

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

**FOR THE PERIOD OF 01 SEPTEMBER 2023 TO 30 SEPTEMBER 2024**

# **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 01 September 2023 to 30 September 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) (effective 1 January 2019).

## 2. CHAIRS FOREWORD

As Chairman of Forever11, I am honoured once again to present our annual report, marking the completion of our second year as a registered charity. What began as a deeply personal mission has continued to grow into a powerful movement dedicated to preventing drownings, promoting water safety, and empowering communities across the UK.

In our second year, Forever11 has moved from laying strong foundations to driving measurable impact. Building on the governance and policies established in our first year, we have strengthened our Board of Trustees' role, enhanced our compliance with Charity Commission standards, and embedded best practices to ensure sustainability and accountability in all we do.

Most importantly, our reach has expanded significantly. Through targeted awareness campaigns, training initiatives, and partnerships with schools, local authorities, and community groups, we have equipped even more individuals—particularly young people and high-risk groups—with vital water safety knowledge and lifesaving skills. These efforts reflect our unwavering belief that education and preparedness are the most powerful tools in preventing tragedy.

This year also marked a new phase of collaboration. We are proud to have partnered with leading national organizations and local stakeholders, amplifying our voice and ensuring water safety remains firmly on the public agenda. From grassroots initiatives to national conversations, Forever11 has been recognized as a trusted advocate for change.

Of course, our progress is only possible because of the dedication of our volunteers, supporters, and donors. Your generosity of time, energy, and resources has fuelled every achievement we celebrate in this report. To each of you, I extend my deepest thanks.

Looking ahead, we remain ambitious and forward focused. The challenges of climate change, growing participation in water activities, and persistent gaps in awareness demand that we do more. In the coming year, we will deepen our impact by expanding our training programs, strengthening advocacy for stronger water safety measures, and reaching new communities across the country.

Together, we are making waves of change. With your continued support, I am confident that Forever11 will play a leading role in shaping a safer, more water-aware future—one where every individual has the knowledge and confidence to enjoy the water responsibly.

Thank you for standing with us as we move into this next chapter of growth and impact.

### 3. EXECUTIVE SUMMARY

This year has been another significant milestone for Forever11. Building on the strong foundations of our first year as a registered charity, we have continued to advance our mission to promote water safety and prevent drownings. Our programs have grown in scale and reach, enabling us to educate and empower even more individuals with essential life-saving knowledge and skills.

We have deepened our community impact through expanded training sessions, awareness campaigns, and partnerships with both local and national organizations. These collaborations have amplified our message and allowed us to reach new audiences, particularly those most at risk.

Despite the challenges of a rapidly changing environment, Forever11 has not only sustained but strengthened its efforts—supporting a growing number of people to stay safe around water. This year, our work has touched the lives of many, and our momentum continues to build as we look ahead with determination to create an even greater impact in the years to come.

### 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

***Expansion of Programs:***

This year, we funded a new water safety program tailored to high-risk communities, reaching over 400 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 new volunteers joining our ranks. These dedicated individuals helped us deliver our programs and campaigns, expanding our reach and impact.

***Partnerships:***

We continue our membership 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.

### ***Paddle Safer***

In Partnership with Paddle West, we have funded and provided school children with essential water safety tips when using watercraft. This is also part of a recognized award program.

## 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 goals.

### ***Paddle west:***

Worked in partnership to provide learners with essential skills and paddle safe award.

## 9. FINANCIAL OVERVIEW

This year, Forever11 has maintained a stable financial position, with revenues of **£39,594** and expenditures of **£5,046**. 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>	£	39,594
Donations	£	36,812
Grants	£	-
Fundraising Events	£	2,782
Partnerships	£	-

<b>Expenditure Breakdown:</b>	£	5,046
Program Delivery	£	5,046
Awareness Campaigns	£	0
Administrative Costs	£	0
Fundraising Event Costs	£	0

## 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 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

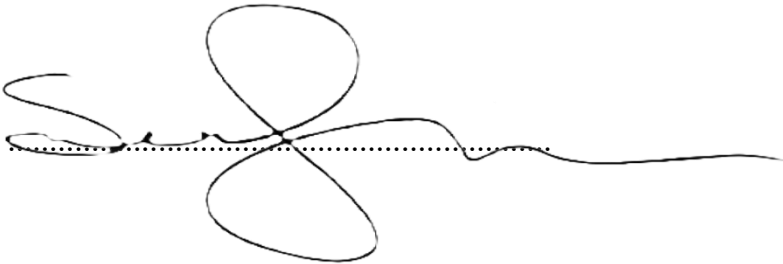
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*This report reflects our commitment to transparency, accountability, and continuous improvement. We are proud of what we have accomplished this year and look forward to the continued support of our community as we work towards a safer future for all.*

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



Samuel William John (Chair of Trustees)