



12 Holly Grove, Road, Bramfield, Hertford, Herts, SG14 2QH

Registered charity: 1204355

Trustees' Annual Report for the period

From 01/05/2023 to 30/4/2024

Charity name: Jessica Brady CEDAR Trust

Charity registration number: 1204355

Objectives and Activities

Summary of the purposes of the charity as set out in its governing document	The objects of the charity are to preserve and protect good health for the public benefit by providing funding to support earlier diagnosis of cancer in England and Wales by improving awareness amongst medical professionals, in GP surgeries, through training and research.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	The charity was granted charitable status on the 15th of August 2023. This year, the Jessica Brady CEDAR Trust has met with the Senior Team, including the Chair Professor Kamila Hawthorne, from the Royal College of General Practitioners to discuss how we can support GPs, in Primary Care, to diagnose cancer earlier. We have entered into discussions and initial scoping calls to explore how our charity can contribute to funding of an e-learning module for GPs entitled "<i>Diagnosing Cancer in Young People</i>". Trustees from the charity also met with newly appointed Primary Care Medical Director for NHS England, Claire Fuller. Claire is interested in supporting the campaign for Jess's Law 'Three strikes and you're in'. This is an initiative supported by Jessica Brady CEDAR Trust. The premise of Jess's Law is to escalate a patient's case for referral and external review following the third GP consultation, if a condition has not been resolved or is escalating. As a charity, we purchased business cards for £25.29 and 300 charity greeting cards, featuring the charity logo, for £205.84. We have begun to sell the greeting cards at various charitable events and online, initial profits are £150.

	Following on from a meeting with the Secretary of State, Steve Barclay, in July of 2022, Andrea and Simon Brady met with the Dept of Health and Social Care and Professor Brendan Delaney (Faculty of Medicine, Department of Surgery & Cancer, Imperial College, London). Professor Delaney, spoke about Developing AI initiatives to improve earlier diagnosis within Primary Care. He referenced unconscious prejudice and how technology like this running alongside a regular face-to-face consultation could flag cancer. The charity plan to meet with Professor Delaney to see how we may facilitate his work. The charity is registered for Gift Aid and Just Giving. Jessica Brady CEDAR Trust, has developed an interactive website (jessicabradycedartrust.org.uk) with links to our JustGiving page and has established social media platforms to promote the charity.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	The trustees confirm that they have had due regard to the guidance issued by the Charity Commission on public benefit when reviewing the charity's aims and objectives, and in planning its activities for the year. The trustees are satisfied that the activities carried out during the year have furthered the charitable purposes of the organisation for the public benefit in accordance with the relevant statutory requirements and the Charity Commission's guidance.

Additional information (optional)

Contribution made by volunteers	The Jessica Brady CEDAR Trust was nominated by the Macquarie Group for a fundraising day in October 2023, raising £38,000. Other charitable contributions include a marathon, a CAF charitable services donation, a birthday fundraiser, a Christmas Jumper Day, a Carol Concert and a Book Club donation.
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Achievements and Performance

Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Summary of Achievements and Impact of Jessica Brady CEDAR Trust The Jessica Brady CEDAR Trust, established as a charity on the 15th August 2023, has made significant progress in its inaugural year. Its work focuses on improving early cancer diagnosis, particularly in young people, and has demonstrated a meaningful impact on healthcare advocacy and public awareness. Key Achievements: Engagement with Key Healthcare Stakeholders: - Collaborated with the Royal College of General Practitioners (RCGP) to explore funding an e-learning module for GPs titled "Diagnosing Cancer in Young People." - Initiated discussions with Claire Fuller, NHS England's Primary Care Medical Director, to promote "Jess's Law" – an initiative to ensure cases are escalated for review after three unresolved GP consultations. Policy Advocacy and Technological Innovation: - Continued dialogue with policymakers, including the Department of Health and Social Care and Professor Brendan Delaney of Imperial College London, to explore the role of AI in early cancer diagnosis. The Trust is considering ways to support technological advancements that mitigate unconscious biases in healthcare. Fundraising and Community Engagement: - Designed and sold branded greeting cards at charitable events and online, generating an initial profit of £150 to support the Trust's work. - Registered for Gift Aid and JustGiving, enhancing its ability to fundraise effectively. - Established a key community link with Macquarie Group resulting in a fundraising day in October 2023, raising £38,000. Digital Presence: - Developed an interactive website and established social media platforms to raise awareness of the charity and its aims and to promote fundraising efforts. Difference Made to Beneficiaries:
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	The Trust's advocacy for improvement in early cancer diagnosis and support for the development of GP training resources directly address gaps in healthcare, which would offer young cancer patients an improved chance of timely treatment. "Jess's Law" seeks to prevent diagnostic delays, a critical step toward improving patient outcomes. Wider Societal Benefits: • Healthcare System Improvements: By supporting research into innovative tools (including AI) and advocating for systemic changes, the Trust aims to contribute to a more efficient and equitable healthcare system. • Awareness and Education: Through its campaigns and digital outreach, the charity raises public and professional awareness about the importance of early cancer detection. • Community Empowerment: Fundraising and community engagement foster a collective sense of purpose and action in supporting young cancer patients. This early progress highlights the Jessica Brady CEDAR Trust's potential to create lasting change within the healthcare landscape and improve outcomes for young people facing cancer.
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Financial Review

Review of the charity's financial position at the end of the period.	See attached financial statements.
Statement explaining the policy for holding reserves stating why they are held.	Our reserves policy ensures financial stability and the ability to meet both expected and unforeseen costs. Reserves are held to protect against fluctuations in income, allowing us to maintain core activities and commitments without disruption. Additionally, reserves provide a safeguard for future investments and strategic priorities. Currently, we anticipate significant expenditure on ongoing projects, including the development of training modules in collaboration with the Royal College of General Practitioners. Maintaining adequate reserves ensures that we can fulfil these commitments effectively while upholding financial resilience and sustainability.
Amount of reserves held.	See attached financial statements.
Reasons for holding zero reserves.	N/A
Details of fund materially in deficit.	N/A
Explanation of any uncertainties about the charity continuing as a going concern.	N/A

Structure, Governance and Management

Description of charity's trusts:	Jessica Brady CEDAR Trust.
Type of governing document (trust deed , royal charter)	Trust deed.
How is the charity constituted? (e.g. unincorporated association , CIO)	Unincorporated association (Trust).
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Appointment by resolution of trustees at special meeting.

Reference and Administrative details

Charity name	Jessica Brady CEDAR Trust
Registered charity number	1204355
Charity's principal address	12 Holly Grove, Road, Bramfield, Hertford, Herts, SG14 2QH

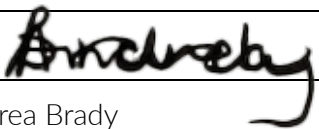
Names of the charity trustees who manage the charity

	Trustee name	Office (if any)
1	Andrea Brady	Trustee/Chair/Contact
2	Simon Brady	Trustee
3	Carl Westmoreland	Trustee
4	Andrew Sturgess	Trustee
5	Steven Aitken	Trustee

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Andrea Brady	Simon Brady
Position (eg Secretary, Chair, etc)	Chair	Trustee
Date	31 st January 2025	



Section A

Independent Examiner's Report

Report to the trustees

Jessica Brady CEDAR Trust

On accounts for the year
ended

April 30st 2024

Charity no
(if any)

1204355

Set out on pages

2 and 3

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 30/04/2024.

Responsibilities and
basis of report

As the charity's trustees, 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 2011 Act and in carrying out my examination, I have followed all the 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 which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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.

Signed:

Date:

31/01/2025

Name:

Robert Harley

Relevant professional
qualification(s) or body
(if any):

Former Main Board Director Dresdner Kleinwort Benson
Former Member of the London Stock Exchange
Former Member of the Securities Institute

Address:

Orchard Cottage, 2 Rollswood Road

Welwyn

Herts, AL6 9TX

Balance Sheet

Jessica Brady CEDAR Trust
As at 30 April 2024

30 APR 2024

Current Assets

Cash at bank and in hand

NatWest Current	63,796.75
Total Cash at bank and in hand	63,796.75

Total Current Assets	63,796.75
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Net Current Assets (Liabilities)	63,796.75
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Total Assets less Current Liabilities	63,796.75
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Net Assets	63,796.75
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Capital and Reserves

Current Year Earnings	59,488.17
Retained Earnings	4,308.58
Total Capital and Reserves	63,796.75

Profit and Loss

Jessica Brady CEDAR Trust

For the year ended 30 April 2024

2024

Turnover

Donations Received	60,322.00
Sales	397.30
Total Turnover	60,719.30

Cost of Sales

Cost of Goods Sold	205.84
Total Cost of Sales	205.84

Gross Profit

60,513.46

Administrative Costs

Advertising & Marketing	1,000.00
Printing & Stationery	25.29
Total Administrative Costs	1,025.29

Operating Profit

59,488.17

Profit on Ordinary Activities Before Taxation

59,488.17

Profit after Taxation

59,488.17



Section A

Independent Examiner's Report

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