



ANNUAL REPORT 2023-24

ALFIESWISH.ORG.UK

CONTENTS



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 'J. Butler' and the signature on the right is 'C. Butler'.

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

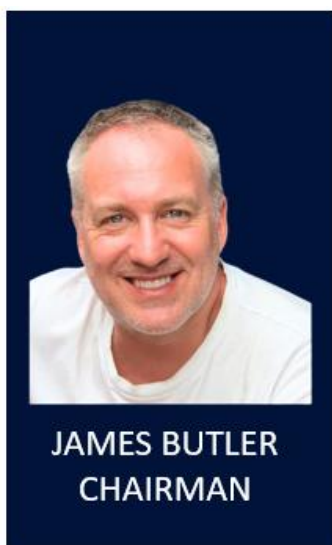
- Volunteers – as the charity grows so does our need to attract more volunteers.
- Trustees – growing our board of Trustees and recruiting those with the correct skillset to dovetail with our existing members.
- Role development – developing the role of the Operational Manager to focus more on value 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.

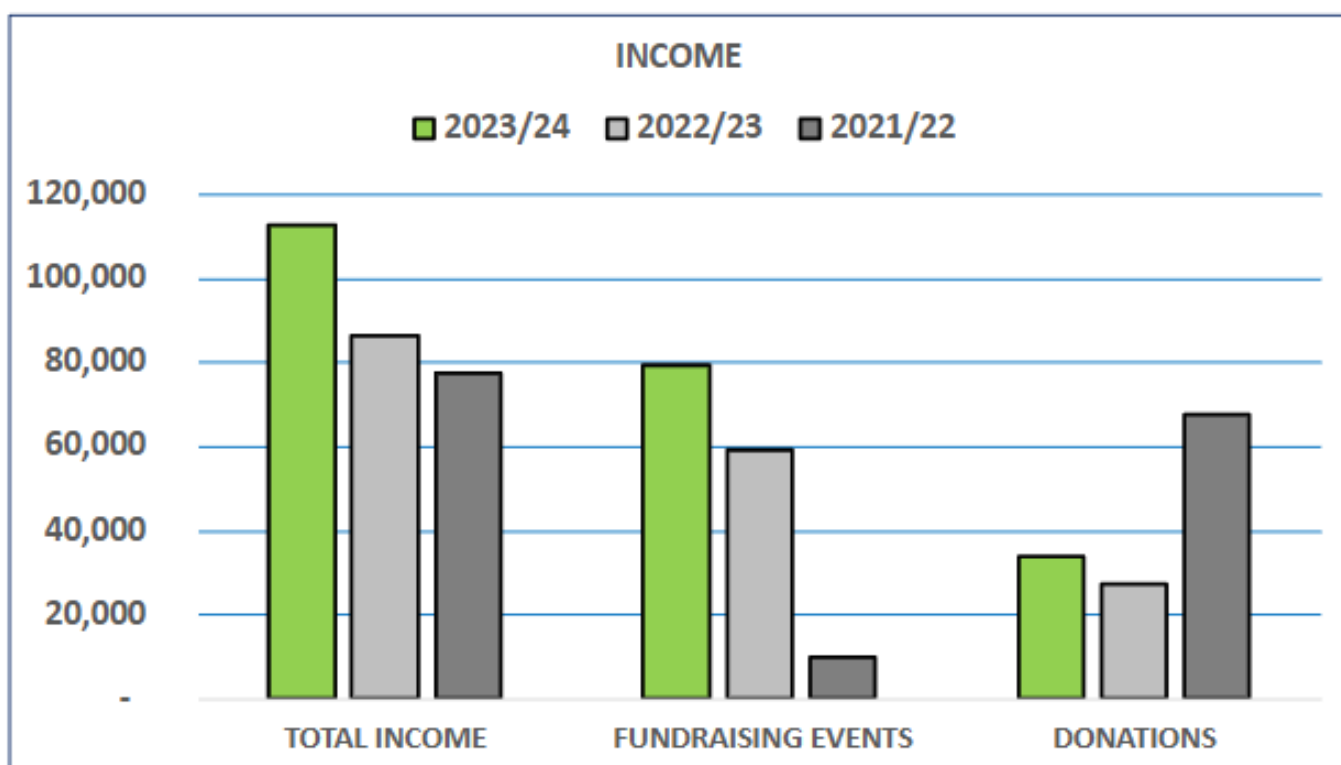
Stroud School and Romsey Chamber of Commerce also helped raise significant funds.

FINANCIAL SUMMARY: INCOME

2023-24 £112,815



31% INCREASE IN
INCOME



TOP FUNDRAISING EVENTS

Ampfield golf day £20,000

Spinnaker Tower abseil £13,000

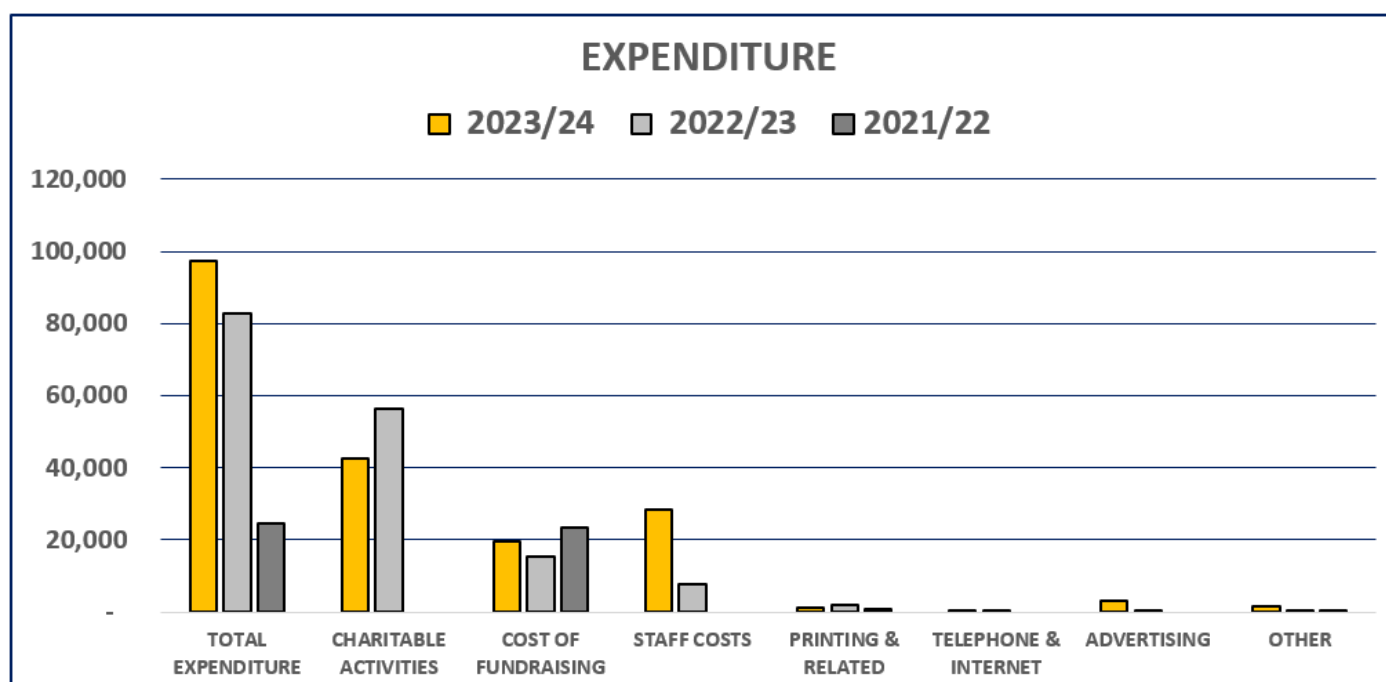
Southampton marathon £10,000

FINANCIAL SUMMARY: EXPENDITURE

2023-24 £97,272



18% INCREASE IN EXPENDITURE

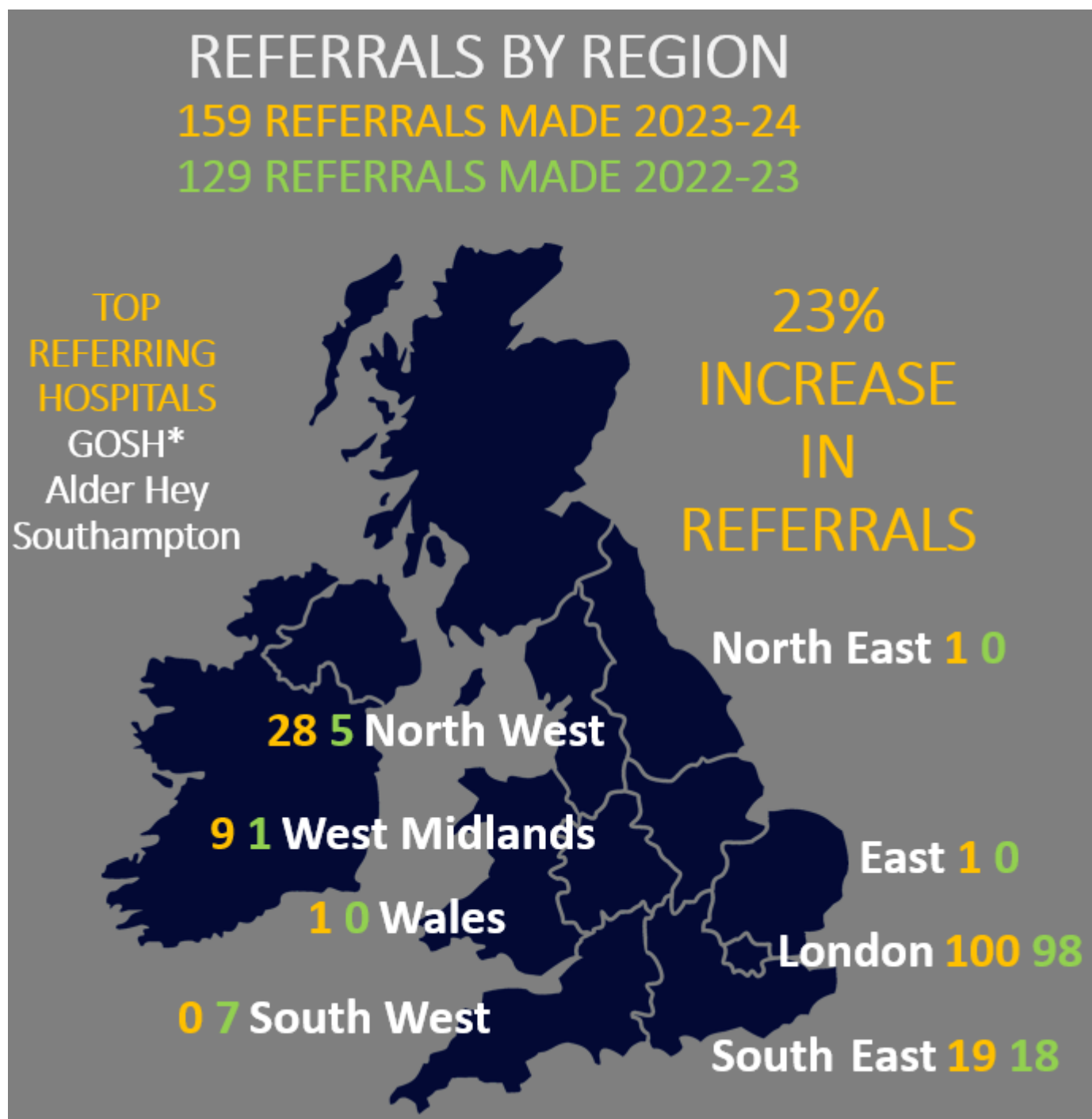


RESERVES



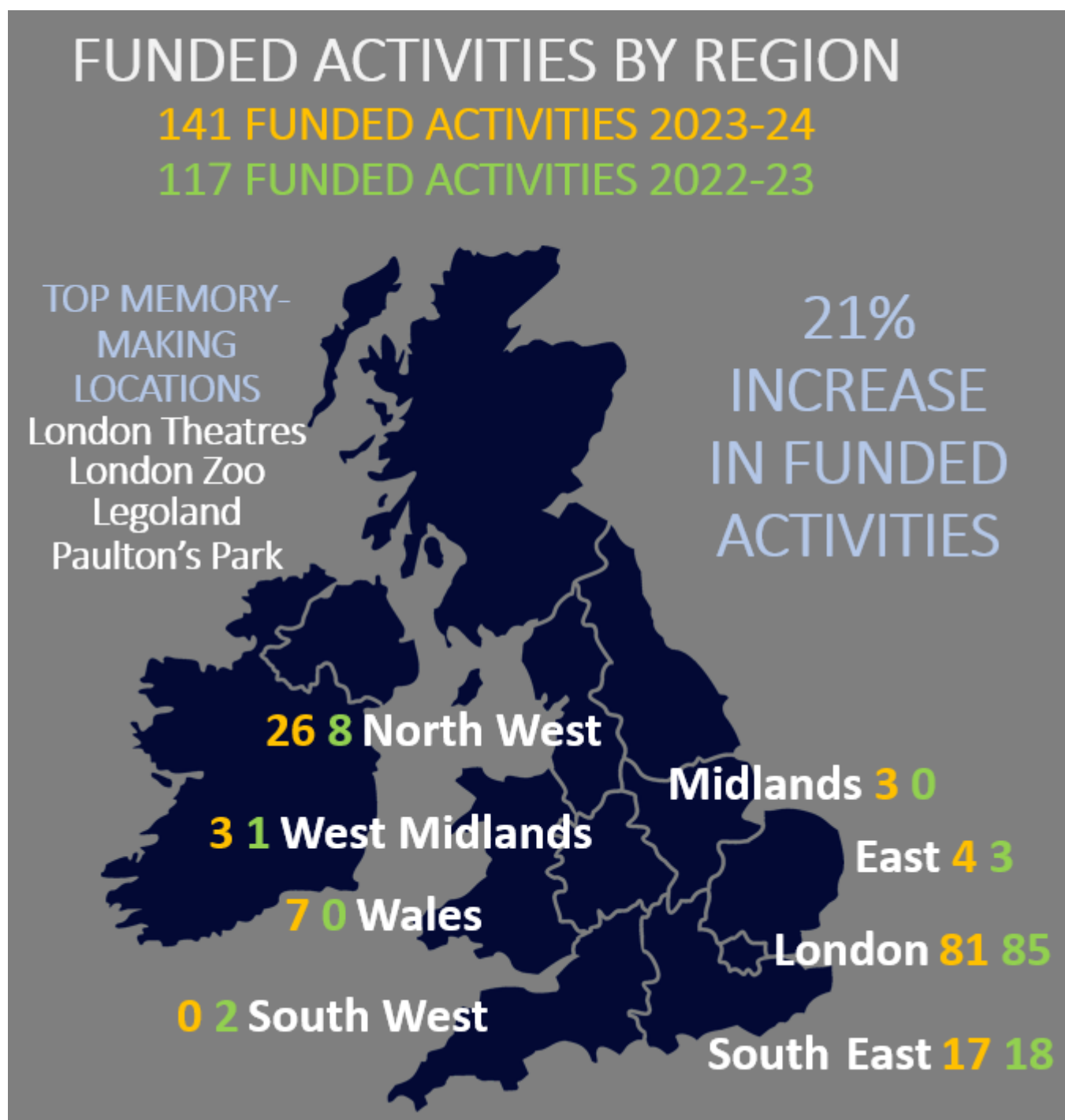
£114,243 FUNDS HELD IN RESERVE AT YEAR END
RESERVES INCREASED BY £15,542 IN THE YEAR
RESERVES POLICY IS TO HOLD A MINIMUM
BALANCE OF £50,000 EQUIVALENT TO ONE
YEAR'S OPERATIONAL RUNNING COSTS

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

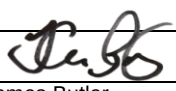
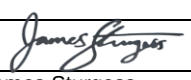
To

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 Personal accounts surplus balances Personal accounts deficit balances Total cash funds	114,243 - - 114,243	- - - -	- - - -
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	- - - - - - -	- - - - - - -	- - - - - - -
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 Position (eg Secretary, Chair, etc) Chair James Sturgess 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.