

Registered Charitable Trust in England & Wales

Charity Number: 1157814



Annabel's Angels  
Annual report 2017 – 2018

## **Contents**

1. Introduction from our Chair
2. Our Patron – Craig Ramage
3. Executive Summary
4. Organisation Details
5. What we do
6. Achievements and Goals
7. The Public Benefit Need
8. Quality & Performance Monitoring
9. Promotion and Marketing
10. Organisation structure
11. Fundraising Strategy



## Trustees Report

The Trustees present their report and financial statements for the period 1 April 2017 – 31 March 2018.

### 1. An introduction from our Chair & Co-Founder, Simon Hancox



2017 has been another super year for Annabel's Angels. There have been so many standout moments it's difficult to know where to begin. Before I talk about 2017 I'd like to turn the clock back a bit ...

As some will know, Annabel's Angels was launched in April 2014 as a Charitable Trust with a view to improve the quality of life for local people in Derby living with cancer. A grants programme was developed to assist local families improve their quality of life by removing some of the financial pressures associated with living with cancer; to try and make the day to day living for all the family a bit easier. Shopping vouchers, white goods, short breaks, travel assistance and lots more have been agreed and funded by the Annabel's Angels team. The decision making team will consider grant applications from anyone of any age, living with any cancer type in Derby. Applications are for tangible items/services to improve quality of life, and each application is countersigned by a cancer nurse specialist.

Fast forward three years and 121 supported families later, and we are where we are today. We hit a significant milestone this year when we supported our 100th family during 2017!

The charity continues to operate without paid staff to ensure overheads are kept as low as possible. This can be tricky for all trustees as we all have commitments elsewhere. That said, we're a very committed and supportive group, and we can usually respond to enquiries relatively quickly. In some cases we've managed to receive, question, process and finalise a grant application within seven days. We're not always able to stretch to this timescale but this shows the level of commitment and professionalism shown by the team.

## **Fundraising**

2017 saw a dip in the Annabel's Angels fundraising income from £20,139 in 2016 to £15,283 in 2017. We recognise that 2016 was an exceptional year for the charity (our biggest yet in terms of fundraising revenue) and we aim to get closer to our 2016 fundraising total during 2018. We believe we are well on our way to achieving this as we strike up more partnerships with local businesses than ever before.

This year we've heard about some terrific acts of kindness and achievement; from sponsored physical challenges, fundraising gigs, cake bakes, jumble sales, scarecrow festivals and much more. A huge thank you to all those who have supported the charity, either as an event organiser, event participant, individual or corporate donor. Your difference really does make a difference.

Our relationship with the cancer support teams at the Royal Derby hospital continues to grow and, as always, we are extremely grateful for their input and support. I'd like to give a special thanks to Lisa Freeman and her team of volunteers at the Macmillan Information Centre based at the Royal Derby Hospital. Lisa and her team are a constant source of support for cancer patients and carers, particularly with reference to searching for grants and financial assistance to make everyday life a little easier. This year we have taken more requests for support from the specialist teams at Nottingham City Hospitals; this is primarily for children and young people who live in the Derby area but receive specialist treatment from the young person's team in Nottingham. Again, a huge thank you to the team in Nottingham for working closely with us.

I'd like to give a nod of recognition and thanks to our team of talented trustees. Time is precious for us all, with family, work, health and other commitments to contend with; we only ever have 24 hours in a day but my fellow trustees use their time wisely to help steer the charity in the right direction fulfilling our legal obligations, promoting our work, meeting health care professionals, processing grant requests, visiting grant applicants and supporting each other to ensure we continue to do the right thing - to improve the quality of life for those we come into contact with.

This year, we've said goodbye to two of our wonderful trustees - Sarah Storer and Denise Friend. Sarah helped to instill a better sense of structure to our team meetings and also helped to set up our first Derby 10 mile and Ramathon charity partnerships. Denise has been involved with the charity since day one, helping it grow from an idea into something very real. Denise was instrumental in our early grant application work, often linking

organisations / suppliers with grant applicants with grace and with ease. Both will be sorely missed.

We recruited two new talented trustees midway through the financial year - Kerrie and Rachel. Kerrie has helped the charity to reach a wider audience by bringing more interaction, structure and creativity to our use of Facebook and Twitter. Kerrie has also made some excellent links with businesses during this year. Similar to Kerrie, Rachel has been instrumental in helping the charity reach more people by focusing on forging connections with businesses this year. Both Kerrie and Rachel also help out at events throughout the year.

Yet again, it's been a pleasure to be Chair of Annabel's Angels during 2017; I'm very much looking forward to 2018 and seeing Annabel's Angels reach and support even more families living with cancer in Derby throughout 2018 and beyond.

Simon Hancox

## **2. Our Patron – BBC Radio Derby's Craig Ramage**

2017 has been another fabulous year for Annabel's Angels and I've thoroughly enjoyed my role as patron. I'm constantly amazed at the dedication and drive shown by the team of trustees and fundraisers. They all do so much outside their own personal and professional lives, so much to raise awareness of the issues associated with what it's like to live with cancer while also raising vital funds to support individuals and families in need. They're a real inspiration.



A personal highlight for me this year was the decision made by the Derby 10 Mile organisers to choose Annabel's Angels as the official race charity partner for November's Derby 10 Mile race yet again. We had a great time as the official charity back in 2016 so it was a real pleasure to do it all again, but this time with more people taking part. 1500 runners started and finished at Derby's Pride Park stadium, and many more supporters all took part in a wonderful event with Annabel's Angels at its heart. It was a privilege for me to open the event and to mix with runners and supporters on the day.

Craig Ramage

### **3. Executive Summary**

Annabel's Angels is a Registered Charitable Trust in England and Wales (Charity no 1157814). It was launched in April 2014 to offer support and to help improve the quality of life for local families in Derby living with cancer. Annabel's Angels was founded in Derby.

## **Rationale**

Annabel's Angels was developed in response to a lack of financial support for local families in the Derby area while living with cancer. The founding members of the charity all had a close experience of living with cancer either personally or with a directly supportive role. The collective experiences within this core group of people enabled some very real ideas to be discussed with national and local health care providers and for the charity to be born.

The charity's mission statement is: **Improving quality of life for people living with cancer in Derby.**

In order to be eligible for the Annabel's Angels grants programme an individual must fit all of the following criteria:

- Diagnosed or treated for cancer during the last twelve months.
- Living within the Derby City UK boundary and/or being treated for cancer at the Royal Derby Hospital.
- The application must be approved and countersigned by a cancer nurse specialist, Macmillan Nurse or GP.
- The request for the grant must demonstrate a clear link to the impact of cancer and its treatment.

In addition to the above, the current annual household income must not exceed £50,000.

## **Structure**

The charity is managed by a team of ten trustees, all of whom are volunteers. The trustees are drawn from a range of sectors and backgrounds including education, private sector, health, and adult social care.



There are three core roles within the charity, which are mandatory for all charities existing in England and Wales; Chairperson (Simon Hancox), Treasurer (Mark Smith) and Secretary (Tessa Summers). All ten trustees take turns to participate in the grant application decision making process by working in teams of three per application. Trustees also support the promotional work of the charity, both on and offline. In addition to our trustee volunteers, the charity also has a small team of volunteer fundraisers in Derby and further afield.

## **2017 – 2018**

Annabel's Angels is now in its fourth year as a Registered Charitable Trust. Much progress has been made since our inception, notably the strong relationship with the cancer services team at the Royal Derby Hospital. Annabel's Angels promotional materials and information is displayed at different sites around the hospital and its team members have delivered presentations at cancer nurse specialist team meetings and other hospital based teams.

The work of the charity has been supported by a series of fundraising activities held in and outside of Derby throughout the year. Managing a charity does unfortunately cost money and we are not immune to costs experienced by other charities and businesses. Apart from a small amount (16%) spent on fees and marketing materials (such as web hosting, accountancy, t-shirts for sponsored runners, leaflets, banners etc) all funds raised have gone into our grant application allocation to directly support individuals/families. This means that 84% of our annual fundraising income goes directly to families who need it; this is in the form of the team sourcing and funding tangible items/services based on individual need to improve the quality of life for the individual/family.

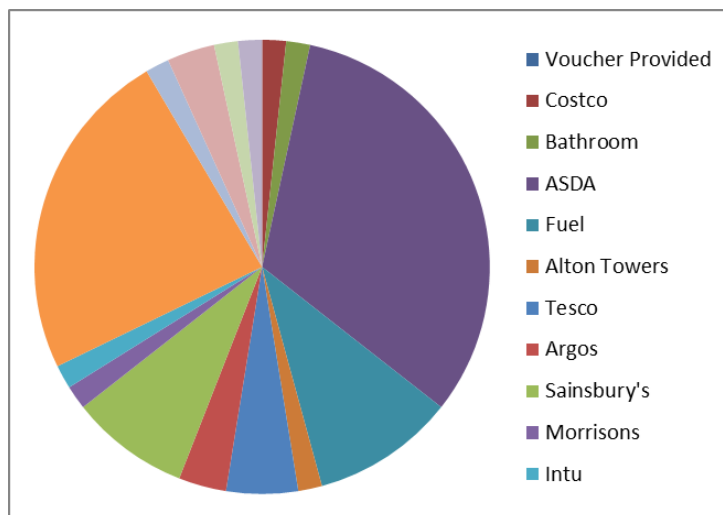
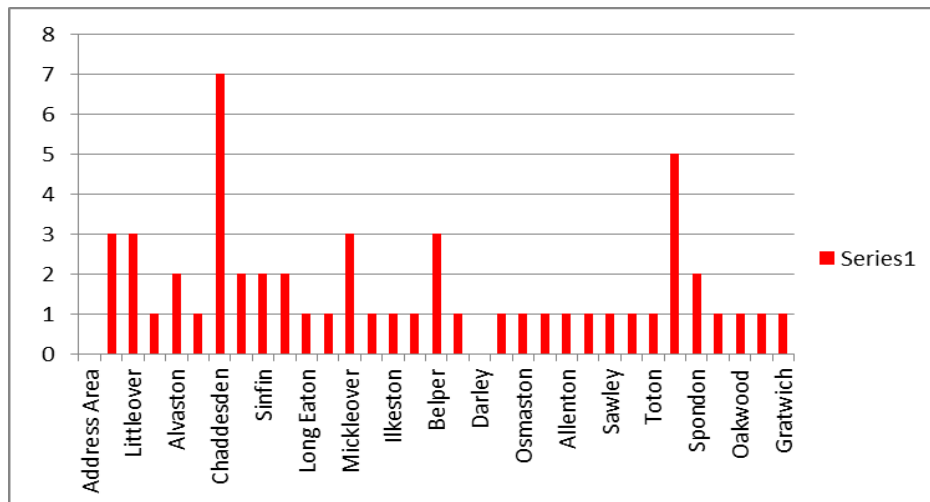
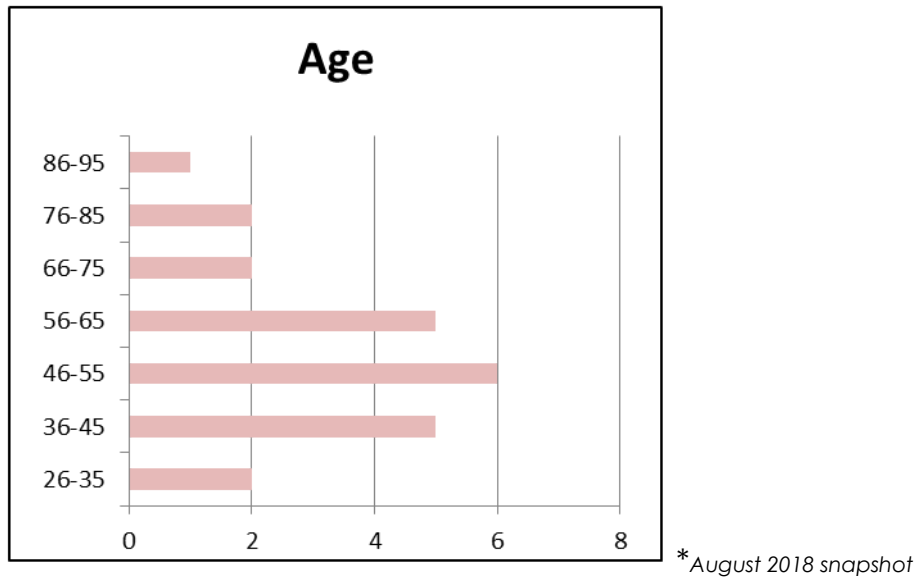
The charity has increased its profile over the last year within the medical/health sector by working closer with practitioners based at the Royal Derby Hospital and by raising awareness within Derby City Council Adult Social Care teams. The charity continues to work closely with local businesses, some on a short term ad-hoc basis and some in a 'Charity of the Year' relationship.

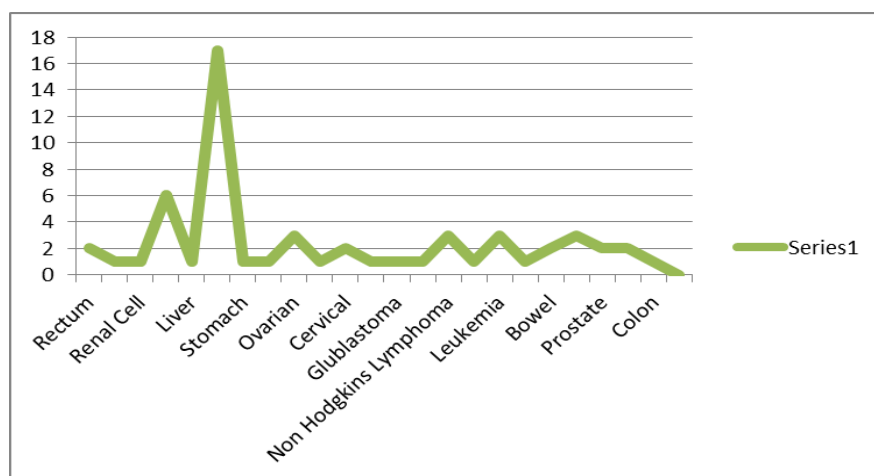
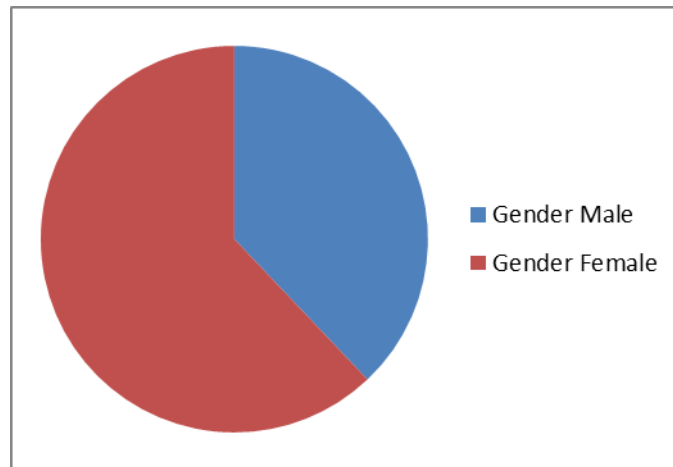
## **The people we support**

The number of families we have supported has risen from 56 at the beginning of April 2017 to 121 at the end of March 2018. This averages out at approximately 5 applications per month. Most of the applications come to us via the Macmillan Information Centre at the Royal Derby Hospital, although we are receiving more applications directly from individuals and several from the East Midlands Children's and Young Persons' Integrated Cancer Service based at Nottingham Children's Hospital (for Derby based young people receiving specialist treatment).

*\*At the time of writing (04/09/18), the charity has approved 158 grant applications since inception*

Annabel's Angels offers financial assistance to people/families living with all types of cancer. Those we offer support to come from a wide range of backgrounds; they live across Derbyshire, are of different ages and live with a highly personalised diagnosis. Our offer of support is very much personalised towards their individual needs. Here is a demographics overview of the people we have supported who are/have been under the care of the Royal Derby Hospital. The last graph presents an overview of the type of support we have offered.





## Feedback

Feedback from grant applicants has been very positive. We strive to capture feedback from all people we support but we recognise that this isn't always possible. We are aiming for a return rate of 75%. Some feedback is as follows:

***“Annabel’s Angels listened to me and helped at a time when I was at my most desperate.”***

***“The grant helped me to get to and from hospital without any problems. Without it I don’t know how I would have been able to afford it.”***

***“I really appreciated the one to one phone call from the Annabel’s Angels person during my treatment.”***

## **2018 – 2019**

There is some considerable work to be done in order for Annabel's Angels to reach and support more families living in Derby with cancer. Now currently in its fifth year, the charity is keen to forge strategic partnerships with strong local businesses to help build on its 'locally funded for local people' ethos. Connecting with local businesses to support Annabel's Angels during 2018 is a key priority for the charity. Other key aims are listed below:

- To support 65 individuals/families via its grants programme during 2018
- To identify and work with 10 new Annabel's Angels business champions within local businesses across Derbyshire
- To allocate / recruit a volunteer coordinator role to develop and support teams of volunteers around Derbyshire
- To improve our customer feedback process

In order to support the needs of future individuals/families and their grant requests, it is important for Annabel's Angels to increase its fundraising income for 2018. If, for example, the charity is to realise its aim of supporting 65 individuals/families during 2018, at, say, the average grant application amount of £300 per family, then this equates to a fundraising income of £19,500. Fundraising revenue for 2017 was £15,283 so, clearly, there is some work to be done to match and increase 2017's income.

## **Trustees' responsibilities in relation to the financial statements**

The Trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The trustees consider that an audit is not required for this financial year under section 144 (2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed – see appendices.

It is a legal requirement for the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). The trustees can only approve the financial statements once they are satisfied that they give a true and fair view of the state of financial affairs of the charity including income and expenditure for the relevant period. In preparing these financial statements, the trustees are required to:

- Make judgements and estimate that are reasonable and prudent;
- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP (Statement of Recommended Practice);
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping adequate and accurate accounting records that are sufficient to show and explain the charity's transactions and disclose at any time the financial position of the charity. The trustees are also responsible for safeguarding the assets of the charity and for taking

practicable steps for prevention and detection of fraud and/or any other irregularities.

### **Disclosure of information to independent examiners**

Each person who was a trustee at the time of approving this report confirms that:

- So far as they are aware, there is no relevant information of which the charity's independent examiner is unaware; and
- He/she has taken all necessary steps practicable as a trustee in order to make him/herself aware of any relevant information and to establish that the charity's independent examiner is aware of that information.

## **4. Organisation Details**

### **Charity Name**

Annabel's Angels

### **Address**

Community Action, 4 Charnwood Street, Derby, DE1 2GT

### **Telephone Number**

07402 454752

### **Email**

[simon@annabelsangels.co.uk](mailto:simon@annabelsangels.co.uk)

### **Website**

[www.annabelsangels.co.uk](http://www.annabelsangels.co.uk)

## **Legal Status**

Registered Charity in England and Wales 1157814

## **Objects**

The Charity's objects (as listed on the Charity Commission website) are specifically restricted to the following:

"To promote and protect the physical and mental health of cancer patients, their families and carers in Derby and the surrounding area particularly but not exclusively through the provision of grants of financial assistance and practical and emotional support."

## **5. What we do**

### **Our Mission Statement**

Improving the quality of life for people living with cancer in Derby.

We aim to reduce some of the isolation and the pressures associated with living with cancer. Many people we come into contact with have experienced financial difficulties as a result of their cancer such as:

- A drop in regular income due to no longer being able to work;
- A change in body shape (through treatment) which will mean the purchase of new clothing;
- Expensive travel costs to/from regular cancer appointments.
- Childcare costs while a parent is undergoing treatment.



## **Our Values**

The trustees recognise that for the charity to run effectively it is important for the trustees and volunteers to always uphold the charity's core principles and values:

- Responsive
- Diversity
- Person-centred
- Transparency
- Local

## **Our Activities**

The charity manages a small grants programme for individuals/families living with cancer in Derby. The grants programme is funded entirely by public donations. A grant application is completed by an individual, checked and countersigned by a cancer nurse specialist, and submitted to Annabel's Angels for consideration. The grant application panel makes a decision on the information provided and then liaises with the applicant. The panel may need to check details with the applicant, seek further information, and, on occasion, suggest alternative items/services for purchase. Items/services are purchased on behalf of the applicant and delivered/handed to the applicant by the charity. Grants are up to £500 per application and are limited to one grant per family per year.

The charity also supports local cancer support groups by providing financial assistance for local groups and initiatives working to improve life outcomes for cancer patients and families. Examples are as follows:

- Room hire costs for cancer type support groups to meet up
- Costs of a health-care trainer to set up and deliver health and wellbeing sessions for cancer patients

The process of applying for a Partnerships Fund grant is similar to the Public Fund. An application form is requested, completed, sent/emailed back to the team for consideration along with any estimates for costs.

## **6. Achievements and Goals**

Annabel's Angels has grown at a steady pace since its inception. As expected, year one (2014 – 2015) saw a lot of media exposure which helped to create teams of fundraisers keen to raise funds to meet the gaps for local families. This side of the charity was great, with regular requests for fundraising activity coming in from members of the public. The relationship with the Royal Derby Hospital and health care professionals took a while to develop so, consequently, in year one we only received a handful of referrals from individuals/families.

In year two we put a lot of effort into improving relationships with the cancer nurse specialists and support staff at the Royal Derby Hospital; we delivered presentations to staff and created a stronger visible presence around different relevant departments within the hospital. Relationships grew, and so did the referrals for support. By the end of year two we had received 23 grant applications. Year two also saw our fundraising income increase from £9081 at the end of year one to £17,940 at the end of year two – an increase of almost 100%. Naturally, we were overjoyed at this sizeable rise but we realised that this was unsustainable in the long term so the trustees set a target of 15% for the following year and decided to put more effort into maintaining the relationships with the hospital teams rather than focus on fundraising activities.

In year three we have seen our fundraising income rise from £17,940 at the end of year two to £20,143 at the end of year three (March 2017) – a rise of

approximately 12.5%. The number of families supported has risen from 23 at the end of year two to 56 at the end of year three (March 2017).

In year four we have seen a drop of 24% in our fundraising. However, the number of families supported has risen from 56 at the beginning of the 2017 financial year to 121 at the end of March 2018, a rise of approximately 91%. Hence the need to put more resource into increasing our fundraising revenue by connecting with more businesses and local people.

## **Goals**

### **2018 – 2019**

The grants programme for families is working well with a 91% increase over the last year (56 to 121). The trustees have set a target of reaching and supporting even more families in 2018. In order to do this we need to maintain our relationships with health care professionals and increase our fundraising revenue to match the anticipated interest. 12 month objectives are set out below:

- To administer 65 support grants for individuals/families
- To raise our annual fundraising income by 25% to £20,000
- To identify and work with 10 Annabel's Angels business champions within local businesses across Derbyshire
- To improve our feedback process

## **7. The Public Benefit Need**

### **What is the Public Benefit Need?**

To promote and protect the physical and mental health of cancer patients, their families and carers in Derby and the surrounding area.

### **Who will benefit from the organisation's activities?**

The charity focuses on supporting individuals and families affected by cancer living in, or being treated for cancer, in Derby. Grant applicants will have been diagnosed or treated for cancer during the last twelve months. In addition to the above, the current annual household income must not exceed £50,000.

### **How will they benefit?**

The charity seeks to address some of the additional costs and issues associated with the diagnosis of cancer. Some of these are as follows:

- Frequent trips to and from the hospital
- Change in body shape due to treatment
- Isolation from friends/family/work colleagues
- A drop in finance due to being off work

The charity helps to address some of the issues by offering relief of some temporary need as a result of a cancer diagnosis. The charity helps to signpost applicants to other forms of support – cancer type groups, adult social care teams and more.

### **What similar services are available?**

**Macmillan Cancer Support** offers a national discretionary support grant to help people with costs caused by or related to their cancer. The discretionary scheme is means tested and covers the United Kingdom.

There are several cancer type specific charities operating in and around the Derby area that offer support grants to people living with cancer. One example is the **Derby Breast Cancer Support Group**. The group offers emotional and practical support to people living with breast cancer while also offering a small discretionary grant scheme and therapy days.

Annabel's Angels offers support to people living with cancer in the Derby area. The support is available to individuals and families/carers of any age living with any cancer type.

### **What is the unfulfilled need?**

There is no other charity offering financial assistance to people living with all types of cancer and all ages exclusively to Derby.

### **How the organisation will integrate with other service providers.**

Annabel's Angels works closely with the Royal Derby Hospital cancer support teams to ensure the information exchange is professional, timely and accurate. Referral systems are in place for other organisations to refer to us. We have worked with other charities and support groups locally and nationally such as Derby Breast Cancer Support Group, Mummy's Star, Clic Sargent and Yes to Life in recent years.

## **Performance Monitoring**

### **Key Performance Indicators:**

- Number of grants distributed to people living with cancer in Derby
- Number of people actively following/using our Annabel's Angels social media channels
- Fundraising income is sufficient enough to meet the ongoing costs of our grant scheme
- Number of media articles published promoting the charity and issues affecting people living with cancer
- Number of events organised or attended in line with our work

### **Measurement of Key Performance Indicators:**

- Grant applications analysed and agreed by trustees. Applications are documented and evidenced. The team adheres to our criteria guidelines
- Social Media administrators monitor our online presence
- Funds are banked swiftly and appropriately. Funds are available and accessible to Chairperson and Treasurer.
- Clear audit trails exist regarding the work of the charity
- Grant support requests are responded to within 5 working days.

### **Reporting of Key Performance Indicators:**

- Documentation and a performance review is shared at bi-monthly team meetings
- Treasurer's report is an agenda item at every bi-monthly team meeting
- Treasurer and/or the Chairperson make financial purchases relating to grant applications and other items in line with the work of the charity. Paperwork is made available to fellow trustees.
- Evidence trail on Social Media and emails.

## **Promotion and advertising**

Annabel's Angel recognises the need for promotion in order to reach and support more local people living with cancer. Posters, leaflets and banners are on display at the Royal Derby Hospital and a range of businesses in the Derby area. The charity understands the importance of keeping a balanced budget in terms of its marketing spend – the trustees have set an annual limit of 16% to be used on promotional/marketing materials.

The charity recognised the need to connect and maintain relationships with local businesses. The introduction of targets to recruit and work with local business ambassadors should help the charity spread the word and reach more families while also supporting business employees to develop and build on their workforce competencies – leadership, project management, interpersonal skills and more.

## **Website**

Our website is due to undergo a refresh during late 2018 with a planned relaunch in Spring 2019.

## **Running the Charity**

### **Board of Trustees**

- Simon Hancox – Chairperson
- Mark Smith – Treasurer
- Sarah Storer – Secretary \*
- Tessa Summers
- Matthew Hancox
- Linzi Hodgkinson
- Will Kennard
- Denise Friend \*
- Denise Crouch

- Mick Doody
- Kerrie Oxford
- Rachel Hayward

*\*Sarah & Denise left their roles during 2017-18*

## **Patron**

- Craig Ramage

The charity also has a team of ad-hoc local fundraisers who help out in person at events.

## **Accommodation**

The charity has no accommodation assets.

## **New equipment and consumables**

The charity will continue to purchase new equipment and consumables as and when necessary in order to continue its work. The charity will seek to attain value for money at all times and will ensure it remains within its 16% of annual fundraising income regarding marketing/promo costs.

## **Policies and Procedures**

Annabel's Angels has active policies covering the following:

- Health and Safety
- Confidentiality & Data Protection
- Equal Opportunities
- Social Media
- Safeguarding
- Conflict of Interest
- Complaints
- Supporting Volunteers



## **Trustee Recruitment**

Where vacancies arise within the team of trustees or an expansion of the committee is needed, a public advert is made outlining the role, the skills needed, the expectations and the time required. We follow guidance provided by the Charity Commission and NCVO.

## **Fundraising Strategy**

Annabel's Angels will seek to increase its fundraising income by 25% during 2018 to £20,000. A fundraising strategy will be put in place to ensure the charity covers a range of fundraising opportunities throughout the year in order to reach its annual target. This will include online and offline opportunities, business partnerships and many more.

For more information about Annabel's Angels please take a look at our website

[www.annabelsangels.co.uk](http://www.annabelsangels.co.uk)

