing learning and best practice to improve future service delivery and transfer learning into other settings.

That all costs around £11,600 per location, per year

Our At Home Project - providing care where it's needed. 20% of children in hospital could be treated At Home with support, freeing up to 900 bed days per year per location.

Our At Home project in Wandsworth was launched on 1st January 2025. Supporting circa 140 children p.a. with an ongoing caseload of around 14-15 taking away fear, isolation & helplessness; enabling children to continue their treatment At Home

There are three aspects to the At Home Project:

1. Transfer - we do all we can to make sure transfer to home is effective, reducing failure and return to hospital by:
 - Challenging and overcoming frequent obstacles
 - Co-ordinating outpatient services, community agencies and key people for both child and family
 - Ensuring everything is ready in the home & the family are prepared and confident to care for their child at home for as long as possible
 - Preventing the need to unnecessarily and expensively re-admit the child to hospital care
 - Releasing beds to those that need them, reducing bed-blocking, wasted ambulance and staff time and saving around 900 bed nights so that children waiting for urgent, life-saving care can get the



2. Ongoing Child and Family Support from our Care Co-ordinator and including....

- Our unique 24/7 support line, giving families peace of mind via access to medical, community and emergency services
- Peer to Peer support facilitation for parents and child, providing support and fighting loneliness and isolation
- An adaptive response to issues and needs as they arise, co-ordinating effective care, reducing distress and readmission
- Financial, practical & emotional support
- Referring or signposting to local and national charities and agencies
- Continuing to ensure co-ordinated care and provision so we don't duplicate and prevent gaps in services
- Prioritising mental health and wellbeing for the child or young person and their family

3. Community Engagement

Collaboration and community are in our DNA and (to ensure home continues to be the place of care wherever possible) we link with

- Local volunteers who can provide respite and help with day-to-day tasks like shopping, cleaning, gardening and so on
- Local businesses who can sponsor small equipment and refurbishment needs, undertake sanitisation or painting and decorating etc
- Local charity partners who can deploy their own expertise and work with us to offer a rounded child and family-centred approach
- Local authority and other services

The full At Home Project with a full time Co-ordinator costs around £69,800 per location and achieves so much. Our primary concern is the child and their family, but we estimate our £70,000 budget frees up around 900 bed days and saves around £1.3M for the public purse.

One of the things we are most excited about is to see how well this project is working already and we are tracking that development carefully to prove the model and to monitor outcomes to ensure we have something to offer which is transforming and evidence-based and which supports expansion and replication.

Added Value and not duplication

Its important for funders and supporters to know that what we do is vital and unique. We are not providing statutory services, and our added value input makes things happen. If we are not there, both in the Hospital and in the community, children suffer and parents are discouraged and disadvantaged.



Our Achievements in 2024-25

Clarity of Aim and intent. We know what we do and why. We needed to make that clearer to funders and partners to support engagement and funding. Our Project structure (outlined above) within our core offering helped us to do that.

Getting the At Home project off the ground. That took a lot of effort, partnership and great engagement. It required training for us, hospital teams and community teams; gaining trust from the Hospital teams and working out how things can best work on the ground, researching and connecting with local charities and agencies to ensure transfers happen and don't fail because of resources.

Our 24/7 support line working with a partner charity (Single Point) adds enormous value and reassurance for families, especially out of hours and even at 2am.

At Home Development. We moved from the 3 month launch phase to the initial implementation phase and now into the Development Phase. We are tracking how that happens and ensuring we capture the framework to support expansion and replication.

19 children were supported by 31st May; 6 at Home and 13 in Hospital (4 were in transfer process). We sourced and co-ordinated medical equipment and transport and engaged the wider community (many people didn't know the scale of need or the opportunity it presents). This is ramping up and will hit or exceed targets by end of the initial year.

In Hospital Support continued alongside our new developments and more children than ever received support on the ward, from Comfort Kits, when first arriving, through to games and crafts & transformational pain-relieving equipment that the NHS can't provide. Despite the usual struggle for income, we managed a wide range of inputs to support thousands of children. We always work to make best use of our limited resources. Even a little can make a big difference.

The charity provided entertainment equipment including computer consoles, iPads and Android Tablets, DVD players, TV's, games and various other items for entertainment which was otherwise unavailable due to its cost to the children's wards, including at St George's Hospital in London and Milton Keynes Hospital, and elsewhere.

Refer a Child Programme/At Home service - We also continue to occasionally support individual children that are going through treatment in other parts of the UK, either on a ward or at home, helping children who would otherwise not be able to have a gift without our support. Typically, a child will want and need an iPad or Tablet, a portable games console or other similar gift that they can use, on the wards or at home. There were just 6 children in 2024-25 who received a personal gift through this campaign. We expect to help more children in this way going forward.

As with the Hospital Intervention Programme, bringing some respite to the constant fear, worry and pain makes each day that little bit more acceptable and, with a more positive feeling, the children have a stronger and more resilient outlook. Reducing stress helps recovery - for children and for families, who feel more supported and less on their own.

Key Challenges and Breakthroughs. Overcoming engrained working practices, lack of funds and resources, system bottlenecks. Gaining buy in and visibility, sourcing and co-ordinating other partners.

Further development to 31.8.25 In the three months since year end, we have further developed provision and are now already supporting over 61 children. Of those, 24 children have been supported on the At Home Project, 37 in the Enable project and, of those, 13 of those are in process of transfer to the At Home project. We have also supplied additional sensory equipment and further specialist medical support to facilitate transfer and sustainability, transport resourcing and community engagement for 14 children and their families.

Next steps and development

Expansion of the At Home Project



Because of funding limitations and our need to ensure sustainability as well as quality, we limited our initial Project Co-ordinator hours to 27.5 per week rather than 37. That in turn limited our capacity on the At Home Project to around 140 children and families in the first 12 months and to an ongoing caseload of 14.

We are keen to ramp this up and to achieve 200-250 children and families supported and a caseload of 20 at any one time. That's an uplift in provision, without any loss of quality or good outcomes. To do that we need around another £20,000 per annum for Wandsworth and South London to increase project hours by at least 12.5 to 37.5 hrs per week.

Replication of the At Home Project

Our aim is to launch a new At Home Project and to integrate with that Project Smile and the Enable Project. At this stage we are planning a second project in Milton Keynes in 2026, where we know there is need and where we already have developing relationships. We then want to add a further project and location every 18-24 months, subject to funding and resource.

Extension of Project Smile by providing additional equipment, resources and input into Hospitals in each location. Initially adding to what we do in Wandsworth and extending that into Milton Keynes next year.

Introducing a Volunteer support programme to help families stretched and restricted by home care and with a child who needs 24 hrs support, with shopping and cleaning and domestic tasks.

Connecting local businesses – especially around home adaptations and sponsorships for particular needs, deep cleaning and so forth.

A Context - The RCN report Jan 2020

This stated "it is imperative that flexibility is built into service planning and commissioning models to enable 24/7 child-care at end of life in community settings, which can be infrequent but are often in times of high demand". Our own feedback from parents and local staff and care teams support this. The report showed that...

- 84% of families caring for a child with a life-limiting condition have felt isolated since their child's diagnosis.
- 90% said their relationship, social life and interactions with friends had been adversely impacted.
- 74% said the same for their relationship with their partner.
- 87% said the same for their relationship with their immediate family.
- For bereaved families, over 50% said their relationships with family and friends had been adversely impacted by their child's death.

Families' ability to get out and socialise was also affected:

- 80% said that they were less likely to go out socially since their child's diagnosis.
- 58% said they go out socially less than once a month

So why another At Home Project?

Because the urgent need for such projects is demonstrable. There is a real shortage of home support and so where home transfers do happen, they too often fail, and while families love having their child back with them, parents feel insecure and are often left very much on their own to care for a very sick child. Support from our At Home Project makes all the difference, especially to single parents and to those with little informal support.

We want to work with hospitals and communities where there is little or no such support. That will in turn unblock beds, support other children's admissions, reduce failed transfers, improve ambulance and staff allocations and conservatively save the NHS around £1.3M per location! We make a powerful contribution in lots of ways but especially for children and families directly affected by life-threatening and life-limiting illness and conditions. That is always our priority and imperative.

Our strategy is to link our "In Hospital" and "At Home" care and support by location to ensure consistency and effectiveness and reduce costs. Meanwhile our help and support to other children in other areas continues as funds permit.

We are growing determinedly and realistically in the current environment. The need is increasing and while child mortality is reducing, the number of children with lifelong and life-threatening or life-limiting conditions has tripled in the last 20 years.

"I was incredibly moved to see how much difference we make to children and parents who are going through such a horrible experience. It felt really good to be part of making that happen" A Volunteer

Economic landscape and impacts

Our experience of Covid severely impacted our main methods of fundraising - via sponsored events and challenges - and reduced our income expectations enormously. Since then, the economic and fundraising crises have further challenged us and many other charities - and especially smaller ones like ours, where a large proportion of our funding is community based. An uncertain world impacts all of our thinking and makes us more cautious, including about our giving. We have necessarily been slower to develop than we wanted to be. Sometimes we have been tighter financially than we wanted to be.

What that situation has also done is to make us look carefully to develop more effective and more diverse funding approaches and to look at how we develop the work of the charity as a response, including looking more at the value of peer and other virtual and volunteer support. We also recognise the need to develop our reserves now that our service offering is stronger and more substantial. We are still on that journey, but we can now see the traction and momentum gained.

Structure, Governance and Management

Trustees are approached personally or advertised for. We have a clear process for recruitment, application, approval or rejection, induction/onboarding and development. A duly completed application form is required, including references, and a role and person specification is clearly outlined. All trustees are DBS checked (as are staff and volunteers) in line with our safeguarding and equal opportunities policies. Trustees are supplied with appropriate information ahead of their considered application for Trusteeship; they are appointed and supported in line with the charity constitution, the good trustee guide and other legislative guidance.

The Board of Trustees meets six times per year (3 face to face and 3 virtually) to fulfil their role in overseeing and directing the affairs of the charity, ensuring that it is well-run and delivers the charitable outcomes for which it is established. One of those meetings is an annual strategy day, when the Trustees review the overall strategy for the charity, including where we work and what we need to provide and offer. Trustees are committed to the Nolan principles of selflessness, integrity, objectivity, accountability, honesty and leadership. We currently have five Trustees and aim to add two more during the year to end May, especially with expertise across legal matters and senior paediatric care.

We have struggled to develop our community fundraising by bringing in a part time fundraiser. It's a challenge with small resources to justify an expensive appointment but the risk of a lower salary is that we don't get the calibre or results we need. From July 2023 our CEO has been full time and takes much of the community fundraising within his role, supported by our part-time Development Director (10 hrs per week). This summer we have taken a different route and added a part time administrator to bottom slice some of the CEO's work and add value to events and challenges to increase return. We also use some outsource social media input abroad to save costs.

Our CEO/founder has extensive marketing and commercial experience and has been running the charity for 11 years now and our Development Director (3 yrs) has a strong track record and has previously run several charities as CEO, including a Hospice and at national level. Our At Home Project Co-ordinator is a qualified paediatric nurse and has lots of relevant experience.

As part of our development planning, we produce a two-year strategy set into a five-year frame of ambition, together with a two-year operational plan and fundraising plan. A rolling 12-month cash flow is maintained to ensure sustainability and advance finance planning.

Infrastructure and systems

To support our current strategy and development ambitions we use a CRM system for service monitoring and fundraising and use SharePoint to support good information sharing and joint working. We work remotely most of the time but have regular virtual Team Meetings and come together for one day per month face to face to maintain relationships and mutual accountabilities.

The aim is to balance growth and prudence, ambition and sustainability, and to ensure the systems and processes are developed in line with and slightly ahead of, those developments.

“The tablet you gave me is great and helps me keep in touch with people as well as accessing really good learning programmes - and to play some cool games too!”

Beneficiary, aged 10 years.

Other forward developments

Trustees remain concerned to move forward with a stronger ambition to help more children and to build our resources and fundraising to take us to the next level but are realistic about the challenge.



That includes building a pipeline of funding from grant making trusts and statutory sources and to add capacity in line with development. Our next aim is to have a community and corporate fundraiser, at least part time, in Milton Keynes and S London next financial year. We need to get that right this time!

We are concerned to grow and meet the huge and increasing level of need in the context of a grossly underfunded NHS and shortfalls in local authority provision. We know our specific focus is much needed and highly effective - and provides a very positive return on investment for children. We are working to ensure we can evidence what we know, informally, that our interventions save substantially more money than they cost. We aim to make a case for local funding from local commissioners and as part of a social impact statement.

We are also convening a meeting of aligned providers in 2025 to share good practice and to map gaps and agree ways of addressing those going forward.

In order to ensure sustainability and viability for the charity we will maintain a reserve of 3-6 months expenditure and deploy the balance of funding to maximum effect and impact.

- We want to expand our footprint and to offer services, within 10-15 years, in every part of the UK and in those hospitals and situations which most need our help and intervention. We will explore a “franchise and sharing” model to do so.
- We will work to map where there is the greatest need, (its difficult to find information from the NHS and its unfortunately not readily available otherwise but needs to be). So one of our aims is to secure some funding towards that mapping and research.
- We have been developing collaborative links with companies and manufactures to produce a “ Sambox” (to cover/encase distressing and scary blood, Chemo and plasma bags hanging next to a child’s bed) with a coloured box with a superhero or unicorn, butterfly etc image to ‘power’ that child towards better health and experience. That will be in production now in 2026 and we hope it will provide a tradeable income too.
- We are looking to commission a mobile sensory room to enable children to “escape” from the ward in a soundproofed and sensory environment that can be erected and moved to fit the needs of children and the ward regime. That will cost around £10,000. This has stalled because of funding but the prototype will be in place in 2026.
- We want to develop a campaigning arm by 2027-28, to challenge poor practice and support positive change
- We want to help develop collaborative working, including among children’s nurses and NHS play professionals across regions and nationally to share best practice and helpful ways forward
- We want to grow by between 30% and 50% per annum over the next three years to make as much difference as we can.

Fundraising

Almost all of our income is via direct fundraising. We currently receive no statutory support but would like to! The Charity worked hard to increase provision during 2024-5 on its previous funding model and income for 2024-25 is up to £134,000. That's a 40% increase on last year's figure, itself 20% up on the year before. Just over £20,000 (half) of that uplift was received via the closure of a related charity, Tenderheart.

2025-26 projections are to diversify and lift income generation to around £190,000 and spend £170,000 - a £20,000 surplus, and a 2-3 months' reserve at around £30,000.

We fundraise in order to do more and make more of a difference to those who most need it. By diversifying our income and steadily and realistically increasing our resources we plan to provide 40% more direct support in the coming year - both Hospital and At Home interventions where they will make the most difference. That means overall our fundraising will directly and positively affect the experience of at least 6000 children in 2025/26 and especially transform the experience of around 200 children on our At Home service.

When it comes to grants, we do sometimes face the dilemma that some trusts see that we are working with the NHS and presume we are a sort of extension of public services. It's important to state that we neither duplicate nor extend public services. We provide a service that would not exist without us and which is desperately needed by the children and families we support. We do what the NHS cannot do and we offer a hugely important community-based response to the needs of seriously and terminally ill children and their families. We do save the NHS a fair bit of money but for us that's an incidental benefit and the support of children and families is why we do what we do.

Our fundraising plan is to generate £10,000 from statutory support, including Health and Social Care, £55,000 from grants and trusts, £25,000 from Corporates and business, £75,000 from community events and sponsored challenges and £15,000 of traded income and the balance from individual donations. We will develop capacity to increase that by around 25% per annum going forward. We are developing saleable products which will potentially directly benefit children and bring in funds to help more.



The Memory Walk

Given our level of resource and the fundraising environment, raising the sum of £131,000 last year, was a good performance. Our forward plans are about further diversification as much as expansion.

We undertook challenge events such as obstacle courses, 10K runs, a polar plunge event, firewalks and cycle rides and a memory walk. We hosted events like murder mystery events and a visit from the Treorchy Male Voice Choir.

We had many members of the public take part in sponsored events for our benefit, well as receiving individual donations and growing support from a growing number of local Corporate organisations.

We are further developing our corporate pipeline, including some outsource marketing initiatives and we use our corporate brochure and digital presentations to support expansion. We continue to invest in bids to grant making trusts, especially now that our At Home Services is developing so well. We want to leverage some Statutory support as well as increasing traded income through recycling schemes and sales of goods.

Financial Review

2024-25

As indicated above year under report remained challenging and was especially focused on gaining the funding for our At Home Service. One or two key grants at the right time helped make that happen, including from Farthing Trust, Tenderheart, Buckinghamshire Masons and St James Place Foundation. Our newly recruited PT administrator and small PT marketing team are making a positive impact and freeing our CEO for further development and corporate engagement.

Income for the year under report was £133,543. Expenditure was £136,918. That left us with a small deficit of £3,375 and reserve of £10,460.

The majority of that funding (all but £2,000) was unrestricted funding.

Cash at Bank on 31.05.25 was £17,000 and is at just under £10,000 at end August 2025.

Our monthly expenditure is currently just under £10,000 per month and will need to rise to £17,500 per month to achieve the service plan.

2025- 26

Our planned budget in 2025-26 provides for £190,000 of expenditure and a surplus of £20,000 providing a reserve of £30,000 or just 2-3 months running costs as we move through the year. We would dearly like to add a further £20,000 to that if we can.

Our reserve policy is to achieve free reserves equivalent to 3-6 months running costs, to ensure sustainability and our ability to respond to emerging need. That provides a platform for further development in 2025-6 and beyond. We want to achieve at least 4 months of reserve by 2027.

We continue to invest in additional skills and resources and are confident of the direction and pace of forward development. We remain keen to secure partners and funders at all levels to help us to make vital interventions and contributions to the care and support of children who are dying or in long term care.

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Name: Martin Leib (chair)

Signature



Date

10/10/25

Independent Examiner's Report to the Trustees of
SAMUEL'S CHARITY

Independent examiner's report to the trustees of SAMUEL'S CHARITY ('the Company')

I report to the charity trustees on my examination of the accounts of the Charitable Company for the period 1st June 2024 to 31st May 2025 which are set out on pages 20 to 24.

Responsibilities and basis of report

As the charity's trustees of the Charitable Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the 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:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.



Suzanne Spicer
FCA
Spicer & Co UK Limited
Staple House
5 Eleanor's Cross
Dunstable
Bedfordshire
LU6 1SU

Date:14.10.2025.....

SAMUEL'S CHARITY

Statement of Financial Activities for the Period 1st June 2024 to 31st May 2025

	01.06.24- 31.05.25 Unrestricted Funds £	01.06.24- 31.05.25 Restricted Funds £	01.06.24- 31.05.25 Total Funds £	01.01.23- 31.05.24 Total Funds £
Notes				
INCOME AND ENDOWMENTS FROM				
Donations and legacies	10,711	-	10,711	94,867
Grants	41,223	2,000	43,223	-
Sale of merchandise	639	-	639	269
Interest receivable	51	-	51	23
Events and challenges	51,585	-	51,585	-
Corporate Income	27,334	-	27,334	-
	<u>131,543</u>	<u>2,000</u>	<u>133,543</u>	<u>95,159</u>
EXPENDITURE ON				
Charitable activities				
Charitable activities	124,662	-	124,662	61,265
Management and support costs	7,863	2,000	9,863	30,599
Finance costs	202	-	202	160
Governance costs	<u>2,191</u>	<u>-</u>	<u>2,191</u>	<u>680</u>
Total	<u>134,918</u>	<u>2,000</u>	<u>136,918</u>	<u>92,704</u>
NET (OUTGOING)/INGOING RESOURCES	<u>(3,375)</u>	<u>-</u>	<u>(3,375)</u>	<u>2,455</u>
RECONCILIATION OF FUNDS				
Total funds brought forward	<u>13,835</u>	<u>-</u>	<u>13,835</u>	<u>11,380</u>
TOTAL FUNDS CARRIED FORWARD	<u>10,460</u>	<u>-</u>	<u>10,460</u>	<u>13,835</u>

CONTINUING OPERATIONS:

All income and expenditure derive from continuing activities.

All gains and losses recognised in the period are included above.

SAMUEL'S CHARITY

Balance Sheet
At 31 May 2025

	Notes	31.05.25 Unrestricted funds £	31.05.24 Unrestricted funds £
CURRENT ASSETS			
Debtors	3	973	586
Cash at bank		<u>17,359</u>	<u>15,324</u>
		<u>18,332</u>	<u>15,910</u>
CREDITORS			
Amounts falling due within one year	4	(7,872)	(2,075)
		<u>10,460</u>	<u>13,835</u>
NET CURRENT ASSETS			
		<u>10,460</u>	<u>13,835</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>10,460</u>	<u>13,835</u>
NET ASSETS			
		<u>10,460</u>	<u>13,835</u>
FUNDS	5		
Unrestricted funds		<u>10,460</u>	<u>13,835</u>
TOTAL FUNDS		<u>10,460</u>	<u>13,835</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies.


The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies for the period ended 31 May 2024.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 May 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements were approved by the Board of Trustees and authorised for issue on

10/10/25..... and were signed on its behalf by:


.....
M Leib - Trustee

SAMUEL'S CHARITY

Notes to the Financial Statements for the Period Ended 31 May 2025

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Charities Act 2011, and the Companies Act 2006. The financial statements have been prepared on a going concern basis under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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 cost 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.

Taxation

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

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

SAMUEL'S CHARITY

Notes to the Financial Statements - continued
for the Period Ended 31 May 2025

2. TRUSTEES' REMUNERATION AND BENEFITS

Trustees' expenses

	31.05.25	31.05.24
	£	£
Trustees' expenses	<u>637</u>	<u>-</u>

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.05.25	31.05.24
	£	£
VAT due from HMRC	937	550
Trade Debtors	<u>36</u>	<u>36</u>
	<u>973</u>	<u>586</u>

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.05.25	31.05.24
	£	£
Taxation costs	3,473	1,225
Trade creditors	3,549	-
Accruals and deferred income	<u>850</u>	<u>850</u>
	<u>7,872</u>	<u>2,075</u>

5. MOVEMENT IN FUNDS

	At 1.06.24	Net movement in funds	At 31.05.25
	£	£	£
Unrestricted funds			
General fund	13,835	(3,375)	10,460
	<u>13,835</u>	<u>(3,375)</u>	<u>10,460</u>
TOTAL FUNDS			
	<u>13,835</u>	<u>(3,375)</u>	<u>10,460</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	133,543	(136,918)	(3,375)
	<u>133,543</u>	<u>(136,918)</u>	<u>(3,375)</u>
TOTAL FUNDS			
	<u>133,543</u>	<u>(136,918)</u>	<u>(3,375)</u>

SAMUEL'S CHARITY

Notes to the Financial Statements - continued for the Period Ended 31 May 2025

5. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.06.23 £	Net movement in funds £	At 31.05.24 £
Unrestricted funds			
General fund	11,380	2,455	13,835
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>11,380</u>	<u>2,455</u>	<u>13,835</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	95,159	(92,704)	2,455
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>95,159</u>	<u>(92,704)</u>	<u>2,455</u>

6. STAFF COSTS

	31.05.25 £	31.05.24 £
Wages and Salaries (PAYE)	33,283	-
Chief Executive Officer	29,136	34,050
Development Director	14,246	10,877
	<hr/>	<hr/>
	76,665	44,927

The average number of employees during the year was as follows:

	31.05.25	31.05.24
Fundraising	1	1
Healthcare	2	1
Admin and support	1	0
	<hr/>	<hr/>
	4	2

No employee received emoluments in excess of £60,000. Non-PAYE staff costs amounted to £43,382 (2024-£44,927).

7. RELATED PARTY DISCLOSURES

Martin Leib, a trustee, was paid £38,736 (2024-£34,050) in total for services rendered to the charity in the year.

SAMUEL'S CHARITY

England & Wales - Charity number 1164034

Accounts

Registered Charity Number 1164034



**Report of the Trustees
and the Unaudited Financial Statements
for the Period Ended 31st May 2024
for Samuel's Charity**

Registered Charity Number – 1164034
Registered Scottish Charity Number - SC050492
Company Registered Number – 09829049

Registered office address – 19 Haldene, Two Mile Ash, Milton Keynes, MK8 8HS

www.samuelscharity.org.uk

Samuels Charity

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NOTE REGARDING ACCOUNTING PERIODS:

The accounts for this period cover a 12-month period from 1st June 2023 to 31st May 2024, whereas the comparative period covers a 17-month period from 1st January 2022 to 31st May 2023 so they are not directly comparable.



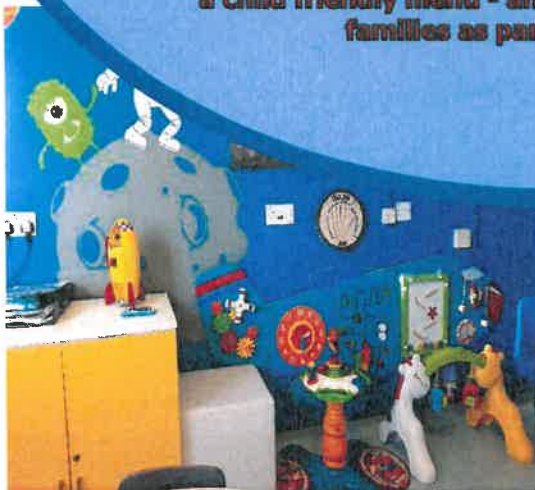


Samuels Charity exists to support children and young people who are dying or in long term care in Hospital or at Home.

We work to add value to underfunded NHS provision and fund and project manage the transformation of the child's experience (In the Hospital ward and in their own home). We support parents and facilitate peer support.

We make a difficult and painful experience less scary, and support better care and recovery where possible.

That's everything from the decoration of the ward/bedroom and child friendly aesthetics, to the provision of painkilling equipment, games consoles and recreational support, to improving the quality of food and a child friendly menu - and to supporting parents and families as part of that process.



Charity Trustees during 2023-24 were as follows:

Martin Leib (chair of trustees)

Karen G Jeffries

John Dale

Tillie L Mortier-Young

Dawn McCarthy (treasurer)

**The Charity is a Company Limited by Guarantee
and its governing document is its
Memorandum and Articles of Association**

Testimonials from parents

It made a fantastic difference to Jenny and to us as a family to know you guys were there for us at the most horrible time of our lives. Thank goodness we got through it but it was such a comfort to have your support.

"What you are doing for us and for Peter is wonderful and we are so incredibly grateful for your support and help at this really difficult time for us as a family. We also love Samuel's question "What about the other kinds?" and we want to thank you for your passion to help as many children and families as you can".

TRUSTEES REPORT

The trustees present the annual report together with the financial statements of the charity for the year ended 31st May 2024, including our accountants (unaudited) report for that year.

In preparing this, their eighth annual report, the Board of Trustees have noted the guidance set down by the Charities Commission regarding public benefit.

Our Mission

Is to express and act on 9-year-old Samuel's heartfelt desire to make being in hospital so much better for other children than it was for him; it was literally his dying wish. We want to positively transform the experience of every child having to face the challenge and distress of long-term care in hospital, including end of life care, or of those needing care at home between or after bouts of treatment.

We especially work to support children (and their parents and families) in underfunded hospitals and children's wards by challenging accepted practice, improving the ward and their personal environment, and providing recreational as well as pain relieving equipment, alongside access to Wi-Fi, games consoles and sensory equipment. In the same way we work to support seriously and terminally ill children and their families where they are in the scary situation of needing care at home where the child remains fragile and vulnerable and there is not the back up of a hospital and very little care in the community or effective transition between the two.

We want to help seriously and terminally-ill children in hospital, and at home, feel loved and cared for, reassured and supported for who they are as individuals. We want hospitals for them and their parents to be less scary, more caring and we want the children to feel loved and special at a really difficult time, including where they need that care at home. We want to do that for as many children we can and especially where we can make the most difference. We want to add value and be a catalyst to positive change.

Our Vision

Is to change and transform the experience of children everywhere, who are in the sort of situation Samuel was in, being treated for a long term or life limiting or life ending illness, whether in Hospital or at Home. We want our country to provide the best care in the world for such children and young people and we want to challenge poor practice and champion best practice – and roll up our sleeves to help deliver that. And we want what happens here to be a beacon and an example to other countries and other hospitals and communities all over the world.

Our Values

- ✓ Affirming and Positive
- ✓ Person Centred
- ✓ Child and family centred
- ✓ Listening and Learning
- ✓ Determined and Persistent
- ✓ Celebrating difference and diversity
- ✓ Committed to quality and excellence
- ✓ Collaborative and partnership-based solutions
- ✓ Outcome focused

The formal objective of the Charity as stated within our constitution and agreed with the Charities Commission is:

"The relief of sickness amongst children and of those in need by reason of ill health, through injury or abuse, by the provision of auxiliary services aimed at increasing patients' welfare and providing support to patients' families, including, but not limited to the provision of equipment, amenities for patients, their families and medical staff."

Our eighth annual report – for 2023-24 (Year ended 31st May)

An exciting year developing and preparing launch of our At Home Project in Wandsworth (launched 1.1.25) alongside further expanding and developing support for children in Hospital. A period of determined progress in a challenging environment and with a growing future resolve.

Introduction and background

We were established in 2015 and registered as a Charity Limited by Guarantee on 20th October 2015.

The Charity was conceived and established very much out of the experience of Samuel, just nine years old, who was fighting cancer in a hospital ward and was struggling more than he needed to because of the quality of his in-hospital experience.

Samuel was a remarkable young man. His big concern, especially when he knew he was dying, was to improve that experience for all the other children in every children's hospital in the UK. So, Samuel's Charity was born from Samuel's dying experience and the mission remains the same, to positively transform the experience of every child



having to face the challenge and distress of long-term care in hospital, including end of life care. Sam was bored, anxious, at times depressed, in pain, feeling desperately sick, hating the food, the mouldy showers, the lack of stimulation the lack of focus on anything other than medical treatment and his illness. He was very concerned to help other children to feel more loved and better cared for - and so are we.

What is clear is firstly that underfunded NHS hospitals lack the resources, including nursing and play co-ordinator time, to make the simple changes that make such a big difference. And secondly it's clear that there is little provision for such children at home, between and after bouts of treatment – and that transition arrangements between home and hospital are disjointed and less than satisfactory. We know that person-centred approaches alongside a transformation of the ward environment can hugely improve the experience of those who are dying and speed the recovery and promote the support of those who need long term care and can recover. Indeed, it almost certainly saves lives too!

These are some of the things we do to develop a much more child-friendly environment and experience:

In Hospital

- Changing sterile and unappealing ward walls into fun designs and colours
- Working with ward managers and catering teams to improve the quality and type of food
- Providing Accuvein machines to relieve pain and support sleep and relaxation
- Provide sensory equipment to reduce anxiety and support mental health
- Provide recreational equipment like tablets and x-boxes and the Wi-Fi to run them to support engagement and combat boredom
- Provide cross-ward engagement opportunities to improve socialisation and combat loneliness
- Provide proper beds for parents to use to support their child.
- Providing goody bags with Tangles and small presents as part of their welcome experience to the ward
- Provide projection equipment and ceiling decoration for those confined to lying on their back much of the time

- Asking children what small things would make a difference to them and sourcing them.

At Home

- Helping children to transfer to home, improving patient care, reducing bed blocking and saving around £700,000 to the NHS per location. 20% of children in hospital don't need to be there.
- Providing co-ordination of transition arrangements.
- Working with parents and children at Home to support care and support at a scary time.
- Providing qualified expertise to support transfer and home treatment/care.
- Helping families by deploying volunteers to support shopping, cleaning and domestic chores.
- Supporting home adaptation and ensuring a positive and safe care environment.
- Providing connectivity and games consoles etc to ensure the child is connected to friends, family, school and other positive relationships
- Providing emotional support and including volunteer visitors and peer support from parents who have worn the T-shirt and can help and advice.



An average ward initial "full intervention" costs around £40,000 and benefits around 2500 children at a cost of less than £17 per child. 70% of those inputs will have continuing benefits for several years afterwards and typically ongoing input in years 2 and 3 will be around £10,000 per year. That means that a three-year intervention by Samuels Charity will cost around £62,000 and benefit 7500 children – a cost per child of just £8.27. Hugely important changes and outcomes for a small amount of money, but money which the NHS does not have, and deployed with our expertise and lived experience so as to bring optimum benefits.

Equally, it costs us around £65,000 to provide an At Home Care co-ordinator to support a caseload of 20 children/young people at a time, (a Band 5-6 Paediatric nurse) to around 200 throughout the year, using a caseload of 20 children as a base. That will in turn unblock beds, support other children's admissions, reduce failed transfers, improve ambulance and staff allocations and conservatively save the NHS around £700,000! Our priority is always seriously and terminally-ill children but there are ancillary benefits that are also important. We make a powerful contribution in lots of ways but especially for children and families directly affected by life-threatening and-life limiting illness and conditions.

There is a real shortage of home support and so where home transfers do happen, they too often fail, and while families love having their child back with them, it's also a scary time and parents feel insecure and are often left very much on their own, to care for a very sick child. Support from our At Home Co-ordinator and from Samuels Charity, makes all the difference, especially to single parents and to those with little informal support.

We aim to work with hospitals and communities where there is no such support available. We do not duplicate and do not fund for hospital charities, whose focus is often around infrastructure and expensive treatment equipment, and we provide our At Home service where there is no such service, and we can make the most difference. There is a great deal still to do!

Our strategy is to link our "In Hospital" and "At Home" care and support to ensure consistency and effectiveness and reduce costs. In 2024-25 we will be working primarily in Wandsworth and with St George's Hospital Tooting (the largest in Europe). In 2025-26 we will add Milton Keynes University Hospital and add at least one new hub per year thereafter. Meanwhile our help and support to other children in Hospital in other areas continues as funds permit.

We are growing determinedly and realistically in the current environment. The need is increasing and while child mortality is reducing, the number of children with lifelong and life-threatening or life-limiting conditions has tripled in the last 20 years.

Testimonial from a volunteer

"I was incredibly moved to see how much difference we make to children and parents who are going through such a horrible experience. It felt really good to be part of making that happen"

Pandemic and further Economic impacts

Our experience of Covid was that it severely impacted our main methods of fundraising – via sponsored events and challenges – and reduced our income expectations enormously. Since then, the economic and fundraising crises have further challenged us and many other charities - and especially smaller ones like ours, where a large proportion of our funding is community based. An uncertain world impacts all of our thinking and makes us more cautious, including about our giving.

What that situation has done is to make us look carefully to develop more effective and more diverse funding approaches and to look at how we develop the work of the charity as a response, including looking more at the value of peer and other virtual and volunteer support. We are still on that journey, but we can now see the traction and momentum gained. In this report we also will share some of our future plans and ambitions.

Structure, Governance and Management

Trustees are approached personally, or advertised for. We have a clear process for recruitment, application, approval or rejection, induction/onboarding and development. A duly completed application form is required, including references, and a role and person specification is clearly outlined. All trustees are DBS checked (as are staff and volunteers) in line with our safeguarding and equal opportunities policies. Trustees are supplied with appropriate information ahead of their considered application for Trusteeship; they are appointed and supported in line with the charity constitution, the good trustee guide and other legislative guidance.

The Board of Trustees meets six times per year (3 face to face and 3 virtually) to fulfil their role in overseeing and directing the affairs of the charity, ensuring that it is well-run and delivers the charitable outcomes for which it is established. One of those meetings is an annual strategy day, when the Trustees review the overall strategy for the charity, including where we work and what we need to provide and offer. Trustees are committed to the Nolan principles of selflessness, integrity, objectivity, accountability, honesty and leadership. We currently have five Trustees and aim to add two more during the year to end may, especially across legal matters and senior paediatric.

We have struggled to develop our community fundraising by bringing in a part time fundraiser. It's a challenge with small resources to justify an expensive appointment and the risk of a lower salary is that we don't get the calibre or results we need. From July 2023 our CEO has been full time and takes much of the community fundraising within his role, supported by our experienced part-time Development Director (10 hrs per week) In late 2024-25 we will again seek to recruit a fundraiser as part of our income diversity planning. We are also working to establish two volunteer fundraising teams in Milton Keynes and South London.

Our CEO/founder has extensive Marketing and commercial experience, and has been running the charity for 8 years now and our Development Director has a strong track record and has previously run several charities as CEO, including a Hospice and at national level. We now employ a 27.5 hrs per week band 5 paediatric nurse to run our S London At Home project and are recruiting for a part-time admin support role to allow better and more cost-effective use of time.

As part of our development planning, we produce a two-year strategy set into a five-year frame of ambition, together with a two-year operational plan and fundraising plan. A rolling 12-month cash flow is maintained to ensure sustainability and advance finance planning.

Infrastructure and systems

To support our current strategy and development ambitions we use a CRM system for service monitoring and fundraising and use SharePoint to support good information sharing and joint working. We work remotely most of the time but have regular virtual Team Meetings and come together for one day per month face to face to maintain relationships and mutual accountabilities.

The aim is to balance growth and prudence, ambition and sustainability, and to ensure the systems and processes are developed in line with and slightly ahead of, those developments.

"The xbox you bought me has been amazing and not just for games on my own. I can play with school friends and use it to do a bit of schoolwork too!"

2023-24 activity and provision

Hospital Intervention and Collaboration Programme

Despite the usual struggle for income, we managed a wide range of inputs to support thousands of children. We always work to make best use of our limited resources. Even a little can make a big difference.



Over the last 2 years We decided to focus our efforts on two hospitals: St Georges Tooting, Wandsworth, (where we have a long association) and Milton Keynes University Hospital – where there is also need for intervention. That was to ensure better outcomes and not being so widely spread that it might dilute our effectiveness. Also, to develop the model of delivery for future replication.

We continued to work hard to reduce costs and overheads and to make sure that we were as effective – and cost-effective – as possible.

We've used our funding to make as much difference as possible. We were also encouraged to receive some additional grant funding

and our corporate support continues to increase.

The charity provided entertainment equipment including computer consoles, iPads and Android Tablets, DVD players, TV's, games and various other items for entertainment which was otherwise unavailable due to its cost to the children's wards, including at St George's Hospital in London and Milton Keynes Hospital, and elsewhere.

We had hoped to launch the At Home Project this year but we had not managed to raise sufficient funds to get it off the ground in 2023-4 and with reluctance, accepted that we would need to push that development back into 2024-25. The wonderful news is that we have managed to achieve that and that the project is now up and running, thanks to generous grant funding in particular.

Refer a Child Programme/At Home service

We also continue to occasionally support individual children that are going through treatment in other parts of the UK, either on a ward or at home, helping children who would otherwise not be able to have a gift without our support. Typically, a child will want and need an iPad or Tablet, a portable games console or other similar gift that they can use, on the wards or at home. There were just 4 children in 2023-24 who received a personal gift through this campaign. We expect to help more children in this way going forward.

As with the Hospital Intervention Programme, bringing some respite to the constant fear, worry and pain makes each day that little bit more acceptable and, with a more positive feeling, the children have a stronger and more resilient outlook. Reducing stress helps recovery – for children and for families, who feel more supported and less on their own.

2024-25 Provision – and other forward developments

Trustees remain concerned to move forward with a stronger ambition to help more children and to build our resources and fundraising to take us to the next level but are realistic about the challenge. That includes building a pipeline of funding from grant making trusts and statutory sources and to add capacity in line with development. Our aim is to have a community and corporate fundraiser, at least part time, in Milton Keynes and S London next financial year and will launch our Wandsworth based At Home Service in January 2025, as the first of several more over the next five years.

We are concerned to grow and meet the huge and increasing level of need in the context of a grossly underfunded NHS and shortfalls in local authority provision. We know our specific focus is much needed and highly effective – and provides a very positive return on investment for children. We are working to ensure we can evidence what we know, informally, that our interventions save substantially more money than they cost. We aim to make a case for local funding from local commissioners and as part of a social impact statement.

Provision in 2024-25 and beyond – In Hospital and At Home Services

By diversifying our income and steadily and realistically increasing our resources we plan to provide over £100,000 worth of direct support and including Hospital and At Home interventions where they will make the most difference.



We aim to bring in a total of £180,000 of income. That will be made up of £10,000 from statutory support, including CCG and health and Social Care, £70,000 from grants and trusts, £25,000 from Corporates and business, £65,000 from community events and sponsored challenges and £10,000 of traded income. We aim to develop capacity to deliver that on an incremental basis.

That means overall, we will directly and positively affect the experience of at least 6000 children in 2024/25 and especially transform the experience of 200 children on our At Home service.

We are also convening a meeting of aligned providers in 2025 to share good practice and to map gaps and agree ways of addressing those going forward.

In order to ensure sustainability and viability for the charity we will maintain a reserve of 3-6 months expenditure and deploy the balance of funding to maximum effect and impact.

Going forward

- We will aim then to grow by one location per year at a cost of around £60-£70,000 additional (In Hospital and At Home) in each of the next three years 2025 – 28.
- We want to expand our footprint and to offer services, within 10-15 years, in every country of the UK and in those hospitals and situations which most need our help and intervention. We will explore a “franchise and sharing” model to do so.
- We will work to map where there is the greatest need, (it’s difficult to find information from the NHS and its unfortunately not readily available otherwise but needs to be). So, one of our aims is to secure some funding towards that mapping and research.
- We are developing collaborative links with companies and manufactures to produce a “Sambox” (to cover/encase distressing and scary blood, Chemo and plasma bags hanging next to a child’s bed) with a

coloured box with a superhero or unicorn, butterfly etc image to 'power' that child towards better health and experience. That will be in production now in 2025 and we hope it will provide a tradeable income too.

- We are looking to commission a mobile sensory room to enable children to "escape" from the ward in a soundproofed and sensory environment that can be erected and moved to fit the needs of children and the ward regime. That will cost around £10,000. Again, the prototype will be in place in 2025.
- We want to develop a campaigning arm by 2027, to challenge poor practice and support positive change.
- We want to help develop collaborative working, including among children's nurses and NHS play professionals across regions and nationally to share best practice and helpful ways forward.
- We want to grow by between 30% and 50% per annum over the next three years to make as much difference as we can.

Fundraising

The Charity worked hard to increase provision during 2023-4 on its previous funding model and income for 2023-24 is up to at around £96,000. That 20% increase helped us to maintain provision levels and begin to further expand them. It's also a 12-month year against 17 months the previous year. 2024-25 projections are to lift income to around £180,000 and Expenditure to £160,000 – a £20,000 surplus - and maintain 3 -6 months reserve at around £50,000.

As indicated already, our previous fundraising approach had been to raise funds primarily through challenge events and sponsorship and especially relying upon the prodigious personal efforts of our founder, Martin Leib. We realised that this was not a realistic or helpful approach if we wanted to expand to meet the need and demand.



Given our level of resource and the fundraising environment, raising the sum of £96,000 last year, largely from such activities, was a creditable performance but will not sustain or develop the Charity going forward. Our plans are about diversification as much as expansion.

We undertook challenge events such as obstacle courses, 10K runs, Skydives and similar events. The Serpentine swim was our best event and raised almost £10,000 for us. The charity also had many members of the public take part in similar events, as well as receiving donations from members of the public and support from a growing number of local Corporate organisations.

We are further developing our corporate pipeline and use our corporate brochure and digital presentations to support expansion. We continue to invest in bids to grant making trusts, especially as our At Home Services develop and hope to leverage some Statutory support as well as increasing traded income through recycling schemes and sales of goods. We were delighted to receive support from The Farthing Trust, Albert Hunt Trust and, among others. We were especially grateful to receive income from another closing charity, Tenderheart. Those grant donations made possible the launch of the At Home Project.

Future fundraising development will further diversify our income streams and ensure sustainability and a working reserve to support the development of the charity and the increase of its provision. Provision will always be aligned with our income and subject to funding. We need to expand capacity and recruit at least one part time community fundraiser this year. Getting the calibre and remuneration package right is a major priority.

Financial Review

2023-24

As indicated above year under report remained challenging and perhaps more so than we had expected. Our newly recruited PT community fundraisers struggled even to break even and we reluctantly agreed to part company, turning instead to our CEO to shoulder the bulk of the fundraising, supported by Our Development Director. However, we were encouraged to receive more traction on applications to Grant making Trusts – especially for our At Home Project now launched in S London in January 2025. There's also a groundswell of community support too and we can see good progress.

Income for the year under report was £95,159; expenditure was £92,704 and that left us with a surplus of £2,455 for the year.

The majority of that funding was unrestricted funding (£79,548) and, with an incoming sum of unrestricted funding from the previous year of £81,777 meant that our free reserve at year end was £13,835.

Cash at Bank on 31.05.24 was £15,324.

That level of reserve last year constituted 2 months running costs Our aim is at least 2 months.

For comparison, 2022-23 was a 17-month year, whereas this and forward years will be 12 months.

2024-25

Our reserve policy is to maintain free reserves equivalent to 3-6 months running costs, to ensure sustainability and our ability to respond to emerging need. That provides a platform for further development in 2024-25 and beyond. Our budget in 2024-25 provides for £160,000 of expenditure and a surplus of £25,000 providing a reserve of £50,000 or just under 4 months running costs.

As indicated above we aim to ensure a diversified income stream across Statutory, Grant, Corporate and Community income and to invest in each of those streams as part of our strategic and fundraising plan.

We continue to invest in additional skills and resources and are confident of the direction and pace of forward development. We remain keen to secure partners and funders at all levels to help us to make vital interventions and contributions to the care and support of children who are dying or in long term care.

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Name: Martin Leib (chair)

Signature



Date 29/01/2025

Independent Examiner's Report to the Trustees of
SAMUEL'S CHARITY

Independent examiner's report to the trustees of SAMUEL'S CHARITY ('the Company')

I report to the charity trustees on my examination of the accounts of the Charitable Company for the period 1st June 2023 to 31st May 2024 which are set out on pages 14 to 18.

Responsibilities and basis of report

As the charity's trustees of the Charitable Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the 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:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.



Suzanne Spicer
FCA
Spicer & Co UK Limited
Staple House
5 Eleanor's Cross
Dunstable
Bedfordshire
LU6 1SU

Date: 29.01.2025

SAMUEL'S CHARITY

Statement of Financial Activities for the Period 1st June 2023 to 31st May 2024

Notes	01.06.23- 31.05.24 Unrestricted Funds £	01.06.23- 31.05.24 Restricted Funds £	01.06.23- 31.05.24 Total Funds £	01.01.22- 31.05.23 Total Funds £
INCOME AND ENDOWMENTS FROM				
Donations and legacies	79,256	15,611	94,867	72,774
Grants	-	-	-	9,000
Sale of merchandise	269	-	269	-
Interest receivable	23	-	23	3
	<u>79,548</u>	<u>15,611</u>	<u>95,159</u>	<u>81,777</u>
EXPENDITURE ON				
Charitable activities				
Charitable activities	61,265	-	61,265	56,793
Management and support costs	14,988	15,611	30,599	33,341
Finance costs	160	-	160	709
Governance costs	680	-	680	863
Total	<u>77,093</u>	<u>15,611</u>	<u>92,704</u>	<u>91,706</u>
NET INCOMING/(OUTGOING) RESOURCES	<u>2,455</u>	<u>-</u>	<u>2,455</u>	<u>(9,926)</u>
RECONCILIATION OF FUNDS				
Total funds brought forward	11,380	-	11,380	21,309
TOTAL FUNDS CARRIED FORWARD	<u>13,835</u>	<u>-</u>	<u>13,835</u>	<u>11,380</u>

CONTINUING OPERATIONS:

All income and expenditure derive from continuing activities.

All gains and losses recognised in the period are included above.

SAMUEL'S CHARITY

Balance Sheet
At 31 May 2024

	Notes	31.05.24 Unrestricted funds £	31.05.23 Unrestricted funds £
CURRENT ASSETS			
Debtors	3	586	503
Cash at bank		<u>15,324</u>	<u>13,031</u>
		15,910	13,534
CREDITORS			
Amounts falling due within one year	4	(2,075)	(2,154)
		<hr/>	<hr/>
NET CURRENT ASSETS		<u>13,835</u>	<u>11,380</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		13,835	11,380
		<hr/>	<hr/>
NET ASSETS		<u>13,835</u>	<u>11,380</u>
FUNDS	5		
Unrestricted funds		<u>13,835</u>	<u>11,380</u>
TOTAL FUNDS		<u>13,835</u>	<u>11,380</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies.

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies for the period ended 31 May 2024.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 May 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements were approved by the Board of Trustees and authorised for issue on

29/01/2025

..... and were signed on its behalf by:



.....
M Leib - Trustee

SAMUEL'S CHARITY

Notes to the Financial Statements for the Period Ended 31 May 2024

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Charities Act 2011, and the Companies Act 2006. The financial statements have been prepared on a going concern basis under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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 cost 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.

Taxation

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

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

SAMUEL'S CHARITY

**Notes to the Financial Statements - continued
for the Period Ended 31 May 2024**

2. TRUSTEES' REMUNERATION AND BENEFITS

Trustees' expenses	31.05.24	31.05.23
	£	£
Trustees' expenses	<u>-</u>	<u>-</u>

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.05.24	31.05.23
	£	£
VAT due from HMRC	550	503
Trade Debtors	<u>36</u>	<u>-</u>
	<u>586</u>	<u>503</u>

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.05.24	31.05.23
	£	£
Taxation costs	1,225	1,134
Accruals and deferred income	<u>850</u>	<u>1,020</u>
	<u>2,075</u>	<u>2,154</u>

5. MOVEMENT IN FUNDS

	At 1.06.23	Net movement in funds	At 31.05.24
	£	£	£
Unrestricted funds			
General fund	11,380	2,455	13,835
	<u>11,380</u>	<u>2,455</u>	<u>13,835</u>
TOTAL FUNDS	<u>11,380</u>	<u>2,455</u>	<u>13,835</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	95,159	(92,704)	2,455
	<u>95,159</u>	<u>(92,704)</u>	<u>2,455</u>
TOTAL FUNDS	<u>95,159</u>	<u>(92,704)</u>	<u>2,455</u>

SAMUEL'S CHARITY

Notes to the Financial Statements - continued
for the Period Ended 31 May 2024

5. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.06.23 £	Net movement in funds £	At 31.05.24 £
Unrestricted funds			
General fund	21,309	(9,929)	11,380
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>21,309</u>	<u>(9,929)</u>	<u>11,380</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	81,777	(91,706)	(9,929)
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>81,777</u>	<u>(91,706)</u>	<u>(9,929)</u>

6. RELATED PARTY DISCLOSURES

Martin Leib, a trustee, was paid £34,050 (2023-£18,082) for services rendered to the charity in the year.

7. STAFF COSTS

	31.05.24 £	31.05.23 £
Wages and Salaries	-	9,333
	<hr/>	<hr/>
	-	9,333

The average number of employees during the year was as follows:

	31.05.24	31.05.23
Fundraising	0	1
	<hr/>	<hr/>

No employee received emoluments in excess of £60,000. Non-PAYE staff costs amounted to £44,927 (2023-£31,093).

SAMUEL'S CHARITY

England & Wales - Charity number 1164034

Accounts

Registered Charity Number 1164034



**Report of the Trustees
and the Unaudited Financial Statements
for the Period Ended 31st May 2023
for Samuel's Charity**

Registered Charity Number – 1164034
Registered Scottish Charity Number - SC050492
Company Registered Number – 09829049

Principal office address – 19 Haldene, Two Mile Ash, Milton Keynes, MK8 8HS
Registered address – Aurora House, Deltic Avenue, Milton Keynes, MK13 8LW

www.samuelscharity.co.uk

Samuels Charity

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for the Period Ended 31st May 2023

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Samuels Charity exists to support children and young people who are dying or in long term care in Hospital or at Home.

We work to add value to underfunded NHS provision and fund and project manage the transformation of the child's experience (in the Hospital ward and in their own home). We support parents and facilitate peer support.

We make a difficult and painful experience less scary, and support better care and recovery where possible.

That's everything from the decoration of the ward/bedroom and child friendly aesthetics, to the provision of painkilling equipment, games consoles and recreational support, to improving the quality of food and a child friendly menu - and to supporting parents and families as part of that process.



Charity Trustees during 2022-23 were as follows:

Martin Leib (chair of trustees)

Karen G Jeffries

Laura E May (resigned 1.6.22)

Tillie L Mortier-Young

John Dale was appointed 19.6.23

**The Charity is a Company Limited by Guarantee
and its governing document is its
Memorandum and Articles of Association**

Testimonials from parents

"Sam's wishes for helping others is so selfless and incredible and I can tell you, he would be so proud of what you're doing. It was a long day today with a few extra bloods to be done too and having something to focus on between the nasties was incredibly helpful."

It made a fantastic difference to Jenny and to us as a family to know you guys were there for us at the most horrible time of our lives. Thank goodness we got through it but it was such a comfort to have your support.

TRUSTEES REPORT

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present the annual report together with the financial statements of the charity for the period ended 31st May 2023, including our accountants (unaudited) report for that period. The Board had amended the financial year for the charity from the previous calendar year and this period under report is covers the 17 months period from 1st January 2022 to 31st May 2023.

In preparing this, their seventh annual report, the Board of Trustees have noted the guidance set down by the Charities Commission regarding public benefit and have adopted the provisions of the Statement of Recommend Practice (SORP) 'Accounting and Reporting by Charities' issued in January 2019.

Our Mission

Is to express and act on 9-year-old Samuel's heartfelt desire to make being in hospital so much better for other children than it was for him; it was literally his dying wish. We want to positively transform the experience of every child having to face the challenge and distress of long-term care in hospital, including end of life care., or of those needing care at home between or after bouts of treatment.

We especially want to support children (and their parents and families) in underfunded hospitals and children's wards by challenging accepted practice, improving the ward and their personal environment, and providing recreational as well as pain relieving equipment, alongside access to Wi-Fi, games consoles and sensory equipment. In the same way we want to support seriously and terminally ill children and their families where they are in the scary situation of needing care at home where the child remains fragile and vulnerable and there is not the back up of a hospital and very little care in the community or effective transition between the two.

We want to help children in hospital feel loved and cared for, reassured and supported for who they are as individuals. We want hospitals for them and their parents to be less scary, more caring and we want the children to feel loved and special at a really difficult time, including where they need that care at home. We want to do that for as many children we can and especially where we can make the most difference. We want to add value and be a catalyst to positive change.

Our Vision

Is to change and transform the experience of children everywhere, who are in the sort of situation Samuel was in, being treated for a long term or life limiting or life ending illness., whether in Hospital or at Home. We want our country to provide the best care in the world for such children and young people and we want to challenge poor practice and champion best practice – and roll up our sleeves to help deliver that. And we want what happens here to be a beacon and an example to other countries and other hospitals and communities all over the world.

Our values

- ✓ Affirming and Positive
- ✓ Person Centred
- ✓ Child and family centred
- ✓ Listening and Learning
- ✓ Determined and Persistent
- ✓ Celebrating difference and diversity
- ✓ Committed to quality and excellence
- ✓ Collaborative and partnership-based solutions
- ✓ Outcome focused

The formal objective of the Charity as stated within our constitution and agreed with the Charities Commission is:

“The relief of sickness amongst children and of those in need by reason of ill health, through injury or abuse, by the provision of auxiliary services aimed at increasing patients’ welfare and providing support to patients’ families, including, but not limited to the provision of equipment, amenities for patients, their families and medical staff.”

Our seventh annual report – for 2022-23 (Period ended 31st May)

A period of determined progress in a challenging environment and a growing future resolve.

Introduction and background

We were established in 2015 and registered as a Charity Limited by Guarantee on 20th October 2015.

The Charity was conceived and established very much out of the experience of Samuel, just nine years old, who was fighting cancer in a hospital ward and was struggling more than he needed to because of the quality of his in hospital experience.

Samuel was a remarkable young man. His big concern, especially when he knew he was dying, was to improve that experience for all the other children in every children’s hospital in the UK. So, Samuel’s Charity was born from Samuel’s dying experience and the mission remains the same, to positively transform the experience of every child having to face the challenge and distress of long-term care in hospital, including end of life care. He was bored, anxious, at times depressed, in pain, feeling desperately sick, hating the food, the mouldy showers, the lack of stimulation the lack of focus on anything other than medical treatment and his illness. He was very concerned to help other children to feel more loved and better cared for - and so are we.

What is clear is firstly that underfunded NHS hospitals lack the funding and the resources, including nursing and play co-ordinator time, to make the simple changes that make such a big difference. And secondly there is little provision for such children at home, between and after bouts of treatment – and that transition arrangements between home and hospital are disjointed and less than satisfactory. We know that person-centred approaches alongside a transformation of the ward environment can hugely improve the experience of those who are dying and speed the recovery and promote the support of those who need long term care and can recover. Indeed, it almost certainly saves lives too!

These are some of the things we do to develop a much more child-friendly environment and experience:

In Hospital

- Changing sterile and unappealing ward walls into fun designs and colours
- Working with ward managers and catering teams to improve the quality and type of food
- Providing Accuvein machines to relieve pain and support sleep and relaxation
- Provide sensory equipment to reduce anxiety and support mental health
- Provide recreational equipment like tablets and x-boxes and the Wi-Fi to run them to support engagement and combat boredom
- Provide cross ward engagement opportunities to improve socialisation and combat loneliness
- Provide proper beds for parents to use to support their child.
- Providing goody bags with Tangles and small presents as part of their welcome experience to the ward
- Provide projection equipment and ceiling decoration for those confined to lying on their back much of the time
- Asking children what small things would make a difference to them and sourcing them.

At Home

- Providing co-ordination of transition arrangements
- Working with parents and children at Home to support care and support at a scary time
- Support home adaptation and ensuring a positive and safe care environment
- Providing connectivity and games consoles etc to ensure the child is connected to friends, family, school and other positive relationships
- Providing emotional support and including volunteer visitors and peer support from parents who have worn the T shirt and can help and advise



An average ward “full intervention” costs around £42,000 and benefits 2500 children at a cost of less than £17 per child. 70% of those inputs will have continuing benefits for several years afterwards and typically ongoing input in years 2 and 3 will be around £10,000 per year. That means that a three-year intervention by Samuels Charity will cost around £62,000 and benefit 7500 children – a cost per child of just £8.27. Hugely important changes and outcomes for a small amount of money, but money which the NHS does not have, and deployed with our expertise and lived experience so as to bring optimum benefits.

Equally, it costs us around £40,000 to provide an At Home Care co-ordinator to support a caseload of 20 children/young people at a time, around 200 throughout the year. There is a real shortage of home support and while families love having their child back with them, its also a scary time and parents feel insecure and are often left very much on their own, to care for a very sick child. Support from our At Home Co-ordinator and from Samuels Charity, makes all the difference.

We work with hospitals and communities where there is no such support available. We do not duplicate and do not fund for hospital charities, whose focus is often around infrastructure and expensive treatment equipment, and provide the At Home service where there is no such service. Sadly, that leaves a lot to do.

Testimonial from a volunteer

It was amazing to see the difference Samuels Charity makes to children and families when its such an anxious and scary time. It was a huge privilege to help.

Pandemic and further Economic impacts

Our experience of Covid was that it severely impacted our main methods of fundraising – via sponsored events and challenges – and reduced our income expectations enormously.

That has been further challenged by the economic and energy crises which have created a huge challenge for charities and especially for smaller ones like ours, where a large proportion of our funding is community based.

What that has done is to make us look at a better more robust and more diverse funding mechanism and to develop the work of the charity as a response, including looking more at the value of peer and other virtual support. We decided to turn the challenges of Covid into an opportunity to develop and to support more children. It has been more of a struggle than we hoped but we can now see the traction and momentum gained. In this report we will share some of our future plans and ambitions.

Structure, Governance and management

Trustees are approached personally, or advertised for. We have a clear process for recruitment, application, approval or rejection, induction/onboarding and development. A duly completed application form is required, including references, and a role and person specification is clearly outlined. All trustees are DBS checked (as are staff and volunteers) in line with our safeguarding and equal opportunities policies. Trustees are supplied with appropriate information ahead of their considered application for Trusteeship; they are appointed and supported in line with the charity constitution, the good trustee guide and other legislative guidance.

The Board of Trustees meets six times per year (3 face to face and 3 virtually) to fulfil their role in overseeing and directing the affairs of the charity, ensuring that it is well-run and delivers the charitable outcomes for which it is established. One of those meetings is an annual strategy day, when the Trustees review the overall strategy for the charity, including where we work and what we need to provide and offer. Trustees are committed to the Nolan principles of selflessness, integrity, objectivity, accountability, honesty and leadership. We currently have four Trustees and aim to add three more during the year, especially across finance, legal matters and senior paediatric.

We tried to develop our community fundraising by bringing in a part time fundraiser but that didn't work out in the period under report. From July 2023 decided our part-time CEO would go full time and take over the community fundraising within their role, supported by our very experienced part-time Development Director (10 hrs per week) In 2023-24 we will again seek to recruit a fundraiser as part of our income diversity planning. We have part time volunteer book-keeping and admin to help support us and two growing volunteer fundraising teams in Milton Keynes and South London.

Our CEO/founder has extensive Marketing experience and our Development Director has a great track record and has previously run several charities as CEO.

As part of our development planning we now produce a two-year strategy set into a five year frame of ambition, together with a two year operational plan and fundraising plan. A rolling 12 month cash flow is maintained to ensure sustainability and advance finance planning.

Infrastructure and systems

In alignment with our current strategy and development ambitions we have added a CRM system for service monitoring and fundraising and use share-point to support good information sharing and joint working. We work remotely most of the time but have regular virtual Team Meetings and come together for one day per month face to face to maintain relationships and mutual accountabilities.

The aim is to balance growth and prudence, ambition and sustainability, and to ensure the systems and processes are developed in line with and slightly ahead of, those developments.

"So fab, thank you. Thank you so much for my iPad, hospital visits won't be so boring or tough from now on" A child.

2022-3 activity and provision

Hospital Intervention and Collaboration Programme

Despite more of a struggle for income than we had expected, we still managed a wide range of inputs to support thousands of children. We always work to make best use of our limited resources. Even a little can make a big difference.

We decided to focus our efforts on two hospitals: St Georges Tooting, Wandsworth, (where we have a long association) and Milton Keynes University Hospital – where there is need for intervention. We worked hard to reduce costs and overheads and to make sure that we were as effective – and cost-effective – as possible.

We had hoped to undertake at least one “full intervention” during this time but lack of funds meant that we used what we had to work in a number of smaller ways to make as much difference as we could. However, we were encouraged to receive some additional grant funding and our corporate support is increasing too.

The charity provided entertainment equipment including computer consoles, iPads and Android Tablets, DVD players, TV’s, games and various other items for entertainment which was otherwise unavailable due to its cost to the children’s wards, including at St George’s Hospital in London and Milton Keynes Hospital. We also provided several overnight beds for parents living on the wards with their sick child.

Refer a Child Programme/At Home service

We also further supported individual children that are going through treatment in the UK, either on a ward or at home, helping children who would otherwise not be able to have a gift without our support. Typically, a child will want and need an iPad or Tablet, a portable games console or other similar gift that they can use while travelling, on the wards or at home. There were 9 children in 2022-23 who received a personal gift through this campaign. We want to further expand this provision and turn it into a developed **At Home Service** so that we have such provision – and the transition integration support – wherever we are working. Our first At Home Project launches in January 2024.

As with the Hospital Intervention Programme, bringing some respite to the constant fear, worry and pain makes each day that little bit more acceptable and, with a more positive feeling, the children have a stronger and more resilient outlook. Reducing stress helps recovery – for children and for families, who feel more supported and less on their own.

2023-24 Provision – and other forward developments

The Charity has worked to increase provision during 2022-3 on its previous funding model and income for 2022-23 is at £81,777 and back up to pre Covid levels helping us to maintain provision levels and begin to expand them. 2023-24 projections are to lift income to around £140,000 and Expenditure to £115,000 – a £25,000 surplus - and maintain 3 months reserve.

Trustees remain concerned to move forward with a stronger ambition to help more children and to build our resources and fundraising to take us to the next level but are realistic about the challenge. That includes building a pipeline of funding from grant making trusts and statutory sources and to add capacity in line with development. Our aim is to have a community and corporate fundraiser, at least part time, in Milton Keynes and S London next financial year and will launch our Wandsworth based At Home Service in January 2024, as the first of several more over the next five years.

We are concerned to grow and meet the huge and increasing level of need in the context of a grossly underfunded NHS and shortfalls in local authority provision. We know our specific focus is much needed and highly effective – and provides a very positive return on investment for children. We are working to ensure we can evidence what we know informally that our interventions save substantially more money than they cost. We expect that to make a case for local funding from our Hospital partners and as part of a social impact statement.

Provision in 2023-24 and beyond – In Hospital and At Home Services

By diversifying our income and steadily and realistically increasing our resources we plan to provide over £100,000 worth of direct support and including Hospital and At Home interventions where they will make the most difference.

We aim to bring in a total of £140,000 of income. That will be made up of £10,000 from statutory support, including CCG and health and Social Care, £25,000 from grants and trusts, £35,000 from Corporates and business, £60,000 from community events and sponsored challenges and £10,000 of traded income. We aim to develop capacity to deliver that on an incremental basis.

That means we will directly and positively affect the experience of at least 6000 children in 2023/24.

We are also convening a meeting of aligned providers early in 2024 to share good practice and to map gaps and agree ways of addressing those going forward.

In order to ensure sustainability and viability for the charity we will maintain a reserve of 3-6 months expenditure and deploy the balance of funding to maximum effect and impact.

Going forward

- We will aim then to grow by one location per year at a cost of around £60,000 additional (In Hospital and At Home) in each of the next three years 2024 – 27.
- We want to expand our footprint and to offer services, within 10-15 years, in every country of the UK and in those hospitals and situations which most need our help and intervention. We will explore a “franchise and sharing” model to do so.
- We will work to map where there is the greatest need, (its difficult to find information from the NHS and its unfortunately not readily available but needs to be). One of our aims is to secure some funding towards that mapping and research. See above.
- We are developing collaborative links with companies and manufactures to produce a “ Sambox” (to cover/encase distressing and scary blood, Chemo and plasma bags hanging next to a child’s bed) with a coloured box with a superhero or unicorn, butterfly etc image to ‘power’ that child towards better health and experience. That will be in production in 2024 and we hope it will provide a tradeable income too.
- We are looking to commission a mobile sensory room to enable children to “escape” from the ward in a soundproofed and sensory environment that can be erected and moved to fit the needs of children and the ward regime. That will cost around £10,000. Again, the prototype will be in place in 2024.
- We want to develop a campaigning arm to challenge poor practice and support positive change
- We want to help develop collaborative working, including among children’s nurses and NHS play professionals across regions and nationally to share best practice and helpful ways forward
- We want to grow by between 20% and 30% per annum to make as much difference as we can.

Fundraising

Fundraising

As indicated already, our previous fundraising approach had been to raise funds primarily through challenge events and sponsorship and especially relying upon the prodigious personal efforts of our founder, Martin Leib. We realised that this was not a realistic or helpful approach if we wanted to expand – which we do.



Given our level of resource and the fundraising environment, raising the sum of £47,977 last year, largely from such activities, was a creditable performance but will not sustain ambition or develop the Charity going forward. Our plans are about diversification as much as careful expansion.

We undertook challenge events such as obstacle courses, 10K runs, Skydives and similar events. The charity also had many members of the public take part in similar events, as well as receiving donations from members of the public and support from a growing number of local Corporate organisations.

We have just redeveloped our corporate pipeline and have created a corporate brochure to support that development. We continue to invest in bids to grant making trusts, especially as our At

Home Services develop and hope to leverage some Statutory support as well as increasing traded income through recycling schemes and sales of goods. We were delighted to receive support from The Albert Hunt Trust and from Milton Keynes Community Foundation, among others.

Future fundraising development will further diversify our income streams and ensure sustainability and a working reserve to support the development of the charity and the increase of its provision. Provision will always be aligned with our income and subject to funding.

Financial Review

2022-23

As indicated above the period under report remained challenging and, in some ways, more so than we had expected. Our newly recruited community fundraiser struggled event to break even and we reluctantly agreed to part company, turning instead to our CEO to shoulder the bulk of the fundraising, supported by Our Development Director. However, we were encouraged to receive more traction on applications to Grant making Trusts – especially for our At Home Project now launching in S London in January 2024. There's also a groundswell of community support too and we can see good progress.

Income for the period under report was £81,777; expenditure was £91,706 and that left us with a deficit of £9,929 for the period. The whole of that funding was unrestricted funding and, with an incoming sum of unrestricted funding from the previous year of £21,309 meant that our reserve at period end was £11,380, cash at bank on 31.05.23 was £13,031.

That level of reserve last year constituted 5 months running costs and exceeded the minimum reserve policy at that time of £5,000.

2023- 24

Our reserve policy is to maintain free reserves equivalent to 3-6 months running costs, to ensure sustainability and our ability to respond to emerging need. That provides a platform for further development in 2024-5 and beyond. Our budget in 2023-24 provides for £113,000 of expenditure and a surplus of £25,000.

As indicated above we aim to ensure a diversified income stream across Statutory, Grant, Corporate and Community income and to invest in each of those streams as part of our strategic and fundraising plan.

We have invested in additional skills and resources and are confident of the direction and pace of forward development and keen to secure partners and funders at all levels to help us to make vital interventions and contributions to the care and support of children who are dying or in long term care.

Statement of Trustees Responsibilities

The trustees (who are also the directors of Samuel's Charity for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Name: Martin Leib (chair)



06/11/2023

Signature

Date

Independent Examiner's Report to the Trustees of
SAMUEL'S CHARITY

Independent examiner's report to the trustees of SAMUEL'S CHARITY ('the Company')

I report to the charity trustees on my examination of the accounts of the Charitable Company for the period 1st January 2022 to 31st May 2023 which are set out on pages 13 to 18.

Responsibilities and basis of report

As the charity's trustees of the Charitable Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the 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:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.

Suzanne Spicer

Suzanne Spicer
FCA
Spicer & Co UK Limited
Staple House
5 Eleanor's Cross
Dunstable
Bedfordshire
LU6 1SU

Date: 6 November 2023

SAMUEL'S CHARITY

Statement of Financial Activities for the Period 1st January 2022 to 31st May 2023

	Notes	01.01.22- 31.05.23 Unrestricted funds £	01.01.21- 31.12.21 Unrestricted funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies		72,774	47,977
Grants		9,000	-
Interest receivable		3	-
		<hr/>	<hr/>
		81,777	47,977
EXPENDITURE ON			
Charitable activities			
Charitable activities		56,793	42,320
Management and support costs		33,341	1,515
Finance costs		709	96
Governance costs		863	1,020
		<hr/>	<hr/>
Total		91,706	44,951
		<hr/>	<hr/>
NET (OUTGOING)/INCOMING RESOURCES		(9,929)	3,026
RECONCILIATION OF FUNDS			
Total funds brought forward		21,309	18,283
		<hr/>	<hr/>
TOTAL FUNDS CARRIED FORWARD		11,380	21,309

CONTINUING OPERATIONS:

All income and expenditure derive from continuing activities.

All gains and losses recognised in the period are included above.

SAMUEL'S CHARITY

Balance Sheet
At 31 May 2023

	Notes	31.05.23 Unrestricted funds £	31.12.21 Unrestricted funds £
CURRENT ASSETS			
Debtors	3	503	
Cash at bank		<u>13,031</u>	<u>22,329</u>
		13,534	22,329
CREDITORS			
Amounts falling due within one year	4	(2,154)	(1,020)
		<u>11,380</u>	<u>21,309</u>
NET CURRENT ASSETS			
		<u>11,380</u>	<u>21,309</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		11,380	21,309
		<u>11,380</u>	<u>21,309</u>
NET ASSETS			
		<u>11,380</u>	<u>21,309</u>
FUNDS	5		
Unrestricted funds		<u>11,380</u>	<u>21,309</u>
TOTAL FUNDS		<u>11,380</u>	<u>21,309</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies.

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies for the period ended 31 May 2023.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 May 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements were approved by the Board of Trustees and authorised for issue on and were signed on its behalf by:



.....
M Leib - Trustee

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Charities Act 2011, and the Companies Act 2006. The financial statements have been prepared on a going concern basis under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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 cost 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.

Taxation

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

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

SAMUEL'S CHARITY

Notes to the Financial Statements - continued for the Period Ended 31 May 2023

2. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the period ended 31 May 2023 nor for the year ended 31 December 2021.

Trustees' expenses

	31.05.23	31.12.21
	£	£
Trustees' expenses	<u>-</u>	<u>-</u>

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.05.23	31.12.21
	£	£
VAT due from HMRC	<u>503</u>	<u>-</u>

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.05.23	31.12.21
	£	£
Taxation costs	1,134	-
Accruals and deferred income	<u>1,020</u>	<u>1,020</u>
	<u>2,154</u>	<u>1,020</u>

5. MOVEMENT IN FUNDS

	At 1.1.22	Net movement in funds	At 31.05.23
	£	£	£
Unrestricted funds			
General fund	21,309	(9,929)	11,380
	<u>21,309</u>	<u>(9,929)</u>	<u>11,380</u>
TOTAL FUNDS	<u>21,309</u>	<u>(9,929)</u>	<u>11,380</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	81,777	(91,706)	(9,929)
	<u>81,777</u>	<u>(91,706)</u>	<u>(9,929)</u>
TOTAL FUNDS	<u>81,777</u>	<u>(91,706)</u>	<u>(9,929)</u>

SAMUEL'S CHARITY

Notes to the Financial Statements - continued for the Period Ended 31 May 2023

5. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.21 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	18,283	3,026	21,309
	_____	_____	_____
TOTAL FUNDS	<u>18,283</u>	<u>3,026</u>	<u>21,309</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	47,977	(44,951)	3,026
	_____	_____	_____
TOTAL FUNDS	<u>47,977</u>	<u>(44,951)</u>	<u>3,026</u>

6. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 May 2023.

7. STAFF COSTS

	31.05.23 £	31.12.21 £
Wages and Salaries	9,333	-
	_____	_____
	9,333	

The average number of employees during the year was as follows:

	31.05.23	31.12.21
Fundraising	1	0
	_____	_____

No employee received emoluments in excess of £60,000. Non-PAYE staff costs amounted to £31,093 (2021-£8,892).

SAMUEL'S CHARITY

England & Wales - Charity number 1164034

Accounts

REGISTERED COMPANY NUMBER: 09829049 (England and Wales)
REGISTERED CHARITY NUMBER: 1164034
REGISTERED SCOTTISH CHARITY NUMBER: SC050492



Report of the Trustees and
Unaudited Financial Statements for the Year Ended 31 December 2021
for
SAMUEL'S CHARITY

www.samuelscharity.co.uk

SAMUEL'S CHARITY

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Samuel's Charity exists to support children and young people who are dying or in long term care in hospital. We work to add value to underfunded NHS provision and fund and project manage the transformation of the child's experience in the ward, and that of their parents.

We make a difficult and painful experience less scary, and support better care and recovery where possible. That's everything from the decoration of the ward and child friendly aesthetics, to the provision of painkilling equipment, games consoles and recreational support, to improving the quality of food and a child friendly menu - and to supporting parents and families as part of that process.



SAMUEL'S CHARITY

Report of the Trustees for the Year Ended 31 December 2021

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 December 2021. The trustees have adopted the provisions of 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). In preparing this, their sixth annual report, the Board of Trustees have noted the guidance set down by the Charities Commission regarding public benefit.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

09829049 (England and Wales)

Registered Charity number

1164034

Registered office

Aurora House
Deltic Avenue
Milton Keynes
MK13 8LW

Trustees

K G Jeffries
M Leib
P J May
L E May
T L Mortier-Young

Independent Examiner

Spicer & Co UK Limited
Staple House
5 Eleanor's Cross
Dunstable
Bedfordshire
LU6 1SU

SAMUEL'S CHARITY

Report of the Trustees for the Year Ended 31 December 2021

Our Mission

Is to express and act on 9-year-old Samuel's heartfelt desire to make being in hospital so much better for other children than it was for him; it was literally his dying wish. We want to positively transform the experience of every child having to face the challenge and distress of long-term care in hospital, including end of life care.

We especially want to support children (and their parents and families) in underfunded hospitals and children's wards by challenging accepted practice, improving the ward and their personal environment, and providing recreational as well as pain relieving equipment, alongside access to Wi-Fi, games consoles and sensory equipment.

We want to help children in hospital feel loved and cared for, reassured and supported for who they are as individuals. We want hospitals for them and their parents to be less scary, more caring and we want the children to feel loved and special at a really difficult time. We want to do that for as many children we can and especially where we can make the most difference. We want to add value and be a catalyst to positive change.

Our Vision

Is to change and transform the experience of children everywhere, who are in the sort of situation Samuel was in, being treated for a long term or life limiting or life ending illness.

We want our country to provide the best care in the world for such children and young people and we want to challenge poor practice and champion best practice – and roll up our sleeves to help deliver that.

And we want what happens here to be a beacon and an example to other countries and other hospitals all over the world.

Our values

- ✓ Affirming and Positive
- ✓ Person Centred
- ✓ Child and family centred
- ✓ Listening and Learning
- ✓ Determined and Persistent
- ✓ Celebrating difference and diversity
- ✓ Committed to quality and excellence
- ✓ Collaborative and partnership-based solutions
- ✓ Outcome focused

The formal objective of the Charity as stated within our constitution and agreed with the Charities Commission is:

"The relief of sickness amongst children and of those in need by reason of ill health, through injury or abuse, by the provision of auxiliary services aimed at increasing patients' welfare and providing support to patients' families, including, but not limited to the provision of equipment, amenities for patients, their families and medical staff."

Our sixth annual report – for the year ended 31st December 2021

A year of challenge and adaption and a growing future resolve.

We were established in 2015 and registered as a Charity Limited by Guarantee on 20th October 2015.

The Charity was conceived and established very much out of the experience of Samuel, just nine years old, who was fighting cancer in a hospital ward and was struggling more than he needed to because of the quality of his in-hospital experience.

Samuel was a remarkable young man. His big concern, especially when he knew he was dying, was to improve that experience for all the other children in every children's hospital in the UK. So, Samuel's Charity was born from Samuel's dying experience and the mission remains the same, to positively transform the experience of every child having to face the challenge and distress of long-term care in hospital, including end of life care. He was bored, anxious, at times depressed, in pain, feeling desperately sick, hating the food, the mouldy showers, the lack of stimulation the lack of focus on anything other than medical treatment and his illness. He was very concerned to help other children to feel more loved and better cared for - and so are we.

What is clear is that underfunded NHS hospitals lack the funding and the resources, including nursing and play co-ordinator time, to make the simple changes that make such a big difference. We know that person-centred approaches alongside a transformation of the ward environment can hugely improve the experience of those who are dying and speed the recovery and promote the support of those who need long term care and can recover. Indeed, it almost certainly saves lives too!

These are some of the things we do to develop a much more child-friendly environment and experience:

- Changing sterile and unappealing ward walls into fun designs and colours
- Working with ward managers and catering teams to improve the quality and type of food
- Providing Accuvein machines to relieve pain and support sleep and relaxation
- Provide sensory equipment to reduce anxiety and support mental health
- Provide recreational equipment like tablets and x-boxes and the Wi-Fi to run them to support engagement and combat boredom
- Provide cross ward engagement opportunities to improve socialisation and combat loneliness
- Provide proper beds for parents to use to support their child.
- Providing goody bags with Tangles and small presents as part of their welcome experience to the ward
- Provide projection equipment and ceiling decoration for those confined to lying on their back much of the time
- Asking children what small things would make a difference to them and sourcing them.

An average ward "full intervention" costs around £42,000 and benefits 2500 children at a cost of less than £17 per child. 70% of those inputs will have continuing benefits for several years afterwards and typically ongoing input in years 2 and 3 will be around £10,000 per year. That means that a three-year intervention by Samuels Charity will cost around £62,000 and benefit 7500 children – a cost per child of just £8.27. Amazingly vital changes and outcomes for a small amount of money, nut money6 which the NHS does not have and deployed with our expertise and lived experience t5o be focused and bring optimum benefits.

Testimonial from a staff member

"A truly inspiring and very special charity. Working with you recently, I cannot honestly thank you enough"

Pandemic Impact

Our experience of Covid was that it severely impacted our main methods of fundraising – via sponsored events and challenges – and reduced our income expectations enormously.

What that did was to make us look at a better more robust and more diverse funding mechanism and to develop the work of the charity as a response. We decided to turn the problems of Covid into an opportunity to develop and to support more children. In this report we will share some of our future plans and ambitions. More of that below.

Structure, Governance and management

Trustees are approached personally, or advertised for. We have a clear process for recruitment, application, approval or rejection, induction/onboarding and development. A duly completed application form is required, including references, and a role and person specification is clearly outlined. All trustees are DBS checked (as are staff and volunteers) in line with our safeguarding and equal opportunities policies. Trustees are supplied with appropriate information ahead of their considered application for Trusteeship; they are appointed and supported in line with the charity constitution, the good trustee guide and other legislative guidance.

The Board of Trustees meets six times per year (3 face to face and 3 virtually) to fulfil their role in overseeing and directing the affairs of the charity, ensuring that it is well-run and delivers the charitable outcomes for which it is established. One of those meetings is an annual strategy day, when the Trustees review the overall strategy for the charity, including where we work and what we need to provide and offer. Trustees are committed to the Nolan principles of selflessness, integrity, objectivity, accountability, honesty and leadership.

At this stage the team is small, with a part-time CEO and Development Director and a full-time community and corporate fundraiser. In 2023 we aim for the CEO to be employed full time from January and to recruit a second fundraiser as part of our income diversity planning. We have part time volunteer book-keeping and admin to help support us.

In 2023 we will add at least two more Trustees to the Board, with a priority on legal and accounting expertise. Our CEO has extensive Marketing experience and our semi-retired Development Director has a great track record and has previously run several charities as CEO.

As part of our development planning we now produce a two year strategy set into a five year frame of ambition, together with a two year operational plan and fundraising plan. A rolling 18 month cash flow is maintained to ensure sustainability and advance finance planning.

Infrastructure and systems

In alignment with our current strategy and development ambitions we have added a CRM system and use share-point to support good information sharing and joint working. Staff work remotely most of the time because of our geographic spread, but have regular virtual Team Meetings and come together for one day per fortnight face to face to maintain relationships and mutual accountabilities.

The aim is to balance growth and prudence, ambition and sustainability, and to ensure the systems and processes are developed in line with and slightly ahead of, those developments.

"So fab, thank you. Thank you so much for my iPad, hospital visits won't be so boring or tough from now on" A child.

2021 activity and provision

Hospital Intervention and Collaboration Programme

Despite a more than 40% reduction in our income because of Covid, we still managed a wide range of inputs to support thousands of children. We always work to make best use of our limited resources. Even a little can make a big difference.

All our overheads were reduced and the costs normally allocated to our Fundraising Manager/CEO costs removed for a period (he worked for free) - and reduced thereafter. Support to the wards and individual children was monitored and reduced in line with reduced income to continue our goals and to stay viable and able to continue as a charity. See future development below.

We had hoped to undertake at least one "full intervention" but lack of funds meant that we used what we had to work in a number of smaller ways to make as much difference as we could.

The charity provided entertainment equipment including computer consoles, iPads and Android Tablets, DVD players, TV's, games and various other items for entertainment which was otherwise unavailable due to its cost to the children's wards, including at St George's Hospital in London and Milton Keynes Hospital.

Overall, the primary recipients for benefit were the children in the children's wards at St George's Hospital in London, St Peter's Hospital, Kings College London, Bath RUH and Milton Keynes University Hospital, Horton hospital in Oxford and Forth Valley Hospital in Falkirk, Scotland.

Refer a Child Programme

We also further supported individual children that are going through treatment in the UK, either on a ward or at home, helping children who would otherwise not be able to have a gift without our support. Typically, a child will want and need an iPad or Tablet, a portable games console or other similar gift that they can use while travelling, on the wards or at home. There were 11 children in 2021 who received a personal gift through this campaign. We want to further expand this provision.

As with the Hospital Intervention Programme, bringing some respite to the constant fear, worry and pain makes each day that little bit more acceptable and, with a more positive feeling, the children have a stronger and more resilient outlook. Reducing stress may help recovery as well and the provision of the items the charity provides help to reduce stress.

2022 and 2023 Provision – and forward developments

The Charity has worked to increase provision during 2022 on its previous funding model and expected income for 2022 is at around £70,000 and back up to pre Covid levels. That has meant we have been able to do a good deal more this year than last.

However, the Trustees were concerned to emerge from the Pandemic with a stronger ambition to help more children and to address our organisational structures and fundraising to take us to the next level. In June this year we took on a part time and very experienced Development Director who is working closely with the part time CEO to develop a platform for that further development. Part of their responsibility is to establish a pipeline of funding from grant making trusts and statutory sources and to add capacity in line with development.

In August 2022 we appointed a community and corporate fundraiser for London and we aim to add at least one more such post in mid 2023 to cover key areas for us going forward. In the future we would expect a team of five or six such fundraisers by 2025. Two in place by the end of 2023 and two more in 2024.

We are concerned to grow and meet the huge and increasing level of need in a grossly underfunded NHS and know our specific focus is much needed and highly effective – and provides a very positive return on investment for children. We will be working over the next few months to ensure we can evidence what we

know informally, that our interventions save substantially more money than they cost. We expect that to make a case for local funding from our Hospital partners.

Provision in 2023

By diversifying our income and steadily and realistically increasing our resources we plan to provide at least £200,000 worth of direct support and including several full interventions as well as smaller projects and programmes where they will make the most difference.

We aim to bring in a total of £300,000 of income. That will be made up of £30,000 from statutory support, including CCG and health and Social Care, £50,000 from grants and trusts, £56,000 from Corporates and business, £155,000 from community events and sponsored challenges. We aim to develop capacity to deliver that on an incremental basis.

That means we will directly and positively affect the experience of at least 10,000 children in 2023.

In order to ensure sustainability and viability for the charity we will maintain a reserve of 6 months expenditure and deploy the balance of funding to maximum effect and impact.

Going forward

- We want to expand our footprint and to offer services, within 10 years, in every country of the UK and in those hospitals and situations which most need our help and intervention. We will explore a "franchise and sharing" model to do so.
- We will work to map where there is the greatest need, (its difficult to find information from the NHS and its unfortunately not readily available but needs to be). One of our aims is to secure some funding towards that mapping and research.
- We are developing collaborative links with companies and manufactures to produce a " Sambox" (to cover/encase distressing and scary blood, Chemo and plasma bags hanging next to a child's bed) with a coloured box with a superhero or unicorn, butterfly etc image to 'power' that child towards better health and experience. That will be in production by the end of 2022 and may provide a tradeable income too.
- We are looking to commission a mobile sensory room to enable children to "escape" from the ward in a soundproofed and sensory environment that can be erected and moved to fit the needs of children and the ward regime. That will cost around £10,000. Again, the prototype will be in place in 2022.
- We want to develop a campaigning arm to challenge poor practice and support positive change
- We want to help develop collaborative working, including among children's nurses and NHS play professionals across regions and nationally to share best practice and helpful ways forward
- We want to grow by between 30% and 50% per annum to make as much difference as we can.

Fundraising and Finance

Fundraising

As indicated already, our fundraising approach during 2021 was to raise funds primarily through challenge events and sponsorship and especially relying upon the prodigious personal efforts of our chair of Trustees, Martin Leib. We very much realised that this was not a realistic or helpful approach going forward and once we had emerged, to whatever extent, from the impact of the pandemic.

We did what we could and resolved to change our approach going forward.

Given our level of resource and the fundraising environment, raising the sum of £47,977 from such activities was a creditable performance but would not sustain or develop the Charity going forward.

We undertook challenge events such as obstacle courses, 10K runs, Skydives and similar events. The charity also had many members of the public take part in similar events, as well as receiving donations from members of the public and support from a few local Corporate organisations.

Future fundraising development will diversify our income streams and ensure sustainability and a working reserve to support the development of the charity and the increase of its provision. Provision will be aligned with our income.

Financial Review

2021

As indicated above the year was heavily impacted by Covid and that reduced our ability to fundraise (as in 2020) and made us realise we were overly dependent on this form of fundraising and the efforts of a relatively small number of people, including especially our Chair of Trustees.

Income for the year under report was £47,977; expenditure was £44,951 and that left us with a surplus of £3,026 for the year.

The whole of that funding was unrestricted funding and, with an incoming sum of unrestricted funding from the previous year of £18,283 meant that our reserve at year end was £21,309. Cash at bank at the year-end was £22,329.

That level of reserve last year constituted 5 months running costs and exceeded the minimum reserve policy at that time of £5,000.

2022 and 2023

Our reserve policy in 2022 is to maintain free reserves equivalent to 3 months running costs, to ensure sustainability and our ability to respond to emerging need. That provides a platform for further development in 2023, which will also increase the reserve to 6 months running costs, our aim going forward too. Our budget in 2023 provides for £200,000 of expenditure and a surplus of £100,000.

As indicated above we aim to ensure a diversified income stream across Statutory, Grant, Corporate and Community income and to invest in each of those streams as part of our strategic and fundraising plan.

We have invested in additional skills and resources and are confident of the direction and pace of forward development and keen to secure partners and funders at all levels to help us to make vital interventions and contributions to the care and support of children who are dying or in long term care.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 29/9/2022 and signed on its behalf by:


.....
M Leib - Trustee

Testimonials from parents

"Sam's wishes for helping others is so selfless and incredible and I can tell you, he would be so proud of what you're doing. It was a long day today with a few extra bloods to be done too and having something to focus on between the nasties was incredibly helpful."

"A beautiful cause. An incredibly important charity- started by the inspiration of a child, for other children facing illness."

"Amazing charity started by an amazing boy and carried on through the will and love of his dad. Bringing comfort to children who really need it is noble indeed."

Independent Examiner's Report to the Trustees of
SAMUEL'S CHARITY

Independent examiner's report to the trustees of SAMUEL'S CHARITY ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2021.

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the 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:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.



Suzanne Spicer
FCA
Spicer & Co UK Limited
Staple House
5 Eleanor's Cross
Dunstable
Bedfordshire
LU6 1SU

Date: 29-09-2022

SAMUEL'S CHARITY

Statement of Financial Activities
for the Year Ended 31 December 2021

	Notes	31.12.21 Unrestricted fund £	31.12.20 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies		47,977	26,987
EXPENDITURE ON			
Charitable activities			
Charitable activities		43,835	19,024
Governance costs		1,116	3,071
		<hr/>	<hr/>
Total		44,951	22,095
		<hr/>	<hr/>
NET INCOME		3,026	4,892
RECONCILIATION OF FUNDS			
Total funds brought forward		18,283	13,391
		<hr/>	<hr/>
TOTAL FUNDS CARRIED FORWARD		<u>21,309</u>	<u>18,283</u>

The notes form part of these financial statements

SAMUEL'S CHARITY

Balance Sheet 31 December 2021

	Notes	31.12.21 Unrestricted fund £	31.12.20 Total funds £
CURRENT ASSETS			
Debtors	4	-	922
Cash at bank		<u>22,329</u>	<u>20,961</u>
		22,329	21,883
CREDITORS			
Amounts falling due within one year	5	(1,020)	(3,600)
		<u>21,309</u>	<u>18,283</u>
NET CURRENT ASSETS			
		<u>21,309</u>	<u>18,283</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>21,309</u>	<u>18,283</u>
NET ASSETS			
		<u>21,309</u>	<u>18,283</u>
FUNDS	6		
Unrestricted funds		<u>21,309</u>	<u>18,283</u>
TOTAL FUNDS		<u>21,309</u>	<u>18,283</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

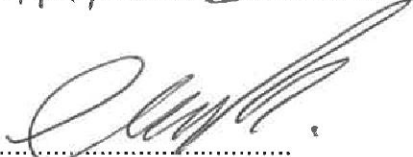
The notes form part of these financial statements

SAMUEL'S CHARITY

Balance Sheet - continued
31 December 2021

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

The financial statements were approved by the Board of Trustees and authorised for issue on 29/9/2022 and were signed on its behalf by:


.....
M Leib - Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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 cost 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.

Taxation

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

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

SAMUEL'S CHARITY

Notes to the Financial Statements - continued for the Year Ended 31 December 2021

2. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the year ended 31 December 2020.

Trustees' expenses

	31.12.21	31.12.20
	£	£
Trustees' expenses	<u>8,892</u>	<u>6,075</u>

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.21	31.12.20
	£	£
Trade debtors	<u>-</u>	<u>922</u>

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.21	31.12.20
	£	£
Trade creditors	-	1,800
Accruals and deferred income	<u>1,020</u>	<u>1,800</u>
	<u>1,020</u>	<u>3,600</u>

5. MOVEMENT IN FUNDS

	At 1.1.21	Net movement in funds	At 31.12.21
	£	£	£
Unrestricted funds			
General fund	18,283	3,026	21,309
	<u>18,283</u>	<u>3,026</u>	<u>21,309</u>
TOTAL FUNDS	<u>18,283</u>	<u>3,026</u>	<u>21,309</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	47,977	(44,951)	3,026
	<u>47,977</u>	<u>(44,951)</u>	<u>3,026</u>
TOTAL FUNDS	<u>47,977</u>	<u>(44,951)</u>	<u>3,026</u>

SAMUEL'S CHARITY

Notes to the Financial Statements - continued
for the Year Ended 31 December 2021

5. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.20 £	Net movement in funds £	At 31.12.20 £
Unrestricted funds			
General fund	13,391	4,892	18,283
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>13,391</u>	<u>4,892</u>	<u>18,283</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	26,987	(22,095)	4,892
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>26,987</u>	<u>(22,095)</u>	<u>4,892</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.20 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	13,391	7,918	21,309
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>13,391</u>	<u>7,918</u>	<u>21,309</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	74,964	(67,046)	7,918
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>74,964</u>	<u>(67,046)</u>	<u>7,918</u>

SAMUEL'S CHARITY

Notes to the Financial Statements - continued
for the Year Ended 31 December 2021

6. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2021.

SAMUEL'S CHARITY

Detailed Statement of Financial Activities for the Year Ended 31 December 2021

	31.12.21 £	31.12.20 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations and legacies	<u>47,977</u>	<u>26,987</u>
Total incoming resources	47,977	26,987
EXPENDITURE		
Charitable activities		
Travelling expenses	1,063	-
Fundraising costs	5,091	311
Provision of equipment	20,338	9,074
Postage and stationery	331	180
Marketing	3,116	2,015
Computer costs	589	843
Insurance	1,688	526
Office costs	<u>1,212</u>	<u>-</u>
	33,428	12,949
Support costs		
Management		
Storage	1,170	1,125
Professional fees	<u>345</u>	<u>-</u>
	1,515	1,125
Finance		
Bank charges	96	108
Governance costs		
Trustees' expenses	8,892	6,075
Accountancy fees	<u>1,020</u>	<u>1,838</u>
	<u>9,912</u>	<u>7,913</u>
Total resources expended	<u>44,951</u>	<u>22,095</u>
Net income	<u>3,026</u>	<u>4,892</u>

This page does not form part of the statutory financial statements

SAMUEL'S CHARITY

England & Wales - Charity number 1164034

Accounts



3 Warren Yard, Wolverton Mill,
Milton Keynes, MK12 5NW
01908 968640 / 07791 662308
martin@samuelscharity.co.uk

Trustees' Annual Report for the period

From 01/01/2020 Period start date to 31/12/2020 Period end date

Charity name: Samuel's Charity

Charity registration number: 1164034

Objectives and Activities

1. Summary of the Purposes of the Charity

The relief of sickness amongst children and of those in need by reason of ill health, through injury or abuse, by the provision of auxiliary services aimed at increasing patients' welfare and providing support to patients' families, including, but not limited to the provision of equipment, amenities for patients, their families and medical staff.

2. Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts

The main activities of the Charity are broken down in to two sections – the fundraising activities and the provision of items and services relevant to the recipients defined in the Summary of the Purposes of the Charity.

- A) Fundraising activities. The Charity raised the funds for the charity to further the charity's Purposes through the Trustees participating in challenge events such as obstacle courses, 10K runs, Skydives and similar events. The charity also had many members of the public take part in similar events, as well as donations from members of the public.
- B) The charity provided entertainment equipment including computer consoles, iPads and Android Tablets, DVD players, TV's, games and various other items for entertainment which was otherwise unavailable due to its cost to the children's wards at St George's Hospital in London and Milton Keynes hospital.
- C) The charity provided individual items to individual children that were going through treatment for serious and terminal conditions in the UK. Such items included iPads and PS Vita hand held game console and games.

The Trustees confirm they had regard to the guidance issued by the Charity Commission on public benefit when making decisions and running the charity.

Achievements and Performance

Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.

The charity has helped improve the quality of life for many sick and terminally ill children. This has been done through the provision of medical and non-medical equipment and entertainment equipment. The primary recipient for this benefit are the children in the children's wards at St George's Hospital in London. An estimated 13,000+ children visit or stay at the children's wards at St George's Hospital each year and the items provided bring desperately needed relief from the awful time many of those children suffer.

This year we have also supported various children's wards at St Peter's Hospital, Kings College London, Bath RUH and Milton Keynes University Hospital.

Bringing some respite to the constant fear, worry and pain makes each day that little bit more acceptable and, with a more positive feeling, the children have a stronger and more resilient outlook. Reducing stress may help recovery as well and the provision of the items the charity provides help to reduce stress.

There have been some individual children that have received items wholly for their own private use. These children are referred to the charity by health care professionals working with the ill children.

The charity raised £26,987 through its fundraising activities and this is down 41% due to the impact of Covid 19. Covid 19 reduced our ability to have fundraisers take part in events to almost nil and the support from 3 companies has been a major part of the income for the year. All our overheads were reduced as well as the Fundraising Manager costs removed for a period and reduced on return. Support to the wards and individual children was monitored and reduced in line with reduced income to continue our goals and to stay viable and able to continue as a charity.

Financial Review

1. Review of the charity's financial position at the end of the period:

Total amount raised by the Charity: £26,987

Charitable Activity costs: £22,095

Governance costs: £7,463

Cash in Bank: £20,961

2. Statement explaining the policy for holding reserves stating why they are held

The policy for holding reserves states that the charity will hold a minimum of £5,000 for Charitable Activities and Governance costs.

Structure, Governance and Management

1. Type of Governing Document and how the Charity is constituted

The Charity is a Company Limited by Guarantee. The Governing document is Memorandum and Articles of Association

2. Trustee selection methods.

There are no constitutional provisions for Trustee selection. The Member Trustee is entitled to appoint Trustees as is a majority Quorum vote from the Board of Trustees.

Reference and Administrative details

1. Charity Name

Samuel's Charity.

No other names are used by the Charity.

2. Registered Charity Number and Company Registered Number

Registered Charity Number – 1164034

Company Registered Number - 09829049

3. Principal and Registered Addresses

Principal office address – 19 Haldene, Two Mile Ash, Milton Keynes, MK8 8HS

Registered address – 3 Warren Yard, Warren Park, Stratford Road, Wolverton Mill, Milton Keynes, MK12 5NW

Names of the charity trustees who manage the charity

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
Martin Leib	Principal Address	Whole Year	-
Karen G Jefferies	-	Whole Year	-
Laura E May	-	Whole Year	-
Peter J May	-	Whole Year	-
Tillie L Mortier-Young	-	Whole Year	-

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Name: Martin Leib

Signature

Position: Member Trustee

Date: 08th October 2021

REGISTERED COMPANY NUMBER: 09829049 (ENGLAND AND WALES)

REGISTERED CHARITY NUMBER: 1164034

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED
31 DECEMBER 2020
For
SAMUEL'S CHARITY

SAMUEL'S CHARITY
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FOR THE YEAR ENDED 31 DECEMBER 2020

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Balance Sheet	6
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TRUSTEES' ANNUAL REPORT
FOR THE YEAR ENDED 31 DECEMBER 2020

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 December 2020. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' (FRS 102) in preparing the annual report and financial statements of the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

09829049 (England and Wales)

Registered Charity number

1164034

Company registration number

09829049

Registered office

3 Warren Yard
Warren Park
Stratford Road
Wolverton Mill
Milton Keynes
MK12 5NW

Trustees

The directors of the charitable company are the trustees for the purpose of charity law. The trustees who have served during the year and since the year end were as follows:

M Leib
K Jeffries
L May
P May
T Mortier-Young

Independent examiner

Essendon Accounts and Tax Limited
3 Warren Yard
Warren Park
Stratford Road
Wolverton Mill
Milton Keynes
MK12 5NW

SAMUEL'S CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charitable company is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Recruitment and appointment of new trustees

A new trustee or new trustees may be appointed at any time (either by way of replacement or addition).

A trustee may be appointed or discharged by a resolution of a meeting of the Trustees, provided that a memorandum declaring such appointment or discharge by shall be signed as a deed, either at the meeting by the person presiding or in some other manner directed by the meeting and attested by the two other persons present at the meeting.

Induction and training of new trustees

The chair of the trustees is responsible for the induction of any new trustee, which involves awareness of a trustee's responsibilities, the Memorandum and Articles of Association, administrative procedures, the history and philosophical approach of the charitable company. A new trustee would receive copies of the previous year's annual report and financial statements and a copy of the Charity Commission leaflet 'The Essential Trustee: What you Need to Know'. New trustees would also be encouraged to review other leaflets and publications issued by the Charity Commission.

Risk Management

The trustees have a duty to identify and review the risks to which the charitable company is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

OBJECTIVES AND ACTIVITIES

Objectives and aims

The charitable company's main activities are:

The relief of children who are in hospital as a result of sickness, injury or abuse, in particular by the provision of such items or equipment and support of their families, carers and medical staff with a view to supporting the child's welfare whilst in hospital or receiving medical care as the trustees shall think fit.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Fundraising through sponsored events and donations from individuals and organisations.

Support of St George's Hospital's Paediatric wards with equipment, games, toys, electronic entertainment equipment, ward redecoration and improvement.

Support of individual children through donations of entertainment equipment or support.

SAMUEL'S CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

ACHIEVEMENT AND PERFORMANCE

FINANCIAL REVIEW

Reserves Policy

The trustees have the power to establish funds for particular purposes or to maintain the reserves.

During the year the charitable company handled income of £26,987 and expense payments of £22,095. Cash reserves at the end of the period are £20,961 which are judged reasonable by the trustees.

The reserves policy of the charity is to maintain reserves of £5,000 to cover any unforeseen outgoings.

DISCLOSURE OF INFORMATION TO THE INDEPENDENT EXAMINER

We, the directors of the company who held office at the date of the approval of these Financial Statements as set out above each confirm, so far as we are aware, that:

- There is no relevant information of which the independent examiners are unaware; and
- We have taken all the steps that we ought to have taken as directors in order to make ourselves aware of any relevant information and to establish that the company's independent examiners are aware of that information.

ON BEHALF OF THE BOARD:



.....
M Leib - Trustee

Date: 28/9/21

**INDEPENDENT EXAMINERS REPORT TO THE TRUSTEES OF
SAMUEL'S CHARITY**

I report on the accounts for the year ended 31 December 2020 set out on pages five to twelve.

Respective responsibilities of trustees and examiner

The charity's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the 2011 Act
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

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

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1) which gives me reasonable cause to believe that, in any material aspect, the requirements

- to keep accounting records in accordance with Section 386 and 387 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of Sections 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Matthew Brown FCCA
For and on behalf of
Essendon Accounts and Tax Limited
3 Warren Yard
Warren Park
Stratford Road
Wolverton Mill
Milton Keynes
MK12 5NW

Date:

28/09/21

SAMUEL'S CHARITY
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2020

Notes	Unrestricted fund £	Restricted funds £	2020 Total Funds £	2019 Total Funds £
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	26,987	-	26,987	57,285
Total incoming resources	26,987	-	26,987	57,285
RESOURCES EXPENDED				
Costs of generating funds				
Charitable activities				
Direct costs of charitable activities	15,060	-	15,060	60,219
Governance costs	7,035	-	7,035	19,460
Total resources expended	22,095	-	22,095	79,679
NET INCOMING/(OUTGOING) RESOURCES				
	4,892	-	4,892	(22,394)
Total funds brought forward	13,391		13,391	35,785
TOTAL FUNDS CARRIED FORWARD	18,283	-	18,283	13,391

**SAMUEL'S CHARITY
BALANCE SHEET
AT 31 DECEMBER 2020**

	Notes	Unrestricted fund £	Restricted funds £	2020 Total Funds £	2019 Total Funds £
CURRENT ASSETS					
Debtors	7	922	-	922	1,105
Cash at bank	8	<u>20,961</u>	-	<u>20,961</u>	<u>14,086</u>
		21,883	-	21,883	15,191
CREDITORS					
Amounts falling due within one year	9	<u>(3,600)</u>	-	<u>(3,600)</u>	<u>(1,800)</u>
NET CURRENT ASSETS/(LIABILITIES)					
		18,283	-	18,283	13,391
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>18,283</u>	-	<u>18,283</u>	<u>13,391</u>
NET ASSETS					
		<u>18,283</u>	-	<u>18,283</u>	<u>13,391</u>
FUNDS					
Unrestricted funds	10	18,283	-	18,283	13,391
Restricted funds		-	-	-	-
TOTAL FUNDS					
		18,283	-	18,283	13,391

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2020.

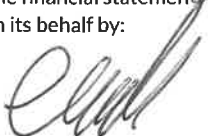
The members have not yet required the charitable company to obtain an audit of its financial statements for the year ended 31 December 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for:

- a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as is applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements were approved by the Board of Trustees on 28/9/21 and were signed on its behalf by:


M Leib - Trustee

**SAMUEL'S CHARITY
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

1. ACCOUNTING POLICIES

Accounting convention

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost 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.

Taxation

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

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

2. VOLUNTARY INCOME

	2020 £	2019 £
Donations	26,987	57,285
	26,987	57,285

3. CHARITABLE ACTIVITY COSTS

	2020 £	2019 £
Fundraising, events and registration costs	311	27,264
Provision of equipment & services	9,074	17,498
Postage & carriage	180	350
Travelling expenses	1,683	6,560
Subscriptions	178	2,600
Computer costs	665	875
Insurance	526	585
Advertising	2,015	4,488
	14,632	60,219

4. GOVERNANCE COSTS

	2020 £	2019 £
Accountancy	1,838	1,838
Consulting	4,392	14,597
Bank fees	108	658
Storage fees	1,125	1,218
Virtual office costs	-	1,149
	7,463	19,460

The notes form part of these financial statements

SAMUEL'S CHARITY
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 DECEMBER 2020

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2020

Trustees' expenses

	2020	2019
	£	£
Trustees' expenses	<u>6,075</u>	<u>21,157</u>

Trustees expenses relate to expenses paid to all trustees in respect of travel and consulting costs incurred.

6. STAFF COSTS

There were no staff costs for the year ended 31 December 2020

No employees received emoluments in excess of £60,000.

The average number of employees during the year was nil.

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Donations recoverable	<u>922</u>	<u>1,105</u>

8. CASH AT BANK

	2020	2019
	General fund	Total funds
	£	£
Bank current account	19,353	13,970
PayPal account	<u>1,608</u>	<u>116</u>
Total	<u><u>20,961</u></u>	<u><u>14,086</u></u>

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Trade creditors	1,800	-
Accrued expenses	<u>1,800</u>	<u>1,800</u>
	<u><u>3,600</u></u>	<u><u>1,800</u></u>

10. MOVEMENT IN FUNDS

	01/01/2020	movements in funds	At 31/12/20
	£	£	£
Unrestricted funds			
General fund	13,391	4,892	18,283
TOTAL FUNDS	<u><u>13,391</u></u>	<u><u>4,892</u></u>	<u><u>18,283</u></u>

11. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	26,987	22,095	4,892
TOTAL FUNDS	<u><u>26,987</u></u>	<u><u>22,095</u></u>	<u><u>4,892</u></u>

12. ULTIMATE CONTROLLING PARTY

The ultimate controlling party is the trustees.

The notes form part of these financial statements

SAMUEL'S CHARITY
 DETAILED STATEMENT OF FINANCIAL ACTIVITIES
 FOR THE YEAR ENDED 31 DECEMBER 2020

	2020 £	2019 £
INCOMING RESOURCES		
Voluntary income		
Donations	26,987	57,285
	<hr/>	<hr/>
Total incoming resources	26,987	57,285
RESOURCES EXPENDED		
Charitable activities		
Fundraising, events and registration costs	311	27,264
Provision of equipment & services	9,074	17,498
Postage & carriage	180	350
Travelling expenses	1,683	6,560
Subscriptions	178	2,600
Computer costs	665	875
Insurance	526	585
Advertising	2,015	4,488
	<hr/>	<hr/>
	14,632	60,219
	<hr/>	<hr/>
	2020 £	2019 £
Governance costs		
Accountancy	1,838	1,838
Consulting	4,392	14,597
Bank fees and exchange rates	108	658
Storage fees	1,125	1,218
Virtual office costs	-	1,149
	<hr/>	<hr/>
	7,463	19,460
	<hr/>	<hr/>
Net income	4,892	(22,394)

**INDEPENDENT EXAMINERS REPORT TO THE TRUSTEES OF
SAMUEL'S CHARITY**

I report on the accounts for the year ended 31 December 2020 set out on pages five to twelve.

Respective responsibilities of trustees and examiner

The charity's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the 2011 Act
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

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

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1) which gives me reasonable cause to believe that, in any material aspect, the requirements

- to keep accounting records in accordance with Section 386 and 387 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of Sections 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Matthew Brown FCCA
For and on behalf of
Essendon Accounts and Tax Limited
3 Warren Yard
Warren Park
Stratford Road
Wolverton Mill
Milton Keynes
MK12 5NW

Date:

28/09/21