



Annual Report

Joseph's Smile

August 5th 2023- August 4th 2024

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:

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Independent Examiner:

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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).

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.

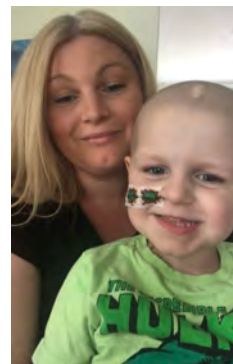
Joseph's Smile is dedicated to helping children access life-saving or life-changing treatments and equipment that are not available on the NHS, as well as other means of support outlined below. No family should have to fight for their child's treatment while already battling life threatening illness. 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 **£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.

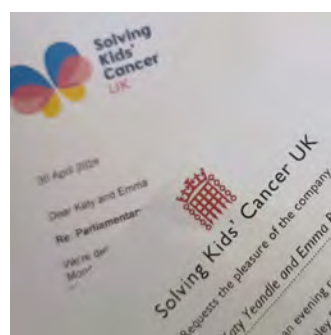
Distributed 300 Christmas gifts to children hospitalised in Morriston Hospital and Glangwili Hospital in South Wales.



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.

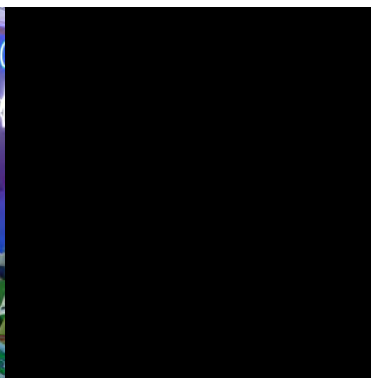


Activities and achievements of the year

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.



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.



[stevebalsamomusic](#)

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 off 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. | • Ethical fundraising policy. |
| • Board code of conduct policy. | • Financial control policy. |
| • Conflict of interest policy. | • Grant making policy. |
| • Due diligence policy. | • Safeguarding policy. |
| • Environmental Policy | • Volunteer policy. |
| • Equal Opportunity 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*