

# **REPORT OF THE TRUSTEES AND UNAUDITED FINANCIAL STATEMENTS**

**FOR THE PERIOD OF 26 JANUARY 2023 TO 30  
SEPTEMBER 2023**

# **FOREVER11**

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## **1. REPORT OF THE TRUSTEES**

The trustees present their report with the financial statements of the charity for the period 26 January 2023 to 30 September 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) (effective 1 January 2019).

## **2. CHAIRS FOREWORD**

As Chairman of Forever11, it is my honor and privilege to present this year's annual report. We are united by a common mission: to promote water safety, prevent drownings, and empower communities with the knowledge and skills to enjoy the water responsibly. This mission is not just a professional endeavor for me; it is a deeply personal commitment.

With our registration as a charity, we have created a governance structure at Forever11. A Board of Trustees has been established to oversee and steer the charity and to meet the statutory requirements of the Charity Commission. In executing their duties, Trustees have had full regard for the requirements of Forever11 to fulfil its charitable purposes, which are carried out for the public benefit. We continue to make steady advances on reviewing and putting in place appropriate policies and procedures.

The importance of water safety cannot be overstated. Water, in its many forms, is a source of life, joy, and recreation. Yet, it also holds inherent dangers, particularly for those who are unprepared or unaware. Every year, preventable drownings claim hundreds of lives in the UK, leaving families and communities devastated. Our work is driven by the belief that these tragedies can be averted through education, awareness, and proactive safety measures.

Over the past year, Forever11 has made significant strides in expanding our reach and impact. We have launched new programs tailored to high-risk communities, partnered with local and national organizations, and advanced our public awareness campaigns. Our water safety training sessions have equipped Hundreds with essential life-saving skills.

These achievements would not have been possible without the unwavering support of our volunteers, donors, and partners. To each of you, I extend my heartfelt gratitude. Your contributions of time, resources, and expertise have fueled our mission and enabled us to make a tangible difference in the lives of so many.

As we look to the future, we are both inspired and challenged. Climate change, population growth, and increased water-related activities present new risks that we must address. At the same time, we are committed to deepening our impact by reaching more communities, enhancing our educational initiatives, and advocating for stronger water safety regulations.

I am confident that with your continued support, we can meet these challenges head-on and build a safer, more water-conscious world. Together, we can ensure that everyone—regardless of age, ability, or background—can enjoy the water safely.

Thank you for standing with us in this critical work. Let us continue to make waves of change, protecting lives and creating a future where water safety is a shared

responsibility and a universal priority.

### 3. EXECUTIVE SUMMARY

This year has been a landmark one for Forever11, firstly becoming a registered charity, and With a continued focus on our mission to promote water safety and prevent drownings, we have expanded our programs, deepened our community impact, and built stronger partnerships. Despite the challenges posed by an ever-changing global landscape, our organization has not only survived but thrived, helping hundreds of individuals learn how to stay safe around water.

### 4. ABOUT US

Founded in 2023, Forever11 has been dedicated to preventing drownings and promoting water safety across Pembrokeshire and Wales. We believe that education, awareness, and accessible training are the cornerstones of water safety. Our programs are designed to equip individuals, families, and communities with the skills and knowledge they need to enjoy water activities safely.

Our team consists of passionate professionals, volunteers, and partners who work tirelessly to advance our mission. We are driven by a vision of a world where water safety is universally recognized and where every individual is equipped to protect themselves and others.

### 5. OUR VISION AND MISSION

***Mission:***

To promote water safety, prevent drownings, and empower communities with the knowledge and skills to enjoy water responsibly.

***Vision:***

Eliminate water related fatalities in Pembrokeshire, Wales, and the UK.

### 6. YEAR IN REVIEW: KEY ACHIEVEMENTS

***Becoming a registered charity:***

In January this Year, Forever11 became a UK registered charity, this was a huge achievement for the charity, its trustees, and supporters.

***Expansion of Programs:***

This year, we funded a new water safety program tailored to high-risk communities, reaching over 200 participants. These programs focused on essential skills like swimming, water rescue, and CPR, with a special emphasis on children and families.

***Volunteer Growth:***

Our volunteer base was established, with over 30 new volunteers joining our ranks. These dedicated individuals helped us deliver our programs and campaigns, expanding our reach and impact.

***Partnerships:***

We became a member of the Pembrokeshire Water Safety Forum, allowing us to access additional resources, share expertise, and co-create innovative water safety solutions.

## 7. PROGRAMS AND INITIATIVES

### ***School-Based Water Safety Education:***

In partnership with local schools, we funded several sea safety courses (both theoretical and practical). This program reached over 200 students, teaching them essential water safety skills from a young age.

## 8. PARTNERSHIPS AND COLLABORATIONS

Our success this year has been bolstered by the strong partnerships we have cultivated. We are proud to have worked with the below mentioned, whose support has enabled us to expand our reach and resources.

Key Collaborations:

### ***RNLI:***

Jointly worked on projects and provided support for our community workshops.

### ***Welsh Air Ambulance:***

Jointly worked on projects and provided support for our community workshops.

### ***Pembroke Dock Harlequins RFC:***

Provided a location for many of our events.

### ***Pembrokeshire Water Safety Forum:***

Support and shared learning opportunities, delivery of common goal.

## 9. FINANCIAL OVERVIEW

This year, Forever11 has maintained a stable financial position, with revenues of **£24,736** and expenditures of **£5,611**. Much of our funding comes from generous donations, grants, and fundraising events. Our financial strategy focuses on sustainability and ensuring that the maximum possible amount of our resources goes directly to our programs, whilst also keeping necessary reserves for future programs, fundraising events, and admin costs.

<b>Revenue Sources:</b>	£	24,736	
			23.79
Donations	£	5,885	%
Grants	£	-	0.00%
			76.21
Fundraising Events	£	18,852	%
Partnerships	£	-	0.00%

<b>Expenditure Breakdown:</b>	£	5,611	
Program Delivery	£	-	0.00%
Awareness Campaigns	£	379	6.75%
Administrative Costs	£	285	5.09%
			88.16
Fundraising Event Costs	£	4,947	%

## 10. LOOKING AHEAD: GOALS FOR NEXT YEAR

As we move into the next year, we are committed to building on our successes and addressing the challenges that remain. Our goals include:

1. **Expanding Our Reach:** We plan to extend our programs to new schools with the overall aim being every primary school in Pembrokeshire, particularly targeting areas with high rates of water-related incidents.
2. **Innovating Our Programs:** We will develop new initiatives focused on emerging water safety risks, including the impacts of climate change on water safety.
3. **Strengthening Advocacy Efforts:** We aim to influence policy at both local and national levels, advocating for stricter water safety regulations and increased public funding for water safety education.
4. **Enhancing Volunteer Engagement:** We will launch a new volunteer development program to better support our volunteers and increase their impact.
5. **Increasing Financial Sustainability:** We will diversify our funding sources by pursuing new grants and partnerships while optimizing our fundraising strategies.

## 11. ACKNOWLEDGMENTS

Our achievements this year would not have been possible without the support of our donors, partners, volunteers, and staff. We extend our deepest gratitude to:

- **Our Donors:** Your generosity is the lifeblood of our organization.
- **Our Partners:** Thank you for your collaboration and shared commitment to water safety.
- **Our Volunteers:** Your dedication and passion are at the heart of everything we do.

## 12. STRUCTURE, GOVERNANCE AND MANAGEMENT

### Governing document

The Charity is a Charitable Incorporated Organisation (CIO) and is controlled by the Constitution, its governing document, the foundation registered on 26<sup>th</sup> January 2023. The governing document has been agreed by the Charity Commission.

### Recruitment and appointment of new trustees

There must be at least three charity trustees, and the maximum number of charity trustees is twelve. Nominations to be a charity trustee are sought and notified prior to each Annual General Meeting of the charity. The below information describes the current trustees and terms in office, at the end of term each trustee must retire from office but may be reappointed through election.

<b>Name</b>	<b>Appointed</b>	<b>Term</b>
Mr. Samuel William John (Chair)	26 Jan 2023	5 Years
Miss Lucy Priscilla Turner	26 Jan 2023	5 Years
Mrs. Natalie Joanne John	26 Jan 2023	3 Years
Miss Lucy Elizabeth Cawley	26 Jan 2023	3 Years

### Retirees may

seek re-election. The vacancies so arising may be filled by the decision of the members at the Annual

General Meeting. Any vacancies not filled at the General Meeting may be filled at any time by the members or the charity trustees; any person so appointed shall retire at the next Annual General Meeting and will need to seek re-election.

## 13. CONTACT INFORMATION

For more information about our work or to get involved, please contact us:

Address: 14 Upper Row, Golden Hill, Pembroke, Pembrokeshire, SA71 4TA

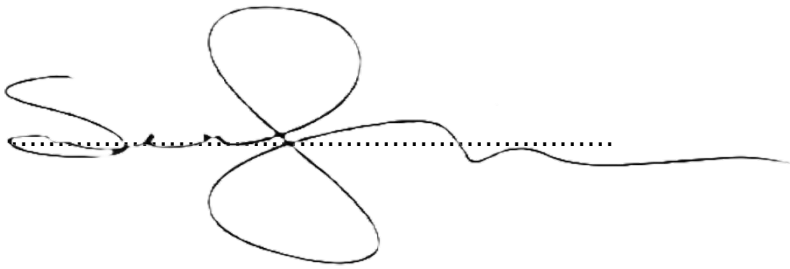
Phone: (+44) 7454313114

Email: [Info@forever11.co.uk](mailto:Info@forever11.co.uk)

Website: [www.forever11.co.uk](http://www.forever11.co.uk)

*This report reflects our commitment to transparency, accountability, and continuous improvement. We are proud of what we have accomplished this year and look forward to the continued support of our community as we work towards a safer future for all.*

Approved by order of the board of trustees on 09/08/2024 and signed on its behalf by:

A handwritten signature in black ink, consisting of a large loop followed by a series of smaller loops and a long horizontal stroke ending in a wavy line.

Samuel William John (Chair of Trustees)

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