



LARSEN'S PRIDE

Charity number; 1197746

Trustees' Annual Report for the year ended 31 December 2024

1. Message from the Chair

Dear Friends and Supporters,

Reflecting on 2024, I am both humbled and inspired by what Larsen's Pride has been able to achieve. Our mission to support children living with brain tumours has remained at the centre of all we do, and this past year has seen important progress as well as meaningful moments of hope.

The dedication and generosity of our community—whether through donations, volunteering, or partnership—has enabled us to bring courage and comfort into families' lives during their most challenging times. It is a privilege to witness the difference your support makes.

As we turn towards 2025, our determination is stronger than ever to reach more children and to build on the foundations we have laid. We know we could not do this work without you, and we are deeply grateful for your ongoing commitment to our cause.

With gratitude,

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 challenging time. Our purposes, as set out in our governing document, include x Supporting children with brain tumours through the provision of therapeutic toys and emotional support. x Raising public awareness of the challenges faced by these children and their families. x Supporting treatment centres with resources that can improve the quality of care provided to children undergoing treatment

3. Summary of Main Activities, Projects, and Events

Our Main Activities in 2024 were:

- In March 2024, for Brain Tumour Awareness Month, Larsen's Pride sent paediatric care boxes to radiotherapy centres across the UK. The boxes contained a selection of resources useful for supporting younger children to access radiotherapy awake such as: books, stress toys, sticker charts and a printed document with guidance on how to use the resources and the importance of engaging with younger children on the correct cognitive and communicative level.
- Larsen's Pride distributed over 230 Jellycat soft toys throughout 2024. The majority were donated to children beginning Proton Beam Therapy at The Christie in Manchester or UCLH in London. We also delivered to Noah's Ark Children's Hospital in Cardiff and other smaller paediatric oncology centres in England. We receive messages from parents regularly thanking us for the comfort these toys bring their children:





LARSEN'S PRIDE

- *Dear Larsen's Pride*

Our 5-year-old boy was given a beautiful soft tiger today at his radiotherapy session at UCLH and he has been cuddling it since. Thank you so much for making his day and giving him a cuddly friend he can snuggle with, he loves cats and loves his tiger. We really appreciate it x (June 2024)

- *My daughter has just received her tiger Jellycat from Larsen's charity she absolutely loves it! They can roar through this together, there is nothing they cannot do! (May 2024)*

- We provided Summer Holiday boxes and days out to children who were attending treatment over the summer break. These included: toys and activities, Lego sets and board games, gaming vouchers and days out such as cinema trips, London sightseeing tours and hiring a beach hut in Bournemouth for a family to enable their son to have a beach day.
- At Christmas, we paid for storytellers to attend the neuro oncology wards at Noah's Ark Children's Hospital Cardiff and Nottingham Children's Hospital. We also sent boxes of Christmas stories and fluffy socks for the children in attendance.
- We trialled a number of support calls for parents over the course of the year.
- We worked with Kingston University on a Level 7 research project evaluating the support provided by paediatric oncology pharmacists to families and children during brain tumour treatment. The poster and abstract were shared at the British Oncology Pharmacy Association (BOPA) Conference in October and accepted for the Children's Cancer and Leukaemia Group annual conference in 2025.
- Founder and Chair, Holly, was invited to give a keynote speech and discussion at BOPA 2024 sharing details of the work of the charity, our involvement in the research project and the ways in which we can provide further support to oncology pharmacists. Holly was invited to join BOPA in their newly established PPI group to represent the paediatric and family voice.
- Following on from this initial work, Holly was able to secure £5000 of grant funding from Pfizer to support the charities continuing work in this area. The money will be used to access more conferences in 2025; disseminate initial research findings and to develop a video which clearly outlines the roles and responsibilities of the paediatric oncology pharmacist and can be shared with families as well as pharmacists new to paediatric oncology with an aim to improve the supportive care provided to children and families.
-

4. Financial Overview

- **Financial Review**

- Review of the charity's financial position at the end of the period:
- During 2024 we saw income of £20,343 generated. Primarily, this income was generated from individual donations and fundraising activity. Expenditure totalled £18,490, with the most significant expenditure of £6,313 on Jellycat soft toys. The closing balance for the year was £22,586, which was a pleasing performance as the expenses of the year were slightly lower than income. In tough economic circumstances, we managed to achieve another 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.





LARSEN'S PRIDE

- **Statement Explaining the Policy for Holding Reserves**

- Larsen's Pride received minimal (£261) donations that were restricted in the year and primarily used unrestricted funds in 2024 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 the year, it was again agreed that the charity would continue to always retain £10,000 in reserve. The remainder, £12,586, is due to be spent in 2025/2026, with several projects earmarked for remaining funds, including radiotherapy filming, animation, and maintaining the number of treatment centres supported with Jellycat at 10.

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

- The charity has a limited number of fixed outgoings and remains in a healthy position going into 2025/2026, 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 2024). In May 2024, we set up an interest-bearing bank savings account with our current bank (HSBC) to generate interest on some of our held funds. The Trustees are comfortable with this type of low to zero risk investment and would still not be looking to expand the investment policy any further or increase the risk appetite in this area.

5. Statement on Public Benefit

The Trustees of Larsen's Pride confirm that, throughout 2024, they have had due regard to the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities. All work undertaken during the year has been focused on advancing our charitable purposes for the benefit of the public, with a particular emphasis on supporting children affected by brain tumours and their families.

6. Risk Management

At Larsen's Pride, we recognise that careful risk management is vital to ensuring our sustainability and effectiveness. The Trustees regularly assess potential risks and implement measures to reduce their impact. The following key risks and mitigations were identified in 2024:

1. Economic Pressures and Fundraising

- *Risk:* Ongoing economic uncertainty may reduce individual giving and make fundraising more challenging.





LARSEN'S PRIDE

- *Mitigation:* We continue to diversify our income by applying for grants, strengthening corporate partnerships, and developing creative fundraising campaigns.

2. Rising Operational Costs

- *Risk:* Increased prices for essential resources, including therapeutic toys and distribution costs, may affect our ability to deliver programmes.
- *Mitigation:* We collaborate closely with suppliers to negotiate best value, seek donations in kind, and monitor expenditure carefully to maintain quality while managing costs.

3. Staffing and Volunteer Capacity

- *Risk:* As a small charity reliant on volunteers, difficulties in recruitment or retention could limit delivery of services.
- *Mitigation:* We focus on providing a rewarding volunteer experience, offering training and recognition, and running recruitment initiatives to build capacity.

4. Reputation and Public Trust

- *Risk:* Any negative publicity could impact our credibility and fundraising efforts.
- *Mitigation:* We uphold ambitious standards of governance, transparency, and safeguarding, with clear policies in place and a crisis response plan if required.

5. Legal and Regulatory Compliance

- *Risk:* Failure to comply with charity law and other regulatory requirements could affect our charitable status.
- *Mitigation:* Trustees keep up to date with changes in regulation through training and professional advice, ensuring all reporting and compliance obligations are met on time.

6. Cybersecurity and Data Protection

- *Risk:* Increasing digital activity raises the potential for cyberattacks or data breaches.
- *Mitigation:* We maintain strong cybersecurity protocols, regular staff training, GDPR compliance, and ongoing policy reviews to safeguard sensitive data.

Ongoing Monitoring

The Trustees remain committed to continually reviewing and strengthening our risk management framework, adapting to new challenges as they emerge. This proactive approach helps to ensure Larsen's Pride remains resilient and able to deliver its mission effectively.



7. Summary of the Charity's Main Achievements in 2024

- **Expanded Reach:** Our Jellycat Soft Toy Programme grew further, reaching even more children in treatment centres across the UK.
- **Fundraising Growth:** Despite a tough economic climate, we sustained our income, supporting current programmes and strengthening reserves for the future.
- **Partnership Development:** We deepened our collaborations with healthcare professionals and other charities, broadening the support available to children and families.

Looking ahead to 2025, we are excited to build on this momentum with new projects and partnerships that will bring comfort, support, and hope to even more children.

The Trustees' Report was approved by the Board of Trustees.

Signed



Holly Roberts

Chair of Larsen's Pride

Date: 13/10/2025



LARSEN'S PRIDE
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

CHARITY NUMBER: 1197746

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Larsen's Pride
Trustees' Annual Report
For the Year ended 31 December 2024

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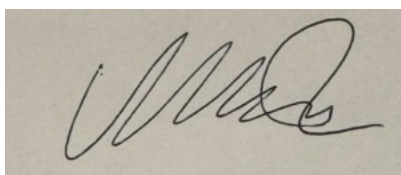
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Looking ahead to 2025, we are excited to build on this momentum with new projects and partnerships that will bring comfort, support, and hope to even more children.

The Trustees' Report was approved by the Board of Trustees.

Signed

A handwritten signature in black ink, appearing to be 'H Roberts', on a light-colored rectangular background.

Holly Roberts

Chair of Larsen's Pride

Date: 13/10/2025

Larsen's Pride

Statement of Receipts and Payments

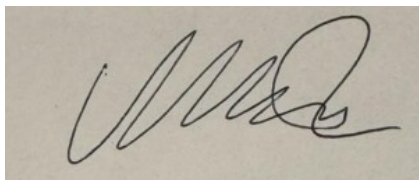
For the Year ended 31 December 2024

	Note s	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total 2024 £	Total 2023 £
Receipts	2				
Donations		19,880	-	19,880	21,049
Bank interest received		202	-	202	-
Jellycat "Big Cats"		-	261	261	-
Total Receipts		<u>20,082</u>	<u>261</u>	<u>20,343</u>	<u>21,049</u>
Payments					
Charitable activities	3a	17,278	261	17,539	19,734
Governance costs	3b	951	-	951	1,020
Total Payments		<u>18,279</u>	<u>261</u>	<u>18,490</u>	<u>20,754</u>
Net of receipts and payments		1,853	-	1,853	295
Transfers between funds		-	-	-	-
Bank and cash funds brought forward		20,733	-	20,733	20,438
Bank and cash funds carried forward		<u>22,586</u>	<u>-</u>	<u>22,586</u>	<u>20,733</u>

Larsen's Pride
Statement of Assets and Liabilities
For the Year ended 31 December 2024

	31 December 2024 £	31 December 2023 £
Asset (cash funds)		
Cash and bank deposits	22,588	20,733
Assets retained for the charity's own use		
Stock (Jellycat toys, 30 x small)	600	106
Stock (Tote bags x 50)	50	2,780
Robot (for digital / remote school attendance)	2,780	550
IT Equipment	550	-
Liabilities		
Independent examination fee	822	780
Net assets	<u>25,746</u>	<u>23,389</u>

Approved by the Trustees on 13/10/2025



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

Larsen's Pride

Notes to the Accounts

For the Year ended 31 December 2024

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. RECEIPTS

	Total 2024 £	Total 2023 £
Income		
Just Giving	17,406	12,283
Donations	2,473	8726
Other receipts	202	-
PayPal	261	-
Refunds		40
Total income	<u>20,343</u>	<u>21,049</u>

3. PAYMENTS

	Total 2024 £	Total 2023 £
a) Cost of activities in furtherance of Charity objects		
Bank Charges	63	68
Website Costs	-	118
PayPal	2,556	1,449
Giving.com	216	216
Jellycat "Big Cats"	6,313	7,974
Postage	290	309
Resources	2,802	4,803
Other fundraising costs	4,009	1,324
Travel	487	859
Media Support	-	1,610
T Shirts	-	321
Other costs	802	682
b) Governance costs		
Accounting fees	951	1,020
Total payments	<u>18,490</u>	<u>20,754</u>

c) Analysis by Fund

Unrestricted Funds	18,229	20,754
Restricted Funds	261	-
	<u>18,490</u>	<u>20,754</u>

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

4. PAYMENTS TO TRUSTEES

No remuneration was paid to the Trustees.