



Plasma of Hope

Annual Report and Financial Statements

1, April 2024 – 31, March 2025

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 Seanastef Success Kwah – February 2025
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

As Chairman of the Board of Trustees, it is my privilege to present this annual statement summarising a year of remarkable progress, commitment, and impact at Plasma of Hope. Over the past twelve months, our organisation has continued to grow in both reach and effectiveness, driven by a dedicated team, passionate volunteers, and strong partnerships with local communities, healthcare providers, and funders.

This year, we launched and delivered a series of innovative projects and initiatives designed to improve the lives of individuals and families affected by sickle cell disease and thalassaemia. Our three-part Creative Arts Project, in partnership with the RAF Museum, exemplified our commitment to holistic support by combining heritage education, creative expression, and community engagement. This initiative not only nurtured participants' creativity and confidence but also fostered pride and resilience across generations.

We made significant strides in health promotion through targeted workshops on weight management, digital literacy, and physical activity, addressing key challenges such as obesity, mental well-being, and online safety among young people. Our collaboration with healthcare professionals and academic institutions enhanced knowledge-sharing and capacity-building, strengthening community-based care.

In recognition of the vital role played by our volunteers, we focused on wellbeing and support mechanisms, ensuring our team remains motivated and connected. Our growing volunteer base continues to be an invaluable asset, enriching our programmes and extending our reach.

Throughout the year, we marked important awareness events, from World Sickle Cell Awareness

Day to dedicated educational campaigns during Sickle Cell Awareness Month. These activities heightened public understanding, challenged stigma, and mobilised vital support for blood and plasma donations.

Strategically, the Board has worked closely with staff to refine our governance, set clear priorities, and establish robust evaluation frameworks. This approach strengthens accountability and guides us in delivering measurable, sustainable impact.

Looking ahead, Plasma of Hope is poised for further growth. Our ambitious plans include expanding services across the Midlands, increasing blood donation efforts, securing a permanent community centre, and growing both staff and volunteer teams. These goals reflect our unwavering commitment to equity, empowerment, and excellence in supporting those living with sickle cell disease and related conditions.

I extend my deepest gratitude to our staff, volunteers, partners, funders, and the communities we serve. Together, we are building a future filled with hope, health, and opportunity.



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Chair, Plasma of Hope Board of Trustees

Activities and Progress: April 2024 – March 2025

April 2024 – 3-Part Creative Arts Project

In partnership with the RAF Museum, we delivered a three-part creative arts series for over 30 young people and families. Sessions combined storytelling with history exploration, a hands-on visual arts workshop on community, resilience, and identity, and an interactive sculpting session led by renowned artist Luke Perry. Participants reported new creative skills, higher confidence, improved wellbeing, and a strong sense of ownership.

May 2024 – Governance and Strategic Planning

An internal Board and Staff strategy session approved a refreshed work plan and delivery calendar with clear milestones, ownership, and resources. A monitoring framework with quarterly dashboards was introduced to track participation, wellbeing, and learning outcomes. The risk register was updated using scenario planning, and a phased fundraising pipeline was set. Roles, reporting lines, and KPIs for reach, retention, satisfaction, and cost per outcome were confirmed to ensure accountability and measurable impact.

June 2024 – Youth Health and National Recognition

We launched *Keep Fit, Eat Healthy* workshops, funded by Public Health Walsall and Walsall Council, reaching over 25 young people and families with practical nutrition guidance and digital resources. Together with SCaT at Sandwell and West Birmingham NHS Trust, we marked World Sickle Cell Day with peer support and signposting. Our Volunteer Coordinator received regional recognition at the 50forWM50 awards hosted at the University of Birmingham.

July 2024 – Sickle Cell Stories and Family Sports Day

We launched *Sickle Cell Stories: Then and Now*, funded by the National Lottery Heritage Fund, to capture intergenerational oral histories exploring crisis management, reproductive health, stigma, mental wellbeing, and family resilience. The project will produce a short documentary, archive, and school and healthcare resources. Our Family Sports Day, supported by the Heart of England Inclusive Communities Fund, brought over 50 people together for football, relays, and exercise. With Pfizer UK support, newly appointed health visitors were trained in early identification, complication management, and family support in SCD.

August 2024 – Family Socials and Community Movement

A BBC Children in Need funded family day at Rhydol Beach provided respite, connection, and wellbeing support for families affected by SCD. A second Family Sports Day promoted safe, enjoyable activity for people with SCD and other long-term conditions. Both events strengthened physical health, reduced isolation, and built community spirit.

September 2024 – Awareness Month and Corporate Engagement

Sickle Cell Awareness Month featured workshops, outreach, and social campaigns to build understanding, challenge stigma, and advocate for blood donation and early diagnosis. We also presented to Pfizer UK staff on lived challenges, early intervention, and the value of community support, extending awareness in the corporate sector.



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October 2024 – Campaign Reach and Movement Webinar

Our awareness campaign reached more than 5,000 people through social media, local news, and community forums, sharing real stories to challenge stigma and call for tailored services. We also hosted the *Move for Health* webinar, equipping participants with practical strategies to add daily movement, with feedback showing increased activity levels.

November 2024 – Community Fridays and School Training

We launched *Community Fridays*, a weekly drop-in at Bloxwich Library offering confidential advice on SCD, thalassaemia, mental health, housing, and benefits, already supporting over 100 families. We also trained Walsall's School Nursing Team on SCD complications and best practice, strengthening identification and response in schools.

December 2024 – Equality, Diversity, and Inclusion Advocacy

Our CEO addressed Walsall Council Cabinet, highlighting awareness and resource gaps affecting minoritised communities. The session showcased programme impact, strengthened civic partnerships, and reinforced EDI as a driver for fairer health outcomes.

January 2025 – Coventry Outreach and Digital Safety for Youth

We extended support to Coventry with monthly sessions at the Central Library, offering advice, emotional support, and signposting for families affected by SCD and thalassaemia. We also launched a BBC Children in Need funded *Digital Literacy and Safety* workshop for young people, with over 30 participants learning about privacy, cyberbullying, and healthy online habits.

February 2025 – Creative Awareness Through Art and Volunteer Care

A Creative Art Workshop, supported by BBC Children in Need and led by Gwenda Jones and Mukah Ispahani, engaged over 40 young people in painting and drawing on resilience, hope, and the importance of blood and plasma donation, earning local press coverage. A volunteer catch-up focused on wellbeing, role clarity, and shared good practice, supporting retention and morale.

March 2025– Digital Safety and Wellness Promotion

Physiotherapy students from the University of Wolverhampton delivered a community presentation on mobility, pain management, and exercise pacing in SCD, linking academic learning with community care. We also held our third *Digital Literacy and Safety* workshop, teaching young people practical tools for privacy control, threat recognition, and safe reporting.

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



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3. inspire more people to contribute to this vital cause.
4. **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.
5. **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.
6. **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.
7. **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

- 500+ people supported directly through workshops, sports, family socials, and outreach clinics.
- 9000+ followers across our social media platforms (Facebook, Instagram, X Twitter).
- 15,000+ people reached through awareness campaigns, social media, and local press.
- 100+ families accessed advice and practical support through Community Fridays.
- 80+ young people trained in Digital Literacy and Safety workshops.
- 40+ young people engaged in creative arts workshops exploring resilience and blood donation.
- 30+ families participated in the 3-Part Creative Arts Project with RAF Museum.
- 25+ families benefited from Keep Fit, Eat Healthy nutrition and fitness sessions.
- Regional recognition at the 50forWM50 Awards for our Volunteer Coordinator.
- 10+ active partnerships with funders, NHS trusts, schools, and cultural organisations.
- 3 major campaigns delivered on stigma reduction, blood donation, and digital safety.



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Financial review

Plasma of Hope delivered a strong financial performance in the year ended 31 March 2025. Total income was **£227,355**. Income was largely grant funded, with grants, contracted services and donations.

Total expenditure was **£157,955**. Spending remained focused on delivery and capacity. The largest cost areas were Project Expenses, Staff Costs, and Professional Fees.

Reserves strengthened over the year. Opening reserves were **£27,579** and year-end reserves were **£63,258**. Of this balance, **£36,000 is restricted** for projects awarded shortly before year end and scheduled

for delivery in the new financial year. **Unrestricted reserves are therefore £27,258**, available to support core operations, working capital, and risk management.

Trustees continue to monitor cost pressures and the funding environment. Prudent budgeting, phased procurement, and monthly reviews will remain in place so that services can be sustained and targeted investment can support impact in 2025 to 2026.

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.



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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 18/08/2025

Acknowledgement

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

Key Sources of Funding

Organisation / Funder	Type of Support	Amount (£)
National Heritage Fund	Grant	49,750.00
Heart of England	Grant	33,302.00
BBC Children in Need	Grant	10,960.00
National Lottery	Grant	20,223.00
Pfizer UK	Grant	10,000.00
Garfield Weston Foundation	Grant	10,000.00
Walsall MBC	Grant & Contracted Services	9,678.52
University of Wolverhampton	Contracted Services	12,188.98
Postcode Lottery Fund	Grant	5,000.00
National Grid Fund	Grant	4,990.00
The D'Oyly Carte Charity	Grant	4,790.00
NHS Blood and Transplant (NHSBT)	Grant	11,025.00
The Archer Trust	Grant	3,000.00

Other Sources of Funding

Souter Charitable Trust	Fair Collective	NHS Black Country ICB
Roger & Douglas Turner Charitable Trust	Jeans4Genes	Walsall MBC Heritage Spark
Wolverhampton WCA	Backs Care Solutions	One Walsall CVS
Creative Black Country		



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Statement of Financial Activities to 31.03.2025

Income

	Restricted Fund (£)	Unrestricted Funds (£)	Total Funds (£)
GRANTS	180,550		180,550
CONTRACTED SERVICE	8,814	30,651	39,466
DONATIONS		3,225	3,225
OTHER		4,113	4,113
TOTAL INCOME	189,365	37,989	227,355

Expenditure

Project Expenses	63,008.76		
Staff Costs	52,909.61		
Professional Fees		20,927.94	
Volunteer Expenses	2,961.19		
Equipment	641.71	1,880.39	
Website Development	1,999.40	252.86	
Marketing & Publicity	1,868.63		
Office Supplies		1,810.93	
Computer Equipment	845.99	778.98	
Travel Cost		1,384.25	
Food Parcel Support		1,314.62	
Entertainment		1,259.48	
Software		1,179.05	
Utility		944.00	
Outreach Events		770.26	
Insurance		569.76	
Website Hosting Fees		556.11	
Telephone		92.04	
TOTAL	145,163	33,720	157,955
NET BALANCE			69,399

Reserves

RESERVE	69,399	69,399
RESERVE BROUGHT FORWARD (31, MARCH 2024)	27,579	27,579
RESERVE USED (UNRESTRICTED EXPENSES)	33,720	(33,720) (Less)
TOTAL RESERVES		63,258



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Assets

Fixed Assets

Asset Category	Opening Balance (£)	Additions (£)	Depreciation 2025 (£)	Closing Balance (£)
Computers	1,248.00	1,624.97	515.00	2,357.97
Projector	604.00	–	121.00	483.00
Screen	149.00	–	30.00	119.00
Gazebo	459.00	–	46.00	413.00
Cooler Boxes	354.00	–	71.00	283.00
Folding Table	143.00	–	29.00	114.00
Total	2,957.00	1,624.97	812.00	3,769.97

Closing net book value of fixed assets at 31 March 2025: £3,769.97

(2024: £2,957.00)

Current Assets

Description	Amount (£)
Bank Balance	69,399.18
Cash in Hand	230.00
Total Current Assets	69,629.18

Total Assets



Description	Amount (£)
Total Fixed Assets	3,769.97
Total Current Assets	69,629.18
Total Assets	73,399.15



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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	18/08/2024	18/08/2024



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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 **31/03/2025**.

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:

21/08/2025

Name:

Mr Joseph Mukong

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

BA Honours Accountancy Leeds Metropolitan University

Address:

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Huddersfield

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