



ANNUAL REPORT

2019 - 2020

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
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Essex
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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 2019-2020
Fundraising Events Summary

2019-2020 has been a tough year, mainly due to the Covid 19 epidemic. The Alexa Trust took a 'sabbatical' from March 2020, although admin activities continuing in the background. We realise that businesses and individuals are experiencing tough times, so we paused fundraising. The Alexa Trust is actively pursuing new projects for 2021 and we encourage our supporters and volunteers to be forthcoming with suitable ideas.

Due to the pandemic, The Alexa Trust postponed all English Channel Relay Swims until 2021. No fundraising activities took place between March – June 2020.

This year has shown an increase in Facebook Fundraising, with individuals not linked to the trust, hosting fundraising events online. We received an incredible donation from The Mighty Fin Musical Fundraising Event which took place in January 2020. Our 2019 relay teams raised a spectacular amount for the trust, beating the previous year's record.

The Alexa Trust continues to raise funds for the Neonatal Breastfeeding Support Appeal and Fuel Fund. Mainly focusing on supporting parents through the fuel fund, with 40 parents currently benefitting from this at the William Harvey Hospital and Croydon Hospital.

In January 2019, The Alexa Trust funded the first milk hub in Kent, but to date, we have had no feedback whether it is up and running or not. We are actively pursuing the staff at Darren Valley Hospital & the Human Milk Foundation for an update.

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 and cash donations.

Fundraising Events Includes:
Thank you for everybody who volunteered and participated.

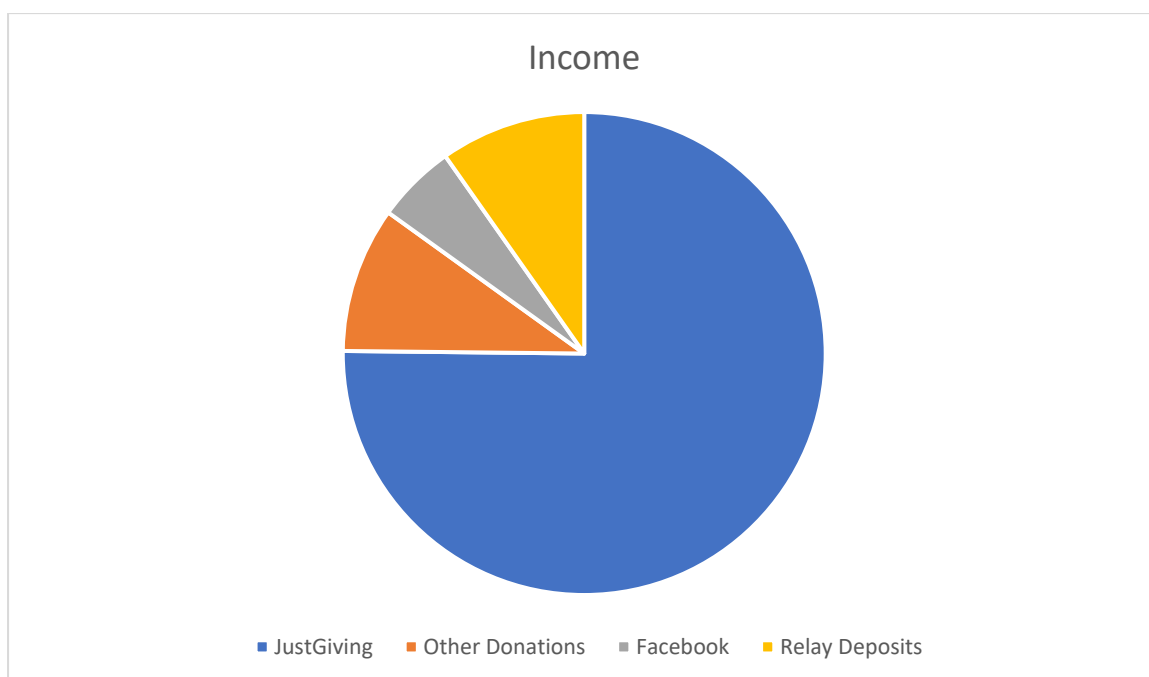
- English Channel Relays
- Facebook Fundraising
- Amazon Donation

Income and Spending

2019/2020

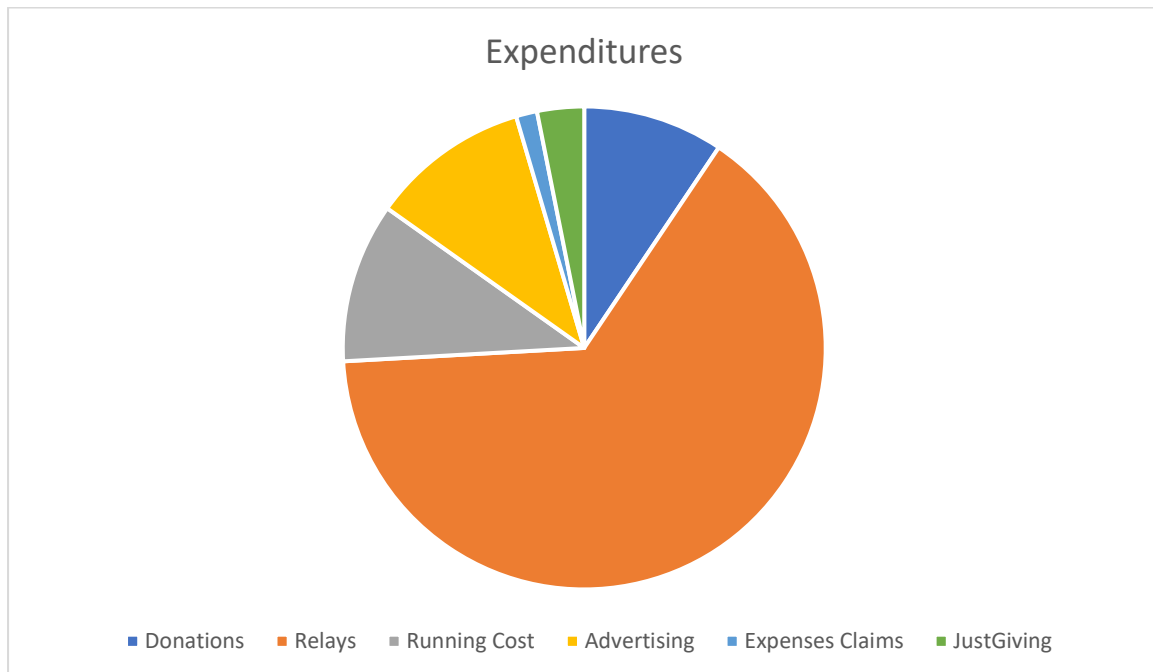
Income: **£21,042.40**

- JustGiving Donations
- Cash Donation & Other
- Facebook Fundraising
- Relay Deposits



Expenditures: **£6,877.07**

- Relays (CSA, Pilot Boat, Refunds)
- Expenses Claims
- JustGiving Fees
- Running Costs
- Donations
- Advertising



Cash Donations

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

Kate Forey
Darren Parfitt
Alex Crawford
Grace Bates
Dennis Whitmore
Annie Mulroy
Del Monté

Online Fundraising

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

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 Mighty Fin Fundraising Musical

<https://thealexatrust.org/index.php/2020/06/04/the-mighty-fin-fundraising-musical/>

Little Bowmazing Fundraising Event

<https://thealexatrust.org/index.php/2019/07/04/little-bowmazing-fundraising-event/>

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:

Planned activities for the next financial year:

- English Channel Relay Swim 2021
- KM Charity Team Events 2021

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.