



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 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

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 seemed 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	