

**JOSEPH'S**



# **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:**

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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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## 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.

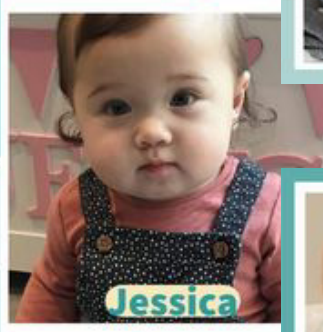
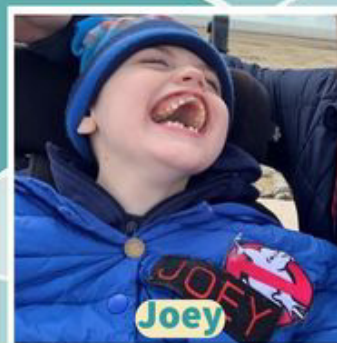
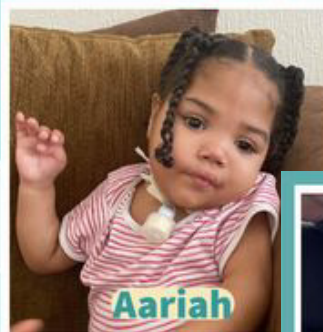
The amount awarded on our monthly grant scheme depends on the funds raised by the charity in the previous month. As the charity is still small, the trustees have decided that the scheme can support only six children at a time. To ensure the safety and validity of the cause, children on the grant scheme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



# 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.



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





## 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.



**JOSEPH'S smile**

**500 CLUB**

**£10 Monthly Entry Fee**

**Win up to £1500 every month**  
Based on 500 people playing our charity lottery

Joseph's Smile 500 Club Lottery is a great way to give back to charity, whilst also winning at the same time. For only £10 a month, you could win big prizes and help children access lifesaving or life changing medical treatment or equipment that's currently not available on the NHS. When you enter, you will be given a unique number, and three lucky numbers will be drawn on the 1st of every month. The prize money will depend on how many people have registered to play the lottery during that month.

1st Prize	2nd Prize	3rd Prize	Charity
30% of the prize fund	10% of the prize fund	5% of the prize fund	55% of the remaining funds

[www.josephssmile.org/500-club](http://www.josephssmile.org/500-club)

**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.
- Board code of conduct policy.
- Conflict of interest policy.
- Due diligence policy.
- Ethical fundraising policy.
- Financial control policy.
- Grant making policy.
- Safeguarding policy.
- Volunteer 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 4<sup>th</sup> 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 4<sup>th</sup> August 2023

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

**Joeph's Smile**  
**Statement of Assets and Liabilities**  
**for the year ended 4<sup>th</sup> August 2023**

			2023
	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£
<b>ASSETS</b>			
Cash funds	29,687	-	29,687
<b>TOTAL ASSETS</b>	<b>29,687</b>	<b>-</b>	<b>29,687</b>
<b>LIABILITIES</b>			
	-	-	-

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)					