

JOSEPH'S SMILE

England & Wales · Charity number 1199979

Details

Status Registered

Legal form CIO

Registered 2022-08-05

Register [View on the Charity Commission register](#)

Contact

Address 206 Cwmgarw Road
Rhosamman
Ammanford
Carmarthenshire
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Email info@josephssmile.org

Website www.josephssmile.org

Activities

Objects: THE RELIEF OF NEED OF FAMILIES WITH CHILDREN (UNDER 25) WHO HAVE A CHRONIC OR LIFE-LIMITING ILLNESSES BY PROVIDING GRANTS, ITEMS AND SUPPORT TO INDIVIDUALS IN NEED AND/OR CHARITIES, OR OTHER ORGANISATIONS WORKING TO RELIEVE THE NEED OF FAMILIES OF CHILDREN (UNDER 25) WITH CHRONIC OR LIFE-LIMITING ILLNESSES.

Activities: The relief of need of families with children (under 25) who have a chronic or life-limiting illnesses by providing grants, items and support to individuals in need and/or charities, or other organisations working to relieve the need of families of children (under 25) with chronic or life-limiting illnesses.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Advocacy/advice/information
- **What:** Disability
- **Who:** Children/young People, People With Disabilities, Other Charities Or Voluntary Bodies

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-08-04	£169,257	£113,869	-	-
2024-08-04	£135,179	£119,393	-	-
2023-08-04	£59,545	£29,858	-	-

Trustees

Name	Role	Appointed
Katy Yeandle	Chair	2022-06-05
Andrew Griffiths		2025-01-27
Katrina Poole		2025-01-27
Lisa Jayne Williams		2022-06-05
Louise Griffiths		2025-01-27
Mair Williams		2025-01-27
Mark Jones		2025-01-27
Sian Eryl Thomas		2025-01-27
Surpriti Ffion Elizabeth Kidwell		2024-05-15
Victoria Jones		2025-01-27

JOSEPH'S SMILE

England & Wales - Charity number 1199979

Accounts

JOSEPH'S



smile

Annual Report

Joseph's Smile

August 5th 2024- August 4th 2025

Charity Number:

1199979

Trustee's:

Mrs Katy Yeandle (Chair of trustee), Mrs Lisa Jayne Williams, Mrs Surpriti Ffion Elizabeth Kidwell, Mrs Victoria Jones, Mrs Sian Eryl Thomas, Mr Mark Jones, Mrs Mair Williams, Mrs Louise Griffiths, Mr Andrew Griffiths, Mrs Katrina Poole

Principal Office:

206 Cwmgarw Road, Rhosamman, Ammanford, Carmarthenshire. SA18 1DH.
Tel: 03301 335 699

Independent Examiner:

Bevan Buckland Ltd, Ground Floor, Cardigan House, Castle Court, Swansea,
Enterprise Park, Swansea. SA7 9LA
Tel: 01792 410100

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As a trustee of Joseph's Smile, I am incredibly proud of everything the charity has achieved during this financial year. The dedication, compassion, and hard work shown by everyone involved have made a real and lasting difference, and it has been inspiring to see the impact continue to grow. Joseph's Smile is going from strength to strength, building a stronger foundation, reaching more people, and growing in both confidence and ambition for the future.

Katy Yeandle



**Giving Families Hope, Time, and the Help They Need -
When They Need It Most**

Trustee Report

The trustees of the charity present their report with the financial statements of the charity for the year ended 4th August 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

About us and our mission

Joseph's Smile was founded in August 2022 in loving memory of three-year-old Joseph Yeandle, who passed away from neuroblastoma. Born from personal experience, our mission is to support families facing a similar journey - so they can focus on what truly matters: time with their child.

After Joseph's diagnosis, we worked tirelessly to raise £250,000 for a pioneering cancer vaccine trial in New York.

However, before we could access the treatment, Joseph relapsed and passed away just two days after Christmas. The heartbreak of losing precious time to fundraising became our driving force - we never want another family to experience the same struggle.

Led by Joseph's mother and aunt, Katy and Emma have propelled the charity's growth, reaching more children than they ever imagined. High-profile events, more than 50 fundraisers in 2 years and the BBC documentary *Two Sisters, One Goal* have further amplified their mission, enabling them to support hundreds of children with cancer and other life-limiting conditions across Wales, with numbers growing rapidly across the UK.

Joseph's Smile is dedicated to helping children access life-saving or life-changing treatments and equipment that are not available on the NHS, as well as other means of support outlined below. No family should have to fight for their child's treatment while already battling life threatening illness. Alongside our incredible supporters, we give families hope, time, and the help they need - when they need it most.

Together, we fight. Together, we remember. Together, we bring hope

Our Work at Joseph's Smile

Joseph's Smile exists to ease the financial and emotional burden for families facing childhood cancer and other life-limiting conditions. Our key initiatives include:

- 1. Grants for Families** – Working with other charities to provide financial assistance for treatment, travel, and medical equipment not covered by the NHS.
- 2. Wiggly Vest Scheme** – Supplying specially designed vests to protect Hickman lines, allowing children to play safely and giving parents peace of mind.
- 3. Neuroblastoma Research** – Supporting vital research into better treatment options and outcomes for children with this aggressive cancer.
- 4. Bells for Heaven Campaign** – A national initiative remembering children who have passed away, offering comfort and support to grieving families.



Our Objective

The relief of need of families with children (under 25) who have a chronic or life-limiting illnesses by providing grants, items and support to individuals in need and/or charities, or other organisations working to relieve the need of families of children (under 25) with chronic or life-limiting illnesses.



Alleviate the financial burden on families who need to privately fund their child's medical treatment or equipment that is not available through the NHS or within the UK.



Support families by offering grants and individualised fundraising assistance for their child's medical treatment or equipment.



Provide grants to charities that facilitate and organise medical treatments or equipment for children.



Supply essential items to children undergoing cancer treatment with a Hickman Line.



Offer family experiences and gifts to families dealing with chronic, life-limiting illnesses or who have children in hospital settings.



Raise awareness about the challenges families face in securing funding for their child's medical treatment or equipment.



Raise awareness of childhood cancer, the impact it has on the family and the lack of funding to alleviate childhood cancer in the UK.



Support funding towards new Childhood Cancer research initiatives.



Support bereaved families through our 'Bells for Heaven' campaign, ensuring that no child is forgotten.

Public Benefit

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2006 to have due regard to public benefit guidance published by the Commission in determining the activities undertaken by the charity. The Trustees are satisfied that the aims and objectives of the charity, and the activities reported on above to achieve those aims, meet these principles.

Activities and achievements of the year

Allocated **£85,850** to fund lifesaving or life-changing medical treatment and equipment for children that is not available through the NHS or within the UK. This was an **increase of 40%** compared to the previous financial year.



Produced and distributed over **400** Wiggly Vests, crafted by volunteers. These vests, invented by Joseph Yeandle's mother, safely secure a child's Hickman line. More information on the Wiggly Vest and future plans is available in the article below.

Distributed **400 Christmas gifts** to children hospitalised at Morryston Hospital and Glangwili Hospital in South Wales.



Successfully secured Comic Relief funding for a **Development and Growth initiative**. The **£25,000 grant** awarded will pay for a promotional company to take over graphical content and events within the charity.

Our 'Bells for Heaven' campaign successfully ran for the third year, with the new addition of walking in Christmas parades with illuminated stars. Bereaved families and volunteers joined the walks in Swansea, Rhondda, and Aberdare Christmas parades. Over 40 illuminated lanterns were made, each adorned with the name of a child who is now in heaven.



Activities and achievements of the year

Over 40 gifts were sent to bereaved families as a gift of remembrance during the Christmas period.

Bells were rung at midday on Christmas Eve around the country, including in churches and cathedrals, as an act of remembrance for children spending Christmas in heaven.

Part-funded a Neuroblastoma event in Manchester organised by Friends of Rosie. Fifty Neuroblastoma experts and clinicians from across the world were flown in to attend a two-day meeting to discuss new and innovative ways forward for treating Neuroblastoma.

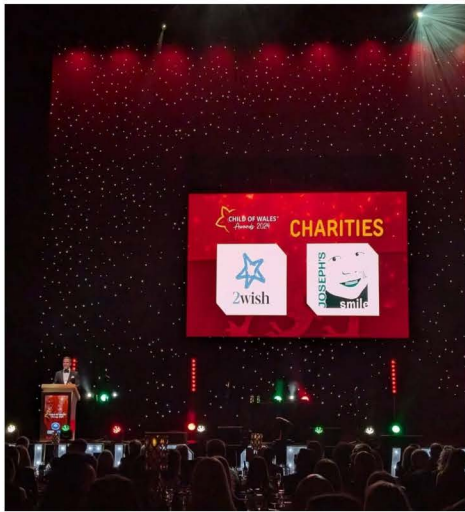
The documentary, 'Two Sisters – One Goal', was aired on national BBC TV and gained **over 1 million views**. The documentary featured Emma and Katy as they planned a Wales vs England charity football match in aid of childhood cancer.



Attended BBC Breakfast in August to promote the documentary 'Two Sisters – One Goal', and again on Christmas Eve to promote our 'Bells for Heaven' campaign.

Activities and achievements of the year

Started discussions with the Corgi factory on producing a new Wiggly Vest designed for babies. The vest will help babies across the UK who are impacted by childhood cancer. These vests will keep Hickman lines safe and secure, which will not only relieve stress and anxiety for parents, but also restore play and freedom for infants and help prevent replacement surgery.



Joseph's Smile was charity partner at the Child of Wales Awards. A big event in the Welsh calendar and an honour to have been selected. In attendance was Steve Balsamo and the Black Mountain Voice choir, singing a song for Joseph!



Organised a very successful event at Brynamman Cinema, featuring Welsh football manager Craig Bellamy and Ian Gwyn Hughes. cancer.



Activities and achievements of the year

Joseph's Smile Go Green Week was a great success and involved many primary schools, businesses, and a Parkrun event, with over 400 participants wearing green to raise awareness of Joseph's Smile.



Created the 'Kids Get Cancer Too' campaign, which aims to unite all childhood cancer charities under one goal for Childhood Cancer Awareness Month. A website was created to unite the public, businesses, and charities in promoting Childhood Cancer Awareness Month with one clear message and goal.



Over 4,000 UK Children & Young People are Diagnosed with Cancer Every Year

kids get cancer too

Why?

Each day in the UK, 10 children and young people are diagnosed with cancer - a life-changing and devastating reality. Of those, two will sadly not survive. For many of the survivors, long-term side effects can have a lasting and profound impact on the rest of their lives.

kids get cancer too

Proud to Launch the

kids get cancer too Campaign



ONE ACT INSPIRES HOPE. THOUSANDS SHAPE THE FUTURE.

kids get cancer too

One Month, One Goal, One Message.

A United Campaign for Childhood Cancer Awareness Month



kids get cancer too

With your support, we can raise the profile of childhood cancer and boost awareness and funds into research



VANS

Activities and achievements of the year

A second Halloween event was created to help raise funds and awareness for the charity. The Halloween event created a safe and welcoming environment for children to follow a trick-or-treat trail and meet magical characters along the route.



Successfully organised a Walking Rugby event alongside Ammanford RFC, a '100 Miles for Joseph's Smile' event in January, and supported over 20 runners competing in the Cardiff Half Marathon.



Howdens Swansea selected Joseph's Smile as their chosen charity for a Lions Tour event at Swansea.com Stadium.



Support Fund

Our usual monthly grant scheme is now being phased out to replace our new Support Fund. The new support fund will ensure that even more children are able to access the help and support that they need. Families are able to apply once every year for support to pay or part pay for their medical treatment or equipment that's currently unavailable to them on the NHS.

The charity's aim is to relieve the burden and pressure off families who are trying to raise these funds. By offering support through our Support Fund, families can spend more quality time together and reach their target goal faster, allowing them to start treatment or purchase necessary equipment sooner.

To ensure the safety and validity of the medical treatment, children accessing help from the support fund must have their fundraising campaign facilitated by another registered charity who has the means of verifying the safety and need for treatment. However, Joseph's Smile can validate equipment grants independently through our internal verification process.

Joseph's Smile transfers the monthly grant into a designated fund for each child, and we keep these funds in their designated account until they are ready to access the treatment/equipment.

This year, a total of **£85,850** has been designated to help children access medical treatment and equipment that is unavailable to them on the NHS.

We have proudly helped to fund:

- Cancer Vaccines
- Immunotherapy
- Intensive Physiotherapy
- P Pod Moulds
- Baffin Walkers
- DFMO treatment
- Stem Cell Transplants
- Accommodation
- Hydrotherapy
- Therapy Dogs
- Specialist equipment
- Intensive Constraint Induced Movement Therapy
- Occupational Therapy
- Speech and Language Therapy
- House adaptations
- Hyperbaric Oxygen Therapy
- Dynamic Movement
- Intervention Therapy
- MNRI Therapy
- VitalStim feeding therapy
- Laser therapy

@josephssmileuk

Wiggly Vest

THE JOSEPH'S SMILE WIGGLY VEST
PARENT TESTIMONIAL



ARCHIE



THE JOSEPH'S SMILE WIGGLY VEST
PARENT TESTIMONIAL

"THANK YOU SO MUCH FOR TAKING AWAY A WORRY OF OURS AND HELPING TO PROTECT OUR SON. ARCHIE WEARS HIS VEST 24/7 AND WE COULDN'T BE WITHOUT IT. THANK YOU, YOUR'RE ALL AMAZING."

ARCHIE'S MUM



Children undergoing cancer treatment often require a Hickman line, an essential but fragile device. A Hickman Line is a long, flexible plastic tube that is inserted under the skin of the child's chest wall. The tube then goes into a large vein just above the heart. The line dangles from the child's chest to their hips and if pulled or damaged, it is life threatening and will require emergency surgery. Young children are much more prone to damage or pulling due to the nature of their play and therefore the line limits their ability to play freely and causes significant distress for parents and families. Each emergency surgery to repair a damaged line costs the NHS thousands of pounds and brings immense emotional trauma to families.

This is where our Wiggly Vests make a real difference. Designed by Joseph's mum, a textiles teacher, these vests keep Hickman lines secure, allowing children to move freely, play safely, and reclaim some normality in their daily lives. During this financial year, we have provided over 400 vests to children across the UK in partnership with Noah's Ark Children's Hospital and charities such as LATCH and Solving Kids' Cancer.

We conducted a feedback survey with parents and health clinicians and the response was very positive:

GO GREEN FOR JOSEPH

WIGGLY VEST FEEDBACK:

10/10 Parent & Healthcare Professional Satisfaction!



10/10

Overall Parent Satisfaction

Wiggly Vest Survey Results PARENTS' FEEDBACK

40% Heard about our Wiggly Vests through their hospital, doctor, nurse, or play therapist	32% Discovered them through other parents	69% Of children wear the vest every day, while 51% wear it several times a week
92% Said the vest is extremely comfortable for their child	92% Noticed a boost in their child's confidence while wearing it	92% Believe the vest has helped prevent Hickman line pulls and avoided emergency replacements
NO CHILDREN In this survey required Hickman line replacement surgery due to a pull or dislodgement	92% Of families would highly recommend Wiggly Vest to others	

GO GREEN FOR JOSEPH

GO GREEN FOR JOSEPH

Quote from Parent

"Before receiving the wiggly vest, I was constantly panicking over my toddler potentially pulling on his Hickman Line. I was so anxious and constantly stressed. The wiggly vest absolutely saved us and my son loves it so much, he won't take it off. So much so that I had to ask the charity for more. He obviously feels safe wearing it. I can't thank this charity enough for everything they do to support families impacted by childhood cancer."



WIGGLY VESTS Feedback from our community

JOSEPH'S smile

"I just wanted thank you for the wiggly vests. I can honestly say they are the one thing that made my daughter's experience of having a Hickman line manageable and something she wasn't without throughout the whole of her treatment. She is a very energetic child, even in the face of chemo and proton therapy, the vests have allowed her to play and be comfortable without worrying about the wigglys getting caught."

@josephssmileuk

THE WIGGLY VEST



The Wiggly Vest is designed to keep a child's Hickman Line safe and secure, to allow the child more freedom to play.

WIGGLY VESTS Feedback from our community

JOSEPH'S smile

"Before receiving the wiggly vest, I was constantly panicking over my toddler potentially pulling on his Hickman Line. I was so anxious and constantly stressed. The wiggly vest absolutely saved us and my son loves it so much, he won't take it off. So much so that I had to ask the charity for more. He obviously feels safe wearing it. I can't thank this charity enough for everything they do to support families impacted by childhood cancer."

@josephssmileuk



Structure, governance and management

The charity is controlled by its governing document, Constitution of a Charitable Incorporated Organisation. At the end of the financial year, the charity was governed and managed by 10 trustees. New trustees are appointed by a majority vote of the existing Board. New trustees receive the governing document, latest financial results, and Charity Commission guidance. Ongoing training is provided via optional online courses.

The trustees who served during the year and up to the date of signature of the financial statements were:

- Katy Yeandle
- Lisa Jayne Williams
- Surpriti Ffion Elizabeth Kidwell
- Victoria Jones
- Sian Eryl Thomas
- Mark Jones
- Mair Williams
- Louise Griffiths
- Andrew Griffiths
- Karina Poole

Policies currently in place include the following:

- Acceptance and refusal of donations policy.
- Board code of conduct policy.
- Conflict of interest policy.
- Due diligence policy.
- Environmental Policy
- Equal Opportunity Policy.
- Ethical fundraising policy.
- Financial control policy.
- Grant making policy.
- Safeguarding policy.
- Volunteer policy.

Statement of trustee's responsibilities

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Financial Review

Funds were generated via donations from individuals, Gift Aid, Grants, fundraising events and in-memorial donations.

For the financial period between the 5th August 2024 to August the 4th 2025, a total of £169,257.24 was received in income, of which £22,500.00 was restricted income from Comic Relief. The total expenditure within this period equates to £113,869.01

Total funds carried forward equates to £100,860.60. However, only £2,510.84 are general funds placed in the charity free reserve, whilst £98,349.76 are designated and restricted funds which have been allocated to the following:

- Bells for Heaven Campaign = **£1,655.32**
- Cancer Research Fund = **£10,627.28**
- Restricted Comic Relief Grant = **£14,141.72**
- Restricted Lottery fund = **£8.01**
- Development Fund = **£23,598.97**
- Support Fund = **£13,312.66**
- Wiggly Vest Fund = **£3,438.50**
- Funds held that have already been designated to individual children for their treatment and equipment = **£31,567.30**

The charity has carried forward £2,510.84 in free reserves, which is located in the general unrestricted funds. The value of the charity's single highest donation received from a corporate donor during the financial period of this return was £9,500.00 on the 15th October from the Child of Wales Awards. The value of the charity's single highest donation received from an individual during the financial period of this return was £490.00 from Tom Rawlins on the 16th of December. Tom Rawlins is also a related party to a trustee. No income was received from outside of the United Kingdom during the financial period of this return, neither did the charity spend funds outside of the United Kingdom

Employees, Volunteers and Trustees

The trustees and volunteers contribute their time on a voluntary basis. In September 2024, the charity appointed its first employee on a temporary 1 Year contract: a part-time Chief Executive Officer (CEO) working 25 hours per week.

This role has been funded through Gift Aid donations and the accumulation of small grants. The CEO's primary responsibility is to lead the charity's development and secure larger-scale funding. This will enable the organisation to expand its operations, create additional employment opportunities, and ultimately support a greater number of children.

The trustees give their time on a voluntary basis, and no payments or reimbursements were made to trustees during this financial period.

The CEO is a connected person to one of the trustees. Authorisation for this appointment was sought immediately from the Charity Commission at the time of appointment. Pending the Commission's response, the appointment proceeded; formal authorisation was subsequently granted in January 2026. The total wage paid for the CEO role during this financial period was £17,360.02

During this financial period, there was approximately 60 volunteers who helped the charity.

Statement of trustees' responsibilities

Approved by order of the chair of trustees on **19 May 2026** and signed on its behalf by:

Name: Katy Yeandle

Responsibility: Founder and Chair of Trustees

Signature:..... *Katy Yeandle*

Independent examiner report.

I report to the charity trustees on my examination of the accounts of Joseph's Smile (the Trust) for the year ended 4th August 2025.

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 Act and in carrying out my examination I have followed all 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 giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.



Michael Jones
Bevan Buckland Ltd
Ground Floor
Cardigan House
Castle Court
Swansea Enterprise Park
Swansea
SA7 9LA

Report and financial statements

Joseph's Smile
Statement of Receipts and Payments
for the year ended 4th August 2025

	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	2024 Total Funds £
RECEIPTS				
Charitable activities	12,982	22,500	35,482	20,635
Donations and Legacies	121,844	-	121,844	48,559
Other trading activities	10,676	-	10,676	64,939
Investment income	1,255	-	1,255	1,046
TOTAL RECEIPTS	146,757	22,500	169,257	135,179
PAYMENTS				
Charitable activities	90,523	8,358	98,881	101,541
Expenditure on raising funds	12,496	-	12,496	16,625
Governance cost	2,492	-	2,492	1,226
TOTAL PAYMENTS	105,511	8,358	113,869	119,393
Net of receipts/(payments)	41,246	14,142	55,388	15,786
Transfers between funds	-	-	-	-
Cash funds last year end	45,464	8	45,472	29,687
Cash funds this year end	86,710	14,150	100,860	45,472

Joesph's Smile
Statement of Assets and Liabilities
for the year ended 4th August 2025

	Unrestricted Funds	Restricted Funds	2025 Total Funds	2024 Total Funds
	£	£	£	£
ASSETS				
Cash funds	86,710	14,150	100,860	45,472
TOTAL ASSETS	86,710	14,150	100,860	45,472
LIABILITIES	-	-	-	

The financial statements were approved by the Board of Trustees and authorised for issue on 19/05/2026 and were signed on its behalf by:

Name: Katy Yeandle

Responsibility: Chair of Trustees

Signature: *Katy Yeandle*

JOSEPH'S SMILE

England & Wales - Charity number 1199979

Accounts

JOSEPH'S



smile

Annual Report

Joseph's Smile

August 5th 2023- August 4th 2024

Charity Number:

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Trustee's:

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Principal Office:

206 Cwmgarw Road, Rhosamman, Ammanford, Carmarthenshire. SA18 1DH.
Tel: 03301 335 699

Independent Examiner:

Bevan Buckland LLP, Ground Floor, Cardigan House, Castle Court, Swansea,
Enterprise Park, Swansea. SA7 9LA
Tel: 0333 272 4051

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Feedback

Joseph's Smile is an incredible charity who serve children and families at their most vulnerable times. Their impact and growth as an organisation demonstrates their commitment, passion and respect within the charity sector and it is an honour to work alongside them collaboratively here at Solving Kids' Cancer UK. Joseph's Smile mission and vision is so important and an award from this fund will enable them to effectively develop in the key areas they have identified and support even more children and families at a time when it is needed the most.

Their charitable activities resonate so much with so many people and is making a real difference.

Vicky Inglis, Head of Family Support, Solving Kids' Cancer UK



**Giving Families Hope, Time, and the Help They Need -
When They Need It Most**

Message from the chair of trustees



As we celebrate the completion of our charity's second year, I couldn't be more proud of everything we have achieved together. The dedication and passion of everyone involved has truly made a difference, and the progress we have made is nothing short of remarkable.

I am thrilled to share that our income has increased by an incredible **127%** compared to the previous financial year. This growth has allowed us to provide £51,384 in grants to families in need of essential medical treatment or equipment that was unavailable to them through the NHS. Knowing that we've been able to make such a meaningful impact in their lives is genuinely inspiring.

Additionally, our charity's commitment to providing Wiggly vests to children with cancer across the UK has not only kept their Hickman lines safe but also saved the NHS thousands of pounds by reducing damages and emergency surgeries. This initiative alone demonstrates how small changes can have a profound and lasting effect.

Our progress in raising awareness and building connections within the community and corporate sector has been equally impressive. From hosting successful events like the Wales vs England football game to being featured in a nationally aired BBC documentary, we have made significant strides in sharing our mission and expanding our reach.

I am immensely proud of what we have accomplished together, and I am filled with hope and excitement for the future. Let's continue to build on this incredible momentum and make an even greater difference in the lives of those who need it most.



Thank you so much,
Katy
xxx



Trustee Report

The trustees of the charity present their report with the financial statements of the charity for the year ended 4th August 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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After Joseph's diagnosis, we worked tirelessly to raise £250,000 for a pioneering cancer vaccine trial in New York.

However, before we could access the treatment, Joseph relapsed and passed away just two days after Christmas. The heartbreak of losing precious time to fundraising became our driving force - we never want another family to experience the same struggle.

Led by Joseph's mother and aunt, Katy and Emma have propelled the charity's growth, reaching more children than they ever imagined. High-profile events, more than 50 fundraisers in 2 years and the BBC documentary *Two Sisters, One Goal* have further amplified their mission, enabling them to support hundreds of children with cancer and other life-limiting conditions across Wales, with numbers growing rapidly across the UK.

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Our Work at Joseph's Smile

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Our Objective

The relief of need of families with children (under 25) who have a chronic or life-limiting illnesses by providing grants, items and support to individuals in need and/or charities, or other organisations working to relieve the need of families of children (under 25) with chronic or life-limiting illnesses.



Alleviate the financial burden on families who need to privately fund their child's medical treatment or equipment that is not available through the NHS or within the UK.



Support families by offering grants and individualised fundraising assistance for their child's medical treatment or equipment.



Provide grants to charities that facilitate and organise medical treatments or equipment for children.



Supply essential items to children undergoing cancer treatment with a Hickman Line.



Offer family experiences and gifts to families dealing with chronic, life-limiting illnesses or who have children in hospital settings.



Raise awareness about the challenges families face in securing funding for their child's medical treatment or equipment.



Raise awareness of childhood cancer, the impact it has on the family and the lack of funding to alleviate childhood cancer in the UK.



Support funding towards new Childhood Cancer research initiatives.



Support bereaved families through our 'Bells for Heaven' campaign, ensuring that no child is forgotten.

Public Benefit

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2006 to have due regard to public benefit guidance published by the Commission in determining the activities undertaken by the charity. The Trustees are satisfied that the aims and objectives of the charity, and the activities reported on above to achieve those aims, meet these principles.

Activities and achievements of the year

Allocated **£51,384** to fund lifesaving or life-changing medical treatment and equipment for children, not available through the NHS or within the UK. This was an **increase of 26%** based on the previous financial Year. Please see the additional information about our grant scheme below.



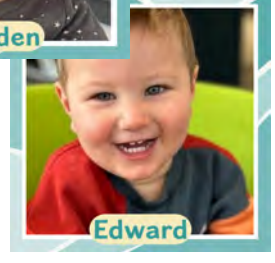
Cora



Jaiden



Mila



Edward



Produced and distributed 400 Wiggly vests, crafted by volunteers. These vests, invented by Joseph Yeandle's mother, secure a child's Hickman Line safely. This is a 33% increase compared to the previous financial Year. More information on the Wiggly Vest and future plans is available in the article below.

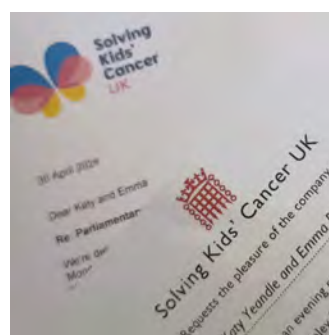
Distributed 300 Christmas gifts to children hospitalised in Morrision Hospital and Glangwili Hospital in South Wales.



Our first Halloween event was created to help raise funds and awareness for the charity. The Halloween event created a safe space environment for children to follow a trick or treat trail and meet magical characters along the route.



Charity representatives attended an event in Westminster, organised by Solving Kids Cancer. The charity is fully supporting their campaign 'Kids get cancer too' and our local MP attended the event in our support.

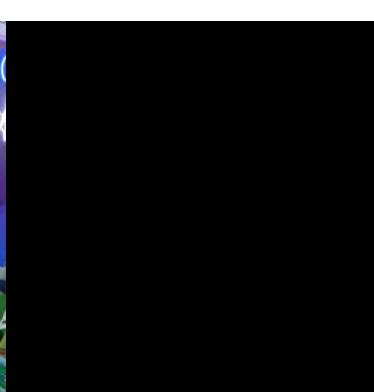


Activities and achievements of the year

Successfully secured Lottery funding to provide **2,000** children with a complimentary Elf Experience and Christmas gift. This event also enabled us to organise exclusive evenings for children undergoing cancer treatment, offering them a magical Christmas experience in a safe, welcoming environment. The entire Christmas village was closed to the public and opened only for these children and their families, ensuring a protected space for those with low immune systems. Additionally, we organised quieter sessions of the Elf Experience for children with special needs who find loud noises and crowds challenging.



Our 'Bells for Heaven' campaign successfully ran for the 2nd year, where the community and people from far and wide rang their bells at 12pm on Christmas Eve to remember all the children spending Christmas in Heaven. This year many churches were involved in ringing their bells, a large gathering of bell ringing formed at our Christmas Village and families and charities across the UK got involved online by posting their bell ringing.



Chair of Trustees, Katy Yeandle, received the ITV Wales Fundraiser Award for Pride of Britain and attended the Awards evening in London.

Activities and achievements of the year

Wales vs England football game in May 2024 was an outstanding success. The game not only raised over £20,000 each for Joseph's Smile and The Bradley Lowery Foundation, but it was also a platform to raise essential awareness for childhood cancer and to give valuable experiences to children who are undergoing treatment, disability and bereavement.



Join Former International Footballers, Celebrities and other Sporting Legends. With Pre-Match Entertainment from Dafydd Iwan and Rhys Iwan.





The documentary, 'Two Sisters – One Goal' was filmed throughout this financial year and will be released UK wide on BBC and BBC iPlayer in Mid-August 2024.



Activities and achievements of the year

Steve Balsamo, Tim Hamill and the Black Mountain Choir produced a song for the charity called 'Never Alone, a song for Joseph'. This beautiful song not only helps the charity raise essential awareness, but it's a song about grief and hope to help other families in similar situations.



  [stevbalsamomusic](#)

To mark our 1st anniversary of the charity, Joseph's Smile organised a Beach Football competition for junior clubs, with live entertainment and a celebrity football match at the end of the day. The event helped us raise essential awareness and funds for the charity, but it also helped us start our preparations for the Wales vs England Football match.



Monthly Grant scheme

The monthly grant scheme provides children with a monthly top-up grant until they reach a maximum donation of £10,000. The Grant is to help fund the child's medical treatment or equipment that is currently unavailable to them on the NHS.

The charity's aim is to relieve the burden and pressure off families who are trying to raise these funds. By offering support through our monthly grant scheme, families can spend more quality time together and reach their target goal faster, allowing them to start treatment or purchase necessary equipment sooner.

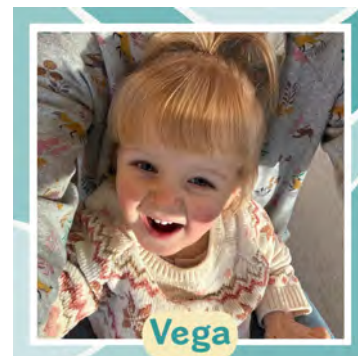
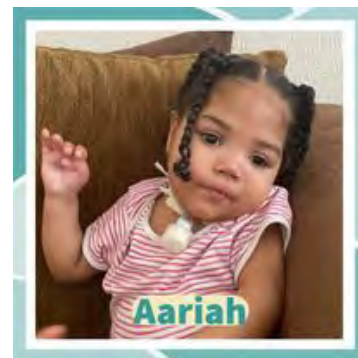
The charity currently supports 14 children at any one time on the grant scheme, this is compared to 6 children during the previous financial year. As the charity grows financially, our aim is to increase our reach to more children on our grant scheme.

To ensure the safety and validity of the medical treatment, children on the grant scheme must have their fundraising campaign facilitated by another registered charity who has the means of verifying the safety and need for treatment. However, Joseph's Smile can validate equipment grants independently through our internal verification process.

Joseph's Smile transfers the monthly grant into a designated fund for each child, and we keep these funds in their designated account until they are ready to access the treatment/equipment.

This year, a total of **£51,384** has been designated to help children on the monthly top-up grant scheme, to help fund the following:

- Cancer Vaccines
- Immunotherapy
- Intensive Physiotherapy
- P Pod Moulds
- DFMO Treatment
- Stem Cell Transplants
- Accommodation
- Hydrotherapy
- Therapy Dogs
- Specialist Equipment
- Intensive Constraint Induced Movement Therapy
- Occupational Therapy
- Speech and Language Therapy
- House Adaptions
- Hyperbaric Oxygen Therapy
- Dynamic Movement Intervention Therapy
- MNRI Therapy
- VitalStim Feeding Therapy
- Laser Therapy



Parent Feedback

We are beyond grateful for Joseph's smile. Jayden is 3 years old and has bilateral spastic cerebral palsy. Joseph's Smile's grant support has meant we've been able to provide Jayden with private physiotherapy and two intensive therapy blocks at Smile therapy for kids in Canada. Jayden has an extremely poor prognosis and was on palliative care and now he's thriving and has just learned to sit by himself! If it wasn't for Joseph's smile this wouldn't be possible. It takes so much pressure of me as a mother. Instead of fundraising I'm able to spend quality time with Jayden just being his mami.

Parent Feedback

Our campaign wouldn't have been successful without the help of Joseph's smile. Katy was there to provide advice and support from the start. There were times that we felt as though we'd never make our target but Katy was there to provide advice and reassure us that things will work out. We were also supplied with grants from Joseph's smile that assisted us with our accommodation in the U.S when Caleb had to undergo his brain surgery which was a huge relief as it was one less thing to worry about.

Wiggly Vest

Children undergoing cancer treatment often require a Hickman line, an essential but fragile device. A Hickman Line is a long, flexible plastic tube that is inserted under the skin of the child's chest wall. The tube then goes into a large vein just above the heart. The line dangles from the child's chest to their hips and if pulled or damaged, it is life threatening and will require emergency surgery. Young children are much more prone to damage or pulling due to the nature of their play and therefore the line limits their ability to play freely and causes significant distress for parents and families. Each emergency surgery to repair a damaged line costs the NHS thousands of pounds and brings immense emotional trauma to families.

This is where our Wiggly Vests make a real difference. Designed by Joseph's mum, a textiles teacher, these vests keep Hickman lines secure, allowing children to move freely, play safely, and reclaim some normality in their daily lives. During this financial year, we have provided 400 vests to children across the UK in partnership with Noah's Ark Children's Hospital and charities such as LATCH and Solving Kids' Cancer. This is a 33% increase in supply compared to the previous financial year.



Parent Feedback

I can honestly say the Wiggly Vests are the one thing that made my daughter's experience of having a Hickman line manageable and something she wasn't without throughout the whole of her treatment. She is a very energetic child, even in the face of chemo and proton therapy, the vests have allowed her to play and be comfortable without worrying about the wigglys getting caught. She had her Hickman line taken out on Tuesday, and that's the first day since she had it put in that she hasn't worn one of your vests.

Parent Feedback

Before receiving the wiggly vest, I was constantly panicking over my toddler potentially pulling on his Hickman Line. I was so anxious and constantly stressed. The wiggly vest absolutely saved us and my son loves it so much, he won't take it off. So much so that I had to ask the charity for more. He obviously feels safe wearing it. I can't thank this charity enough for everything they do to support families impacted by childhood cancer.

Financial Review

Funds were generated via donations from individuals, Gift Aid, Grants, fundraising events and in-memorial donations.

For the financial period between the 5th August 2023 to August the 4th 2024, a total of **£135,178.67** was received in income, of which **£9,237.00** was restricted income from a Lottery Grant.

The total expenditure within this period equates to **£119,392.82**.

Total funds carried forward equates to **£45,472.37**. However, only **£3,264.37** are general funds placed in the charity free reserve, whilst **£42,208.00** are designated and restricted funds for the following:

- **Designated fund for Archie Tzeng-Venn: £5,901.00** (Solving Kids Cancer)
- **Designated fund for Jessica Butler: £ 4,923.00** (Solving Kids Cancer)
- **Designated fund for Kayla Buttle: £7,274.00** (Solving Kids Cancer)
- **Designated Fund for Cancer Research Fund: £2000**
- **Designated Development Fund: £22,101.99** (Small grants awarded and gift aid for future employment in the charity for development and growth)
- **Restricted Lottery Christmas Event Fund: £8.01**

The charity has carried forward **£3,264.37** in free reserves, which is located in the general unrestricted funds.

Joseph's Smile Statement of Financial Activities (Income & Expense) August 5, 2023 to August 4, 2024 (compared to August 5, 2022 to August 4, 2023)

	Unrestricted	Restricted	Endowment	Total	Prior Total	Difference	% Change
<i>Income</i>							
Income and Endowments	135,178.67			135,178.67	59,544.99	75,633.68	127%
Total Income	135,178.67	0.00	0.00	135,178.67	59,544.99	75,633.68	127%
<i>Expenses</i>							
Expenditure	110,163.83	9,228.99		119,392.82	29,858.47	89,534.35	300%
Total Expenses	110,163.83	9,228.99	0.00	119,392.82	29,858.47	89,534.35	300%
Net Resource Movement	25,014.84	-9,228.99	0.00	15,785.85	29,686.52	-13,900.67	-47%
Transfers Between Funds	-9,237.00	9,237.00	0.00	0.00	0.00	0.00	
Net Movement in Funds	15,777.84	8.01	0.00	15,785.85	29,686.52	-13,900.67	-47%
Total Funds Brought Forward	29,686.52	0.00	0.00	29,686.52	0.00	29,686.52	
Total Funds Carried Forward	45,464.36	8.01	0.00	45,472.37	29,686.52	15,785.85	53%

Employees, Volunteers and Trustees

The trustees and volunteers give their time voluntarily. The charity in this financial year was volunteer led; however, the charity has accumulated grants and gift aid funds to employ a part time CEO in September 2024. The CEO will drive development and secure larger grant funds for future employment in order to grow the charity to support more children.

Structure, governance and management

The charity is controlled by its governing document, Constitution of a Charitable Incorporated Organisation. At the end of the financial year, the charity was governed and managed by 3 trustees. The trustees give their time voluntarily, and no payments or reimbursements were made during this financial period.

The trustees who served during the year and up to the date of signature of the financial statements were:

- Mrs Katy Yeandle
- Mrs Lisa Jayne Williams
- Mrs Surpriti Ffion Elizabeth Kidwell

In January 2025, 7 more trustees were appointed to make a total of 10 trustees.

Policies currently in place include the following:

- Acceptance and refusal of donations policy.
- Board code of conduct policy.
- Conflict of interest policy.
- Due diligence policy.
- Environmental Policy
- Equal Opportunity Policy.
- Ethical fundraising policy.
- Financial control policy.
- Grant making policy.
- Safeguarding policy.
- Volunteer policy.

Statement of trustee's responsibilities

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Statement of trustees' responsibilities

Approved by order of the chair of trustees on **18 March 2025** and signed on its behalf by:

Name: Katy Yeandle

Responsibility: Founder and Chair of Trustees

Signature:.....*katy yeandle*.....

Independent examiner report.

I report to the charity trustees on my examination of the accounts of Joseph's Smile (the Trust) for the year ended 4th August 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 Act and in carrying out my examination I have followed all 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 giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.



Michael Jones
Bevan Buckland LLP
Ground Floor
Cardigan House
Castle Court
Swansea Enterprise Park
Swansea
SA7 9LA

Report and financial statements

Joseph's Smile

Statement of Receipts and Payments

for the year ended 4th August 2024

	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	2023 Total Funds £
RECEIPTS				
Charitable activities	20,635	-	20,635	
Donations and Legacies	48,559	-	48,559	47,364
Other trading activities	64,939	-	64,939	12,112
Investment income	1,046	-	1,046	69
TOTAL RECEIPTS	135,179	-	135,179	59,545
PAYMENTS				
Charitable activities	92,312	9,229	101,541	22,621
Expenditure on raising funds	16,625	-	16,625	7,029
Governance cost	1,226	-	1,226	209
TOTAL PAYMENTS	110,164	9,229	119,393	29,858
Net of receipts/(payments)	25,015	(9,229)	15,786	29,687
Transfers between funds	(9,237)	9,237	-	-
Cash funds last year end	29,687	-	29,687	-
Cash funds this year end	45,464	8	45,472	29,687

Joesph's Smile
Statement of Assets and Liabilities
for the year ended 4th August 2024

	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	2023 Total Funds £
ASSETS				
Cash funds	45,464	8	45,472	29,687
TOTAL ASSETS	45,464	8	45,472	29,687
LIABILITIES	-	-	-	

The financial statements were approved by the Board of Trustees and authorised for issue on 23/04/2025 and were signed on its behalf by:

Name: Katy Yeandle

Responsibility: Chair of Trustees

Signature: *Katy Yeandle*

JOSEPH'S SMILE

England & Wales - Charity number 1199979

Accounts

JOSEPH'S



smile

Annual Report

Joseph's Smile

August 5th 2022- August 4th 2023

Charity Number:

1199979

Trustee's:

Mrs Katy Yeandle (Chair of trustee), Mr James Stuart Yeandle, Mrs Lisa Jayne Williams, Miss Rebecca Louise Davies, Miss Aneira Wyn Jones.

Principal Office:

206 Cwmgarw Road, Rhosamman, Ammanford, Carmarthenshire. SA18 1DH.
Tel: 03301 335 699

Independent Examiner:

Bevan Buckland LLP, Ground Floor, Cardigan House, Castle Court, Swansea,
Enterprise Park, Swansea. SA7 9LA
Tel: 0333 272 4051

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Page 3-13: Trustee report.

Page 14: Independent examiner report.

Page 15-16: Report and financial statements.

Parent Feedback

Thank you everybody who supports Joseph's Smile. Not having to worry about fundraising for Jayden's therapies is a massive weight off my shoulders and I'm so grateful. You have helped take so much pressure off having to fundraise for Jayden's therapy and equipment, which allows us to be more present.

Katy, you have changed our lives.

Jayden's Mum



Every child deserves the chance to fight!

Message from the chair of trustees



As I reflect on our first year as a newly registered charity, I am astounded by our achievements. Never did I imagine creating a legacy charity for my son Joseph. I wish with all my heart that we could have embarked on this journey together, but in his memory, and with Joseph by my side in spirit, I am proud of what we have accomplished in his name.

Losing precious quality time with Joseph during his final months is a regret I will forever hold in my heart. However, in Joseph's memory, we are determined to ensure that no family endures the same regret. In just one year, Joseph's Smile has granted £40,766 to children fundraising for lifesaving or life-changing treatment and equipment. Each pound awarded has given families that invaluable quality time together.

Our new initiative, The Wiggly Vests, has already received brilliant feedback, and I am delighted to see them being used by children with cancer. The vest gave Joseph the freedom to play and be himself without worry, and I am honoured to see other children wearing these vests to keep their Hickman Line safe and secure.

I am immensely proud of what Joseph's Smile has achieved in a year, but none of this would have been possible without the dedication and support of all Joseph's Smile volunteers and supporters. Thank you so much for volunteering your time, donating, sharing our story, and fundraising for our charity. We couldn't have done any of this without you all.

Thank you so much,
Katy
xxx



Trustee Report

The trustees of the charity present their report with the financial statements of the charity for the year ended 4th August 2023. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

About us and our mission

Joseph's Smile was founded in 2022 to alleviate the financial burden on families who need to privately fund their child's medical treatment or equipment. While the NHS provides excellent care, many families must turn to private options when necessary treatments and equipment are unavailable through the NHS or within the UK. The emotional and financial strain of funding these necessities is overwhelming, and no family should have to bear this heartache alone.



The charity's inception was inspired by Joseph Yeandle, who at just three years old, was diagnosed with Stage 4 High-Risk Neuroblastoma. Although the frontline treatment he received from the NHS was exceptional, there were no available options to keep Joseph in remission afterward. Given the grim 5% survival rate for neuroblastoma relapse, many families seek innovative maintenance treatments to prevent recurrence. Unfortunately, these treatments are not available in the UK. Joseph's family faced the daunting task of raising a quarter of a million pounds to access the Bivalent Cancer Vaccine at Memorial Sloan Kettering in New York.

Although the funds were nearly raised through the charity Solving Kids Cancer, the responsibility of fundraising fell heavily on the family, consuming precious time that could have been spent together. Tragically, Joseph passed away in December 2021, just two weeks after a relapse. The family never managed to secure the vaccine in time, losing invaluable moments that were instead spent on fundraising efforts.

In Joseph's memory, his family established Joseph's Smile to support other families in similar situations, ensuring they receive the assistance needed to fund their child's medical treatments and equipment without sacrificing precious family time.



Our Objective

The relief of need of families with children (under 25) who have a chronic or life-limiting illnesses by providing grants, items and support to individuals in need and/or charities, or other organisations working to relieve the need of families of children (under 25) with chronic or life-limiting illnesses.



Alleviate the financial burden on families who need to privately fund their child's medical treatment or equipment that is not available through the NHS or within the UK.



Support families by offering grants and individualized fundraising assistance for their child's medical treatment or equipment.



Provide grants to charities that facilitate and organize medical treatments or equipment for children.



Supply essential items to children undergoing cancer treatment with a Hickman Line.



Offer family experiences and gifts to families dealing with chronic, life-limiting illnesses or who have children in hospital settings.



Raise awareness about the challenges families face in securing funding for their child's medical treatment or equipment.



Raise awareness of childhood cancer, the impact it has on the family and the lack of funding to alleviate childhood cancer in the UK.

Public Benefit

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2006 to have due regard to public benefit guidance published by the Commission in determining the activities undertaken by the charity. The Trustees are satisfied that the aims and objectives of the charity, and the activities reported on above to achieve those aims, meet these principles.

Activities and achievements of the year

Allocated £40,766 to fund lifesaving or life-changing medical treatment and equipment for children, not available through the NHS or within the UK. Please see the additional information about our grant scheme below.

Supported treatments such as the Bivalent cancer vaccine, immunotherapy, physiotherapy, Baffin Walkers, P Pod Moulds, DFMO treatment, and stem cell transplants.

Collaborated with charities like The Bradley Lowery Foundation, Solving Kids Cancer, Tree of Hope, and Just 4 Children to support children's fundraising campaigns for medical treatment and equipment.

Produced and distributed 300 Wiggly vests, crafted by volunteers, to children in South Wales. These vests, invented by Joseph Yeandle's mother, secure a child's Hickman Line safely. More information on the Wiggly Vest and future plans is available in the article below.

Participated in Solving Kids Cancer's 'Back Britain to Beat Childhood Cancer' campaign, aiming to introduce the Bivalent Cancer Vaccine to the UK and encourage government investment in tackling childhood cancer.

Distributed 400 Christmas gifts to children hospitalized in Morriston Hospital and Glangwili Hospital in South Wales.

Offered free experiences for families with life-limiting conditions, including our Christmas Elf Experience and Santa Experience, featuring gifts and performances. Please see further information below.

Provided specific and individualised support to 3 families who needed additional support with their fundraising campaigns. This included designing logos, posters, social media content, research, school campaigns, email lists, press contacts, over the phone support, video call support and peer support.

Raised awareness of the charities aims and objectives at 4 different event locations with a Joseph's Smile stall.

Provided complimentary access to the charity's Frozen Forest event with Disney characters, welcoming all children with life-limiting conditions and those from the local community.

Created 'Bells for Heaven' where the community and people from far and wide ring their bells at 12pm on Christmas Eve to remember all the children spending Christmas in Heaven.

Monthly Grant scheme

The monthly grant scheme provides children with a monthly top-up grant until they reach their funding goal for medical treatment or equipment. The charity's aim is to relieve the burden and pressure off families who are trying to raise these funds. By offering support through our monthly grant scheme, families can spend more quality time together and reach their target goal faster, allowing them to start treatment or purchase necessary equipment sooner.

The amount awarded on our monthly grant scheme depends on the funds raised by the charity in the previous month. As the charity is still small, the trustees have decided that the scheme can support only six children at a time. To ensure the safety and validity of the cause, children on the grant scheme must have their fundraising campaign facilitated by another registered charity.

Joseph's Smile transfers the monthly grant into a CAF Gold Savings Account, keeping the funds in a designated account under the child's name. These funds remain within Joseph's Smile until the child is ready to start treatment or purchase equipment. At that point, the funds are transferred to the external charity facilitating the treatment or equipment. A grant contract between the external charity and Joseph's Smile ensures that the funds are used specifically for the child's needs.

So far, a total of **£40,766** has been designated to help children on the monthly top-up grant scheme. These funds have been allocated for bivalent cancer vaccines, immunotherapy, physiotherapy, Baffin Walkers, P Pod Moulds, DFMO treatment, and stem cell transplants.

Once a child meets their funding goal, Joseph's Smile ceases further monthly grants, and a new child enters the scheme. Children are referred to us by external charities or through self-referrals by parents.

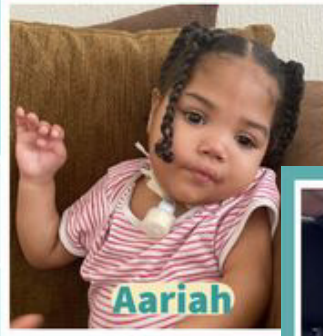
The grant scheme not only provides families with the quality time they need but also helps children access lifesaving or life-changing treatment and equipment sooner. Families have expressed that the grant scheme is a lifesaver, giving back their family time and that there is no other charity like it.



Tiago



Jake



Aariah



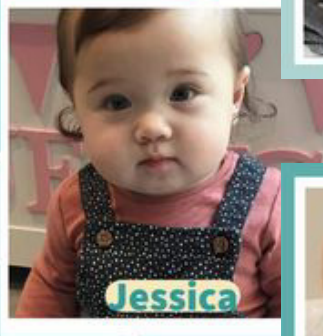
Joey



Jayden



Oliver



Jessica



Kayla



Gwilym

Wiggly Vest

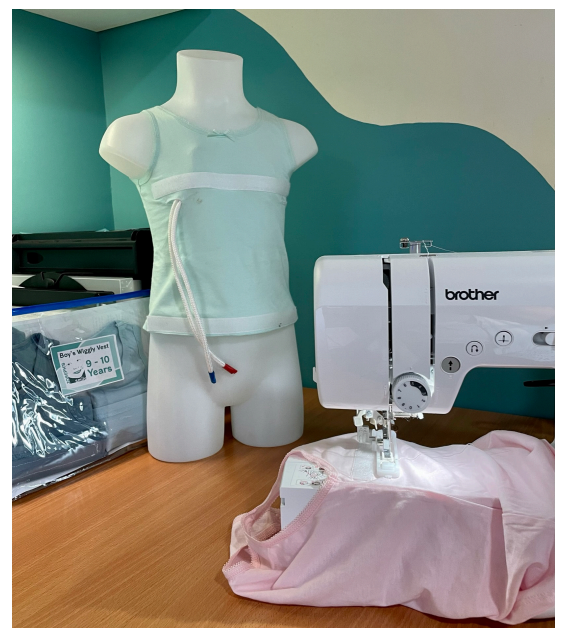
The Wiggly Vest is a patented innovation created by Katy Yeandle, the mother of Joseph Yeandle. When Joseph was diagnosed with cancer, a Hickman Line was inserted into a vein close to his heart. This line is essential for administering chemotherapy, antibiotics, blood transfusions, and drawing blood samples. However, the line is quite long and dangled below Joseph's hips, posing a life-threatening risk if pulled or damaged, necessitating immediate surgery.

To address this, Joseph's mother designed the Wiggly Vest to securely tuck away the Hickman Line, protecting it from damage and bacteria. Thanks to the Wiggly Vest, Joseph never experienced any damage to his line or required additional surgery. This not only spared the NHS an estimated £3000 per line replacement surgery but also saved Joseph from the trauma and hospitalization associated with such procedures.

The Wiggly Vest, a patented design, is crafted by a dedicated team of sewing volunteers. These vests are provided free of charge to children with a Hickman Line, with 300 vests already made and distributed. Joseph's Smile, in collaboration with the cancer charity Latch, distributes these vests to children in South Wales, with plans to expand distribution through Solving Kids' Cancer in the near future.

These vests will significantly reduce NHS expenses and, more importantly, prevent additional trauma, hospitalization, and life-threatening injuries for children. Although not a medical device, the Wiggly Vest is a vital piece of clothing that offers children with cancer the freedom to play and alleviates the worries of their parents.

Looking ahead, the goal is to mass-produce these vests and develop alternative solutions for babies who cannot wear a vest.



Events

Joseph's Smile charity was offered free use of a space at the Brynaman Christmas Village to run charitable activities, including fundraising activities. At Halloween the charity created a children's Halloween performance run by volunteers. This event took place over 4 days at the end of October.



At Christmas time, the charity created an Elf Experience, a Santa's Grotto and a Frozen Forest experience with Disney Characters. The Elf Experience and Santa's Grotto was gifted to children and families we support with life limiting illnesses.

The Frozen Forest was gifted for free to all children in the community so that everyone could experience the magic of Christmas. Gifting this experience also allowed the charity to raise essential awareness of our charity cause.



Both the Halloween event and Christmas event enabled the charity to raise essential awareness of Childhood Cancer and the prevalence of fundraising for your child's medical treatment/equipment.



Gifts to children

The Christmas event also enabled the charity to donate 400 gifts to children spending Christmas in hospital. These gifts were donated to Glangwili Hospital and Moriston Hospital in South Wales.

500 Club

To raise funds on a regular basis, Joseph's Smile created an in-house lottery. The 500 Club has only 500 ticket places, costing £10 each per month. There are 3 prizes in total, 1st prize wins 30% of the prize fund, 2nd prize wins 10% of the prize fund and 3rd prize wins 5% of the prize fund. The charity then benefits from 55% of the prize fund every month, making a consistent and regular source of income.

All entries into the lottery signs up to a monthly direct debit checkout with our fundraising platform Enthuse. The charity is regulated by the fundraising regulator and has a local lottery licence with Carmarthenshire Council.

The graphic features the Joseph's Smile logo at the top left, a large '500 CLUB' title in the center, and a '£10 Monthly Entry Fee' badge at the top right. Below the title is a photo of five smiling adults. A yellow banner reads 'Win up to £1500 every month Based on 500 people playing our charity lottery'. Below this, a table lists the prizes: 1st Prize (30% of the prize fund), 2nd Prize (10% of the prize fund), 3rd Prize (5% of the prize fund), and Charity (55% of the remaining funds). The website www.josephssmile.org/500-club is listed at the bottom. At the bottom of the graphic is a row of five smiling children with face paint, and the slogan 'Every child deserves the chance to fight!'.

The 500 Club started in May 2023 and the sign up is still currently low at 41 entries. Winning entries are selected at random via a Facebook Live stream using an online wheel spinner.

Bells for Heaven

Joseph's Smile started a new Christmas tradition called 'Bells for heaven'. The first Bells for Heaven was at midday on Christmas Eve 2022, where the whole community and beyond came together to ring a bell for all the children spending Christmas in heaven.



Patch

Patch is Joseph's Smile Mascot, a mascot designed specifically to look like Joseph's favourite teddy bear called Patch. The mascot was kindly purchased and donated by one of our charity patrons and the mascot not only help us raise awareness of our cause, but Patch also adds fun and laughter to many children. Patch attends most charity events and goes to visit children within primary schools.



Financial Review

Funds were generated via donations from individuals, Gift Aid, fundraising events and in-memorial donations.

For the financial period between the 5th August 2022 to August the 4th 2023, a total of **£59,544.99** was received in income, all of which was unrestricted income. The total expenditure within this period equates to **£29,858.47**.

Total funds carried forward equates to **£29,686.52**. However, only **£6,923.52** are general funds placed in the charity free reserve, whilst **£22,763.00** are designated funds which are held in the grant scheme for the following children:

- Aariah Taylor: **£3,000.00** (The Bradley Lowery Foundation)
- Jayden Allareba: **£687.00** (Just 4 Children)
- Jessica Butler: **£4,923.00** (Solving Kids Cancer)
- Kayla Buttle: **£7,274.00** (Solving Kids Cancer)
- Oliver Maw: **£6,879.00** (The Bradley Lowery Foundation)

The funds designated to the above 5 children on the monthly grant scheme will remain in Joseph's Smile CAF Gold savings account in a designated fund until they are ready to start their treatment or purchase the medical equipment.

Grants that have been completed and awarded to the relevant children to the following charities include:

- Gwilym Kidwell (Tree of Hope, Charity: 1149254) **£5,455**
- Jake Whillock (Tree of Hope, Charity: 1149254) **£1,395**
- Joey Jenkins (Tree of Hope, Charity: 1149254) **£6,879**
- Tiago Possetto (The Bradley Lowery Foundation, Charity: 1174333) **£4,274**

The charity has carried forward **£6,923.52** in free reserves, which is located in the general unrestricted funds. The trustee's agreed to keep 25% of all monthly funds received to cover other charitable activities and charity running costs, the remaining 75% was to be distributed between all the children on the monthly grant scheme. At the end of the financial year, after all expenditure has been deducted, **£6,923.52** remains in free reserves.

Going forward, the Trustees have agreed to set a reserve policy of 6 months' worth of running charity costs. The detailed costing of the 6-month reserve will be decided in the next quarterly trustee meeting when the policy is to be agreed, any funds outside of the reserve will be released back into the charitable activities.

Employees, Volunteers and Trustees

The trustees and volunteers give their time voluntarily, and no payments or reimbursements were made during this financial period.

The charity is volunteer led and no employees are paid through the charity. However, to successfully run the Christmas Event for children, self-employed actors were used and paid on a temporary basis. The actors/event staff were paid per hour on minimum wage, and the funds were transferred directly to their personal accounts. All tax, NI and pension were the responsibility of the event staff/actor on their self-employment basis. Many of the trustees gave their time to help at this event, however no trustee was paid for their voluntary work.

The charity currently has **15 volunteers** who help with sewing and during charity fundraising events and charitable raising awareness events.

Structure, governance and management

The charity is controlled by its governing document, Constitution of a Charitable Incorporated Organisation.

The charity is governed and managed by 6 trustees. The trustees give their time voluntarily, and no payments or reimbursements were made during this financial period.

The trustees who served during the year and up to the date of signature of the financial statements were:

- Mrs Katy Yeandle
- Mr James Stuart Yeandle
- Mrs Lisa Jayne Williams
- Miss Rebecca Louise Davies
- Miss Aneira Wyn Jones

In the event of a trustee vacancy, the appointment of a new trustee is based on an assessment of appropriate skills by interview. Potential new trustees would be subject to reference requests and if successful undergo a period of training and induction.

The appointment of new Trustees only occurs on the departure or retirement of one of the specialty representatives. A minimum of 3 trustees must remain on the trustee board and going forward, it has been decided that all trustees must not be related, and new trustees will be appointed in the new term to replace the trustees who have family relations.

Policies currently in place include the following:

- Acceptance and refusal of donations policy.
- Ethical fundraising policy.
- Volunteer policy.
- Board code of conduct policy.
- Financial control policy.
- Conflict of interest policy.
- Grant making policy.
- Due diligence policy.
- Safeguarding policy.

Statement of trustees' responsibilities

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the chair of trustees on *30 May 2024* and signed on its behalf by:

Name: Katy Yeandle

Responsibility: Founder and Chair of Trustees

Signature: *Katy Yeandle*

Independent examiner report.

I report to the charity trustees on my examination of the accounts of Joseph's Smile (the Trust) for the year ended 4th August 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 Act and in carrying out my examination I have followed all 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 giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.



Michael Jones
Bevan Buckland LLP
Ground Floor
Cardigan House
Castle Court
Swansea Enterprise Park
Swansea
SA7 9LA

Report and financial statements

Joseph's Smile

Statement of Receipts and Payments for the year ended 4th August 2023

	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
RECEIPTS			
Donations and Legacies	47,364	-	47,364
Other trading activities	12,112	-	12,112
Investment income	69	-	69
TOTAL RECEIPTS	59,545	-	59,545
PAYMENTS			
Charitable activities	22,621	-	22,621
Expenditure on raising funds	7,029	-	7,029
Governance cost	209	-	209
TOTAL PAYMENTS	29,858	-	29,858
Net of receipts/(payments)	29,687	-	29,687
Transfers between funds	-	-	-
Cash funds last year end	-	-	-
Cash funds this year end	29,687	-	29,687

Joseph's Smile

Statement of Assets and Liabilities for the year ended 4th August 2023

	Unrestricted Funds	Restricted Funds	2023 Total Funds
	£	£	£
ASSETS			
Cash funds	29,687	-	29,687
TOTAL ASSETS	29,687	-	29,687
LIABILITIES	-	-	-

The financial statements were approved by the Board of Trustees and authorised for issue on 04/06/2024 and were signed on its behalf by:

Name: Katy Yeandle

Responsibility: Chair of Trustees

Signature: *Katy Yeandle*

Designated Funds for the Grant Scheme

Joseph's Smile Fund Balances					
As at August 4, 2023 (Balances brought forward at August 5, 2023)					
Fund	Brought Forward	Transfers	Income	Expense	Balance
Aariah Taylor Fund (U)	3,000.00				3,000.00
Archie Tzeng-Venn (U)					
Caleb Orion (U)					
Cora McCarthy (U)					
Edward Venyige (U)					
General Fund (U)	6,923.52				6,923.52
Gwilym Kidwell Fund (U)					
Jaiden Husseyin (U)					
Jake Whillock (U)					
Jayden Allareba (U)	687.00				687.00
Jessica Butler Fund (U)	4,923.00				4,923.00
Joey Jenkins Fund (U)					
Kayla Buttle Fund (U)	7,274.00				7,274.00
Mila Coled (U)					
Oakley Hayman (U)					
Oliver Maw Fund (U)	6,879.00				6,879.00
Quinn Hague (U)					
Reeva Churchward (U)					
Robyn Chambers (U)					
Tiago Possetto Fund (U)					
Vega Pryke (U)					