



2022 Annual General Meeting

**6.30pm Sunday 28th May 2023
Cranham Scout Camp**

Annual Report and Accounts

Chairman's Report Year ended 31st August 2022

Achievements and Performance

This financial year runs from 1st September 2021 to 31st August 2022. Clearly, the on-going COVID 'situation' has affected Max Appeal's activities tremendously. However, over the course of the year we continued to offer a range of services to our members including family activities (mostly virtual), high quality information and family support via email and telephone. All of this was made possible by the support from our members that is vital to our ability to meet our charitable objects.

The 22q11 Awareness Week was again successful with continuous Twitter and Facebook feeds which resulted in many hundreds of thousands of hits, likes, reaches, comments, replies, re-tweets and favourites being achieved. The lighting up in red of buildings around the UK was a great success, including the bell tower of St Peter's church in Kinver, Staffordshire, where I ring the bells (badly!).

The trustees are regularly updated with an income and expenditure position with a mindful eye towards risk and financial exposure against performance and service provision. We have continued to act with financial prudence and that has resulted in an excellent financial position at the end of the financial year. Clearly, we are not complacent but the endeavours of our Development Office, Claire Hennessey, have provided us with a robust position in terms of income and continued family contact and support. Also, the administration of the charity is carried by Steph Jasper and we are very grateful to her too.

Our trustees and volunteers also do us very proud, in terms of offering services and support to fundraisers and our family activities. We have continued with an extensive programme of activities to bring people together via Zoom meetings for things like have a brew dates, ladies chats, social drop-in sessions, virtual pub nights and gaming nights for the men, and a family quiz night.

The 22q11 syndrome APPG (All-Party Parliamentary Group) continues to influence MPs. Our new chair (Max Appeal acts as the secretariat to the group) is Suzanne Webb MP for Stourbridge, so my MP.

We have not been able to attend any of the specialist clinics around the country but we continue to supply information to those clinics and they make families aware that we are available for them to contact us.

Max Appeal has a good reputation with its members and enjoys excellent professional relationships with medical teams and researchers. This has taken many years to achieve and is due to the dedication of a very small team of part-time staff, trustees and volunteers, and the experts in 22q11DS who have a passion and drive to forward the improvement of knowledge of the condition and services for families.

Max Appeal's vision is of a society where children and adults affected by 22q11DS are valued and able to fulfil their potential.

Statement of Financial Activities

Year ended 31st August 2022

		2022		2021
	Note	Unrestricted funds £	Total funds £	Total funds £
Income and endowments				
Donations and legacies	4	77,937	77,937	57,252
Other trading activities	5	4,400	4,400	7,911
Total income		<u>82,337</u>	<u>82,337</u>	<u>65,163</u>
Expenditure				
Expenditure on charitable activities	6,7	78,224	78,224	60,312
Other expenditure	8	92	92	102
Total expenditure		<u>78,316</u>	<u>78,316</u>	<u>60,414</u>
Net income and net movement in funds		<u>4,021</u>	<u>4,021</u>	<u>4,749</u>
Reconciliation of funds				
Total funds brought forward		53,081	53,081	48,332
Total funds carried forward		<u>57,102</u>	<u>57,102</u>	<u>53,081</u>

The statement of financial activities includes all gains and losses recognised in the year.
 All income and expenditure derive from continuing activities.
 Should you wish to view the full report, please contact: Paul@maxappeal.org.uk

Max Appeal

Trustees' Annual Report *(continued)*

Year ended 31st August 2022

Financial review

Thanks to the generosity of our members and supporters Max Appeal generated total income of £82,337 (2021: £65,163), an increase of 26%.

INCOME

General Donations at £71,193 represented an increase of £30,291 / 74% on 2021 (£40,902). Our members and supporters continue to participate in a variety of fund- raising activities raising £4,400 (2021 £7,911) representing a decrease of £3,511 on 2021. Max Appeal received grants during the year totalling £2,840 (2021 £16,350). Gift Aid continues to be a valuable source of income and is obtained in two ways; from donations made via Just Giving and Virgin Money Giving and from our general donations which is claimed directly from HM Revenue and Customs. We now claim Gift Aid at the end of the financial year rather than the end of the tax year. We received gift aid of £2,840, having held over the claim for 2020/ 2021, this compares with (2020: £9,481).

EXPENDITURE

As in previous years we have continued to provide all of our literature, handbooks, leaflets, newsletters and telephone headlines free of charge to our members, the medical profession and the general public. For the financial year under review rental costs have increased by £996 against £2,556 for 2021, as our Covid relief ended on our Cradley Heath offices. Charitable event expenditure increased by £10,131 against £7,746 for 2021, due to the end of Covid restrictions and more interest in participation in the larger fundraising events. By way of comparison telephone costs have increased to £2,610 against £2,358 for 2021.

One of our ongoing objectives is to increase the amount of information we distribute electronically via email or over the web to reduce the cost of printing and postage, we hope that over time this will reduce our running costs. The regular monthly E-Zine publication now enables Max Appeal to regularly update members on activities and events etc without the need to incur substantial printing and postage costs.

Wages and salaries at £24,772 showed a decrease of £2,522 on 2021 (£27,294). Conference and training costs at £8,093, represented a £4,989 increase from £3,104 in 2021, as Covid rules were relaxed and Conferences resumed. Printing, stationery, postage and website costs together at £3,534, represented an increase of £426 on 2021. Travel expenses show an increase of £10,279 against £376 for 2021, again due to Covid rules being relaxed and meetings and conferences taking place.

Total expenditure for the year amounted to £78,224 representing a £17,912 / 30% increase as compared with £60,312 in 2021.

ASSETS

The accounts for the year show a net surplus of £4,021 as compared with a net surplus of £4,749 in 2021. As a result retained funds increased to £57,102 as compared with £53,081 (2021), of which the whole amount is unrestricted.

The assets of Max Appeal are held in cash which is deposited with CAF Bank. CAF Bank is authorised and regulated by the Financial Conduct Authority (FCA) and is a member of the Financial Services Compensation Scheme which covers deposits up to £85,000 in the event of the insolvency of the bank.