



# ANNUAL REPORT

2016-2017

## The Alexa Trust

*Supporting Parents with Babies in Neonatal*

Registered Charity Number 1168705

Charitable Incorporated Organisation (CIO) whose only voting member are its charity trustees

[www.thealexatrust.org](http://www.thealexatrust.org)  
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Walmer  
Kent  
CT14 7RL

### Main Objects

- a) To relieve the needs of parents who are in need as a result having a child in a neonatal unit by in particular the provision of grants and such other support and assistance as shall be thought fit; and
- b) To promote and protect the good health of women and their babies through education and raising awareness of pregnancy-related issues, particularly pre-eclampsia, premature babies and neonatal death including the education of those working in neonatal units to enable them to better care for such women and their babies.

The following information is not part of the 2016-2017 Annual Report but worth mentioning.

## Aims, Plans & Aspirations

Whilst we were in hospital, before we were inclined to set up a trust, we received donations from **Deal Tri Club** and **Pete Bailey**. A total of **£635.00** were donated directly to the **East Kent Hospital Charity** in July/August 2015.

In October 2015 now trustee Howard James, embarked on a gruelling training program with the aim to complete to Solo English Channel Swims.

This encouraged us to also raise money for the **William Harvey Hospital** in Ashford. With our first project being charity single, Express Yourself. A short period before its release, we were advised to set up a registered charity to give people confidence that all money raised would go to the neonatal unit.

During the same time, we supported a Deal Tri Club, English Channel Relay Team and **£2,462.50** were raised and donated directly to the East Kent Hospital Charity in August 2016.

In August 2016 we became an official UK registered charity.

**PRE-REGISTRATION 2015-2016**  
**Fundraising Events (Not Part of Account & Annual Report)**

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**Deal Regatta Swim 2015** – Money Donated directly to the East Kent Hospital Charity  
Organised by: **Howard James**

Description	Amount Raised	Gift Aid	
Swim Entry Fees	£115.00	-	
<b>TOTAL</b>	<b>£115.00</b>	<b>-</b>	<b>£115.00</b>

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**Deal Regatta Swim 2016** – Money Donated directly to the East Kent Hospital Charity  
Organised by: **Howard James**

Description	Amount Raised	Gift Aid	
Swim Entry Fees	£220.00	-	
<b>TOTAL</b>	<b>£220.00</b>	<b>-</b>	<b>£220.00</b>

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**St Margarets to Kingsdown Swim 2015** – Money Donated to the East Kent Hosp. Charity  
Organised by: **Pete Bailey**

Description	Amount Raised	Gift Aid	
Swim Entry Fees	£300.00	-	
<b>TOTAL</b>	<b>£300.00</b>	<b>-</b>	<b>£300.00</b>

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The Alexa Trust  
ANNUAL RETURN 2016-2017  
Fundraising Events Summary

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Initially we did not focus on promotions or donations. Our first major internal fundraising campaign started May 2016 during Howard's first English Channel Solo Swim.

During the summer of 2016 we received a heartfelt gesture from 5 young ladies, who painted pebbles on Kingsdown beach. All throughout the summer they were selling these to tourist and locals alike and raised an outstanding amount of **£80.00**.

In September 2016, Express Yourself was released and although profits were low, it proved The Alexa Trust with much needed exposure and awareness.

In November 2016 Howard successfully finished his second Solo swim. The two swims raised a respectable amount of **£1,709.66**

As awareness were growing so did our momentum. In the same month, November 2016, two of our friends **Lisa Mabbs** and **Kate Forey** came up with a brilliant idea to host a fundraising event by selling pre-loved clothes. With the support of the community, friends and volunteers, we managed to raise a whopping amount of **£428.04**.

A further fundraising event was held by selling CDs/DVDs & Books online. We received many items and managed to raise **£146.92**

From January to March 2017 we focused on our plans for the year ahead. And negotiations for a world first English Channel Relay team were underway to take place in April 2017.

Planning went ahead to see if we could get open water swimmers to complete an English Channel Relay and in the process, raise funds for The Alexa Trust. The response was outstanding, and we managed to confirm two relays teams with 6 swimmers each. A total of **£2,308.53** was raised.

**Other Fundraising Events Includes:**

**Thank you for everybody who volunteered and participated.**

- Kingsdown Crawlers Calendar Sale, **£30.00**
- Lloyds Bank Deal Cake and Book Sale, **£144.40**
- KM Big Bike Ride, **£267.85**
- Lloyds Bank Herne Bay, Father's Day Competition, **£18.70**
- KM Colour Run, **£239.30**

### Howard Channel Solo Swim May & November 2016

Description	Amount Raised	Gift Aid	
Go Fund Me	£1,792.00	-	
Go Fund Me Commission	-£142.34	-	
Just Text Giving	£60.00	£10.00	
TOTAL	£1,709.66	£10.00	£1,719.66

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### Pebble Sale Kingsdown Beach, Summer 2016

Organised by: Lucy & Ella Malpass, Elena & Libby Kelsall and Camille Papougnot

Description	Amount Raised	Gift Aid	
Cash Sale	£80.00	-	
TOTAL	£80.00	-	£80.00

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### Express Yourself Single CD Sale September 2016

Organised by: Esmari James

Description	Amount Raised	Gift Aid	
Physical CD	£253.00	-	
Disc Manufacturing	-£166.50	-	
TOTAL	£86.50	-	£86.50

\*We have not added the digital downloads for this period as we have not received these funds yet.

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### Lisa's Dress Agency November 2016

Organised by: Lisa Mabbs & Kate Forey

Description	Amount Raised	Gift Aid	
Cash on the Day	£390.14	-	
Hall Hire	-£35.00	-	
Cash Donations	£20.00	£5.00	
Further Sales After	£45.90		
TOTAL	£421.04	£5.00	£426.04

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### CDs/DVDs/BOOKs Sale 2016

Description	Amount Raised	Gift Aid	
Music Magpie	£146.92	-	
<b>TOTAL</b>	<b>£146.92</b>	<b>-</b>	<b>£146.92</b>

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### Kingsdown Crawlers Calendar Sale 2016

Organised by: Dave Chisholm

Description	Amount Raised	Gift Aid	
Profit Donation	£30.00	-	
<b>TOTAL</b>	<b>£30.00</b>	<b>-</b>	<b>£30.00</b>

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### Lloyds Bank Deal Cake and Book Sale 2017

Organised by: Lorraine West

Description	Amount Raised	Gift Aid	
Raffles Sale	£144.40	-	
<b>TOTAL</b>	<b>£144.40</b>	<b>-</b>	<b>£144.40</b>

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### A New Dawn Is Rising Channel Relay Swim 2017

Organised by: Howard James

Description	Amount Raised	Gift Aid	
Just Text Giving	£314.50	£43.25	
BT MyDonate	£977.23	£119.17	
Go Fund Me	£91.38	-	
Swimmers Fundraising	£525.00	-	
Cash Donations	£158.00		
<b>TOTAL</b>	<b>£2,308.53</b>	<b>£162.42</b>	<b>£2,308.53</b>

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### KM Big Bike Ride 2017

Team: Annette Stewart

Description	Amount Raised	Gift Aid	
Virgin Money Giving	£136.50	-	
<b>KM Charity Team 30%</b>	-£31.50	-	
Just Texting	£69.50	-	
BT MyDonate	£93.35	-	
<b>TOTAL</b>	<b>£267.85</b>	<b>-</b>	<b>£267.85</b>

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### Lloyds Bank Herne Bay Father's Day Competition 2017

Organised by: Donna

Description	Amount Raised	Gift Aid	
Raffles Sale	£18.70	-	
<b>TOTAL</b>	<b>£18.70</b>	<b>-</b>	<b>£18.70</b>

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### KM Colour Run June 2017

Team: Diane Shadwell, Charlotte Louise Harper, Julie Lees

Description	Amount Raised	Gift Aid	
Virgin Money Giving	£268.84	-	
<b>KM Charity Team 30%</b>	-£62.04	-	
BT MyDonate	£32.50	-	
<b>TOTAL</b>	<b>£239.30</b>	<b>-</b>	<b>£239.30</b>

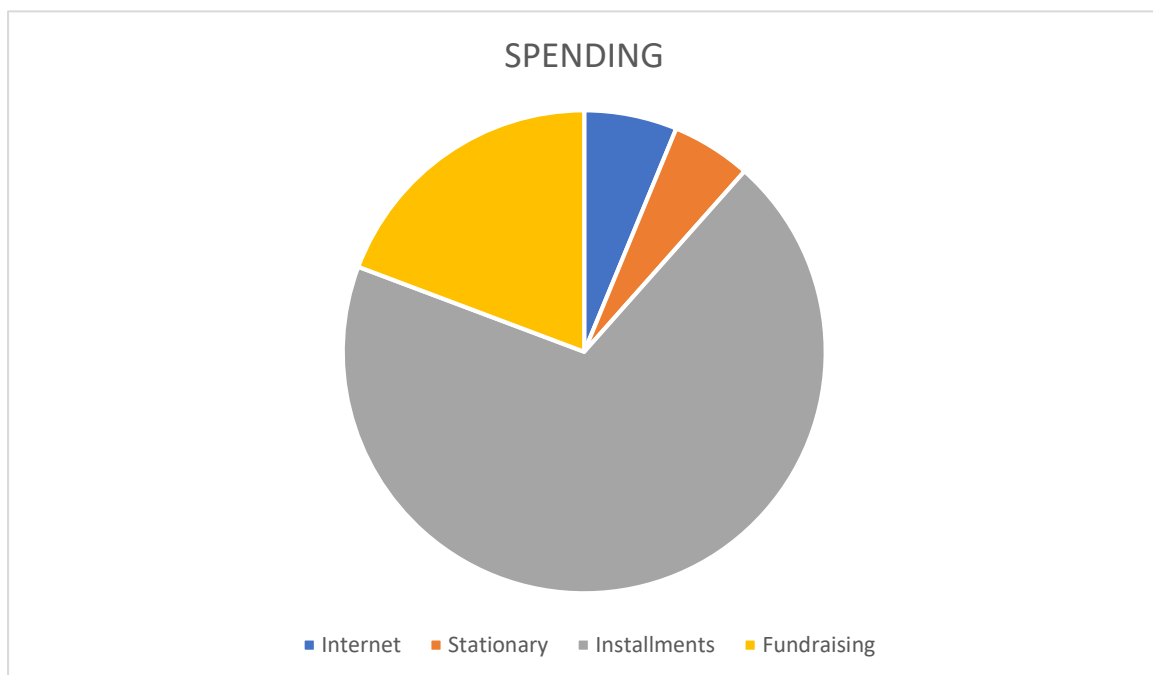
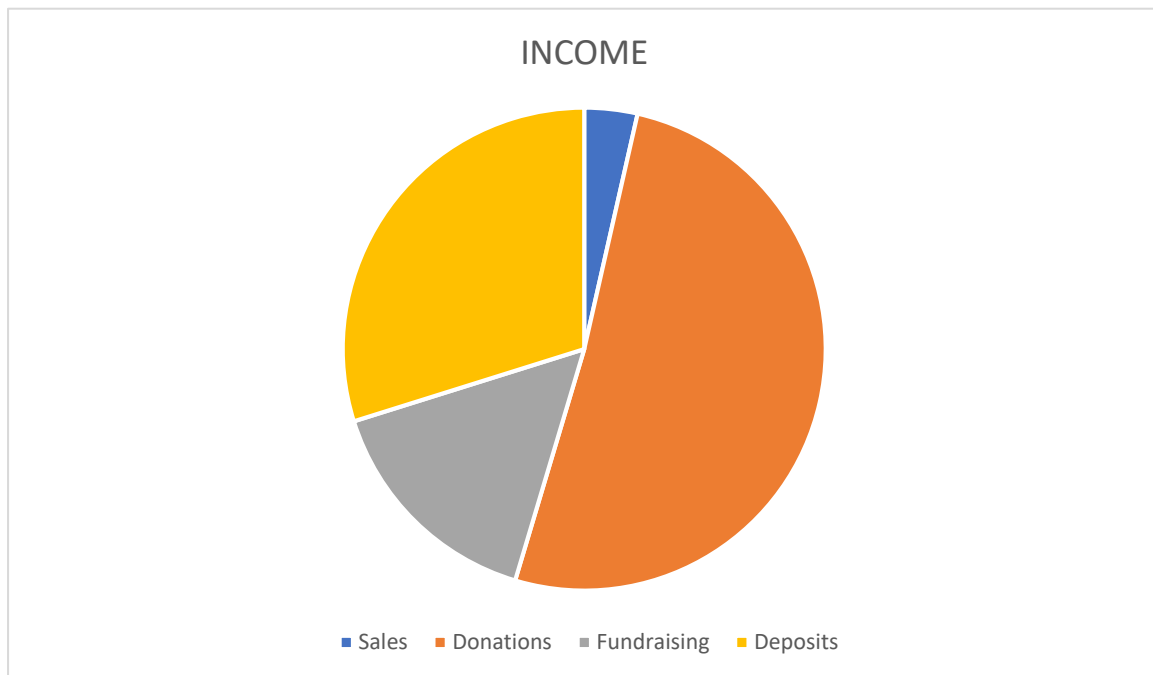


## Income and Spending

2016/2017

Income: £8,663.87

Expenditures: £2,899.48



## Cash Donations

Thank you to the following individuals for your donation:

Lynn Swansborough  
Rose Whitmore  
Simon & Ednea  
Martin Winney  
Dr Mike Healey  
Dennis Whitmore  
John Keech  
Alan Doyle  
Laura Bonilla-Lopez  
Denise McManus  
Rosemary Dyson  
Hazel Samuels

Eric Hartley  
Nyorovai Whande  
Redy Redfern  
Linda Cooke  
Esmari James  
Jane Wakefield

## Go Fund Me Online Donations

Thank you to the following individuals for your donation:

Sean Haywood  
Lucy Hegarty  
Annette Nixon  
Alison Chisholm  
Darren Parfitt  
Mike Wheeler  
Annette Stewart  
Mark Sheridan  
Patritia Evans  
Isabel Dyson  
James King  
Leanne Godderidge  
Clive Godderidge  
Kirsty Field  
Jeremy Irvine  
Angela Wadley  
Jacky & Mick Cadon  
Michelle Macy  
Ben McGhee  
Mark Whittaker  
Caroline Scott  
Kevin Whitfield  
Jackie Cobell  
Michael Heeley  
Phillip Main  
Jill Cliff

Harriet Budden  
Janine Dowling  
Margaret Reidy  
Sue Fyfe  
Steve Cartledge  
Keith Barnard  
Keith Oiller  
Emily Kington  
Janet Smith  
Andy King  
Rosemary Dyson  
Lisa Mabbs  
Dennis Whitmore  
Laura Lopez-Bonilla  
Esmari James Footcare Clients  
Arno Hayes  
Kim Boon  
Jo Donaldson  
Oliver Wilkinson  
Sophie Papougnot  
Rob W  
Mike Jennings  
Mark Schwietz  
Ian Wenham  
David Granger

## JustGiving and JustTexting Donations

Unfortunately, we do not have access to reports so cannot see who donated, but thank you for your kind donations

**Amount Raised: £404.00 | Gift Aid: £57.25**

**Total: 461.25**

## BT MyDonate Online Donations

Darren Parfitt	Carol Farrow
Susan Rentoul	SM Brearley
Nicky Smith	Julie Brand
Mike Johnstone	Christine Addison
Emma Pusill	Dominic Tinley
Amanda Worsley	Kathrine O'Brien
Fergal Somerville	Tracey Boatright
James Irvine	Eddie Spelling
Keith Oiller	Emma Watson
Paul Rowe	Alison Budynkiewicz
Paul O'Neill	Annette Stewart
Cecilia Hazlerigg	Maria Steyn
Nikki Bartlett	David Granger
Malcolm Hector	Jonathan Stewart
Sean Manley	Jeremy Irvine
Hamdy Serag	Redy Redfern
Christine Forbes	Ruth Adams
Clare Hansell	Terry Lees
Amanda Ryan	Richard Salter
Janine Dowling	Hugh Mathie
Julie Lees	Oliver Wilkinson

**Special thanks go to the following individual who helped organised fundraising events & volunteered**

Dave Chisholm	Sally Wiltshire
Danny Burrows	Julie Lees
Paul Massey	Linda Fielding
Clare Hansell	Suzanna Forrister-Beer
Jason Hansell	Bethany Rose
Seb Hansell	Matthew Ward
Lisa Mabbs	Kate Forey
Lucy Malpass	Ella Malpass
Elena Kelsall	Libby Kelsall
Camille Papougnot	Lisa's Dress Agency Volunteers

## Planned activities for the next financial year:

- Second Hand Clothes Sale
- Book/CDs/DVDs Sale
- Deal Regatta Swim

If you have donated, organised a fundraising event, volunteered or offered general support and your name is not on the list. Please let us know and we will rectify it immediately. Or if your name appear on the list and you would rather it be kept anonymous, please let us know.

## Other Activities

- HASSRA Charity of the Year 2017
- Lisa's Dress Agency donated Coats to [Tamarisk Boutique](#) for [Catching Lives](#)