

YOLO JO'S CHARITY

England & Wales - Charity number 1172793

Details

Status Registered

Legal form CIO

Registered 2017-04-27

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

Contact

Address Yolo Jo's Charity
Po Box 1318
Warrington
WA4 9SW

Phone 07715465123

Email contact@yolojoscharity.co.uk

Website www.yolojoscharity.co.uk

Activities

Objects: THE OBJECTS OF THE CIO ARE THE RELIEF OF PERSONS EXCEEDING 16 YEARS OF AGE IN THE AREAS OF MERSEYSIDE AND WARRINGTON WHO ARE SUFFERING FROM LIFE THREATING CANCER BY THE FUNDING AND PROVISION OF FACILITIES WHICH ENHANCE THE QUALITY OF LIFE OF SUCH PERSONS.

Activities: To provide both life enhancing experiences for the mental well being of people suffering with life threatening Cancer

Classification

- **How:** Makes Grants To Individuals
- **What:** Disability
- **Who:** Other Defined Groups

Geography

- Liverpool City
- Sefton
- St Helens
- Warrington
- Wirral

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-17	£229	£7,660	-	-
2024-03-17	£4,286	£5,785	-	-
2023-03-17	£9,250	£6,926	-	-
2022-03-17	£6,216	£6,672	-	-
2021-03-17	£3,083	£543	-	-

Trustees

Name	Role	Appointed
DAVID ANDREW WILLIAMS	Chair	2017-04-27
ANTHONY ALLAN BENNETT		2017-04-27
DIANE PAULA LINGE		2017-04-27

YOLO JO'S CHARITY

England & Wales - Charity number 1172793

Accounts



yolo
jos

Providing **Bucket List** events for people with secondary cancer

YOLO JO'S CHARITY ANNUAL REPORT 2025

www.yolojoscharity.co.uk
email: contact@yolojoscharity.co.uk

Registered Charity Number 1172793

Report of the Board of Trustees for the Year ended 31st December 2025

Trustees and Members

The Members of the charity are its Trustees for the purpose of its Foundation model. Charitable Incorporated Organisation or CIO and who throughout this report are collectively referred to as the Trustees.

The three Trustees are as follows:

- Mr David Williams
- Mr John Finn
- Miss Diane Linge

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses that are reclaimed from the charity are set out in the notes to the accounts. No serious incidents or other matters that Trustees need to report to the Charity Commission have occurred during this reporting period.

In addition to the 3 Trustees, we felt that we needed more help in certain areas so decided to form a committee for the everyday running of the charity. So we have the help of Sarah, when times get busy.

- Mrs Sarah Logue

Legal Structure and Governance

The registered head office is:-
11 Stockton View
Gainsborough Road
Warrington
WA4 6BJ

The charity is governed by its Constitution, which will be reviewed annually and revised if necessary in line with Charity Commission guidance and approval. The charity is incorporated through the legal status of a CIO, which means if the CIO is wound up, the Trustees of the CIO have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Third Party Indemnity Insurance

The Charity is covered by a public indemnity insurance supplied by the following:-
Zurich Insurance Ltd.

Risk Management

The charity does not employ any staff. All work by committee members is voluntary.
The current registered address and operating premises are the home address of Trustee David Williams.

This is the following:-

11 Stockton View
Gainsborough Road
Warrington
WA4 6BJ

The charity does use a PO Box address for official correspondence.

Yolo Jo's Charity
PO Box 1318
WARRINGTON
WA4 9SW

The financial risk of the charity is extremely low, with just the following annual outgoings which are essential in the promotion and everyday running of the charity. Our two main running costs are Public Liability Insurance and our PO Box from Royal Mail. Our Zurich insurance increased slightly from last years - £109.48 to £111.41

Our PO Box from Royal Mail annual fee went up with inflation to £424.20

Objectives and Activities

The principle activity of the charity is to fund and organise memorable "Bucket List" events for people suffering from diagnosed "secondary/terminal cancer."

The Charity was initiated by our Founder Mrs Joanne Williams and her husband David Williams. Joanne had been suffering from terminal breast cancer herself for over 5 years. During this time "Jo and Dave" lived life to the full, experiencing as many "Bucket List" events as possible. These included once in a lifetime holidays, weekends away, theatre shows, music concerts, etc. All these experiences provided Jo with many things to look forward to and enjoy. She truly believed the anticipation and excitement of them kept her going in the relentless fight against terminal cancer. Jo tried at all times to live life as normal as possible, with literally hundreds of hospital visits interrupting this life. But Jo was always planning her next "special treat" which made her smile and come as a relief from the many treatments she underwent.

Jo and Dave had already been supporting for 4 years the Marina Dalglish Foundation, another Liverpool based cancer charity. Jo had met Marina whilst having treatment on her first diagnosis at Aintree hospital in 2009. But sadly as Jo started to become extremely poorly at the start of 2017, she and Dave decided it was time to start their own charity. The whole ethos would be the treat people in her own position and to put smiles on their faces too. So "Yolo Jo's Charity" was founded and registered with the Charities Commission in January 2017.

The main focus for the first 12 months were the following:-

- Designing a logo, brand and public identity
- Setting up the Charity Website and Facebook page for promotion and raising awareness
- Raising funds to provide the memorable "Bucket List" events for applicants
- Setting up all functionality such as Banking, Application Form, Email address and web donation site.
- Collaboration with the cancer treatment hospitals in the designated catchment area, to make contact with potential applicants.

Progress and Achievements

The Brand

One of the first tasks was to design a Logo and all associated branding. Thankfully a close friend of Jo's was able to help with this task. After some to and fro with Jo, the logo was signed off. We were very happy that Jo saw the logo for the charity named after her before she passed away.

This logo and associated pink, black and white colour scheme was used across the whole brand, including the website, letterheads, business cards, posters and application form.

Raising Funds

As we stated in last years Charity report, we have decided to use the funds we have already in the bank, to continue arranging "bucket list" events for new applicants. However we have decided that we are not going to try to raise any further funds. With the view of winding down when our current funds are exhausted. The charity has done some amazing work and put lots of smiles on faces helping people make some incredible memories. However everything comes to an end eventually, however we estimate at current spend rate our funds should still last another 3 years, so plenty more events to be booked before then.

Applicants and Events

We have had an amazing response from everybody who hears of the charity, saying what a wonderful idea it is to just try and put smiles on faces. It has been refreshing to be able to create such a personal link with applicants. Rather than the funds raised going into a huge pot, which is more often than not untraceable as to where these funds help the larger charities ie Cancer Research, Marie Curie and the likes.

We had a busy year again in 2025, with 15 applications and 9 completions. So two of these applicants did not progress to fulfilling their event, sadly passing before getting chance to complete their event, which is all expected with a terminal illness charity. 5 events are booked and ongoing into the new year. This is a sample list of events we have organised in 2025:-

- 3 night cottage stay in Blackpool
- Family of 4 break to Butlins Skegness
- A hotel break for 2 to Galloway
- Family of 4 break to Alton Towers
- Lakes weekend break
- Edinburgh long weekend break

The feedback we have received from successful applicants that have been on their "Bucket List" event has been

Progress and Achievement Collaboration

2025 saw a continued collaboration with the Cancer care hospitals in Liverpool. The care nurses at Aintree, Donna Murray and her team, Michelle Cross and Heather Stevens. Our collaboration has also continued with "Breast Mates" group for ladies recovering from breast cancer based near St. Helens. We hope to receive more applications from them during 2026.

FACEBOOK

Our main platform for reaching the public continues to be Facebook Social Media. It has proved very successful in spreading the word of Yolo Jo's Charity. Applicants have been posting reviews of the events they have attended and this helps to promote further applicants to get involved with the charity. Also providing "happy memories" for their friends and family to view. We plan on continuing with this platform, as it is worldwide and also free at point of use.



Financial Review

A statement of financial activities provides a summary of our income and expenditure for 2024-25. We have incurred costs of £123,40. We have income from donations of £229. The total expenditure on applications for Bucket list events is £7536. Bank balance as of end of year is £39,083.

Financial Outlook

After 9 full years of the charity being in existence, we find ourselves in the strong position financially. This means due to the nature of their illness, there is a very small window of opportunity for applicants to achieve their bucket list event. So we will continue to concentrate on spending more on applications and also finding more applicants. Funds are still almost £40,000, which means at current rate of spend we still have enough funding for at least another 4 years at current rate of spend.

Future Plans

The coming year we will continue all our current collaborations as they all provided combined a really healthy supply of applicants. We have also achieved a few applications from personal contacts of friends and family too. We will continue to pursue new leads for applications during 2026

Dave Williams

Chair of Trustees
Signed on behalf of the Trustees

YOLO Jo Charity

	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Total
Receipts													
Donations	0	0	0	1	0	0	68	26	24	5	105	0	228.62
Donations Funeral	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Donations tfer	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Benevity Donation	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Total	0	0	0	1	0	0	68	26	24	5	105	0	228.62
Payments													
Internet	0	0	0	0	0	0	0	0	0	0	0	0	0.00
PO Box	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Website	(12)	0	0	0	0	0	0	0	0	0	0	0	(11.99)
Printing	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Insurance	0	0	0	0	0	0	0	0	0	0	(111)	0	(111.41)
Purchase	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Catering	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Bucket list	(464)	0	(1,279)	(1,453)	512	(984)	(2,460)	504	(629)	0	(1,183)	(100)	(7,536.29)
Media	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Other	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Total	(476.39)	0.00	(1,278.86)	(1,452.95)	511.86	(984.04)	(2,459.94)	504.04	(628.80)	0.00	(1,294.61)	(100.00)	(7,659.69)
Net of receipts/payments	(476.39)	0.00	(1,278.86)	(1,452.17)	511.86	(984.04)	(2,391.60)	529.60	(605.00)	4.86	(1,189.33)	(100.00)	(7,431.07)
Cash	46,037.99	46,037.99	44,759.13	43,306.96	43,818.82	42,834.78	40,443.18	40,972.78	40,367.78	40,372.64	39,183.31	39,083.31	

		2023		2024		2025	
		Ending Mar 2023		Ending Mar 2024		Ending Mar 2025	
A1	Receipts	9,249.76		4,285.58		228.62	
A3	Payments						
	Cost of fundraising	(1,200.63)		(262.45)		0.00	
	Cost of bucket list events	(5,227.06)		(4,527.05)		(7,536.29)	
	Cost of events - Other	0.00		(490.00)		0.00	
	Internet	0.00		0.00		0.00	
	PO Box	(378.00)		(396.00)		0.00	
	Insurance	(107.99)		(109.48)		(111.41)	
	Media/Website	(11.99)		0.00		(11.99)	
	<u>Total Payments</u>	<u>(6,925.67)</u>		<u>(5,784.98)</u>		<u>(7,659.69)</u>	
	<u>Surplus/Defecit</u>	<u>2,324.09</u>	<u>48,013.78</u>	<u>(1,499.40)</u>	<u>46,514.38</u>	<u>(7,431.07)</u>	<u>39,083.31</u>

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Providing **Bucket List** events for people with secondary cancer

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Registered Charity Number 1172793

Report of the Board of Trustees for the Year ended 31st December 2024

Trustees and Members

The Members of the charity are its Trustees for the purpose of its Foundation model. Charitable Incorporated Organisation or CIO and who throughout this report are collectively referred to as the Trustees.

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- Mr David Williams
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- Miss Diane Linge

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- Mrs Sarah Logue

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The financial risk of the charity is extremely low, with just the following annual outgoings which are essential in the promotion and everyday running of the charity. Our two main running costs are Public Liability Insurance and our PO Box from Royal Mail. Now surprisingly one of these costs has come down, with Zurich, our insurance providers reducing the premium from last years - **£127.68** down to **£109.48**.

Our PO Box from Royal Mail annual fee went up with inflation to **£396.00**

Objectives and Activities

The principle activity of the charity is to fund and organise memorable "Bucket List" events for people suffering from diagnosed "secondary/terminal cancer."

The Charity was initiated by our Founder Mrs Joanne Williams and her husband David Williams. Joanne had been suffering from terminal breast cancer herself for over 5 years. During this time "Jo and Dave" lived life to the full, experiencing as many "Bucket List" events as possible. These included once in a lifetime holidays, weekends away, theatre shows, music concerts, etc. All these experiences provided Jo with many things to look forward to and enjoy. She truly believed the anticipation and excitement of them kept her going in the relentless fight against terminal cancer. Jo tried at all times to live life as normal as possible, with literally hundreds of hospital visits interrupting this life. But Jo was always planning her next "special treat" which made her smile and come as a relief from the many treatments she underwent.

Jo and Dave had already been supporting for 4 years the Marina Dalglish Foundation, another Liverpool based cancer charity. Jo had met Marina whilst having treatment on her first diagnosis at Aintree hospital in 2009. But sadly as Jo started to become extremely poorly at the start of 2017, she and Dave decided it was time to start their own charity. The whole ethos would be to treat people in her own position and to put smiles on their faces too. So "Yolo Jo's Charity" was founded and registered with the Charities Commission in January 2017.

The main focus for the first 12 months were the following:-

- Designing a logo, brand and public identity
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- Collaboration with the cancer treatment hospitals in the designated catchment area, to make contact with potential applicants.

Progress and Achievements

The Brand

One of the first tasks was to design a Logo and all associated branding. Thankfully a close friend of Jo's was able to help with this task. After some to and fro with Jo, the logo was signed off. We were very happy that Jo saw the logo for the charity named after her before she passed away.

This logo and associated pink, black and white colour scheme was used across the whole brand, including the website, letterheads, business cards, posters and application form.

Raising Funds

Traditionally main cornerstone of our fundraising has been our annual 24 Hour Squashathon event. 2023 brought the 9th iteration of our event, returning for the 2nd time since an enforced 3 year absence due to COVID-19. However all things have their day, the 24 Hour Squashathon not being immune to this. In the usual build up to the event for 2024, interest in it had wained noticeably, in both entrants and volunteers interest. So the difficult decision not to organise the Squashathon was taken, for the reason mentioned above but also with funds for the charity being in an extremely healthy position.

We have also had various small cash and online donations throughout the year. All these have been from friends and family of people whom we have arranged a "bucket list" events for.

In addition to these smaller donations we have had some input still coming in from our association with Benevity, the VISA charitable arm. Another place funds come from is thru our Just Giving donation connections too.

Applicants and Events

We have had an amazing response from everybody who hears of the charity, saying what a wonderful idea it is to just try and put smiles on faces. It has been refreshing to be able to create such a personal link with applicants. Rather than the funds raised going into a huge pot, which is more often than not untraceable as to where these funds help the larger charities ie Cancer Research, Marie Curie and the likes.

We had a busy year in comparison to some others in 2024, with 17 applications and 10 completions. So seven of these applicants did not progress to fulfilling their event, mainly due to ill health, which is all expected with a terminal illness charity.

This is a sample list of events we have organised in 2024:-

- 3 night cottage stay in the Lake District
- Family of 4 break to Legoland Windsor for 2 nights
- A hotel break for 2 to Whitby, North Yorkshire
- Family of 4 break to Alton Towers
- Recording studio session
- Centre Parcs family stay in the Cumbria
- Christmas Reindeer visit to a Care Home
- Home Casino night

The feedback we have received from successful applicants that have been on their "Bucket List" event has been overwhelming. We were so pleased to arrange for Ruben and his wife to visit The Daffodil Hotel in Grasmere for an all inclusive foodie weekend.

Ruben & Lucy

"Thank you so much to Dave and everyone at Yolo Jo's for arranging such a lovely and much needed spa break at the Daffodil Hotel in the Lakes.

We were booked in for the 'Foodie Escape' which included an amazing evening dinner, wonderful buffet breakfast and an afternoon tea! Also had a lovely lake view from our room, couldn't have asked for more.

We had such a lovely time and some great memories made."

Progress and Achievements

Collaboration

2023 saw a continued collaboration with the Cancer care hospitals in Liverpool. The care nurses at Aintree, Donna Murray and her team, Michelle Cross and Heather Stevens. The specialist Cancer care nurses have since been sending us applicants again throughout 2024.

This collaboration has been very successful in previous years, however with the constant improvement of treatments for cancer the dynamic has changed slightly. The older ways of treatment usually meant 2 or three weeks away from the hospital. However this has changed in the last 2 years to more weekly treatment, hugely restricting applicants time and availability. So we have been advising applicants to think of more local, and simpler events, usually restricted to 1 or 2 nights. Or even daily events like theatre tickets, events and family meals etc. This does seem to have helped the applicants achieve their goals easier this year.

We have also been collaborating with various McMillan and other similar cancer care charities, which we hope to expand going forward. In particular a former Aintree nurse, Tracy Gill, who has moved in the Hospice care side of cancer. She has been spreading the word and sending us applications throughout the year. Her colleague Vicky Kinsley goes above and beyond with her effort to make events happen for her patients

Our collaboration has also continued with "Breast Mates" group for ladies recovering from breast cancer based near St. Helens. We hope to receive more applications from them during 2025.

Facebook

Our main platform for reaching the public continues to be Facebook Social Media. It has proved very successful in spreading the word of Yolo Jo's Charity. Applicants have been posting reviews of the events they have attended and this helps to promote further applicants to get involved with the charity. Also providing "happy memories" for their friends and family to view. We plan on continuing with this platform, as it is worldwide and also free at point of use.

Financial Review

A statement of financial activities provides a summary of our income and expenditure for 2023-2024. We have incurred costs of **£1,499.40**. We have income from fundraising and donations of **£5,784.98**. The total expenditure on applications for Bucket list events is **£4,527.05**. Bank balance as of end of year is **£46,514.38**.

Financial Outlook

After 8 full years of the charity being in existence, we find ourselves in the strong position financially. This means due to the nature of their illness, there is a very small window of opportunity for applicants to achieve their bucket list event. So we will continue to concentrate on spending more on applications and also finding more applicants. Funds are still well over £40,000, which means at current rate of spend we still have enough funding for at least another 8 years at current rate of spend.

Future Plans

The coming year we will continue all our current collaborations as they all provided combined a really healthy supply of applicants. We have also achieved a few applications from personal contacts of friends and family too. We will continue to pursue new leads for applications during 2025.

Dave Williams

Chair of Trustees

Signed on behalf of the Trustees

YOLO Jo Charity

	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Total
Receipts													
Donations	35	15.4	40	3565.5	302.18	0	50	0			277.5	0	4,285.58
Donations Funeral	0	0	0	0	0	0	0	0			0	0	0.00
Donations tfer	0	0	0	0	0	0	0	0			0	0	0.00
Benevity Donation	0	0	0	0	0	0	0	0			0	0	0.00
Total	35.00	15.40	40.00	3,565.50	302.18	-	50.00	-	-	-	277.50	-	4,285.58
Payments													
Internet	0	0	0	0	0	0	0	0			0	0	0.00
PO Box	0	0	0	0	0	0	0	0			0	-396	(396.00)
Website	0	0	0	0	0	0	0	0			0	0	0.00
Printing	0	-63	0	0	0	0	0	0			0	0	(63.00)
Insurance	0	0	0	0	0	0	0	0			0	-109.48	(109.48)
Purchase	0	0	-54.45	0	0	0	0	0			0	0	(54.45)
Catering	0	0	-145	0	0	0	0	0			0	0	(145.00)
Bucket list	-295.37	-233.5	-439	0	-1845	-550	20	-465			-719.18	0	(4,527.05)
Media	0	0	0	0	0	0	0	0			0	0	0.00
Other	0	-160	-230	0	0	0	-100	0			0	0	(490.00)
Total	(295.37)	(456.50)	(868.45)	0.00	(1,845.00)	(550.00)	(80.00)	(465.00)	0.00	0.00	(719.18)	(505.48)	(5,784.98)
Net of receipts/payment	(260.37)	(441.10)	(828.45)	3,565.50	(1,542.82)	(550.00)	(30.00)	(465.00)	0.00	0.00	(441.68)	(505.48)	(1,499.40)
Cash	47,753.41	47,312.31	46,483.86	50,049.36	48,506.54	47,956.54	47,926.54	47,461.54	47,461.54	47,461.54	47,019.86	46,514.38	

YOLO Jo Charity

2024

Ending Mar 2024

A1 Receipts

4,285.58

A3 Payments

Cost of fundraising

(262.45)

Cost of bucket list events

(4,527.05)

Cost of events - Other

(490.00)

Internet

0.00

PO Box

(396.00)

Insurance

(109.48)

Media/Website

0.00

Total Payments

(5,784.98)

(1,499.40)

46,514.38

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The financial risk of the charity is extremely low, with just the following annual outgoings which are essential in the promotion and everyday running of the charity. There were some inflationary increases to our running costs.

Public Liability Insurance - **£127.68**

PO Box - Annual Fee **£378.00**

Objectives and Activities

The principle activity of the charity is to fund and organise memorable "Bucket List" events for people suffering from diagnosed "secondary/terminal cancer."

The Charity was initiated by our Founder Mrs Joanne Williams and her husband David Williams. Joanne had been suffering from terminal breast cancer herself for over 5 years. During this time "Jo and Dave" lived life to the full, experiencing as many "Bucket List" events as possible. These included once in a lifetime holidays, weekends away, theatre shows, music concerts, etc. All these experiences provided Jo with many things to look forward to and enjoy. She truly believed the anticipation and excitement of them kept her going in the relentless fight against terminal cancer. Jo tried at all times to live life as normal as possible, with literally hundreds of hospital visits interrupting this life. But Jo was always planning her next "special treat" which made her smile and come as a relief from the many treatments she underwent.

Jo and Dave had already been supporting for 4 years the Marina Dalglish Foundation, another Liverpool based cancer charity. Jo had met Marina whilst having treatment on her first diagnosis at Aintree hospital in 2009. But sadly as Jo started to become extremely poorly at the start of 2017, she and Dave decided it was time to start their own charity. The whole ethos would be to treat people in her own position and to put smiles on their faces too. So "Yolo Jo's Charity" was founded and registered with the Charities Commission in January 2017.

The main focus for the first 12 months were the following:-

- Designing a logo, brand and public identity
- Setting up the Charity Website and Facebook page for promotion and raising awareness
- Raising funds to provide the memorable "Bucket List" events for applicants
- Setting up all functionality such as Banking, Application Form, Email address and web donation site.
- Collaboration with the cancer treatment hospitals in the designated catchment area, to make contact with potential applicants.

Progress and Achievements

The Brand

One of the first tasks was to design a Logo and all associated branding. Thankfully a close friend of Jo's was able to help with this task. After some to and fro with Jo, the logo was signed off. We were very happy that Jo saw the logo for the charity named after her before she passed away.

This logo and associated pink, black and white colour scheme was used across the whole brand, including the website, letterheads, business cards, posters and application form.

Raising Funds

The main cornerstone of our fundraising has been our annual 24 Hour Squashathon event. 2023 brought the 9th iteration of our event, returning for the 2nd time since an enforced 3 year absence due to COVID-19. We held the Squashathon in mid June at Warrington Sports Club, the usual home of the event. After much hard work and organisation, it was an overwhelming success, with 24 hours of continual Squash, with close to 80 players being involved. This year we didn't hold the Charity night, which traditionally followed straight after the squashathon. Due to logistic issues with the venue and a lack of volunteers availability to.

However we still managed to raise on the weekend £3,385 through Squash entries and donations. This included the matching scheme, again by our regular benefactors VISA.

We have also had various small cash and online donations throughout the year. All these have been from friends and family of people whom we have arranged a "bucket list" events for.

Applicants and Events

We have had an amazing response from everybody who hears of the charity, saying what a wonderful idea it is to just try and put smiles on faces. It has been refreshing to be able to create such a personal link with applicants. Rather than the funds raised going into a huge pot, which is more often than not untraceable as to where these funds help the larger charities ie Cancer Research, Marie Curie and the likes.

With the passing of the COVID-19 virus risks even further in 2023, things getting back to compete normality. This enabled us to organise the events far more easily, with no hygiene restrictions at hotels etc. Thus with life in the country back to "normal" again, we saw applications up from 14 in 2021 to 16 in 2023. Only three of these applicants not actually progressing to fulfilling their event. However all 3 are still in the pipeline and just on hold for now, as they were not applicants health issues holding them back but other reasons.

This is a sample list of events we have organised in 2023:-

- Cottage stay for 4 in the Peaks near Chatsworth
- Hoseason Quarry Walk log cabin stay in Staffordshire
- Family of 4 Blackpool Pleasure Beach hotel and park entrance tickets
- Weekend break in a Lodge in the Lakes, Troutbeck Bridge Airbnb
- 4 x Entertainers events for a residential care home
- Formby Hall Afternoon Tea for 4
- 2 night Empire hotel stay in Llandudno
- 2 night Spa break at the Daffodil Hotel Grasmere, Lake District

The feedback we have received from successful applicants that have been on their "Bucket List" event has been overwhelming. We were so pleased to arrange for Ruben and his wife to visit The Daffodil Hotel in Grasmere for an all inclusive foodie weekend.

Ruben & Lucy

"Thank you so much to Dave and everyone at Yolo Jo's for arranging such a lovely and much needed spa break at the Daffodil Hotel in the Lakes.

We were booked in for the 'Foodie Escape' which included an amazing evening dinner, wonderful buffet breakfast and an afternoon tea! Also had a lovely lake view from our room, couldn't have asked for more. We had such a lovely time and some great memories made."

Progress and Achievements

Collaboration

As In 2022, we continued our collaboration with the Cancer care hospitals in Liverpool. The care nurses at Aintree, Donna Murray and her team, especially Vicky Kinsley and Michelle Cross, the specialist Cancer care nurses have since been sending us applicants again throughout 2023.

This collaboration has been very successful in previous years, however with the constant improvement of treatments for cancer the dynamic has changed slightly. The older ways of treatment usually meant 2 or three weeks away from the hospital. However this has changed in the last 2 years to more weekly treatment, hugely restricting applicants time and availability. So we have been advising applicants to think of more local, and simpler events, usually restricted to 1 or 2 nights. Or even daily events like theatre tickets, events and family meals etc. This does seemed to have helped the applicants achieve their goals easier this year.

We have also been collaborating with various McMillan and other similar cancer care charities, which we hope to expand going forward. In particular a former Aintree nurse, Tracy Gill, who has moved in the Hospice care side of cancer. She has been spreading the word and sending us applications throughout the year.

Our collaboration has also continued with "Breast Mates" group for ladies recovering from breast cancer based near St. Helens. We hope to receive more applications from them during 2024.

Facebook

Our main platform for reaching the public continues to be Facebook Social Media. It has proved very successful in spreading the word of Yolo Jo's Charity. Applicants have been posting reviews of the events they have attended and this helps to promote further applicants to get involved with the charity. Also providing "happy memories" for their friends and family to view. We plan on continuing with this platform, as it is worldwide and also free at point of use.

Financial Review

A statement of financial activities provides a summary of our income and expenditure for 2022-2023. We have incurred costs of **£1698.61**. We have income from fundraising and donations of **£9249.76**. The total expenditure on applications for Bucket list events is **£5227.26**. Bank balance as of end of year is **£48,013.78**.

Financial Outlook

After 7 full years of the charity being in existence, with our regular Annual Squashathon event and many smaller donations along the way. Yet again we find ourselves in the strong position of receiving more income than we are able to spend. This is mainly due to the nature of our charity remit of applicants having terminal cancer. This means due to the nature of their illness, there is a very small window of opportunity for applicants to achieve their bucket list event.

So for this reason, we have decided to concentrate on spending more on applications and also finding more applicants.

As a consequence of waning interest, lack of volunteers and being financially robust, we have decided to end our annual Squashathon event. This has been our main income stream since 2017, regularly raising over £10,000 per event. We still receive personal donations, which will keep funds ticking over. Although at the present rate of spend we have sufficient funds to cover events for years to come. So period of consolidation and application increase is our aim for the next 12 month period.

Future Plans

In 2022 we increased our catchment area to North West in its entirety, which did gain a extra applicants, Formerly we covered Wirral, Merseyside and Warrington. But after some discussion between the trustees, we thought it was a very positive move to expand this catchment area to cover the whole North West region. With this in mind and having gained a few more applications, we have now extended the catchment area to national level. This did gain us 3 new applications in 2023, so a worthwhile exercise. This does give the charity scope to gain applicants from personal contacts via association and also friends and family.

Venturing slightly away from "Bucket List Events" to help some applicants in different ways.

It has become apparent over time, that we cannot actually advertise too aggressively, as after all the applicants are all diagnosed with a terminal illness. It would be insensitive of us at Yolo Jo's Charity, if we did that. But it really has restricted our ability to provide as many events as we would like to. So we are commencing our efforts to diversify in the coming year even more than in 2022.

We are also considering making fixed sum donations to cancer hospices in the North West region. This is to speed up the distribution of funds faster with us having such a healthy bank balance again this financial year.

Dave Williams

Chair of Trustees

Signed on behalf of the Trustees

		2022		2023	
		Ending Mar 2022		Ending Mar 2023	
A1	Receipts	6,216.49		9,249.76	
A3	Payments				
	Cost of fundraising	(11.99)		(1,200.63)	
	Cost of bucket list events	(6,172.36)		(5,227.06)	
	Internet	0.00		0.00	
	PO Box	(360.00)		(378.00)	
	Insurance	(127.68)		(107.99)	
	Media/Website	0.00		(11.99)	
	Total Payments	(6,672.03)		(6,925.67)	
		(455.54)	45,689.69	2,324.09	48,013.78

	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Total
Receipts													
Donations	472.66	0	552.1	8225	0	0	0	0	0	0	0	0	9,249.76
Donations Funeral	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Donations tfer	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Benevity Donation	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Total	472.66	-	552.10	8,225.00	-	-	-	-	-	-	-	-	9,249.76
Payments													
Internet	0	0	0	0	0	0	0	0	0	0	0	0	0.00
PO Box	0	0	0	0	0	0	0	0	0	0	0	-378	(378.00)
Website	-11.99	0	0	0	0	0	0	0	0	0	0	0	(11.99)
Printing	0	0	-290	0	0	0	0	0	0	0	0	0	(290.00)
Insurance	0	0	0	0	0	0	0	0	0	0	-107.99	0	(107.99)
Purchase	-7.65	0	-118.98	-80	0	0	0	0	0	-104	0	0	(310.63)
Catering	0	0	-600	0	0	0	0	0	0	0	0	0	(600.00)
Bucket list	-255.03	176.81	-494.47	-997	133.02	-568.2	-669.7	0	-600	-1305.49	-432	-215	(5,227.06)
Media	0	0	0	0	0	0	0	0	0	0	0	0	0.00
	0	0	0	0	0	0	0	0	0	0	0	0	0.00
	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Total	(274.67)	176.81	(1,503.45)	(1,077.00)	133.02	(568.20)	(669.70)	0.00	(600.00)	(1,409.49)	(539.99)	(593.00)	(6,925.67)
Net of receipts/payments	197.99	176.81	(951.35)	7,148.00	133.02	(568.20)	(669.70)	0.00	(600.00)	(1,409.49)	(539.99)	(593.00)	2,324.09
Cash	45,887.68	46,064.49	45,113.14	52,261.14	52,394.16	51,825.96	51,156.26	51,156.26	50,556.26	49,146.77	48,606.78	48,013.78	

YOLO JO'S CHARITY

England & Wales - Charity number 1172793

Accounts



Providing **Bucket List** events for people with secondary cancer

YOLO JO'S CHARITY ANNUAL REPORT 2022

www.yolojoscharity.co.uk
email: contact@yolojoscharity.co.uk

Registered Charity Number 1172793

Report of the Board of Trustees for the Year ended 31st December 2022

Trustees and Members

The Members of the charity are its Trustees for the purpose of its Foundation model. Charitable Incorporated Organisation or CIO and who throughout this report are collectively referred to as the Trustees.

This year we Anthony Bennett informed us he wished to leave the Charity as a Trustee, due to heavy work commitments. Thankfully we were able to bring on-board John Finn, who has been involved as a volunteer for the charity since it's formation anyway.

- Mr David Williams
- Mr John Finn
- Miss Diane Linge

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses that are reclaimed from the charity are set out in the notes to the accounts. No serious incidents or other matters that Trustees need to report to the Charity Commission have occurred during this reporting period.

In addition to the 3 Trustees, we felt that we needed more help in certain areas so decided to form a committee for the everyday running of the charity. So we have the help of Sarah, when times get busy.

- Mrs Sarah Logue

Legal Structure and Governance

The registered head office is:-
11 Stockton View
Gainsborough Road
Warrington
WA4 6BJ

The charity is governed by its Constitution, which will be reviewed annually and revised if necessary in line with Charity Commission guidance and approval. The charity is incorporated through the legal status of a CIO, which means if the CIO is wound up, the Trustees of the CIO have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Third Party Indemnity Insurance

The Charity is covered by a public indemnity insurance supplied by the following:-
Zurich Insurance Ltd.

Risk Management

The charity does not employ any staff. All work by committee members is voluntary.
The current registered address and operating premises are the home address of Trustee David Williams.

This is the following:-

11 Stockton View
Gainsborough Road
Warrington
WA4 6BJ

The charity does use a PO Box address for official correspondence.

Yolo Jo's Charity
PO Box 1318
WARRINGTON
WA4 9SW

The financial risk of the charity is extremely low, with just the following annual outgoings which are essential in the promotion and everyday running of the charity. There were some inflationary increases to our running costs.

Public Liability Insurance - **£127.68**

PO Box - Annual Fee **£378.00**

Objectives and Activities

The principle activity of the charity is to fund and organise memorable "Bucket List" events for people suffering from diagnosed "secondary/terminal cancer."

The Charity was initiated by our Founder Mrs Joanne Williams and her husband David Williams. Joanne had been suffering from terminal breast cancer herself for over 5 years. During this time "Jo and Dave" lived life to the full, experiencing as many "Bucket List" events as possible. These included once in a lifetime holidays, weekends away, theatre shows, music concerts, etc. All these experiences provided Jo with many things to look forward to and enjoy. She truly believed the anticipation and excitement of them kept her going in the relentless fight against terminal cancer. Jo tried at all times to live life as normal as possible, with literally hundreds of hospital visits interrupting this life. But Jo was always planning her next "special treat" which made her smile and come as a relief from the many treatments she underwent.

Jo and Dave had already been supporting for 4 years the Marina Dalglish Foundation, another Liverpool based cancer charity. Jo had met Marina whilst having treatment on her first diagnosis at Aintree hospital in 2009. But sadly as Jo started to become extremely poorly at the start of 2017, she and Dave decided it was time to start their own charity. The whole ethos would be to treat people in her own position and to put smiles on their faces too. So "Yolo Jo's Charity" was founded and registered with the Charities Commission in January 2017.

The main focus for the first 12 months were the following:-

- Designing a logo, brand and public identity
- Setting up the Charity Website and Facebook page for promotion and raising awareness
- Raising funds to provide the memorable "Bucket List" events for applicants
- Setting up all functionality such as Banking, Application Form, Email address and web donation site.
- Collaboration with the cancer treatment hospitals in the designated catchment area, to make contact with potential applicants.

Progress and Achievements

The Brand

One of the first tasks was to design a Logo and all associated branding. Thankfully a close friend of Jo's was able to help with this task. After some to and fro with Jo, the logo was signed off. We were very happy that Jo saw the logo for the charity named after her before she passed away.

This logo and associated pink, black and white colour scheme was used across the whole brand, including the website, letterheads, business cards, posters and application form.

Raising Funds

The main cornerstone of our fundraising has been our annual 24 Hour Squashathon event. Thankfully in 2022, after a 3 year absence, the event was able to resume. We held the Squashathon in mid June at Warrington Sports Club, the usual home of the event. After much hard work and organisation, it was an overwhelming success, with 24 hours of continual Squash, with over 70 players being involved. The Charity night followed straight after the squashathon. This was a great success and a fantastic turnout of over 100 guests.

We managed to raise on the weekend £4,000 through Squash entries, raffles, and various other fundraising during the evening. This was then matched again by our regular benefactors VISA, giving us a grand total of exactly £8,000 for the whole event.

We have also had various small cash and online donations throughout the year. All these have been from friends and family of people whom we have arranged a "bucket list" event for.

Applicants and Events

We have had an amazing response from everybody who hears of the charity, saying what a wonderful idea it is to just try and put smiles on faces. It has been refreshing to be able to create such a personal link with applicants. Rather than the funds raised going into a huge pot, which is more often than not untraceable as to where these funds help the larger charities ie Cancer Research, Marie Curie and the likes.

Thankfully the COVID-19 virus risks reduced further again during 2022. Thus with life in the country becoming much more "normal" again, we saw an increase in applications up from 10 in 2021 to 14 in 2022.

Sadly three of these applicants passed away before getting a chance to achieve their event. However 11 were completed or booked for early 2023. This is a sample list of events we have organised in 2022:-

- Deganwy Quay Hotel and Spa weekend break
- Family trip to Snowdonia
- Legoland weekend trip to Windsor for a young family
- All inclusive Harrogate Nidd Hall weekend break
- Flamingo World weekend in Molton Yorkshire
- 2 night stay at Clifton Arms Hotel, Lytham St. Annes
- Empire Theatre show for family of 4

The feedback we have received from successful applicants that have been on their "Bucket List" event has been overwhelming. We were so pleased to arrange for Paula and her husband to visit Nidd Hall in Harrogate for an all inclusive weekend with full entertainment.

Paula Rawlinson

"Thank you for such a lovely weekend. We went to Nidd hall and it was a beautiful place. Thank you once again xx"

Progress and Achievements

Collaboration

As In 2021, we continued our collaboration with the Cancer care hospitals in Liverpool. The care nurses at Aintree, Donna Murray and her team, especially Vicky Kinsley, the specialist Cancer care nurses have since been sending us applicants again throughout 2022.

This collaboration has been very successful in previous years, however with the constant improvement of treatments for cancer the dynamic has changed slightly. The older ways of treatment usually meant 2 or three weeks away from the hospital. However this has changed in the last 18 months to more weekly treatment, hugely restricting applicants time and availability. So we have been advising applicants to think of more local, and simpler events, usually restricted to 1 or 2 nights. Or even daily events like theatre tickets etc. This does seem to have helped the applicants achieve their goals.

We have also been collaborating with various McMillan and other similar cancer care charities, which we hope to expand going forward. In particular a former Aintree nurse, Tracy Gill, who has moved in the Hospice care side of cancer. She has been spreading the word and sending us applications throughout the year.

Another new collaborator has been the "Breast Mates" group for ladies recovering from breast cancer based near St. Helens. In fact as we write this report we have around 5 or 6 applications reportedly on their way to us for some early 2023 events.

Facebook

Our main platform for reaching the public continues to be Facebook Social Media. It has proved very successful in spreading the word of Yolo Jo's Charity. Applicants have been posting reviews of the events they have attended and this helps to promote further applicants to get involved with the charity. Also providing "happy memories" for their friends and family to view. We plan on continuing with this platform, as it is worldwide and also free at point of use.

Financial Review

A statement of financial activities provides a summary of our income and expenditure for 2022. We have incurred costs of £1596.30. We have income from fundraising and donations of £9504.76. The total expenditure on applications for Bucket list events is £6363.40. Bank balance as of end of year is £49,818.46.

Financial Outlook

The Trustees continue to aim to increase current levels of unrestricted income and will be looking into various new schemes and promotional models with this in mind.

Future ideas may be as follows:

- More Charity events ie Summer BBQ, another Sponsored walk event for supporters to engaging.
- We have already agreed another year of sponsorship with VISA, Benevity USA.
- Extending the catchment area to national, through contacts and NHS trusts.

Future Plans

The Charity aims to take some time to consolidate and review its policies and practices in the next financial year of 2023.

In 2022 we have increased our catchment area to North West in its entirety, which has gained a few extra applicants. Formerly we covered Wirral, Merseyside and Warrington. But after some discussion between the trustees, we thought it was a very positive move to expand this catchment area to cover the whole North West region.

With this in mind and having gained a few more applications, we are now planning to extend the catchment area to national level. This won't expand the database as much as might first be thought due to lack of awareness in the public. However this does give the charity scope to gain applicants from personal contacts via association and also friends and family.

Venturing slightly away from "Bucket List Events" to help some applicants in different ways.

It has become apparent over time, that we cannot actually advertise too aggressively, as after all the applicants are all diagnosed with a terminal illness. It would be insensitive of us at Yolo Jo's Charity, if we did that. But it really has restricted our ability to provide as many events as we would like to. So we are commencing our efforts to diversify more in the coming year.

Our new collaboration with the "Breast Mates" group in St. Helens should bring in more applications throughout 2023. This group has regular meeting with 30-40 people attending all suffering from cancer. Hopefully a high number of these people will take up Yolo Jo's offer of support and events.

Dave Williams

Chair of Trustees

Signed on behalf of the Trustees

2022

Ending Mar 2022

A1 Receipts

6,216.49

A3 Payments

Cost of fundraising

(11.99)

Cost of bucket list events

(6,172.36)

Internet

0.00

PO Box

(360.00)

Insurance

(127.68)

Media/Website

0.00

Total Payments

(6,672.03)

(455.54)

45,689.69

	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Total
Receipts													
Donations	0	1874.46	1358.75	2096.24	516.4	0	0	0	115.64	235	0	20	6,216.49
Donations Funeral	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Donations tfer	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Benevity Donation	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Total	-	1,874.46	1,358.75	2,096.24	516.40	-	-	-	115.64	235.00	-	20.00	6,216.49
Payments													
Internet	0	0	0	0	0	0	0	0	0	0	0	0	0.00
PO Box	0	0	0	0	0	0	0	0	0	0	-360	0	(360.00)
Website	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Printing	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Insurance	0	0	0	0	0	0	0	0	0	0	-127.68	0	(127.68)
Purchase	-11.99	0	0	0	0	0	0	0	0	0	0	0	(11.99)
Catering	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Bucket list	0	-851.4	-624.95	-397.6	-349.08	0	-380	-768.3	-450	0	-1208.05	-1142.98	(6,172.36)
Media	0	0	0	0	0	0	0	0	0	0	0	0	0.00
	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Total	(11.99)	(851.40)	(624.95)	(397.60)	(349.08)	0.00	(380.00)	(768.30)	(450.00)	0.00	(1,695.73)	(1,142.98)	(6,672.03)
Net of receipts/paym	(11.99)	1,023.06	733.80	1,698.64	167.32	0.00	(380.00)	(768.30)	(334.36)	235.00	(1,695.73)	(1,122.98)	(455.54)
Cash	46,133.24	47,156.30	47,890.10	49,588.74	49,756.06	49,756.06	49,376.06	48,607.76	48,273.40	48,508.40	46,812.67	45,689.69	

YOLO JO'S CHARITY

England & Wales - Charity number 1172793

Accounts



Providing **Bucket List** events for people with secondary cancer

YOLO JO'S CHARITY ANNUAL REPORT 2021

www.yolojoscharity.co.uk
email: contact@yolojoscharity.co.uk

Registered Charity Number 1172793

Report of the Board of Trustees for the Year ended 31st December 2021

Trustees and Members

The Members of the charity are its Trustees for the purpose of its Foundation model. Charitable Incorporated Organisation or CIO and who throughout this report are collectively referred to as the Trustees.

This year we Anthony Bennett informed us he wished to leave the Charity as a Trustee, due to heavy work commitments. Thankfully we were able to bring onboard John Finn, who has been involved as a volunteer for the charity since it's formation anyway.

- Mr David Williams
- Mr John Finn
- Miss Diane Linge

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses that are reclaimed from the charity are set out in the notes to the accounts. No serious incidents or other matters that Trustees need to report to the Charity Commission have occurred during this reporting period.

In addition to the 3 Trustees, we felt that we needed more help in certain areas so decided to form a committee for the everyday running of the charity. So 2 more people were added to the team as follows:-

- Mr Mark Bell
- Mrs Sarah Logue

Legal Structure and Governance

The registered head office is:-
11 Stockton View
Gainsborough Road
Warrington
WA4 6BJ

The charity is governed by its Constitution, which will be reviewed annually and revised if necessary in line with Charity Commission guidance and approval. The charity is incorporated through the legal status of a CIO, which means if the CIO is wound up, the Trustees of the CIO have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Third Party Indemnity Insurance

The Charity is covered by a public indemnity insurance supplied by the following:-
Zurich Insurance Ltd.

Risk Management

The charity does not employ any staff. All work by committee members is voluntary.
The current registered address and operating premises are the home address of Trustee David Williams.

This is the following:-

11 Stockton View
Gainsborough Road
Warrington
WA4 6BJ

The charity does use a PO Box address for official correspondence.

Yolo Jo's Charity
PO Box 1318
WARRINGTON
WA4 9SW

The financial risk of the charity is extremely low, with just the following annual outgoings which are essential in the promotion and everyday running of the charity. There were some inflationary increases to our running costs.

Public Liability Insurance - **£127.68**

PO Box - Annual Fee **£360.00**

Objectives and Activities

The principle activity of the charity is to fund and organise memorable "Bucket List" events for people suffering from diagnosed "secondary/terminal cancer."

The Charity was initiated by our Founder Mrs Joanne Williams and her husband David Williams. Joanne had been suffering from terminal breast cancer herself for over 5 years. During this time "Jo and Dave" lived life to the full, experiencing as many "Bucket List" events as possible. These included once in a lifetime holidays, weekends away, theatre shows, music concerts, etc. All these experiences provided Jo with many things to look forward to and enjoy. She truly believed the anticipation and excitement of them kept her going in the relentless fight against terminal cancer. Jo tried at all times to live life as normal as possible, with literally hundreds of hospital visits interrupting this life. But Jo was always planning her next "special treat" which made her smile and come as a relief from the many treatments she underwent.

Jo and Dave had already been supporting for 4 years the Marina Dalglish Foundation, another Liverpool based cancer charity. Jo had met Marina whilst having treatment on her first diagnosis at Aintree hospital in 2009. But sadly as Jo started to become extremely poorly at the start of 2017, she and Dave decided it was time to start their own charity. The whole ethos would be to treat people in her own position and to put smiles on their faces too. So "Yolo Jo's Charity" was founded and registered with the Charities Commission in January 2017.

The main focus for the first 12 months were the following:-

- Designing a logo, brand and public identity
- Setting up the Charity Website and Facebook page for promotion and raising awareness
- Raising funds to provide the memorable "Bucket List" events for applicants
- Setting up all functionality such as Banking, Application Form, Email address and web donation site.
- Collaboration with the cancer treatment hospitals in the designated catchment area, to make contact with potential applicants.

Progress and Achievements

The Brand

One of the first tasks was to design a Logo and all associated branding. Thankfully a close friend of Jo's was able to help with this task. After some to and fro with Jo, the logo was signed off. We were very happy that Jo saw the logo for the charity named after her before she passed away.

This logo and associated pink, black and white colour scheme was used across the whole brand, including the website, letterheads, business cards, posters and application form.

Raising Funds

The main cornerstone of our fundraising has been our annual 24 Hour Squashathon event. However again because of COVID 19, we were forced to cancel this years event yet again. Our venue in which we hold the squashathon was forced to shut the function room. Also social distancing and other rules were in place at the time, which made the whole event impossible.

However, we have discovered that we have been receiving fantastic donations, from friends and family of applicants of our charity. This is due to how they have seen the effects going on a Yolo Jo's Charity bucket list event has been on applicants.

Notably a sponsored walk which raised over £1800 by the daughter of a lady who has sadly since passed away. Along with various smaller and more personal donations.

Thus meaning that along with our own fundraising, the charity is starting to become self perpetuating creating its own funds by association.

Applicants and Events

We have had an amazing response from everybody who hears of the charity, saying what a wonderful idea it is to just try and put smiles on faces. It has been refreshing to be able to create such a personal link with applicants. Rather than the funds raised going into a huge pot, which is more often than not untraceable as to where these funds help the larger charities ie Cancer Research, Marie Curie and the likes.

We have again had reduced applications due to the ongoing COVID-19 situation (please see separate paragraph) during 2021. We actually arranged 10 new events for applicants in this period.

This is a sample list of events we have organised in 2021:-

- Village Hotel stay with Chester Zoo tickets and Chinese Meal
- East Lancs Railway trip for 2
- North Wales Air BnB family Stay
- Iceland Shopping vouchers
- LED Flat Screen TV
- Panoramic 34 Liverpool Afternoon Tea for family
- Filey Cottage week away
- Pine Lake resorts fishing trip

The feedback we have received from successful applicants that have been on their "Bucket List" event has been overwhelming. We were so please to arrange for Belinda and her husband to come from down south. We booked the Village hotel, tickets for Chester Zoo and a meal with friends at Mr. Laus Chinese restaurant.

Belinda Wright

"Thank you for a lovely weekend. It was just what we needed after an emergency admission to hospital a few days before. Lovely to see dear friends too."

COVID-19

With the ongoing pandemic of COVID-19 virus again in 2020, it continued to affect our ability to provide our trips and excursions for people suffering from terminal cancer. Our whole Charity model is based on the leisure, entertainment and hospitality industry. With the three month lockdown at the start of 2020, we have found it extremely difficult to progress many excursions again this year. Some events we managed to complete in the lulls in restrictions. Other events have been booked and had to be cancelled or postponed yet again. Also very sadly because of these delays and cancellations we have actually lost a few applicants, tragically passing away before getting the chance to complete their event. Also the lack of confidence with applicants, very understandably with their hugely reduced immunity. Due to being on chemotherapy, suffering serious illness and side effects from anti cancer drugs, has made the level of applications being vastly reduced.

Progress and Achievements

Hospital Collaboration

As In 2020, we continued our collaboration with the Cancer care hospitals in Liverpool. The care nurses at Aintree, Donna Murray and her team of specialist Cancer care nurses have since been sending us applicants again throughout 2021.

This collaboration has been very successful in previous years, but the arrival of the COVID-19 virus has restricted the amount of applications they have been able to supply us with. Mainly due to reduced appointments because of pressure on the NHS and also local travel restrictions due to Tiers and lockdowns.

We have also been collaborating with various McMillan and other similar cancer care charities, which we hope to expand going forward. In particular a former Aintree nurse, Tracy Gill, who has moved in the Hospice care side of cancer. She has been spreading the word and sending us applications throughout the year.

All the above has helped to drip feed through applications, but at a much reduced rate from our peak in 2018.

Facebook

Our main platform for reaching the public continues to be Facebook Social Media. It has proved very successful in spreading the word of Yolo Jo's Charity. Applicants have been posting reviews of the events they have attended and this helps to promote further applicants to get involved with the charity. Also providing "happy memories" for their friends and family to view. We plan on continuing with this platform, as it is worldwide and also free at point of use.

Financial Review

A statement of financial activities provides a summary of our income and expenditure for 2020-21. We have incurred costs of £543.29. We have received donations of £3083.08 through mainly donations. Bank balance as of end of year were £46,145.23.

Financial Outlook

The Trustees continue to aim to increase current levels of unrestricted income and will be looking into various new schemes and promotional models with this in mind.

Future ideas may be as follows:

- Regular Direct Debit donations from Charity supporters
- More Charity events ie Summer BBQ, Rounders funday, Sponsored events for supporters to engage, a Second City Walk, Golf day and maybe a long distance bike ride.
- We have already agreed another year of sponsorship with VISA, Benevity USA.
- Diversifying into straight donations to Cancer Hospices to provide items and events to enhance the lives of the terminally ill cancer suffering patients.

Future Plans

The Charity aims to take some time to consolidate and review its policies and practices in the next financial year of 2022.

With the devastation COVID-19 has caused in the leisure and entertainment industry, we are considering plenty of diversification in 2022. We have increased our catchment area to North West in its entirety, as we planned to do as stated in last years report. This is to increase the amount of applicants for events. Formerly we covered Wirral, Merseyside and Warrington. But after some discussion between the trustees, we thought it was a very positive move to expand this catchment area to cover the whole North West region. This has improved applications, although disappointingly not as much as expected. We do think this is partly to do with the nature of applicants illness's, actually a lack of confidence to venture out, or go stay away from home, with the threat of catching COVID-19. Very understandable, considering how poorly most of our applicants are.

As a new avenue of support, the trustees have considered where we can use our funds to help cancer sufferers. With this in mind we feel that diversifying in to the world of helping hospices. Maybe we can provide magazine subscriptions, purchase TV's for patient and waiting rooms, even fund much needed smaller value equipment. We have indeed provided a few diverse things this year because of the threat of COVID-19. Venturing slightly away from "Bucket List Events" to help some applicants in different ways.

It has become apparent over time, that we cannot actually advertise too aggressively, as after all the applicants are all diagnosed with a terminal illness. It would be insensitive of us at Yolo Jo's Charity, if we did that. But it really has restricted our ability to provide as many events as we would like to. So we are commencing our efforts to diversify more in the coming year.

Dave Williams

Chair of Trustees

Signed on behalf of the Trustees

	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Total
Receipts													
Donations	93.08	200.00	0	350	30.00	250.00	0	0	0.00	2160	0	0	3,083.08
Donations Funeral	0.00	0.00	0		0.00	0.00	0	0	0.00	0	0	0	0.00
Donations tfer	0.00	0.00	0		0.00	0.00	0	0	0.00	0	0	0	0.00
Benevity Donation	0.00	0.00	0		0.00	0.00	0	0	0.00	0	0	0	0.00
Total	93.08	200.00	-	350.00	30.00	250.00	-	-	-	2,160.00	-	-	3,083.08
Payments													
Internet	0.00	0.00		0	0.00	0.00	0	0	0.00	0	0	0	0.00
PO Box	0.00	0.00		0	0.00	0.00	0	0	0.00	0	0	-360	(360.00)
Website	(11.99)	0.00		0	0.00	0.00	0	0	0.00	0	0	0	(11.99)
Printing	0.00	0.00		0	0.00	0.00	0	0	0.00	0	0	0	0.00
Insurance	0.00	0.00		0	0.00	0.00	0	0	0.00	0	0	-127.68	(127.68)
Purchase	0.00	0.00		0	0.00	0.00	0	0	0.00	0	0	0	0.00
Catering	0.00	0.00		0	0.00	0.00	0	0	0.00	0	0	0	0.00
Bucket list	0.00	606.90	214.2	0	(296.30)	(568.42)	0	-141.67	(638.99)	780.66	0	0	(43.62)
Media	0.00	0.00		0	0.00	0.00	0	0	0.00	0	0	0	0.00
	0.00	0.00		0	0.00	0.00	0	0	0.00	0	0	0	0.00
Total	(11.99)	606.90	214.20	0.00	(296.30)	(568.42)	0.00	(141.67)	(638.99)	780.66	0.00	(487.68)	(543.29)
Net of receipts/payments	81.09	806.90	214.20	350.00	(266.30)	(318.42)	0.00	(141.67)	(638.99)	2,940.66	0.00	(487.68)	2,539.79
Cash	43,686.53	44,493.43	44,707.63	45,057.63	44,791.33	44,472.91	44,472.91	44,331.24	43,692.25	46,632.91	46,632.91	46,145.23	