



ANNUAL REPORT 2022-23

ALFIESWISH.ORG.UK

CONTENTS

3

MESSAGE FROM
THE FOUNDERS

4

VISION AND
MISSION

5

HIGHLIGHTS AND
SUCCESSES

6

PRIORITIES

10

FUTURE PLANS

11

TRUSTEES AND
KEY PERSONNEL

12

FINANCIAL
SUMMARY

14

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



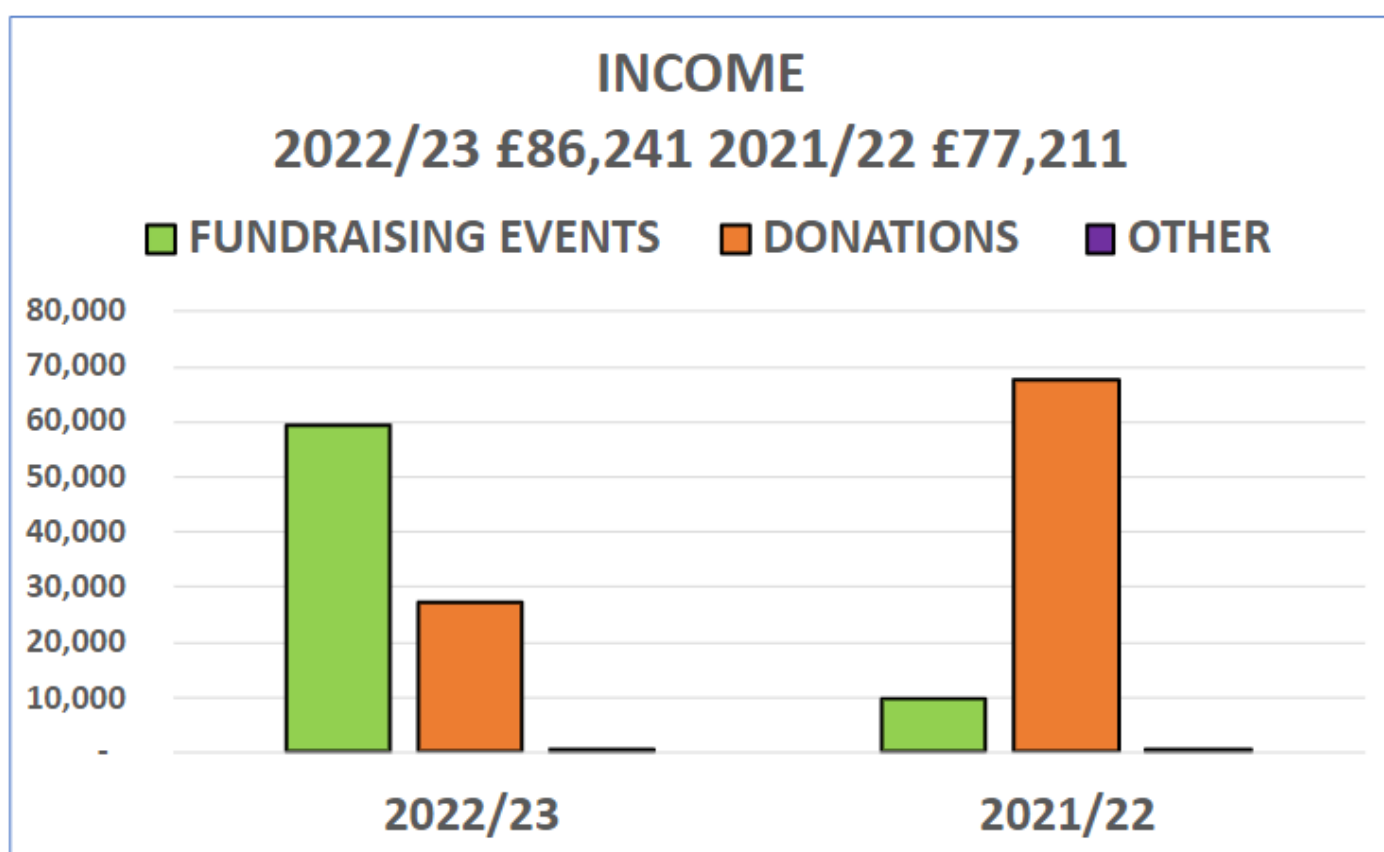
ROXANNE LINES
APPOINTED
OCTOBER 2022

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

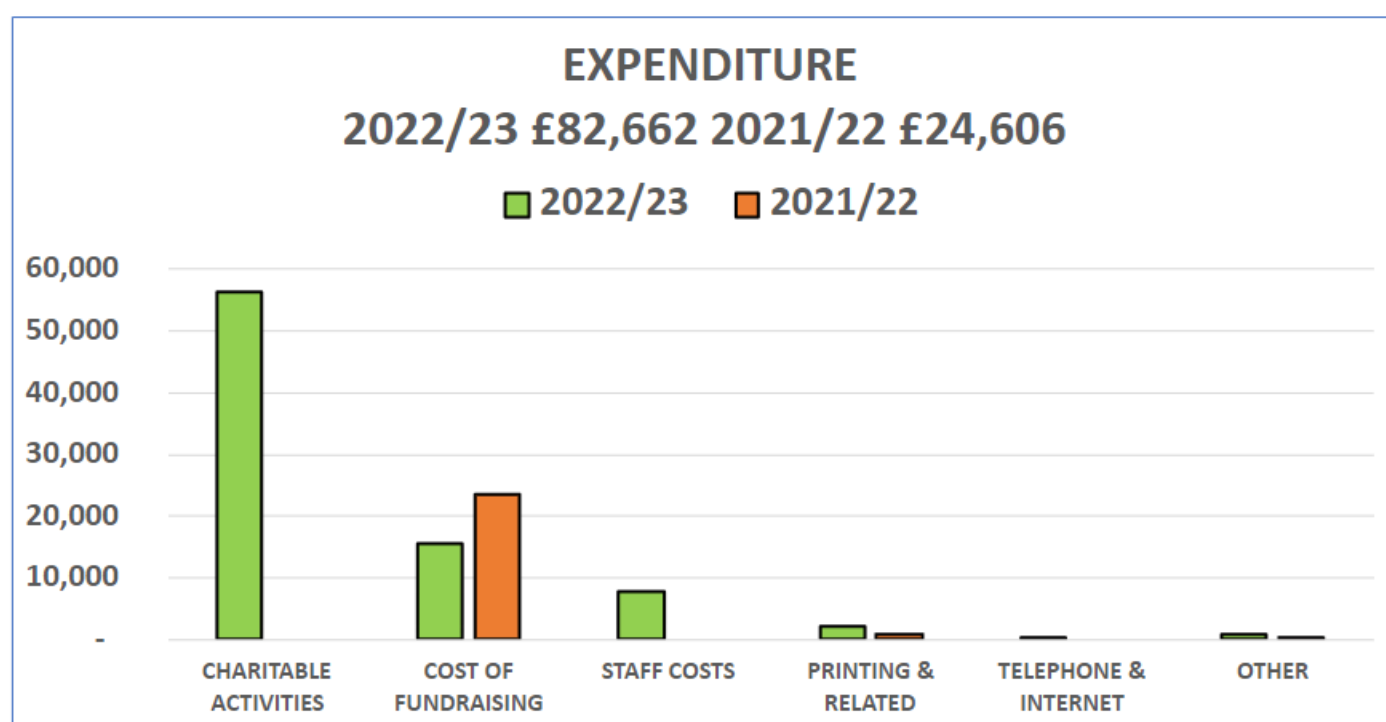
EXPENDITURE FINANCIAL SUMMARY



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