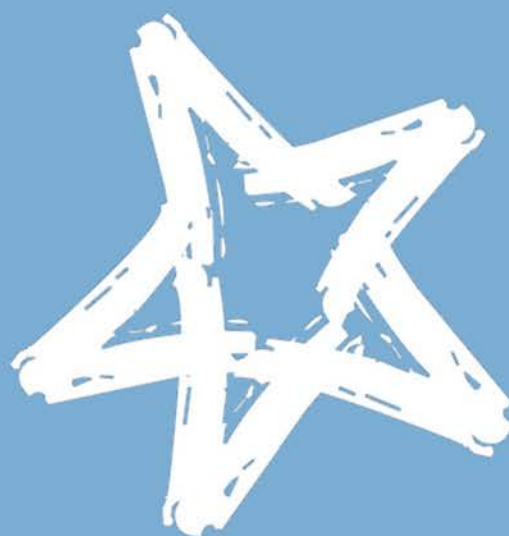


# Annual Report FY24

For the year ended 30th September 2024



2wish

Charity Number: 1168140

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# Our Vision

## Our Mission

When a family loses a child or young adult the effects are devastating for all who knew and loved them. Our mission is to ensure that all those affected by the sudden and traumatic death of a child or young adult aged 25 or under throughout Wales receive the bereavement support they deserve.

## Rhian's Story

On the 22nd February my one-year old son George passed away. He died suddenly after suffering a seizure at home. It was discovered later that George was suffering from Bronchial Pneumonia and Type A Influenza.

Just 5 days later my husband and best friend Paul tragically died. He was 33 years old. I was left alone to support my other two young children.

Nobody came, no support was offered, and it was left to my family and friends to get me through my loss.

2wish was initially set up following their deaths as a simple memorial fund. However, due to the overwhelming support and generosity of a small Welsh community the fund became a registered charity in October 2012.

Bereaved families and professionals working with sudden death then started reaching out, identifying with the gap that my family had discovered.

This gap in the system had to be filled. No parents should have to face loss alone. Paul was so traumatised by the loss of his son he walked out of his home, leaving a wife and two young children and never came back.



## Our Aims for families in England and Wales

- Ensure every Emergency Department has a suitable bereavement suite
- for bereaved families.
- Ensure that bereavement boxes are available for families at each of these hospitals.
- Ensure that immediate bereavement support is available for suddenly bereaved families.
- Provide a professional bereavement counselling service.
- Provide support to individuals who witness the sudden and traumatic death of a child or young adult.
- Provide support for professionals who are affected by the sudden death of a child or young adult.
- Provide staff support and training.



# Our Values



## **FAMILY**

In the 2wish team,  
**FAMILY** means  
respecting  
boundaries and each  
other.

## **PERSONABLE**

In the 2wish team,  
**PERSONABLE** means  
open and  
approachable to  
others.

## **BOLD**

In the 2wish team,  
**BOLD** means showing  
courage to push our  
boundaries.

## **RESPONSIVE**

In the 2wish team,  
**RESPONSIVE** means  
getting the job done.



# Welcome from our Chair



It is an honour and a privilege for me to write this Annual Report for the first time as Chair of this unique charity.

Firstly, on behalf of myself and my fellow board members I'd like to say a huge thank you to our outgoing Chair, Jo Foxall. In my tenure as Chair, I strive to be as attentive and skilful in the role as Jo was.

I have been involved with 2wish for a few years in one capacity or another and people often ask me how I would describe the charity. I could describe 2wish through its unique and inspiring mission to ensure that all those affected by the sudden and traumatic death of a child or young adult aged 25 or under receive the bereavement support they deserve.

I could describe it in numbers, e.g. through the staggering impact of having received 7,952 death referrals and as a result supported over 6,000 individuals since it started delivering its services in 2012.

However, when I answer this question, I prefer to describe what I see when I stand back, look and reflect on 2wish. A quote by Francis of Assisi that goes, "Start by doing what's necessary, then do what's possible, and suddenly you are doing the impossible." always comes to mind.

When I think of the journey 2wish has been on this is exactly what I see. In 2012 when our CEO Rhian lost her one-year-old son George and then just 5 days later lost her husband Paul, she did what she felt was necessary to ensure that anyone else in her and Paul's situation, at least locally, would be treated with dignity and have the support they deserved in their darkest of times. Through founding and growing 2wish Rhian found it was possible to support more and more people in more and more ways.





And now look where we are. Even just a few years ago it would have seemed impossible that 2wish could be supporting people across not just the whole of Wales but in 7 English counties as well.

This, then, is how I describe 2wish. An organisation that redefines the impossible to provide the support services it believes people deserve. It then executes these services brilliantly through the most inspiring team of people I have ever worked with.

This has been a momentous and defining year for 2wish. In January of 2024, for the first time, we opened our doors to services in England, specifically in the counties of Cheshire, Shropshire, Herefordshire, Worcestershire, Gloucestershire,

Avon and Somerset, as the first phase of a planned multi-phase expansion program to cover the whole of England. This initial phase includes 18 hospitals and 4 police forces.

To the end of September 2024, in England, 2wish received 110 death referrals supporting 508 individuals, proving the need for its services in England and evidencing the huge body of work done by the 2wish team to prepare and deliver these services.

Growing 2wish from a Wales only charity to one that will provide support incrementally across an expanding scope in England alongside a non-negotiable commitment to ensure services in Wales remain intact, has meant transformational scale change. Key strategic focus areas included a salary structure for recruitment and retention, a scalable organisational structure, a strengthened governance model to ensure the charity grows safely, prudent financial controls for sustainable growth and fundraising to support service expansion.





2wish has its roots in a strong community of staff, volunteers, supporters and partners. Maintaining this community will be vital to our future success in bringing our critical services to those who need them across an increasing geographical scope.

Looking ahead, we're excited to build on the momentum and achievements of 2024. Our strategic priorities will include maintaining, strengthening, and growing our corporate partnerships while developing sustainable income streams through, e.g., grants and foundations and legacy giving. Community fundraising and events will remain strategically important both through the revenue they generate but also through the connection they create with the communities we serve.

Other key focus areas include growing our excellent relationships with the Welsh Parliament out to the UK Government to help support our expansion of service provision into England.

Operational Efficiency will always be key to ensuring every possible penny raised will be spent on supporting families, professionals and anyone else affected by the sudden and traumatic death of a child or young adult aged 25 or under.

I want to thank my fellow board members for their wisdom and guidance. I am humbled by and thank our community of staff, volunteers, supporters and partners. Together, we are making a real difference to people whose lives have been affected in ways they could never have imagined.

This is what drives us.

Martyn Sayce  
Chair



# Welcome from our CEO

As another year draws to a close, we take a moment to reflect on the incredible journey that 2wish has had in the past 12 months. It has been a year of growth, resilience, and continued commitment to our mission.

We want to extend our heartfelt gratitude to our amazing staff, dedicated Trustees, selfless volunteers, and the wonderful families who have supported us along the way.

None of this would have been possible without each of you believing in what we do and the difference we make.

This year has seen 2wish grow rapidly, and while we have expanded our services, it is important to note that our core values have remained constant.

At the heart of everything we do is our belief in supporting people through their grief in a way that feels right for them. We understand that grief affects everyone differently, and that's why we strive to offer personalised, compassionate support tailored to the individual needs of each person we work with.

We are incredibly proud of the work we have accomplished, and this would not be possible without the collective effort of so many people. Our staff continues to show unwavering dedication, and our Trustees remain steadfast in guiding us forward.

Our volunteers are the lifeblood of our charity, always ready to lend a hand and make a meaningful impact in the lives of those we serve. And, of course, our families, who continue to inspire us with their strength, courage, and trust.

As we look back on the year, we are filled with gratitude for every moment of support, every story shared, and every life touched.

As we enter a new year, we remain committed to helping those who need it most. Our mission continues to evolve, but we promise to always be guided by the values of compassion, respect, and a deep understanding of the diverse ways in which grief impacts people's lives.

Thank you once again for your continued support, and we look forward to another year of making a difference together.

With deep appreciation and hope for the future,  
Rhian xx



*R. L. Mannings*

Rhian Mannings  
CEO & Founder  
Dated: 14.4.25



# Meet the Team

## Senior Leadership Team



Rhian Mannings  
CEO & Founder



Emma Kneebone  
Deputy CEO  
&  
Director of Transformation  
& Strategy



Leanne Lingham  
Director of Operations  
England & Wales



Heather Hughes  
Head of Bereavement Services  
(hired, planned start Oct 2024)



Rachel Williams  
Head of Finance



Daisy Magill  
Head of Fundraising



Adam Bate  
Head of Marketing

# Meet the Team

## Finance & Marketing



Rachel Williams  
Head of Finance



Adam Bate  
Head of Marketing



Sabine Bayliss  
Finance & HR Administrator



Hannah Daley  
Marketing & Communications  
Assistant



Rose Williams  
Social Media Assistant



# Meet the Team

## Fundraising - Wales



Daisy Magill  
Head of Fundraising



Gaynor Davies  
Fundraising Manager - Wales



Libby Simmons  
Regional Fundraiser - South



TBC  
Regional Fundraiser - West



Laura Ogden  
Regional Fundraiser - North



Beverley Slocombe  
Fundraising Administrator & PA  
to CEO



Aimee Harris  
Events Coordinator



Gareth Rees  
Corporate Partnerships  
Fundraiser



Sarah Thyer  
Volunteer Coordinator Wales

# Meet the Team

## Fundraising - England



Daisy Magill  
Head of Fundraising



Milly Wheeler  
Fundraising Manager - England



Naomi Willingham  
Regional Fundraiser - England  
Phase I South



TBC  
Regional Fundraiser - England  
Phase I North



Heather Hughes  
Head of Bereavement Services  
(hired, planned start Oct 2024)



Helen Thomas  
Bereavement Service Manager - Wales



Joanne Wilkins  
Immediate Support Coordinator



Dawn Tilt  
Immediate Support Coordinator



TBC  
Immediate Support Coordinator



Angela Nicklin  
Immediate Support Coordinator



Meurig Jones  
Immediate Support Coordinator



Nicola Watts  
Children & Young Person Coordinator



Louise Way  
Counselling Support &  
Outreach Coordinator - South



Cassandra Dalton  
Counselling Support &  
Outreach Coordinator - West



Dawn Rogers  
Counselling Support &  
Outreach Coordinator - North



Jane Powell  
Support Coordinator





Heather Hughes  
Head of Bereavement Services  
(hired, planned start Oct 2024)



Kirstie Edwards  
Bereavement Service Manager - England



Mark Ryan  
Immediate Support Coordinator



Katie Clarke  
Immediate Support Coordinator



Rachel Newnes  
Immediate Support Coordinator



Catrin Cross  
Immediate Support Coordinator



Lydia Sorrenson  
Counselling Support & Outreach Coordinator



Helen McSpadden  
Counselling Support & Outreach Coordinator



# Our Year at a Glance



## 2023

### October

Recruited first England Bereavement Services Manager  
Rhian presented on International Child Death Conference in Italy

### November

Music in the Stars Concert - Cor Seren

### December

Soiree  
Remembrance Service  
Recruited England team

## 2024

### January

You Can't Pour from an Empty Cup campaign - Support for professionals  
2miles For 2wish  
Opened our doors to phase one England  
Joined FLACCS - National Liason Group

### February

George's Challenge 2024  
Official Launch into England

### March

Recruitment of Fundraising Manager - England  
Staff Challenge - Offas Dyke  
Great Welsh Marathon and Half

### April

2wishful Journey in North Wales

### May

The Little Ball of Hope  
In It Together Festival  
Vilomay campaign

### June

Valero Golf Day  
Paul Burke Golf Day  
2wish Cricket Match v Miskin

### July

Let's Talk BereaveMENT forum  
2wish Dads v Ty Hafan Dads Football  
Recruitment of Regional Fundraiser - Bristol, Gloucestershire, Somerset & Avon

### August

Elephant Walks in south and west Wales

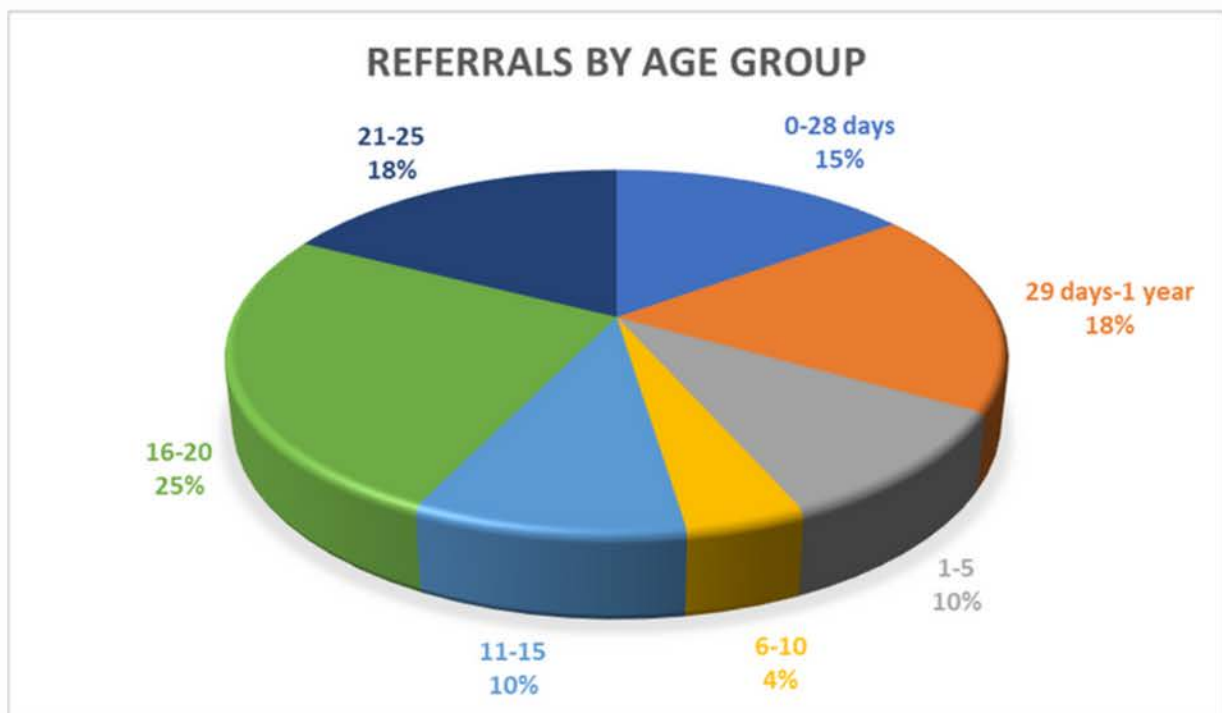
### September

Cardiff 10k  
Appointed our 2 volunteer ambassadors - Harry and Rebecca Foster

# Our Support

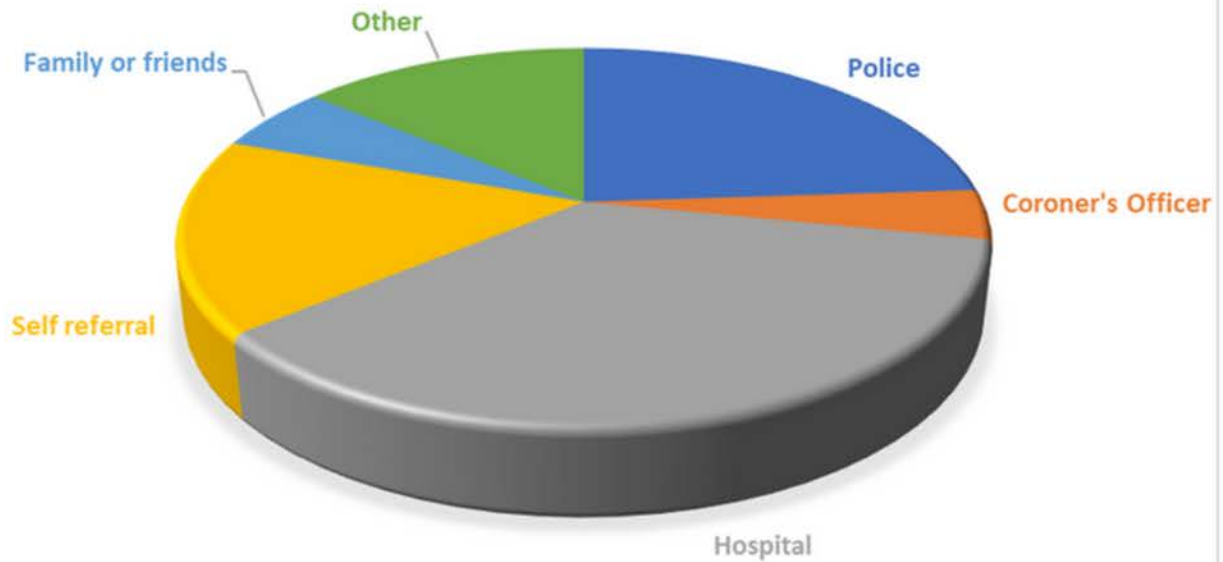
Financial Year October 2023 – September 2024:

- From 1st October 2023 – 30th September 2024, we received 355 referrals. Of those referrals, 239 of the referrals were immediate and 116 were historic.
- Immediate referrals are classified as deaths referred into our service via the immediate support pathway, usually in the hours/days following the death. Historic deaths are when the death occurred two, or more, months prior to the referral coming into the organisation. There are many reasons a death may not have been referred to the service right away—whether the family didn't feel ready to engage at the time, or the loss occurred many years ago. Each situation is deeply personal, and we recognise that people come to us at different points in their journey
- Since service delivery began, we have received 7,952 referrals into the charity supporting approximately 6,313 individuals.
- 66% of referrals accepted the offer of a home visit from their Immediate Support Coordinator within the first two weeks of being referred.
- 97% of families were contacted within 48 hours. The remaining 3% were contacted within the time period requested by the family.
- 36% of referrals received were for females and 64% were for males.





## WHO MAKES REFERRALS TO 2WISH?



Our main referral partners continue to be hospitals and police forces. We have worked hard to embed our service and ensure that, with their consent, families are being referred directly into the charity by a professional.

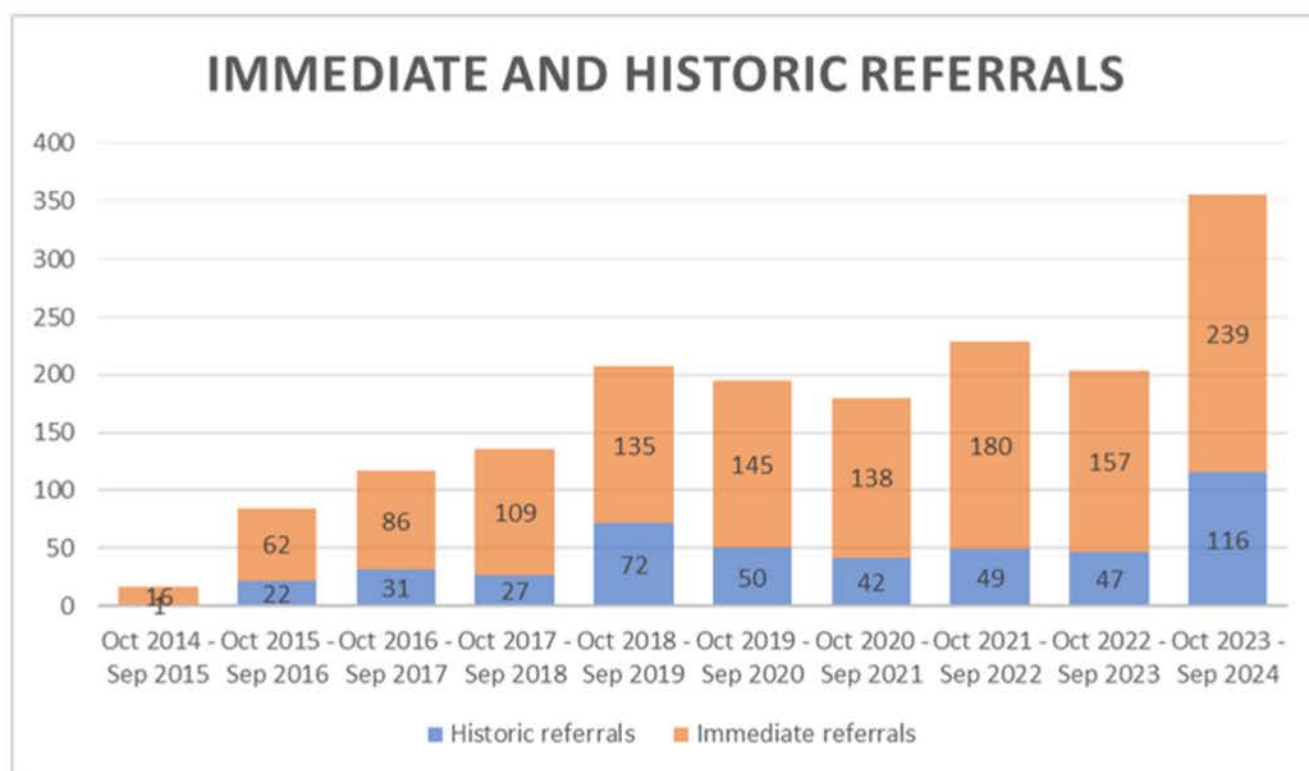
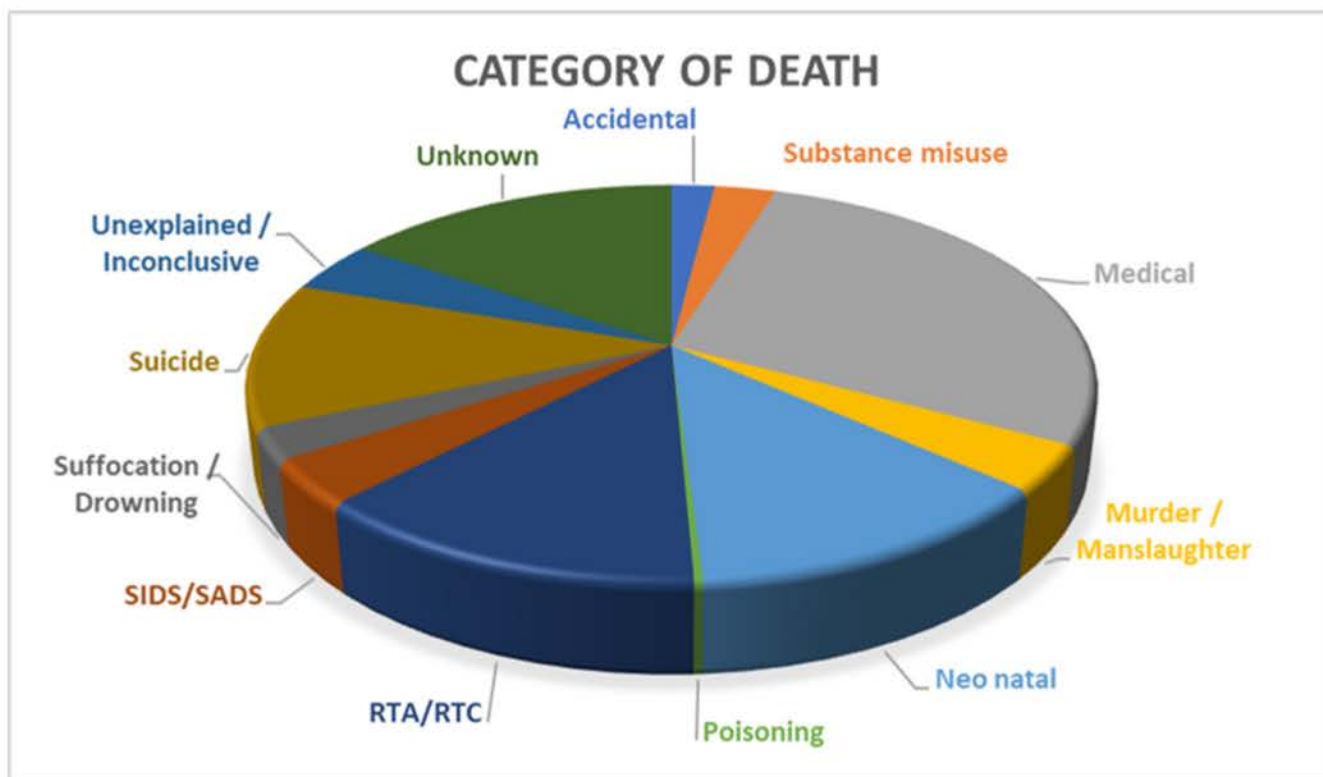
This approach allows for seamless support and relieves the pressure of an individual having to trawl the internet searching for an organisation that may, or may not, be able to support them.

- 36% of referrals came from the hospitals, 24% from police officers and 4% from Coroner's Officers.

- 16% referred themselves and 6% were referred by a friend or family member.

- The remaining 14% were referred by others including GPs, Counsellor, College or University, Health Visitor, Charity or a Mental health service.





- 66% of referrals received in the financial year 2023-24 were immediate death referrals, and 33% were for historic deaths.
- We have provided 4,208 sessions of Counselling, 499 sessions of Play Therapy and 1,201 sessions of Complementary Therapy in twelve months from October 2023 - September 2024.







Community fundraising momentum is building as the community continues to be nurtured and develop. We have received commitment from the Cheshire Police and Crime Commissioner for the next two years and are focused upon income streams to support the continuation of phase one as we look to expand into further phases.

We continue to provide our service in Wales and funding from the Valour Foundation over the past eighteen months has allowed us to stabilise that arm of the organisation. Hard to fund roles such as our Deputy CEO, Head of Fundraising and Community Fundraising roles have been part funded, as well as crucial elements to our work, such as the website and advertising costs.

We are thrilled with the progress made to date and are excited for the future too. We have taken the first, and hardest, step, and have a successful template to develop with confidence further afield in line with our funding proposal.

### Support (England and Wales):

On 2nd January 2024, 2wish expanded into phase one of ten phases into the border counties of England and Wales, namely Cheshire, Shropshire, Worcestershire, Herefordshire, Gloucestershire, Avon and Somerset.

For the period of October 2023- September 2024 we received 205 death referrals in Wales and 150 in England. Totalling 355 referrals, with a reach of support to 1,639 individuals.

Over the last financial year we have supported 882 individuals through counselling or therapeutic services, and complementary therapies. This has been made up of;

353 counselling referrals in Wales and 133 in England

204 complementary therapy referrals in Wales and 121 in England. These are a mixture of support including massage, reflexology, reiki and aromatherapy.

58 children under the age of 12 were referred for play therapy in Wales and 13 in England.

We have supported 39 families through a weeks' break at our respite house, 'Ty Uchaf'. The feedback from this service has been exceptionally positive with families able to rest, relax and reconnect as needed.

89 coffee mornings delivered across Wales and phase one counties.

93 professionals supported following the death of a child or young person. 38 of these in Wales and 55 in phase 1 of England.





## Fundraising:

We were delighted to be the headline charity for the Front Runner, Great Welsh Marathon, held in Pembrey and the In It Together Festival, held in Margam Park, Bridgend for the second year running. This provided an incredible awareness opportunity for 2wish.

We successfully recruited the fundraising team for phase one, overseen by the Head of Fundraising, who oversees both Wales and England fundraising teams.

We raised £26,577 from our annual Little Ball of Hope, and were delighted to be joined by Valour Foundation, Co-Director, Steve Hayden and his wife Michelle.

£39,000 raised in England in 2024 so far. £13,000 of this came from a family supported by the England support team. They organised a month-long campaign and challenged friends and family to join them in running 5k a day everyday in May! The family continue to raise funds for 2wish.

## Marketing and Communications:

Our launch campaign, 'Talk2Us' kicked off on the 27th of February 2024 marking our official launch into phase one of England.

We have delivered some powerful campaigns including:

- Our annual ViloMay campaign held throughout the month of May. ViloMay is a play on the word, 'Vilomah', which is a Sanskrit word that means against a natural order. It's used to describe a person whose child has died.
- Let's Talk BereaveMENT - A campaign to raise awareness about men's grief and how we can best support men through their grieving process.

We developed our social media platforms and now host two accounts for each platform, namely 2wish and 2wish Cymru.





# ★ Jac's Story

On Sunday the 12th of November 2023 my son, Jac Walters was tragically taken from me as a result of a road traffic collision.

Jac and I lived in West Wales and as he grew older it was becoming clear that the opportunities for him to find a job and career were difficult. We were in the process of looking for a new home near Bridgend, where there would be much more opportunities for him.



Jac enjoyed working with cars and body work and a family member had been making enquiries at a local Audi Garage for him. We were both looking forward to a fresh start and we had everything to look forward to.

The day before the collision is a day I will cherish for the rest of my life. Jac and I spent a lovely day shopping, Jac spending his birthday gift vouchers early, something that I give him each year. We had a bite to eat, sat in the car by the seafront for a little while chatting and listening to some of Jac's music he'd produced. Later, we spent time with Jac's close family at their caravan playing games and watching a Christmas film. We made these lovely memories before Jac said he may be going to a music event later that evening.

Later that evening, I was watching television and Jac came in to say goodbye as he was going out to a music event. I was weary about him going as I'd heard there had been issues on the M4 motorway and I asked him not to go. Jac reassured me that everything would be fine, he gave me a kiss and said goodbye.

The following day I was in work when I was approached by a police officer and received the worse news a mother could ever hear. From this moment every element of my life changed, physically, socially, emotionally, financially and mentally. That day I not only lost my son, but I lost my best friend as well.

Soon after losing my darling Jac, I had to endure my first Mother's Day and birthday, which followed each other, without him. I cannot find words to describe the overwhelming pain and despair I felt dealing with the reality that I would never again share any precious moments or milestones with my son.







Being part of a very large family and given that Jac and I have a very large circle of friends, Jac's loss has broken so many hearts and will remain the same forever.

Before the collision I was an independent and confident person. I always had a job, even when Jac was only 5 ½ months old. I worked in a small family run clothes and gift shop and dealt with customers and members of the public on a daily basis. I enjoyed socialising with friends and family. I ran our home, organised day to day life, paid the bills and did everything I could to support our family.

Now I have panic attacks and suffer with anxiety. My emotions overwhelm me, my chest feels tight, and it feels like I'm having a heart attack. The thought of having to go out in public makes me anxious and panicked. I worry about seeing somebody I know who isn't aware of what's happened to Jac.

I get embarrassed when I get upset when having to explain what happened. The thought of re-living this over and over again is too much. It has affected my normal day to day activities like going shopping and making appointments. It's incredibly hard and sometimes impossible just to step outside the house.

I have been diagnosed with anxiety and depression and am now medicated. I hate the fact I must take tablets just to get through the day but unfortunately, it's something I've sadly come to accept.

I have also received complimentary reflexology treatment through the charity, 2Wish, which have helped me greatly. My lifestyle has changed, and I now spend a lot of time at support groups speaking with other people who have had to deal with what I'm going through.

Jac's death has left me asking myself what I have done to deserve all this hurt and pain. I've always tried to do the right thing and help people. I've always worked hard. I constantly think about the what if's and what could have been if things had been different.

Losing Jac has affected every part of my life and things will never be the same again. It has left me heart broken and I miss him every day.





## Working in Partnership

### Celebrating Corporate Support in 2023-24

The financial year 2023-24 saw many exciting developments for 2wish, with corporate partnerships playing a vital role in the charity's continued growth and success. Thanks to the generosity and commitment of our corporate supporters, we have been able to expand our reach, introduce new initiatives, and enhance our fundraising efforts.

March 2023 marked a milestone with the introduction of our first-ever International Women's Day (IWD) event, held at the stunning Llanerch Vineyard. Over 150 guests gathered to celebrate and hear from an inspiring line-up of speakers, including Rhian Manning, our CEO, Amy Wadge, the acclaimed singer-songwriter behind hits for Ed Sheeran, and Nia Jones, the accomplished Welsh netball and football star. This landmark event was made possible by the generous sponsorship of Hugh James and Quinn's Training, demonstrating the growing corporate support for our initiatives.

In January 2024, we launched another exciting new event, the first-ever '2 Miles for 2wish' challenge, with MPS Healthcare as the headline sponsor. This initiative encouraged people to get active in the new year, with over 150 participants taking part and raising in excess of £14,800 to support bereaved families.

Corporate partnerships also played a key role in expanding our Business Ambassador Programme, launched in April 2024 with founding members Jenine Gill and Rebecca Rees. This programme continues to grow, enabling us to strengthen connections within the local business community and beyond.

The introduction of our 'Meet the Neighbours' events has further enhanced engagement, allowing businesses to network while learning about the vital work of 2wish.





Gareth Rees - Corporate Partnership Fundraiser at The Valero golf tournament



International Women's Day - Llanerch Vineyard

May 2024 was a standout month. The annual Little Ball of Hope returned with headline sponsors Hugh James, NFU Mutual Llantrisant, and support from HSBC match funding, making it a resounding success.

In June 2024, we hosted our Paul Burke Memorial Golf Day at the stunning Glamorganshire Golf Club, where new sponsors Turley and Hensol Golf helped us break our fundraising record, raising an incredible £14,800.

June also saw us selected as the chosen charity for the prestigious Valero Benefit for Children Golf Day, where golfers from all around the world participated, collectively raising over £1 million for charities, and helping further increase the visibility of 2wish on a global scale.

Looking ahead, we remain dedicated to building and strengthening corporate relationships to ensure that 2wish can continue to provide essential support to families experiencing the sudden loss of a child or young adult. We extend our heartfelt gratitude to all our corporate supporters, sponsors, and partners who have contributed to making 2023-24 such a successful year.

Together, we are making a difference.







# Ruby's Story



Ruby was an identical twin and was born 9 weeks early due to a condition called twin to twin transfusion, her sister Chloe was sadly born sleeping. Ruby was a fighter from the start and after 6 weeks in special care she came home, weighing a tiny 5lb

Ruby was just 17 when she passed away, she was just a beautiful young lady inside and out. Ruby was a loving daughter, sister, girlfriend and wonderful friend to many. Ruby was at Hartpury college studying Sports and Exercise science and part of the Hartpury netball academy.

Ruby was a keen netball player and avid Rugby supporter. Ruby would spend most weekends playing netball for her local club Stroud Ladies, watching Gloucester Rugby and on a Sunday watching her boyfriend Theo playing, no matter the weather!

Ruby was even a mascot for Gloucester Rugby when she was 7, a memory we will treasure forever. Ruby had just been accepted into all 4 Chiropractic institutes to start achieving her dream of being a Chiropractor, but sadly her life was cut short so suddenly and tragically.

On the morning of the 22<sup>nd</sup> March it started as a normal day, Ruby moaned as there was no orange juice left, before starting to put her shoes on to go off to college. I soon heard Ruby breathing very heavy and at first thought she needed her inhaler, but quickly realised something was wrong, so I phoned for an ambulance. The next 20 minutes went past in a blur and soon we had 4 paramedics, a doctor and air ambulance team all in our front room. Ruby had collapsed very suddenly and needed multiple CPR to stabilise her to a point that she could be moved.

Ruby was rushed to Southmead hospital where after tests we were told she had suffered a stroke due to a blood clot on her brain and a large clot on her lung. Despite 2 operations and many procedures we were told that Ruby wasn't going to survive and just after midnight our little girl was gone.







Twelve months on now and we still don't know why a healthy and fit daughter had such large blood clots with no symptoms. Although we may not get those answers, we hope that we do, so it may at least help prevent such tragedy happening to another family.

After that horrid day we felt like we were living a daily nightmare, with the whole family was completely lost, until a week later a friend from school who now lives in Wales asked me if she could send me details for 2Wish. Although unsure of how this would ever help, we made contact and into our lives walked Rachel. It instantly felt as if Ruby had sent Rachel to us.

We soon received a call from 2wish and the first meeting was arranged. The first time we met Rachel (our immediate support coordinator) it honestly felt as if someone had just walked into our lives and wrapped us in their arms. Her comfort and understanding is indescribable and the support she has provided (with her colleagues) to our whole family is immeasurable. We have met a guardian angel and consider Rachel as a good friend. We look forward to her visits, conversation and hugs and are so so grateful to our friend Louise for thinking of us and 2Wish.

Their support has extended beyond our immediate family including Ruby's boyfriend and her close friends. They really do go above and beyond, at a time when you don't know which way to turn.

Without 2Wish I'm not sure how we'd be navigating the new norm we find ourselves living.

Since Ruby left us, Ruby's brother, Toby, her boyfriend and a group of friends have all completed the Stroud Half marathon in her memory, we have hosted a quiz night at our local and had a raffle all raising money for 2Wish to try and thank them as much as we can for the support we have been given.

We have now raised an amazing £10,800 and we will continue to raise more money in the future to keep her memory alive and help 2Wish spread their support wider afield for those that suffer something so tragic.

Being part of the 2Wish family has helped us massively these last 12 months so anything we can do to raise awareness or raise money we will continue to do so  
A massive thank you from us both

Jo & Neville Mills



# Our Impact







# Bereavement Rooms

Morriston Hospital - April 2024.

ITU matron, Helen Thomas, was joined by staff members for the unveiling.

She said: "We are extremely grateful to 2wish Cymru".

"It will make a huge difference to our families, having somewhere nice, serene and comfortable to come. They spend a lot of hours sat out here, unfortunately, while we are trying to save their relatives".

"Sometimes that's not possible and they have to come to terms with that news here. Just to have pleasant surroundings, just to make it even a little bit better, in the worst time of their lives, is appreciated".





2wish have now designed fifteen bereavement rooms across Wales including:

- University Hospital of Wales – Accident and Emergency, Cardiff and the Vale
- University Hospital of Wales – Paediatric Critical Care Unit, Cardiff and the Vale
- Prince Charles Hospital, Cwm Taf Morgannwg
- Royal Glamorgan Hospital, Cwm Taf Morgannwg
- Princess of Wales Hospital, Cwm Taf Morgannwg
- Royal Gwent, Aneurin Bevan
- Nevil Hall, Aneurin Bevan
- Coroner's Office, Cardiff and the Vale
- Ysbyty Gwynedd, Accident and Emergency, Betsi Cadwaladr
- Morriston Hospital, Acute Paediatric Unit, Swansea Bay
- Ysbyty Glan Clwyd, Accident and Emergency, Betsi Cadwaladr
- Princess of Wales Hospital, Accident and Emergency, Cwm Taf Morganwg
- ITU at the Grange
- Prince Charles Merthyr Paeds
- Morriston Hospital, Accident and Emergency





# Memory Boxes

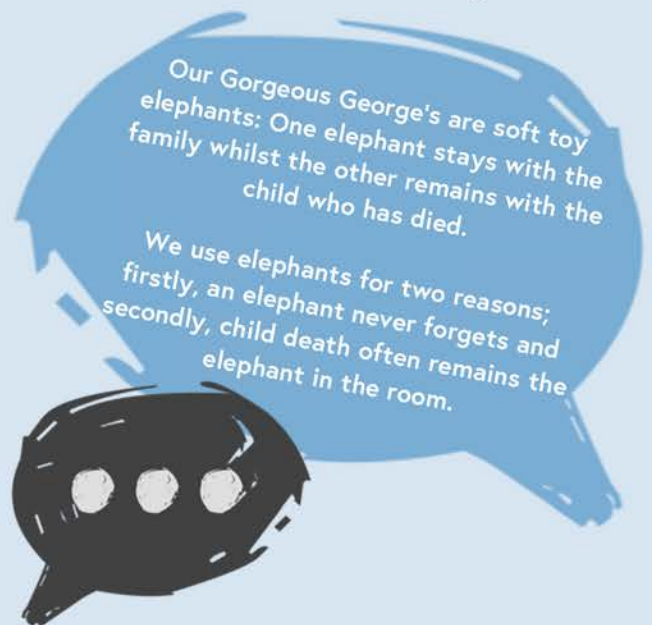
Every Emergency Unit, Intensive Care and Paediatric ward across Wales and service areas in England stores our memory boxes to give immediately to families once their child has passed away. Boxes are also provided to siblings and additional family members.

One of our main charity aims is to ensure that families who have lost a child or young person suddenly, are offered one of our Memory Boxes, which are stocked in every hospital throughout Wales.

We have spent £18,625.34 providing 532 Memory Boxes to families affected by the sudden death of a child or young person.

The Memory Boxes contain carefully selected items, including the following:

- Organza bags for locks of hair.
- Inkless hand and footprint kits.
- Two Gorgeous George elephants.
- A votive candle.
- Forget-me-not seeds.
- Tissues.
- Pen and note paper.
- Small star pendant.
- A support pack of information about our services and a 'When Your Child Dies' booklet of practical guidance.



Our Gorgeous George's are soft toy elephants: One elephant stays with the family whilst the other remains with the child who has died.

We use elephants for two reasons; firstly, an elephant never forgets and secondly, child death often remains the elephant in the room.

Families can add their own special pieces to the box if they wish, or safely place it away until they are ready to look inside.



# Immediate Support




2wish offers immediate support after the sudden and unexpected death of a child or young person aged 25 years and under. With consent, a professional will pass on the person's details, and they will then be contacted by telephone within 48 hours of the referral by one of our Immediate Support Coordinators.

When making the initial telephone contact, the Immediate Support Coordinator will arrange a home visit with the family as soon as possible and assess the individual needs of the person or family they are supporting. Our Immediate Support Coordinators are there to help individuals understand the processes that happen following sudden death, provide emotional support, and help in any way they can. Immediate support is provided for as long as risk and need are present.

Of the 355 deaths from 1st October 2023 – 30th September 2024, 116 were historic resulting in 239 families requiring immediate support.

97% of families have received an initial support call within 48 hours. The remaining 3% had a call outside of this time frame as requested by the professional or individual referring into the service.



I am always thinking of you and will never forget your help and support. You helped us through the darkest days. Thank you.

A message received on Christmas day to one of our ISC's





# Ongoing Support



Over time, we see individuals gain more independence and the immediate support comes to an end. The Immediate Support Coordinator will inform individuals about other ways they can access ongoing support through 2wish, should they need it.

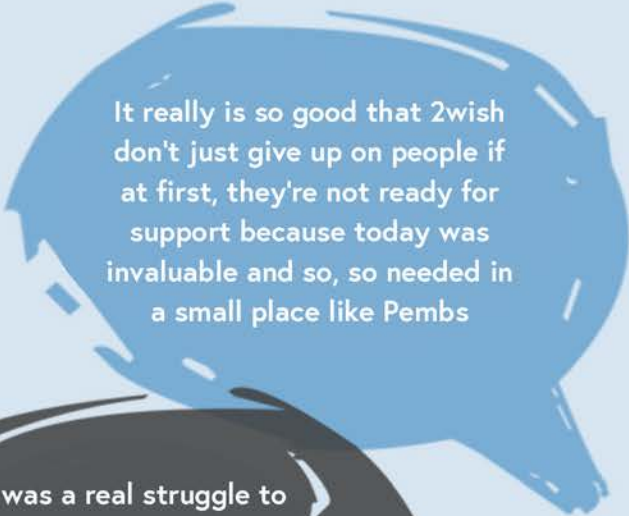
The ongoing support is not time limited, allowing access any time after the death of a child or young person. We do not put a timeline on grief and our services can be accessed at any time, whether the death happened yesterday or twenty years ago.

## Counselling

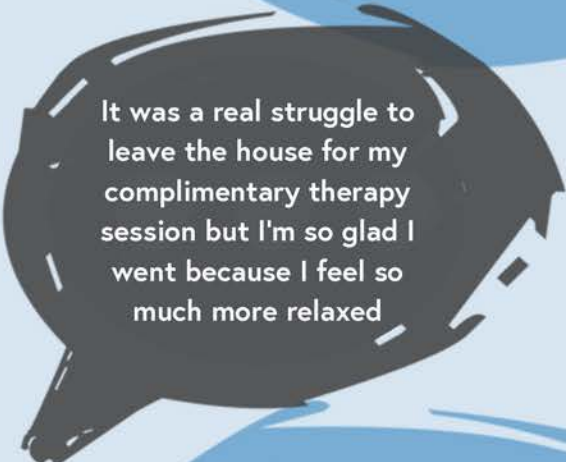
Counselling doesn't aim to hurry the process along; it supports people as they grieve, in their own way and in their own time. 2wish provide funded sessions of 1:1 counselling with a local, qualified, BACP registered counsellor.

This service can be accessed as an individual, a couple, or as a young person. 2wish can also offer counselling sessions via instant messaging or over the phone if preferred.

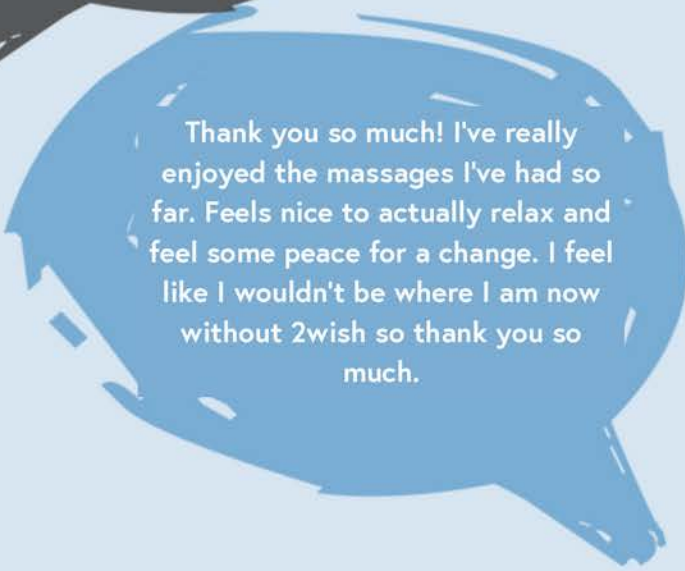
2wish now has 376 counsellors, complementary therapists and play therapists recruited at 2wish that we work closely with to provide an extensive service to those who need to access our support.



It really is so good that 2wish don't just give up on people if at first, they're not ready for support because today was invaluable and so, so needed in a small place like Pembs



It was a real struggle to leave the house for my complimentary therapy session but I'm so glad I went because I feel so much more relaxed



Thank you so much! I've really enjoyed the massages I've had so far. Feels nice to actually relax and feel some peace for a change. I feel like I wouldn't be where I am now without 2wish so thank you so much.

## Complementary Therapy



2wish offers a range of complementary therapies including reflexology and massage. These services can have calming, soothing, and rebalancing benefits, effective for treating stress, anxiety, and insomnia. As well as the physical symptoms linked with grief. Complementary therapies can be used solely or combined with counselling.

## Support Events

Regular support events are held throughout the year and are tailored to the relationship and location of those we work with. Our events offer the opportunity to enjoy new experiences whilst coming together with others who understand the journey of bereavement and loss. Across Wales and England we delivered 15 support events including:

- Jewellery workshop
- Christmas wreath-making
- Alpaca experience
- Meditation and breath workshop
- Sound Bath meditation
- Men's online forum
- Canal boat trip



## Coffee Mornings

Our coffee mornings offer emotional support by providing a safe, welcoming space to share experiences of bereavement and connect with others who understand the impact of grief. These events foster a sense of community reducing feelings of isolation and offer comfort through shared stories and mutual understanding. The informal settings allow families and friends to talk openly, seek advice and form relationships with others who truly understand.

- We have delivered 89 coffee mornings across Wales and phase one England





Ty Uchaf is a beautiful respite cottage, situated just South of Caernarfon in North Wales, less than 30 meters from the beach. The cottage is available for families, professionals and others to have quality time away to rest, reflect or reconnect.

Guests can choose to engage in local attractions, or simply appreciate the natural beauty of their surroundings, spending quality time with loved ones, or much-needed time alone.

39 families enjoyed the beautiful cottage at Ty Uchaf during the period 1st October 2023 - 30th September 2024.



What our families  
had to say...

"Geraint and Fiona are incredible people to offer this special place for others to share. They were so welcoming and helpful."

"The atmosphere there was so calming and regenerative, we've come away with renewed strength to deal with what lies ahead for us."

"We have many scenes of the beautiful surroundings imprinted in our minds that we can use to carry us through the "dark days" when they come."

"Thank you all again and we hope to bring the children to Ty Uchaf as soon as we can."

"We are having an amazing time at Ty Uchaf and don't want to come home.  
I wish we could stay for ever."

"We had the most amazing stay at Ty Uchaf and just wanted to pass on our thanks to you and everyone at '2 Wish' for making it possible."

TY UCHAF

Gogledd Cymru



# Children and Young People



2wish offers support for children and young people when they've lost a sibling or friend who was a child or young person. With consent from a parent or guardian, our Children and Young Person Coordinator and/or Immediate Support Coordinators will provide emotional and practical support to siblings, relatives, and friends.

We understand that sometimes young people feel isolated in their grief and may struggle with difficult emotions or feel alone. We offer a safe space for them to speak privately with one of our friendly team about their feelings, emotions, and anything else they wish to talk about.

We hold regular support events giving children and young people the opportunity to enjoy new experiences in a safe environment and meet others who have experienced a similar loss. 2wish also help schools, colleges and universities with bereavement support which can be provided through bespoke workshops, group, and individual sessions.

## Play Therapy

Play Therapy is a form of psychotherapy that uses play to help children deal with emotional and mental health issues. By using play and creative techniques, children are able to explore their feelings and thoughts and begin to process and understand muddled feelings and upsetting events.

Play Therapy is suitable for children aged 4-12 years old. All of our Play Therapists are BAPT or PTUK registered.

"Although we support families and children that have been affected by the sudden death of a child or young person, I realise that a huge proportion of those children have pre-existing mental health issues.

Nicola Watts - Children and Young Person Coordinator - 2wish







## Children and Young People Events

We hold regular support events giving children and young people the opportunity to enjoy new experiences in a safe environment and meet others who have experienced a similar loss.

Some of the events include:

- Pottery Painting afternoon
- Climbing Centre adventure

## Chester Young Person (YP) Group

Held on the first Saturday of each month, in partnership with Emerald Therapies Centre, 2wish offers 15-24 year olds who have experienced the sudden or unexpected death of a friend, family member or partner to come together in Chester. During each session 2 counsellors are present and available for 121 support if needed.

Each month the group takes part in different therapeutic activities ensuring the session is accessible to all and meets various creative and active interests, creating a safe space for young people to talk and access peer support.





# Support for Professionals

It may be assumed that because of someone's job role, that they may encounter death, it won't affect them and that it's part of the job and they 'used to it'. However we know that this isn't necessarily the case - it could be immediate or it may take days, weeks, months or years, but the feelings of grief may catch up with that person.

Professionals such as funeral directors, GPs, teachers, sports coaches, health visitors, legal teams and so many more who have to deal with child death as part of their working lives, but may never have received support or training in how to best support the loved ones they come into contact with.

In 2016, we officially extended the offer of support to professionals from any sector who, at any point in their career, have been affected by the sudden and unexpected death of a child or young person.

We are able to offer support in a number of ways, all of which are confidential and arranged by 2wish. We strive to work with professionals to ensure that we can offer support in a way that fits with work commitments and daily life.

"The loss of a child is unimaginable. 2wish allows us to give parents something to leave with rather than just an empty heart. The elephants offer so much to bereaved siblings and are treasured items. As a clinician who has dealt with many child deaths, I did not identify that I was struggling, but 2wish helped and supported me through this. The counsellor I saw was amazing and listened to me, helping me find a way forward. The girls in the office always check you are okay and I know they are always there for a coffee and a cwtch if I need it."



Support for professionals affected by sudden death in young people

provided by  
**2wish**

"It's so amazing to know that there is support for professionals, sometimes we have to go straight back to "the job" after losing a baby or child, so we tend to push aside our feelings to be there for the family, other patients and do the best job we can. but in doing this we also forget that we are human and that we feel the pain of that loss too. I've sat in cupboards crying and then wiping my tears, quickly pulling myself together to help other children. This campaign honestly means so much and I'm sure I speak on behalf of many of my colleagues, because looking after children and their families in such difficult and heart-breaking circumstances is one of the hardest parts of our job. I think we often forget that we need looking after too."



Support for professionals affected by sudden death in young people

provided by  
**2wish**





# Marketing & Comms



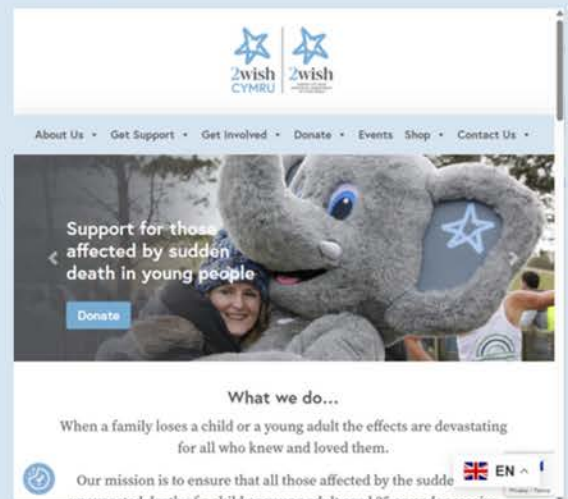
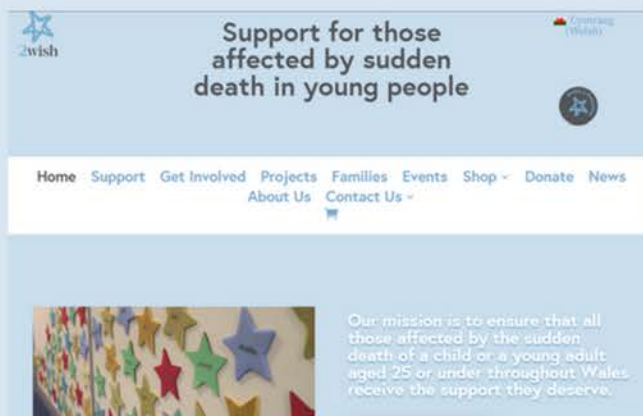
# New Initiatives

## Expansion Launch

On the 27th Feb 2024 we officially launched our services into England and supported this with a big launch campaign 'Talk2us' on the same day.

Working with Cardiff marketing agency Orchard on the media buying and creative, and Church Village based PR agency Front Door Communications, we delivered a multi channel campaign that incorporated radio and paid social media, out of home (also known as outdoor advertising, refers to billboards, signage, or other highly visual, highly impactful media displayed in public spaces people walk past and drive by every day) and public relations to amplify our launch had a combined reach of over 3 million.

On this same day we launched a brand new website, drastically improving loading speeds, usability and structure for our visitors.



## Enthuse: A Ticketing, Events and Fundraising Overhaul.

December 2023 saw the onboarding of popular fundraising platform Enthuse. This development has enhanced our ticketing process and events communications, integrated our fundraising process into our ticketing, increasing the likelihood of registrations proceeding to raise funds, and opened up virtual events opportunities like our '2miles for 2wish' which has become a regular fixture in the 2wish calendar.





## A Growing Team



The marketing team grew by one, as we welcomed our Social Media Assistant Rose in May 2024. A dedicated Social Media Assistant has allowed us to manage our social media internally, alleviating the need for external support. This has had a profoundly positive impact on the charity, as we can now better manage the organisation's comms needs, develop a social media strategy and create far more engaging content.

As we've expanded and become more active in each of our phase one expansion areas, it's been all the more important to have Rose on board to manage our output across England and Wales, as this would not have been achievable without her.

## Campaigns

We ran a series of awareness campaigns throughout the year, highlighting a range of topics to drive uptake in support, as well as funds and revenue.

- 2wish Star Appeal: Oct - Dec 2023
- Talk2us (England Launch campaign): Feb 2024
- Children's Mental health Week: Feb 2024
- 2wish Walks Offa's Dyke to celebrate England expansion: Apr 2024
- Vilomay: May 2024
- Let's Talk BereaveMENT: Jun - Jul 2024

## Events Marketing

The team supported 15 events in the form of ticketing, digital and physical marketing, event literature, audio visual and live coverage.



# Marketing Summary:



## Numbers at a Glance



### Social Media

Pages and Profiles  
Reached

3,809,070

### Website Pages Views

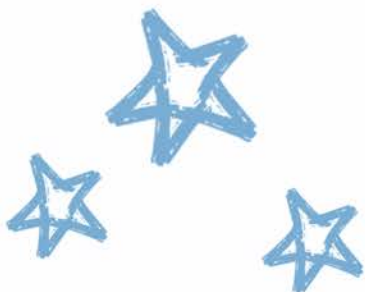
89,000

### Website Unique Visitors

24,000

### Pieces of Press Coverage

546





# Fundraising



We are continually inspired by the incredible generosity, creativity, and energy that our community pours into fundraising efforts. Whether through bake sales, sponsored challenges, community events, or acts of kindness, each fundraiser—big or small—makes a meaningful difference and helps drive our mission forward.

We'd like to extend our heartfelt thanks to every single person who has taken the time and effort to get involved. Your support is truly invaluable. Of course, we can't possibly include details of every amazing fundraising activity undertaken—so here are just a few highlights that showcase the spirit and dedication of our supporters.

Across July and August, Trevor took on the monumental challenge of cycling all the way from John O'Groats to Lands End, to raise funds and awareness for 2wish Cymru. Trevor also did this In Memory of six boys from South Wales; Joe Daniels, Rhys Jones (aka Butters), Ben Thomas, Ryan Gibbons, Lewis Davies, and Trevor's nephew, Ryan Hamer.

Not only did Trevor absolute smash the cycle, he also came all the way from New Zealand to do it too! Trevor raised an incredible £5,888 for 2wish Cymru, and wore his 2wish cycling top everywhere to raise awareness. It was an absolute pleasure supporting Trevor on his journey, and we really appreciate all the time and effort that he and his family and friends put into this amazing challenge.





On Tuesday 10th September, Chelsea and Lindsey set themselves the brave challenge of shaving their heads, In Memory of their Daughter and Granddaughter, Iris-Mae.

Not only did they shave their heads, but they also did this in front of a crowd in their local Tesco! Joanne and Libby were there on the day to support them and livestreamed the whole event- which reached over 25,000 views.

In total, they raised an amazing £1,161 for 2wish Cymru and so much awareness too. We are so grateful for all their support and effort, it means so much.



Joanne (2wish), Chelsea, Lindsey and Libby (2wish)



Chelsea and Lindsey





# Community Fundraising North Wales



**The North Wales Nutcracker Party - 14th December 2023**

**Money Raised: £1738**

**Corporate Sponsors: Worthington & Jones, Go Green, TSM, Dave's PAT testing service**

**Attendees: 74 people, including 2 families**



**Holywell Vehicle Show - 1st June 2024**

**This is the second year Carl has put on the vehicle show in memory of his Granddaughter Cadi.**

**The first year was for us and 2 other charities, this year he decided that all proceeds would go to 2wish Cymru.**





## April Awareness Month - 2wish-ful Journey Celebrating 6 years of service in North Wales



**Money Raised: £2,822.59**

What happened during the month:

Bayside Radio interview, Rhyl Library Awareness Stand, Quiz Night at Kite Surf Café, Walking Offa's Dyke, Bake sale at W&J Wrexham, Information stand at Wrexham University, Bangor Walk. Cycle in Asda Morrisons, Awareness stand in Prestatyn Library, HD professional cleaning In Aid of Event - Buckley, Holywell Library Awareness Stand and Tealights at Wrexham Hospital



### First North Wales Young Ambassador - 26th June 2024

Oliver and his family have been supported by 2wish since 2021, and they have been the most wonderful volunteers in North Wales.

Oliver has been an amazing help with awareness stands, our static bike cycles in supermarkets, and assisting with Gorgeous George. He is always eager to participate in any 2wish event, and he does so with a smile on his face.



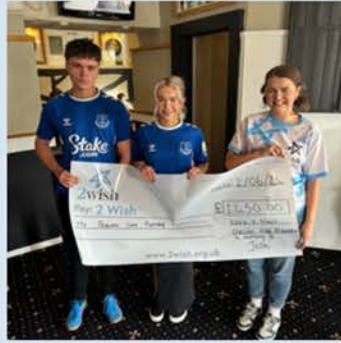
Oliver's dedication doesn't stop there. He has also walked Snowdon to fundraise for 2wish Cymru and has more recently held a bake sale, raising over £250. Oliver's contributions and his positive attitude have been invaluable to our efforts in North Wales.

We are deeply grateful for his unwavering commitment and the incredible impact he has made. Because of this, we decided that Oliver will be our first young ambassador for North Wales!



When Oliver was presented this, he couldn't have been happier. He's already talking about what he can do to help grow an amazing Young Ambassador community.





**Friends of Josh ran the Chester Half Marathon and raised £1450**



**The family of Eleanor Aldred Owen organised a fundraising event and raised £2269.72**



**The family of Kai Davies organised a walk up Snowdon and raised £3177**



**Family of Chloe Bidwell completed a skydive which raised £3,580.26**



## Fundraising in England 23 - 24

Our fundraising journey in England began in 2024, where Head of Fundraising, Daisy Magill completed outreach to each of the bordering counties, this consisted of attending business shows, joining local business chambers and sourcing opportunities for us to share the 2wish story!

Recruitment began in February to hire the England Fundraising team. Milly Wheeler, Fundraising Manager joined the team in March 2024.

The recruitment of the regional fundraisers took longer than anticipated, with the Regional fundraiser role for Gloucestershire, Somerset & Avon, Naomi Willingham joining us in July 2024.

Community fundraising has been a key source of income that we saw in the first year of operation. This is a testament to the support received by people in the border counties, and them seeking ways to give back to 2wish and memorialise their loved ones.



**Nick Trenchard**



**Harry and Bex  
Foster**



**Sam Davis**



## Spotlight on Barry's Fundraising Journey.

Barry Curtis, together with Michelle, his friends and family has taken on the inspiring challenge of climbing the highest peak in every UK county to raise funds for 2wish, in loving memory of his daughter Lucy. Here is Lucy's story, shared in Barry's own words.

Our Daughter Lucy passed away on New Year's Day 2024 at the age of 17. The months since have been so very difficult.

Christmas was a great day, full of fun and laughter. Lucy was very impressed with a life-sized Harry styles cut out that we had chosen for her (Lucy and some friends had seen Harry twice last summer). Lucy loved music so much and last year she went to loads of concerts.

She also had tickets to see Taylor this coming summer she had bought with her money from working as a barista at a local café. Coffee, was again something that Lucy was a big fan off, but it had to be good! She was the most fantastic barista, she excelled in everything she did.

On Boxing Day, we went for a dog walk together. In October, Lucy had convinced us that a puppy would be a good idea! She found "the one" a cocker spaniel crossed with a retriever, Rosie aka "the golden dog!"

24 hours later Lucy was in the ICU. On New Year's Day our world crumbled when we were told that there was nothing more that they could do. Lucy was an organ donor, she had signed up twice, once before a trip to New York in Feb 23 and once when she applied for her driving licence. This gave us a couple of extra, precious days.

Knowing that Lucy signed up twice to organ donation was very humbling. It saves lives. If you can then I would urge you to also sign up and talk to your family about your wishes.

During this time I had a call from Rachel and a charity I had never heard of asking if she could see us, I can't be sure, but think I said something like "if you want" and left it at that.

Shortly after Rachel arrived from 2wish - we all warmed to her really quickly. We were in such a state of shock, but it was lovely to be told that Rachel was there for us, as were all of 2wish.

Over the coming weeks, Rachel visited often, it gave us something in our diary and someone to talk to, who understood. We have spoken, laughed and cried together. Even the dogs look forward to seeing her arrive!

Since Lucy died, we have attended 2wish events and coffee mornings, met the 2wish team and other parents. No two stories are the same, however the feelings and loss are comparable, and we have found that there can be comfort in talking to others. In the coming months and years we will be raising money for 2wish in Lucy's name.

Lucy was the most kind, caring, loyal, intelligent, artistic young woman who put everybody else before herself, even in her darkest moments. Lucy made such a difference to our lives and everyone around her. She will be remembered as the girl who changed things. We will cherish the 17 amazing years we had with Lucy always.

The Fundraising Team met with Barry and Michelle to support with their fundraising goal! Barry explained the challenge that he wanted to take on, walking the highest peaks of each county in England, Scotland and Wales.

Barry set an ambitious target of £30,000 with the aim to complete the challenge by the following year.

To help achieve this they have had support of friends, family and Barry's workplace to ensure that they reach the target.

The expansion continued to develop over 23/24, with a real focus on raising awareness, working collaboratively with the support team and working on engaging with local businesses in each of our areas to gain support.



**Barry Curtis**





# Events



The year between October 2023 and September 2024 was a significant year of growth for our charity. The communities across the whole of Wales made an enormous contribution to our fundraising efforts.

We are so grateful to individuals, families, friends, and members of the community for supporting 2wish and enabling our service to continue for those who need us.

Elephant Dip  
Sunday 22<sup>nd</sup>  
October 2023



Raised: £1,002.11

Christmas  
Soiree  
Friday 1<sup>st</sup>  
December 2023



Raised: £3,531.14

2miles for 2wish  
Throughout  
January 2024



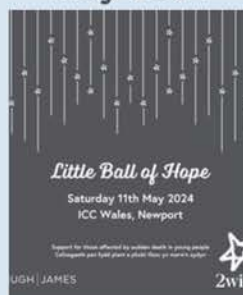
Raised: £15,458.80

International  
Women's Day  
Friday 8<sup>th</sup> March  
2024



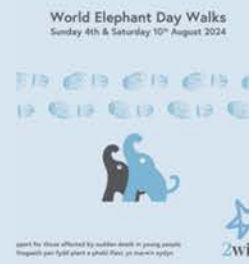
Raised: £5,477.62

Little Ball of  
Hope  
Saturday 11<sup>th</sup>  
May 2024



Raised: £26,577.80

World Elephant  
Day Walks  
Sunday 4<sup>th</sup> &  
Saturday  
10<sup>th</sup> August 2024



Raised: £3,061.28



# The Little Ball of Hope



Saturday 11<sup>th</sup> May 2024



The most anticipated 2wish event of the calendar took place on 11th May 2024 at ICC Wales, Newport. Kindly sponsored by Hugh James and NFU Mutual.

The event saw over 300 people attend and over £26,000 raised.

Our Little Ball of Hope has been such a special event for both 2wish families and supporters over the years and is a great way for us to thank those who have been involved with the charity for all their hard work and support.

It was, as always, an event like no other, full of love and hope as we remember our brightest stars and celebrate the work of the charity.







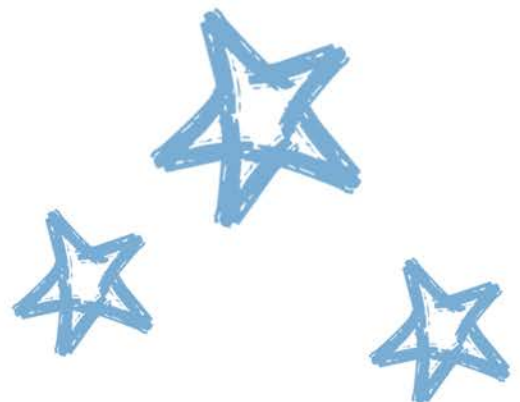
# Volunteers, Ambassadors and Welfare Officers



From October 2023 - September 2024

- **117 Volunteers**
- **18 Ambassadors**
- **22 Young Ambassadors**
- **9 Welfare officers**

Thank you to each and every one of you!





## Volunteers

We could not do what we do without their help and support. We have worked hard to build a community of volunteers and appreciate all that they do to support us.

There are many ways in which they get involved from bucket collections, attending fayres and networking events with our awareness stand and our pop up shop, putting together memory boxes and support packs or helping out with office administration.

"Volunteering with 2wish has brought me so much joy. I love spending time with the fabulous volunteer team, we always end up having so much fun and I never leave a volunteering event without a smile on my face and a lovely sense of belonging.

I've met so many wonderful people and 2wish families throughout the different events." - Elinor Ridout

## Ambassadors

Our charity volunteer ambassadors play a key role in raising awareness and support for 2wish through speaking and representing the charity in the community. They are passionate about our aims and objectives and highlighting the charity's key messages.

Ambassadors help us by;

- Inspiring their communities, families, and friends to support the charity.
- Attending community fundraising events and cheque presentations.
- Giving presentations and talks in the community and at events.
- Attending 2wish events to lend a hand and cheer on our amazing participants.
- Promoting 2wish campaigns.
- Working with the community fundraiser to aid with research.

Generally, volunteers are invited to become ambassadors and we could not do without their constant love, help, and support.

## Young Ambassadors

Young Ambassadors are the next generation of leaders and fundraisers for 2wish. They often come with first-hand experience about growing up through their most formative years, whilst also navigating their way through grief.

We're so proud to have so many young people volunteering for 2wish, representing the charity in their schools, colleges, and extra-curricular clubs.

## Welfare Officers

2wish currently provide a team of trained volunteers (Welfare officers) to attend some major running events in Wales, to provide support to individual runners and their families in the case of an emergency.

Following the sudden death of two runners at the Cardiff Half Marathon in 2018, the charity was approached by Run4Wales and the idea of Welfare Officers was discussed. These officers, who have received training from us, attend the events representing 2wish and are on hand, placed at event control, to support in the event of an emergency.



# Finance



**Charity registration number 1168140**

**2WISH  
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 30  
SEPTEMBER 2024**



**2WISH**

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### CHAIR'S STATEMENT

**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

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#### Chair's Statement

It is an honour and a privilege for me to write this Annual Report for the first time as Chair of this unique charity.

Firstly, on behalf of myself and my fellow board members I'd like to say a huge thank you to our outgoing Chair, Jo Foxall. In my tenure as Chair, I strive to be as attentive and skilful in the role as Jo was.

I have been involved with 2wish for a few years in one capacity or another and people often ask me how I would describe the charity. I could describe 2wish through its unique and inspiring mission to ensure that all those affected by the sudden and traumatic death of a child or young adult aged 25 or under receive the bereavement support they deserve.

I could describe it in numbers, e.g. through the staggering impact of having received 7,952 death referrals and as a result supported over 6,000 individuals since it started delivering its services in 2012.

However, when I answer this question, I prefer to describe what I see when I stand back, look and reflect on 2wish. A quote by Francis of Assisi that goes, "Start by doing what's necessary, then do what's possible, and suddenly you are doing the impossible," always comes to mind.

When I think of the journey 2wish has been on this is exactly what I see. In 2012 when our CEO Rhian lost her one-year-old son George and then just 5 days later lost her husband Paul, she did what she felt was necessary to ensure that anyone else in her and Paul's situation, at least locally, would be treated with dignity and have the support they deserved in their darkest of times. Through founding and growing 2wish Rhian found it was possible to support more and more people in more and more ways.

And now look where we are. Even just a few years ago it would have seemed impossible that 2wish could be supporting people across not just the whole of Wales but in 7 English counties as well.

This, then, is how I describe 2wish. An organisation that redefines the impossible to provide the support services it believes people deserve. It then executes these services brilliantly through the most inspiring team of people I have ever worked with.

This has been a momentous and defining year for 2wish. In January of 2024, for the first time, we opened our doors to services in England, specifically in the counties of Cheshire, Shropshire, Herefordshire, Worcestershire, Gloucestershire, Avon and Somerset, as the first phase of a planned multi-phase expansion program to cover the whole of England. This initial phase includes 18 hospitals and 4 police forces.

To the end of September 2024, in England, 2wish received 110 death referrals supporting 508 individuals, proving the need for its services in England and evidencing the huge body of work done by the 2wish team to prepare and deliver these services.

Growing 2wish from a Wales only charity to one that will provide support incrementally across an expanding scope in England alongside a non-negotiable commitment to ensure services in Wales remain intact, has meant transformational scale change. Key strategic focus areas included a salary structure for recruitment and retention, a scalable organisational structure, a strengthened governance model to ensure the charity grows safely, prudent financial controls for sustainable growth and fundraising to support service expansion.

2wish has its roots in a strong community of staff, volunteers, supporters and partners. Maintaining this community will be vital to our future success in bringing our critical services to those who need them across an increasing geographical scope.

Looking ahead, we're excited to build on the momentum and achievements of 2024. Our strategic priorities will include maintaining, strengthening, and growing our corporate partnerships while developing sustainable income streams through, e.g. grants and foundations and legacy giving. Community fundraising and events will remain strategically important both through the revenue they generate but also through the connection they create with the communities we serve.



## **2WISH**

### **CHAIR'S STATEMENT**

***FOR THE YEAR ENDED 30 SEPTEMBER 2024***

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Other key focus areas include growing our excellent relationships with the Welsh Parliament out to the UK Government to help support our expansion of service provision into England.

Operational Efficiency will always be key to ensuring every possible penny raised will be spent on supporting families, professionals and anyone else affected by the sudden and traumatic death of a child or young adult aged 25 or under.

I want to thank my fellow board members for their wisdom and guidance. I am humbled by and thank our community of staff, volunteers, supporters and partners. Together, we are making a real difference to people whose lives have been affected in ways they could never have imagined. This is what drives us.



M Sayce  
Chair

## TRUSTEES' REPORT

### FOR THE YEAR ENDED 30 SEPTEMBER 2024

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The trustees present their annual report and financial statements for the year ended 30 September 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

#### Objectives and activities

The objects of the CIO are for the benefit of the public, the preservation and protection of physical and mental health of those in Wales and such other areas as the trustees may decide, who have suffered a bereavement of a child or young adult under 25 years of age by:

- A, the provision of services including, but not exclusively, the provision of counsel support; and
- B, the advancement of education and awareness of the public in relation to the effect that a bereavement or loss can have on families and others.

The charity's aims:

Following the opening of our first bereavement suite in 2013, 2wish has refurbished or established 15 bereavement suites in total. These rooms are an important facility and one that should be accessible to any family member in distress.

The rooms are comfortable and bring much comfort to families at such a difficult time. Welsh Government has agreed with the premises team that no emergency unit in any Welsh Hospital will be refurbished without consideration for such family facilities in the future. As we expand into England, we will be encouraging local government to issue similar guidance.

The charity works alongside 376 counsellors, play therapists and complimentary therapists to offer high quality service to suddenly bereaved families and others affected by the sudden loss of a child or young person. With a bank of play therapists established to support bereaved young relatives and friends, we are offering an excellent service.

With short waiting lists we are extremely proud of the difference we are making. 2wish has also established a bank of complementary therapists to offer those referred into our service an alternative to talking therapies.

There remain many families struggling across Wales. As an organisation it is important we continue to raise awareness so families are aware of the support we can offer. This involves multi-agency working and spreading our message so both professionals and families know about 2wish.

Helping to reduce the stigma in respect of mental health also plays an important part in our work. We feel early intervention could reduce the long-term effects of sudden bereavement and we are working with other mental health organisations to improve awareness and bring down barriers.

The staff comprises a team of 31 led by the CEO Rhian Mannings. The team consists of fundraising and events team, finance, and a support team, who work closely together to make a difference for bereaved families.

#### Public Benefit

2wish has worked hard to build successful relationships with police forces and health boards across all areas of service delivery and this has led to formal partnership agreements being developed. Families can then be discussed, safeguarding can be considered for both staff and families, and partnership working has shown that families receive the support they deserve.

This also means that as more organisations become aware of 2wish and the support we offer, an increasing number of families will be referred to the charity. The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.



### TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2024

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#### Achievements and performance

Based in South Wales, with staff in all service areas, the charity has gone from strength to strength in the last 12 months. As planned, 2wish expanded services across the border into England from January 2024. As well as securely recording family information, we regularly analyse this information, looking for trends or factors that may be contributing to sudden child death. We produce statistics to show where deaths occur, causes of death and other factors which we hope may help reduce sudden death in children and young people in the future.

- To raise awareness of our charity and the importance of bereavement support.
- To provide training for professionals including health staff and police officers.
- To provide immediate support for families following the death of a child or young adult.
- To provide support for anyone who witnesses a traumatic death of a child or young adult.

The charity offers a unique service, working closely with both health professionals and police forces. Every emergency and critical care unit in our service area have access to the immediate support pathway constructed by 2wish. The charity can receive a phone call minutes after the death if a parent consents, allowing our team to support that family. Between October 2023 and September 2024, we supported 355 families, the majority using our immediate pathway to access our support. Families can, however, access our services at any time during their journey through their grief.

The CEO, Deputy CEO and Support staff continue to deliver training sessions and conferences across the country to promote 2wish but also to discuss bereavement care in sudden and traumatic situations.

Many hours have been spent with police officers to discuss how to support families and the importance of a sensitive approach to families. Work has also been done with Emergency Unit and mortuary staff to highlight the work that the charity undertakes.

Support is available for those who witness the death of a child or young adult and for those working in professional services. The charity regularly receives referrals from police officers and GPs enquiring about support for those people who are not related to the individual who passes away. The charity is educating organisations about this pathway and the importance of supporting all of those involved in trauma and sudden loss.

Everything 2wish does follows the above aims and objectives. We work hard to benefit families and those affected by the sudden death of a child or young adult and, using these aims, we believe we are making a difference by helping families through the most difficult of times. Emphasis is on the immediate family consisting of parents and siblings, however, our organisation has developed the support available for everyone affected by sudden loss. Grief and bereavement affect everyone very differently, so it is important our staff are aware that these individual needs are met. Our services are always evolving and, by working with professionals involved directly with the bereaved families, our support has an incredible impact.

2wish continue to be proud of our achievements. It has been another busy period with the number of families being referred increasing, here are the figures for our financial year:

- 15 families in 2014/15
- 84 families in 2015/16
- 117 families in 2016/17
- 136 families in 2017/18 (109 immediate, 27 historic)
- 207 families in 2018/19 (135 immediate, 72 historic)
- 195 families in 2019/20 (145 immediate, 50 historic)
- 177 families in 2020/21 (135 immediate, 42 historic)
- 229 families in 2021/22 (180 immediate, 49 historic)
- 204 families in 2022/23 (157 immediate, 47 historic)
- 355 families in 2023/24 (239 immediate, 116 historic)

**TRUSTEES' REPORT (CONTINUED)****FOR THE YEAR ENDED 30 SEPTEMBER 2024**

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Each family can have multiple individuals needing help, fundraising has needed to increase to meet the demand. There have been many successful events and meetings to raise awareness and to highlight the importance of supporting suddenly bereaved families. Regular meetings continue between 2wish staff and important stakeholders. The response to our work has always been positive and has resulted in the development of several partnerships.

Without the support of police forces, health boards and other organisations, 2wish would not be able to support families. Our team has also changed over the last 12 months. The support team consists of eight immediate support coordinators working alongside six members of staff who coordinate the long-term counselling and support for the families. We have appointed a children and young person coordinator to offer a specialised service to young people affected by the death of their family member or friend.

Our volunteers engage in both our own events and in community events. There are over 166 volunteers, all of whom contribute and make a difference. Collaborating with the staff and volunteers is a growing group of counsellors and play therapists. These individuals work with our families and are paid by the charity to provide the care and support families require. The number of counsellors, play therapists and complementary therapists grows in line with referrals.

The support team meet regularly with them and working together is the only way we can provide the best service. Our events continue to be highly successful in terms of raising both awareness of the charity and funds. Many of our events combine fundraising with raising awareness, as well as being social occasions for the families we support. In this respect our fundraising, events and marketing team offer services beyond the normal remit of simply fundraising. Our events fulfil part of our aims and objectives too.

**Financial review**

	2024 £	2023 £
Income	1,976,417	1,907,905
Expenditure	(1,643,182)	(1,004,508)
<b>Actual Operational surplus/(deficit) in period</b>	<b>333,235</b>	<b>903,397</b>

The operational surplus above can be seen to be attributed to an unrestricted deficit of £31,742 and a restricted surplus of £364,977 (2023: unrestricted deficit totalling £1,195 and restricted surplus of £904,592). The charity made an unrestricted surplus on investments of £29,725 (2023: £298) during the year which resulted in a net unrestricted deficit of £2,017 (2023: deficit of £897). The unrestricted reserves as at 30 September 2024 totalled £514,947 (2023: £516,964), of which £131,540 (2023: £58,358) are free reserves (unrestricted reserves less intangible assets, less fixed assets, less designated funds).

Although the reported figures show a significant surplus in FY24, this funding is already committed to continue to support the work that 2wish does in Wales and drive the expansion of our services in England.

2wish has a current policy of maintaining reserves as outlined in our reserves policy. As awareness of the work of the charity grows, so do referrals which require support and therefore funding. The charity's plans for expansion to extend across Wales, increasing awareness and support is crucial to our aims and objectives and funding is required for these future projects.

The support and services provided to families is ongoing and it is imperative that this support can continue should there be a fall in income. We aim to hold reserves of £815,000 based on six month's costs assumptions are considered appropriate for this purpose. We continue to work hard to build our reserves.



### TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2024

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The principal risks and uncertainties facing the charity as identified by the charity trustees are:

**Funding:** We are a partially self-funded charity and rely on the generosity of our supporters. The charity sector is flooded with much competition for supporters' donations. One of the key issues affecting charities is the ability to raise funds from events effectively.

There is no certainty in such events bringing in similar income as the previous year. To mitigate this, we have increased our fundraising and events team and have set targets. We have secured alternative funding streams which are spread over a longer period or are for specific projects.

**Competition:** Although the charity has excellent local support it is not as established and well-known as other local charities. We are always working to improve awareness of our work, which in time should help us to become even better known.

**Succession:** There is a clear need for succession within the charity. This goes together with the staff structure which has been developed in this financial period. As we enter a period of very rapid expansion of our services and our staff, we have focused on the staff structure in the future to allow for continued succession planning.

#### Plans for future periods

Our 10-year project to expand across England commenced service in January 2024. The first phase encompassed death referrals from the following counties on the England/Welsh border; Cheshire, Shropshire, Herefordshire, Worcestershire, Avon & Somerset, and Gloucestershire.

Our project plan follows structured steps which will enable us to replicate our service model, allowing us to deliver our much-needed support to those affected by sudden death in our remit from day one of our launch. The project progress and risks are monitored by the senior leadership team in close collaboration with the board.

#### Structure, governance and management

##### Organisation structure and decision making

The charity is a Charitable Incorporated Organisation formed on 8 July 2016. The charity's governing document is CIO – Foundation registered 8 July 2016.

The charity is managed by the Chief Executive Officer (CEO) who delegates authority for project management and charitable activities to the Senior leadership team and other office-based administrators and self-employed field staff (counsellors) and employed field staff.

The CEO meets with the administrative team daily and keeps in regular contact with field staff members. The Board of Trustees meets on a bi-monthly basis. Specific issues are brought to the attention of the Chair or other members of the board for a review, thereafter, being ratified at a full board meeting. All day-to-day management decisions are made through the above outlined management structure. Decisions referred to the Board relate to changes in strategic direction, policy, or risk management.

##### Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. A risk register has been adopted using a traffic light system to flag up risks. Any amber or red risks are reviewed and assessed by the trustees at alternate Board of Trustee meeting and thereby ensure that systems are in place to mitigate exposure to major risks.

##### Key management personnel

The pay of key management personnel is reviewed annually alongside a general review of all staff salaries. Salaries are benchmarked against comparable size charities who operate in the region. Policies and the risk register are reviewed regularly and to a schedule.

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

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**Trustees' recruitment and induction**

All the trustees are required to submit a curriculum vitae and complete an informal application process where they are invited to set out what skills and benefits they can bring to the board. A prospective applicant then typically meets the CEO and/or the Chair to discuss the application. The applicant may also attend a board meeting as an observer. If acceptable to both sides, an applicant will be proposed to the Board after the process and the appointment is put to a vote.

The formation of the Board of Trustees is undertaken based on skills need analysis as well as a general risk management and assessment of the needs of the charity. The charity aims to attract trustees who can add value to the charity.

The requisite management skills are deemed to be accountancy, human resources, legal, public relations, marketing and communications, all of which are represented by experienced individuals on the Board. All trustees are provided with a welcome pack which includes legal and regulatory framework regarding their responsibilities on recruitment. Induction is on a one-to-one basis with other trustees or the CEO. The trustees can meet with operatives of the charity, visit projects and participate in further training and charitable events. We are continually looking out for potential trustees who may add to our board's skill and knowledge set.

**Approach to financial investments**

Decisions about the investment strategy are governed by the finance committee and approved by the board. 2wish's investment portfolio was managed by Nugenis Financial Planning (formally Maven) during 2023/24 according to the board's instructions.

The board recognises it has a responsibility to consider any ethical implications of its investments. The investment strategy is reviewed by the board with investment managers on an annual basis. Investments reports are disseminated to the board monthly with the management accounts, to review performance. 2wish does not depend on investment returns to fund its short-term operational requirements and is, therefore, able to tolerate short-term volatility of its investment portfolio. Our investments are risk averse, which is consistent with a strategy of seeking to generate longer term income.



**TRUSTEES' REPORT (CONTINUED)****FOR THE YEAR ENDED 30 SEPTEMBER 2024**

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**Reference and administrative details****Registered charity number**

1168140

**Principal address**

Unit 3 Sovereign Court  
Sterling Drive  
Ynysmaerdy  
Llantrisant  
CF72 8YX

**Trustees**

M Sayce	- Chair	
J Foxall	- Chair	(resigned 31/01/2024)
A Beckley	- Treasurer	
T Agland	- Trustee	
C Grey	- Trustee	(appointed 31/01/2024)
S Simpson	- Trustee	
Dr L Groves	- Trustee	
L Sheehy	- Trustee	
J Jones	- Trustee	
M Jones	- Trustee	(resigned 31/01/2024)
M O'Shea	- Trustee	(resigned 31/01/2024)
V Sleaf	- Trustee	(appointed 01/04/2024)
W Willdridge	- Trustee	(appointed 27/11/2024)

**Key management personnel**

R Mannings	- CEO
E Kneebone	- Deputy CEO, Head of Bereavement Service
R Williams	- Head of Finance
D Magill	- Senior Fundraising Manager
A Bate	- Head of Marketing

**Auditors**

Azets Audit Services  
Ty Derw  
Lime Tree Court  
Cardiff Gate Business Park  
Cardiff  
CF23 8AB

**Bankers**

Lloyds Bank  
31 Queen Street  
Cardiff  
CF10 2AG

**Investment providers**

Nugenis Investments  
Oak Tree Court  
Mulberry Drive  
Pontprennau  
Cardiff  
CF23 8RS

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

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**Statement of trustees' responsibilities**

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales 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 charity and of the incoming resources and application of resources of the charity for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- 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 charity will continue in operation.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

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



**M Sayce**

Trustee

Dated: ....28th July 2025.....



**INDEPENDENT AUDITOR'S REPORT  
TO THE TRUSTEES OF 2WISH**

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**Opinion**

We have audited the financial statements of 2wish (the 'charity') for the year ended 30 September 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 30 September 2024 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

**Other information**

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

**INDEPENDENT AUDITOR'S REPORT (CONTINUED)  
TO THE TRUSTEES OF 2WISH**

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**Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**Extent to which the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.



**INDEPENDENT AUDITOR'S REPORT (CONTINUED)  
TO THE TRUSTEES OF 2WISH**

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**Other matters**

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with "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)" (as amended) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

This has been done in order for the financial statements to provide a true and fair view in accordance with current Generally Accepted Accounting Practice.

**Use of our report**

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

*Azets Audit Services*

**Azets Audit Services**

29 July 2025  
.....

**Chartered Accountants  
Statutory Auditor**

Ty Derw  
Lime Tree Court  
Cardiff Gate Business Park  
Cardiff  
South Glamorgan  
United Kingdom  
CF23 8AB

Azets Audit Services is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

## 2WISH

### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 SEPTEMBER 2024

		Unrestricted funds 2024	Restricted funds 2024	Total 2024	As restated Unrestricted funds 2023	Restricted funds 2023	As restated Total 2023
	Notes	£	£	£	£	£	£
<b>Income and endowments from:</b>							
Donations and legacies	3	524,580	-	524,580	418,327	-	418,327
Charitable activities	4	24,855	1,270,621	1,295,476	18,560	1,263,532	1,282,092
Other trading activities	5	118,693	-	118,693	198,853	-	198,853
Investments	6	34,722	-	34,722	8,633	-	8,633
Other income	7	2,946	-	2,946	-	-	-
<b>Total income</b>		<b>705,796</b>	<b>1,270,621</b>	<b>1,976,417</b>	<b>644,373</b>	<b>1,263,532</b>	<b>1,907,905</b>
<b>Expenditure on:</b>							
Raising funds	8	93,063	-	93,063	128,147	-	128,147
Charitable activities	9	644,475	905,644	1,550,119	517,421	358,940	876,361
<b>Total expenditure</b>		<b>737,538</b>	<b>905,644</b>	<b>1,643,182</b>	<b>645,568</b>	<b>358,940</b>	<b>1,004,508</b>
Net gains/(losses) on investments	13	29,725	-	29,725	298	-	298
<b>Net movement in funds</b>		<b>(2,017)</b>	<b>364,977</b>	<b>362,960</b>	<b>(897)</b>	<b>904,592</b>	<b>903,695</b>
Fund balances at 1 October 2023		516,964	977,294	1,494,258	517,861	72,702	590,563
<b>Fund balances at 30 September 2024</b>		<b>514,947</b>	<b>1,342,271</b>	<b>1,857,218</b>	<b>516,964</b>	<b>977,294</b>	<b>1,494,258</b>

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

All income and expenditure derive from continuing activities.



## 2WISH

### BALANCE SHEET

AS AT 30 SEPTEMBER 2024

	Notes	2024 £	£	2023 £	£
<b>Fixed assets</b>					
Intangible assets	15		4,322		5,402
Tangible assets	16		16,342		13,204
Investments	17		406,731		374,205
			<u>429,395</u>		<u>392,811</u>
<b>Current assets</b>					
Debtors	19	21,480		101,092	
Cash at bank and in hand		<u>1,544,492</u>		<u>1,041,327</u>	
		1,565,972		1,142,419	
<b>Creditors: amounts falling due within one year</b>	20	<u>(138,149)</u>		<u>(40,972)</u>	
Net current assets			<u>1,427,823</u>		<u>1,101,447</u>
<b>Total assets less current liabilities</b>			<u><u>1,857,218</u></u>		<u><u>1,494,258</u></u>
<b>Income funds</b>					
Restricted funds	23		1,342,271		977,294
<u>Unrestricted funds</u>					
Designated funds	24	383,407		458,606	
General unrestricted funds		<u>131,540</u>		<u>58,358</u>	
			<u>514,947</u>		<u>516,964</u>
			<u><u>1,857,218</u></u>		<u><u>1,494,258</u></u>

The financial statements were approved by the Trustees on 28th July 2025.....



M Sayce  
Trustee

## STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 SEPTEMBER 2024

	Notes	2024 £	£	2023 £	£
<b>Cash flows from operating activities</b>					
Cash generated from operations	27		479,051		875,797
<b>Investing activities</b>					
Purchase of intangible assets		-		(800)	
Purchase of tangible fixed assets		(5,807)		(7,408)	
Purchase of investments		(55,724)		(259,605)	
Proceeds on disposal of investments		61,546		284,583	
Investment income received		34,722		8,633	
<b>Net cash generated from investing activities</b>			34,737		25,403
<b>Net cash used in financing activities</b>			-		-
<b>Net increase in cash and cash equivalents</b>			513,788		901,200
Cash and cash equivalents at beginning of year			1,073,135		171,935
<b>Cash and cash equivalents at end of year</b>			1,586,923		1,073,135
<b>Relating to:</b>					
Cash at bank and in hand			1,544,492		1,041,327
Cash equivalents held in listed investments			42,431		31,808



**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

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**1 Accounting policies****Charity information**

2wish is a charitable incorporated organisation registered on 8 July 2016. Its principal office is Unit 3 Sovereign Court, Sterling Drive, Ynysmaerdy, Llantrisant, CF72 8YX.

**1.1 Accounting convention**

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

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

The financial statements have been prepared under the historical cost convention, modified to include certain financial instruments at fair value. The principal accounting policies adopted are set out below.

**1.2 Going concern**

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

**1.3 Charitable funds**

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

Designated funds comprise funds which have been set aside at the discretion of the trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

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

**1.4 Incoming resources**

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

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

Event and sponsorship income is recognised when the event is held or the service is provided. Any amounts received in advance are deferred.

Fundraising income is recognised on receipt.

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**1 Accounting policies**

**(Continued)**

Grants are only included in the SoFA when the general income recognition criteria are met.

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services, as entitlement to the grant only occurs when the performance related conditions are met.

Capital grants are released to the Statement of Financial Activities in the year of receipt. Fixed assets relating to capital grants are capitalised, and depreciation charged is offset against the grant income, in a restricted fund.

Turnover is measured at the fair value of the consideration received or receivable and represents amounts receivable for goods and services provided in the normal course of business, net of discounts, VAT and other sales related taxes.

**1.5 Resources expended**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Costs of raising funds comprise the costs in relation to generating income such as fundraising activities.

Expenditure on charitable activities includes all costs relating to the furtherance of the charity's objectives as stated in the trustees report and their associated support costs.

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources.

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

There has been no offsetting of assets and liabilities, or income and expenses.

**1.6 Intangible fixed assets other than goodwill**

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

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

Software	3 years straight line basis
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**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**1 Accounting policies (Continued)**

**1.7 Tangible fixed assets**

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

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

Leasehold Improvements	20% straight line basis
Office Equipment	20% straight line basis

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the period.

**1.8 Fixed asset investments**

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

**1.9 Impairment of fixed assets**

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

**1.10 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

**1.11 Financial instruments**

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

**Derecognition of financial assets**

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the charity transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party,



**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

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**1 Accounting policies**

**(Continued)**

***Basic financial liabilities***

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

***Derecognition of financial liabilities***

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

**1.12 Provisions**

Provisions are recognised when the charity has a legal or constructive present obligation as a result of a past event, it is probable that the charity will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation.

The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting end date, taking into account the risks and uncertainties surrounding the obligation. Where the effect of the time value of money is material, the amount expected to be required to settle the obligation is recognised at present value. When a provision is measured at present value, the unwinding of the discount is recognised as a finance cost in net income/(expenditure) in the period in which it arises.

**1.13 Employee benefits**

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

**1.14 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

**1.15 Leases**

Rentals payable under operating leases are charged as an expense on a straight line basis over the term of the relevant lease.

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**2 Critical accounting estimates and judgements**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

**3 Donations and legacies**

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Donations and gifts	524,580	418,327
	<u>          </u>	<u>          </u>
<b>Donations and gifts</b>		
General donations	468,685	404,489
Gift aid	27,869	-
In memoriam donations	28,026	13,838
	<u>          </u>	<u>          </u>
	524,580	418,327
	<u>          </u>	<u>          </u>

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**4 Charitable activities**

	2024	2023
	£	£
Grants	1,290,621	1,276,136
Training income	1,500	2,300
Rental income	3,355	3,656
	<u>1,295,476</u>	<u>1,282,092</u>
Analysis by fund		
Unrestricted funds	24,855	18,560
Restricted funds	<u>1,270,621</u>	<u>1,263,532</u>
	<u>1,295,476</u>	<u>1,282,092</u>
<b>Grants</b>		
Welsh Government	50,278	109,269
Global Make Some Noise	52,122	10,000
Big Lottery Fund	-	51,141
Valour Foundation	1,126,116	1,105,726
Cheshire	42,105	-
Other	20,000	-
	<u>1,290,621</u>	<u>1,276,136</u>

**5 Other trading activities**

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Fundraising events	109,440	194,529
Merchandise sales	<u>9,253</u>	<u>4,324</u>
Other trading activities	<u>118,693</u>	<u>198,853</u>



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

6 Investments

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Dividend income	7,006	-
Interest receivable	27,716	8,633
	<u>34,722</u>	<u>8,633</u>

7 Other income

	Unrestricted funds	Total
	2024	2023
	£	£
Other income	<u>2,946</u>	<u>-</u>

8 Raising funds

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
<u>Raising funds</u>		
Fundraising costs	8,312	5,045
Online giving fees	2,797	7,202
Event costs	<u>66,082</u>	<u>103,499</u>
Raising funds	<u>77,191</u>	<u>115,746</u>
<u>Trading costs</u>		
Merchandise	<u>12,495</u>	<u>8,982</u>
<u>Investment management</u>	<u>3,377</u>	<u>3,419</u>
	<u>93,063</u>	<u>128,147</u>

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

9 Charitable activities

	2024	2023
	£	£
Staff costs	875,100	491,210
Counsellor fees	219,700	112,908
Marketing and printing	62,036	14,459
Memory boxes	43,960	20,777
Office costs	51,138	38,361
Other direct costs	27,909	54,314
Training	5,965	4,616
Travel and subsistence	97,402	45,267
Other staff costs	24,004	18,427
Ty Uchaf Aberdesach expenses	26,211	18,475
	<u>1,433,425</u>	<u>818,814</u>
Share of support costs (see note 10)	81,887	42,715
Share of governance costs (see note 10)	34,807	14,832
	<u>1,550,119</u>	<u>876,361</u>
<b>Analysis by fund</b>		
Unrestricted funds	644,475	
Restricted funds	905,644	
	<u>1,550,119</u>	

# 2WISH

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2024

10 Support costs	Support Governance costs £	Support Governance costs £	2024 £	Support Governance costs £	2023 £	Basis of allocation
Staff costs	7,919	-	7,919	7,117	7,117	Percentage
Depreciation	3,750	-	3,750	6,369	6,369	Direct
Bank charges	32	-	32	14	14	Direct
Office costs	54,648	-	54,648	14,153	14,153	Percentage
Subscriptions	1,109	-	1,109	11,697	11,697	Direct
Sundry expenses	14,429	-	14,429	3,365	3,365	Direct
Legal and professional	-	12,351	12,351	-	-	Governance
Accountancy costs	-	16,821	16,821	-	13,382	Governance
Meeting expenses	-	5,635	5,635	-	1,450	Governance
	81,887	34,807	116,694	42,715	57,547	
Analysed between						
Charitable activities	81,887	34,807	116,694	42,715	57,547	

Governance costs includes payments of £15,821 for audit fees (2023: £10,200), £Nil for independent examination fees (2023: £3,182) and £1,000 for accountancy services (2023: £Nil).



**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**11 Trustees**

None of the trustees (or any persons connected with them) received any remuneration from the charity during the year. One trustee (2023: None) was reimbursed for expenses of £88 during the current year (2023: £Nil).

**12 Employees**

The average monthly number of employees during the year was:

	2024 Number	2023 Number
Total	31	19
	<u>          </u>	<u>          </u>
<b>Employment costs</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Wages and salaries	802,881	455,433
Social security costs	65,984	34,483
Other pension costs	14,154	8,411
	<u>          </u>	<u>          </u>
	883,019	498,327
	<u>          </u>	<u>          </u>

**Key management personnel**

The key management personnel as detailed in the trustees report received benefits (including gross salary, employers national insurance and employers pension contributions totalling £347,579 (2023: £158,110)).

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

**13 Net gains/(losses) on investments**

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Revaluation of investments	28,045	(5,852)
Gain/(loss) on sale of investments	1,680	6,150
	<u>          </u>	<u>          </u>
	29,725	298
	<u>          </u>	<u>          </u>

**14 Taxation**

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**15 Intangible fixed assets**

	Software £
<b>Cost</b>	
At 1 October 2023 and 30 September 2024	13,800
<b>Amortisation and impairment</b>	
At 1 October 2023	8,398
Amortisation charged for the year	1,080
At 30 September 2024	9,478
<b>Carrying amount</b>	
At 30 September 2024	4,322
At 30 September 2023	5,402

**16 Tangible fixed assets**

	Leasehold Improvements £	Office Equipment £	Total £
<b>Cost</b>			
At 1 October 2023	11,852	23,416	35,268
Additions	-	5,807	5,807
At 30 September 2024	11,852	29,223	41,075
<b>Depreciation and impairment</b>			
At 1 October 2023	11,852	10,211	22,063
Depreciation charged in the year	-	2,670	2,670
At 30 September 2024	11,852	12,881	24,733
<b>Carrying amount</b>			
At 30 September 2024	-	16,342	16,342
At 30 September 2023	-	13,204	13,204

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**17 Fixed asset investments**

	Listed investments £	Cash in portfolio	Total £
<b>Cost or valuation</b>			
At 1 October 2023	342,397	31,808	374,205
Additions	55,724	-	55,724
Valuation changes	28,045	-	28,045
Cash movement	-	10,623	10,623
Disposals	(59,866)	-	(59,866)
At 30 September 2024	366,300	42,431	408,731
<b>Carrying amount</b>			
At 30 September 2024	366,300	42,431	408,731
At 30 September 2023	342,397	31,808	374,205

**18 Financial instruments**

	2024 £	2023 £
<b>Carrying amount of financial assets</b>		
Instruments measured at fair value through profit or loss	366,300	342,397

**19 Debtors**

	2024 £	2023 £
<b>Amounts falling due within one year:</b>		
Trade debtors	1,341	71,692
Other debtors	11,228	10,538
Prepayments and accrued income	8,911	18,862
	21,480	101,092

**20 Creditors: amounts falling due within one year**

	Notes	2024 £	2023 £
Other taxation and social security		24,660	12,289
Deferred income	21	31,559	10,468
Trade creditors		4,538	6,075
Other creditors		67,192	1,940
Accruals and deferred income		10,200	10,200
		138,149	40,972



**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**21 Deferred income**

	2024 £	2023 £
Other deferred income	31,559	10,468

Deferred income is included in the financial statements as follows:

	2024 £	2023 £
Balance brought forward	10,468	1,090
Income received	68,652	23,234
Income released	(31,963)	(18,252)
Balance carried forward	31,559	10,468

Deferred income relates to income received in advance of the date of an event.

**22 Retirement benefit schemes**

**Defined contribution schemes**

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

The charge to profit or loss in respect of defined contribution schemes was £14,154 (2023: £8,411). There was £2,871 outstanding at the year end (2023: £1,815).

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**23 Restricted funds**

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds			
	Balance at 1 October 2022	Incoming resources	Resources expended	Balance at 1 October 2023	Incoming resources	Resources expended	Balance at 30 September 2024
	£	£	£	£	£	£	£
Welsh Government	(30)	109,269	(109,239)	-	50,278	(50,278)	-
Big Lottery Fund	22,506	38,537	(46,953)	14,090	52,122	(44,758)	21,454
Aneurin Bevan University Health Board	47,975	-	(26,202)	21,773	-	(18,138)	3,635
Global Make Some Noise	2,251	10,000	(12,251)	-	-	-	-
Valour Wales	-	355,726	(125,040)	230,686	844,587	(372,027)	703,246
Valour England	-	750,000	(39,255)	710,745	281,529	(415,645)	576,629
Cheshire	-	-	-	-	42,105	(4,798)	37,307
	<u>72,702</u>	<u>1,263,532</u>	<u>(358,940)</u>	<u>977,294</u>	<u>1,270,621</u>	<u>(905,644)</u>	<u>1,342,271</u>

**Welsh Government**

Grant funding received towards the provision of memory box contents for bereaved families who have lost a child or young adult.

**Big Lottery Fund**

Funding received to cover a five-year project based in North Wales. The restricted grant covers salary two members of staff both working in our support team along with travel costs. The total grant value over five years is £252,710.

**Aneurin Bevan University Health Board**

Funding received towards the provision of memory box contents for bereaved families who have lost a child or young adult and training.

**Cardiff and Vale University Health Board**

Funds received for a pilot project to give support to families who lose a person of any age from suicide within the Gwent health board.

**Valour Foundation**

Funding for Wales, has been provided to support expenses associated with the repite house including therapeutic fees, and to also finance an increase in salaries and fund new positions. Funding has also been provided to expand and subsequently maintain services in England.

**Global Make Some Noise**

Funds for wages, focus support groups and family events.

**Cheshire**

Grant awarded from Cheshire Police and Crime Commissioner, restricted to service and expenses related to the Cheshire area only

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**24 Designated funds**

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 October 2022	Transfers	Balance at 1 October 2023	Transfers	Balance at 30 September 2024
	£	£	£	£	£
Support and overheads	370,000	-	370,000	(370,000)	-
North Wales activities	70,000	-	70,000	(70,000)	-
Fixed asset fund	16,769	1,837	18,606	2,058	20,664
Support costs	-	-	-	222,050	222,050
Service costs	-	-	-	140,693	140,693
	<u>456,769</u>	<u>1,837</u>	<u>458,606</u>	<u>(75,199)</u>	<u>383,407</u>

**Support and overheads**

This funding has been designated to support the Counselling Service and Overheads to run the charity including wages, to allow the service to continue to be delivered and wound down should funding cease.

**North Wales activities**

This funding has been designated to support North Wales service including wages, to allow the service to continue to be delivered and wound down should funding cease.

**Fixed asset fund**

This fund has been set up to designate the unrestricted net book value of the charity's fixed assets.

**Support & Service costs**

To ensure a responsible and compassionate approach to service delivery, the trustees propose a six-month funding allocation across key operational areas. This funding will enable 2wish to continue supporting all current service users while allowing for a sensitive and structured wind-down of services, as necessary.

The funding will cover:

- Support Wages – Wales: £103,350
- Support Wages – England: £87,700
- Head Office Wages: £31,000
- Service Costs – Wales: £107,752
- Service Costs – England: £32,941

This allocation ensures that all service users are considered and supported during this transitional period, while also maintaining organisational stability and compliance with our duty of care.



## 2WISH

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2024

25 Analysis of net assets between funds	Unrestricted		Designated		Restricted		Total Unrestricted		Designated		Restricted		Total	
	2024	£	2024	£	2024	£	2024	£	2023	£	2023	£	2023	£
Fund balances at 30 September 2024 are represented by:														
Intangible fixed assets	-		4,322		-		4,322		-		5,402		5,402	
Tangible assets	-		16,342		-		16,342		-		13,204		13,204	
Investments	45,988		362,743		-		408,731		-		374,205		374,205	
Current assets/(liabilities)	85,552		-		1,342,271		1,427,823		58,358		977,294		1,101,447	
	131,540		383,407		1,342,271		1,857,218		58,358		977,294		1,494,258	

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**26 Related party transactions**

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

<b>27 Cash generated from operations</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Surplus for the year	362,960	903,695
Adjustments for:		
Investment income recognised in statement of financial activities	(34,722)	(8,633)
Gain on disposal of investments	(1,680)	(6,150)
Fair value gains and losses on investments	(28,045)	5,852
Amortisation and impairment of intangible assets	1,080	2,780
Depreciation and impairment of tangible fixed assets	2,670	3,609
Movements in working capital:		
Decrease in debtors	79,612	26,016
Increase in creditors	76,085	10,190
Increase/(decrease) in deferred income	21,091	(61,542)
<b>Cash generated from operations</b>	<b>479,051</b>	<b>875,797</b>
<b>28 Analysis of changes in net funds</b>		

The charity had no debt during the year.



# Thank You

Thank you to all of our trustees, volunteers, fundraisers and partners for supporting us this year.

Without you, we could not provide immediate and ongoing bereavement support for families, individuals and professionals affected by the sudden and traumatic death of a child or young adult aged 25 or under.

Best wishes, 2 Wish staff



Together we can make  
a difference to those  
suddenly bereaved







Since 2012, we have been at the forefront of providing compassionate and caring sudden bereavement support in Wales and have developed incredible services that we know make a huge difference to people's lives.

As the number of those in need sadly continues to grow, we are determined to always be there whenever we are needed.



@2wishcharity

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