



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	