

ALFIE'S WISH

England & Wales · Charity number 1191020

Details

Status Registered

Legal form CIO

Registered 2020-08-25

Register [View on the Charity Commission register](#)

Contact

Address Unit 15
Westlink
Belbins Business Park
Cupernham Lane
Romsey
Hampshire
SO51 7JF

Phone 01794333950

Email info@alfieswish.org.uk

Website www.alfieswish.org.uk

Activities

Objects: THE OBJECT OF THE CIO IS, FOR THE PUBLIC BENEFIT, THE RELIEF OF SICKNESS AMONG CHILDREN WITH CANCER BY PROVIDING AND ASSISTING IN THE PROVISION OF FUN DAYS OUT WITH THEIR FAMILIES AND CARERS TO HELP MAKE LASTING MEMORIES.

Activities: Supporting children with cancer up to the age of 16 years old in the south of England by arranging special and memorable experiences in the UK with their families to make long lasting memories. We support children with cancer under the care of Southampton Children's Hospital, Great Ormond Street Hospital, The Royal Marsden or University College London Hospital.

Classification

- **How:** Makes Grants To Individuals, Provides Other Finance
- **What:** Disability
- **Who:** Children/young People, People With Disabilities

Geography

- Dorset
- East Sussex
- Essex
- Hampshire
- Kent
- Surrey
- West Berkshire
- West Sussex
- Wiltshire
- Throughout London

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£167,816	£117,667	-	-
2024-03-31	£112,815	£97,272	-	-
2023-03-31	£86,241	£82,662	-	-
2022-03-31	£77,211	£24,606	-	-
2021-03-31	£44,185	£1,676	-	-

Trustees

Name	Role	Appointed
James Butler	Chair	2020-08-25
Gina McDonald		2026-04-01
James Sturgess		2020-08-25
Luke John Kotchie		2026-04-01
Rachael Keeping		2022-08-04
Roxanne Lines		2022-10-01

ALFIE'S WISH

England & Wales - Charity number 1191020

Accounts



ANNUAL REPORT 2024-25

[ALFIESWISH.ORG.UK](https://alfieswish.org.uk)

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MESSAGE FROM THE FOUNDERS

As we look back over the past year, we continue to be proud of how much Alfie's Wish continues to grow. With that growth, however, comes a deeper understanding of the increasing challenges facing the families we support. The need for our charity has never been greater, and we remain committed in ensuring that children with cancer and their families remain at the heart of everything we do.

The ongoing rise in the cost of living is affecting families more than ever. The average monthly cost of having a child with cancer has increased from £600 to £750 which is a significant financial burden at an already devastating time. When families are forced to prioritise household bills and travel costs, the opportunity to create lasting memories becomes even harder to reach.

On top of this, the cost of trips, days out, and special experiences has risen sharply, placing even more pressure on parents who simply want to give their child a moment to smile. These moments matter. They bring comfort, smiles and relief during a journey that no family should ever have to take.

This is why Alfie's Wish is here. Our role is to lift some of that weight and take away as much stress as possible, giving families the chance to step away from hospital life and make precious memories together. We see firsthand the difference this makes, the joy, the hope, and the sense of normality it brings, even if just for a day.

None of this would be possible without the extraordinary generosity of our supporters. Your kindness allows us to continue delivering this vital support at a time when families need it more than ever.

With our heartfelt thanks,

James & Charlotte Butler (Alfie's Parents)

VISION AND MISSION

We are driven by our mission to make memories for families living with childhood cancer.

At Alfie's Wish, our mission is to create special and lasting memories for families affected by childhood cancer.

Our vision is to bring light, joy, and comfort into some of life's most challenging moments.

We support families in the South of England with children up to 16 years old who have been diagnosed with cancer. Working closely with four leading oncology hospitals—Great Ormond Street Hospital, University College London Hospital (UCLH), The Royal Marsden, and Southampton Hospital—we receive referrals from Young Lives vs Cancer social workers to reach the families who need our help most.

Through unforgettable trips and experiences across the UK, we give families the opportunity to make precious memories together during an incredibly difficult time.



HIGHLIGHTS AND SUCCESSES

This report covers the period April 2024 to March 2025. During the year we received 117 referrals (down from the 159 referrals 2023-24). This was a result of the conscious decision to focus our geographic reach to the South of England (previously all of the UK).

We arranged 103 special experiences for families living with cancer (down from 144 in 2024-25). The top memory-making locations continue to be theatre shows, zoo visits and major theme parks and attractions.



**OUR FIRST
CHARITY BALL
EVENT – THE
GREAT GATSBY**
Raising nearly £19,000



GOLF DAY

*A signature fundraiser
which once again raised
a stellar amount, this
time almost hitting
£10,000*



ABP SOUTHAMPTON MARATHON

*Our mascot – Wishy –
motivating runners to
raise over £5,000*



10 REFERRING HOSPITALS

*Great Ormond Street,
Southampton and
Alder Hey top referring
hospitals*



SKY DIVING HIGH ALTITUDE FUND RAISING

*6 fundraisers, 15,000
feet and over £2,000
raised*



103 MEMORY- MAKING DAYS OUT

*Top locations include
London theatres,
Legoland and Paultons
Park*

PRIORITIES

Alfie's Wish was formed with the simple goal of making memories. Helping families through their darkest hours by enabling them to create moments of happiness.

In our earlier years, we set about creating the foundations for a successful future. Making sure the charity evolved in a carefully managed and sustainable way.

This year we wanted to do more for our families and help forge stronger, more impactful links. We continued to develop and grow our corporate funder relationships and our fundraising activities and events grew in both size, variety and complexity.

We recognised that we would need to bolster our administrative function to help us meet current and future demand and deliver efficient and effective back-office support.

"Don't count the days, make the days count".



**FAMILY
SUPPORT**



**CORPORATE
RELATIONSHIPS**



**OPERATIONAL
EXCELLENCE**

PRIORITY 1 FAMILY SUPPORT

It's why we're here

Helping families living with cancer create magical memories through experiences at a range of attractions and events. And we want to do as much as we can to help.

Alfie's Wish exists to support as many families as possible. Since 2020, we've now helped to create memories for almost 400 families. This year, we took the strategic decision to consolidate our hospital network to those based in London and the South East of England.

This has enabled us to develop deeper relationships with hospitals and families as we are better able to build trust and rapport. Ultimately this has helped us deliver better memory-making experiences.



PRIORITY 2 CORPORATE RELATIONSHIPS

All fundraisers are important

Since our early beginnings, we have been staggered by the love and support of our many and varied fundraisers who have walked, ran, climbed, boxed and sky-dived their way towards raising valuable memory-making funds.

Many of our fundraisers are active year after year, but it would not be prudent to overly rely on such loyalty.

For the future health of the charity, it is important to diversify funding sources and the corporate sector holds much potential.

Developing links

Business networking forms an important focus for our operational manager. Membership of formal networks such as the Hampshire Business network group and BNI Hampshire have helped to connect with like-minded professionals and to raise the charity profile.

Experience has been gained working with Blue Chip corporate partners. This has helped us to better understand how big business manages philanthropic activity. We have been able to network with employees and this has directly benefitted fundraising. Having these experiences under our belt enhances our credibility and our ability to engage with other reputable and major businesses.

Links have been established during the year in the private education sector, the leisure sector, hospitality, finance and investment industries. Connections with professional athletes and sporting clubs has also been achieved.

The experience gained by our management team in navigating these new challenges will prove extremely valuable going forwards.



PRIORITY 3 OPERATIONAL EXCELLENCE

Creating a sustainable operational environment

Running a charity involves managing many moving parts. Planning, preparation, organising and recording. All functions need to work efficiently and effectively in order to meet the high compliance standards expected and deliver the best outcomes for all our stakeholders.

Personnel

The charity experienced strong and continuing growth throughout the 2024/25 reporting period. Fundraising activities grew substantially in both size and complexity as evidenced by the incredible increase in fundraising revenue.

We successfully delivered our first large scale fundraising event, our Great Gatsby themed charity ball. This was attended by over 160 guests but took months of planning.

In response to the growing administrative requirements, we took on a part-time administrator in March 2025.

Compliance

We continued to develop policies and procedures to meet our operational needs and reinforce our compliance requirements. We moved onto the Xero accounting system which helped streamline our financial reporting.

Focusing effort

Availability and bandwidth of key personnel was a major limiting factor. The Board of Trustees considered the case for investment in both support staff resource and a customer relationship system to help professionalise back-office support. The benefits of both of these investments will start to be realised in the next reporting period.

FUTURE PLANS

Opportunities

- **Acquisition, build and testing of new CRM system** – to enable more efficient and impactful operations.
- **New premises** – looking to secure non-domestic premises to conduct business operations from.
- **Growing reputation** – on the back of previous efforts and activities, a growing reputation helps increase the potential to attract new donors.
- **Event management experience** – having successfully delivered our first large scale fundraiser [The Great Gatsby Charity Ball], we have learned many valuable lessons which will help us deliver future events.
- **Healthy reserves** – we have accumulated strong financial reserves which provide us with options in terms of how we make resourcing decisions.
- **Sustainable geographic footprint** – a strategic decision was made by the Board of Trustees in the year to change the reach of the charity from the whole of the UK to the South of England and London. This was done to put the charity on a more sustainable footing.

Challenges

- **Volunteers** – we need to grow our volunteer base to better align to our activity plans.
- **Trustees** – we need to source new members to our Board. We recognise the absence of certain skillsets which new membership could bring.
- **Diversifying sources of funding** – grants and corporate partnerships in particular are areas which hold potential.
- **Increase in operational workload** – will require a review of resource management including personnel in order to meet future demand.

TRUSTEES AND KEY PERSONNEL

Trustees and operational management

Introducing our Trustees and Management team who served during the year.



During the year, Louise Thompson stepped down as Trustee. The Board thanks Louise for her contribution and dedication to the charity. In March 2025, the operational team welcomed Kerrie King into a part-time role. Kerrie's appointment reflects the strong growth in activity and the importance placed on robust charity management.

All Trustees and charity management have due regard for the Charity Commission's public benefit guidance.

FUNDRAISING HIGHLIGHTS

Events

16 events, 425 participants, 53 volunteers. Some of the many highlights are presented below. We once again take this opportunity to thank every single one of our fundraisers – we could not make memories without you.

April 2024: Wishy our mascot joined in the ABP Southampton marathon event supporting our fundraising effort to raise over £5,000.

May 2024: Our first charity ball – ‘The Great Gatsby’ themed evening saw 182 attendees attend a glittering sponsored event raising almost £19,000.

July 2024: We hosted our 3rd Golf Day at the Ampfield golf club. A whopping £10,000 was raised. 176 golfers and our patron David Prutton was able to join us.

July 2024: Sky diving heroics from a brave team of 6 who leapt from a plane at 15,000 feet raising £2,304 in the process.

August 2024: 5 plucky gentlemen took on the 3 peaks challenge and scaled dizzying fundraising heights helping to raise £3,100 [background image].

September 2024: A dragon boat racing event took place featuring several children’s cancer charities as part of cancer awareness month. We entered 3 teams and raised over £5,000.

September 2024: Walk the Test Way – our first year taking part and we had 55 walkers ranging from 5 to 26 miles. Solo walkers, teams and corporate sponsors all represented raising a collective £2,612.

November 2024: Jacob Adams donned boxing gloves, entered the ring and helped to raise £945 in a charity boxing match.

November 2024 – Dave Moteane took on the Beast Challenge running 465 miles in 1 month – raised £4,665 for Alfie’s Wish.

December 2024 – We were chosen by Chris Woods as one of his charities he would be supporting during his cricket testimonial year for Hampshire. A Testimonial Dinner at Lords helped raise £3,750.

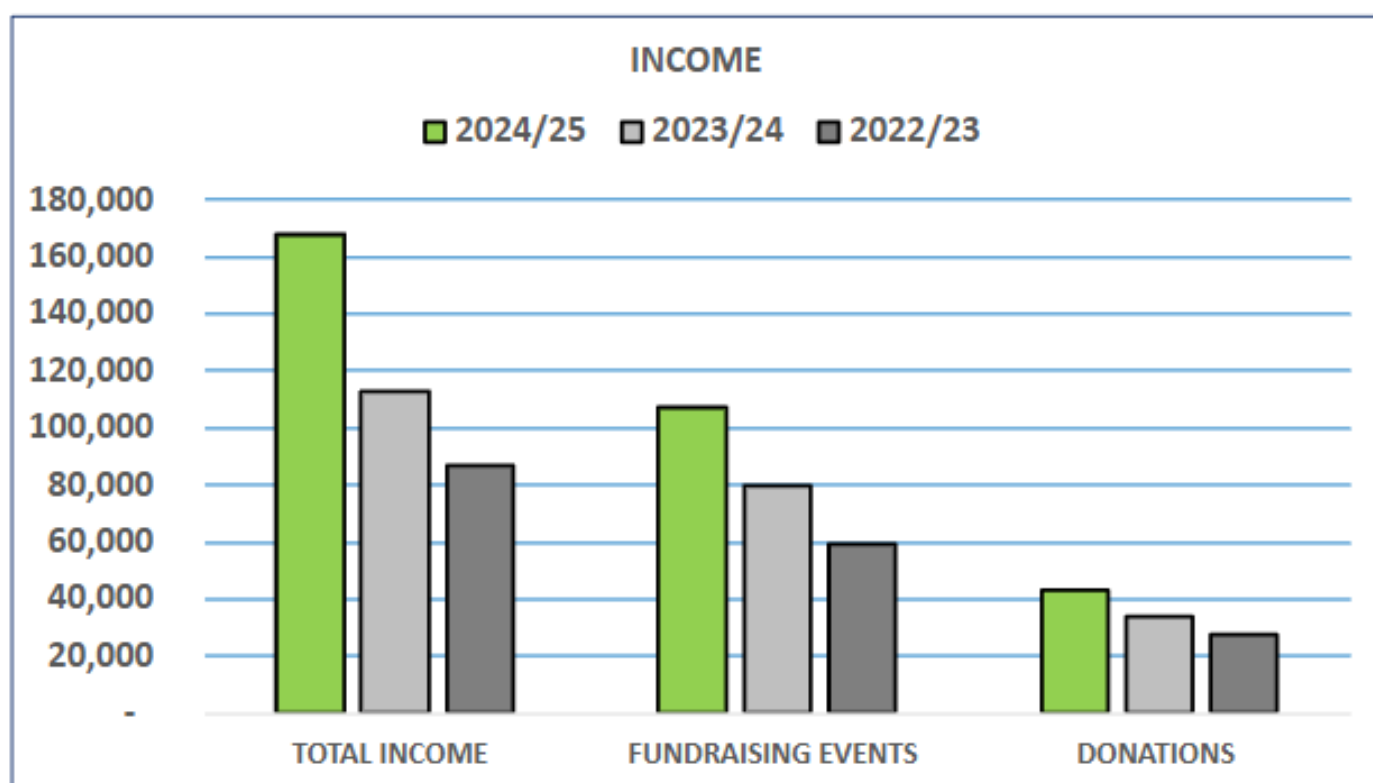
Dec 2024 – Took part in the BIG Give Christmas challenge raising £21,000 in 7 days (£10,000 donated by Hampshire Cricket Foundation – we had to get matching donors).

FINANCIAL SUMMARY: INCOME

2024-25 £167,815



49% INCREASE IN
INCOME



TOP FUNDRAISING EVENTS

The BIG Give £21,000

Charity Ball £18,906

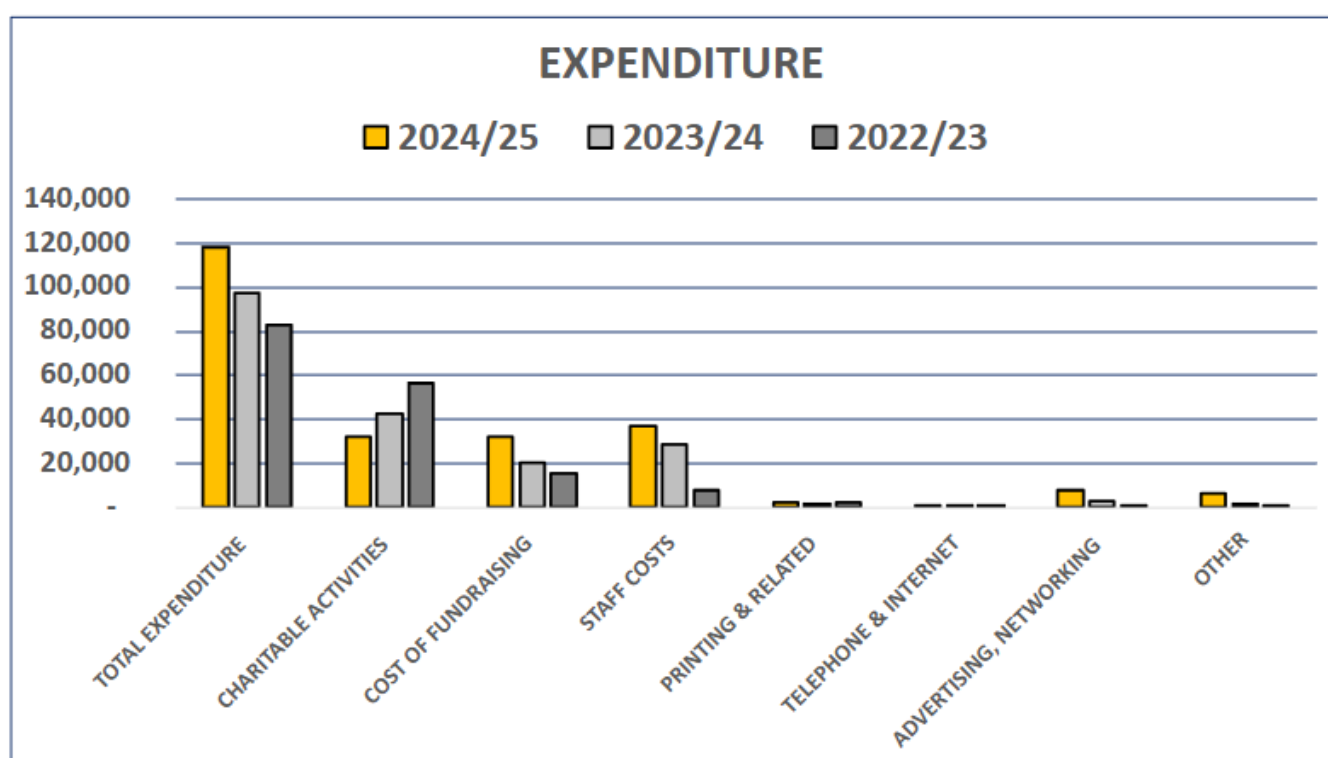
Golf Day £9,725

FINANCIAL SUMMARY: EXPENDITURE

2024-25 £117,667



21% INCREASE IN
EXPENDITURE

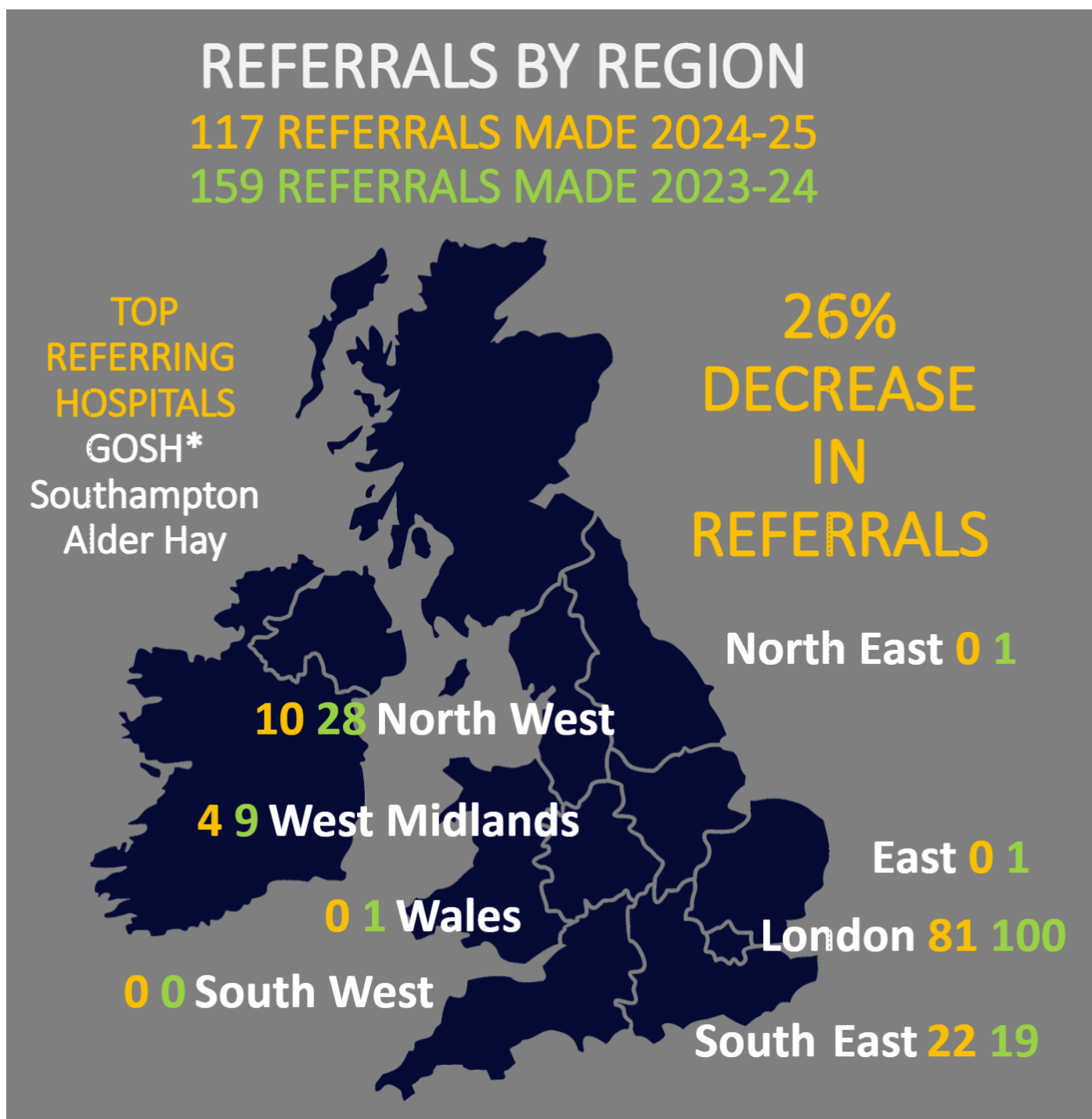


RESERVES



£164,391 FUNDS HELD IN RESERVE AT YEAR END
RESERVES INCREASED BY £50,148 IN THE YEAR
RESERVES POLICY IS TO HOLD A MINIMUM
BALANCE EQUIVALENT TO ONE YEAR'S
OPERATIONAL RUNNING COSTS

CHARITABLE ACTIVITIES: REFERRALS



* GOSH - Great Ormond Street Hospital

Note from August 2024, the geographic focus of the charity switched from being all of the UK to the South of England.

CHARITABLE ACTIVITIES: FUNDED



Note from August 2024, the geographic focus of the charity switched from being all of the UK to the South of England.



**Supporting Children
with Cancer**

ALFIESWISH.ORG.UK

Charity registration number: 1191020

Alfie's Wish is a charitable incorporated organisation

Principle address: 6 Minchin Road, Romsey, Hampshire SO51 0BL



CHARITY COMMISSION
FOR ENGLAND AND WALES

Alfies Wish

1191020

Receipts and payments accounts

CC16a

For the period
from

01/04/2024

To

31/03/2025

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 £	Last year to the nearest £
A1 Receipts					
Donations	42,863	-	-	42,863	33,595
Gift aid recovered	1,147	-	-	1,147	-
Fundraising events	106,945	-	-	106,945	79,172
Grants	15,280	-	-	15,280	-
Interest on deposit accounts	1,564	-	-	1,564	48
Sales	17	-	-	17	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	167,816	-	-	167,816	112,815
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	167,816	-	-	167,816	112,815
A3 Payments					
Charitable activities	32,027	-	-	32,027	42,520
Cost of fundraising events	32,113	-	-	32,113	19,782
Wages, salaries and national insurance	34,742	-	-	34,742	26,851
Pension contributions	2,024	-	-	2,024	1,430
Advertising, Marketing and Networking	7,724	-	-	7,724	3,047
Business Entertaining	35	-	-	35	80
General Expenses	289	-	-	289	54
Insurance	404	-	-	404	283
Printing, postage, stationery and computer supplies	1,964			1,964	1,342
Professional fees and Subscriptions	1,527			1,527	936
Staff training	3,345			3,345	-
Telephone, internet	627			627	608
Travel and Subsistence	846	-	-	846	339
Sub total	117,667	-	-	117,667	97,272
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	117,667	-	-	117,667	97,272
Net of receipts/(payments)	50,149	-	-	50,149	15,543
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	114,243	-	-	114,243	-
Cash funds this year end	164,392	-	-	164,392	15,543

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £									
B1 Cash funds	Current accounts	164,392	-	-									
	Personal accounts surplus balances	-	-	-									
	Personal accounts deficit balances	-	-	-									
	Total cash funds	164,392	-	-									
	(agree balances with receipts and payments account(s))	OK	OK	OK									
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £									
		-	-	-									
		-	-	-									
		-	-	-									
		-	-	-									
		-	-	-									
		-	-	-									
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)									
			-	-									
			-	-									
			-	-									
			-	-									
			-	-									
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)									
			-	-									
			-	-									
			-	-									
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)									
			-										
			-										
			-										
Signed on behalf of the charity's trustees <table><tr><td>Signature(s)</td><td></td><td></td></tr><tr><td>Full name(s)</td><td>James Butler</td><td>James Sturgess</td></tr><tr><td>Position (eg Secretary, Chair, etc)</td><td>Chair</td><td>Treasurer</td></tr></table> Date05/12/2025					Signature(s)			Full name(s)	James Butler	James Sturgess	Position (eg Secretary, Chair, etc)	Chair	Treasurer
Signature(s)													
Full name(s)	James Butler	James Sturgess											
Position (eg Secretary, Chair, etc)	Chair	Treasurer											



Section A

Independent Examiner's Report

Report to the trustees

Charity Name
ALFIES WISH

On accounts for the year
ended

31/3/2025

Charity no
(if any)

1191020

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/03/2025**.

Responsibilities and
basis of report

As the charity's 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 Trust'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 (~~other than that disclosed below~~*) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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.

* Please delete the words in the brackets if they do not apply.

Signed:

Date:

18/11/2025

Name:

KEELEY COUSENS

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

FCCA Dip PFS

Address:

2a Poles Copse, Poles Lane, Otterbourne, SO21 2DZ

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

Accounts



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MESSAGE FROM THE FOUNDERS

As we look back over the past year, we are incredibly proud of the strides Alfie's Wish has made and how much our charity continues to grow. Our mission has always been to support families facing the unimaginable challenge of a child's cancer diagnosis, and we know how overwhelming this can be—especially during a cost-of-living crisis.

For families grappling with hospital visits, treatments, and the daily emotional toll of caring for a sick child, the opportunity to create cherished memories can often fall to the bottom of the priority list. The stress of juggling hospital life with everyday responsibilities, all while worrying about finances, can leave families physically, mentally, and emotionally drained.

This is where Alfie's Wish steps in. We are dedicated to tipping the balance, helping families not only survive these difficult times but also find moments of joy, connection, and memory-making along the way. We've seen firsthand the profound impact these experiences have on children and their loved ones, and it's why we do what we do. In the face of uncertainty, making memories becomes even more precious—because when your child has cancer, every day is important.

Thanks to the incredible generosity of our supporters, we've been able to continue this vital work. Whether through donations, fundraising, or simply spreading awareness, your help is invaluable. Together, we are making a real difference for families who need it most, and for that, we are deeply grateful.

The Founders of Alfie's Wish

The image shows two handwritten signatures in black ink. The signature on the left is 'James' and the one on the right is 'Charlotte'. Both are written in a cursive, flowing style.

James & Charlotte Butler (Alfie's Parents)

VISION AND MISSION

We are driven by our mission to make memories for families living with childhood cancer.

Our vision is to bring happiness and light to dark places.

We aim to help families from England and Wales with children between the ages of 0-16 years who have been diagnosed with cancer. By working with oncology hospitals, we receive referrals from the *Young Lives vs Cancer* social workers for the families they support.

Working with families, we arrange days out within the UK to a destination of their choice - enabling the creation of special memories.



HIGHLIGHTS AND SUCCESSES

This report covers the period April 2023 to March 2024. During the year we received 159 referrals (up from 129 referrals 2022-23). We arranged 141 special experiences for families living with cancer (up from 131 2022-23). The top memory-making locations continue to be theatre shows, zoo visits and major theme parks and attractions.



SOUTHAMPTON, LONDON AND PARIS MARATHONS

More than 50 runners helping to raise over £10,000



SPINNAKER TOWER ABSEIL

Raising £13,000 in conjunction with our first charity partner



MERCHANDISE AND MASCOT

Merchandising through The So Studio and the introduction of our mascot "Wishy"



10 REFERRING HOSPITALS

Great Ormond Street, Alder Hey and Southampton top referring hospitals



2nd ANNUAL GOLF DAY FUNDRAISER

£20,000 raised at Ampfield Golf Club



141 MEMORY-MAKING DAYS OUT

Top locations include London theatres, London Zoo, Legoland and Paulton's Park

PRIORITIES

Alfie's Wish was formed with the simple goal of making memories. Helping families through their darkest hours by enabling them to create moments of happiness.

"Don't count the days, make the days count".



**MAKING
MEMORIES**



**PROFILE
RAISING**



**A SECURE
FUTURE**

PRIORITY 1 MAKING MEMORIES

It's why we're here

Helping families living with cancer create magical memories through experiences at a range of attractions and events.

Alfie's Wish exists to support as many families as possible.

So far, we've been able to fund and support the ever-growing number of referrals received.

Since our beginnings in 2020, we have received over 300 referrals and provided support to over 275 families from across the country. Whilst most referrals originate from London and the Southeast, Alfie's Wish has a national footprint which takes in referrals from Plymouth to Liverpool, Manchester to Newcastle.

Our families have visited top attractions such as Legoland, Warner Brothers Studio, various London theatres, Alton Towers, zoos and safari parks across the country – to name just a few.

What it means to our families...



PRIORITY 2 PROFILE RAISING

A strong profile is essential for our continuing success

Raising our profile is important because it helps raise awareness of childhood cancer and the work we do to help families living with it. A strong profile helps to:

Funders - grow relationships with existing funders and to develop new ones.

General public - raise the awareness of childhood cancer and the work we are doing to help.

Beneficiaries - helps spread the positive messages received from families we've supported and connect us with future beneficiaries.

Supporters - inspire current supporters and attract new ones.

Profile raising actions

Relationship building – it has been a busy year in terms of developing new relationships. Cultivating new charity partners, and ever-growing army of fundraising volunteers, new business networks and collaborative events with other cancer charities.

Corporate partnerships present a new and developing area to explore in future. We were extremely proud to work with our first partner this year. Their efforts throughout the year and the Spinnaker Tower abseil event really showcased the power of corporate collaboration.

Our website and social media channels continue to develop and are seen as integral elements of our approach to grow our presence and raise awareness.

Visual identity – we managed to forge a partnership with new merchandise partners – The So Studio - during the year. It was also a watershed moment when our new mascot was unveiled in March 2024. Wishy (pictured on page 5) was an instant hit and does an effective job of putting smiles on faces and raising the charity's profile.

PRIORITY 3 A SECURE FUTURE

Creating a sustainable outlook

Cancer isn't going away anytime soon. We want to put Alfie's Wish on a sound footing so we can create memories and help families today, tomorrow, and well into the future.

People

Our volunteers and helpers are at the heart of everything we do. We understand that to grow and develop, we need to cultivate a growing network of volunteers and supporters to help us achieve our aims. This was a priority last year and it remains so now.

Leadership

The board of trustees meet quarterly along with the Operational Manager to ensure that charity activity is progressing as planned, that new challenges are addressed and opportunities identified and that all regulatory obligations are met.

During the year, the Operational Manager post became full time having previously been part time. This was in response to growth in all aspects of operations – referrals, funded activities and fundraising events.

This year there has been much work in policy development and refining operational procedures. This work puts the charity on a sound footing both now and into the future.

Finances

The leadership team regularly review the financial position to ensure our pipeline of referral and funded activity are in alignment with our fundraising activities and reserves.

We can moderate our activities such that this balance is soundly maintained.

A robust reserves policy means we always have enough to cover the most challenging of circumstances. The maintenance of these reserves in the face of fluctuating financial winds also reflects good financial management.

FUTURE PLANS

Opportunities

- Reserves – surplus reserves ensure we are heading into the next financial year in a strong position.
- Bigger and Better – income exceeds expenditure. This means we can afford to make our memories even more memorable.
- Corporate Partnerships – developing relationships with new and existing Corporate partners to create long-term support.
- Grants – an area of untapped potential that could diversify our income streams.
- Events – the opportunity to create events in our own name.

Challenges

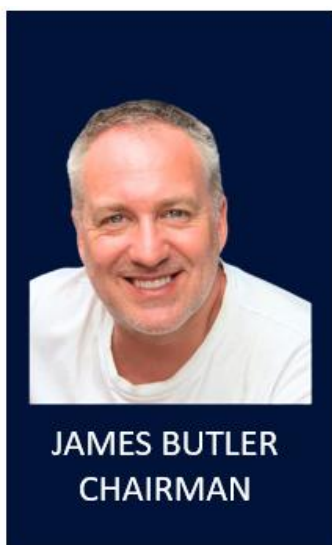
- Volunteers – as the charity grows so does our need to attract more volunteers.
- Trustees – growing our board of Trustees and recruiting those with the correct skillset to dovetail with our existing members.
- Role development – developing the role of the Operational Manager to focus more on value adding activities and less on day-to-day operations.
- Funding paths – new funding paths such as grants, and corporate partnerships offer potential but also come with challenges.
- Value for money – ensuring any increased investment in the memory making experience, continues to deliver value.
- Growth – managing this sustainably and at a rate that can be accommodated by the charity.
- Fundraising – reducing reliance on a core of personal fundraisers and expanding our new supporter numbers.

OUR TRUSTEES AND KEY PERSONNEL

Our key personnel comprise Trustees, management, and our crucial army of volunteers.

TRUSTEES AND OPERATIONAL MANAGEMENT

During the year the following Trustees continued to serve on the Board and there were no Trustee changes. In January 2024, the operational manager post changed from part-time to full-time. All Trustees and charity management have due regard for the Charity Commission's public benefit guidance.



FUNDRAISING HIGHLIGHTS

Events

A multitude of events and contributions defined a vibrant fundraising year. Some highlights are presented below. We take this opportunity to thank all our fundraisers – we could not make memories without you.

April 2023: The ABP Southampton marathon, the Paris marathon and the London marathon helped raise over £10,000.

June 2023: Our first 'adrenaline' event saw brave fundraisers abseil down the Spinnaker tower in Portsmouth. Our charity partner helped raise £13,000.

July 2023: We hosted our 2nd Golf Day at the Ampfield golf club. A staggering £20,000 was raised.

August 2023: Hedge End Rangers under 9's chose Alfie's Wish as kit sponsors.

September 2023: Childhood cancer awareness month. We joined eight other local children's cancer charities and held our first 'Charities Unite' event. Romsey Chamber of Commerce chose us as their nominated charity.

Dragon Boat racing helped generate enormous fun and £3,000 in funds.

December 2023: The Tudor Rose pub in Romsey hosted a Christmas grotto and raised over £1,000.

January 2024: We appointed a full time Operational Manager.

March 2024: We did a Parkrun takeover at Romsey Ganger Farm. This month also saw the arrival of 'Wishy' our hotly anticipated mascot.

Partnership building

Our three priorities of making memories, raising our profile and operating sustainably are best done working in partnership with others who share our goals and values.

During the year, partnerships were cultivated and relationships formed. Alfie's Wish is proud to acknowledge the help and support received from corporate and other sponsors.

Southampton Archery club and Cim Software helped raise another £10,000.

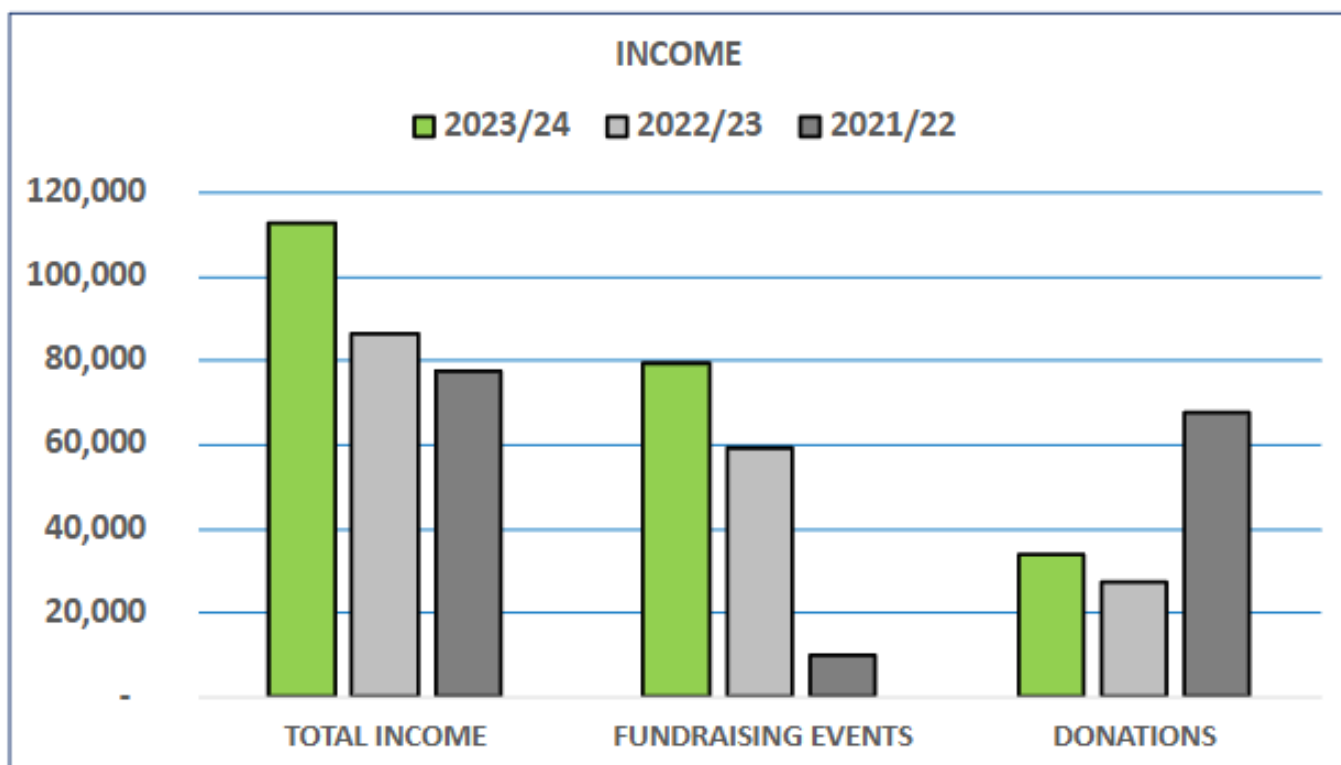
Stroud School and Romsey Chamber of Commerce also helped raise significant funds.

FINANCIAL SUMMARY: INCOME

2023-24 £112,815



31% INCREASE IN
INCOME



TOP FUNDRAISING EVENTS

Ampfield golf day £20,000

Spinnaker Tower abseil £13,000

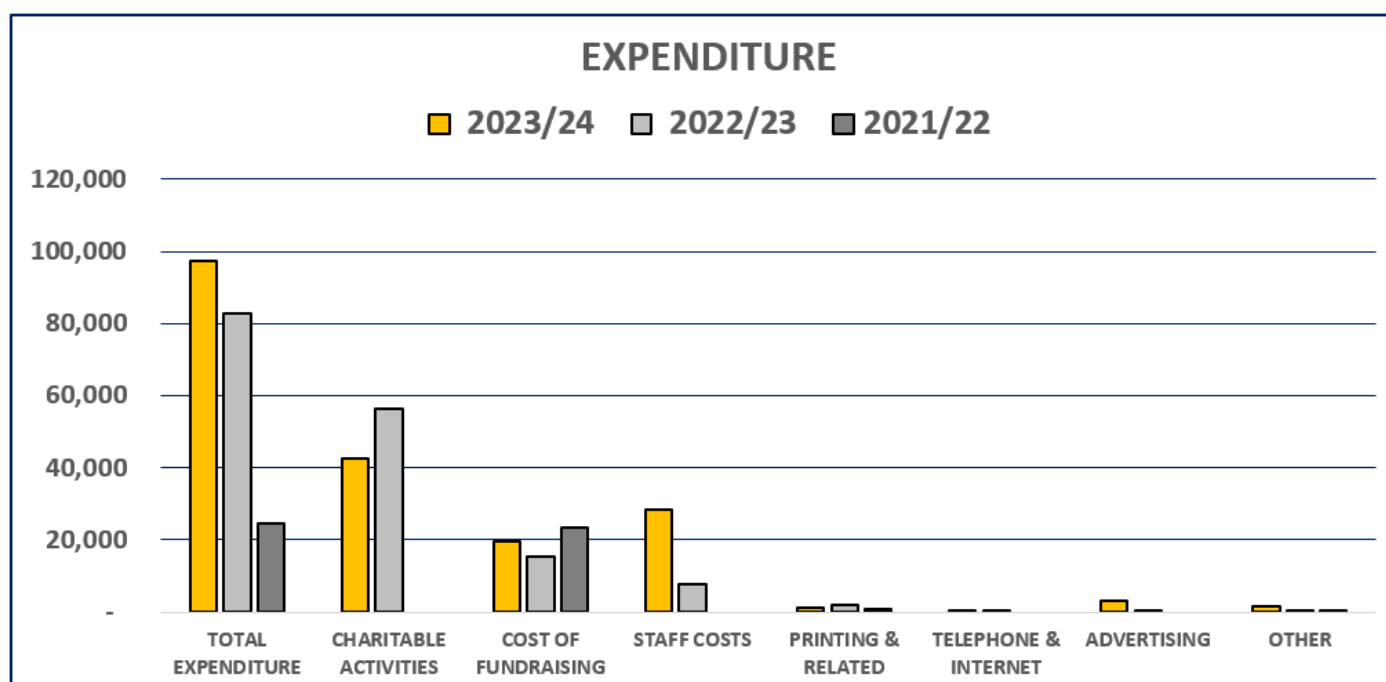
Southampton marathon £10,000

FINANCIAL SUMMARY: EXPENDITURE

2023-24 £97,272



18% INCREASE IN EXPENDITURE

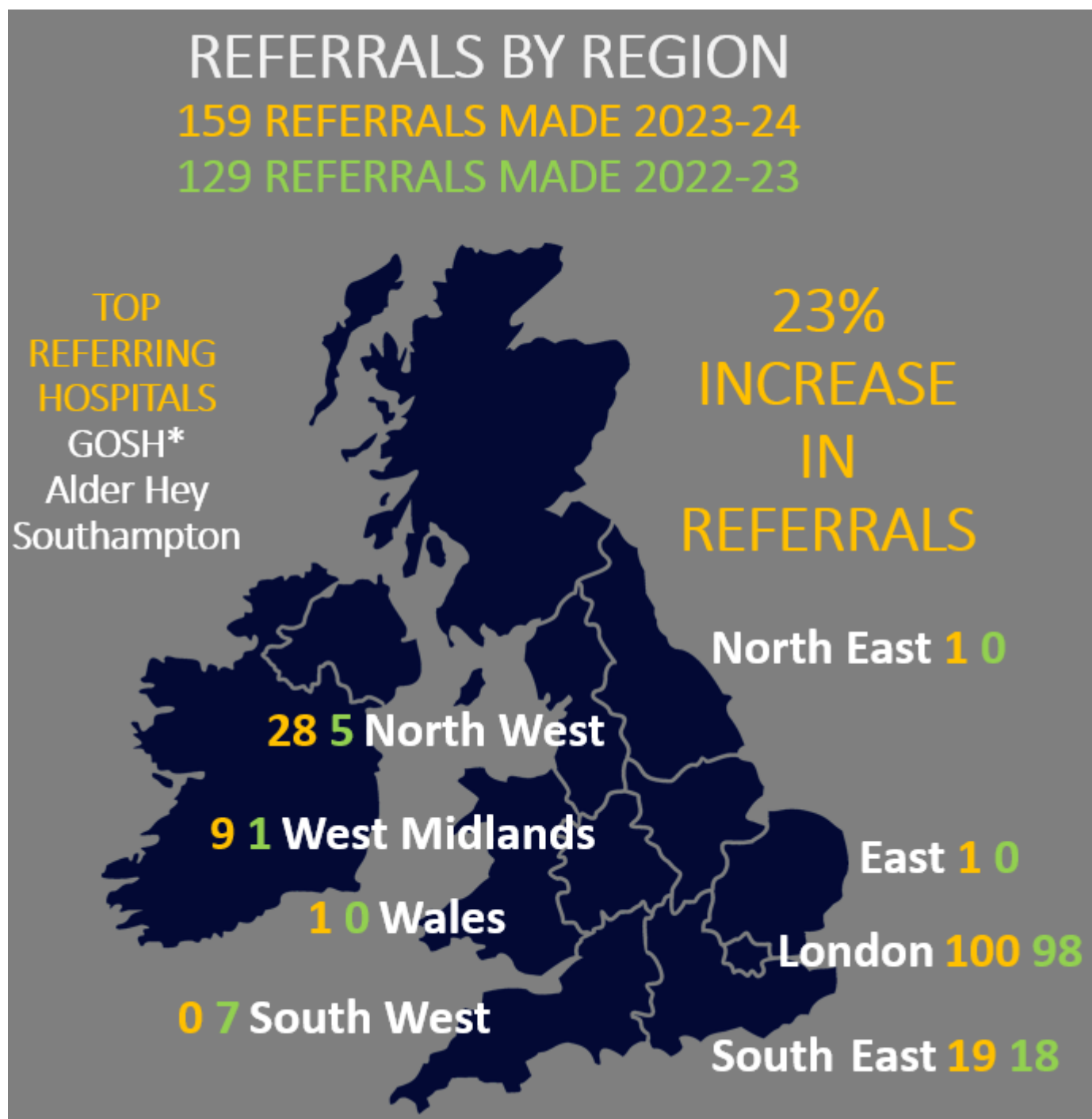


RESERVES



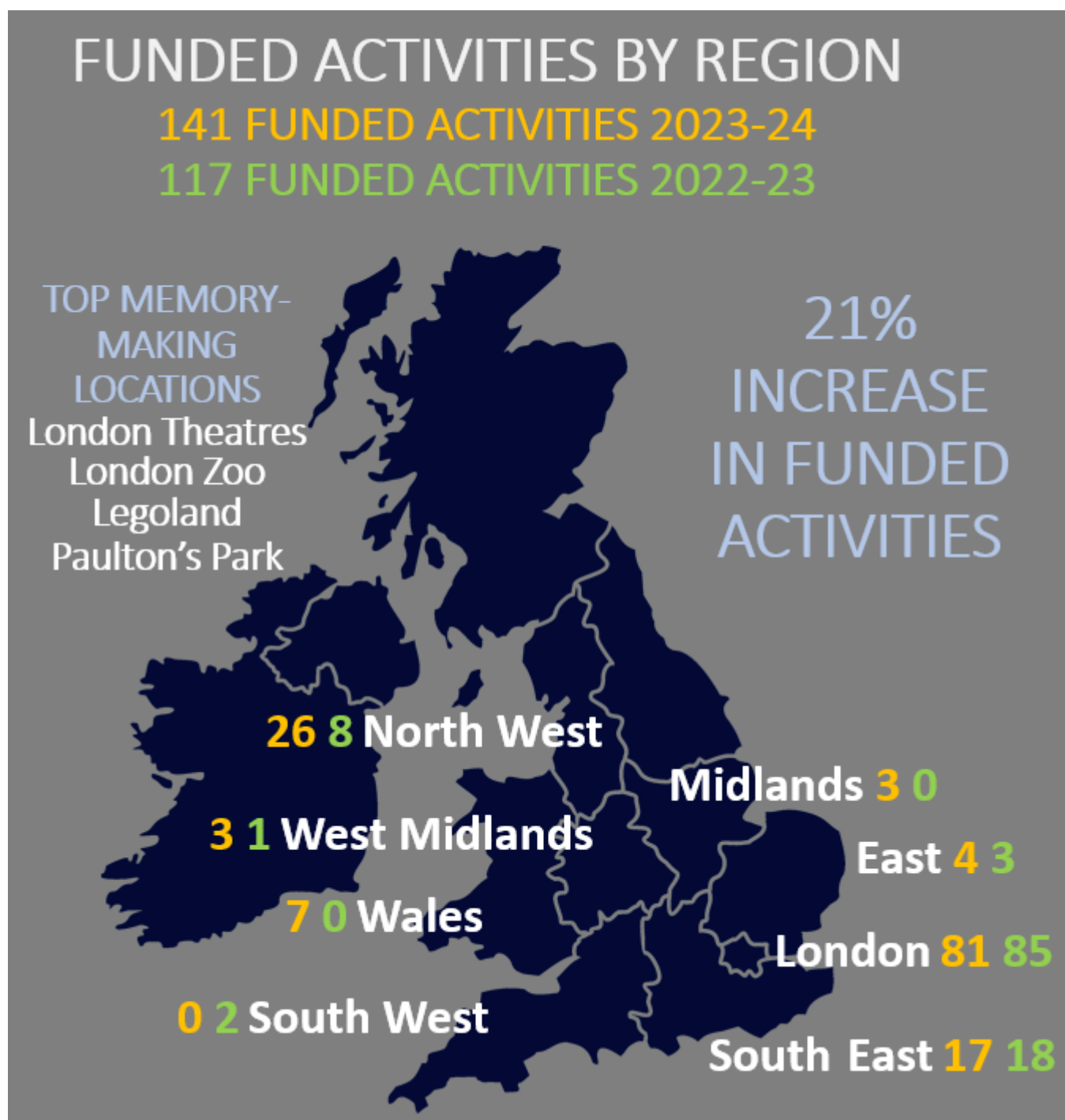
£114,243 FUNDS HELD IN RESERVE AT YEAR END
RESERVES INCREASED BY £15,542 IN THE YEAR
RESERVES POLICY IS TO HOLD A MINIMUM
BALANCE OF £50,000 EQUIVALENT TO ONE
YEAR'S OPERATIONAL RUNNING COSTS

CHARITABLE ACTIVITIES: REFERRALS



* GOSH - Great Ormond Street Hospital

CHARITABLE ACTIVITIES: FUNDED





**Supporting Children
with Cancer**

ALFIESWISH.ORG.UK

Charity registration number: 1191020

Alfie's Wish is a charitable incorporated organisation

Principle address: 6 Minchin Road, Romsey, Hampshire SO51 0BL



CHARITY COMMISSION
FOR ENGLAND AND WALES

Alfies Wish

1191020

Receipts and payments accounts

CC16a

For the period
from

01/04/2023

To

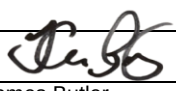
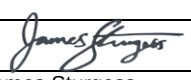
31/03/2024

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 £	Last year to the nearest £
A1 Receipts					
Donations	33,595	-	-	33,595	27,133
Fundraising events	79,172	-	-	79,172	59,100
Commission on sales	-	-	-	-	-
Interest on deposit accounts	48	-	-	48	8
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	112,815	-	-	112,815	86,241
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	112,815	-	-	112,815	86,241
A3 Payments					
Charitable activities	42,520	-	-	42,520	56,254
Cost of fundraising events	19,782	-	-	19,782	15,460
Insurance	283	-	-	283	257
Advertising, Marketign and Networking	3,047	-	-	3,047	247
Pension contributions	1,430	-	-	1,430	328
Printing, postage, stationery and computer supplies	1,342	-	-	1,342	2,002
Professional fees and Subscriptions	936	-	-	936	341
Telephone, internet	608	-	-	608	231
Business Entertaining	80	-	-	80	-
General Expenses	54	-	-	54	-
Travel and Subsistence	339	-	-	339	-
Wages, salaries and national insurance	26,851	-	-	26,851	7,542
Sub total	97,272	-	-	97,272	82,662
A4 Asset and investment purchases. (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	97,272	-	-	97,272	82,662
Net of receipts/(payments)	15,542	-	-	15,542	3,579
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	98,700	-	-	98,700	95,121
Cash funds this year end	114,243	-	-	114,243	98,700

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Current accounts	114,243	-	-
	Personal accounts surplus balances	-	-	-
	Personal accounts deficit balances	-	-	-
	Total cash funds	114,243	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	

Signed on behalf of the charity's trustees	
Signature(s)	 
Full name(s)	James Butler James Sturgess
Position (eg Secretary, Chair, etc)	Chair Treasurer
Date	28/09/2024



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
ALFIES WISH

**On accounts for the year
ended**

31/3/2024

**Charity no
(if any)**

1191020

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2024.

**Responsibilities and
basis of report**

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 ("the Act").

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.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) 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 in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

17/12/2024

Name:

KEELEY COUSENS

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

FCCA Dip PFS

Address:

2a Poles Copse, Poles Lane, Otterbourne, SO21 2DZ

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

Accounts



ANNUAL REPORT 2022-23

ALFIESWISH.ORG.UK

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MESSAGE FROM
THE FOUNDERS

4

VISION AND
MISSION

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HIGHLIGHTS AND
SUCCESSES

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KEY PERSONNEL

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FINANCIAL
SUMMARY

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CHARITABLE
ACTIVITIES

MESSAGE FROM THE FOUNDERS

We set up Alfie's Wish in memory of our beloved son, Alfie, who bravely battled brain cancer for several years, but sadly died when he was 5 ½ years old.

We know firsthand the immense emotional and financial burden that comes with caring for a child with cancer. Witnessing our child's struggle and enduring the daily rollercoaster of emotions was an experience no parent should ever have to endure.

Over the years our ability to create precious memories with Alfie was only made possible through the generous support of our family, friends, and other charitable organisations.

For us, this charity is deeply personal and meaningful. We understand from personal experience the importance of providing children with cancer and their families the opportunity to make lasting memories together. The ability to look forward to special days out, put a smile on a child's face, and create cherished moments is something we treasure from our time with Alfie.

Our family's motto during those challenging years was "Don't count the days, make the days count," and it's a guiding principle for our charity. We are driven by the desire to give other families the same opportunities we had to create beautiful memories with their children.

We are incredibly proud of the progress Alfie's Wish has made since its inception. It warms our hearts to see the positive impact we've had on numerous families dealing with childhood cancer.

Making a difference in the lives of these children and their families is at the core of our mission, and it fuels our determination to continue our work, ensuring that every day counts for those who need it most.



James & Charlotte Butler (Alfie's Parents)

VISION AND MISSION

We are driven by our mission to make memories for families living with childhood cancer.

Our vision is to bring happiness and light to dark places.

We aim to help families from England and Wales with children between the ages of 0-16 years who have been diagnosed with cancer. By working with oncology hospitals, we receive referrals from the *Young Lives vs Cancer* social workers for the families they support.

Working with families, we arrange days out within the UK to a destination of their choice - enabling the creation of special memories.



HIGHLIGHTS AND SUCCESSES

This report covers the period April 2022 to March 2023. During the year we received 129 referrals from 11 hospitals from across the country. We enabled 131 special experiences for families living with cancer ranging from theatre trips to zoo visits and days out to major UK parks and attractions.



ABP SOUTHAMPTON MARATHON

*75 runners helping to
raise over £25,000*



CHARITY GOLF DAY AT AMPFIELD GOLF CLUB

*Golf club event day
helping to raise £17,000*

OUR ARMY OF FUNDRAISERS

*Hundreds of events and
supporters*



11 REFERRING HOSPITALS

*Great Ormond Street
Hospital top referring
hospital*



A GROWING NATIONAL FOOTPRINT



Alder Hey Children's Hospital, Liverpool



131 MEMORY- MAKING DAYS OUT

PRIORITIES

Alfie's Wish was formed with the simple goal of making memories. Helping families through their darkest hours by enabling them to create moments of happiness.

"Don't count the days, make the days count".



PRIORITY 1 MAKING MEMORIES

It's why we're here

Helping families living with cancer create magical memories through experiences at a range of attractions and events.

Alfie's Wish exists to support as many families as possible.

So far, we've been able to fund and support the ever-growing number of referrals received.

Since our beginnings in 2020, we've now provided support to over 140 families from across the country. Whilst most referrals originate from London and the South East, Alfie's Wish has a growing footprint which takes in referrals from Exeter to Liverpool.

Our families have visited top attractions such as Chessington, Legoland, Alton Towers, zoos and safari parks across the country. Paulton's Park in Hampshire, Sealife Centres and the London theatre scene have become established favourite destinations.

What it means to our families...

"We finally managed to get to Peppa Pig World and had a wonderful afternoon. As Liya was put on pumps we had to spend the morning at home with nurses sorting drugs for both pumps. Liya was tired but really enjoyed Peppa Pig World.

She danced with the music they played for the rides. She wasn't sure to get on the rides at the beginning, so we followed her lead and waited until she was comfortable enough to get on them. With your generous voucher she was able to get all the toys she wanted from the toy shop. We can't thank you enough for the beautiful day and lovely memories that we were able to make with Liya with your kind and generous help."

"Hi Alfie's Wish, we just wanted to thank you from the bottom of our hearts for making such an incredible trip to Chessington to make memories.

We honestly cannot thank you enough, we had such a special time. You are incredible and without your amazing charity we would not have been able to go. Thank you."

"Thank you so much for our lovely day out, it was so magical. It was so lovely to see Esmae and her sisters so happy and ice skating was a big hit!

Esmae was overjoyed as she loves everything about Christmas, we had the best day ever all thanks to you."

PRIORITY 2 PROFILE RAISING

A strong profile is essential for our continuing success

Raising our profile is important because it helps raise awareness of childhood cancer and the work we do to help families living with it. A strong profile helps to:

Funders - grow relationships with existing funders and to develop new ones.

General public - raise the awareness of childhood cancer and the work we are doing to help.

Beneficiaries - helps spread the positive messages received from families we've supported and connect us with future beneficiaries.

Supporters - inspire current supporters and attract new ones.

Profile raising actions

Building a strong online presence – essential in today's digital age. We recognise that most would-be donors and supporters are likely to go online to search for information about a particular cause or charity. Our website alfieswish.org.uk is at the heart of our online presence.

Using the power of social media – to interact with potential donors and to demonstrate loyalty and importance to those who have given in the past. To spread the joy and positivity that comes from our activities. Social media is at the forefront of our engagement thinking.

Networking – in the digital age, person-to-person networking still has a vitally important place in organisational development. We are working hard to cultivate valuable networks.

Making the most of sponsored events – Alfie's Wish have successfully organised events big and small. The fundraising focus has been mainly on individuals with a modest amount of corporate sponsorship involvement. We aim to grow corporate relationships going forwards.

PRIORITY 3 A SECURE FUTURE

We want to be able to operate successfully today - and tomorrow

Cancer isn't going away anytime soon. We want to put Alfie's Wish on a sound footing so we can create memories and help families today, tomorrow, and well into the future.

People

Our volunteers and helpers are at the heart of everything we do. We understand that to grow and develop, we need to cultivate a growing network of volunteers and supporters to help us achieve our aims.

Leadership

Strong leadership is essential in providing a vision and direction of travel. The board of trustees meets quarterly with the Operational Manager to ensure that charity activity is progressing as planned, that new challenges are addressed and that all regulatory obligations are met.

Finances

Money is the lifeblood of any organisation. Managing this resource is key to the long-term success of Alfie's Wish. We regularly review our financial position to ensure our pipeline of referral activity and fundraising activities are in alignment.

A robust reserves policy means we always have enough to cover the most challenging of circumstances.

FUTURE PLANS

Opportunities

Alfie's Wish was formed in 2020. Despite launching during the COVID pandemic we have succeeded in putting down strong roots.

The charity has grown significantly over the last two years.

For example, the number of referrals received grew from 21 in 2021/22 to 129 in 2022/23. Referring hospitals also grew from 7 in 2021/22 to 11 in 2022/23. Income over this same period grew by 12%.

Whilst great progress has been made, more remains to be done.

Fundraising efforts have thus far focused on non-corporate bodies, and this presents an area of opportunity.

Alfie's Wish was born with local impact and appeal but as the charity has grown, so has its reach. Social media and networking opportunities will be used to help us grow our supporter base.

As fundraising increases, so will our ability to work with more hospitals and engage

with more families living with cancer.

Helping to make more memories.

Challenges

Fundraising can be hard in the best of times but the current 'cost of living crisis' presents a challenge to those seeking to raise funds from philanthropic sources.

Raising funds essentially requires two key ingredients.

Firstly, it needs the input of individuals, families and organisations who can give their time and effort to help keep the charity running and to organise and take part in fundraising activities.

Secondly, it needs the generosity of charity supporters – those who donate to the cause.

Alfie's Wish is working hard to develop and grow its army of helpers, raise the charity's profile, network with potential sponsors, and organise events and activities which will help it meet these challenges.

Continuing to grow our footprint in a sustainable manner remains a priority.

OUR TRUSTEES AND KEY PERSONNEL

Our key personnel comprise Trustees, management, and our crucial army of volunteers.

TRUSTEES

During the year the following Trustees served on the Board. All Trustees have due regard for the Charity Commission's public benefit guidance.



JAMES BUTLER
CHAIRMAN



CHARLOTTE BUTLER
RESIGNED
NOVEMBER 2022



JAMES STURGES
TREASURER



RACHAEL KEEPING



LOUISE MAUNDERS



LOUISE THOMPSON



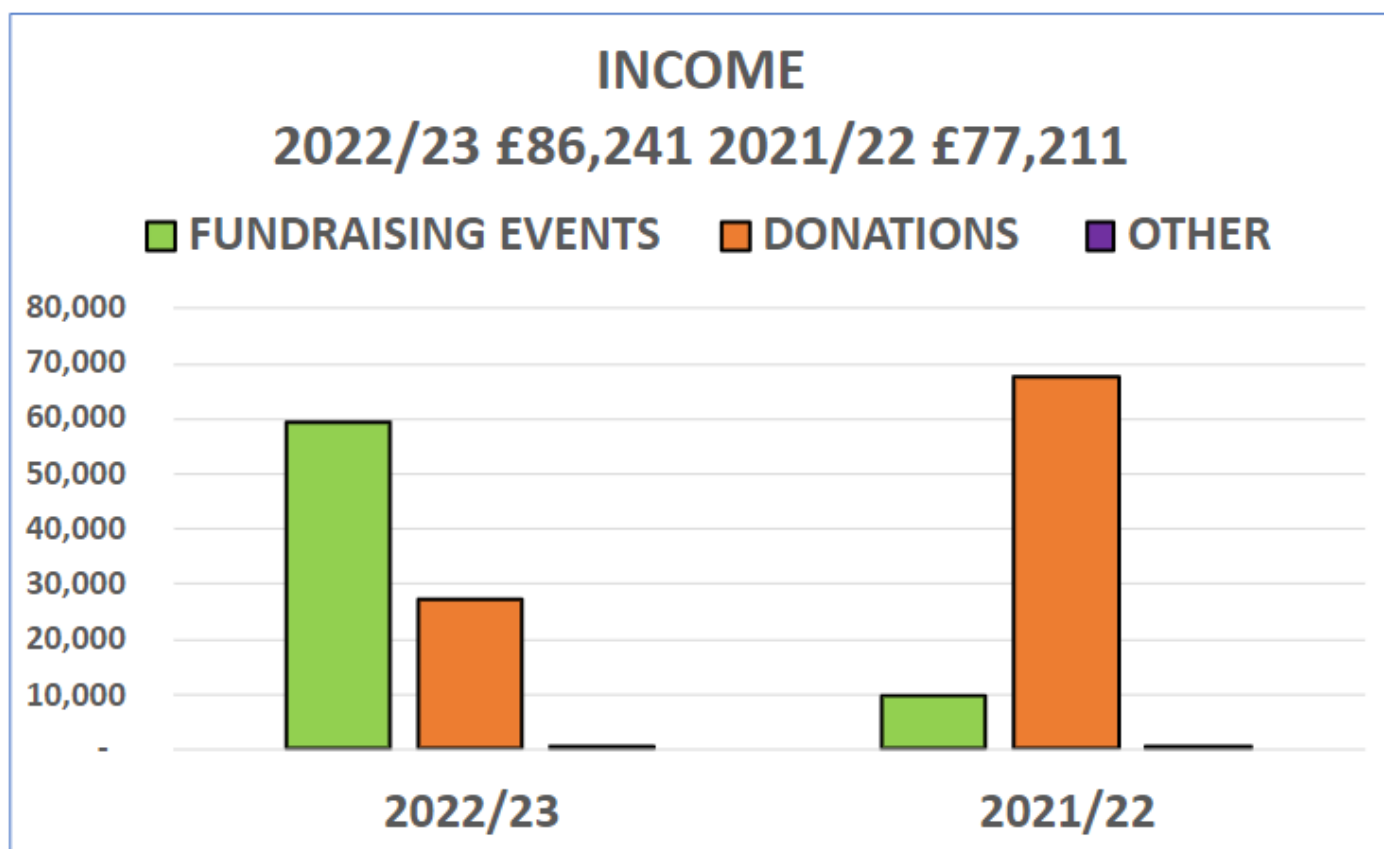
ROXANNE LINES
APPOINTED
OCTOBER 2022

In the final quarter of 2022, the Board of Trustees oversaw the recruitment and appointment of an Operational Manager. This post started in December 2022 to meet the growing demands of running the charity.

INCOME FINANCIAL SUMMARY



12% INCREASE IN INCOME



FUNDRAISING HIGHLIGHTS

ABP Southampton Marathon
Charity Golf Day at Ampfield Golf Club
Exertis corporate support
Totton Running Club 'Where's Wally' event

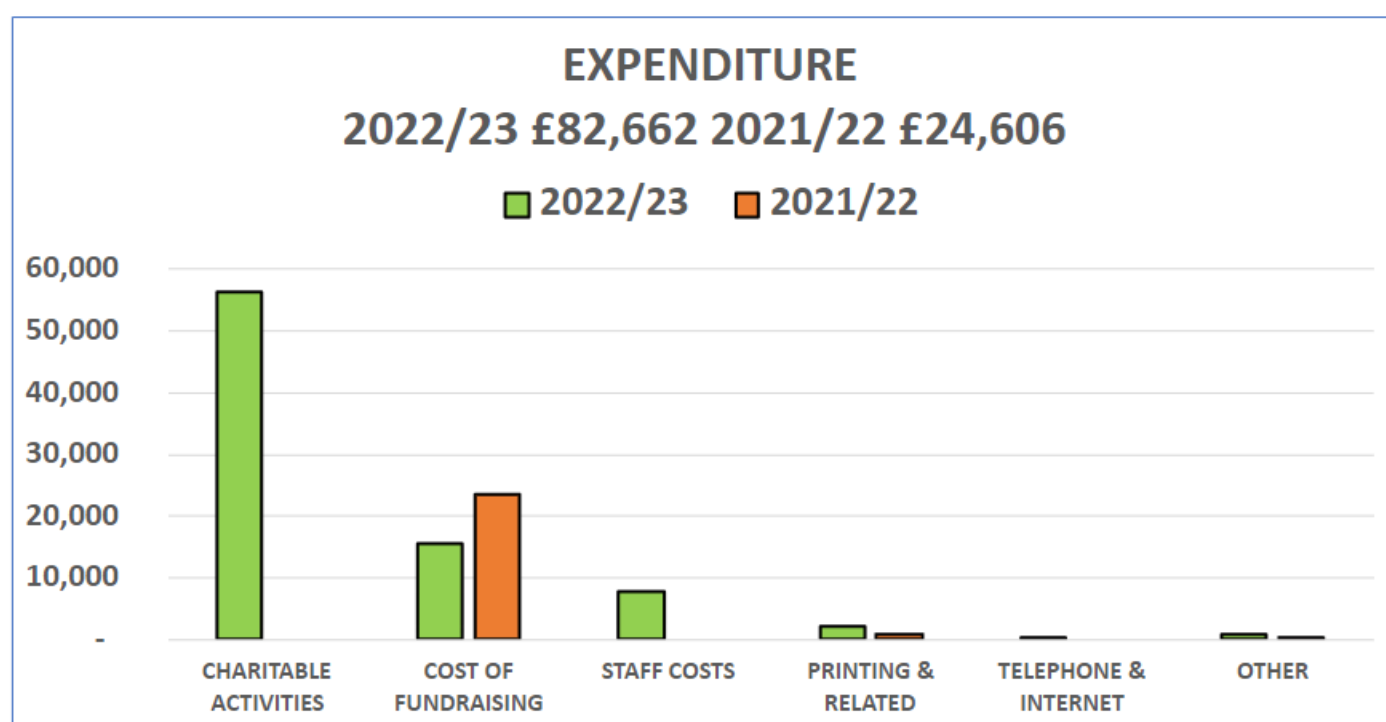
EXPENDITURE FINANCIAL SUMMARY



236% INCREASE IN EXPENDITURE

NEW FOR 2022/23: £56,254 IN FUNDED MEMORY-MAKING ACTIVITIES

NEW FOR 2022/23: £7,870 OPERATIONAL MANAGER APPOINTED



RESERVES



£98,700 FUNDS HELD IN RESERVE AT YEAR END

RESERVES POLICY IS TO HOLD A MINIMUM
BALANCE OF £50,000 EQUIVALENT TO ONE
YEAR'S OPERATIONAL RUNNING COSTS*

*excludes the cost of charitable activities

CHARITABLE ACTIVITIES



* GOSH - Great Ormond Street Hospital

** UCLH – University College London Hospital



**Supporting Children
with Cancer**

ALFIESWISH.ORG.UK

Charity registration number: 1191020

Alfie's Wish is a charitable incorporated organisation

Principle address: 6 Minchin Road, Romsey, Hampshire SO51 0BL



CHARITY COMMISSION
FOR ENGLAND AND WALES

Alfies Wish

1191020

Receipts and payments accounts

CC16a

For the period
from

01/04/2022

To

31/03/2023

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	27,133	-	-	27,133	67,351
Fundraising events	59,100	-	-	59,100	9,618
Commission on sales	-	-	-	-	242
Interest on deposit accounts	8	-	-	8	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	86,241	-	-	86,241	77,211
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	86,241	-	-	86,241	77,211
A3 Payments					
Bank interest and charges	-	-	-	-	218
Charitable activities	56,254	-	-	56,254	-
Cost of fundraising events	15,460	-	-	15,460	23,478
Insurance	257	-	-	257	-
Marketing	247	-	-	247	-
Pension contributions	328	-	-	328	-
Printing, postage, stationery and computer supplies	2,002	-	-	2,002	910
Professional fees	341	-	-	341	-
Telephone, internet	231	-	-	231	-
Wages, salaries and national insurance	7,542	-	-	7,542	-
Sub total	82,662	-	-	82,662	24,606
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	82,662	-	-	82,662	24,606
Net of receipts/(payments)	3,579	-	-	3,579	52,605
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	95,114	-	-	95,114	42,509
Cash funds this year end	98,693	-	-	98,693	95,114

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Current accounts	98,700	-	-
	Personal accounts surplus balances	-	-	-
	Personal accounts deficit balances	- 7	-	-
	Total cash funds	98,693	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	to nearest £	to nearest £	to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	

Signed on behalf of the charity's trustees	
Signature(s)	 
Full name(s)	James Butler James Sturgess
Position (eg Secretary, Chair, etc)	Chair Treasurer
Date	8/12/2023



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
ALFIES WISH

On accounts for the year
ended

31/3/2023

Charity no
(if any)

1191020

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2023.

Responsibilities and
basis of report

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 ("the Act").

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.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) 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 in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

17/1/2024

Name:

KEELEY COUSENS

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

FCCA Dip PFS

Address:

2a Poles Copse, Poles Lane, Otterbourne, SO21 2DZ

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 1st April 2021
To 31st March 2022

Period start date
Period end date

Charity name: **Alfie's Wish**

Charity registration number: **1191020**

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The objective of Alfie's Wish is for the public benefit, the relief of sickness among young children with cancer by providing days out with their families and carers to help make lasting memories.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Helping children with cancer 0-16 years old (and their families/carers) enjoy fun filled days out in the UK which will give families a much-needed break and more importantly make ever lasting memories. Having a child with cancer is massive impact financially to a family, therefore by providing these special trips to their chosen destination makes all the difference. Alfie's Wish carries out its purposes through referrals from hospitals and national children's cancer charities.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	We can confirm the trustees have read, understood and are following the charities commission safe guarding guidance.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	The policy on grant making has been drafted as per AGM 1/10/2022 and is due for final review at the next meeting in 2023.
Policy on social investment including program related investment	Para 1.38	N/A

Contribution made by volunteers	Para 1.38	We did not host any events therefore volunteers were not required to help
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	Covid 19 delayed the start of the charity activity / fundraising due to restrictions in 2020 & 2021. This meant that the first family grant wasn't started until June 2021. During this financial period the charity supported 21 families by providing days out to various destinations. Each month the application numbers have continued to grow at a steady rate.

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	In 2021, our main aim was to start supporting families with a slow rate coming from the local hospital in Southampton which we achieved. In addition, Great Ormond Street hospital (GOSH) also contacted us and started sending referrals and by 31st March 2022 we had received 8 referrals. GOSH is one of the largest paediatric oncology hospitals in the UK so this was a great achievement.
Performance of fundraising activities against objectives set	Para 1.41	The only event we supported was another cancer charity (lily's fundraiser) and we raised £900 from hosting a stall doing games for children.
Investment performance against objectives	Para 1.41	N/A

Other		n/a

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The Charity received income in the reporting period of £77,211. The majority of this was from direct donations. During the period, the Charity spent £24,606. The majority of this expenditure was on fundraising costs. The balance on the Charity bank accounts was a healthy £95,123 positioning the Charity very strongly for the next reporting period.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The formal reserves policy was created after the financial reporting period. The Charity has always set out to hold sufficient funds in reserves to at least cover 12 months operating expenses.
Amount of reserves held	Para 1.22	At the end of this reporting period, reserves of £95,123 were held in the Charity bank accounts.
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	No concerns have been raised over the Charity's ability to continue as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	The principal source of funding is from direct donations. Fundraising events make up the balance of income.
Investment policy and objectives including any social investment policy adopted	Para 1.46	The Charity does not have a formal investment policy other than to seek a market return on cash balances held.
A description of the principal risks facing the charity	Para 1.46	For the reporting period, there was little in the way of material risk affecting the Charity. The two fundamental risks affecting the long-term prospects of the Charity relate to an inability to fund-raise and a lack of referrals for Charity support. Neither apply currently.
Other		n/a

Structure, Governance and Management

Description of charity's trusts:		Alfie's Wish is for the public benefit, the relief of sickness among young children with cancer by providing days out with their families and carers to help make lasting memories.
Type of governing document (trust deed, royal charter)	Para 1.25	Trust deed
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are appointed or reappointed at the annual general meeting.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Policies are currently being drafted and await final review at the next annual general meeting
The charity's organisational structure and any wider network with which the charity works	Para 1.51	Chair – James Butler Trustee – Charlotte Butler Trustee/Secretary – Rachael Keeping Treasurer – Jamie Sturgess Trustee – Louise Thompson Trustee – Louise Maunders
Relationship with any related parties	Para 1.51	n/a
Other		n/a

Reference and Administrative details

Charity name	Alfie's Wish
Other name the charity uses	n/a
Registered charity number	1191020
Charity's principal address	6 Minchin Road, Romsey, Hampshire, SO51 0BL

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	James Butler	Chair		Board of Trustees
2	James Sturgess	Treasurer		Board of Trustees
3	Rachael Keeping	Secretary		Board of Trustees
4	Louise Thompson	Trustee		Board of Trustees
5	Louise Maunders	Trustee		Board of Trustees
6	Charlotte Butler	Trustee		Board of Trustees
7				
8				
9				
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16				
17				
18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

Director name		
none		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
none		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	none
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
None		

Name of chief executive or names of senior staff members (Optional information)

n/a

Exemptions from disclosure

Reason for non-disclosure of key personnel details

None

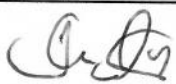
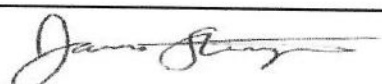
Other optional information

We appreciate the help of others to get the charity set up and their ongoing support continuing to raise the profile.

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)	James Edward Butler	James Sturgess
Position (eg Secretary, Chair, etc)	Chair	Treasurer

Date 11/12/2022



CHARITY COMMISSION
FOR ENGLAND AND WALES

Alfies Wish

1191020

Receipts and payments accounts

CC16a

For the period
from

01/04/2021

To

31/03/2022

Section A Receipts and payments

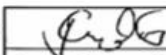
	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	67,351	-	-	67,351	39,301
Fundraising events	9,618	-	-	9,618	4,854
Commission on sales	242	-	-	242	-
Interest on deposit accounts	-	-	-	-	30
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	77,211	-	-	77,211	44,185
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	77,211	-	-	77,211	44,185
A3 Payments					
Bank interest and charges	218	-	-	218	75
Fundraising costs	23,478	-	-	23,478	1,433
Printing, postage, stationery and computer supplies	910	-	-	910	168
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	24,606	-	-	24,606	1,676
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	24,606	-	-	24,606	1,676
Net of receipts/(payments)	52,605	-	-	52,605	42,509
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	42,509	-	-	42,509	-
Cash funds this year end	95,114	-	-	95,114	42,509

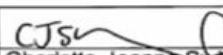
Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Current accounts	95,122	-	-
	Personal accounts surplus balances	-	-	-
	Personal accounts deficit balances	- 8	-	-
	Total cash funds	95,114	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	

Signed on behalf of the charity's trustees

Signature(s)





Full name(s)

James Edward Butler

Charlotte Joanne Swithenbank

Position (eg Secretary, Chair, etc)

Chair

Trustee

Date

19/10/22



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

**Independent examiner's
report on the accounts**

Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
ALFIES WISH

**On accounts for the year
ended**

31/3/2022

**Charity no
(if any)**

1191020

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2022.

**Responsibilities and
basis of report**

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 ("the Act").

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.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below *~~) 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 in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

17/1/2023

Name:

KEELEY COUSENS

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

FCCA Dip PFS

Address:

2a Poles Copse, Poles Lane, Otterbourne, SO21 2DZ

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 25th August 2020 Period start date

To 31st March 2021 Period end date

Charity name: Alfie's Wish

Charity registration number: 1191020

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The objective of Alfie's Wish is for the public benefit, the relief of sickness among young children with cancer by providing days out with their families and carers to help make lasting memories.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Helping children with cancer 0-16 years old (and their families/carers) enjoy fun filled days out in the UK which will give families a much-needed break and more importantly make ever lasting memories. Having a child with cancer is massive impact financially to a family, therefore by providing these special trips to their chosen destination makes all the difference. Alfie's Wish carries out its purposes through referrals from hospitals and national children's cancer charities.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	We can confirm the trustees have read, understood and are following the charities commission safe guarding guidance.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment	Para 1.38	

including program related investment		
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	The charity was established on 25th August 2020. Between 25th August 2020 and 31st March 2021 all the time spent on the charity was solely put into setting this up. We were not in a position to send families on days out during this period.

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	

Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The Charity received income in the reporting period of £44,185. The majority of this was from direct donations. During the period, the Charity spent £1,676. The majority of this expenditure was on fundraising costs. The balance on the Charity bank accounts was a healthy £44,654 positioning the Charity very strongly for the next reporting period.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves are not held with any purpose other than funding future activities.
Amount of reserves held	Para 1.22	The Charity held cash balances of £42,509 at the end of the reporting period.
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There are no known reasons why the Charity cannot continue as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	The principal source of funding is from direct donations. Fundraising events make up the balance of income.
Investment policy and objectives including any social investment policy adopted	Para 1.46	The Charity does not have a formal investment policy other than to seek a market return on cash balances held.
A description of the principal risks facing the charity	Para 1.46	For the reporting period, there was little in the way of material risk affecting the Charity.
Other		n/a

Structure, Governance and Management

Description of charity's trusts:		Alfie's Wish is for the public benefit, the relief of sickness among young children with cancer by providing days out with their families and carers to help make lasting memories.
Type of governing document (trust deed, royal charter)	Para 1.25	Trust deed.
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are appointed or reappointed at the annual general meeting.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Alfie's Wish
Other name the charity uses	n/a
Registered charity number	1191020

Charity's principal address

6 Minchin Road, Romsey, Hampshire, SO51 0BL

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	James Butler	Chair		Board of Trustees
2	Charlotte Swithenbank	Trustee		Board of Trustees
3	James Sturgess	Secretary		Board of Trustees
4	Rachael Keeping	Trustee		Board of Trustees
5	Louise Thompson	Trustee		Board of Trustees
6	Louise Maunders	Trustee		Board of Trustees
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18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

Director name		
None		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
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None		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
None		

Name of chief executive or names of senior staff members (Optional information)

n/a

Exemptions from disclosure

Reason for non-disclosure of key personnel details

None

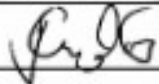
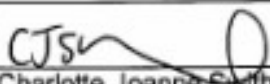
Other optional information

We appreciate the help of others to get the charity set up and their ongoing support continuing to raise the profile.

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)	James Edward Butler	Charlotte Joanne Swinbank
Position (eg Secretary, Chair, etc)	Chair	Trustee
Date	5/1/2022	

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CHARITY COMMISSION
FOR ENGLAND AND WALES

Alfies Wish

1191020

Receipts and payments accounts

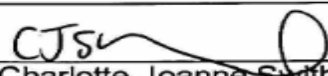
For the period from	25/08/2020	To	31/03/2021
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Donations	39,301	-	-	39,301
Fundraising events	4,854	-	-	4,854
Interest on deposit accounts	30	-	-	30
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	44,185	-	-	44,185
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	44,185	-	-	44,185
A3 Payments				
Bank interest and charges	75	-	-	75
Fundraising costs	1,433	-	-	1,433
Printing, postage, stationery and computer supplies	168	-	-	168
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	1,676	-	-	1,676
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	1,676	-	-	1,676
Net of receipts/(payments)	42,509	-	-	42,509
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	-	-	-	-
Cash funds this year end	42,509	-	-	42,509

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	Current accounts	44,654	-
	Personal accounts surplus balances	8	-
	Personal accounts deficit balances	- 2,153	-
	Total cash funds	42,509	-
	(agree balances with receipts and payments account(s))	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
B3 Investment assets			-
			-
			-
			-
			-
B4 Assets retained for the charity's own use			-
			-
			-
			-
			-
			-
			-
			-
			-
B5 Liabilities			-
			-
			-
			-
			-

Signed on behalf of the charity's trustees		
Signature(s)		
Full name(s)	James Edward Butler	Charlotte Joanne Swithen
Position (eg Secretary, Chair, etc)	Chair	Trustee

CC16a



Last year

to the nearest £

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**Endowment
funds**

to nearest £

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-

OK

**Endowment
funds**

to nearest £

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-
-
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-
-

**Current value
(optional)**

-
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**Current value
(optional)**

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-
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-
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-
-
-
-

**When due
(optional)**

bank



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
ALFIES WISH

On accounts for the year
ended

31/3/2021

Charity no
(if any)

1191020

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2021.

Responsibilities and
basis of report

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 ("the Act").

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.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) 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 in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

22/01/2022

Name:

KEELEY COUSENS

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

FCCA Dip PFS

Address:

2a Poles Copse, Poles Lane, Otterbourne, SO21 2DZ

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

Report to the trustees members of	
On accounts for the year ended	21/03/2017
Get out on pages	1-2
I report to the trustees on my examination of the accounts of the charity (the Trust) for the year ended 21/03/2017. 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 (the Act). 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) of the Act. I have completed my examination. I confirm that no material matters have come to my attention (other than those disclosed below) in connection with the examination which gives me cause to believe that in any material respect: - the accounts do not accord with the accounting records - the Act or - accounting records were not kept in accordance with section 130 of the Act. I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached. Please delete the words in the brackets if they do not apply.	
Signed:	
Name:	KEELEY COUSINS
Relevant professional qualification(s) or body (if any):	FCCA Dip RFS
Address:	2a Poles Copse, Poles Lane, Otford, Essex, SSO2 5DS