

Larsen's Pride

Charity number; 1197746

Trustees' Annual Report for the year ended 31 December 2023

1. Introduction from the Chair

Dear Supporters and Friends,

As we look back on 2023, it's with a deep sense of pride and gratitude that I share our progress and achievements with you. Larsen's Pride has made significant strides in our mission to improve the lives of children with brain tumours. This year has brought challenges, but it has also been one of growth and impact.

Your unwavering support has been instrumental in making a tangible difference in the lives of the children and families we serve. Together, we've provided comfort and joy during some of the most difficult times of their lives.

As we move forward into 2024, we remain committed to expanding our reach and widening our impact. We couldn't do this without you—our donors, volunteers, partners, and friends. Thank you for standing with us.

Warm regards,

Holly Roberts

Chair, Larsen's Pride

2. Summary of the Charity's Purposes as Set Out in Its Governing Document

Larsen's Pride is dedicated to improving the lives of children diagnosed with brain tumours by providing emotional and practical support, promoting awareness, and facilitating access to specialised care and treatment. Our charity is committed to offering comfort, care, and resources to help alleviate the challenges faced by these children and their families during such a difficult time.

Our purposes, as set out in our governing document, include:

- Supporting children with brain tumours through the provision of therapeutic toys and emotional support.
- Raising public awareness of the challenges faced by these children and their families.
- Supporting treatment centres with resources that can improve the quality of care provided to children undergoing treatment.

3. Financial Overview

Financial Review

Review of the charity's financial position at the end of the period:

During the second year of the charity, we saw an income of £21,048 generated. Primarily, this income was generated from individual donations and fundraising activity. Expenditure totalled £20,754, with the most significant expenditure of £7,974 on Jellycat soft toys. The closing balance for the year was £20,733, which was a pleasing performance as the expenses of the year were largely matched to income. In difficult economic circumstances, we managed to achieve a small surplus for the year, which meant no impact on reserves. It is anticipated that financial conditions will continue to be challenging; however, as the charity continues to progress, there will be greater opportunity to apply for funds from grants and trusts.

Statement Explaining the Policy for Holding Reserves

Larsen's Pride received no donations that were restricted in the year and used unrestricted funds in 2023 to meet its charitable purposes. To provide assurances to the children and families that we support and security for our suppliers, the trustees consider it appropriate to hold reserves of at least £10,000, equivalent to 12 months' operating expenditure.

Amount of Reserves Held

At the end of Larsen's Pride's second year, it was agreed that the charity would continue to retain £10,000 in reserve at all times. The remainder, £10,733, is due to be spent in 2024/2025, with a number of projects earmarked for remaining funds, including radiotherapy filming, animation, and expanding the number of treatment centres supported with Jellycat soft toys, from 7 to 10

Explanation of Any Uncertainties About the Charity Continuing as a Going Concern

The charity has a limited number of fixed outgoings and is in a healthy position going into 2024/2025, so the Trustees are confident of our status as a Going Concern.

Investment Policy and Objectives, Including Any Social Investment Policy Adopted

Larsen's Pride does not have any investments as of the year end (31st December 2023). It is planned that in 2024, we will set up interest-bearing bank accounts with our current bank (HSBC) to generate interest on any held funds. The Trustees are comfortable with this type of low to zero risk investment and would not be looking to expand the investment policy any further or increase the risk appetite in this area.

4. Summary of Main Activities, Projects, and Events

Jellycat Soft Toy Programme

One of our key initiatives in 2023 was the continued distribution of Jellycat soft toys to children undergoing treatment for brain tumours. These toys provide comfort during a frightening time and help to ease the stress of treatment. We expanded our reach this year, delivering toys to more treatment centres across the UK. We delivered 290 cats in 2023 to children receiving a brain tumour diagnosis, compared to 150 in 2022.

We worked with the following treatment centres:

- Nottingham University Hospitals Trust
- University College London Hospitals NHS Foundation Trust
- Noah's Ark Children's Hospital for Wales (Cardiff)
- University Hospital Southampton NHS Foundation Trust
- Leeds Teaching Hospitals NHS Trust
- The Christie NHS Foundation Trust (Manchester)
- Birmingham Women and Children's NHS Foundation Trust
- Newcastle Upon Tyne Hospitals NHS Foundation Trust
- Royal Marsden NHS Foundation Trust (London)
- Sheffield Children's NHS Foundation Trust
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Radiotherapy Videos

In 2023, Larsen's Pride embarked on a project to support children undergoing radiotherapy for brain tumours. Recognising that radiotherapy can be a daunting experience for young patients, we produced a series of videos aimed at demystifying the process and providing reassurance to both children and their families.

These videos, available on our YouTube channel ([Larsen's Pride YouTube Channel](#)), explain to children what to expect during radiotherapy in a child-friendly, accessible format. They guide children through the process step-by-step, using animations and calming visuals to reduce fear and anxiety.

Our goal with these videos is to help children feel more informed and comfortable during their treatment, empowering them and their families with knowledge. Since their release, the videos have received positive feedback from healthcare professionals, parents, and most importantly, the children themselves. We plan to continue expanding this resource, ensuring it reaches as many children in need as possible.

This project reflects our ongoing commitment to supporting the emotional well-being of children with brain tumours, offering practical tools to make their treatment journey a little less frightening.

AV1 Robot

We continued to support treatment centres by providing resources and materials that improve the quality of care. These resources, funded by your donations, play a crucial role in making the treatment process more bearable for children. In 2023, we purchased AV1, a robot to support children's education, for use in Nottingham University Hospital's Trust.

Long-term absence from school has severe implications for children and young people and those in charge of their education.

Schools are dedicated to supporting all students, but funding is stretched for alternative provision, low attendance is linked to poor attainment, and it can be difficult to reintegrate pupils after long absences, which is true for many children with brain tumours.

For the children themselves, many want to engage with learning and their classmates. Anxiety around school attendance, or complex medical needs, may prevent regular in person lessons.

This is where AV1 comes in. Larsen's Pride's robot will provide safe and secure use from day one, from the comfort of home or hospital. We are currently in the process of rolling out our first pilot of AV1 and will collect feedback to assess impact.

INSERT IMAGE OF ROBOT

Education and Training

Oncology Professional Care

In May 2023, Holly Roberts, Chair of Larsen's Pride, delivered a powerful presentation at the Oncology Professional Care Conference in London. Speaking from her experience as a parent of a child with a brain tumour, Holly offered a unique and heartfelt perspective on the diagnosis and treatment journey. She urged healthcare professionals to consider how their roles, communication, and decision-making impact not only the child but also the child's wider world, including their family and daily life.

Holly's talk provided an insightful look into the origins of Larsen's Pride, explaining how her personal journey inspired the charity's creation. She highlighted the charity's primary aims, focusing on improving the lives of children with brain tumours through emotional and practical support, awareness-raising, and improving access to quality care.

One of the key aspects of her presentation was the work Larsen's Pride has done to support children undergoing radiotherapy. Holly discussed the charity's radiotherapy video project, designed to help children better understand and cope with their treatment.

Additionally, Holly shared exciting news about upcoming charity projects and outlined plans for continuing professional development (CPD) opportunities aimed at supporting healthcare professionals. These CPD resources will focus on promoting best practice in neuro-oncology care, ensuring that children's needs and their childhood experiences are placed at the heart of all care decisions.

Her presentation left a lasting impression on the audience, encouraging healthcare professionals to reflect on their roles and the broader impact of their work on the lives of children with brain tumours.

Childhood Cancer Awareness Month Play Specialist Webinar

In honour of Childhood Cancer Awareness Month, Larsen's Pride hosted a webinar specifically for play therapists and child specialists. The focus of the event was to share best practices in supporting children with brain tumours, particularly during their treatment journeys. This virtual gathering brought together professionals from across the country, allowing for the exchange of knowledge, techniques, and experiences in therapeutic play and emotional support.

By facilitating this webinar, we aimed to strengthen the network of professionals dedicated to helping children navigate the challenges of cancer treatment. The insights shared during the session will have a lasting impact on improving care for young patients.

5. Statement on Public Benefit

The Trustees of Larsen's Pride confirm that they have had regard to the guidance from the Charity Commission on public benefit when reviewing the charity's aims and objectives, and in planning future activities. All activities undertaken by the charity are to further our charitable purposes for the public benefit, particularly for children affected by brain tumours.

6. Risk Management

At Larsen's Pride, we understand the importance of identifying, assessing, and mitigating risks that could impact our ability to achieve our mission. The Trustees regularly review potential risks and take proactive measures to ensure the continued success and sustainability of the charity. Below are the primary risks identified and the actions taken to manage them.

Key Risks and Mitigation Strategies

1. Economic Downturn and Reduced Donations

- **Risk:** A challenging economic environment could lead to a decline in individual donations and fundraising, impacting our ability to fund programmes and maintain reserves.
- **Mitigation:** We are diversifying our income sources by exploring grants and trust funding opportunities. We are also increasing our outreach to corporate partners for sponsorships and donations, as well as launching innovative fundraising initiatives.

2. Increased Costs of Operations

- **Risk:** Rising costs, particularly for key resources such as Jellycat soft toys and the logistics involved in distribution, could strain our budget.
- **Mitigation:** We actively seek cost efficiencies through supplier negotiations and partnerships. We regularly review our procurement processes to ensure we are getting the best value for money while maintaining the quality of our offerings.

3. Staffing and Volunteer Retention

- **Risk:** As a small charity reliant on volunteers, any reduction in our volunteer base or challenges in recruiting new staff could hinder our ability to deliver services effectively.

- **Mitigation:** We are committed to creating a positive volunteer experience by providing clear roles, support, and recognition. We also engage in volunteer recruitment drives and maintain a flexible staffing model that allows us to scale up when needed.

4. Reputation Management

- **Risk:** Any negative publicity or incidents related to the charity could damage our reputation and lead to a decline in public trust and support.
- **Mitigation:** We adhere to the highest standards of governance, transparency, and ethical practice. The Trustees regularly review our communications, policies, and procedures to ensure they align with best practices in the sector. Additionally, we have a crisis management plan in place to respond promptly to any potential issues.

5. Compliance with Regulations

- **Risk:** Changes in regulations or failure to comply with legal and regulatory requirements could jeopardize our charitable status.
- **Mitigation:** The Trustees keep abreast of changes in charity law and regulations through regular training and by seeking advice from legal and financial professionals. We ensure that all reporting and compliance obligations, including those from the Charity Commission, are met in a timely and accurate manner.

6. Cybersecurity and Data Protection

- **Risk:** As we continue to grow, the risk of cyberattacks and breaches in data protection increases, potentially compromising sensitive information.
- **Mitigation:** We have implemented robust cybersecurity measures, including data encryption, regular software updates, and staff training on data protection. We also ensure compliance with GDPR and regularly review our data protection policies to safeguard the personal information of our donors, beneficiaries, and volunteers.

Ongoing Risk Monitoring

The Trustees are committed to regularly reviewing and updating our risk management framework to adapt to new challenges as they arise. By staying vigilant and proactive, we ensure that Larsen's Pride remains resilient and able to fulfil its mission for years to come.

This section outlines the primary risks facing the charity and the strategies in place to mitigate them, ensuring that Larsen's Pride can continue to deliver on its mission effectively and sustainably.

7. Summary of the Charity's Main Achievements in 2023

- **Expanded Reach:** We successfully expanded our Jellycat Soft Toy Programme, bringing comfort to more children in an increased number of treatment centres across the UK.
- **Fundraising Success:** Despite economic challenges, we raised over £21,000, allowing us to continue our important work and build reserves for future projects.
- **Awareness Efforts:** Our awareness campaigns reached thousands of people, increasing understanding and support for children living with brain tumours- our radiotherapy resources have been viewed over 63,000 times.

- **Strengthened Partnerships:** We developed new partnerships with healthcare providers and other charitable organisations, enhancing the resources and support available to children and their families.

Looking ahead, we are excited to continue growing our impact, with several new projects planned for 2024 that will bring hope and joy to even more children. Thank you for your continued support.

The trustees' report was approved by the Board of Trustees.

A handwritten signature in black ink, appearing to read 'Holly Elizabeth Roberts', with a stylized, flowing script.

Holly Elizabeth Roberts

Chair of the Board of Trustees

Dated: ...22.10.2024.....

LARSEN'S PRIDE
STATEMENT OF RECEIPTS AND PAYMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

	Notes	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total 2023 £
Receipts				
Donations		21,049	0	21,049
Bank Interest Received		0	0	0
Jellycat "Big Cats"		0	0	0
Total Receipts		21,049	0	21,049
Payments				
Charitable activities	2a	19,734	0	19,734
Governance costs	2b	1,020	-	1,020
Total Payments		20,754	0	20,754
Net of receipts and payments		295	-	295
Transfers between funds		0	0	0
Cash funds last year end		20,438	0	20,438
Bank and cash balances carried forward		20,733	0	20,733

LARSEN'S PRIDE
STATEMENT OF ASSETS AND LIABILITIES
FOR THE YEAR ENDED 31 DECEMBER 2023

31 December
2023
£

Assets (cash funds)

Cash and bank deposits	20,733
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Assets retained for the charity's own use

Stock (Jellycat toys, 3 x medium, 2 x small)	106
Robot (for digital / remote school attendance)	2,780
IT Equipment	550

Liabilities

Independent examination fee	780
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Net Assets

23,389

Approved by the Trustees on

22.10.2024

Signed on their behalf by Holly Roberts (Chair of Trustees)



22.10.2024

LARSEN'S PRIDE
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2023

1. BASIS OF ACCOUNTING

The accounts have been prepared under the "Receipts and Payments" basis as prescribed by the Charity Commissioners. The accounts are prepared on a going concern basis.

2. PAYMENTS

**Total
2023
£**

a) Cost of activities in furtherance of Charity objects

Bank Charges	68
Website Cost	118
Paypal	1,449
Giving.com	216
Jellycat "Big Cats"	7,974
Postage	309
Sundry	9,600
Accommodation	<u>0</u>
	<u>19,734</u>

b) Governance costs

Accounting fees	<u>1,020</u>
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c) Analysis by Fund

Unrestricted Funds	20,754
Restricted Funds	<u>0</u>
	<u>20,754</u>

The restricted fund relates to the supply of Jellycat "Big Cats" to treatment centres.

3. PAYMENTS TO TRUSTEES

No remuneration was paid to the Trustees.