

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

**Section A Reference and administration details**

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

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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.

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.

The Charity appointed a Charity Manager on a part time (2 days a week) basis on 1/4/2023.

## 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

### 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.

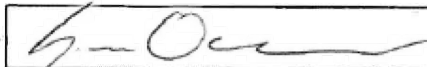
## Section F Other optional information

## 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

15.01.2026



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	To	Period end date
	01/04/2024		31/03/2025

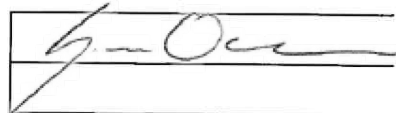
### Section A Receipts and payments

	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 £
<b>A1 Receipts</b>					
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
<b>Sub total (Gross income for AR)</b>	<b>98,040</b>	<b>13,000</b>	<b>-</b>	<b>111,040</b>	<b>102,892</b>
<b>A2 Asset and investment sales, (see table).</b>					
In - Sale of asset (Van)	9,555	-	-	9,555	-
In - Loan repayment	21,999	-	-	21,999	-
<b>Sub total</b>	<b>31,554</b>	<b>-</b>	<b>-</b>	<b>31,554</b>	<b>-</b>
<b>Total receipts</b>	<b>129,594</b>	<b>13,000</b>	<b>-</b>	<b>142,594</b>	<b>102,892</b>
<b>A3 Payments</b>					
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 contributions	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
<b>Sub total</b>	<b>123,327</b>	<b>3,000</b>	<b>-</b>	<b>126,327</b>	<b>83,125</b>
<b>A4 Asset and investment purchases, (see table)</b>					
Equipment	23,984	-	-	23,984	481
Purchase of investments	-	-	-	-	-
Costs paid for trading subsidiary	162	-	-	162	-
<b>Sub total</b>	<b>24,146</b>	<b>-</b>	<b>-</b>	<b>24,146</b>	<b>481</b>
<b>Total payments</b>	<b>147,473</b>	<b>3,000</b>	<b>-</b>	<b>150,473</b>	<b>83,606</b>
<b>Net of receipts/(payments)</b>	<b>- 17,879</b>	<b>10,000</b>	<b>-</b>	<b>- 7,879</b>	<b>19,286</b>
<b>A5 Transfers between funds</b>	<b>10,000</b>	<b>- 10,000</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>66,520</b>	<b>-</b>	<b>-</b>	<b>66,520</b>	<b>47,234</b>
<b>Cash funds this year end</b>	<b>58,640</b>	<b>-</b>	<b>-</b>	<b>58,640</b>	<b>66,520</b>

## 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 £
<b>B1 Cash funds</b>	Cash at bank	58,640	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>58,640</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>	Loan to trading subsidiary	-	-	-
	Costs paid for trading subsidiary	162	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Investment in trading subsidiary	Unrestricted	1	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	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	-
<b>B5 Liabilities</b>	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	

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

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





# CHARITY COMMISSION FOR ENGLAND AND WALES

## Independent examiner's report on the accounts

### 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<sup>st</sup> 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.