



ANNUAL REPORT

2017-2018

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

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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 Alexa Trust
ANNUAL RETURN 2017-2018
Fundraising Events Summary

After setting up the trust in August 2016, we focused on promoting the trust and also decided to work solely with the William Harvey Hospital as our pilot hospital, as this was the hospital Alexa was born at and where she spent time in the NICU. Our initial target was to raise £5,000, through fundraising events hosted by our trustees and friends of the trust. As our main fundraising event planned, trustee Howard James came up with the idea to organise an English Channel Relay swim. The plan was to have one team of 6 swimmers, but after advertising the event, we received so many applications, we managed to set up two teams, 12 swimmers in total.

During the early stages of the trust, an introduction meeting was set up with the neonatal manager in which 6 projects were identified:

- Transport and Parking
- Additional Accommodation (Parents House)
- Refurbishment of the feeding room at the Neonatal Unit
- Hamper/Support Pack for Parents on arrival
- Memory Boxes
- Financial Support for Parents
- Diary/Expressing Guide and Notes

It became apparent that working with the hospital and getting things done wasn't straight forward, although we already told our supporters what the money would be used towards. Out of desperation we called a trustee meeting to prevent damage to our reputation and to see how we could get the ball rolling, so we decided to set up our own project; the Neonatal Breastfeeding Support Appeal. The project was born in mid 2017. And by the end of 2017 we had enough money to complete Phase 1 of the project; to purchase breast pumps and bottle sterilisers to be used by parents at the hospital. It gave us clear goals and we immediately started fundraising for Phase 2 of the project; the refurbishment of the Breastfeeding Room at the William Harvey Hospital (which was one of the projects identified during our initial meeting).

We were also suppose to fundraise for helping parents with parking costs, the new parents accommodation and designing a guide for parents (introduction pack). With little or no communication from the hospital we were left in limbo, so we pushed on with the Breastfeeding Support Appeal. By early 2018, we were starting to get frustrated because we were not given the updates on the projects we were telling our supporters for which they were fundraising for and making donations.

To date we have donated bottle sterilisers & breast pumps worth £3,103.32 and given the hospital £6,000 pounds for the refurbishment of the feeding room. Nothing has come of the other projects identified and we still wait to hear back from staff with regards to starting the refurbishment of the feeding room. Our supporters are asking questions but we have no answers.

As a charity we are fortunate to now have many amazing people who never hesitate to help us reach our goals. During this financial year we received many online, cash and cheque donations. We had fundraising events and sales to raise money. And we also received sponsorship for our 2018 relay team apparel.

Fundraising Events Includes:

Thank you for everybody who volunteered and participated.

- Phia Steyn Loch Awe Swim, **£55.00**
- Clohtes Sale and Raffle, **£274.67**
- Deal Tri Regatta Swim 2017, **£206.10**
- Express Yourself Singe CD Sales, **£28.46**
- Lloyds Bank HQ Payments for Cake and Book Sale, **£145.02**
- Books/CDs/DVDs Sale, **£88.03**
- Kingsdown Crawlers Calendar Sale, **£85.00**
- Sophies's 50 Challenge, **£360.00**
- KM Charity Payments for KM Big Bike Ride & Colour Run, **£305.80**
- Footcare Raffle, **£183.46**
- Deal Tri Regatta Swim 2018, **£376.00**
- HASSRA Fundraising Events, **£308.48**
- Facebook Birthday Fundraising, **£325.00**

2017 Phia Loch Awe Swim

Organised by: Phia Steyn

Description	Amount Raised	Gift Aid	
BT My Donate	£40.00	£5.00	
Just Texting	£15.00	£1.25	
TOTAL	£55.00		£55.00

2017 Clothes and Raffle Sale

Organised by: Lisa Mabbs, Clare Hansell and Kate Forey

Description	Amount Raised	Gift Aid	
On the Day	£339.07	-	
Clothes Weigh-in	£35.10	-	
Hall Hire and Float	-£110.50	-	
Just Text Giving	£1.00		
Walmer Court Farm Shop	£10.00		
TOTAL	£274.67		£274.67

2017 Deal Regatta Swim

Organised by: Howard James

Description	Amount Raised	Gift Aid	
On the Day	£375.00	-	
Cash Donations	£8.40		
Swim Caps Cost	-£169.8		
Comp. Swim Cap for Support	-£7.50		
TOTAL	£206.10	-	£206.10

Express Yourself Single CD Sales*

Organised by: Esmari James

Description	Amount Raised	Gift Aid	
Physical CD	£25.00	-	
Website Sales	£3.46	-	
TOTAL	£28.46	-	£28.46

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

2017 Lloyds Bank Cake and Book Sale*

Organised by: Esmari James

Description	Amount Raised	Gift Aid	
Lloyds Bank HQ	£140.00	-	
Herne Bay	£5.02	-	
TOTAL	£145.02	-	£145.02

*Event took place during the 2016-2017 financial year.

2017 - 2018 CDs/DVDs/BOOKs Sale

Organised by: Esmari James

Description	Amount Raised	Gift Aid	
Music Magpie	£88.03	-	
TOTAL	£88.03	-	£88.03

Kingsdown Crawlers Calendar Sale 2016

Organised by: Dave Chisholm

Description	Amount Raised	Gift Aid	
Profit Donation	£85.00	-	
TOTAL	£85.00	-	£85.00

2017 Sophie's Challenge

Organised by: Sophie Papougnot

Description	Amount Raised	Gift Aid	
Cash Donations	£85.00	-	
Online Donations	£230.00	£45.00	
TOTAL	£315.00	£45.00	£360.00

2017 KM Big Bike Ride and Colour Run*

Organised by: KM Charity

Description	Amount Raised	Gift Aid	
KM Payments	£305.80	-	
TOTAL	£305.80	-	£305.80

*Events took place during the 2016-2017 financial year.

2018 Footcare Raffle

Organised by: Esmari James

Description	Amount Raised	Gift Aid	
Paypal Sales	£100.46	-	
Cash Sales	£83.00	-	
TOTAL	£183.46	-	£183.46

2018 Regatta Swim

Organised by: Howard James

Description	Amount Raised	Gift Aid	
On the Day	£276.00	-	
Cash Donation	£100.00	-	
TOTAL	£376.00	-	£376.00

2017 HASSRA Fundraising Events*

Organised by: Sylvia Bowley

Description	Amount Raised	Gift Aid	
On the Day	£308.48	-	
TOTAL	£308.48	-	£308.48

2018 Facebook Birthday Fundraising

Organised by: Esmari James

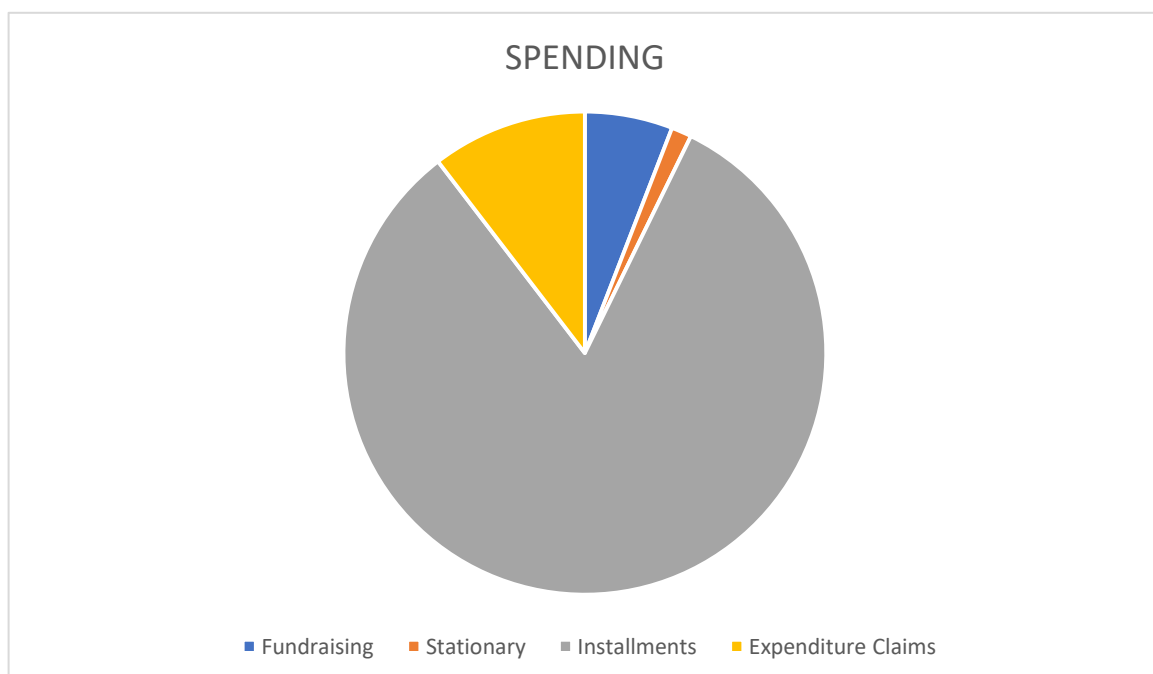
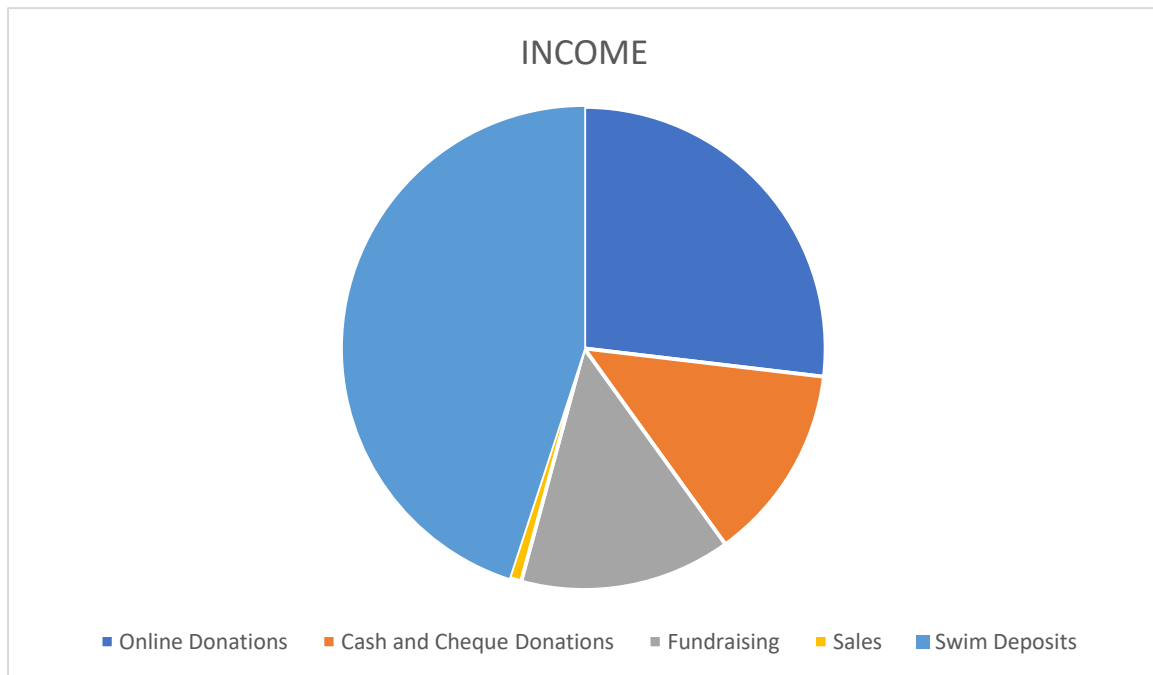
Description	Amount Raised	Gift Aid	
On the Day	£325.00	-	
TOTAL	£325.00	-	£325.00

Income and Spending

2017/2018

Income: £15,870.48

Expenditures: £12,651.96



Cash and Cheque Donations

Thank you to the following individuals for your donation:

Dennis Whitmore
Jane Wakefield
Laura Bonilla-Lopez
Darren Parfitt
Kris Twyman
Grace Bates
Steve Skinner
Kent Police Property Fund
Esmari James
Howard James
Liz Lellow
Matt Potter
Linda Cooke
Rosemary Dyson
Sumner Williams
Norman and Megan Oliver
Doris Aylard Memorial Charity – Alex Nice

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

Dave Chisholm	Howard James
Sylvia Bowley	Footcare by Esmari James
Lisa Mabbs	
Clare Hansell	
Kate Forey	
Jason Hansell	
Sophie Papougnot	
KM Charity Team	

We would also like to thank Kent Police, the Doris Ayler Memorial Charity for their generous donations of £500.00 each. And also thank you to the White Horse Pub, Dover for your sponsorship toward the 2018 English Channel Relay Team Apparel. And thank you for all the anonymous donations we received.

Planned activities for the next financial year:

- English Channel Relay Swim
- Heart Milk Bank – Milk Depo

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.