



ANNUAL REPORT 2024-25

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

CONTENTS



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.

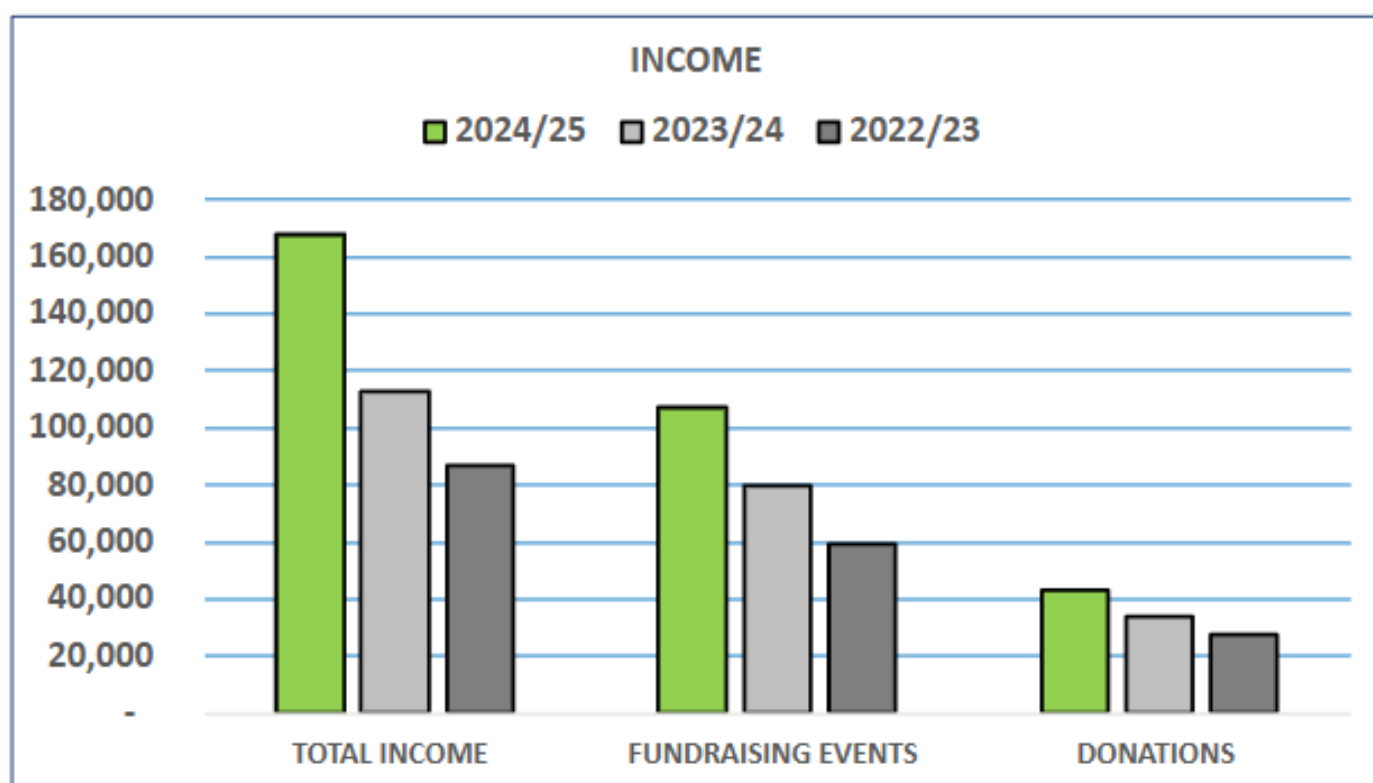
Dec 2024 – Took part in the BIG Give Christmas challenge raising £21,000 in 7 days (£10,000 donated by Hampshire Cricket Foundation – we had to get matching donors).

FINANCIAL SUMMARY: INCOME

2024-25 £167,815



49% INCREASE IN
INCOME



TOP FUNDRAISING EVENTS

The BIG Give £21,000

Charity Ball £18,906

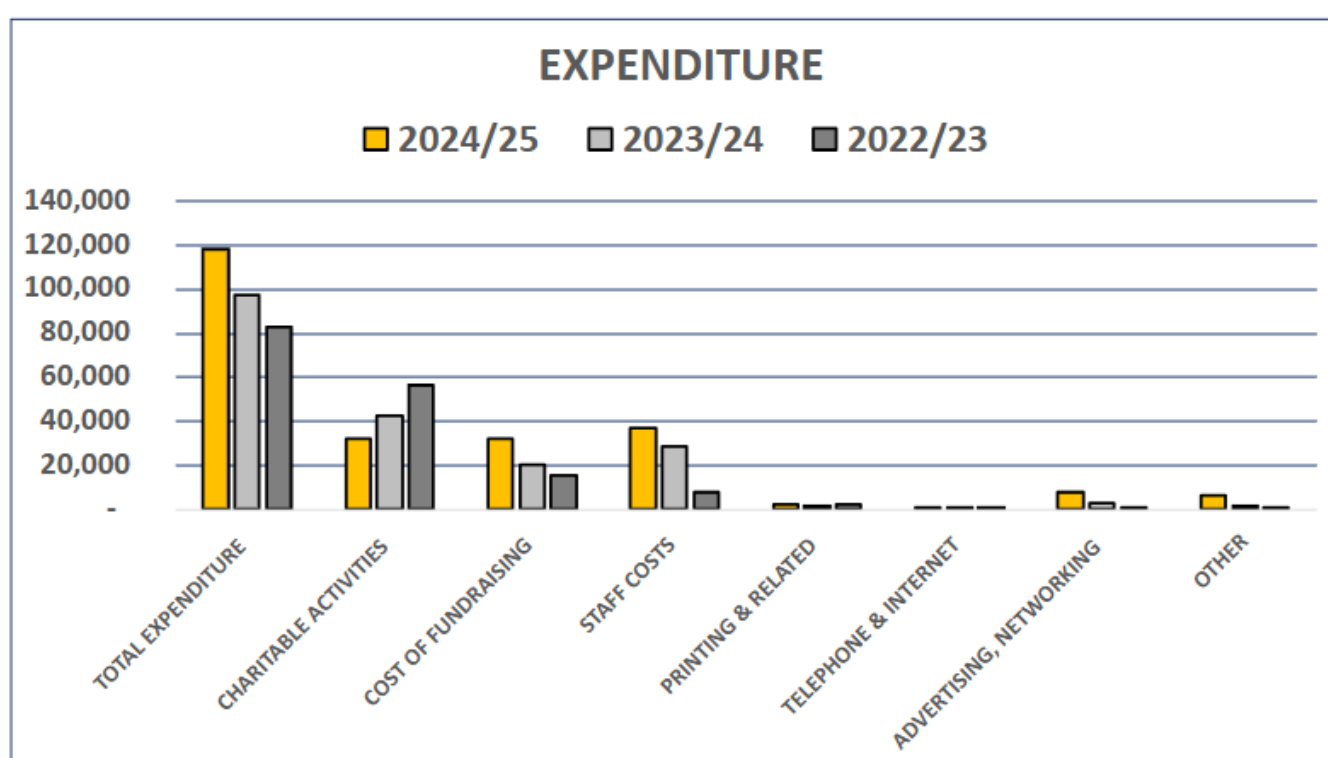
Golf Day £9,725

FINANCIAL SUMMARY: EXPENDITURE

2024-25 £117,667



21% INCREASE IN EXPENDITURE

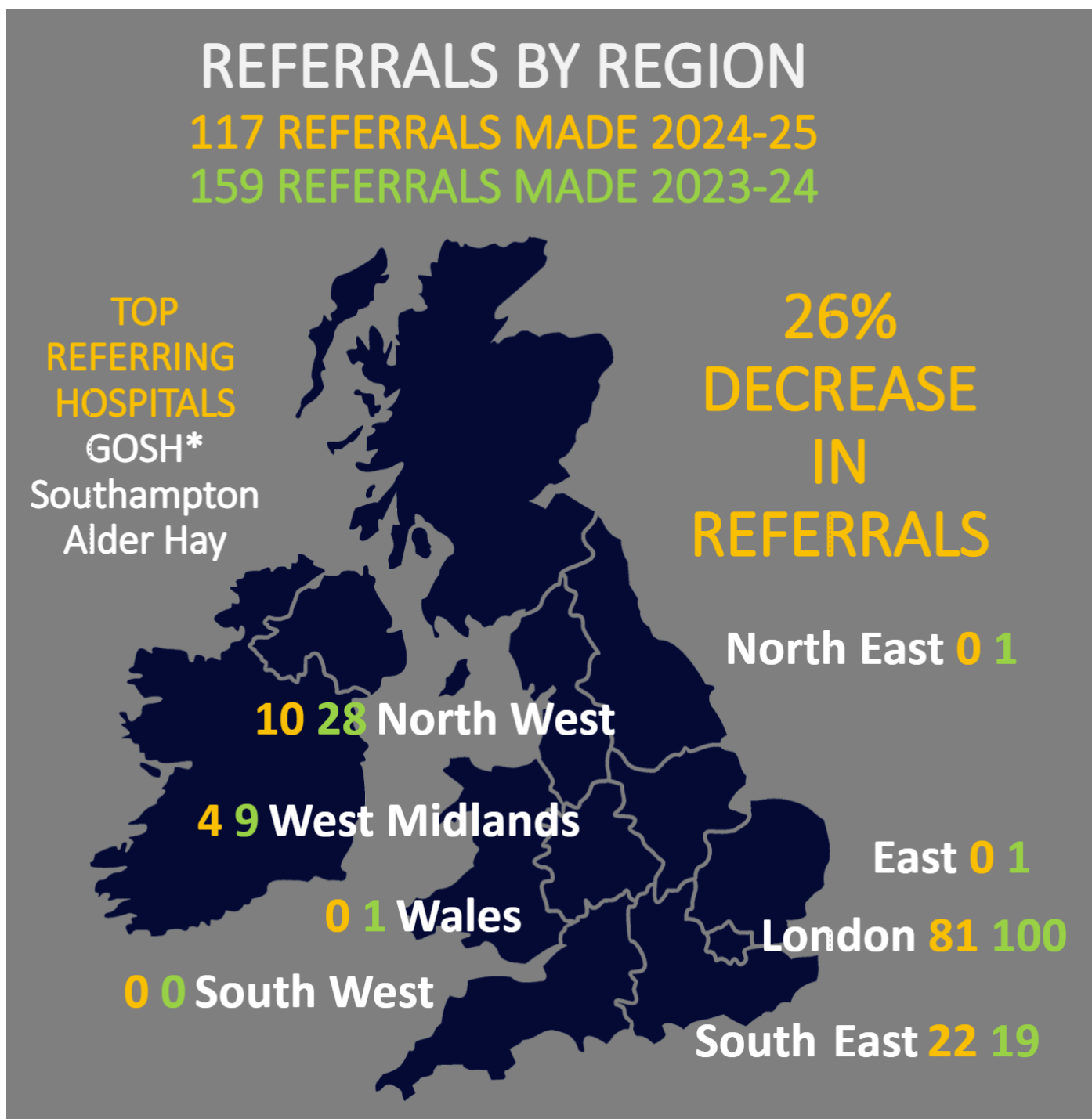


RESERVES



£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.