

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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Suffolk

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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 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.

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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
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	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
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	Reserves - funds held in separate accounts with Lloyds Bank: Commercial Instant Access Account and 22 Day Notice Account	28,423.96
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	Total Funds	97,842.45
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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 'J' followed by a horizontal line and a small dot at the end.

J. M. Tavener