

THE ALEXA TRUST

England & Wales · Charity number 1168705

Details

Status Registered

Legal form CIO

Registered 2016-08-10

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

Contact

Address 34 Wash Lane
Kessingland
Lowestoft
Suffolk
NR33 7QZ

Phone 07910445960

Email fundraising@thealexatrust.org

Website www.thealexatrust.org

Activities

Objects: TO RELIEVE THE NEEDS OF PARENTS WHO ARE IN NEED AS A RESULT HAVING A CHILD IN A NEONATAL UNIT IN PARTICULAR BY THE PROVISION OF GRANTS AND SUCH OTHER SUPPORT AND ASSISTANCE AS SHALL BE THOUGHT FIT; AND TO PROMOTE AND PROTECT THE GOOD HEALTH OF WOMEN AND THEIR BABIES THROUGH EDUCATION AND RAISING AWARENESS OF PREGNANCY-RELATED ISSUES, PARTICULARLY PRE-ECLAMPSIA, PREMATURE BABIES AND NEONATAL DEATH INCLUDING THE EDUCATION OF THOSE WORKING IN NEONATAL UNITS TO ENABLE THEM TO BETTER CARE FOR SUCH WOMEN AND THEIR BABIES

Activities: The Alexa Trust supports parents with babies in neonatal. Currently we are fundraising for our Neonatal Breastfeeding Support Appeal. To date we have donated breast pumps and bottle sterilisers. We are also involved with refurbishing a breastfeeding room and setting up a donor milk depo at the William Harvey Hospital, Ashford.

Classification

- **How:** Makes Grants To Individuals, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** The General Public/mankind

Geography

- South Africa
- City Of London
- Essex
- Kent

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£44,674	£40,804	-	-
2024-06-30	£25,855	£19,125	-	-
2023-06-30	£43,740	£43,528	-	-
2022-06-30	£58,467	£21,668	-	-
2021-06-30	£46,245	£22,297	-	-

Trustees

Name	Role	Appointed
DENNIS BRIAN BERTIE WHITMORE	Chair	2016-08-10
ESMARI JAMES		2016-08-10
Grace Helen Bates		2018-11-25
HOWARD JAMES		2016-08-10

THE ALEXA TRUST

England & Wales - Charity number 1168705

Accounts

The Alexa Trust

Registered Charity Number 1168705

A Charitable Incorporated Organisation (CIO). The only voting members are its charity trustees.

www.thealexatrust.org

dennis@thealexatrust.org

34 Wash Lane

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Suffolk

NR33 7QZ

United Kingdom

Main Objectives

- a) To relieve the needs of parents who are in need having a child in a neonatal unit through, in particular, the provision of grants and such other support and assistance as shall be thought fit: and
- b) To promote and protect the good health of women and their babies through education and raising awareness of pregnancy related issues, particularly pre-eclampsia, premature babies and neonatal death including the education of those working in neonatal units to enable them to better care for such women and their babies.

Annual Return 2024- 2025

Summary

The year ending 30st June 2025 saw the Trust maintain financial stability.

As in past years fundraising activity was almost entirely centred on participants in Cross Chanel Swimming attempts either solo or as a member of a team. Swimmers are encouraged to fundraise as they train for their event attempts.

The ability to identify, communicate and deliver to those that might benefit most from the charity is an ongoing challenge although some progress has been made in dealing with the London Neonatal Consortium and in the general area of Suffolk and Norfolk.

The Trust has been able to provide financial support to individuals and institutions and has been active in promoting its services via a new website and attending events.

1. Donations

The JustGiving platform continues to generate the vast majority of donations which ranged from a few to several hundreds of pounds.

Donations were also received from individual's, one via CAF from a loyal supporter of the Trust. All donations are warmly received, and thanks go to everybody that has donated.

2. Grants

Individual Support Grants

The Fuel Fund, which encapsulates accommodation, travel, and ancillary items primarily, but not exclusively to support parents in the Croydon (Surrey) and Ashford (Kent) areas remains in place.

The Trust were able to assist two families each of whom had twins born prematurely and required ongoing medical care. Ongoing communication has been established, and the Trust continues to support these families in what has proved a difficult, and at times distressing, period. Support can come in many forms and emotional support, and encouragement can be as valuable as financial help.

London Neonatal Consortium

The North London Neonatal Consortium (a group of 27 Hospital units) requested assistance in running a training day for neonatal nurses concerned with breastfeeding during the summer in 2024.

The training, held at Guys and St Thomas's Hospital Education Centre, went well and the atmosphere in the room was fantastic with lots of enthusiasm and people feeling inspired to take on the challenge of improving infant feeding.

The event had forty-seven participants from twenty-five neonatal units in London with a wide range of roles within infant feeding. There are twenty-seven units in London, so this was a great representation of the region.

From the feedback we received, 100% of participants were satisfied with this event, with 87.5 % being extremely satisfied and finding it beneficial to their roles.

Overall, attendees were very satisfied with the logistics of booking the event, the venue, the refreshments offered, and the opportunities to network.

Here are a few of the quotes from participants:

It was very good.

Great ideas sharing and nice to make connections with people that will support in the future.

Reaffirmed my commitment to supporting the team on the Breastfeeding Initiative journey.

Great ideas shared and nice to make connections with people that will support in the future.

The parent story was a great addition. Please thank them for sharing their lived experience. It makes all the difference in helping shape our practice and should be part of any event which seeks to invite change.

Great day. Well organised. Great variety of talks. Thank you.

Nice venue and everything ran smoothly.

Look forward to more events.

I found it really helpful and encouraging in making plans to do the Breastfeeding Initiative accreditation as it is beneficial for the family.

The parent story was a great addition. Please thank them for sharing their lived experience. It makes all the difference in helping shape our practice and should be part of any event which seeks to invite change.

The positive feedback and general response to the event gives encouragement that events such as this should be supported and applications for funding for similar events will be considered.

Lowestoft Milk Bank

Lowestoft and Waveney Breast Feeding Support have been working hard to establish and fund a Milk Bank in the Lowestoft area. Once a suitable venue was identified the Trust was approached for funding support. The Trust have a

history of supporting the establishment of new Milk Bank facilities and were happy to provide funding for two clinical grade refrigerators and sufficient milk bank supplies to enable the new bank to be open and operational for day one of opening. Trustees Grace Bates and Dennis Whitmore will represent the Trust when the Milk Bank is officially opened at the Waterline Leisure Centre in Lowestoft on Sunday, 6th July 2025.

3. English Channel Fundraising

The popular Cross Channel Solo and Relay swims is the main source of income. It is worth noting swimmers commit to raising money in a similar way to marathon runners through organising their own fund-raising events, personal and corporate sponsorship. The cost of a relay team attempting to cross the English Channel is expensive. Fees for Cross Channel Swimming Association registration, boat charter and observers need to be covered before the Trust can benefit.

It is always regrettable when swimmers are sometimes forced to give up their place on a relay team due to ill health, lack of training, travel restrictions, or other personal reasons. This year has been no different and swimmers have not been able to take their place in the swim attempt. Unfortunately, these swimmers lose their deposit. The amount of work necessary to establish relay teams was highlighted last year. The communication and coordination between swimmers and relevant organisations show no show of abating.

It is worth noting the Trust continue to strive to adapt and be flexible to accommodate a myriad of concerns and issues. Howard James, as ever, leads the way to facilitate swims and associated fundraising.

The Petit Dauphins

A team of four swimmers from Bangalore, India (Vrushli, Danish Anuj, and Ronan) successfully completed the English Channel relay on August 12, finishing in 17 hours and 9 minutes. The team was delighted with their success and their experience working with the Trust was positive.

A total of £2000 was raised.

Tyler Sutton – Solo Swimmer

Tyler Sutton, a 17-year-old college student from California, was set to attempt a solo crossing of the English Channel in 2024. As the son of Steve Sutton and brother of Rylee Sutton, who both have experience with the Alexa Trust, Tyler was well supported in his training. The Sutton family ensured the Trust was informed of Tylers training progress, strengths, weaknesses and stroke speed. Tyler and his family arrived in Dover in good time, allowing Tyler to acclimatise to the water.

Tyler successfully swam the English Channel on 14th August 2024 in a time of 13 hours 15 minutes.

A total of £1,411.14 was raised.

Five In Deep

This team consisted of Teresa Hill, USA, Stephen Smith, UK based in Spain, Stella Brampton, UK, Natalie Barton, UK, and Tyler Sutton, USA who replaced Sharon Cambell, Scotland, at the last minute.

Just before the tide window opened, Sharon had an accident, following discussions Sharon decided, in order not to be a liability to the team, it would be best not to swim. This was far from an easy decision, but Sharon prioritised the team's success and this action is to be applauded.

Tyler Sutton (as mentioned above) had successfully swum the Channel solo two days previously accepted the opportunity to join the team and was welcomed as if he had been a member from day one.

Five In Deep successfully swam the English Channel on 17th August 2024 in a time of 12 hours 5 minutes and 57 seconds.

A total of £7,514.22 was raised.

Alex Crawford – Solo Swimmer

The Alexa Trust received a surprise when swimmer Alex Crawford, who had previously Swum in a relay under the Trusts flag in 2019, reached out after successfully completing a solo swim. Alex asked to set up a Just Giving page to support the Trust, which was met with gratitude. His page quickly gained momentum, raising around £2000 in just 48 hours and receiving positive feedback and support.

Alex and his family spent time in neonatal units when his son was born at 26 weeks. The Alexa Trust is a charity close to Alex's heart, and he regularly keeps us updated on his swimming aspirations.

Alex Crawford successfully swam the English Channel on 28th August 2024 in a time of 12 hours 2 minutes.

Total funds raised £2,201.00.

Notes on Swim Events

The Alexa Trust had contracted four channel crossings with Louise Jane Charter for 2024 but only managed to honour 3, resulting in a £1000 deficit due to lost deposits.

The Trust is required to pay deposits a year in advance, and all care and consideration is taken when these bookings are made. Clearly, there is a potential risk which we assess.

A further two key factors are considered when accepting international swimmers:

1. Fundraising commitment. The Trust does not set high targets, but swimmers must acknowledge and commit to reaching their fundraising goal.
2. Weather and scheduling constraints: Channel swims are weather-dependent, and international swimmers may face challenges if their swim is postponed due to weather conditions. Swimmers may have to wait for weeks for another opportunity, which can conflict with prior

commitments. While the Trust has been fortunate so far, this remains a consideration for future swimmers.

There are planned cross-channel fundraising events planned for 2025 and 2026 with 2027 being considered.

4. Supporters and Swimmers

We are pleased that supporters continue the use of fund-raising platforms such as JustGiving which enables The Trust to build financial resources to enable to help with potentially bigger projects when circumstances allow.

Our ongoing thanks to Julie and Terry Lees for the support given to swimmers on swim and training days and for ensuring the boat pilots get paid! Darren Parfitt continues to quietly work and support behind the scenes. Annie Mulroy also continues to give support when a hectic and demanding professional life allows.

Louise Boat Charters, Andy King, and his family have continued to help, advise, and support the Trust and swimmers as do officials of the Cross Channel Swimming Association.

Howard James continues undertaking the huge amount of work liaising, with swimmers, boat pilots, and others from his base in South Africa.

5. Trust Web Site, Computer, Domains

A new website was developed and bought into use during the year. All things relating to the site seemed to be going well and amendments and changes were undertaken without too much difficulty by site developers, LAN Services. Regrettably, without notice, Lan Service ceased trading in the new year.

It was necessary to replace the Trust computer during the year. The old one required extensive maintenance and it was considered better value for money to replace rather than repair.

Website domain and Zoom fees were necessary expenses during the year.

6. Reserve Funds

To ensure financial security money was lodged into two interest paying bank accounts to:

1. Provide contingency reserves.
2. Set aside funding for future projects and proposals that are currently under consideration.

Current reserves stand at £28,423.96

7. Looking Forward

Plans are in place for English Channel Relay and Solo events for the next two years. Recruitment for teams for 2025 is complete and is ongoing for 2026 and is being considered for 2027.

Lack of local and land-based events has not seen a decline in donations. The intention is to continue supporting parents in Croydon and Ashford. Additionally, The North London Neonatal Consortium has requested assistance running a training day for neonatal nurses during the summer next year. The James Paget Neonatal unit has also request assistance with the provision of additional Breast Pumps for use both in the Neonatal unit and in the community. The Trust are also in discussions with the Consultant Midwife of the hospital for the provision of specialist lifesaving training for a wide range of staff.

The Trust continues to welcome approaches from hospitals for help in supporting parents with babies in neonatal units or help in providing staff training particularly around preeclampsia. Parents with babies in neonatal units are welcome to approach the Trust directly with requests for assistance.

The Alexa Trust

Registered Charity Number 1168705

THE ALEXA TRUST ACCOUNTS 2024/25

2023/24	INCOME	2024/25
12,107.82	JustGiving/Giving.com	15,624.38
0.00	Paypal/Amazon	5,227.68
115.00	Facebook	0.00
12,841.19	Swimmers	17,302.93
66.00	Misc Donations	1,020.00
75.00	CAF Donation	100.00
150.00	Charity Giving	0.00
500.00	Bank correction	0.00
0.00	Boat Deposit Refund	5,400.00
25,855.01	Sub Total	44,674.99
	EXPENDITURE	
0.00	Guys & St Thomas Neonatal training	1,170.00
0.00	Lowestoft Milk Bank	4,000.00
210.00	Advertising - Outdoor Swimmer	210.00
0.00	Parent Support Grant	350.00
561.60	Fees - Just giving	704.88
1,482.00	CSA/CSPF fees	1,572.50
202.71	Domain/Zoom Renewal	155.88
11,200.00	Cross channel swim boat charges	25,100.00
2,250.00	Swim admin	2,750.00
375.17	Swimmer clothing	1,445.28
102.49	Stationery /Postage/carriage costs	65.20
75.00	Certificate right/licence purchase	0.00
1,125.00	Event Swimmer Refunds (UK)	195.60
774.46	Overseas swimmer refund	515.00
225.43	Insurance (Policybee)	242.56
41.00	Bank Fees	0.00
500.00	Bank correction	0.00
0.00	Reserves Transfer (Lloyds Bank)	28,423.96
0.00	Website development & maintenance	1,406.69
0.00	Hardware Purchase	920.00
19,124.86	Sub Total	69,227.55
87,240.90	Opening Balance	93,971.05
25,855.01	Income	44,674.99
19,124.86	Expenditure	69,227.55
93,971.05	Closing Balance	69,418.49
93,971.05	Bank Statement Balance	69,418.49
		28,423.96
	Reserves - funds held in separate accounts with Lloyds Bank: Commercial Instant Access Account and 22 Day Notice Account	
	Total Funds	97,842.45

I have examined the record of income and expenditure for The Alexa Trust and declare in my opinion these accounts are set out to be a fair and true statement and are in accordance with the records produced for the year ending 30th June 2025

Signed:

#VALUE!

J. M. Tavener

I have examined the record of income and expenditure for The Alexa Trust and declare in my opinion these accounts are set out to be a fair and true statement and are in accordance with the records produced for the year ending 30th June 2025

Signed:

A handwritten signature in black ink, consisting of a stylized initial 'J' followed by a long horizontal line that ends in a small dot.

J. M. Tavener

THE ALEXA TRUST

England & Wales - Charity number 1168705

Accounts

The Alexa Trust

Registered Charity Number 1168705

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Main Objectives

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- b) To promote and protect the good health of women and their babies through education and raising awareness of pregnancy related issues, particularly pre-eclampsia, premature babies and neonatal death including the education of those working in neonatal units to enable them to better care for such women and their babies.

Annual Return 2023 - 2024

Summary

The year ending 30st June 2024 saw the Trust maintain financial stability. As in the previous year this was due to enforced reduced activity and a period of review during a change in Trustee's personal circumstances. Swimmers are encouraged to fundraise as they train for their event attempts. The ability to identify, communicate and deliver to those that might benefit most from the charity still proves a challenge and to this end the Trust have decided to review communication and fundraising methods and explore the possibility of commissioning a new web site.

1. Donations

The JustGiving platform was responsible for the for the largest volume of donations which ranged from a few to several hundreds of pounds. Individual donations made via CAF, Charity Giving and an ongoing supporter of the Trust are warmly received. A big thankyou to everybody that has donated.

2. Support Grants

The Fuel Fund, which encapsulates accommodation, travel, and ancillary items primarily, but not exclusively, to support parents in the Croydon (Surrey) and Ashford (Kent) areas. The year has seen little in the way of requests for assistance. This is thought to be about changes in the NHS approach to car park charges for long term inpatients (babies).

3. Trust Events

The popular Cross Channel Relay swims provides the main source of income. Swimmers commit to raising money in a similar way to marathon runners through organising their own fund-raising events, personal and corporate sponsorship. The cost of a relay team attempting to cross the Channel is expensive. Fees for Cross Channel Swimming Association registration, boat charter and observers need to be covered before the Trust can benefit. It is a regret that swimmers are sometimes forced to give up their place on a relay team due to ill health, lack of training, travel restrictions or other personal reasons. Unfortunately, these swimmers lose their deposit. The amount of work necessary to establish relay teams and mediate between swimmers and organisations seems to increase year on year. With more swimmers keen to take on the challenge in the future this workload is likely to increase substantially. The Trust is forced to make an administration charge which is non-returnable due to the work and skill required to ensure, as far as possible, swims take place.

The Trust continue to strive to adapt and be flexible to accommodate a myriad of concerns and issues. Howard James continues to spearhead

the Trust's efforts to facilitate swims and fundraising, and it is down to his efforts that the Trust is in a strong financial position.

4. English Channel Fundraisers

Lucy Payne Solo

Lucy has been swimming under the Alexa Trust Flag for some time, has undertaken three previous attempts and seems to have found a passion for the English Channel. Lucy swam with The Kings Swimmers in Dover in preparation for her solo attempt. Howard James, as an experienced English Channel and long-distance swimmer was able to provide help, advice and encouragement and it was pleasing to find Lucy's attitude of respect for the swim ensured she prepared both physically and mentally for the challenge. She has always been a team player which ensured people were willing her on to success.

On 9th July 2023 Lucy became an English Channel Swimmer in a time of 14 hrs 58 minutes. Very well done.

Fundraised £3390

Mark Pinder Solo

Mark, like Lucy Payne, has been a swimmer for the Trust over three years. He is a strong confident swimmer who trains well with a positive attitude.

Mark made his attempt 8th September 2023 and was successful in a time of 11hrs 45 Mins. Well done, Mark! The Trust wish you well in your pursuit of further challenges.

Fundraised £2502

The Sunny Mermaids Aka the Mermazing Four

The Sunny Mermaids took to the water with Annie Hounsell being the only original member, Debbie Philips the original team swim coach with friend Paterick Lacey and Julia Maguire the fourth swimmer. It is understood the team were in good spirits as they boarded the pilot boat on 8th October 2023 and made their way to the start at Samphire Hoe.

The Swim started at 03:54 hrs. At 04:39 Hrs the swim was aborted due to safety reasons as a swimmer had become unwell. This decision was not taken lightly; however, safety must be the priority. The Trust do thank swimmers and supporters of this team. The result was not what anyone wanted, and lessons have been learnt and will be used to help prevent a similar event happening in the future.

Fundraised £3464

Cancelled Swim

A swim scheduled for July 2023 could not be undertaken due to unforeseen circumstances, and the swimmer requested to reschedule the swim for 2025. Unfortunately, there was insufficient time to recruit into the 2023 slot, and despite much work in trying to fill the allocation this did not prove possible, and The Trust lost the pilot boat deposit.

5. Supporters and Swimmers

We are pleased that supporters continue the use of fund-raising platforms such as JustGiving which enables The Trust to build financial resources to enable to help with potentially bigger projects when circumstances allow.

Our thanks go to Julie and Terry Lees for the support of swimmers on swim and training days and for ensuring the boat pilots get paid! Thanks to Darren Parfitt continued support behind the scenes. Annie Mulroy also continues to give support despite a hectic and demanding professional life away from Trust activities.

The White Horse Public House in Dover has had a change of management, but we are hopeful that we will have its continued support of the Trust.

Louise Boat Charters, Andy King and his family have continued to help, advise, and support the Trust and swimmers as do officials of the Cross Channel Swimming Association.

Another mention must go to Howard James for undertaking the huge amount of work liaising, with swimmers, boat pilots and others as well as coping with different time zones during day and night

6. Looking Forward

The Trust is proud to be able to organise English Channel Relay events and the recruitment for teams for next year is complete.

Lack of local and land-based events has not seen a decline in donations. The intention is to continue supporting parents in Croydon and Ashford. Additionally, The North London Neonatal Consortium (a group of 25 Hospitals) has requested assistance running a training day for neonatal nurses and the Trust are in negotiations with the project leaders for the event in the summer of 2024.

The Trust is also looking to launch a new website to keep up to date with current regulations and trends. It is hope that a new site will be available mid-2024.

There are plans to introduce a new Human Milk Breastfeeding Hub in Suffolk and the Alexa Trust is keen to support this initiative. Initial discussions with the Lowestoft and Waveney Breastfeeding Support Group have commenced.

The Trust continues to welcome approaches from hospitals for help in supporting parents with babies in neonatal units or help in providing staff training particularly around preeclampsia. Parents with babies in neonatal units are welcome to approach the Trust directly with requests for assistance.

The Alex Trust

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THE ALEXA TRUST ACCOUNTS 2023/24

2022/23	INCOME	2023/24
£		
22,320.29	JustGiving/Giving.com	12,107.82
2,749.67	Paypal/Amazon	0.00
357.92	Facebook	115.00
17,604.35	Swimmers	12,841.19
600	Misc Donations	66.00
0.00	CAF Donation	75.00
0.00	Charity Giving	150.00
107.85	Bank correction (see report)	500.00
43,740.08	Sub Total	25,855.01
	EXPENDITURE	
10,892.16	Breast pump equipment - Croydon	0.00
431.50	Breast Pumps _Lowestoft & Waveney	0.00
420.00	Advertising - Outdoor Swimmer	210.00
561.60	Fees - Just giving	561.60
2,190.00	CSA/CSPF fees	1,482.00
143.88	Domain/Zoom Renewal	202.71
22.8	Care Check Ltd	0.00
23,000.00	Cross channel swim boat charges	11,200.00
3,070.00	Swim admin	2,250.00
824.20	Swimmer clothing/HIFX	375.17
237.55	Stationery /Postage/carriage costs	102.49
194.00	Certificates	0.00
0.00	Certificate right/licence purchase	75.00
670.00	Event Swimmer Refunds	1,125.00
870.99	Overseas swimmer refund	774.46
0.00	Insurance (Policybee)	225.43
0.00	Bank Fees	41.00
0.00	Bank correction	500.00
43,528.68	Sub Total	19,124.86
87,029.50	Opening Balance	87,240.90
43,740.08	Income	25,855.01
43,528.68	Expenditure	19,124.86
87,240.90	Closing Balance	93,971.05
87,240.90	Bank Statement Balance	93,971.05

I have examined the record of income and expenditure for The Alexa Trust and declare in my opinion these accounts are set out to be a fair and true statement and are in accordance with the records produced for the year ending 30th June 2024

Signed:

#VALUE!

J. M. Tavener

The accounts for the year end 30th June 2023 have been scrutinised and in my opinion are in accordance with the records produced.

Signed:



24 January 2024

J. M. Tavener

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England & Wales - Charity number 1168705

Accounts

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- b) To promote and protect the good health of women and their babies through education and raising awareness of pregnancy related issues, particularly pre-eclampsia, premature babies and neonatal death including the education of those working in neonatal units to enable them to better care for such women and their babies.

Annual Return 2022 - 2023

Summary

The year ending 30st June 2023 saw the Trust maintain financial growth stability. Due to the circumstances of key Trust volunteers activity was restricted, although swimmers continued fundraising through English Channel swim attempts. Disappointingly, the ability to identify, communicate and deliver to those that might benefit most from the charity continued to be challenging. The ability to communicate regularly with Neonatal units has again proved difficult and severe pressure on nursing staff within units continues. The Trust continues to reach out to NHS hospitals and other organisations that have similar objectives to our own.

1. Donations

The JustGiving and Giving.com platforms were responsible for the for the largest number of donations which again ranged from a few pounds to hundreds of pounds. These platforms do take a small percentage of donations. Swimmers, despite the financial and physical commitment to take part in our events demonstrated commitment to raise money.

2. Support Grants

The Fuel Fund which encapsulates accommodation, travel and ancillary items continued to offer support to parents in both the Croydon (Surrey) and Ashford (Kent). Requests for assistance fell during the year. In part this is due to Hospitals investing in new ways help those that need to attend hospital over an extended period. The Trust is committed to help support parents and will continue to offer assistance and help.

Croydon Neonatal Unit

Medela Symphony Breast pumps, mobile stands together with Medela warmers were purchased for use within the Unit. Annie Gill was pleased to take delivery and subsequently, in January 2023, presented the unit with the items.

Cost: £10,892.

James Paget Hospital Neonatal Unit

Lowestoft and Waveney Breastfeeding Organisation identified the urgent need for three additional Arlo breast pumps. The pumps are to be used in the unit and in the community. The Trust was pleased to be able to help, and in May 2023, with the CEO of Lowestoft and Waveney Breastfeeding Organisation in attendance, the pumps were presented to the Unit by Dennis Whitmore.

Cost: £432.

3. Banking

During the year, the Trust experienced a minor banking blip. The Bank detailed a transaction as a credit and debit on a number of occasions in quick succession. This was a minor issue, resolved quickly, but noted on the balance sheet.

4. Trust Events

The English Channel Relay Swims provide the main source fundraising. Swimmers commit to raising money in a comparable way to marathon runners raising money through running their own fund-raising events, and by personal and corporate

sponsorship. The cost of a relay team attempting to cross the Channel is expensive. Fees for Cross Channel Swimming Association registration, boat charter and observers need payment before the Trust can benefit. The way pilots charge for their services has changed this year which means a swim over fourteen hours is subject to an additional fee of £200 for every hour over fourteen. Regrettably, swimmers are sometimes compelled to give up their place on a relay team due to ill health, lack of training or travel restrictions. Unfortunately, these swimmers lose their deposit, but fee refunds are made to those that cannot swim but have paid more than their deposit. The amount of work required to assist swimmers to participate in Trust events and to challenge themselves is demanding and time consuming and the administration and support necessary is substantial.

5. English Channel Relays Fundraiser

The Internationals

A team from Parliament Hill Lido were unsuccessful in 2021 and it was necessary to try to find a suitable swim 'window' during the 2022 swim season. This team were to encounter numerous problems and eventually came together as 'The Internationals.'

Funds raised £3750.

Alexa's Atlantic Alliance

This was a team of three ladies: mother and daughter along with a close friend plus an American 72-year-old male. The team were extremely easy to deal with and all liaison and formalities prove no problem. The team had a following and people rooting for them and proved successful.

Funds raised: £7679.

Individual Medley Team

The Individual Medley Team did not get to swim in 2022 due to poor weather and were unable to reform as a team in the latter part of the season. Arrangements for an attempt in 2023 were put in place. The team were frustrated that they could not go in 2022 and felt the pilot was not very accommodating. After communicating directly, The Trust managed to source a tide window early June 2023 and as a 'number 1 slot' which was a main priority for the team. One team member decided not to participate, and the team recruited another swimmer from Ireland. The team in general seemed confident and were happy in the build-up. The colder May waters did not seem to bother them as they swim year-round. They started their swim to France at 02.57 hr. The pilot stopped the swim at 14.57 hrs. The observers note state that: Overall, an uneventful swim, in good conditions which deteriorated slightly during the last 6 hours

of the swim. Unfortunately, the team's overall swim speed was not good enough to get them across the tides today and it was inevitable that the decision to stop the swim.

Funds raised: £3664.

Oceans 6

Originally a team of six swimmers who would all embark on their first relay swim across the English Channel with one participant being 15 years old. The Trust ensured that all swimmers, pilot, and crew had a DBS check and undertook further safety checks and arrangements to ensure everyone was happy for the swim to take place. Unfortunately, three members of the original team withdrew. However, The Trust was able to source other swimmers that could quickly pass through all the relevant formalities. This team had great support, and they were successful.

Funds raised: £3461.

Sophie Gasson

Sophie swam in a relay for the Trust in 2018 and had a previous solo crossing attempt in 2021 which unfortunately was not successful. Sophie connected with the Trust, as she was very keen to become a Channel Swimmer. It was possible to source a boat and with fine tuning managed to arrange a tide window that pilot, swimmer, and Trust offered the best opportunity for her attempt. Well done, Sophie, her attempt was successful.

Funds raised: £3618.

The Alexa Four

The Alexa four team comprised of 2 UK swimmers, Nicola, and Lisa along with 2 Internationals, Jana from Germany, and Rana from India. The team from the start were easy to communicate with. Their WhatsApp group was always positive and supportive, with all paperwork formalities promptly completed. Poor weather delayed the 'tide window' which was frustrating for one Nicola as she was travelling from Cornwall. She made the trip twice when the weather changed on the first call to swim. A special mention to Lisa for helping to keep things together and for being accommodating when things were rough waiting for the pilot's call to swim. The Swim was successful in a time of 15 hours 46 minutes. All participants were extremely happy with the successful swim and continue to stay on the WhatsApp group reminiscing.

Funds raised: £3151.

6. Supporters and Swimmers

Thank you to all swimmers that have given their time and effort to support the Trust at the same time as training for their swim challenge.

Supporters continue to use of fund-raising platforms such as JustGiving which enables us to our financial resources. A big thankyou to all that have made donations.

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The White Horse Public House in Dover has continued its give support despite the Landlords leaving to establish a new business.

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Howard James has the task of administration: coordinating and liaising, with swimmers, boat pilots, The Cross Channel Swim Association, and the Cross Channel Pilot Federation. His role is vital and commend his enthusiasm and commitment.

Grace Bates and Esmari James continue to give vital support required to keep the Trust focused.

7. Looking Forward

Open water swimming is seeing a surge in popularity, The Trust is happy to help people challenge themselves in attempting to swim the English Channel either solo or as part of a relay team. Recruitment for teams for 2023 and beyond continues. Our successful swimmers this year included a young lady of 15 years and a veteran of 72 years.

The Trust will to continue support parents in Croydon, Ashford, and Dartford (Kent). Discussions with The London Neonatal Delivery Network, James Pagent Hospital, Gt Yarmouth, and The Lowestoft and Waveney Breastfeeding Organisation to explore potential collaborations are ongoing.

The existing website is getting old. The Trust will investigate the possibly of investing in a new website to make use of advancements in technology.

The Trust continues to welcome approaches from hospitals for help in supporting parents with babies in neonatal units or help in providing staff training particularly around preeclampsia.

The Alexa Trust

Registered Charity Number 1168705

THE ALEXA TRUST ACCOUNTS 2022/23

2021/22	INCOME	2022/23
£		£
29,047.82	JustGiving/Giving.com	22,320.29
1,980.21	Paypal/Amazon	2,749.67
1,513.38	Facebook	357.92
25,800.30	Swimmers	17,604.35
75	Misc Donations	600
0	CSA refund (cancelled swim)	0
	Bank correction (see report)	107.85
50	Swim Caps	0
58,466.71	Sub Total	43,740.08
EXPENDITURE		
50.00	Support Grant Ashford	0.00
96.00	Special Grant Sheffield	0.00
0.00	Breast pump equipment - Croydon	10,892.16
0.00	Breast Pumps _Lowestoft & Waveney	431.50
186.80	Equipment	0.00
0.00	Advertising - Outdoor Swimmer	420.00
504.00	Fees - Just giving	561.60
3,544.00	CSA/CSPF fees	2,190.00
124.36	Domain/Zoom Renewal	143.88
	<u>Events</u>	
	Care Check Ltd	22.80
11,913.00	Cross channel swim boat charges	23,000.00
2,335.00	Swim admin	3,070.00
1,072.50	Swimmer clothing/HIFX	824.20
667.00	Charity bags	0.00
70.00	Carriage costs Charity Bags	0.00
183.22	Stationery /Postage/carriage costs	237.55
65.00	Certificates	194.00
857.00	Event Swimmer Refunds	670.00
0.00	Overseas swimmer refund	870.99
21,667.88	Sub Total	43,528.68
50,230.67	Opening Balance	87,029.50
58,466.71	Income	43,740.08
21,667.88	Expenditure	43,528.68
87,029.50	Closing Balance	87,240.90
87,029.50	Bank Statement Balance	87,240.90

The accounts for the year end 30th June 2023 have been scrutinised and in my opinion are in accordance with the records produced.

Signed:



24 January 2024

J. M. Tavener

The Alexa Trust Accounts 2022 23

The accounts for the year end 30th June 2023 have been scrutinsed and in my opinion are in accordance with the records produced.

Signed:

A handwritten signature in blue ink, appearing to be 'J. M. Tavener', written over a horizontal line.

J. M. Tavener
24th January 2024

THE ALEXA TRUST

England & Wales - Charity number 1168705

Accounts

The Alexa Trust

Registered Charity Number 1168705

Charitable Incorporated Organisation (CIO) The only voting members are its charity trustees.

www.thealexatrust.org

dennis@thealexatrust.org

34 Wash Lane

Kessingland

Suffolk

NR33 7QZ

United Kingdom

Main Objectives

- a) To relieve the needs of parents who are in need having a child in a neonatal unit through the provision of grants and such other support and assistance as shall be thought fit: and
- b) To promote and protect the good health of women and their babies through education and raising awareness of pregnancy related issues, particularly pre-eclampsia, premature babies and neonatal death including the education of those working in neonatal units to enable them to better care for such women and their babies.

Annual Return 2022 - 2023

Summary

The year ending 30st June 2023 saw the Trust maintain financial growth stability. Due to the circumstances of key Trust volunteers activity was restricted, although swimmers continued fundraising through English Channel swim attempts. Disappointingly, the ability to identify, communicate and deliver to those that might benefit most from the charity continued to be challenging. The ability to communicate regularly with Neonatal units has again proved difficult and severe pressure on nursing staff within units continues. The Trust continues to reach out to NHS hospitals and other organisations that have similar objectives to our own.

1. Donations

The JustGiving and Giving.com platforms were responsible for the for the largest number of donations which again ranged from a few pounds to hundreds of pounds. These platforms do take a small percentage of donations. Swimmers, despite the financial and physical commitment to take part in our events demonstrated commitment to raise money.

2. Support Grants

The Fuel Fund which encapsulates accommodation, travel and ancillary items continued to offer support to parents in both the Croydon (Surrey) and Ashford (Kent). Requests for assistance fell during the year. In part this is due to Hospitals investing in new ways help those that need to attend hospital over an extended period. The Trust is committed to help support parents and will continue to offer assistance and help.

Croydon Neonatal Unit

Medela Symphony Breast pumps, mobile stands together with Medela warmers were purchased for use within the Unit. Annie Gill was pleased to take delivery and subsequently, in January 2023, presented the unit with the items.

Cost: £10,892.

James Paget Hospital Neonatal Unit

Lowestoft and Waveney Breastfeeding Organisation identified the urgent need for three additional Arlo breast pumps. The pumps are to be used in the unit and in the community. The Trust was pleased to be able to help, and in May 2023, with the CEO of Lowestoft and Waveney Breastfeeding Organisation in attendance, the pumps were presented to the Unit by Dennis Whitmore.

Cost: £432.

3. Banking

During the year, the Trust experienced a minor banking blip. The Bank detailed a transaction as a credit and debit on a number of occasions in quick succession. This was a minor issue, resolved quickly, but noted on the balance sheet.

4. Trust Events

The English Channel Relay Swims provide the main source fundraising. Swimmers commit to raising money in a comparable way to marathon runners raising money through running their own fund-raising events, and by personal and corporate

sponsorship. The cost of a relay team attempting to cross the Channel is expensive. Fees for Cross Channel Swimming Association registration, boat charter and observers need payment before the Trust can benefit. The way pilots charge for their services has changed this year which means a swim over fourteen hours is subject to an additional fee of £200 for every hour over fourteen. Regrettably, swimmers are sometimes compelled to give up their place on a relay team due to ill health, lack of training or travel restrictions. Unfortunately, these swimmers lose their deposit, but fee refunds are made to those that cannot swim but have paid more than their deposit. The amount of work required to assist swimmers to participate in Trust events and to challenge themselves is demanding and time consuming and the administration and support necessary is substantial.

5. English Channel Relays Fundraiser

The Internationals

A team from Parliament Hill Lido were unsuccessful in 2021 and it was necessary to try to find a suitable swim 'window' during the 2022 swim season. This team were to encounter numerous problems and eventually came together as 'The Internationals.'

Funds raised £3750.

Alexa's Atlantic Alliance

This was a team of three ladies: mother and daughter along with a close friend plus an American 72-year-old male. The team were extremely easy to deal with and all liaison and formalities prove no problem. The team had a following and people rooting for them and proved successful.

Funds raised: £7679.

Individual Medley Team

The Individual Medley Team did not get to swim in 2022 due to poor weather and were unable to reform as a team in the latter part of the season. Arrangements for an attempt in 2023 were put in place. The team were frustrated that they could not go in 2022 and felt the pilot was not very accommodating. After communicating directly, The Trust managed to source a tide window early June 2023 and as a 'number 1 slot' which was a main priority for the team. One team member decided not to participate, and the team recruited another swimmer from Ireland. The team in general seemed confident and were happy in the build-up. The colder May waters did not seem to bother them as they swim year-round. They started their swim to France at 02.57 hr. The pilot stopped the swim at 14.57 hrs. The observers note state that: Overall, an uneventful swim, in good conditions which deteriorated slightly during the last 6 hours

of the swim. Unfortunately, the team's overall swim speed was not good enough to get them across the tides today and it was inevitable that the decision to stop the swim.

Funds raised: £3664.

Oceans 6

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Registered Charity Number 1168705

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The Alexa Trust Accounts 2022 23

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J. M. Tavener
24th January 2024

THE ALEXA TRUST

England & Wales - Charity number 1168705

Accounts

The Alexa Trust

Registered Charity Number 1168705

Charitable Incorporated Organisation (CIO) whose only voting members are its charity trustees.

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dennis@thealexatrust.org

40 Eastern Esplanade

Southend on Sea

Essex

SS1 2ES

United Kingdom

Main Objectives

- a) To relieve the needs of parents who are in need having a child in a neonatal unit through, in particular, the provision of grants and such other support and assistance as shall be thought fit: and
- b) To promote and protect the good health of women and their babies through education and raising awareness of pregnancy related issues, particularly pre-eclampsia, premature babies and neonatal death including the education of those working in neonatal units to enable them to better care for such women and their babies.

Annual Return 2020 - 2021

Summary

The year ending 30st June 2021 saw the Trust continue to grow in financial stability. As in the previous year this was largely due to enforced reduced activity caused by the impact of the COVID-19 pandemic. Swimmers however were encouraged to continue fundraising through Cross Channel Relay Teams but the ability to identify, communicate and deliver to those that might benefit most from the charity was limited. In addition, NHS in general restricted visitors and changed procedures to accommodate the issues of the pandemic. Many hospitals, in the short term, adopted more favourable parking arrangements reducing the need for financial assistance with costs from the Trust. Included in the accounts for the year include paid deposits for 2021/2 and subsequent English Channel swim attempts.

1. Donations

The JustGiving platform was responsible for the for the largest volume of donations which ranged from a few to several hundreds of pounds. The second largest source of funding continued to be from the enthusiastic swimmers that wished to be part of the English Channel Swimming Relay Teams.

The Trust was also fortunate to receive a sizeable donation from Orange County Community Foundation, an American organisation. Feel Good Fashion based in Deal, Kent, also made a welcome donation.

2. Support Grants

The Fuel Fund, which encapsulates accommodation, travel and ancillary items was able to support parents in both the Croydon (Surrey) and Ashford (Kent) areas. Request for assistance were not as high as expected with Covid 19 thought to be one factor as hospitals changed their parking and visiting arrangements due to the pandemic. One positive aspect of this period was that a number of neonatal units were able to have virtual meetings between nurses and parents which provide updates of babies' condition along with photographs and videos.

3. Trust Events

The popular Cross Channel Relay swims provides a substantial source of income. Swimmers commit to raising money in a similar way to marathon runners raising money through running their own fund-raising events, personal and corporate sponsorship. The cost of a relay team attempting to cross the Channel is expensive. Fees for Cross Channel Swimming Association registration, boat charter and observers need to be covered before the Trust can benefit. It is regrettable that during 2020/21 some

swimmers were forced to give up their place on a relay team due to ill health, lack of training or travel restrictions. Unfortunately, these swimmers lose their deposit, but refunds are made to those that cannot swim but have donated more than their deposit. The amount of work necessary to establish relay teams and liaise between swimmers and organisations has noticeably increased this year. With more swimmers keen to take on the challenge and increased boat charges in the future this workload is likely to increase substantially.

English Channel Relays Fundraiser.

The Coronavirus Pandemic caused the Trust major concerns in 2020. It proved necessary to plan, contemplate and adapt to different scenarios:

- Would Covid rules allow cross channel swims?
- Would amenities be open supporting the necessary training?
- Would travel restrictions allow individuals to reach coastal areas?
- Would international travel be possible in 2020/21?

The Alexa Trust strived to adapt and be flexible to accommodate a myriad of concerns and issues. If team members needed reassurance, we would aim to speak one on one and try to reassure or ask if they as an individual would like the opportunity to postpone a planned swim if a position became available in a team later. Accommodating individuals who decided that it was not the right time for training along with fundraising did have an impact on administration time and cost. The Trust did not want to cancel any teams thus losing fundraising. As a result, more advertising was therefore needed to fill teams that were reducing in numbers along with sourcing additional boats for later years. A number of individual swimmers due to try the crossing in 2022 were therefore asked to roll over to the following year. The knock-on effect was then to gain more interest to fill the added teams. We would need to

source more pilot vessels and work a little faster than usual to reassure other team members, if nothing else, that their team was complete. We have managed to accommodate individuals' requests and through Zoom meetings we reassured the swimmers. We have also been able to fill all positions available, not leaving a financial deficit. Overall, the Channel Swimming Teams have all been successful raising well over the minimum amount asked. Teams have been restructured to suit weather and pilot boat resources. 2020/21 was supposed to see seven boats used for the relay teams and despite 2020 being a pandemic nightmare we still saw four boats leave for France. Currently we are planning for 2021/22 when we will see teams in seven boats that will fundraise by swimming The English Channel.

4. Supporters and Swimmers

Due to the Covid pandemic loyal supporters who offer various degrees of help and support has been limited out of necessity. Activities like attending or organising local fund-raising events, visiting hospitals or making calls to neonatal units to offer support and help to staff, new parents and their babies has all been limited. We are pleased that supporters continue to urge the use of fund-raising platforms such as JustGiving which enables us to build our financial resources to help with potentially bigger projects when circumstances allow.

Our thanks go to Terry Lees for the support of swimmers on swim and training days; to Julie Lees for supporting swimmers and being available to help parents in need and generally supporting the Trust with day-to-day organisation. Thanks to Darren Parfitt who does a good deal behind the scenes in Dover and has been a great supporter of the Trust since its inception. The success of helping the neonatal unit at Croydon hospital is squarely down to Annie Mulroy, thank you.

The White Horse Public House in Dover and Ovenden Ltd have continued their support of the Trust also deserve special acknowledgement and thanks.

Louise Jane Boat Charters in the form of Andy King and his family continue to help, advise and support the Trust and the swimmers as do officials of the Cross Channel Swimming Association.

Many thanks must go to Howard James for undertaking the huge volume of additional work that Covid caused, liaising, for example, with swimmers from Australia, Japan, USA, South Africa and Malta and consulting with boat pilots coping with different time zones during day and night. This was particularly impressive because Howard was trying to establish a fledgling business of his own at this challenging time.

Many thanks to Grace Bates and Esmari Janes for the vital support and guidance required to keep the Trust focused.

5. Looking Forward

The Alexa Trust is proud to be able to organise English Channel Relay events and the recruitment for teams for next year is largely completed and it is hoped that UK based swimmers will continue to be joined by others from across the globe. The training event facilitated by the Kings Swimmers, based in Walmer, was held in May 2021 and it is hoped a similar event can be held in 2022.

The potential for a sponsored abseil from the top of Table Mountain in Cape Town is still planned for the Chairperson, Dennis Whitmore. It did not happen this year due to travel restrictions but will be progressed when international travel safely permits.

Lack of local events has not seen a decline in donations. The intention is to continue supporting parents in Croydon and Ashford together with offering help to a hospital in

Dartford (Kent) and in Southend on Sea (Essex). However, the Trust is mindful of the need to put resources to good effect and as the pandemic situation unfolds it may be necessary to help parents, their families and new-born baby unit staff in different ways due to the changes Covid has brought on society. As such the North London Neonatal Consortium (a group of 25 Hospitals) has been contacted with a view to offer help.

The Trust continues to welcome approaches from hospitals for help in supporting parents with babies in neonatal units or help in providing staff training particularly around preeclampsia.

The Alex Trust

Registered Charity Number 1168705

ALEXA TRUST ACCOUNTS 2020-2021

2019/20	INCOME	2020/21
£		£
10,874.10	JustGiving/Giving.com	21,548.26
429.70	Paypal/Amazon	17.49
768.44	Facebook	760.11
340.00	Deal Event	0.00
8,282.91	Swimmers	19,677.95
361.75	Other Events	0.00
5.00	Misc	25.00
	CSA refund (cancelled swim)	630.00
	International grant	3,198.42
	Feelgood donation	388.00
21,061.90	Sub Total	46,245.23
	EXPENDITURE	
238.30	Support Grant Ashford	100.00
450.00	Support Grant Croydon	0.00
530.00	Equipment	0.00
427.27	Promotional	210.00
390.00	Advertising - Outdoor Swimmer	210.00
216.00	Fees	233.39
175.00	CSA	1,975.00
14.60	Domain Renewal	20.15
	<u>Events</u>	
	Training Day Kings Swimmers	450.00
4,150.00	Cross channel swim boat charges	13,800.00
	Swim admin	1,892.50
	Swimmer hoodies	1,907.52
1,136.00	Event Swimmer Refunds	1,499.00
7,727.17	Sub Total	22,297.56
12,948.27	Opening Balance	26,283.00
21,061.90	Income	46,245.23
7,727.17	Expenditure	22,297.56
26,283.00	Closing Balance	50,230.67
	Bank Statement Balance	50230.67

The accounts for the year year end 30th June 2021 have been scrutinised and in my opinion are in accordance with the records produced.

Signed:

J. M. Tavener

ALEXA TRUST ACCOUNTS 2020-2021

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7,727.17	Expenditure	22,297.56
26,283.00	Closing Balance	50,230.67
Bank Statement Balance		50230.67

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