

**GOLD GEESE**

**PERIOD ENDED 31<sup>ST</sup> MAY 2023**

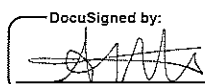
**Statement of Financial Activities**

		<b>Unrestricted Funds 2023</b>	<b>Restricted Funds 2023</b>	<b>Total Funds 2023</b>	<b>Total Funds 2022</b>
	<b>Note</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>INCOMING RESOURCES</b>					
Donations and Legacies	2	139,578	3,500	143,078	125,558
Charitable Activities		-	-	-	-
Other Trading Activities		-	-	-	-
Investments		-	-	-	-
<b>Total Income</b>		<b>139,578</b>	<b>3,500</b>	<b>143,078</b>	<b>125,558</b>
<b>RESOURCES EXPENDED</b>					
Charitable Activities	3	88,120	-	88,120	79,797
Fundraising	4	40,229	-	40,229	13,418
Governance Costs	5	14,549	-	14,549	13,930
Other Costs		6,443	-	6,443	5,663
<b>Total Expenses</b>		<b>149,341</b>	<b>-</b>	<b>149,341</b>	<b>112,808</b>
<b>Net Income/(Expenditure) Before Investments</b>		<b>(9,763)</b>	<b>3,500</b>	<b>(6,263)</b>	<b>12,750</b>
Net Gains/(Losses) on Investments		-	-	-	-
<b>Net Income/(Expenditure)</b>		<b>(9,763)</b>	<b>3,500</b>	<b>(6,263)</b>	<b>12,750</b>
Extraordinary Items		-	-	-	-
Transfer between Funds		-	-	-	-
Other Recognised Gains/(Losses)		-	-	-	-
<b>Net Movement on Funds</b>		<b>(9,763)</b>	<b>3,500</b>	<b>(6,263)</b>	<b>12,750</b>
<b>Total Funds Brought Forward</b>		<b>77,458</b>	<b>81,356</b>	<b>158,814</b>	<b>146,064</b>
<b>Total Funds Carried Forward</b>		<b>67,695</b>	<b>84,856</b>	<b>152,551</b>	<b>158,814</b>

**GOLD GEESE**  
**PERIOD ENDED 31<sup>ST</sup> MAY 2023**  
**Statement of Financial Position**

	Note	2023 £	2023 £	2022 £	2022 £
<b>Fixed Assets</b>					
Tangible Fixed Assets			-		-
Investments			-		-
			<u>-</u>		<u>-</u>
<b>Current Assets</b>					
Debtors		-		-	
Investments		-		-	
Cash at Bank and In Hand		<u>154,857</u>	<u>163,458</u>		
		154,857	163,458		
<b>Creditors: amounts falling due within one year</b>	<b>6</b>	<u>(2,306)</u>	<u>(4,644)</u>		
<b>Net Current Assets</b>			<u>152,551</u>		<u>158,814</u>
<b>Total Assets less Current Liabilities</b>			152,551		158,814
<b>Creditors: amounts due after more than one year</b>			-		-
<b>Net Assets</b>			<u>152,551</u>		<u>158,814</u>
<b>Charity Funds</b>					
Unrestricted Funds		67,695		77,458	
Restricted Funds		<u>84,856</u>	<u>81,356</u>		
<b>Total Funds</b>			<u>152,551</u>		<u>158,814</u>

The financial statements were approved and authorised for issue by the Trustees on 3/31/2024  
and signed on their behalf by:

DocuSigned by:  
  
EED6FA90B2564EF...  
**Anna Whyte**  
**Trustee**

**GOLD GEESE**

**PERIOD ENDED 31<sup>ST</sup> MAY 2023**

**Notes to the Financial Statements**

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**1. Accounting Policies**

**1.1 Basis of preparation of the financial statements**

The financial statements have been prepared in accordance with the applicable Statement of Recommended Practice (SORP), on an accruals basis. The financial statements are prepared in sterling, which is the functional currency of the charity.

**1.2 Fund Accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for any other purpose.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donors or which have been raised by the charity for particular purposes. The costs of raising and administering each restricted fund (if applicable) is set out in the notes to the financial statements.

Gold Geese has two restricted funds. One Pound Warriors was the collection of donations for one child specifically, for treatments unavailable on the NHS. Sadly, this child did not get to use the funds allocated for his treatment. Gold Geese are now working closely with legal teams and the Charity Commission to change the purpose of the fund. The second is Essex Community Foundation for ongoing cost of mental health therapy.

**1.3 Incoming Resources**

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of the income can be reliably measured.

Income tax recoverable in relation to donations received under Gift Aid is recognised when it is received.

**1.4 Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be reliably measured. Expenditure is classified by activity. The costs of each activity are made up of the total direct costs and if applicable any shared costs, including support costs involved in undertaking each activity.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the cost of disseminating information in support of the charitable activities. Support costs are those incurred directly in support of expenditure on the objects of the charity. Governance costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

All expenditure is inclusive of VAT where the suppliers have charged VAT.

**GOLD GEESE**  
**PERIOD ENDED 31<sup>ST</sup> MAY 2023**  
**Notes to the Financial Statements**

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**1.5 Going Concern**

There are no material uncertainties regarding the charity's ability to continue as a going concern.

**2. Income from Donations and Legacies**

Income received from donations and legacies has been analysed between restricted and unrestricted funds, in accordance with the fund accounting policies.

**3. Analysis of Expenditure on Charitable Activities**

	2023 £	2022 £
Memories and Patient Support	67,733	65,661
End of Life/Bereavement Support	6,992	10,681
Counselling and Treatments for Families	13,395	3,455
	<u>88,120</u>	<u>79,797</u>

**4. Analysis of Expenditure on Fundraising Activities**

	2023 £	2022 £
Fundraising Events	17,722	12,416
Raising Awareness	22,507	1,002
	<u>40,229</u>	<u>13,418</u>

**5. Analysis of Expenditure on Governance Costs**

	2023 £	2022 £
Staff costs	12,814	12,490
Independent Examiners Remuneration	930	930
Accountancy	645	510
	<u>14,549</u>	<u>13,930</u>

**GOLD GEESE**

**PERIOD ENDED 31<sup>ST</sup> MAY 2023**

**Notes to the Financial Statements**

**6. Creditors: amounts falling due within one year**

	2023	2022
	£	£
Accruals	1,440	1,440
Other creditors	866	2,846
Taxation and social security	-	358
	<u>2,306</u>	<u>4,644</u>

**7. Statement of funds**

	Balance at 1 <sup>st</sup> June 2022 £	Income £	Expendi- ture £	Transfers In/(Out) £	Gains/ (Losses) £	Balance at 31 <sup>st</sup> May 2023 £
Unrestricted funds	77,458	139,578	149,341	-	-	67,695
Restricted funds						
One Pound Warriors	81,356	-	-	-	-	81,356
Essex Community Foundation		3,500	-	-	-	3,500
Total	<u>158,814</u>	<u>143,078</u>	<u>149,341</u>	<u>-</u>	<u>-</u>	<u>152,551</u>

**8. Related party transactions**

During the year £12,000 (2022: £12,490) was paid to key management personnel who are also Trustee's of the charity.

**GOLD GEESE**

**PERIOD ENDED 31<sup>ST</sup> MAY 2023**

**Independent Examiner's Report**

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**Independent Examiner's Report to the Trustees of Gold Geese**

I report to Trustees on my examination of the accounts of Gold Geese for the year ended 31 May 2023.

**Responsibilities and Basis of Report**

As the charity 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 2011 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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

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.

Signed:   
EDB22F69D7D4405...

Date: 3/31/2024

Mr K Ashton MAAT  
Kingsley House  
22-24 Elm Road  
Leigh-on-Sea  
Essex  
SS9 1SN

# Gold Geese



## Annual Report 22/23

Welcome to the Gold Geese annual report 2022-2023.

In this report you'll find information about how we've delivered against our charitable objectives of

- supporting families facing childhood cancer in South East Essex
- raising awareness of childhood cancer signs and symptoms
- and encouraging people to donate blood or join the stem cell register.

Squeezed finances and the cost of living crisis has brought fundraising challenges to many charities, including our own. But thanks to the ongoing support of our fantastic local community and businesses, we continue to grow from strength to strength and have helped more families than ever. Thank you.

Message from our Founder Katie Southgate.

I am so proud of this little charity. Our referral rate in Southend, for children newly diagnosed with cancer is getting faster and our impact is getting greater. My hope is that we continue to support our local children facing cancer and can support even more families who need us.

It is a privilege to be trusted with some of the requests we receive from our Gold Families in their time of need. I am so proud of our community support and the way people want to get involved and help. I love where we live, there are kind people in abundance!



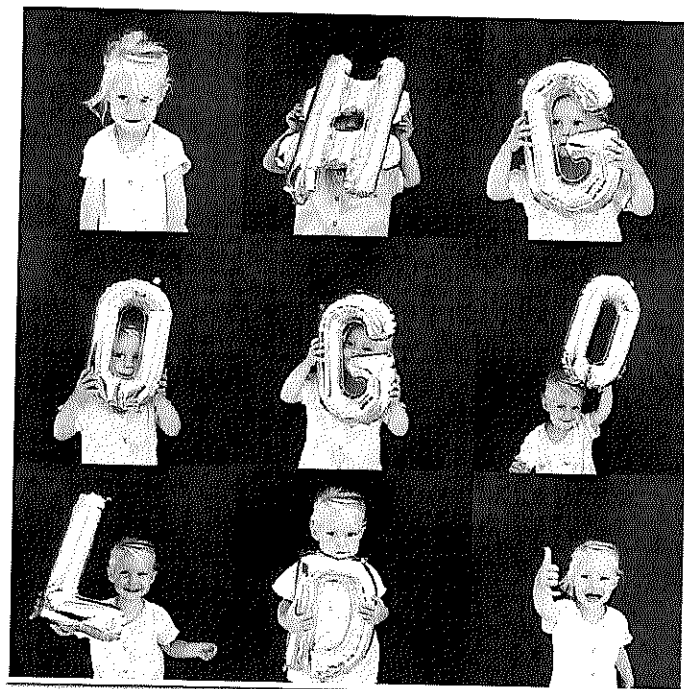
This end of year report was an easy one to write. Gold Geese have achieved so much this year. My hope is that we continue to support our local children facing cancer and become more able to support more families.  
We Fly Together. Always.

### **Our Mission**

Supporting local families fighting childhood cancer, and more children further afield as we grow. This includes bereavement support for those who sadly lose their lives to childhood cancer. Bereaved families never come off our books as a charity. We are here for as long as they need us.

Raising awareness of childhood cancer signs and symptoms. In our Go Gold campaign every year, we ask local businesses, schools and shops to join us in Going Gold. This means wearing yellow/gold for the day, changing their social media content to Gold, decorating their windows in yellow and gold. We have so much support every year in our mission to raise awareness of childhood cancer. Southend Hospital children's ward gets a touch of Gold too!

Encouraging those who can, to donate blood and register as stem cell donors. At freshers week in Essex University / South East Essex College, we encourage those who can to register with DKMS as stem cell donors and ask everyone they meet to give blood!



## **Our Values**

**Support:** so families never feel alone.

**Community:** bringing together local communities.

This year we have brought together more closely our fundraising community with our “gold” community. We held more talks at schools and in social groups like the Masons, W.I and local Rotary Clubs

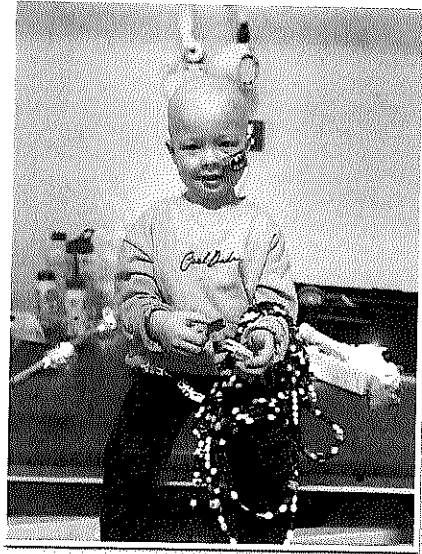
**Care:** to provide care on a personal, individual basis.  
Listening to families’ needs and providing them with easy choices on where and what we can help with. Regularly checking in on families and following them on socials to keep an eye on their child’s progress.

**Empathy:** understanding families’ fears and pain.

Really lending an ear when times get tough.  
Offering specialist counsellors to all family members. Taking the time to listen without judgement. We understand that every family is different in how they cope, so we allow them to process how and when they want.

**Privacy:** respecting our Gold families’ privacy choice.

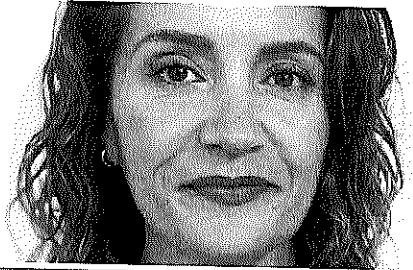
Gold Geese never push to take photos or share social media posts our family support. Some of our Gold parents are very private with their child’s journey and we respect that. This allows parents to ask for things they need without fear of having stories plastered over our social pages. It builds firm relationships where asking for help, which many find difficult, is easier. We also understand that other families find comfort in sharing their story, in speaking out about the impact of childhood cancer. We respect every family’s decision.



Henry, with his “beads of courage”.

## Our Trustees

This year we have taken on four new Trustees, Andy Sterry, Elena Bays, Laura Peters and Sally Bailey. Each new voluntary Trustee brings their own skills and experience to help improve Gold Geese. Here's what two have each said about volunteering as Trustees for Gold Geese.



*Laura Peters, Trustee says,  
"I'd seen friends' children affected by childhood cancer and it's completely devastating. It takes so much from the whole family.  
I'd admired Gold Geese's work, seeing how it had benefitted people in our community and so I jumped at the chance to be involved as a Trustee. I've been so impressed with the work the organisation does. It's small but mighty. When I hear the impact that support from the charity gives to people at their toughest time, I couldn't be prouder to be part of it. And I'm so grateful to the families who allow us to be involved in their lives and the many, many people who fundraise for us."*

We were delighted to welcome Laura Peters into our team. Laura is a communications specialist with extensive experience in developing successful communications strategies, helping organisations to grow their reputations and demonstrate impact to diverse audiences.

"Being involved with Gold Geese is an amazing opportunity. I am constantly inspired by how Gold Geese offers support to families and helps bring joy to the children's lives during the darkest of times. I have seen firsthand how much Katie cares for all the Gold Geese families and how she's passionate about education on awareness of childhood cancers."



Elena Bays. New Trustee.

## Charity Objectives

### Supporting local families fighting childhood cancer

This year we have supported children fighting cancer in various different ways. Gold Geese speak with each family and listen to how they are all getting on, we look out for signs of mental health struggles or financial requests, practical assistance is sometimes needed. Other times it's just a



*October 2022 Some of our families headed up to London Zoo on our Gold Train for a fun day out and some socialising with their childhood cancer peers and siblings facing similar journeys. They all laughed, played and chatted.*

case of having someone to talk to, someone checking in on how they are coping.

*"Can't thank Gold Geese enough for today. Edward has had such an amazing day. We felt really normal today and it was lovely."*

*"Thank you for such a memorable day!"*

*The kids are so, so happy and still buzzing.*

*Such a lovely day had by all."*

A year is a long time and so our list of Charitable Activities is extensive. Month to month our work varies from; gift giving to practical support to group activities and peer support. The list below shows some (nearly all) of our activities over the year.

### **May 2022**

Mums night - team building and peer support. Building a community between these oncology mums.  
They offer a unique connection and experience to one another.  
2 gaming laptops for teenagers missing out on a lot of school and physical socialising.  
GAME goodies for birthday  
Food shop vouchers  
Counselling for siblings, parents and children on treatment.  
GOSH deliveries x2  
Three mum spa sessions  
Two bereaved siblings gifts  
Bereavement tree - chosen by parents to give child's ashes a more permanent place.

### **June 2022**

Refurb for bathroom - due to infection risks in bathroom at home for child on chemotherapy. Mould and damp issues can cause respiratory infections as well as trip hazards for child unsteady on their feet, with central lines and sometimes medications attached.  
Bereaved mums dinner - to provide peer support.  
vouchers for 2x birthdays  
Lego delivery.  
End of treatment Party balloons (arch and photo back drop)  
Prom Limo hire - to arrive in style after being in/out of school with cancer related problems. Enjoying prom and feeling special made a big difference and provided escapism for a moment, with friends.

### **July 2022**

Food vouchers  
Legoland trip. Including overnight stay.  
Ashes to glass jewellery - for a bereaved family. Each family member chose their own piece of jewellery to place ashes into and wear every day. A special keepsake, forever.  
Voucher for food shopping whilst another overnight hospital stay was needed. Families sometimes find this the biggest cost, not being able to cook from scratch costs more. Eating out costs more.  
PS4 video game.  
Cleaners - to help parents keep on top of things.

### **August 2022**

Skydive indoors, for child and parent, with cab ride to Milton Keynes. Including professional photos to take home.  
Limo ride to Mercedes Benz world. (VIP treatment at Mercedes Benz world)  
Port Lympe break away, end of life memory making as a family.  
Weekend break - St Ives for a family  
Cleaners - to ease the work load at home for parents.  
UCLH party, for teenage cancer ward. Organised by one of the parents as they were inpatients, bags for 15 teens and balloons for the ward.  
Lift home from GOSH for newly diagnosed child and family.  
Food vouchers. £250 Sainsbury's vouchers.  
Counselling for siblings and parents.  
Memorial Bench installed

### **September 2022**

Air Conditioning unit sourced and supplied for at home end of life comfort. Height of summer heat with high body temperatures.  
Large Lego set gifted.  
Family weekend in spa.  
Cleaners  
End of treatment Harry Potter booking, for whole family, plus limo as transport.  
Hotel night at the Savoy for end of treatment.  
Tickets to Back to the Future, theatre production.  
Lila's spa day for several Gold Girlies (siblings and patients).  
London day trip to ZOO on train - three families with all siblings and parents. Toys, lunch, transport provided.  
Decorated Southend hospital ward for Go Gold. Picking up children's spirits.  
Funeral Support.  
Food vouchers

### **October 2022**

Bereaved birthday lunch for family of 4.  
Bereaved brunch for 3.  
Stranger things experience for Birthday girl.  
Comic Con booking. VIP tickets booked.  
Art class with wolves in London and taxi to/from - for bereaved sibling.  
Singer for End of treatment street Party.  
Organised/funded a venue for an End of treatment party plus a chocolate fountain.  
Cleaners.  
Therapy.

### **November 2022**

Bereavement respite to Centre Parcs and VIP safari trip.  
Elf Musical tickets.  
Mercedes Benz experience for end of treatment x2  
Gold Balloons.  
Ninjago Room at Legoland plus private Elf meet and greet.

### **December 2022**

Grotto party  
£500 vouchers for 20 families. plus 5 vouchers from last year.  
Selfridges MAC experience and £650 vouchers. for afternoon tea with family and shopping  
Winter Wonderland with rides, food, big wheel and ice skating.  
Wreath making for bereaved families x 8  
Handmade Candles for 20 parents with cards.  
Delivery of mini toiletries for ward.  
Christmas balloon delivery to ward  
Sainsburys vouchers  
Huge delivery of lights and Christmas stocking bits for brothers to decorate their home to cheer them all up.

### **January 2023.**

Cirque de Soleil x4 tickets  
Awards for young contributions (including memorial act award)  
Fancy dress outfit for nurses/little havens team, end of life request.  
Food vouchers  
Cleaner  
Window Replacements - wind howling through damaged windows in child's bedroom. The draft and damp were hazardous risks for child.

### **February 2023**

Legoland Night away for family of 5  
Harry potter world and Limo paid for.  
Legoland booked for May.  
Funeral support.  
Bathroom replacement - the bathroom was very old and difficult to keep clean (Tired mastic around sink/bath, causing leaks, toilet damaged and leaking too). Therefore, causing hazards for child with low immune system and low platelet counts. Replacement was organised and donated by local building firm. Brand new suite with new flooring and clean, fresh fixtures.  
Food vouchers  
Counselling  
Night out for parents

### **March 2023**

Cinema igloo in garden for sisters to enjoy.  
Massage gun and Pokemon cards to GOSH, on request of child in lots of pain.  
£200 Smyths toy shopping voucher for siblings to enjoy spending together.  
Transport to UCLH train strikes.  
Bereaved mums one on one  
School assembly for school of child recently diagnosed.  
Cleaner  
Donuts and Coffees to oncology wards GOSH, for parents, patients and nurses.

### **April 2023**

Bereaved brothers pressie and flowers for mum  
Food vouchers  
Counselling  
Movie night Delivery  
Cab to Hospital

## Charity Objectives

Raising awareness of childhood cancer signs and symptoms.



If you travel on c2c trains you'll have seen (and probably taken) the Gold Geese train which launched in September 2022, during Childhood Cancer Awareness month.

We knew it would be a massive hit, but we've been bowled over with the attention and love our Gold train has received. Not just a Golden pick-me-up after work for commuters, it has led families to Gold Geese for our support.

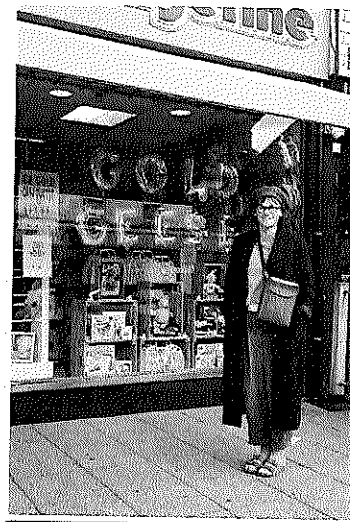
The train is doing a brilliant job of raising awareness across South East Essex of who we are and what we do. It's now travelled an incredible 140,000 miles across the network – nearly six times around the world!

It's carried over 46 million passengers and given special moments to a large number of our Gold children who have travelled on it to get to hospital appointments. Even children who have been off cancer treatment for years and going back for check-ups still feel the love from Gold Geese and get excited when they catch it. Keep tagging us in your Gold train photos on social media, we love seeing them.

Our annual **Go Gold** campaign, raising awareness of childhood cancer, has grown again. We ask our local community to get involved with turning their shop fronts Gold, or hosting a Go Gold day at school or work. PS Dance club all came to practise in yellow and Gold with the encouragement of their teacher, Phoebe. A group of volunteers helped hand out Go Gold posters all over Leigh on sea,

Rayleigh, Southend, Thorpe Bay, Hadleigh and Eastwood. It is a huge group effort and we are delighted with its success.

Without the help of our wonderful volunteers, our communities businesses, schools and shops - we wouldn't be able to do what we do for our Gold Families. It means the world to be here and Gold Geese thank every single one of you.



### **Looking forward for Gold Geese.**

In the coming years, we aim to increase our reach in terms of awareness, to expand Go Gold. Our annual campaign to raise awareness of the signs and symptoms of Childhood Cancer, Go Gold, is already impressive locally. By including and expanding to new areas Gold Geese will be able to reach more families facing childhood cancer as well as improving diagnosis rates for children yet to be diagnosed.

Supporting our families is our biggest aim as a charity and Gold Geese will start using feedback methods from families to ensure we are delivering support that is needed, helpful and provided at the right time. Our impact reporting is ready for an update and overhaul. As the charity grows it is vital that our purpose and individual, tailored support is not lost.

For more information, questions or to keep in touch, visit our website [www.goldgeese.org](http://www.goldgeese.org) or email us at [hello@goldgeese.org](mailto:hello@goldgeese.org)

## **Financial Review**

These accounts are showing a total deficit for the period under review of £6,263. The pie chart below shows how donated money was spent during the period.

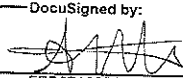
It is the intentions of the Trustees to try and keep the running costs of the charity as low as possible, so that as much money can be spent on the children and families that require our support. Our aim is to limit the amount of expenditure on administrative costs as much as possible, and as you can see from the accounts the vast majority of the expenditure related to the support of our Gold Families. We aim to continue this year on year to maximise the level of support we can provide.

## **Reserves Policy**

Sufficient reserves are maintained to enable the charity to continue the existing services it is providing and to develop and expand these activities in the future. As at 31<sup>st</sup> May 2023, the charity had unrestricted reserves of £67,695, and restricted reserves of £84,856.

## **Trustees' Approval**

This report was approved by the Trustees on 3/31/2024 and signed on their behalf by:

DocuSigned by:  
  
EED6FA90B2564EF...  
**Anna Whyte**  
Trustee