

TRUSTEES' ANNUAL REPORT 2024/2025



MORE THAN JUST A BEAR

30TH NOVEMBER 2025



TABLE OF CONTENTS

Our Report and Inspiration	001	Our Buttony Calendar	005
Our Resources	002	Our Future Plans	006
Our Resources	003	Thank You	007
Our Achievements	004	Declaration	008





Our Report & Inspiration

This is the sixth annual report produced by A Bear Named Buttoney. We are delighted to share an update on what has been achieved in 2025 and our plans for 2026.

Everyone in the Buttoney family continue to work hard on our core aim of supporting children and young people who have a stoma. We remain a small, volunteer-led charity working to help those who need us across the UK. The charity continues to grow in profile and awareness which enables us to reach more who need the Buttoney touch.

Please refer to our annual accounts for governance, objectives and trustee details.

The
inspiration
behind
Buttoney

Eilidh





Our Resources

Our resources remain at the heart of what we do and the feedback we receive helps us to develop the charity as well as creating ideas for future projects.

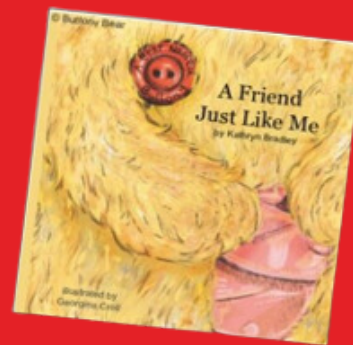
The figure beside each resource indicates the number gifted in this financial year.

Buttony Bear – 864



“Thank you so much for Buttony, my daughter hasn’t put him down all day”.

A Friend Just Like Me – 1,137



“The books are going to be read over and over”.

Buttony Colouring Book – 2,260



“Your resources help his older siblings see him represented and help their understanding”.

Nothing Can Stop Bear Now – 4100



“I just wanted to say thank you so much for the bear and the books. We’ve just sat down and read them together and my daughter was happy to see the bear was able to still go swimming as that’s her favourite thing to do. She actually hasn’t put the bear down yet (I’m quite surprised but so happy). She’s really taking it all in! Thank you so so much”



Our Resources

Young Adult Packs – 313

“Buttoney has helped massively to help my little girl accept her stoma growing up, it’s also been a great tool to explain to others what a stoma is”.



Stoma Models – 184

“Our team are so impressed by the stoma models, we can’t wait to show the families”.



Our resources - Young Adult Packs

- Support for teenagers and young adults aged 14-25 identified as a “gap”
- Developed in consultation with stoma nurses, and young people, across the UK

Young Adult Book Packs – 248

“These arrived just as a young person was admitted for stoma surgery and he very much appreciated the thought that went into the contents”.





Our Achievements

Everyone in the Buttony team contributes their time, skills and expertise on a purely voluntary basis. This allows us to keep our costs to a minimum so that we can maximise the benefits of our income for those who need our support.

Our achievements continued to grow in 2025, with some of the highlights being:

- Our core aim of sending Buttony Bear and our other resources to families continues to flourish and expand.
- Launched our new book, Nothing Can Stop Bear Now.
- Launched our new Young Adult Book Pack which includes the novel Glasgow Boys along with a quiz book, pen and fidget toy.
- Gifted stoma training models to the University of Highlands & Islands, Robert Gordons University, Dundee University & The University of West of Scotland to enhance stoma training for student nurses.
- Gifted copies of both our books to very primary school in Wiltshire & Lincolnshire.
- We continue to invest more trustee and volunteer time in attending events to raise awareness of the Buttony brand.
- The educational pack for primary schools has been progressed with the launch planned for early 2026.
- The Buttony team continues to grow with the recruitment of new volunteers.
- Our relationship with stoma nurses across the UK is a key to ensuring we reach families who need us.
- The Board continues to strengthen the efficient and safe running of the charity and this includes the development of policies and best practice ways of working. Please see our annual accounts for more details.





Our Buttoney Calendar

Buttoney Bear celebrated its 10th anniversary in 2025. Along with our regular engagements a series of events were organised for our anniversary year. The focus being celebratory and information sharing rather than active fundraising. This included:



2025

- Launched our new book, Nothing Can Stop Bear Now with a local event at the Darroch Learg Hotel.
- Organised a volunteer afternoon tea so the team could get together.
- Attended the IA Open Day in Manchester.
- Attended a children's Inclusive Fashion Show in Birmingham.
- Attended the North of Scotland IA Open Day in Aberdeen.
- Held our first Buttoney's Bear Drive during Ballater's Victoria Week.
- Held our Buttoney Bash held in Ballater's Victoria Hall raising £4000.
- Attended the Inspiring Aberdeenshire Awards as finalists.
- Association of Stoma Nurse Conference in Newport, Wales in October.
- Attended the West of Scotland IA Open Day in Glasgow.



Our Future Plans

- In the first quarter of 2026 we will launch our Educational Project in the North East of Scotland.
- Launching our pouch emptying and changing Flash Cards for children and young people with additional support needs.

Other plans include:

- Increasing participation in national stoma forums
- Continuing to work with young people and stoma nurses on our video clips project.
- Developing our links with universities throughout the UK
- Our research project is progressing with recruitment going well.





Thank you to our Buttony team of volunteers.

Simply put, none of what we have achieved would be possible without the incredible team who give their most valuable thing, their time. As a volunteer led charity we should be very proud of all we achieve together.

Thank you to our Buttony families.

It remains a pleasure to see the impact Buttony continues to have and we are grateful to all who give us feedback on what we do.

Our continued gratitude to the teams of stoma nurses across the country who are our main connection to the families who need us.

We would like to acknowledge the support of Pelican who provide us with Buttony's pouches free of charge.

An honorary mention must also go to Amber Computing who have supported Buttony from the start with digital support and expertise.

"Buttony Bear has been such a positive presence throughout my son's whole journey and has helped him not feel alone with having a stoma. He's also loved seeing all the other brave and wonderful children with their stoma on Buttony Bears social media".

THANK YOU





**Signed on
behalf of the
charity trustees:**

Print Name:

Designation:

Chair

Date:

23/01/2026



Declaration



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