

The Alexa Trust

Registered Charity Number 1168705

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

www.thealexatrust.org

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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

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.

Thankyou Julie and Terry Lees for help supporting swimmers on swim and training days and the ensure payment to boat pilots. Darren Parfitt continues to give discreet help and advice. Thank you. Thanks also to Annie Mulroy for ongoing liaison with Croydon neonatal unit.

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

Andy King and family are unfailing in their help and support to both the Trust and the swimmers. The King family offered immense help supporting Steve Sutton and Sophie Gasson who will each attempt to solo Channel Crossings.

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 Paget 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.

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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 scrutinised and in my opinion are in accordance with the records produced.

Signed:

A handwritten signature in blue ink, appearing to be 'J. M. Tavener', with a long horizontal stroke extending to the right.

J. M. Tavener
24th January 2024