

What? Why? Children in Hospital

Scottish Charitable Incorporated Organisation (SCIO)

Charity number - SC045436

Annual Report and Financial Statements

For the year ended 28 February 2025



Trustees' Annual Report for the year ended 28 February 2025

The trustees have the pleasure in presenting the annual report together with the financial statements for the year ended 28 February 2025.

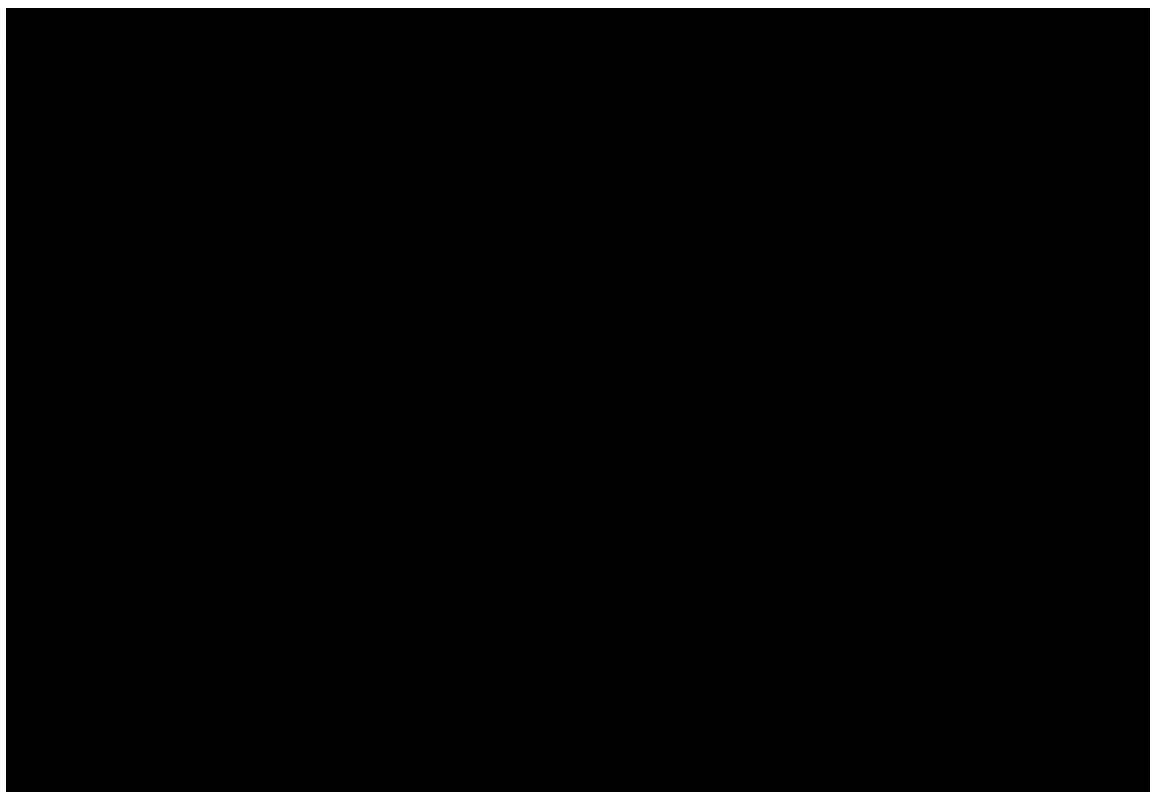
Reference and Administrative Information

Charity Name

What? Why? Children in Hospital

Charity number

SC045436



Website

www.wwcih.org.uk

Chair's address

In February 2025, the charity celebrated its 10th birthday. Looking back at what has been achieved in the past 10 years is a great pleasure. After the first video was filmed in 2015, the charity has gone from strength to strength, now having completed 65 videos which have been viewed nearly 37 million times across the world, 254 hospital waiting rooms across the UK display the WWCIH poster about our videos, 45,000 postcards were handed to families by hospital play specialists and charities working with families and 168,000 colourful video leaflets were included in hospital appointment letters to direct families to the videos.

In 2024/2025, [REDACTED] the Operational Manager, continued to do an excellent job at providing hospital teams with information about the videos, supplying free postcards, hospital appointment letter leaflets and posters. She answered questions from families and captured requests for further hospital videos.

This year, after four years, [REDACTED] resigned from her role as trustee, and we would like to thank her for her contribution to the strategic discussions. We welcome interest from healthcare professionals and parents to join the board of trustees, please contact us if you would like to help shape the future direction of the charity.

Looking at the year ahead, the board has started reviewing priorities for new videos and is following up on requests for further videos from families, nurses and consultants. The planning of two videos about treatments for neuroblastoma and thyroid cancer has recently started and the filming is expected to take place in March.

As the board of trustees, we would like to acknowledge the hard work of [REDACTED] and thank her for her commitment to ensure the charity can continue to support thousands of families across the UK.

[REDACTED]
Chair of the WWCIH Board and Charity Founder

Structure, Governance and Management

Constitution

The Charity is a Scottish Charitable Incorporated Organisation (a SCIO). It was registered as a SCIO on 19 February 2015. It has a single tier structure and as such the trustees are the members of the charity.

Appointment of trustees

The management committee, which normally meets 3 times a year, are the charity's trustees. Current trustees appoint new trustees. The trustees welcome interested members from the community to get involved and ask them to contact the charity for more information. The board may at any time appoint any person to be a charity trustee – by way of a resolution passed by majority vote at a board meeting. There must be a minimum of three and a maximum of nine trustees.

Objectives and Activities

Charitable purposes

The organisation's purposes are:

- The advancement of health
- The advancement of education
- The relief of those in need by reason of age, ill-health, disability, financial hardship or another disadvantage.

Mission

Develop and share videos with age and ability appropriate information to show hospital procedures and reduce anxiety for children and parents. Share best practice in preparing children for hospital procedures across Scotland.

Activities

The charity develops videos to help families across Scotland prepare for hospital visits and procedures. Parents/carers are informed about the videos through a leaflet included in their child's appointment letter or a poster in the waiting area. The charity uses the website and social media to share the videos, best practice, and knowledge around supporting families in

hospital. We work in partnership with young people, parents, hospital psychologists, hospital play specialists, clinical staff, teachers, and other voluntary organisations. Our reach extends globally with our videos being viewed in the United States, Europe and Asia.

Achievements and Performance in 2024/2025

Summary

The financial year ending on 28 February 2025 was another successful year for the charity.

As one of our core activities, this year the charity has continued to focus on marketing and communication, contacting hospital teams to send out postcards, posters, and hospital appointment letter leaflets.

The android App containing all our hospital videos that is available on the Google play store has been used by hospitals on tablets which were provided by the charity.

We are about to complete the delivery of the third and final year of a project that has provided 17 carers with Therapeutic Massage support and 5 carers with Therapeutic Reflexology to improve their mental health following the impact of the permanent removal of respite care for their adult children due to the Covid-19 pandemic. In addition, this project enabled us to develop a self-help video for all carers that can be accessed via our website or social media platforms.

Videos

We have not released any new videos this year, but we are about to commence a new project with the Royal Hospital for Children, Glasgow to create two new videos to prepare children and their families for procedures at the Molecular Radiology department.

Hospital appointment letter insert leaflets, postcards, and posters.

In March 2016 we started developing hospital letter insert leaflets with website links, which fit into hospital appointment letters. These leaflets inform families about specific videos and are printed at DL size (1/3 of A4) on thin paper so they can easily fit into the appointment letter and add minimal weight, which does not affect the postage costs. We have now developed a total of 26 topic specific leaflets. Which also include a QR code, to make it easier for families to find and watch the videos.

A total of 34,750 hospital appointment letter leaflets were sent out to patients in 2024/2025, a 10% increase since last year.

The charity also provided 10,400 postcards to hospitals across the UK. Postcards are mainly used by hospital play specialists and hospital psychologists as these services inform families about a range of procedures.

Many families were informed about our hospital videos via their hospital team. Some hospitals use a link in the text of the appointment letter they send to families. This is a very cost-effective way of informing families about the videos. Other teams report that the colourful WWCiH appointment letter leaflet work better to engage families as many parents do not read the full text of hospital letters. To date we have supplied 168,000 leaflets to hospitals and professionals across the United Kingdom. We also continue to supply A3 laminated, wipeable posters about the charity for waiting areas in hospital. The posters meet the infection control guidelines. In addition, the App containing all our videos is used by families and in

hospital outpatient departments as it allows access to the videos without internet connection which is often absent in these areas.

Hospital staff have informed us that they have no budget to print leaflets or posters and could only use these if they were provided free of cost. This year the charity was able to continue to provide all hospital appointment letter leaflets, postcards, and posters free of cost to all hospitals that requested them due to the charities fundraising efforts.

Engagement with families and healthcare professionals

Facebook

Presently, 2,989 people follow our page. We have a steady number of followers with little fluctuation.

We have had 6,906 minutes of viewing of our videos in the last year, a slight drop since last year. The highest number of video views are coming via YouTube.

Our audience has remained unchanged with 85% of the Facebook page following us being women and 15% being men.

This has remained consistent with last year's audiences and of that demographic, the majority are aged between 25-54. The top three countries engaging with our page are English UK, Pakistan, and The Philippines.

As the charity focus has been on our core activities of providing postcards and leaflets as well as delivery of a mental health project for carers, our social media performance was as expected.

YouTube

In the year March 2024-February 2025 the WWCIH videos were viewed 2 million times on YouTube. This number is slightly lower than the previous year, but an excellent result considering the charity was only able to spend minimal time and no additional resources on raising awareness on Facebook and YouTube in the past year. The number of cumulative views recorded on the WWCIH channel is nearly 37 million.

The WWCIH YouTube channel gained nearly 3,000 new subscribers this year, reaching a total of 75,800 subscribers by February 2025.

Demographics analysis shows our videos are viewed by 54% female viewers and 46% male viewers and across different age groups.

The most viewed videos during this year were 'What happens in an Ultrasound scan'; 'What happens in an X-ray scan?'. USA, UK and India are the countries with the most views.

270,000 views in 2024/2025 were from viewers based in the UK, this will be mainly due to sharing of the video resources by hospital staff and the hospital appointment letter leaflets providing the link to the videos.

Website

The website continues to be a successful method of engaging families and healthcare professionals. Our website has seen 15,000 users access it over the last year resulting in 21,000 sessions. There was a 55% bounce rate with the average session being just over two minutes.

The audience that uses our website is made up of almost all new visitors and only a small amount being returning visitors. The main users are the United Kingdom, Germany, Ireland, the United States of America and China.

Our five most viewed videos on our website are: "Helping Prepare for Hospital", "What happens when my child has an MRI scan?", "Is your child going for an Ultrasound or X-Ray?", "What happens during a General Anaesthetic?" and "My child is anxious about having a blood test – preparing in the play hospital".

Impact on children and young people

The positive impact of our videos is evidenced by the high number of video viewers, subscribers, and followers and by the excellent feedback we received from young people, parents and healthcare professionals. All feedback was very positive and included the following comments:

"App all downloaded on play team iPad @ East Surrey Hospital"

"This App is brilliant, often we find ourselves without internet in hospitals. Thank you."

"Thank you so much for the ideas for looking after myself. For a rare treat I go for a massage, my shoulders are usually full of knots!"

"That's amazing! Well done. My little girl (aged 6) watched the giving blood video in advance of having some taken and it was so reassuring for her, she aced it on the day, doctor was very impressed. Fabulous resource – you should be every proud."

Financial review

We raised nearly £4,000, through fundraising activities, which included YouTube advertising.

The grants income for the 2024/2025 financial year was £5,252. The charity received a grant from the Edinburgh Voluntary Organisations' Council (EVOC) Community Mental Health and Wellbeing Fund for the final and third year of the project to provide therapeutic support for 22 carers.

Our total income this financial year was £8,865 and our expenditure was £12,316. 99% of expenditure was related directly to charitable activities. The remaining expenditure was on governance costs (<1%).

Cash in hand at the end of the year was £15,066 of which £1,543 was restricted to the ongoing EVOC project.

A big thank you EVOC for providing this funding to support these very special carers and to [REDACTED] for designing new appointment letter leaflets for us.

Reserves Policy

The charity does not have any paid staff members and therefore only requires a small amount to be kept as reserves. The trustees' policy is to retain £1,000 as reserves to cover any unexpected expenditure. The reserves amount will be reviewed each financial year and will be changed immediately if the charity starts employing staff members.

Donations in kind

The trustees would like to thank all the volunteers for donating their time and expertise:

- [REDACTED] Global Web Limited for the design and website expertise donated in kind. They provide IT support and support our website and App.
- [REDACTED] qualified member of the Association of Chartered Certified Accountants (ACCA), for examining the accounts.

Future projects - sharing video resources.

Next year the charity's focus will be continued awareness-raising of the video resources amongst healthcare professionals and families. We also plan to make further hospital procedure videos.

The 2024/2025 annual report and accounts were signed by the Chair of the Board of Trustees and Treasurer on behalf of all Trustees:

Signature

Name

Date: 24 April 2025

Location: Edinburgh

Date: 24 April 2025

Location: EDINBURGH

Statement of Receipts and Payments for period 01/03/24 - 28/02/25

	Unrestricted funds (year ended 28/02/2025)	Restricted funds (year ended 28/02/2025)	Total funds current period (year ended 28/02/2025)	Total funds last period (year ended 29/02/2024)
Receipts				
Donations				
Grants		5,252	5,252	10,449
Fundraising	3,613		3,613	5,695
Total receipts	<u>3,613</u>	<u>5,252</u>	<u>8,865</u>	<u>16,144</u>
Payments				
Fundraising costs				
Cost of charitable activities	7,522	4,704	12,226	20,495
Governance costs	90		90	309
Marketing				
Total Payments	<u>7,612</u>	<u>4,704</u>	<u>12,316</u>	<u>20,804</u>
Surplus/(Deficit) for the year	<u>(3,999)</u>	<u>548</u>	<u>(3,451)</u>	<u>(4,660)</u>

Statement of balances - as at 28/02/2025

	Unrestricted funds (year ended 28/02/2025)	Restricted funds (year ended 28/02/2025)	Total funds current period (year ended 28/02/25)	Total funds last period (year ended 29/02/24)
Opening cash at bank and in hand	17,523	994	18,517	23,177
Surplus/(Deficit) for the year	(3,999)	548	(3,451)	(4,660)
Closing cash at bank and in hand	<u>13,524</u>	<u>1,542</u>	<u>15,066</u>	<u>18,517</u>
No liabilities				
No assets				

Notes to the accounts for year ending 28 February 2025

1 Basis of accounting

These accounts have been prepared on the Receipts and Payments basis in accordance with the Charities & Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006.

2 Nature and purpose of funds

Unrestricted funds are those that may be used at the discretion of the trustees in furtherance of the objects of the charity. Restricted funds may only be used for specific purposes. Restrictions arise when specified by the donor or when funds are raised for specific purposes.

A total of £12,226 was spent on charitable activities. £7,5104 was used for informing healthcare professionals and families about the charity and providing resources in the form of printing and posting leaflets, postcards, and posters.

3 Related party transactions

There were no payments made in this financial year.

4 Donations

During the 2024/2025 financial year the What? Why? Children in Hospital charity received no donations.

5 Grants received

During the 2024/2025 financial year the What? Why? Children in Hospital charity received a grant from the Edinburgh Voluntary Organisation Council, Communities Mental Health and Wellbeing Fund – £5,252

The grants income total was £5,252.

Independent examiner's report on the accounts What? Why? Children in Hospital

Report to the
trustees/members of

Registered charity number SC045436

On the accounts of the
charity for the period

Period start date
01 Day 03 Month 2024 Year
to 28 Day 02 Month 2025 Year

Set out on pages 8 and 9

Respective responsibilities
of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) 2005 Act and the Charities Accounts (Scotland) Regulations 2006. The charity trustees consider that the audit requirement of Regulation 10(1) (d) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under section 44(1) (c) of the Act and to state whether particular matters have come to my attention.

Basis of independent
examiner's statement

My examination is carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeks explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, I do not express an audit opinion on the accounts.

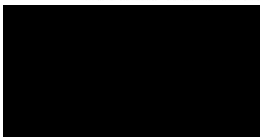
Independent examiner's
statement

In the course of my examination, no matter has come to my attention
1. which gives me reasonable cause to believe that in any material respect the requirements:
• to keep accounting records in accordance with section 44(1) (a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations, and
• to prepare accounts which accord with the accounting records and comply with Regulation 9 of the 2006 Accounts Regulations

have not been met, or

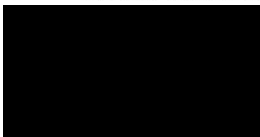
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:



Date: 18/04/25

Name:



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

Qualified member of the Association of Chartered Certified Accountants (ACCA)

Address:

