



We Are Donors Annual Trustee Report 2024-2025

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Section A - Reference and administration details

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| From (start date): To (end date): | 01/07/2024 30/06/2025 |
| 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 | | Until 2/1/25 | |
| Charlotte Braithwaite Shirley | Treasurer | Treasurer until 21/3/25 Trustee for whole year (has a reduced role due to maternity leave) | |
| Jenny Whitby | | Whole year | |
| Laura Whitter | | Whole year | |
| Joe Battle | Secretary | Until 10/4/25 | |
| Jade McKeown | | From 23/1/25 | |
| Martha Weisenbart | Treasurer | Started 21/3/25 | |

Advisors

Names and addresses of advisers (optional information)

| Name | Type of advisor | Address |
|------|-----------------|---------|
| None | | |

Management team

| | |
|--------------------------|--------------------------------------|
| Charity Manager | Olalekan Obisesan |
| Chair | Matthew Byrne |
| Operations | Matthew Symington |
| Secretary | Joseph Battle (stepped down 10/4/25) |
| 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 (until 14/4/25) |
| Education Lead | Jenny Whitby |
| Education Team Member | Zaha Kamran Siddique |
| Blood Donation Lead | Laura Whitter |
| Research Team joint lead | Kaiyang Song (until 23/1/25) |

Section B - Structure, governance and management

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

Additional governance issues (optional)

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| <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. | <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> <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,</p> |
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| | <p>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

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| Summary of the objects of the charity set out in its governing document | 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. |
| 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>We have delivered talks about organ donation to schools and universities in Belfast, Bristol, Cambridge, Dundee, KCL, Newcastle, Oxford, Sheffield, and Warwick</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>Local Lead recruitment is open 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> |
| Additional details of objectives and activities (optional information) You may choose to include | NA |

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| <p>further statements, where relevant, about:</p> <ul style="list-style-type: none"> • policy on grantmaking • policy programme related investment • contribution made by volunteers. | |
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Section D - Achievements and performance

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| <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"> • 3545 school students from 24 schools (34 talks) around the UK heard our presentation about the importance of organ donation. • 24 blood events including: 5 What's your blood type events, 5 minority ethnicity outreach events. These events engaged 1933 people. • We obtained another NHSBT grant to deliver our programmes to Black African and Black Caribbean student communities. • We engaged MPs about organ donation at the parliamentary event on organ donation hosted by NHSBT and Rt Hon Bambos Charalambous • We started development of a blood donation game called Cell Jump. • We started development of a volunteer management system. |
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Section E - Financial review

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| <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> |
| <p>Details of any funds materially in deficit</p> | <p>Nil</p> |

Further financial review details (optional information)

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| <p>You may choose to include additional information, where relevant, about:</p> <ul style="list-style-type: none"> • the charity's principal sources of funds (including any | <p>Financial Review</p> <p>Our total income was £23,117.32 and our total outgoings were £50,117.80.</p> <p>We raised some money from the public this year but primarily our income</p> |
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| <p>fundraising);</p> <ul style="list-style-type: none">• how expenditure has supported the key objectives of the charity;• investment policy and objectives including any ethical investment policy adopted. | <p>arose from grants. We secured a two year grant from NHSBT 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 grants. There has been a decrease in public fundraising and we will seek to expand this next year as we have signed up for London Marathon spaces.</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: 18/4/2026

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WE ARE DONORS

STATEMENT OF RECEIPTS AND PAYMENTS FOR THE YEAR ENDED 30 JUNE 2025

| | Notes | Unrestricted funds £ | Restricted funds £ | Total 2025 £ | Total 2024 £ |
|---|-------|----------------------------|--------------------------|--------------------|--------------------|
| Incoming resources | | | | | |
| Donations & Legacies: | | | | | |
| Donations - Public/Fundraising | | 3,006 | - | 3,006 | 18,344 |
| Donations - In memory/legacy | | 160 | - | 160 | 1,418 |
| Incoming from charitable activities: | | - | - | - | - |
| Grants | | - | 19,951 | 19,951 | 6,432 |
| Other income | | - | - | - | - |
| Total Incoming Resources | | 3,166 | 19,951 | 23,117 | 26,194 |
| Resources expended | | | | | |
| Charitable Activities | | 33,862 | 16,316 | 50,178 | 41,820 |
| Total Resources expended | | 33,862 | 16,316 | 50,178 | 41,820 |
| Net Movement in funds | | (30,696) | (3,635) | (27,060) | (15,626) |
| Transfer between funds | | - | - | - | - |
| Fund balance at 1 July 2024 | | 62,781 | 14,366 | 77,146 | 92,773 |
| Fund balance at 30 June 2025 | | 32,085 | 18,001 | 50,086 | 77,146 |

Note: Figures are rounded to the nearest £; totals may not sum due to rounding

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BALANCE SHEET AS AT 30 JUNE 2025

| | Notes | 2025 | 2024 |
|-------------------------------|-------|--------------|--------------|
| | | £ | £ |
| Cash Funds | | | |
| Cash at the bank and in hand | | 50,086 | 77,146 |
| | | <hr/> 50,086 | <hr/> 77,146 |
| Funds | | | |
| Unrestricted revenue reserves | | 32,085 | 62,781 |
| Restricted revenue reserves | | 18,001 | 14,366 |
| Total Funds | | <hr/> 50,086 | <hr/> 77,146 |
| | | <hr/> | <hr/> |

Note: Figures are rounded to the nearest £; totals may not sum due to rounding

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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.

| Funds | Balance at 01/07/20 24 | Additions | Expended | Transfers | Balance at 30/06/2025 |
|----------------------------------|---|------------------|-----------------|------------------|----------------------------------|
| <u>Unrestricted Funds</u> | | | | | |
| General | 62,781 | 3,166 | 33,8612 | - | 32,085 |
| <u>Restricted Funds</u> | | | | | |
| Belfast | 9,366 | - | - | - | 9,366 |
| Bridgeford Trust | 5,000 | | 4,909 | - | 91 |
| NHSBT | - | 19,951 | 11,407 | | 8,544 |
| Total Restricted | 14,366 | 19,951 | 16,316 | - | 18,001 |
| Total | 77,146 | 23,117 | 50,178 | - | 50,086 |

Note: Figures are rounded to the nearest £; totals may not sum due to rounding

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INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 JUNE 2024

| | Total 2025 £ | Total 2024 £ |
|------------------------------------|-----------------------------|-----------------------------|
| Incoming resources | | |
| Donations & Legacies: | | |
| Donations - Public/Fundraising | 3,006 | 18,344 |
| Donations - In memory/legacy | 160 | 1,418 |
| Grants | 19,951 | 6,432 |
| Other | | |
| Total Income | 23,117 | 26,194 |
| | | |
| Expenditure | | |
| Educational/Presentation materials | | 4,745 |
| Consultancy Costs | 38,961 | 27,510 |
| Professional Fees | 6586 | 924 |
| Promotional materials | 1787 | 6,451 |
| Subscriptions | 1694 | 728 |
| Advertising and Marketing | 713 | 913 |
| Postage | 167 | 98 |
| Travel and Subsistence | 270 | 452 |
| Total Expenditure | 50,177.80 | 41,820 |
| | | |
| Net Movement in funds | (27,060) | (15,626) |
| | 77,146 | 92,772 |
| | | |
| Cash funds at 1 July 2024 | | |
| | | |
| Cash funds at at 30 June 2025 | 50,086 | 77,146 |

Note: Figures are rounded to the nearest £; totals may not sum due to rounding

We Are Donors Annual Trustee Report 2024-2025

These accounts were prepared by Ms Martha Weisenbart, We Are Donors Treasurer.

The financial statement was presented and approved by the Board of Trustees on 25th February 2026 and authorised for issue on 24th March 2026, signed on Trustees behalf by:



.....
Ms Martha Weisenbart - Trustee & Treasurer



.....
Dr Matthew Byrne - Trustee & Chair