

Trustee Report Blue for Jackson

April 2020 - March 2021

Type of governing document – Constitution

How the charity is constituted – Foundation CIO

Blue for Jackson was established in 2018 by Cheryl Yates after her son Jackson John Yates was killed in a car park accident in Manchester in August 2017. The campaign started as a gesture to keep the story of Jackson's accident in the forefront of people's minds about the dangers of car parks and overall road safety for young children and families.

The plan to deliver road safety materials in the local area and most primary schools was put on hold this year with the world standing to a halt in March 2020, entry to schools was difficult to arrange and most students started to work from home.

Reference and administration details **Charity name:** Blue for Jackson
Registered number: 1179152

Charity's principal address: 8 Coulson close Yarm Stockton on tees TS15 9TQ

Names of charity trustees who manage the charity during this period:

Cheryl Yates Founder/chair/trustee

Carl John Yates Trustee

Richard Graham Trustee

Amanda Bramley Trustee

Summary of purposes

Our purposes are still the same but this year we have not been able to deliver any of the road safety packs as BRAKE road safety charity had to change to online only due to the pandemic.

Blue for Jackson is a registered charity which promotes road safety for young children.

Primary purpose as set out in our constitution: 1. "To promote and advance the education on road safety for the public benefit, focusing on young children and parents in particular the dangers within car parks." We do this by providing educational materials designed and printed by another road safety charity BRAKE.

We deliver these free of charge to local primary schools and childcare facilities to benefit children of key stage one age (2-7 year olds) Blue for Jackson also has a secondary purpose:

2. "To provide bereavement materials and literature to local schools with Stockton borough council to support bereaved children and families." We do this by buying and donating bereavement books which we feel are appropriate and engaging for young children about grief. These are handed to schools to place in their library so lots of children have access to the

Main activities to meet our purposes

Donation of road safety materials, Brake's Beep Beep packs

UNABLE TO DONATION THIS YEAR DUE TO RESTRICTIONS OF THE PANDEMIC

Designed by Brake, these printed educational packs contain resources to teach approx. 50 children aged 2- 7 years old. Containing items such as activity cards with games and songs which help younger children to remember rules of the road, for example safe places to cross and what zebra crossings are. Each child will receive a certificate for being involved and take home a postcard which they will have coloured in promising to always hold an adults hand when walking near roads, or similar promises which can help young children learn the importance of being careful near traffic.



Sale of Parking Pals

The Parking pal sales were still running throughout the year after an initial halt due to Lockdown restrictions.

Parking Pals are a product from the USA which is designed to help young children stay near a vehicle when exiting the car. They are a circular magnet which can stick to the side of a car, with a colourful design this is appealing to smaller children and can help prevent them from leaving the side of car when in a potentially dangerous car park. Purchased in bulk from the USA they are sold at a small profit to help raise funds to purchase the road safety packs which we



provide to schools.

Sale of Tag*a*long handle

Still selling online and posting out to customers via Ebay

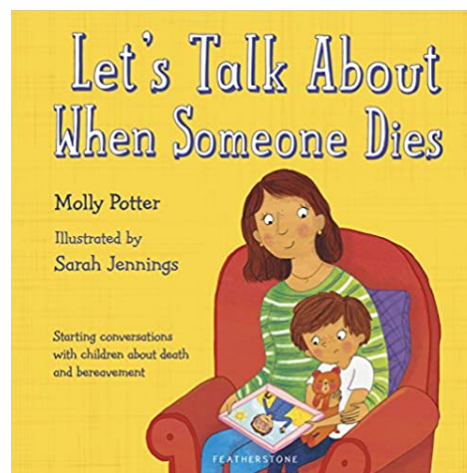
Another safety product from American called the TAG*A*LONG. A flexible handle which easily attached to a pram to teach children to stay close while gaining their walking independence. Sold also to gain funds to donate more materials these



Donation of Bereavement books

After Jackson's death we decided to purchase some bereavement books to donate to schools so they could be placed within the library and give more children access to this support, after first hand experience of seeing how the younger members of the family tried to deal with grief.

We heard lots of stories of bereavements within the school environment we decided to search out specific books which could help younger children on this subject.



- The Trustees have referred to the Charity Commission's general guidance on Public Benefit when reviewing its aims and objectives and planning its future activities. In particular, the Trustees have considered how the Charity's planned activities will contribute to the aims and objectives they have set for the organisation, ensuring public benefit continues to be delivered.

Summary of main achievements of the charity

April 2020

The country goes into lockdown and most schools close and start to introduce home schooling.

Sharing online activities and useful road safety websites on our facebook page.

October 2020

Donate 48 Beep Beep packs which were outstanding from the last orders.

Most are collected by teachers from home as school visits are still not advised.

November 2020

New colours of the Tag*a*long are available.

December 2020

Boxing day dip fundraising event at Seaton Crewe.

February 2021

Giveaway of bereavement books to local children via Facebook page.

As a run down of the year, only Road safety packs we already had before lockdown were available to donate and a supply of Bereavement books which we handed out along side the packs and to individuals who requested one to help a bereaved child.

Only a handful of parking pals were sold as these were on hold for the majority of the year.

Looking forward to 21/22 when restrictions hopefully lift and the production of Beep Beep packs start again for us to purchase, we aim to provide every Primary school within Teesside road safety materials and bereavement books.

We will continue to use our social media as a way to promote awareness of road safety and bereavement support as we feel this will benefit families.

These include; bereavement helplines or recommended books and websites, promoting and sponsoring child loss events like the Wave of

light event, sharing photos of improved road safety at family attractions or any news or awareness that we feel would benefit our target audience.

Financial review

Review of charities financial position

Available unrestricted funds in the charity bank account as of 31/03/2021 was £9578.

This is enough funds to keep up the running of the charity for what we aim to achieve within 2021/22.

We hold enough funds to provide donations and purchase Parking pals for approx 2 years.

Our main source of funds has been fundraising from individuals doing their own personal fundraising runs by receiving sponsorship. The Ali Brownlee fun run which used to be our biggest fundraising has now changed to the Middlesbrough run which we no longer are involved in.

A few schools which we have donated to still raise money for us, and we have received a donations from Yarm council and Paypal giving fund.

We have applied to Tesco community grant and hope to be chosen as one of their charity donations this year.

Future plans

To provide more schools in the local area with Beep Beep packs. Provide more Bereavement books to school libraries so more families can have access.

Keep looking for child safety products which we can donate to schools.

Keep raising awareness of road safety and Jacksons story

The trustees declare that they approved the trustees report above.

Signed on behalf of the charity trustees

Full Name Cheryl Yates

Position Chair/founder/trustee

Date 1 Feb 2022



CHARITY COMMISSION
FOR ENGLAND AND WALES

Blue for Jackson

No (if any)

Receipts and payments accounts

For the period
from

1st April 2020

To

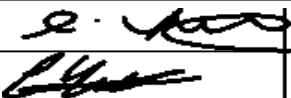

31st March 2021

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 £ |
|---|--|---|--|---------------------------------|
| A1 Receipts | | | | |
| Donations and sponsorship | 698 | - | - | 698 |
| Charitable activities Parking pals | 849 | - | - | 849 |
| | - | - | - | - |
| | - | - | - | - |
| | - | - | - | - |
| | - | - | - | - |
| | - | - | - | - |
| Sub total (Gross income for AR) | 1,547 | - | - | 1,547 |
| A2 Asset and investment sales, (see table). | | | | |
| | - | - | - | - |
| | - | - | - | - |
| Sub total | - | - | - | - |
| Total receipts | 1,547 | - | - | 1,547 |
| A3 Payments | | | | |
| Raising Funds (postage,admin) | 857 | - | - | 857 |
| Charitable activities | 985 | - | - | 985 |
| | - | - | - | - |
| | - | - | - | - |
| | - | - | - | - |
| | - | - | - | - |
| | - | - | - | - |
| | - | - | - | - |
| Sub total | 1,842 | - | - | 1,842 |
| A4 Asset and investment purchases, (see table) | | | | |
| | - | - | - | - |
| | - | - | - | - |
| Sub total | - | - | - | - |
| Total payments | 1,842 | - | - | 1,842 |
| Net of receipts/(payments) | - 295 | - | - | - 295 |
| A5 Transfers between funds | - | - | - | - |
| A6 Cash funds last year end | 10,483 | - | - | 10,483 |
| Cash funds this year end | 10,188 | - | - | 10,188 |

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

| Categories | Details | Unrestricted funds to nearest £ | Restricted funds to nearest £ |
|---|--|------------------------------------|----------------------------------|
| B1 Cash funds | | - | - |
| | | - | - |
| | | - | - |
| | Total cash funds | - | - |
| | (agree balances with receipts and payments account(s)) | Agreement Error | OK |
| B2 Other monetary assets | | - | - |
| | | - | - |
| | | - | - |
| | | - | - |
| | | - | - |
| | | - | - |
| | | - | - |
| B3 Investment assets | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |
| B4 Assets retained for the charity's own use | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |
| B5 Liabilities | | | - |
| | | | - |
| | | | - |
| | | | - |
| | | | - |

| | | |
|---|---|--------------|
| Signed by one or two trustees on behalf of all the trustees | Signature | Print Name |
| |  | cheryl yates |
| |  | carl yates |

CC16a



Last year
to the nearest £

| |
|--------|
| 10,604 |
| 3,830 |
| - |
| - |
| - |
| - |
| - |
| - |
| 14,434 |

| |
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| - |
| - |

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|--------|
| 14,434 |
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| 2,387 |
| 5,193 |
| - |
| - |
| - |
| - |
| - |
| - |
| - |
| 7,580 |

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|-------|
| 7,580 |
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|--------|
| 6,854 |
| - |
| - |
| 10,483 |



**Endowment
funds**
to nearest £

| |
|---|
| - |
| - |
| - |
| - |

OK

**Endowment
funds**
to nearest £

| |
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| - |
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| - |
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**Current value
(optional)**

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**Current value
(optional)**

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| - |

**When due
(optional)**

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Date of
approval

| |
|------------------|
| 1/31/2022 |
| 1/31/2022 |