



# We Are Donors Annual Trustee Report 2023-2024

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## Section A - Reference and administration details

From (start date): To (end date):	01/07/2023 30/06/2024
Charity Name: Other Names:	We Are Donors The charity is not known by any other names
Registered charity number:	1178843
Charity's principal address:	20 Peat Moors, Headington, Oxford, OX3 7HS

## Trustees

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (of body entitled to appoint trustee (if any))
Matthew Byrne	Chair	Whole year	
Matthew Symington		Whole year	
Charlotte Braithwaite Shirley	Treasurer	Whole year	
Jenny Whitby		Whole year	
Laura Whitter		Whole year	
Maddy Green		Whole year (stepped down on 30/6/24)	
Joe Battle	Secretary	Whole year	

## Advisors

Names and addresses of advisors (optional information)

Name	Type of advisor	Address
None		

## Management team

Charity Manager	Izzy Harvey-Kelly (start date May 2023, end date 28/6/24)
Charity Manager	Olalekan Obisesan (start date 17/6/2024)
Chair	Matthew Byrne
Operations	Matthew Symington
Secretary	Joseph Battle
Operations	Maddy Green (stepped down 30/6/24)
Treasurer	Charlotte Brathwaite-Shirley
Education Lead	Jenny Whitby
Blood Donation Lead	Laura Whitter
Recruitment Lead	Sophie Hughes
Social Media Lead	Jade McKeown
Social Media Team member	Eileen Chen
Social media team member	Oliver Skan (left at end of year)
Website development	Joseph Battle
Education Lead	Jenny Whitby
Education Team Member	Zaha Kamran Siddique
Education team member	Milosz Wojtowicz (left at end of year)
Blood Donation Lead	Laura Whitter
Blood donation Team Member	Zoe Kirkham (left at end of year)
Research Team joint lead	Kaiyang Song
Research Team joint lead	Eleanor Duck (left at end of year)
Research Team Lead	James Convill (left 7/2/24)

## Section B - Structure, governance and management

Type of governing document:	Constitution
How the charity is constituted:	CIO - FOUNDATION
Trustee selection methods:	Elected by existing trustees

### Additional governance issues (optional)

<p>You may choose to include additional information, where relevant, about:</p> <ul style="list-style-type: none"> <li>• policies and procedures adopted for the induction and training of trustees;</li> </ul>	<p>The We Are Donors Charity has multiple locally run We Are Donors Groups. These groups consist of: a 'Local Lead' that has overall responsibility for the group, and who is appointed following an interview with the We Are Donors management team or Board of Trustees; a 'Local Committee' that the Local Lead appoints and is elected each year by members of each Group.</p>
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<ul style="list-style-type: none"> <li>the charity's organisational structure and any wider network with which the charity works;</li> <li>relationship with any related parties;</li> <li>trustees' consideration of major risks and the system and procedures to manage them.</li> </ul>	<p>Each group meets with a member of the We Are Donors management team at least every 12 weeks to monitor progress and address any issues that may have arisen.</p> <p>The We Are Donors management team and Board of Trustees meet at least every 12 weeks to monitor progress and address any issues that may have arisen.</p> <p>Our educational materials have been reviewed by individuals with experience in blood and organ donation, transplantation, education, and ethics, and by NHS Blood and Transplant. The materials have previously been reviewed by the Newcastle University Research Ethics Committee.</p> <p>We have a comprehensive set of policies and procedures that are distributed to all parties to help protect all parties involved. All volunteers receive standardised training and we have developed standardised communication templates to ensure that communications from each We Are Donors group is as clear as possible.</p> <p>Apart from our charity manager (contracted through a recruitment agency), all members (including Trustees and Advisors) are volunteers and are unpaid.</p>
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## Section C - Objectives and activities

<p>Summary of the objects of the charity set out in its governing document</p>	<p>WE ARE DONORS PROVIDES EDUCATION FOR THE PUBLIC IN GENERAL (AND PARTICULARLY AMONGST YOUNG PEOPLE UNDER THE AGE OF 25) IN THE SUBJECTS OF BLOOD, ORGAN, TISSUE, STEM CELL, AND BONE MARROW DONATION AND TRANSPLANTATION, INCLUDING DONOR REGISTRATION, IN SUCH WAYS AS THE TRUSTEES SEE FIT FOR THE BENEFIT OF THE GENERAL PUBLIC.</p>
<p>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)</p>	<p>We have delivered talks about organ donation to schools and universities in Bristol, Belfast, Cambridge, Cardiff, Dundee, Keele, Oxford, Newcastle, Sheffield, UCL, KCL.</p> <p>Our groups organised blood donation events - including general awareness events, what's your blood type events, and blood drives in collaboration with NHS Blood and Transplant.</p> <p>This year our Education Team worked with 'The Prezenter' - a graphics design company to create a blood donation education presentation for use in secondary schools.</p> <p>We have active social media accounts at the local and national level that produce and circulate digital marketing materials which increase awareness about blood and organ donation.</p>

	<p>We reopened Local Lead recruitment from across the UK, although we did not actively try to recruit new local groups.</p> <p>All charity trustees have regard to the commission's public benefit guidance. They are all aware of the guidance and have all taken it into account when making a decision to which the guidance is relevant.</p>
<p>Additional details of objectives and activities (optional information)</p> <p>You may choose to include further statements, where relevant, about:</p> <ul style="list-style-type: none"> <li>• policy on grantmaking</li> <li>• policy programme related investment</li> <li>• contribution made by volunteers.</li> </ul>	NA

## Section D - Achievements and performance

<p>Summary of the main achievements of the charity during the year</p>	<p>We had a highly successful year and we made great progress in our mission to empower young people to make an informed decision about blood and organ donation.</p> <ul style="list-style-type: none"> <li>• 3639 school students from 15 schools (20 talks) around the UK heard our presentation about the importance of organ donation - compared to 3418 the year before.</li> <li>• 1469 students attended our blood donation events and we registered 562 new blood donors - compared to 540 the year before.</li> <li>• 170 individuals gave blood following our events - whose donations will have saved or changed the lives of approximately 510 people.</li> <li>• We worked with a graphics design company to create a secondary school talk on blood donation.</li> <li>• We obtained another NHSBT grant to deliver our programmes to Black African and Black Caribbean student communities.</li> <li>• We won 2nd prize at the Smiley Charity Awards for our 'What is Organ Donation' video. This was a national competition.</li> </ul>
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## Section E - Financial review

<p>Brief statement of the charity's policy on reserves</p>	<p>The Trustees have agreed a reserve policy of £50,000 for this financial year of unrestricted funds. This would enable our current activities to continue in the short term if funding drops and allow for continuation of charity activities for 1 year. This includes being able to continue payment of charity manager and running costs in case of closure.</p>
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## We Are Donors Annual Trustee Report 2023-2024

Details of any funds materially in deficit	Nil
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### Further financial review details (optional information)

<p>You may choose to include additional information, where relevant, about:</p> <ul style="list-style-type: none"> <li>the charity's principal sources of funds (including any fundraising);</li> <li>how expenditure has supported the key objectives of the charity;</li> <li>investment policy and objectives including any ethical investment policy adopted.</li> </ul>	<p><b>Financial Review</b></p> <p>Our total income was £26,194.04 and our total outgoings were £41,820.34.</p> <p>It has been encouraging to see an increase in income from donations and public fundraising efforts as well as our first legacy and in memory donations. This demonstrates that as we continue to grow our important work is being recognised by the public and our visibility is growing. We have continued to be successful in securing annual NHSBT funding allowing us to continue and expand our work reducing inequalities amongst minority ethnic groups in organ and blood donation, supporting the key objectives of our charity.</p> <p>Our continued success has, naturally, led to an increase in workload and expenditure requiring a change in structure for the charity. We have adapted to the changes in our income and sought support for the charity in the means of hiring our charity manager to assist with the efficiency and management of a growing charity to achieve our charitable goals.</p> <p>Our expenditure has allowed us to further develop our educational materials tailored to feedback received from the public which is key to deliver high quality education on organ and blood donation supporting the key objectives of the charity. Hiring a charity manager has increased our outputs and supports our volunteers, seeing increases in our impact and satisfaction from our charitable work through this.</p> <p>Our largest income came from public fundraiser donations and in memory/legacy donations. Although in comparison to 22/23 there is a significant drop in income from donations this is because last year was extraordinary and we continue to grow our income from donations steadily outside of this which is encouraging.</p> <p>Our largest expenditure was on charity manager who works to oversee the day to day activities of the charity, support our volunteers and assist the board in ensuring we have maximal impact in our charitable Activities.</p> <p>The board of trustees are aware that at current our expenditure exceeds our income and increasing our income, especially unrestricted funds, is a key priority for the charity in the upcoming financial year.</p>
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## Section F - Other optional information

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:



Name: Matthew Byrne  
Position: Trustee, Chair  
Date: 27/4/2025



## **WE ARE DONORS**

Charity number 1178843

### **FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2024**



**WE ARE DONORS**

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**FOR THE YEAR ENDED 30 JUNE 2024**

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## WE ARE DONORS

### LEGAL AND ADMINISTRATION INFORMATION FOR THE YEAR ENDED 30 JUNE 2024

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**Charity Number** 1178843

**Trustees** Matthew Byrne Chair - Whole year  
Matthew Symington - Whole year  
Charlotte Braithwaite-Shirley - Treasurer - Whole year  
Jenny Whitby - Whole year  
Laura Whitter - Whole year  
Maddy Green - Whole year (stepped down on 30/6/24)  
Joe Battle - Secretary - Whole year

**Registered Address** 20 Peat Moors,  
Headington,  
Oxford,  
OX3 7HS

**Independent Examiners** Community360  
Winsleys House  
High Street  
Colchester  
CO1 1UG

**Bank** Lloyds Bank PLC

## WE ARE DONORS

### INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 30 June 2024

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I report on the accounts of We Are Donors for the year ended 30 June 2024 which are set out on pages three to six.

#### **Respective responsibilities of trustees and examiner**

The Charity's Trustees are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year (under section 144 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act;
- To follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 145(5)(b) of the Charities Act); and
- To state whether particular matters have come to my attention.

#### **Basis of independent examiner's Statement**

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes considerations of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently I do not express an audit opinion on the view given by the accounts.

#### **Independent examiner's statement**

In connection with my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

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

I 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 Courtier FMAAT MIP AATQB for and on behalf of:  
Community360, Winsley's House  
High Street, Colchester, Essex



Date 24/07/2025

## WE ARE DONORS

### STATEMENT OF RECEIPTS AND PAYMENTS FOR THE YEAR ENDED 30 JUNE 2024

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
<b>Incoming resources</b>					
<b>Donations &amp; legacies:</b>					
Donations - Public/Fundraising		8,979	9,366	18,345	101,410
Donations - In memory/legacy		1,418	-	1,418	-
<b>Income from charitable activities:</b>					
Grants		-	6,432	6,432	19,955
Other incoming		-	-	-	261
<b>Total incoming resources</b>		<b>10,397</b>	<b>15,798</b>	<b>26,195</b>	<b>121,626</b>
<b>Resources expended</b>					
Charitable activities		22,462	19,359	41,821	37,178
<b>Total resources expended</b>		<b>22,462</b>	<b>19,359</b>	<b>41,821</b>	<b>37,178</b>
<b>Net movement in funds</b>		<b>(12,065)</b>	<b>(3,561)</b>	<b>(15,626)</b>	<b>84,448</b>
Transfer between funds		(311)	311	-	-
Funds balances at 1 July 2023		75,156	17,616	92,772	8,324
<b>Funds balances at 30 June 2024</b>		<b>62,780</b>	<b>14,366</b>	<b>77,146</b>	<b>92,772</b>

The notes on pages 5 - 6 form part of these accounts.


## WE ARE DONORS

### BALANCE SHEET AS AT 30 JUNE 2024

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	Note	2024 £	2023 £
<b>Cash Funds</b>			
Cash at bank and in hand		77,146	92,772
		<u>77,146</u>	<u>92,772</u>
<b>Funds</b>			
Unrestricted revenue reserves	6	62,780	75,156
Restricted revenue reserves	6	14,366	17,616
<b>Total funds</b>		<u>77,146</u>	<u>92,772</u>

The financial statement was presented and approved by the Board of Trustees on 11th August 2024 and authorised for issue on 26th February 2025, signed on Trustees behalf by:

 \_\_\_\_\_ Date: 15th July 2025

Dr Matthew Byrne - Trustee & Chair

# WE ARE DONORS

## NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2024

### 1. Accounting Policies

#### Basis of preparing the financial statements

The financial statements have been prepared in accordance with Accounting and Reporting by Charities and with the requirements of the Charities Act 2011. The charity meets the conditions for preparation of accounts on a receipt and payment basis the Trustees have elected to prepare the accounts in this manner.

#### Funds accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in delivering the objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds to be used in accordance with specific restrictions imposed by the donor or if raised for particular purpose.

#### Income

Donations and grants are included in income when they are receivable. Donations and grants for particular purposes are included in income as restricted funds.

#### Expenditure

These are recognised as soon as there is a legal or constructive obligation committing to that expenditure. Expenditure is accounted for on a receipt and payment basis.

2. Funds	Balance at 01/07/2023	Additions	Expended	Transfers	Balance at 30/06/2024
<b><u>Unrestricted Funds</u></b>					
General	75,156	10,397	(22,462)	(311)	62,780
<b><u>Restricted fund</u></b>					
Belfast	-	9,366	-	-	9,366
Bridgeford Trust	-	5,000	-	-	5,000
NHSBT	17,616	1,432	(19,359)	311	-
Total Restricted	<u>17,616</u>	<u>15,798</u>	<u>(19,359)</u>	<u>311</u>	<u>14,366</u>
<b>Total</b>	<u><b>92,772</b></u>	<u><b>26,195</b></u>	<u><b>(41,821)</b></u>	<u><b>-</b></u>	<u><b>77,146</b></u>

### 3. Staff

There were no employees during the year.

## WE ARE DONORS

### INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 JUNE 2024

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	2024 Total £	2023 Total £
<b>Income</b>		
Donations - Public/Fundraising	18,345	101,410
Donations - In memory/legacy	1,418	-
Grants	6,432	19,955
Other	-	261
<b>Total income</b>	<u>26,195</u>	<u>121,626</u>
<b>Expenditure</b>		
Educational/Presentation materials	4,745	17,322
Consultancy Costs	27,510	15,831
Professional Fees	924	451
Promotional materials	6,451	1,272
Subscriptions	728	433
Advertising and Marketing	913	1,493
Postage	98	-
Travel and Subsistence	452	375
<b>Total expenditure</b>	<u>41,821</u>	<u>37,177</u>
<b>Net movement in funds</b>	<u>(15,626)</u>	<u>84,449</u>
Cash funds at 1 July 2023	92,772	8,324
<b>Cash funds at 30 June 2024</b>	<u><u>77,146</u></u>	<u><u>92,773</u></u>