

JAY'S AIM - HELPING YOUNG HEARTS

England & Wales · Charity number 1176807

Details

Other names JAY'S AIM

Status Registered

Legal form CIO

Registered 2018-01-24

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

Contact

Address Fieldbank House
Howton Road
Newton Abbot
TQ12 6NE

Phone 07460856028

Email info@jaysaim.co.uk

Website www.jaysaim.co.uk

Activities

Objects: ADVANCING HEALTH FOR THE PUBLIC BENEFIT BY EDUCATING THE YOUNG IN CORNWALL, DEVON, SOMERSET AND DORSET ABOUT THE RISKS AND PREVENTION OF SUDDEN CARDIAC DEATH IN THE YOUNG. IN PARTICULAR BUT NOT EXCLUSIVELY BY PRESENTATIONS IN SCHOOLS, BUSINESSES AND SPORTS CLUBS THAT RAISE AWARENESS OF CARDIAC RISK AND CARDIAC SCREENING, AS WELL AS THE SAVING OF LIVES THROUGH THE PROVISION OF EMERGENCY LIFE SAVING EQUIPMENT AND LIFE SAVING TRAINING.

Activities: Community CPR and AED training. Provision of Public Access Defibrillators in places of need. Promotion of heart screening in young people.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, The General Public/mankind

Geography

- Bath And North East Somerset
- Bristol City
- Cornwall
- Devon
- Dorset
- North Somerset
- Plymouth City
- Somerset
- Torbay

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£111,040	£150,473	-	-
2024-03-31	£102,892	£83,606	-	-
2023-03-31	£130,255	£141,357	-	-
2022-03-31	£107,529	£96,340	-	-
2021-03-31	£69,385	£72,601	-	-

Trustees

Name	Role	Appointed
BROOK ANDREW OSBORNE		2020-04-01
Elizabeth Ann Pugh		2020-04-01
Jack Cowling		2024-02-26
SAMANTHA LOUISE FORD		2018-01-24
SIMON JAMES OSBORNE		2020-04-01

JAY'S AIM - HELPING YOUNG HEARTS

England & Wales - Charity number 1176807

Accounts

Trustees' Annual Report for the period							
	Period start date				Period end date		
	Day	Month	Year		Day	Month	Year
From	01	04	2024	To	31	03	2025

Section A Reference and administration details

Charity name	JAY'S AIM – Helping Young Hearts	
Other names charity is known by	JAY'S AIM	
Registered charity number (if any)	1176807	
Charity's principal address	Fieldbank House	
	Howton Road	
	Newton Abbot	
	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Postcode</td> <td style="border: 1px solid black; padding: 5px;">TQ12 6NE</td> </tr> </table>	Postcode
Postcode	TQ12 6NE	

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Samantha Ford			
2	Brook Osborne			
3	Simon Osborne			
4	Elizabeth Pugh			
5	Jack Cowling			
6				
7				
8				
9				
10				
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12				
13				
14				
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16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Current trustees are original founders. Additionally Jack Cowling was appointed 26.02.2024. New trustees must be appointed [for a term of 2 years] by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional governance issues (Optional information)

You may choose to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

<p>The charity has a trading subsidiary, JAY'S AIM Shop Ltd. The charity provided a loan to the subsidiary which was secured by a fixed and floating charge, the loan was repayable on demand. The loan was repaid in full on 5/3/25.</p> <p>The Charity appointed a Charity Manager on a part time (2 days a week) basis on 1/4/2023.</p>
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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

To prevent cardiac death of young people (aged 14-35) in the South West of England (Cornwall, Devon, Somerset and Dorset). In particular but not exclusively by presentations in schools, businesses and sports clubs that raise awareness of cardiac risk and cardiac screening, as well as the saving of lives through the provision of emergency lifesaving equipment and lifesaving training.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Community CPR and AED training.

The charity visits, communities, primary schools, secondary schools, universities and sports clubs and tailors its sessions to meet the needs of a large variety of age groups. The charity's basic CPR/AED session lasts for 60 minutes and can train up to 35 people at one time using individual manikins. The charity explains how a defibrillator works and uses its training defibrillator to role play a life-like situation of someone having a cardiac arrest. The charity also provides information about the charity and cardiac issues affecting young people at the sessions.

Provision of Public Access Defibrillators in places of need.

The charity provides public access defibrillators in places of need together with appropriate signage. This can be local sports clubs, busy locations, and schools for example. The charity tries to ensure that all defibrillators are available to any member of the public 24/7 where possible. It also ensures that all the defibrillators are registered with the South West Ambulance Foundation Trust (now 'The Circuit' administered by the BHF) so that people are directed to them when phoning 999 in an emergency.

Promotion of heart screening in young people.

The charity informs young people about the risks of sudden cardiac death and encourages them to attend heart screening events run by the charity Cardiac Risk in the Young (CRY). The charity's website has a link to CRY's registration page and it actively promotes upcoming screening events being held in the South West. The charity also aims to fund some of these screening sessions.

In setting their objectives the trustees have given careful consideration to the Charity commission's guidance on public benefit.

Additional details of objectives and activities (Optional information)

You may choose to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Jay's Aim is proud of the progress made during the period covered by this report. Our key achievements include:

CPR/AED Training

We trained 10,502 people in lifesaving CPR and defibrillator skills.

Public Access Defibrillators

The charity provided 46 Public Access Defibrillators (PADs) and cabinets to communities in need.

Heart Screenings

We promoted heart screening events across the South West and jointly funded a CRY screening in Exeter in September 2024.

Other Achievements

We continued our *Free Cabinets for Schools* scheme, launched in January 2024, supplying free defibrillator cabinets to ensure Department for Education funded school defibrillators are made publicly accessible.

We expanded our community training outreach, including running shorter drop-in sessions at a number of festivals, city centres, school summer camps and community events.

We are deeply grateful to all supporters, fundraisers, organisations, and businesses who made these achievements possible.

Section E Financial review

Brief statement of the charity's policy on reserves

In order to maintain financial stability, the trustees reserve policy is to hold sufficient monies in the bank account to cover between 6 months and 12 months of annual expenditure.

As of 31/03/2025 the charity had £58,640.40 in reserve.

Details of any funds materially in deficit

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Further financial review details (Optional information)

You may choose to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

The charities principle source of funding comes from donations from individuals, clubs and businesses.

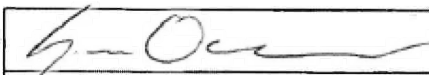
Section F Other optional information

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Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Mr Simon Osborne	
Position (eg Secretary, Chair, etc)	Trustee	
Date	15.01.2026	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
JAY'S AIM- Helping Young Hearts

No (if any)
1176807

CC16a

Receipts and payments accounts

For the period from	Period start date 01/04/2024	To	Period end date 31/03/2025
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
In - gift aid reclaim	-	-	-	-	-
In - donation	77,685	-	-	77,685	78,749
In - grant	-	13,000	-	13,000	-
In - justgiving	14,585	-	-	14,585	20,192
In- stripe donations	5,770	-	-	5,770	3,603
In - other	-	-	-	-	349
Sub total (Gross income for AR)	98,040	13,000	-	111,040	102,892
A2 Asset and investment sales, (see table).					
In- Sale of asset (Van)	9,555	-	-	9,555	-
In - Loan repayment	21,999	-	-	21,999	-
Sub total	31,554	-	-	31,554	-
Total receipts	129,594	13,000	-	142,594	102,892
A3 Payments					
Out - signage	4,082	-	-	4,082	1,308
Out - expenses	4,152	-	-	4,152	3,143
Out - other	2,063	-	-	2,063	2,189
Out- stripe charges	203	-	-	203	129
Out - defibrillators and cabinets	75,339	3,000	-	78,339	55,406
Out - CPR and other training	10,836	-	-	10,836	5,053
Out- wages	14,588	-	-	14,588	11,100
Out- employer pension contrubutions	464	-	-	464	122
Out- travel and motor costs	4,973	-	-	4,973	3,376
Out- advertising and website	627	-	-	627	1,199
Out- charitable activity cost	6,000	-	-	6,000	-
Out- refunds	-	-	-	-	100
Sub total	123,327	3,000	-	126,327	83,125
A4 Asset and investment purchases, (see table)					
Equipment	23,984	-	-	23,984	481
Purchase of investments	-	-	-	-	-
Costs paid for trading subsidiary	162	-	-	162	-
Sub total	24,146	-	-	24,146	481
Total payments	147,473	3,000	-	150,473	83,606
Net of receipts/(payments)	- 17,879	10,000	-	- 7,879	19,286
A5 Transfers between funds	10,000	- 10,000	-	-	-
A6 Cash funds last year end	66,520	-	-	66,520	47,234
Cash funds this year end	58,640	-	-	58,640	66,520

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at bank	58,640	-	-
		-	-	-
		-	-	-
	Total cash funds	58,640	-	-
(agree balances with receipts and payments account(s))		OK	OK	OK

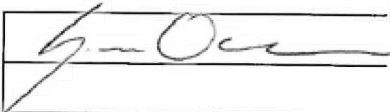
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Loan to trading subsidiary	-	-	-
	Costs paid for trading subsidiary	162	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	Investment in trading subsidiary	Unrestricted	1	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Manikins	Unrestricted	5,655	-
	Printer	Unrestricted	169	-
	Projector	Unrestricted	80	-
	Printer	Unrestricted	348	-
	I Phone	Unrestricted	133	-
	6 laptops (donated assets)	Unrestricted	-	-
	Van	Unrestricted	17,994	-
	First Rescue Equipment	Unrestricted	5,370	-
	Speakers with stands	Unrestricted	300	-
	TV	Unrestricted	118	-
	Borglock	Unrestricted	202	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Mr Simon Osborne	15/01/2026



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
JAY'S AIM- Helping Young Hearts

**On accounts for the year
ended**

31st March 2025
Charity no (if any) 1176807

Set out on pages

6 & 7
(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 / 03 / 2025.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: 

Date: 19.1.26

Name: David Nigel Cox FCA

**Relevant professional
qualification(s) or body
(if any):**

ICAEW

Address:

Metherell Gard Ltd
Chartered Accountants
Burn View
Bude
Cornwall
EX23 8BX

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

JAY'S AIM - HELPING YOUNG HEARTS

England & Wales - Charity number 1176807

Accounts

Trustees' Annual Report for the period							
	Period start date				Period end date		
	Day	Month	Year		Day	Month	Year
From	01	04	2023	To	31	03	2024

Section A Reference and administration details

Charity name	JAY'S AIM – Helping Young Hearts	
Other names charity is known by	JAY'S AIM	
Registered charity number (if any)	1176807	
Charity's principal address	Fieldbank House	
	Howton Road	
	Newton Abbot	
	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Postcode</td> <td style="border: 1px solid black; padding: 5px;">TQ12 6NE</td> </tr> </table>	Postcode
Postcode	TQ12 6NE	

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Samantha Ford			
2	Brook Osborne			
3	Simon Osborne			
4	Elizabeth Pugh			
5	Jack Cowling		Appointed 26.2.2024	
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document <i>(eg trust deed, constitution)</i>	Constitution
How the charity is constituted <i>(eg trust, association, company)</i>	Charitable Incorporated Organisation
Trustee selection methods <i>(eg appointment, election)</i>	Current trustees are original founders. Jack Cowling was also appointed 26.02.2024. New trustees must be appointed [for a term of 2 years] by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

<p>The charity has a trading subsidiary, JAY'S AIM Shop Ltd. The charity has provided a loan to the subsidiary which is secured by a fixed and floating charge, the loan is repayable on demand.</p> <p>The Charity appointed a Charity Manager on 1/4/2023.</p>
--

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

To prevent cardiac death of young people (aged 14-35) in the South West of England (Cornwall, Devon, Somerset and Dorset). In particular but not exclusively by presentations in schools, businesses and sports clubs that raise awareness of cardiac risk and cardiac screening, as well as the saving of lives through the provision of emergency lifesaving equipment and lifesaving training.

Community CPR and AED training.

The charity visits, communities, primary schools, secondary schools, universities and sports clubs and tailors its sessions to meet the needs of a large variety of age groups. The charity's basic CPR/AED session lasts for 60 minutes and can train up to 35 people at one time using individual manikins. The charity explains how a defibrillator works and uses its training defibrillator to role play a life-like situation of someone having a cardiac arrest. The charity also provides information about the charity and cardiac issues affecting young people at the sessions.

Provision of Public Access Defibrillators in places of need.

The charity provides public access defibrillators in places of need together with appropriate signage. This can be local sports clubs, busy locations, and schools for example. The charity tries to ensure that all defibrillators are available to any member of the public 24/7 where possible. It also ensures that all the defibrillators are registered with the South West Ambulance Foundation Trust (now 'The Circuit' administered by the BHF) so that people are directed to them when phoning 999 in an emergency.

Promotion of heart screening in young people.

The charity informs young people about the risks of sudden cardiac death and encourages them to attend heart screening events run by the charity Cardiac Risk in the Young (CRY). The charity's website has a link to CRY's registration page and it actively promotes upcoming screening events being held in the South West. The charity also aims to fund some of these screening sessions.

In setting their objectives the trustees have given careful consideration to the Charity commission's guidance on public benefit.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

You may choose to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Section D Achievements and performance

Summary of the main achievements of the charity during the year

Jay's Aim proud of what we achieved during the period covered by this report and have outlined our key achievements below.

CPR/AED Training- The number of people trained in this period was 6994 people.

Public Access Defibrillators - During the period the charity provided 48 PAD's to places in need.

Heart Screenings – Promoted screenings held in south west. Booked Jays Aim CRY screening event for October 2024.

Other achievements-

Commenced our 'Free Cabinets for Schools' scheme in January 2024 – providing free defibrillator cabinets to house govt funded defibrillators provided to schools in order to make them publicly accessible

We are again very grateful to all our supporters, fundraisers and organisations/businesses who have enabled us to achieve the above.

Section E Financial review

Brief statement of the charity's policy on reserves

In order to maintain financial stability, the trustees reserve policy is to hold sufficient monies in the bank account to cover between 6 months and 12 months of annual expenditure.

As of 31/03/2024 the charity had £66,520.46 in reserve.

Details of any funds materially in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

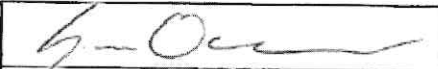
The charities principle source of funding comes from donations from individuals, clubs and businesses.

Section F Other optional information

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Mr Simon Osborne	
Position (eg Secretary, Chair, etc)	Trustee	
Date	10/12/2024	



CHARITY COMMISSION
FOR ENGLAND AND WALES

JAY'S AIM- Helping Young Hearts

1176807

Receipts and payments accounts

CC16a

For the period from	From start date 01/04/2023	To	To end date 31/03/2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
In - other	349	-	-	349	32
In - gift aid reclaim	-	-	-	-	-
In - donation	78,748	-	-	78,748	69,906
In - grant	-	-	-	-	38,900
In - justgiving	20,192	-	-	20,192	16,974
In- stripe donations	3,603	-	-	3,603	4,443
	-	-	-	-	-
Sub total (Gross income for AR)	102,892	-	-	102,892	130,255
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	102,892	-	-	102,892	130,255
A3 Payments					
Out - signage	1,308	-	-	1,308	4,332
Out - expenses	3,143	-	-	3,143	9,230
Out - other	2,189	-	-	2,189	1,318
Out- stripe charges	129	-	-	129	138
Out - defibrillators and cabinets	55,406	-	-	55,406	99,412
Out - CPR and other training	5,053	-	-	5,053	23,894
Out- wages	11,100	-	-	11,100	-
Out- employer pension contributions	122	-	-	122	-
Out- travel and motor costs	3,376	-	-	3,376	1,885
Out- advertising and website	1,199	-	-	1,199	589
Out- refunds	100	-	-	100	559
	-	-	-	-	-
Sub total	83,125	-	-	83,125	141,357
A4 Asset and investment purchases, (see table)					
Equipment	481	-	-	481	-
Purchase of investments	-	-	-	-	-
Loans made	-	-	-	-	-
	-	-	-	-	-
Sub total	481	-	-	481	-
Total payments	83,606	-	-	83,606	141,357
Net of receipts/(payments)	19,286	-	-	19,286	- 11,102
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	47,234	-	-	47,234	58,336
Cash funds this year end	66,520	-	-	66,520	47,234

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at bank	66,520		-
		-	-	-
		-	-	-
	Total cash funds	66,520	-	-

(agree balances with receipts and payments account(s))

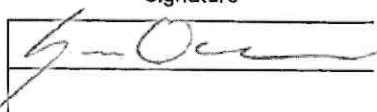
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Loan to trading subsidiary	21,999	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	Investment in trading subsidiary	Unrestricted	1	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Van	Unrestricted	8,000	-
	Manikins	Unrestricted	5,655	-
	Printer	Unrestricted	169	-
	Projector	Unrestricted	80	-
	Printer	Unrestricted	348	-
	1 Phone	Unrestricted	133	-
	6 laptops (donated assets)	Unrestricted	-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Mr Simon Osborne	10.12.2024



Section A

Independent Examiner's Report

Report to the trustees/ members of	Charity Name JAY'S AIM- Helping Young Hearts		
On accounts for the year ended	31 st March 2024	Charity no (if any)	1176807
Set out on pages	6 & 7 <small>(remember to include the page numbers of additional sheets)</small>		

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2024**.

Responsibilities and basis of report As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:  **Date:** 12/12/2024

Name: David Nigel Cox FCA

Relevant professional qualification(s) or body (if any): ICAEW

Address:

Metherell Gard Ltd

Chartered Accountants

Burn View

Bude

Cornwall

EX23 8BX

JAY'S AIM - HELPING YOUNG HEARTS

England & Wales - Charity number 1176807

Accounts

Trustees' Annual Report for the period

		Period start date			Period end date		
From	Day	Month	Year	To	Day	Month	Year
	01	04	2022		31	03	2023

Section A Reference and administration details

Charity name JAY'S AIM – Helping Young Hearts

Other names charity is known by JAY'S AIM

Registered charity number (if any) 1176807

Charity's principal address

Fieldbank House	
Howton Road	
Newton Abbot	
Postcode	TQ12 6NE

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Daniel Osborne	Chair	Resigned 31/03/23	
2	Samantha Ford			
3	Brook Osborne			
4	Simon Osborne			
5	Elizabeth Pugh			
6				
7				
8				
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14				
15				
16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

--

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document <i>(eg. trust deed, constitution)</i>	Constitution
How the charity is constituted <i>(eg. trust, association, company)</i>	Charitable Incorporated Organisation
Trustee selection methods <i>(eg. appointed, elected)</i>	Current trustees are original founders. New trustees must be appointed [for a term of 2 years] by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional governance issues (Optional information)

You may choose to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

<p>Last financial year the charity opened a trading subsidiary, JAY'S AIM Shop Ltd. The charity has provided a loan to the subsidiary which is secured by a fixed and floating charge, the loan is repayable on demand.</p> <p>The Charity appointed a Charity Manager on 1/4/2023.</p>

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

To prevent cardiac death of young people (aged 14-35) in the South West of England (Cornwall, Devon, Somerset and Dorset). In particular but not exclusively by presentations in schools, businesses and sports clubs that raise awareness of cardiac risk and cardiac screening, as well as the saving of lives through the provision of emergency lifesaving equipment and lifesaving training.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Community CPR and AED training.

The charity visits, communities, primary schools, secondary schools, universities and sports clubs and tailors its sessions to meet the needs of a large variety of age groups. The charity's basic CPR/AED session lasts for 60 minutes and can train up to 35 people at one time using individual manikins. The charity explains how a defibrillator works and uses its training defibrillator to role play a life-like situation of someone having a cardiac arrest. The charity also provides information about the charity and cardiac issues affecting young people at the sessions.

Provision of Public Access Defibrillators in places of need.

The charity provides public access defibrillators in places of need together with appropriate signage. This can be local sports clubs, busy locations, and schools for example. The charity tries to ensure that all defibrillators are available to any member of the public 24/7 where possible. It also ensures that all the defibrillators are registered with the South West Ambulance Foundation Trust (now 'The Circuit' administered by the BHF) so that people are directed to them when phoning 999 in an emergency.

Promotion of heart screening in young people.

The charity informs young people about the risks of sudden cardiac death and encourages them to attend heart screening events run by the charity Cardiac Risk in the Young (CRY). The charity's website has a link to CRY's registration page and it actively promotes upcoming screening events being held in the South West. The charity also aims to fund some of these screening sessions.

In setting their objectives the trustees have given careful consideration to the Charity commission's guidance on public benefit.

Additional details of objectives and activities (Optional information)

You may choose to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Jay's Aim proud of what we achieved during the period covered by this report and have outlined our key achievements below.

CPR/AED Training- The number of people trained in this period was 6,319 people.

Public Access Defibrillators - During the period the charity provided 42 PAD's to places in need.

Heart Screenings – A CRY cardiac screening session for 200 young people funded by Jay's Aim took place in April 2022 in Bude, Cornwall.

Other achievements-

Dinner and Dance Fundraising event on 1/10/22.

Jay's Aim Colour run on 11/9/22.

Exeter Legacy Grant Defibrillator Scheme launched in Sep 22. (25 Public Access Defibs in the greater Exeter area).

We are again very grateful to all our supporters, fundraisers and organisations/businesses who have enabled us to achieve the above.

Section E Financial review

Brief statement of the charity's policy on reserves

In order to maintain financial stability, the trustees reserve policy is to hold sufficient monies in the bank account to cover between 6 months and 12 months of annual expenditure.

As of 31/03/2023 the charity had £47,234 in reserve.

Details of any funds materially in deficit

Further financial review details (Optional information)

You may choose to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.


The charities principle source of funding comes from donations from individuals, clubs and businesses.

Section F Other optional information

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Mr Simon Osborne	
Position (eg Secretary, Chair, etc)	Trustee	
Date	15/01/2024	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
JAY'S AIM- Helping Young Hearts

CC16a

1176807

CC16a

Receipts and payments accounts

For the period from	Period end, 2019 01/04/2022	To	Period end, 2020 31/03/2023
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
In - other	32	-	-	32	52
In - gift aid reclaim	-	-	-	-	380
In - donation	69,906	-	-	69,906	53,077
In - grant	-	38,900	-	38,900	30,000
In - justgiving	16,974	-	-	16,974	21,013
In - stripe donations	4,443	-	-	4,443	3,007
	-	-	-	-	-
Sub total (Gross income for AR)	91,355	38,900	-	130,255	107,529
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	91,355	38,900	-	130,255	107,529
A3 Payments					
Out - signage	4,332	-	-	4,332	1,998
Out - expenses	9,230	-	-	9,230	318
Out - other	1,318	-	-	1,318	508
Out - stripe charges	138	-	-	138	51
Out - defibrillators and cabinets	99,413	-	-	99,413	56,326
Out - CPR Training	23,894	-	-	23,894	9,743
Out - travel and motor costs	1,885	-	-	1,885	1,681
Out - advertising and website	589	-	-	589	2,101
Out - costs for trading subsidiary	-	-	-	-	1,209
Out - refunds	559	-	-	559	325
	-	-	-	-	-
Sub total	141,357	-	-	141,357	74,260
A4 Asset and investment purchases, (see table)					
Equipment	-	-	-	-	80
Purchase of investments	-	-	-	-	1
Loans made	-	-	-	-	21,999
	-	-	-	-	-
Sub total	-	-	-	-	22,080
Total payments	141,357	-	-	141,357	96,340
Net of receipts/(payments)	- 50,002	38,900	-	11,102	11,109
A5 Transfers between funds	60,800	- 60,800	-	-	-
A6 Cash funds last year end	36,436	21,900	-	58,336	47,147
Cash funds this year end	47,234	-	-	47,234	58,336

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at bank	47,234		-
		-	-	-
		-	-	-
	Total cash funds	47,234	-	-
	(agree balances with receipts and payments account(s))			

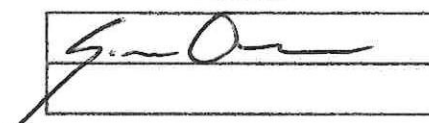
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Loan to trading subsidiary	21,999	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	Investment in trading subsidiary	Unrestricted	1	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Van	Unrestricted	8,000	-
	Manikins	Unrestricted	5,655	-
	Printer	Unrestricted	169	-
	Projector	Unrestricted	80	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Mr Simon Osborne	15/01/24



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

JAY'S AIM- Helping Young Hearts

**On accounts for the year
ended**

31st March 2023

**Charity no
(if any)**

1176807

Set out on pages

6 & 7

(Reference to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2023**.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: 

Date: 18.1.24

Name: David Nigel Cox FCA

**Relevant professional
qualification(s) or body
(if any):**

ICAEW

Address:

Metherell Gard Ltd

Chartered Accountants

Burn View

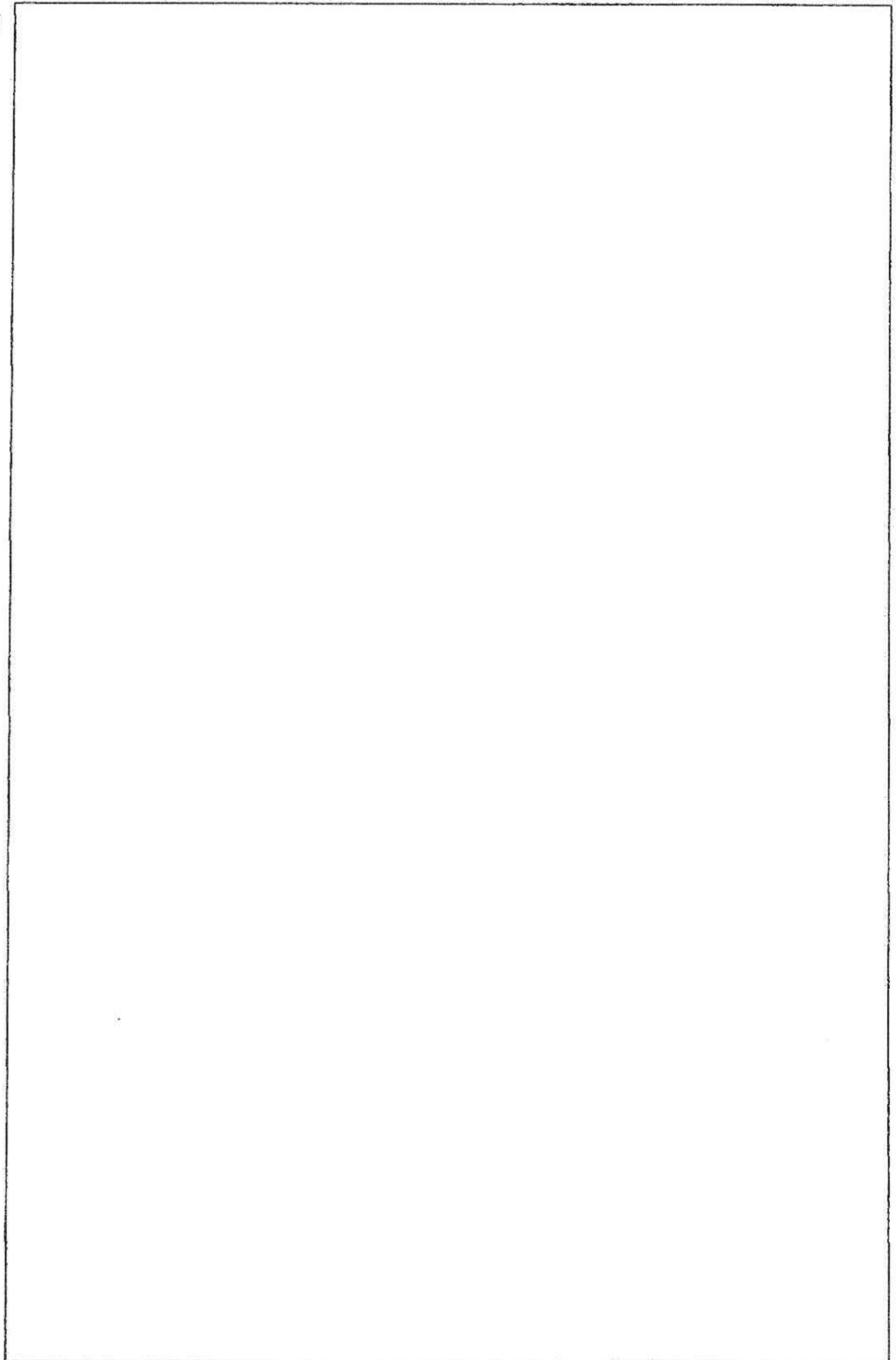
Bude

Cornwall

EX23 8BX

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.



JAY'S AIM - HELPING YOUNG HEARTS

England & Wales - Charity number 1176807

Accounts

Trustees' Annual Report for the period						
		Period start date			Period end date	
From	Day 01	Month 04	Year 2021	To	Day 31	Month 03
			Year 2022			

Section A Reference and administration details

Charity name	JAY'S AIM – Helping Young Hearts
Other names charity is known by	JAY'S AIM
Registered charity number (if any)	1176807
Charity's principal address	Fieldbank House
	Howton Road
	Newton Abbot
	Postcode TQ12 6NE

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Daniel Osborne	Chair		
2	Samantha Ford			
3	Brook Osborne			
4	Simon Osborne			
5	Elizabeth Pugh			
6				
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13				
14				
15				
16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

--

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document <i>(eg. trust deed, constitution)</i>	Constitution
How the charity is constituted <i>(eg. trust, association, company)</i>	Charitable Incorporated Organisation
Trustee selection methods <i>(eg. appointed by, elected by)</i>	Current trustees are original founders. New trustees must be appointed [for a term of 2 years] by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

In this financial year the charity has opened a trading subsidiary, JAY'S AIM Shop Ltd. The charity has provided a loan to the subsidiary which is secured by a fixed and floating charge, the loan is repayable on demand.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

To prevent cardiac death of young people (aged 14-35) in the South West of England (Cornwall, Devon, Somerset and Dorset). In particular but not exclusively by presentations in schools, businesses and sports clubs that raise awareness of cardiac risk and cardiac screening, as well as the saving of lives through the provision of emergency lifesaving equipment and lifesaving training.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Community CPR and AED training.

The charity visits primary schools, secondary schools, universities and sports clubs and tailors its sessions to meet the needs of a large variety of age groups. The charity's basic CPR/AED session lasts for 60 minutes and can train up to 35 people at one time using individual manikins. The charity explains how a defibrillator works and uses its training defibrillator to role play a life-like situation of someone having a cardiac arrest. The charity also provides information about the charity and cardiac issues affecting young people at the sessions.

Provision of Public Access Defibrillators in places of need.

The charity provides public access defibrillators in places of need together with appropriate signage. This can be local sports clubs, busy locations, and schools for example. The charity tries to ensure that all defibrillators are available to any member of the public 24/7 where possible. It also ensures that all the defibrillators are registered with the South West Ambulance Foundation Trust (now 'The Circuit' administered by the BHF) so that people are directed to them when phoning 999 in an emergency.

Promotion of heart screening in young people.

The charity informs young people about the risks of sudden cardiac death and encourages them to attend heart screening events run by the charity Cardiac Risk in the Young (CRY). The charity's website has a link to CRY's registration page and it actively promotes upcoming screening events being held in the South West. The charity also aims to fund some of these screening sessions.

In setting their objectives the trustees have given careful consideration to the Charity commission's guidance on public benefit.

Additional details of objectives and activities (Optional information)

You may choose to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Jay's Aim proud of what we achieved during the period covered by this report and have outlined our key achievements below.

CPR/AED Training- Our CPR/AED training could not restart again until mid July 2021 due to Covid-19 restrictions. The number of people trained between mid July and the end of this reporting period was 2,987 people.

Public Access Defibrillators - During the period the charity provided 49 PAD's to places in need.

We are very proud of two new schemes that we launched, as well as our normal online application system, during the period:

1. In August 2021 the 'Devon and Somerset Football Club Scheme' was launched in joint partnership with the Adam Stansfield Foundation to provide defibrillators in football clubs in Devon and Somerset.
2. In February 2022 the Defibrillator ' Place of Education' scheme was launched in conjunction with GM Insurance and Aviva Insurance to provide defibrillators in places of education in the South West.

Heart Screenings – Unfortunately our scheduled CRY cardiac screening session for 200 young people (scheduled for July 2020) had to be postponed due to the pandemic. It was rescheduled for April 2022 in Bude, Cornwall.

Other achievements- In May 2021 the new Jay's Aim website was launched including some fresh new branding.

A trading subsidiary Jay's Aim Shop Ltd was also set up to sell defibrillator/CPR related goods with all profits being donated to the Charity.

We are again very grateful to all our supporters, fundraisers and organisations/businesses who have enabled us to achieve the above.

Section E Financial review

Brief statement of the charity's policy on reserves

In order to maintain financial stability, the trustees reserve policy is to hold sufficient monies in the bank account to cover between 6 months and 12 months of annual expenditure.

As of 31/03/2022 the charity had £58,336 in reserve.

Details of any funds materially in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

The charities principle source of funding comes from donations from individuals, clubs and businesses.

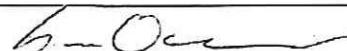
Section F Other optional information

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Mr Simon Osborne

Position (eg Secretary, Chair, etc)

Date

26/01/2023



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
JAY'S AIM- Helping Young Hearts

No (if any)
1176807

CC16a

Receipts and payments accounts

For the period from	Period start date 01/04/2021	To	Period end date 31/03/2022
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
In - other	52	-	-	52	7,133
In - gift aid reclaim	380	-	-	380	-
In - donation	53,077	-	-	53,077	35,368
In - grant	-	30,000	-	30,000	12,500
In - justgiving	21,013	-	-	21,013	14,383
In - stripe donations	3,007	-	-	3,007	-
	-	-	-	-	-
Sub total (Gross income for AR)	77,529	30,000	-	107,529	69,385
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	77,529	30,000	-	107,529	69,385
A3 Payments					
Out - signage	1,998	-	-	1,998	3,510
Out - expenses	318	-	-	318	585
Out - other	508	-	-	508	5,678
Out - stripe charges	51	-	-	51	-
Out - defibrillators and cabinets	48,226	8,100	-	56,326	42,925
Out - CPR Training	9,743	-	-	9,743	6,078
Out - travel and motor costs	1,681	-	-	1,681	-
Out - advertising and website	2,101	-	-	2,101	-
Out - costs for trading subsidiary	1,209	-	-	1,209	-
Out - refunds	325	-	-	325	-
	-	-	-	-	-
Sub total	66,160	8,100	-	74,260	58,777
A4 Asset and investment purchases, (see table)					
Equipment	80	-	-	80	13,824
Purchase of investments	1	-	-	1	-
Loans made	21,999	-	-	21,999	-
	-	-	-	-	-
Sub total	22,080	-	-	22,080	13,824
Total payments	88,240	8,100	-	96,340	72,601
Net of receipts/(payments)	- 10,711	21,900	-	11,189	- 3,216
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	47,147	-	-	47,147	50,363
Cash funds this year end	36,436	21,900	-	58,336	47,147

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at bank	36,436	21,900	-
		-	-	-
		-	-	-
	Total cash funds	36,436	21,900	-

(agree balances with receipts and payments account(s))

OK

OK

OK

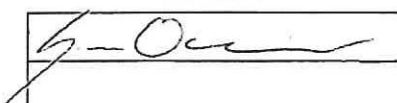
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Loan to trading subsidiary	21,999	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	Investment in trading subsidiary	Unrestricted	1	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Van	Unrestricted	8,000	-
	Manikins	Unrestricted	5,655	-
	Printer	Unrestricted	169	-
	Projector	Unrestricted	80	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Mr Simon Osborne	26/01/2023



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
JAY'S AIM- Helping Young Hearts

**On accounts for the year
ended**

31 st March 2022	Charity no (if any)	1176807
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Set out on pages

6 & 7
(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2022**.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:  **Date:** 30.1.23

Name: David Nigel Cox FCA

**Relevant professional
qualification(s) or body
(if any):** ICAEW

Address: Metherell Gard Ltd
Chartered Accountants
Burn View
Bude
Cornwall
EX23 8BX

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

JAY'S AIM - HELPING YOUNG HEARTS

England & Wales - Charity number 1176807

Accounts

Trustees' Annual Report for the period							
From	Period start date			To	Period end date		
		01	04		2020		31

Section A Reference and administration details

Charity name	Jay's AIM – Helping Young Hearts
Other names charity is known by	Jay's Aim
Registered charity number (if any)	1176807
Charity's principal address	Fieldbank House, Howton Road, Newton Abbot
	Postcode TQ12 6NE

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Daniel Osborne	Chair		
2	Samantha Ford			
3	Brook Osborne			
4	Simon Osborne			
5	Beth Osborne			
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18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Current trustees are original founders. New trustees must be appointed [for a term of 2 years] by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional governance issues (Optional information)

<p>You may choose to include additional information, where relevant, about:</p> <ul style="list-style-type: none"> • policies and procedures adopted for the induction and training of trustees; • the charity's organisational structure and any wider network with which the charity works; • relationship with any related parties; • trustees' consideration of major risks and the system and procedures to manage them. 	
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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

To prevent cardiac death of young people (aged 14-35) in the South West of England (Cornwall, Devon, Somerset and Dorset). In particular but not exclusively by presentations in schools, businesses and sports clubs that raise awareness of cardiac risk and cardiac screening, as well as the saving of lives through the provision of emergency life saving equipment and life saving training.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Community CPR and AED training.

The charity visits primary schools, secondary schools, universities and sports clubs and tailors its sessions to meet the needs of a large variety of age groups. The charity's basic CPR/AED session lasts for 60 minutes and can train up to 35 people at one time using individual manikins. The charity explains how a defibrillator works and uses its training defibrillator to role play a life-like situation of someone having a cardiac arrest. The charity also provides information about the charity and cardiac issues affecting young people at the sessions.

Provision of Public Access Defibrillators in places of need.

The charity provides public access defibrillators in places of need together with appropriate signage. This can be local sports clubs, busy locations, and schools for example. The charity tries to ensure that all defibrillators are available to any member of the public 24/7 where possible. It also ensures that all the defibrillators are registered with the South West Ambulance Foundation Trust (now 'The Circuit' administered by the BHF) so that people are directed to them when phoning 999 in an emergency.

Promotion of heart screening in young people.

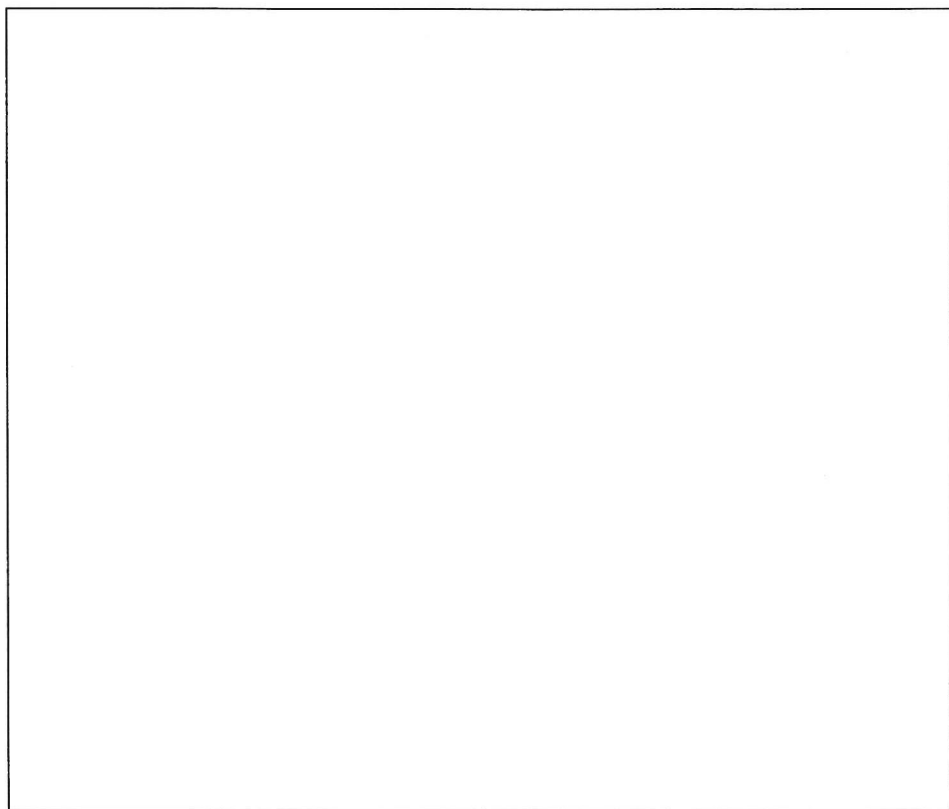
The charity informs young people about the risks of sudden cardiac death and encourages them to attend heart screening events run by the charity Cardiac Risk in the Young (CRY). The charity's website has a link to CRY's registration page and it actively promotes upcoming screening events being held in the South West. The charity also aims to fund some of these screening sessions.

In setting their objectives the trustees have given careful consideration to the Charity commission's guidance on public benefit.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Section D

Achievements and performance

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

The period covered by this annual report has been a difficult time for all charities. The Covid-19 pandemic started as this period began and continued at the end of this annual period. Jay's Aim are incredibly proud of what we achieved during this difficult time and have outlined our key achievements below.

CPR/AED Training - First Aid providers could not deliver CPR/AED training during this period – this guidance was set out by the Resuscitation Council UK.

Public Access Defibrillators – As we were unable to carry out any CPR/AED training during this period the charity decided to focus the majority of our time and resources on providing public access defibrillators (PAD's). During the period the charity provided 41 PAD's to places in need.

We are very proud of two new schemes that we ran, as well as our normal online application system, during the period:

1. A national scheme where any Surf Life Saving Club (SLSC) could loan a defibrillator from the charity free of charge for the summer period. This was in response to a delayed start by the RNLI beach lifeguards due to the Covid-19 outbreak. Often the only lifeguarding cover on beaches was provided by local SLSC's – our scheme ensured each club had this vital piece of equipment to ensure a life could be saved if needed.
2. The Jay's Aim Cornwall and Devon Rugby Club Defibrillator Scheme. This scheme funded a defibrillator for all registered rugby clubs in Cornwall and Devon that did not already own their own defibrillator. We also provided a public access cabinet for all of the defibrillators we funded – making them available for the local community 24/7.

Heart Screenings – Unfortunately our scheduled CRY cardiac screening session for 200 young people (scheduled for July 2020) had to be postponed due to the pandemic. It has been rescheduled for April 2022 in Bude, Cornwall.

We are very grateful to a number of schools and businesses that have supported us during this difficult time. In particular we would like to mention both Newton Abbot College and West Buckland School who decided to continue to support us for a second academic.

Section E

Financial review

Brief statement of the charity's policy on reserves

In order to maintain financial stability, the trustees reserves policy is to hold sufficient monies in the bank account to cover between 6 months and 12 months of annual expenditure.

As of 31/03/2021 the charity had £47,146.70 in reserve.

Details of any funds materially in deficit

Further financial review details (Optional information)

You may choose to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

The charities principle source of funding comes from donations from individuals, clubs and businesses.

Section F

Other optional information

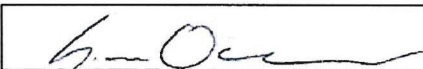
Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Simon Osborne

Position (eg Secretary, Chair, etc)

Trustee

Date

27/01/2022

Charity Name JAY'S AIM - Helping Young Hearts	No (if any) 1176807
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using form
CC16a

Receipts and payments accounts

For the period from	Period start 01/04/2020	To	Period end date 31/03/2021
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Section A Receipts and payments

	Unrestricted funds (cash)	Restricted funds	Endowment funds (portfolio)	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
in - other	7,133.25	-	-	7,133.25	4,539
in - gift aid reclaim	-	-	-	-	-
in - donation	35,368.39	-	-	35,368.39	44,971
in - grant	-	12,500	-	12,500.00	-
in - justgiving	14,383.36	-	-	14,383.36	16,096
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	56,885.00	12,500	-	69,385.00	65,606
A2 Asset and investment sales (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	56,885.00	12,500	-	69,385.00	65,606
A3 Payments					
out - signage	3,510.29	-	-	3,510.29	1,885
out - expenses	584.84	-	-	584.84	1,587
out - other	5,677.90	-	-	5,677.90	8,199
Out - defibrillator	31,085.72	-	-	31,085.72	20,908
out - Cabinet	11,839.50	-	-	11,839.50	7,466
Out- CPR Training	6,078.29	-	-	6,078.29	New Category
	-	-	-	-	-
Sub total	58,776.54	-	-	58,776.54	40,045
A4 Asset and investment purchases (see table)					
Van	8,000.00	-	-	8,000.00	-
Manikins	5,655.20	-	-	5,655.20	-
Printer	169.17	-	-	169.17	-
Sub total	13,824.37	-	-	13,824.37	-
Total payments	72,600.91	-	-	72,600.91	40,045
Net of receipts/(payments)	- 15,715.91	12,500	-	- 3,215.91	25,561
A5 Transfers between funds	12,500.00	- 12,500	-	-	-
A6 Cash funds last year end	50,362.61			50,362.61	24,802
Cash funds this year end	£47,146.70			47,146.70	50,363

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Total cash funds	47,146.70	-	-
		-	-	-
		-	-	-
	Total cash funds (agree balances with receipts and payments account(s))	47,146.70	-	-
	OK	OK	OK	

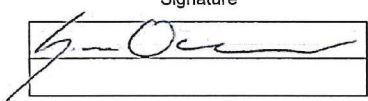
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Endowment funds	Cost (optional)	Current value (optional)
B3 Investment assets				
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Van	Unrestricted	8,000	-
	Manikins	Unrestricted	5,655	-
	Printer	Unrestricted	169	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Simon Osborne	27/01/2022

Independent Examiner's Report
to the Trustees of Jay's AIM- Helping young hearts

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31st March 2021 which include the Section A Receipts and payments and Section B Statement of assets and liabilities at the end of the period.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



David Nigel Cox FCA

Metherell Gard Ltd
Chartered Accountants
Burn View
Bude
Cornwall
EX23 8BX

27.1.22