



Plasma of Hope

Annual Report and Financial Statements

1, December 2021 – 30, March 2023

Prepared and approved by the Trustees of Plasma of Hope



Plasma of Hope

Administrative Information

Charity name	Plasma of Hope
Charity registration No.	1190846
Address	Plasma of Hope Nash Dom Community Hub Sun Street Walsall WS1 4AL
Board of Trustees	Dr Olusola Daramola – Chair – 05 April 2021 Joyce Ngassa – 18 January 2020 Cly Kofi – 18 January 2020
Chief Executive Officer	Marie Claire Kofi – 6 th October 2021
Bank	The Co-operative Bank Plc P.O Box 250 Delf House Southway, Skelmersdale WN8 6WT



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Governance and Structure

Trustees (Directors) take overall financial and strategic planning responsibility. The operational management is carried out by our CEO.

As we grow as an organisation, we understand every project needs a clear leadership to ensure success. We will ensure establishment of policies and continuous monitoring of proper implementation is in place as we develop as a Non-profit Organization. We will balance the powers of the members (with associated accountability), and their primary duty of enhancing the prosperity and viability of our organisation. We will establish Steering Committees to allow us to deliver projects to their full potential.

Employees and volunteers

The Trustees are responsible for recruiting senior members of staff, overseeing organisational restructuring and risk assessment.

To achieve our purpose and meet our outcomes we encourage and enable people of all ethnicities to volunteer.

Risk and Uncertainties

The Trustees have considered the major risks to which the charity is exposed and have reviewed those risks and established systems and procedures to manage those risks.

Objectives and Mission

Plasma of Hope's objective is to help people living with genetic blood disorder such as Sickle Cell and Thalassemia, and survivors of associated complications including Stroke and other health issues resulting to disability. We also want to help their carers, and those in their immediate support network.

We understand the struggles individuals face who are living with sickle cell. We understand the frustration of not being able to do everyday chores, or enjoy certain life experiences, and our mission is to alleviate some of those struggles.

Our Target Beneficiaries

Most people affected are of African or African-Caribbean origin, although the sickle gene is found in all ethnic groups. These people must take extra precaution to protect themselves as they fall in the vulnerable group.

Our Solution

We want to be able to support these people the best we can and make life a little more comfortable for them in their own homes. We want to help them avoid hospital admissions which plays a very big part in their mental health. We also want to raise awareness of sickle cell disease in the wider community, to help educate, and where possible influence others to understand and adapt where they can, creating a better world for everyone.



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Our Vision

Our aim is to help our service users live as decently as possible, more comfortable lives in their own homes. Our specific goals including helping individuals:

- Reduce occurrence of crisis
- Prevent hospital stay
- Reduce stress and improve their mental health and wellbeing
- Improved employment opportunities
- Improved awareness of the disease

Our Values

Our charity is guided by our '**REDAT**' values, a unique set of values developed around the services we provide, the expectations of the community we serve and the regulations of the relevant governing bodies including the UK Charity Commission and the HMRC.

Respect

"Respect" guides all our daily interactions – with each other as trustees, with our volunteers, the community we serve and even with our objects and activities. Respect is at the core of everything we do, not only as servants of the charity but also at home and in our personal lives.

Equality

Equal treatment is at the core of our values because we are mindful that our target beneficiaries belong to groups that have particular and specific needs. We celebrate and value the differences between individuals' cultural, social and intellectual contribution to the charity and we seek to promote greater mutual understanding between groups and individuals who reflect these differences. We seek to utilise the talents and experiences that each and every individual can bring to our organisation or to benefit from us.

Accountability

At the core of accountability is reliability and personal responsibility. We value the ability of our staff and organization to honour our commitments to service users and to each other. We take ownership of our work and promptly correct mistakes to the greatest extent possible.

Tolerance

Understanding that we all do not share the same beliefs and values. Respecting the values, ideas and beliefs of others whilst not imposing our own.

Dependability

Dependability is the quality of being trustworthy and reliable. It is an important quality for a member of society to possess, whether it is in the workplace, a group of friends or in a family setting. Knowing that



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someone will not only show up, but show up on time, helps us trust each other. This is what we aspire to at Plasma of Hope, and we aim to reflect these values through the people who represent us.

Message from the Chair

Plasma of Hope charity started the year 2022 with volunteers meeting, to set out plans and goals for the new year. This was followed by the success of International Women's Day, when we spoke about the challenges faced by people in our community and stigma associated with sickle cell anaemia. We encouraged our clients to and community members to access the wealth of support available from Plasma of Hope.

During the year, we were honoured to partake in the United Colours Cultural event, where we campaigned on sickle cell and blood donation. It was a platform to emphasise the benefits of having more blood donors from the Black African and Asian communities. This heralded the 30-day sickle cell awareness campaign in commemoration of the World Sickle Cell day, an avenue we dispelled the myths and reiterate the facts about sickle cell anaemia. Our captivating messages featured in Cameroonians Doctors' (CAMDOC UK) annual convention magazine and gala.

Our Summer and Christmas Heritage trips, to the RAF Museum Midlands and Black Country Living Museum respectively, kept our young clients need for respite catered for in our yearly activity. These were platforms for parents and careers to meet and share experiences, challenges, and solutions. For more practicable solutions, we partnered the promoters of Shape Change Projects to propagate commendable lifestyles tips for people living with sickle cell around the globe. We launched a six-month virtual fitness activities.

During the year, our charity experienced appreciable growth, which we accommodated by restructuring our website to accommodate more traffic. Our blood donation campaign continued, through various platforms, including an impressive 30-day awareness campaign on sickle cell and blood donation.

Our volunteers and trustees have supported our mission and projects relentlessly. We are grateful for their immense support, and we would not have made these impacts without their invaluable hard work.

As a board, we shall continue to offer our support to Plasma of Hope and her mission.

On behalf of my fellow trustees, I appreciate all your efforts and look forward to a greater success in the year 2023.

Many thanks!

Dr Olusola Daramola,

Chair, Plasma of Hope Board of Trustees



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Activities and Progress

January 2022 - Volunteer Meeting

We conducted our inaugural volunteer meeting of the year, welcoming new volunteers and expressing gratitude for their dedication to serving the most vulnerable members of our community. Updates were provided on new members who were referred to us, along with the nature of support they require. Volunteers were encouraged to communicate any challenges that may impact their wellbeing, given the potential distress of supporting highly vulnerable individuals.

February - March 2022

To commemorate International Women's Day, Plasma of Hope collaborated with other community organisations to discuss challenges faced in our community. Our Wellbeing support was promoted, and we encouraged individuals living with sickle cell and thalassemia to reach out for advice and support. We also addressed the stigma endured by individuals with sickle cell, urging our community to engage more openly in these conversations.

April 2022 - Volunteer Meeting

During our second volunteer meeting of the year, volunteers conveyed their interest in additional training to enhance their skills. We assured them of updates throughout the year.

May 2022 - United Colours Cultural Event: Networking and Sensitisation on Sickle Cell and Blood Donation

We were invited to the United Colours Cultural event by the Asian community in Walsall. This event provided an excellent platform for networking and for organisations within the BAME community and beyond to exchange ideas. We seized the opportunity to emphasise the critical need for more blood donors from Black African and Asian minority communities. We were granted an exhibition stand and a magazine slot, where we informed the audience about sickle cell and its impact on the BAME community.

June 2022 – 30-Day Sickle Cell Awareness Campaign

We carried out a Sickle Cell Awareness campaign across all PoH social media platforms, culminating in World Sickle Cell Day on June 19. Through the dissemination of posters, flyers, and short videos, we sought to dispel myths and misconceptions about SCD that are prevalent in vulnerable communities within the UK and globally. Our involvement in the Cameroonian Doctors' (CAMDOC UK) annual convention programme offered an additional platform to extend our blood donation awareness campaign messages.

July 2022 – Heritage Trip for Disadvantaged Young People

Thanks to support from the Heritage Fund, we embarked on a Heritage Trip to the RAF Museum Midlands. This experience offered a valuable opportunity for our young users to learn about history and heritage. It also allowed parents, guardians, and carers to share experiences, challenges, best practices, and solutions. We also launched a six-month Virtual Fitness Activity for sickle cell fighters, supported by Active Black Country and the National Lottery Sports England, and initiated the restructuring of our website to accommodate increased traffic.



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August 2022 – Virtual Fitness for Physical and Mental Wellbeing

We commenced the Virtual Fitness Activity for sickle cell fighters, supported by the National Lottery Sports England. Under professional guidance, users participated in bi-weekly virtual exercises designed to improve energy levels and facilitate blood and oxygen flow, thereby reducing crises occurrence and hospital admissions.

September 2022 - Meeting with the Mayor of Walsall

We were honoured to be invited to the new Mayor of Walsall's Parlour for tea. During this visit, our team had the opportunity to inform Mayor Rose Martin about sickle cell disease and the work we are undertaking in the borough. We also highlighted some of the challenges we face, such as difficulties encountered by our users when accessing welfare benefits through the local authority. Mayor Rose Martin pledged to make every effort to remove these barriers and to explore ways in which Plasma of Hope can be better supported to reach the most vulnerable in our community.

October 2022 - Blood Donation Campaign

We launched a 30-day awareness campaign on sickle cell and blood donation, focusing on the urgent need for ethnically matched blood donations for sickle cell sufferers. We also highlighted the new, more inclusive, and safer blood donation rules announced by NHS Blood and Transplant Services.

November 2022 – Blood Donation Campaign

We continued our Blood Donation campaign, collaborating with Walsall Healthcare NHS Trust and NHS Blood and Transplant Service to raise awareness at Walsall Manor Hospital. We also discussed the importance of blood donation for the treatment of sickle cell disease on BBC radio WM's "Sunday Night with Nikki Tapper".

December 2022 – Heritage Trips for Disadvantaged Young People

Supported by the National Lottery Heritage Fund, we organised another trip to the Black Country Living Museum and other local attractions in the Midlands. Despite challenging weather conditions, our young users were able to experience the Merry Making event at the museum and explore other Christmas attractions. We continued our blood donation awareness campaign and published survival tips for sickle cell sufferers during severe weather conditions.

January 2023 - Heritage Compass Programme

In our first volunteer meeting of the year, we welcomed new volunteers to the organisation and reminded existing volunteers to communicate any difficulties they may encounter in their roles. We also joined the Heritage Compass Training programme, with our CEO, Marie-Claire Kofi, set to start the training later that month to develop leadership skills in areas such as effective governance, financial planning, and managing internal culture change.

February 2023 – Breast Cancer Awareness Campaign

In partnership with the NHS Black Country Integrated Care Board, we launched a campaign to raise awareness of breast cancer amongst African and Caribbean women. According to Cancer Research UK and Public Health England, black women in England are nearly twice as likely as white women to be diagnosed with advanced breast cancer. Our campaign, carried out via social media, stressed the importance of early diagnosis and encouraged African and Caribbean women to attend screenings and recognise the early signs of breast cancer.



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March 2023 – International Women's Day Celebration

Plasma of Hope collaborated with One Walsall and other community organisations to celebrate International Women's Day 2023, under the theme of 'Embracing Equity in Walsall'. Our CEO, Marie-Claire Kofi, was a speaker at the event, where she pledged to normalise conversations around sickle cell disease. She emphasised that individuals should not feel embarrassed discussing life with the condition, as greater openness can lead to enhanced support, which is precisely what Plasma of Hope aims to provide.

Our Future Plans

As we move forward into 2023/2024, Plasma of Hope is committed to fostering growth and development in our core mission areas, addressing the emerging needs of those impacted by Sickle Cell disease and their families in Walsall and neighbouring regions. Our day-to-day operations will be augmented by a focus on six strategic initiatives that will shape our future:

1. **Broadening our Impact:** We aim to extend our reach beyond our existing territories, aiming to provide assistance to individuals across the entire Midlands region.
2. **Increasing Blood Donations:** A key aspect of our future plans is to bolster the frequency of blood donations within our communities. We believe that every donation can make a significant difference and we aim to inspire more people to contribute to this vital cause.
3. **Strengthening Professional Networks and Partnerships:** To enhance our capability to deliver high-quality services, we plan to broaden our network of professional connections and partnerships. This expansion will foster collaboration and synergy, making us more effective in our mission.
4. **Securing a Building for our Community Support Centre:** We have plans to acquire a dedicated building that will serve as our community support centre. This facility will offer a more tangible support.
5. **Growing our Team:** As more individuals reach out to us for aid, we recognize the need to expand our staff. We are committed to hiring dedicated professionals who share our passion for making a difference in the lives of those affected by Sickle Cell disease.
6. **Volunteer Recruitment:** Volunteers are the backbone of our organization, and we intend to recruit more individuals who are passionate about our cause. Our volunteers will be instrumental in driving our initiatives and contributing to our mission of hope.

At Plasma of Hope, our future is shaped by our dedication to serving those affected by Sickle Cell disease, and we look forward to making these plans a reality. Together, we can provide a beacon of hope for those in need.



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Key highlights & numbers

The Plasma of Hope organisation has gained widespread recognition within both the local community and beyond. Its impact on the community has been achieved through various means, such as outreach programmes, community engagement, and partnerships with local organisations.

Befriending - We have supported **45 individuals** during the last 15 months.

Outreach - As part of its outreach work, Plasma of Hope has supported over 30 families throughout the year. The cost of living crisis has had a significant impact on the families supported by the organisation. To address this issue, Plasma of Hope has partnered with local foodbanks, such as "Blueprint Communities" and Lidl, to collect and deliver food parcels to families in need.

Campaigning - The organisation has also expanded its outreach work by attracting new partners, including the NHS Black Country Integrated Care Board, The NHS Blood and Transplant Service, Pfizer UK, and the Department for Work and Pensions. The CEO of Plasma of Hope has also become a board member of Healthwatch Walsall, a local health and social care champion.

Funding - We have successfully raised **£82,000** in grants with **£3000** of that amount held in reserves.

Financial review

This financial review offers a concise overview of the principal highlights from the organisation's financial statement during its highly successful second year of operation. The easing of COVID-19 pandemic restrictions has enabled the charity to conduct more outreach activities and events. The statement delineates the major expense categories and funding sources, culminating in a favourable net balance.

During the period, the organisation incurred expenses amounting to **£79,120**

The organisation's funding, totalling **£82,171**, was derived from a variety of sources, including grants, donations. The National Lottery, Groundwork Foundation, and GlaxoSmithKline (GSK) were among the most significant contributors.

On 30th March 2023, **£11,141** was held in reserves and available for use towards the general objectives of the charity.

In summary, the organisation adeptly managed its finances throughout the period, maintaining a healthy net balance. The primary expenses were associated with staff costs and volunteer expenses, while other costs were efficiently controlled. Thanks to its diverse funding sources, the organisation was able to cover its expenses, demonstrating a robust financial position. The second year of operation has been highly successful, with the charity engaging in more outreach activities and events as COVID-19 restrictions eased.



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Trustees' responsibilities in relation to the Financial Statements

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP 2019 (FRS 102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures
- Disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees.

Full name Dr Olusola Daramola
Position Chair

Date 15/05/2023



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Acknowledgement

Plasma of Hope extends gratitude to the following organisations for their support and sponsorship.

Key Sources of Funding

ORGANISATION	AMOUNT (£)
NATIONAL LOTTERY	22,190.00
GROUNDWORK FOUNDATION	14,302.00
GLAXOSMITHKLINE GSK	10,000.00
NHS BLOOD AND TRANSPLANT	10,000.00
NATIONAL LOTTERY HERITAGE FUND	9,873.00
SPORTS ENGLAND TOGETHER FUND	6,540.00

Other Sources of Funding

One Walsall CVS
The Roger & Douglas Turner Charitable Trust
NHS Black Country Integrated Care Board (ICB)
Arnold Clark Foundation
Heritage Compass Fund
Local Giving



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Statement of Financial Activities to 30.03.2023

Income

	Restricted Funds (£)	Unrestricted Funds (£)	Total Funds (£)
CHARITABLE ACTIVITIES	67,995	14,113	82,108
OTHER		63	63
TOTAL INCOME	67,995	14,176	82,171

Expenditure

Staff Cost	42,512		42,512
Volunteer expenses	16,906		16,906
Professional fees	6,591		6,591
Project expenses	5,053		5,053
Insurance	747		747
Marketing & publicity	1,813		1,813
Software		1,273	1,273
Office supplies		786	787
Outreach events		2,596	2,596
Website hosting fees		549	549
Entertainment		196	196
Telephone		96	96
TOTAL	72,702	6,417	79,120
NET BALANCE			3,051

Reserves



RESERVE	3,051	3,051
RESERVE BROUGHT FORWARD (30, NOVEMBER 2021)	8,090	8,090
TOTAL RESERVES		11,141



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Declarations

The trustees declare that they have approved the trustees' report above.
Signed on behalf of the charity's trustees.

Signature(s)		
Full name(s)	Dr Olusola Daramola	Joyce Ngassa
Position	Chair	Secretary
Date	20/05/2023	20/05/2023



Plasma of Hope

Independent Examiner's Report

I report to the trustees on my examination of the accounts of the above charity (Plasma of Hope) for the year ended **30/03/2023**.

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.

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.

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 to enable a proper understanding of the accounts to be reached.

Signed:

Date:

22/05/2023

Name:

Mr Joseph Mukong

Relevant professional qualification(s) or body (if any):

BA Honours Accountancy
Leeds Metropolitan University

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Huddersfield

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