

The Alexa Trust

Registered Charity Number 1168705

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

www.thealexatrust.org

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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 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.

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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