



# ANNUAL REPORT

## 2018-2019

## 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 2018-2019**  
**Fundraising Events Summary**

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2018-2019 brought good financial growth to the trust, due to increased awareness and fundraising efforts from all the English Channel Relays Swimmers and the commitment of trustee Howard James co-ordinating the swimming events. Although we saw a good amount of growth, in some ways it was a slow year for The Alexa Trust as personal commitment from trustees Howard & Esmari James became priority. And less time could be given to The Alexa Trust.

Our main achievement for the year was to fund the first donor milk hub in Kent in association with The Human Milk Foundation, we expect the hub to open early 2020. The Alexa Trust also launched a new project; The Parents Fuel Fund at the William Harvey Hospital in Kent. Staff at the Neonatal Unit welcomed the financial help this project would offer parents. The first couple of payments has been made.

We also had an increase in sponsorship for our English Channel Relay Apparel, therefore the trust had minimal expenditure from this.

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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 2019 relay team apparel.

**Fundraising Events Includes:**

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

- English Channel Relays **£13,253.82**
- CD Sales **£36.73**
- Facebook Fundraising **£677.48**
- Deal Regatta Swim **£376.00**
  
- Human Milk Foundation Donation for Kent's First Donor Milk Hub **£5,740.00**
  
- Sponsorship from Ovenden and The White Horse Dover **£350.00**

## 2018 + 2019 English Channel Relays

Organised by: Howard James

Description	Amount Raised	
BT My Donate	883.89	
JustGiving	9,756.90	
Cash Donations	2,713.03	
<b>TOTAL</b>	<b>13,253.82</b>	<b>13,253.82</b>

## 2018/2019 CD Sales

Organised by: Esmari James

Description	Amount Raised	
Smugglers Records	35.00	
Website	1.73	
<b>TOTAL</b>	<b>36.73</b>	<b>36.73</b>

## 2017 Deal Regatta Swim

Organised by: Howard James

Description	Amount Raised	Gift Aid	
On the Day	276.00	-	
Cash Donations	100.00		
<b>TOTAL</b>	<b>376.00</b>		<b>376.00</b>

## 2018 Facebook Birthday Fundraising

Organised by: Multiple Participants

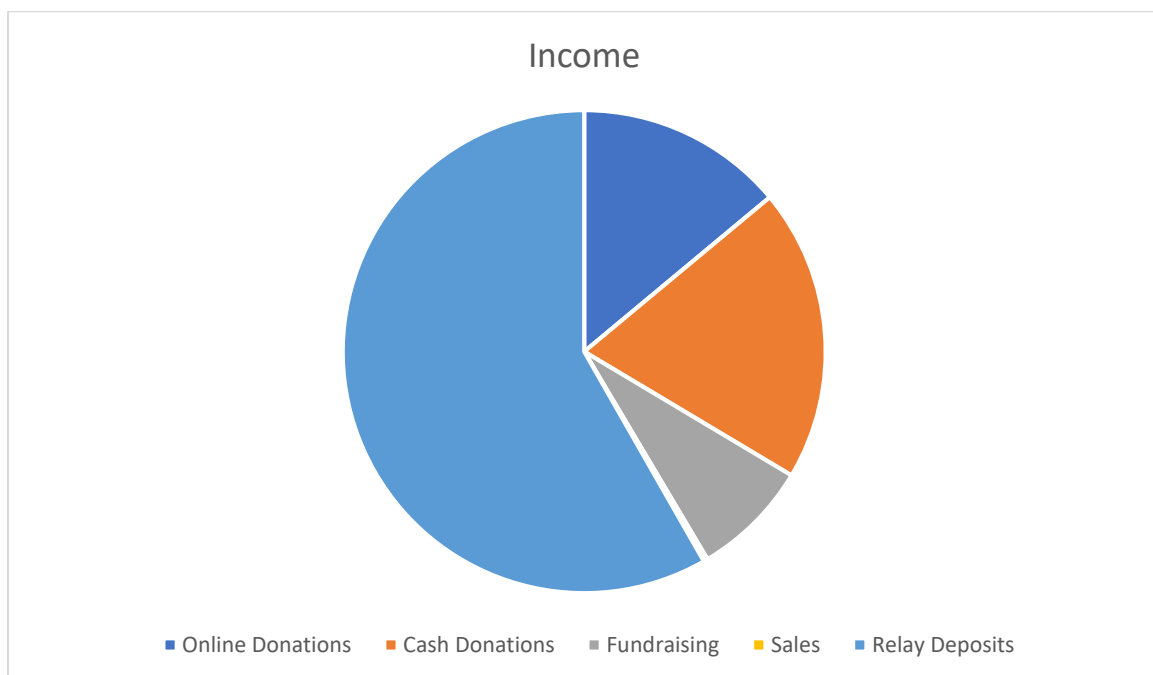
Description	Amount Raised	Gift Aid	
Facebook	677.48	-	
<b>TOTAL</b>	<b>677.48</b>		<b>677.48</b>

## Income and Spending

2018/2019

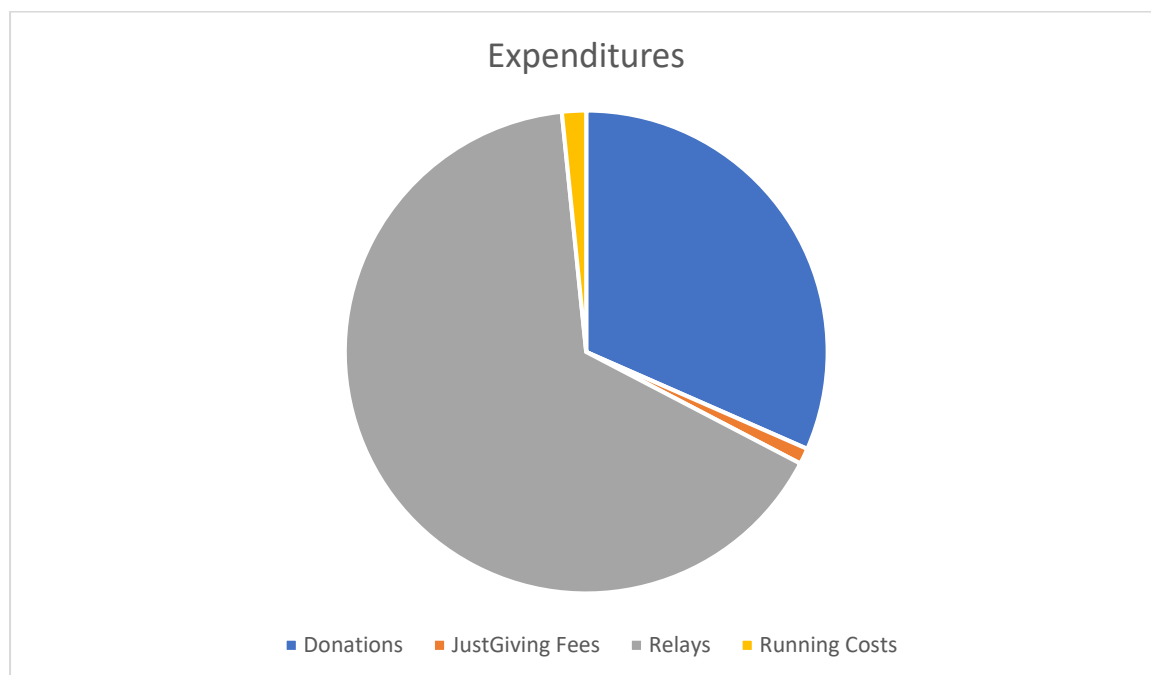
Income: **£22,818.08**

- JustGiving Donations (Relays)
- BT MyDonate Donations (Relays)
- Cash Donation (Relays, Regatta)
- Regatta Swim Fundraising
- Facebook Fundraising
- Cash + Website CD Sales
- Relay Deposits
- Relay Sponsorships



Expenditures: **£18,785.18**

- Relays (CSA, Pilot Boat, Apparel)
- Expenses Claims (CSA, Admin, Relays)
- JustGiving Fees
- Running Costs
- Donations



## Cash and Cheque Donations

Thank you to the following individuals for your donations and fundraising efforts:

Sumner Williams  
Martin Prosser  
Linda Cooke  
Darren Parfitt  
Rosemary Dyson  
Norman and Megan Oliver  
Hilary Collins  
Julie Lees  
Ruth Fontaine

## Online Fundraising

We would like to thank all the swimmers from the 2018/2019 Relays Teams for there fundraising effort and everybody who donated generously. We appreciate your support from the bottom of our hearts.

Darren Parfitt  
Oliver Taylor  
Sophie Gasson  
Hilary Collins  
Martin Prosser  
Ele Jump  
Maggie Gibson  
Nigel Robinson  
Sumner Williams  
Kevin Adam  
Sue McHugh  
Natalie Gauci

The 2018 English Channel Relay Swimmers raised a total of **£7,708.61**  
(some of this money included in the 2017-2018 Annual Return)

Annie Mulroy  
Kate Forey  
Tala Nasr  
Ruth Fontaine  
Alex Crawford  
Indie Wayman  
Emily Craft  
Jessica Blake  
Lisa McDaniel  
Ruth McLaughlin  
Helen Charlton  
Darren Parfitt

The 2019 English Channel Relay Swimmers raised a total of **£15,570.38**  
(some of this money will be included in the 2019-2020 Annual Return)

**We would like to thank all individuals who fundraised via Facebook:**

## Sales

We would like to thank Smuggler Records for selling Express Yourself in their record store

## Sponsorship

We would like to thank Ovenden + The White Horse Pub, Dover for their sponsorship of the 2019 English Channel Relays team apparel

**Special thanks go to all our volunteers who help make events and fundraising efforts work without receiving any form of payment in return.**

Smugglers Records	Deal Tri Member who kayaked at the Deal Regatta
Darren Parfitt	Julie Lees
Howard James	Terry Lees
Dennis Whitmore	Grace Bates

## Planned activities for the next financial year:

- English Channel Relay Swim
- KM Charity Team Events

**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.**