

MAX APPEAL
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31ST AUGUST 2013

Charity Number 1088432

JORDAN & COMPANY

Chartered Accountants

Knighton House

62 Hagley Road

Stourbridge

West Midlands

DY8 1QD

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FINANCIAL STATEMENTS
YEAR ENDED 31ST AUGUST 2013

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MAX APPEAL
TRUSTEES ANNUAL REPORT
YEAR ENDED 31ST AUGUST 2013

The trustees present their report and the unaudited financial statements of the company for the year ended 31st August 2013.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name	Max Appeal
Charity registration number	1088432
Principal office	15 Meriden Avenue Stourbridge West Midlands DY8 4QN

The trustees

The trustees who served the company during the period were as follows:

Mrs J Wootton
Mr P Wootton
Mrs R Boyle
Ms H Joyce
Dr D Kumararatne

Secretary Mrs R Boyle

Independent examiner M A Jordan FCA
Knighton House
62 Hagley Road
Stourbridge
West Midlands
DY8 1QD

Bankers CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Max Appeal was registered as a charity on 14th September 2001 under the Charities Act 1993. Our registered charity number is 1088432.

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TRUSTEES ANNUAL REPORT *(continued)*

YEAR ENDED 31ST AUGUST 2013

OBJECTIVES AND ACTIVITIES

The charity's objectives are the relief of sickness and the protection and preservation of the health of persons affected by Di George syndrome, Velo-Cardio-Facial Syndrome (VCFS) and 22q11.2 Deletion syndrome and any related condition and their families and carers in particular by, but not restricted to:

(a) the advancement of the education of the medical profession and the general public into Di George syndrome, VCFS and 22q11.2 Deletion syndrome and its implications for the family

(b) the promotion of research into the causes, effects, treatment and management of Di George syndrome, VCFS and 22q11.2 Deletion syndrome and to disseminate the useful results thereof

The activities to achieve these aims are decided upon by the trustees of the charity who meet at least four times a year and form the executive committee.

ACHIEVEMENTS AND PERFORMANCE

Our members are, of course, our priority, and our commitment to them continued throughout the year. Our growing community takes an increasing amount of time to service. We receive a wide variety of enquiries via our helpline and our website. Our data continues to improve, but data cleansing is an on-going job of work, helping us with our member communications. This is being taken care of by Steph at our new office at Ruskin Glass Centre in Stourbridge.

We held our first family meeting in Northern Ireland at the W5 Centre! We organised and subsidised eight different venues around the UK to join in the 22q at the Zoo International Awareness Day with over 300 people attending their local zoo. It is a great opportunity for families to meet up and helps to forge the relationships built through our social media communities. There were several smaller family 'get togethers' over the year, which help to build regional activities. We again held a very enjoyable and successful Youth Camp which was made possible by the commitment of our small team of volunteers who help support the activities. It is an invaluable opportunity for young people.

Our National Consensus Document on the Diagnosis and Management of 22qDS was completed in November and was a collective of four years' work. We are extremely pleased with the finished product and to date we have received many compliments on the quality of information. This is a great credit to the production team and we know it will be a great help to professionals and families alike.

MAX APPEAL

TRUSTEES ANNUAL REPORT *(continued)*

YEAR ENDED 31ST AUGUST 2013

ACHIEVEMENTS AND PERFORMANCE *(continued)*

A new parent version is also available. Hundreds of copies have already been distributed by our members updating their medical teams and schools, and ourselves through the attendance of professional meetings, such as the British Congenital Cardiac Association, Association for European Paediatric and Congenital Cardiology (AEPC), Cleft Lip and Palate Association, British Society for Immunology (BSI) conferences and through requests from our website and helpline. Downloadable documents are available on our website. We were thrilled by the success of the formal launch of the Consensus Document in April at the House of Commons and the interest generated by Members of Parliament and the proposed future opportunities presented. The event was well attended by professionals and families as well as some of their MPs.

Another major achievement for the year was gaining the Information Standard from the Royal Society of Public Health for our information. What is that about? The Information Standard is a certification scheme for health and social care information. The Information Standard has been introduced to fulfill the need for a 'quality filter' to help people decide which information is trustworthy. It provides a recognised 'quality mark' which indicates that an organisation is a reliable source of health and social care information. The process was daunting for us, being such a small organisation with few resources but having spent many hours working through the processes and external audits we were delighted (relieved, more like) when we received the news we had satisfied all of the required criteria. We feel that it is a great credit to all involved to have achieved the Information Standard and it will help provide confidence to our users about the quality of the information they receive from Max Appeal. The assessment is on-going so we won't be sitting on our laurels. All of these things have been made possible by the fabulous support shown to us by individuals and companies. We can't do the work without the resources!

FINANCIAL REVIEW

Thanks to the generosity of our members and supporters Max Appeal generated total income of £69,780 (2012:£64,847), this is 7.6% up on 2012 and goes against the general trend being experienced by most other organisations in the charity sector. The increase can largely be attributed to the successful London Marathon and to securing 'Charity of the year' with Squire Sanders solicitors based in Birmingham. They have undertaken a number of events throughout 2013, and the income from a number of these, including the Snowdon Climb, Great North Run and Great Birmingham Run will appear in part in these accounts.

MAX APPEAL

TRUSTEES ANNUAL REPORT *(continued)*

YEAR ENDED 31ST AUGUST 2013

FINANCIAL REVIEW *(continued)*

INCOME

General Donations at £38,996 represented a substantial increase of 23.63 % on 2012 (£31,542). Further information on some of our larger donations is shown in the appendix to this review. Our members and supporters continue to participate in a variety of fund raising activities raising £11,947 and we list some of these activities later in this report. This represented a decrease of 53.82% on 2012 (£25,868). Max Appeal received a number of grants during the year. 'Jeans for Genes' grant of £12,350 was received in two payments across the year. Gift Aid continues to be a valuable source of income for Max Appeal. We obtain Gift Aid in two ways. For donations made via the Just Giving and Virginmoney giving websites, Gift Aid is claimed on our behalf and paid throughout the year. For General Donations Gift Aid is claimed direct from HM Revenue and Customs by Max Appeal. From the 2008-09 financial year, we decided to claim Gift Aid at the end of the financial year rather at the end of the tax year (5th April). For the year under review we are showing Gift Aid of £6,467 as against £1,821 for 2012.

EXPENDITURE

As in previous years we have continued to provide all our literature, handbooks, leaflets, newsletters and telephone helpline free of charge to our members, the medical profession and the general public. For the financial year under review, printing, postage and stationery costs increased, amounting to £13,814 as against £4,333 for 2012. This can be attributed in a large part due to the successful launch of the Consensus Document in April 2013. By way of comparison phone and website costs were reduced at £6,056 as against £9,046 for 2012. This is largely due to the completion of the work on the new website/database which commenced in March 2011. However we must always improve and add and develop new functions as the needs arise.

One of our 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. Although this has involved significant investment through 2010 to 2012, we hope that over time this will reduce our running costs.

Office costs amounted to £3,120 (2012: £2,880). Wages and Salaries at £9,938 were at similar levels for 2012 (10,081). Expenses on charitable events were much reduced from £18,985 (2012) to £13,188, this includes London Marathon £720, Great North Run £2,499, Great Birmingham Run £1,125, 22Q at the Zoo Worldwide Awareness Day £2,554 and Teenage Activity Weekend £842. Conference costs at £7,606 include the House of Commons Consensus Document launch, and represented an increase from 2012 (2,389), however expenditure on Max Appeal conferences was reduced from 2012 (4,404) to nil.

Total Expenditure for the year amounted to £63,741 as compared with £60,456 in 2012.

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TRUSTEES ANNUAL REPORT *(continued)*
YEAR ENDED 31ST AUGUST 2013

FINANCIAL REVIEW *(continued)*

ASSETS

The accounts for the year show a net surplus of £759 as compared with a net surplus of £3,671 in 2012. As a result retained funds increased to £12,062. 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.

PLANS FOR FUTURE PERIODS

We hope to build a youth council which will help to shape the activities of our charity and encourage and engage our young people. Funding is still required to move the project forward.

A growing proportion of our members contact us about education issues and enquiries for help with mental health issues. Supporting young people transitioning into adult services also raises a number of concerns. We aim to pull together a document akin to the medical consensus document on these very tough and long-term issues that affects just about all of our members. We will work with professionals to improve the information and materials available to support young people and their teachers in education to ensure the optimum of their education experience. The proposed changes to SEN legislation will be reviewed and information provided to support families.

We will continue to disseminate information about 22q DS and use opportunities presented by professional conferences. We will work with decision makers to raise awareness of the issues affecting families affected by 22q DS. We will continue to maintain and extend our events, services and information to help support families and professionals.

We will survey our members to gain further feedback on the issues affecting them and where they are seeking support. This will help to develop our future plans and services. We will seek out press opportunities both nationally and internationally to promote the awareness of 22q DS and work with those worldwide who are involved in research of 22q DS which will benefit our members, not least by our work with the international community in establishing the '22q Society' for academics and medical professionals to engage with each other and exchange research outcomes.

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TRUSTEES ANNUAL REPORT *(continued)*

YEAR ENDED 31ST AUGUST 2013

We would like to thank all of our supporters for their donation and fund raising activities whilst it is impossible to list all of our supporters individually we would like to mention the following;

<u>Donor</u>	<u>£</u>
T McMurdo	340
Thornton Firkin	222
K Reid	250
Sasha Gallagher	312
Diocese of Hallam Church	100
Culter Boys	300
Brethren of White Ensign Gillingham Lodge	228
Carlene Gillen	1,047
R Walker Charitable Trust	500
Cults Primary School	115
David Lees	100
M Summers	100
Michelle Hopkins	494
Shaldon Methodist Church	500
Michelle Hopkins	216
Sharon Kent	200
Amanda Hartley	400
Towry CT	150
Aberdeen Fleshers Incorporation	1,000
Dawn Barnett	1,671
Richard Burns Charitable Trust	500
Teignmouth School	283
Acacia Avenue International Ltd	100
Savills	400
Portakabin	150
P Talbot	100
Smith and Williamson	200
Amanda Burgoyne	204
David McConnell	554
David Hulme	191
Jason Allan	595
Tobi Sawdon	135
Martin Kennedy	400
Jonny Cheung	320
Jennie Austen	275

<u>Fundraising Events</u>	<u>£</u>
Great North Run	10,715
Snowdon Challenge	2,500
Great South Run	757
Majors Challenge	1,653
Great Birmingham Run	3,581
London Marathon	10,050
Severn Paddlers Challenge	3,000
Berlin Marathon	3,007

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TRUSTEES ANNUAL REPORT *(continued)*
YEAR ENDED 31ST AUGUST 2013

INDEPENDENT EXAMINER

During the year the trustees reappointed Mr M A Jordan as independent examiner.

A resolution to re-appoint Mr M A Jordan will be put to the Annual General Meeting.

15 Meriden Avenue
Stourbridge
West Midlands
DY8 1DS

Signed on behalf of the trustees

Mrs R Boyle
Secretary

3rd March 2014

MAX APPEAL

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAX APPEAL

YEAR ENDED 31ST AUGUST 2013

I report on the accounts of the company for the year ended 31st August 2013 which are set out on pages 10 to 14.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The company's trustees are responsible for the preparation of the accounts. The company's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINER'S REPORT

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the company and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

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INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MAX APPEAL *(continued)*

YEAR ENDED 31ST AUGUST 2013

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

M A Jordan FCA
Independent examiner

Knighton House
62 Hagley Road
Stourbridge
West Midlands
DY8 1QD

3rd March 2014

MAX APPEAL

STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31ST AUGUST 2013

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2013 £	Total Funds 2012 £
INCOMING RESOURCES					
Incoming resources from generating funds:					
Voluntary income	2	57,813	–	57,813	38,960
Activities for generating funds	3	11,947	–	11,947	25,868
Investment income	4	20	–	20	19
TOTAL INCOMING RESOURCES		<u>69,780</u>	<u>–</u>	<u>69,780</u>	<u>64,847</u>
RESOURCES EXPENDED					
Charitable activities	5/6	(60,415)	(3,325)	(63,740)	(60,456)
Governance costs	7	(5,281)	–	(5,281)	(720)
TOTAL RESOURCES EXPENDED		<u>(65,696)</u>	<u>(3,325)</u>	<u>(69,021)</u>	<u>(61,176)</u>
NET INCOMING RESOURCES FOR THE YEAR		4,084	(3,325)	759	3,671
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>7,978</u>	<u>3,325</u>	<u>11,303</u>	<u>7,632</u>
TOTAL FUNDS CARRIED FORWARD		<u>12,062</u>	<u>–</u>	<u>12,062</u>	<u>11,303</u>

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

The notes on pages 12 to 14 form part of these financial statements.

MAX APPEAL
BALANCE SHEET
31ST AUGUST 2013

	Note	2013 £	2012 £
CURRENT ASSETS			
Cash at bank		12,062	11,303
		<u>12,062</u>	<u>11,303</u>
NET CURRENT ASSETS			
		<u>12,062</u>	<u>11,303</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>12,062</u>	<u>11,303</u>
FUNDS			
Restricted income funds	9	–	3,325
Unrestricted income funds	10	12,062	7,978
		<u>12,062</u>	<u>11,303</u>
TOTAL FUNDS			
		<u>12,062</u>	<u>11,303</u>

These financial statements were approved by the members of the committee and authorised for issue on the 3rd March 2014 and are signed on their behalf by:

Mr P Wootton
Treasurer

The notes on pages 12 to 14 form part of these financial statements.

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NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31ST AUGUST 2013

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with applicable United Kingdom accounting standards and the requirements of the Statement of Recommended Practice 'Accounting and Reporting by Charities' issued in March 2005 (SORP 2005).

Fixed assets

All fixed assets are initially recorded at cost.

2. VOLUNTARY INCOME

	Unrestricted Funds £	Total Funds 2013 £	Total Funds 2012 £
Donations			
Donations	38,996	38,996	31,542
Gifts			
Gift Aid	6,467	6,467	2,664
Grants receivable			
Grants receivable	12,350	12,350	4,754
	<u>57,813</u>	<u>57,813</u>	<u>38,960</u>

3. INCOMING RESOURCES FROM ACTIVITIES FOR GENERATING FUNDS

	Unrestricted Funds £	Total Funds 2013 £	Total Funds 2012 £
Fundraising events	11,947	11,947	25,868

4. INVESTMENT INCOME

	Unrestricted Funds £	Total Funds 2013 £	Total Funds 2012 £
Bank interest receivable	20	20	19

5. COSTS OF CHARITABLE ACTIVITIES BY FUND TYPE

	Unrestricted Funds £	Restricted Funds £	Total Funds 2013 £	Total Funds 2012 £
Production of literature and information	59,403	3,325	62,728	53,924
Support costs	1,012	-	1,012	6,532
	<u>60,415</u>	<u>3,325</u>	<u>63,740</u>	<u>60,456</u>

MAX APPEAL

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31ST AUGUST 2013

6. COSTS OF CHARITABLE ACTIVITIES BY ACTIVITY TYPE

	Activities undertaken directly £	Support costs £	Total Funds 2013 £	Total Funds 2012 £
Production of literature and information	<u>62,729</u>	<u>1,012</u>	<u>63,741</u>	<u>60,456</u>

7. GOVERNANCE COSTS

	Unrestricted Funds £	Total Funds 2013 £	Total Funds 2012 £
Accountancy fees	1,022	1,022	720
Professional fees	4,259	4,259	–
	<u>5,281</u>	<u>5,281</u>	<u>720</u>

8. STAFF COSTS AND EMOLUMENTS

Total staff costs were as follows:

	2013 £	2012 £
Wages and salaries	9,938	10,081
Social security costs	1,116	411
	<u>11,054</u>	<u>10,492</u>

Particulars of employees:

The average number of employees during the year, calculated on the basis of full-time equivalents, was as follows:

	2013 No	2012 No
Number of administrative staff	<u>1</u>	<u>1</u>

No employee received remuneration of more than £60,000 during the year (2012 - Nil).

9. RESTRICTED INCOME FUNDS

	Balance at 1 Sep 2012 £	Outgoing resources £	Balance at 31 Aug 2013 £
James Tudor Foundation	<u>3,325</u>	<u>(3,325)</u>	<u>–</u>

10. UNRESTRICTED INCOME FUNDS

	Balance at 1 Sep 2012 £	Incoming resources £	Outgoing resources £	Balance at 31 Aug 2013 £
General Funds	<u>7,978</u>	<u>69,780</u>	<u>(65,696)</u>	<u>12,062</u>

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NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31ST AUGUST 2013

11. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Net current assets £	Total £
Unrestricted Income Funds	<u>12,062</u>	<u>12,062</u>
Total Funds	<u><u>12,062</u></u>	<u><u>12,062</u></u>

MAX APPEAL
MANAGEMENT INFORMATION
YEAR ENDED 31ST AUGUST 2013

The following pages do not form part of the statutory financial statements which are the subject of the independent examiner's report on pages 8 to 9.

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DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31ST AUGUST 2013

	2013	2012
	£	£
INCOMING RESOURCES		
VOLUNTARY INCOME		
Donations	38,996	31,542
Gift Aid	6,467	2,664
Grants receivable	12,350	4,754
	<u>57,813</u>	<u>38,960</u>
ACTIVITIES FOR GENERATING FUNDS		
Fundraising events	11,947	25,868
INVESTMENT INCOME		
Bank interest receivable	20	19
	<u>69,780</u>	<u>64,847</u>
TOTAL INCOMING RESOURCES		
RESOURCES EXPENDED		
CHARITABLE ACTIVITIES		
Staff costs - Wages & Salaries	9,938	10,081
Staff costs - Employer's NIC	1,116	411
Establishment - Insurance	570	199
Office expenses - Other	3,120	2,880
Charitable events expenses	12,090	18,985
Telephone	2,996	2,806
Website costs	3,060	6,240
Travel expenses	7,321	1,196
Conferences and training	7,606	2,389
Conference - Max Appeal	-	4,404
Printing, stationery and postage	13,814	4,333
Purchase of merchandise	1,098	-
Donations and Family Support payments	250	4,000
Sundries and subscriptions	762	2,532
	<u>63,741</u>	<u>60,456</u>
GOVERNANCE COSTS		
Accountancy fees	1,021	720
Professional fees	4,259	-
	<u>5,280</u>	<u>720</u>
TOTAL RESOURCES EXPENDED	<u>69,021</u>	<u>61,176</u>
NET INCOMING RESOURCES FOR THE YEAR	<u>759</u>	<u>3,671</u>

MAX APPEAL
DETAILED STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 31ST AUGUST 2013

	2013		2012
	£	£	£
CHARITABLE ACTIVITIES			
Production of literature and information			
<i>Activities undertaken directly</i>			
Staff costs - Wages & Salaries	9,938		10,081
Staff costs - Employer's NIC	1,116		411
Establishment - Insurance	570		199
Office expenses - Other	3,120		2,880
Charitable events expenses	12,090		18,985
Telephone	2,996		2,806
Website costs	3,060		6,240
Travel expenses	7,321		1,196
Conferences and training	7,606		2,389
Conference - Max Appeal	-		4,404
Printing, stationery and postage	13,814		4,333
Purchase of merchandise	1,098		-
	<u>62,729</u>		<u>53,924</u>
 <i>Support costs</i>			
Donations and Family Support payments	250		4,000
Sundries and subscriptions	762		2,532
	<u>1,012</u>		<u>6,532</u>
	<u>63,741</u>		<u>60,456</u>
	<u>63,741</u>		<u>60,456</u>