



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

---

# YOLO JO'S CHARITY ANNUAL REPORT 2024

---

[www.yolojoscharity.co.uk](http://www.yolojoscharity.co.uk)  
email: [contact@yolojoscharity.co.uk](mailto:contact@yolojoscharity.co.uk)

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.

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. 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 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**

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
											0	0	
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)
	0	0	0	0	0	0	0	0			0	0	
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