

JOSEPH'S



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:

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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.

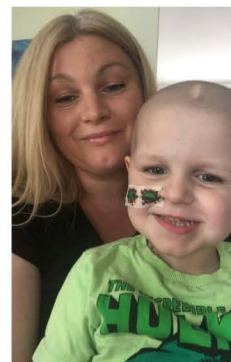
Joseph's Smile is dedicated to helping children access life-saving or life-changing treatments and equipment that are not available on the NHS, as well as other means of support outlined below. No family should have to fight for their child's treatment while already battling life threatening illness.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



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

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.



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

Proud to Launch the
kids get cancer too
Campaign

ONE ACT INSPIRES HOPE.
THOUSANDS SHAPE THE FUTURE.



kids get cancer too

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

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

One Month, One Goal, One Message.



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!



GO GREEN FOR JOSEPH

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 31% 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

"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."

GO GREEN FOR JOSEPH

Quote from Parent

WIGGLY VESTS
Feedback from our community

"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

"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.



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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*