

REGISTERED CHARITY NUMBER: 1152647

**REPORT OF THE TRUSTEES AND
AUDITED FINANCIAL STATEMENT FOR THE
YEAR ENDED 31ST OCTOBER 2014
FOR
THE JOE HUMPHRIES MEMORIAL TRUST**

JOE HUMPHRIES MEMORIAL TRUST

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JOE HUMPHRIES MEMORIAL TRUST
REFERENCE AND ADMINISTRATIVE DETAILS

Charity Name	Joe Humphries Memorial Trust
Charity Registration Number	1152647
Principal Office	c/o Dave Pate 11 Halywell Nook Charnwood Grange Rothley Leicestershire LE7 7QL
Trustees	Steve Humphries (Chair) Lauren Humphries Andrew Rowell Mike Ferguson Simon Taylor Victoria Wills Teresa Dalby Dave Pate Stephen Baum (retired)
Bankers	Barclays Bank PLC 2 Bishop Meadow Road Loughborough, Leicestershire LE11 5RE

JOE HUMPHRIES MEMORIAL TRUST

TRUSTEES' REPORT

The Trustees have pleasure in presenting their report and the audited financial statements of the Charity for the year ended 31st October 2014.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Joe Humphries Memorial Trust was established, as a legal entity, on the 12th October 2012 and became a Registered Charity (No 1152647) with the Charities Commission on the 1st July 2013.

THE TRUSTEES

The Trustees of the Trust are as follows:

Steve Humphries (Chair)

Lauren Humphries

Andrew Rowell

Mike Ferguson

Simon Taylor

Victoria Wills

Teresa Dalby

Dave Pate

Stephen Baum (retired)

OBJECTIVES OF THE TRUST

The Trust was established and is registered by the Charity Commission for the following purposes:

- (1) The advancement of health and the saving of lives by the provision of training, in particular but not limited to, cardiopulmonary resuscitation and emergency life support skills, and the advancement of education into the causes of sudden unexpected death in young people by whatever means the Trustees think fit;
- (2) To help young people, especially but not exclusively, through leisure time activities, so as to develop their capabilities that they may grow to full maturity as individuals and members of society.

The Trust was set up in October 2012 following the tragic sudden death of 14 year old Joe Humphries whilst out running near his home in Rothley on 4 October 2012. Within hours of the tragic loss of his son on, Steve Humphries was surfing the Internet to find out more about this dreaded occurrence and to his horror he found it difficult to discover relevant information about the condition that Joe had suffered, known as SADS (Sudden Arrhythmic Death Syndrome). As a result he felt an urge to extend both his own knowledge and also to look further into what actions may help to reduce the loss of life of other young people in similar circumstances. It became immediately apparent that there was work to be done and the Trust was formed in October 2012, gaining recognition from the Charity Commission in June 2013, the aim being to help transform the lives of other young people.

The Trust was officially launched at Joe's school, De Lisle College in March 2013, followed by a 'local launch' in Rothley Parish Church in April 2013. The response was overwhelming from so many different perspectives. The need for a cultural change is gaining momentum and our dream is that Leicestershire and Rutland will become a beacon for other areas to follow in relation to awareness of SADS and emergency life saving skills for young people and the wider community, and that one day defibrillators will be seen as equal to the need for fire extinguishers!

It soon became apparent that an area that needed our focus was to implement CPR (cardiopulmonary resuscitation) training in schools and sports organizations, coupled with promoting the placement of defibrillators where young people are most at risk.

A multi-agency approach including sign-up from head teachers within both the City and County secondary schools and the Trust's collaboration with the East Midlands Pacemaker Fund (EMPF), the University Hospitals of Leicester NHS Trust (UHL), the University of Leicester, the British Heart Foundation (BHF), East Midlands Ambulance Service (EMAS) and Resuscitation Council (UK), ensured a new focussed CPR based training package is being delivered across Leicester and Leicestershire known as Leicestershire Schools Heartsafe Programme (*Leicestershire* Heartsafe).

In addition a pioneering scheme, Joe's Mini Heart Start, is being rolled out across community sports clubs in Leicestershire that is also teaching people vital life saving skills.

2014 also saw the launch of the Inspire Awards to promote the trust's second object.

Significant activities and achievements between 1 November 2013 and 31 October 2014

- SADS Awareness:

Leicester City Clinical Commissioning Group (CCG) on 17 September 2014 at LCFC King Power Stadium

Trust Patron Martin Johnson CBE joined Dr Ffion Davies, consultant in A&E at Leicester Royal Infirmary, to give an address to GPs and other practice staff about the issues around sudden cardiac death in young people. Leicester City Clinical Commissioning Group (CCG) is the organisation responsible for planning and managing most healthcare services for the people of Leicester city.

The second annual SADS Awareness week took place from 4 – 11 October 2014

Focussed on the theme *“Don’t be faint-hearted”*, warning of the danger signs of fainting, promoted by a powerful poster campaign in GP surgeries, schools and public venues in the City and Council, alongside a social media campaign. Dr Ffion Davies, Consultant in A&E at UHL, and other medical experts and practitioners provided leadership and support, together with the Trust’s Patron, Martin Johnson MBE. The Trust’s social media campaign received the backing of local rock stars Kasabian, who tweeted *“We’re getting behind @JHMTorguk’s campaign to #breakthesilence on #SADS”*. The week was supported with various fundraising events including awareness sessions, school non uniform days and a James Bond themed evening to celebrate Joe’s anniversary. Joe’s school, De Lisle College in Loughborough, launched its second annual photographic competition with support from the Trust.

The second JHMT National SADS Awareness Conference took place on 14 October 2014 at the Leicester Tigers stadium. The event was organised by the Trust in conjunction with UHL, and was attended by 44 delegates including doctors, nurses, paramedics, GPs and students and feedback has been very positive. Dr Ffion Davies said: *“It’s vital that we increase awareness of this condition and its warning signs amongst NHS staff. This conference will allow us to share key messages about SADS, and I’m pleased to give it my full support.”*

The conference opened with an address by Martin Johnson MBE and featured a range of speakers, including Professor Charles Deakin, Professor of Resuscitation and Pre-Hospital Emergency Medicine at the University of Southampton NHS Trust, who talked about how good we are in the UK at detecting SADS and reacting to cardiac arrest compared with other countries. The Workshops covered topics such as recognising patterns in ECGs, the role of pre-hospital ambulance staff and setting up diagnostic services for suspected patients or bereaved families.

Over the course of SADS Awareness Week, Joe’s school, De Lisle College in Loughborough, launched its second annual photographic competition with support from the Trust. Joe had a passion for photography and the competition gives De Lisle pupils that chance to showcase their photographic skills while also raising awareness of SADS. The week also included arranging CPR training at local sports clubs, as well as supporting young people who want to fulfil their ambitions through the Inspire Awards.

- The Trust has part funded and/or facilitated the following community public access AEDs (PADs) :
 - Rothley Green.
 - Quorn village centre – installed in a telephone box by with a donation by JHMT for the AED.
 - Birstall United Football Club, utilising funds donated by Loughborough University, is to be housed in a cabinet on the outer fencing of the Club. This provides a public access AED (with 24/7 availability) for not only members of the Football Club, but also nearby park users, allotment users and those using the nearby Watermead Country Park. A successful application the Edith Murphy Foundation secured an additional £1,400 funding towards the project.

- Knighton Park Table Tennis Club.
- Mountfields Primary School, Loughborough.
- St Margarets Pastures Sports Club.
- AFC Andrews based in Aylestone is one of the local sports clubs leading the way in lifesaving training, and has also installed a defibrillator which is available for community use at any time. The AED is placed in a cabinet on the outside of the sports pavilion.
- Joe's Mini Heartsafe 4 Sport.

Alan Harrison White (the Trust's Community Liaison Officer) has undertaken training for Sports Clubs in the County under the banner Joe's Mini Heartstart 4 Sport (JMHS4S). Leicester City Council (LCC) allocated £6,000 to help train more than 500 people in city sports clubs. LCC sports services staff provided additional instructors to help deliver JMHS4S training, working with the Trust. This forms part of the council's commitment to ensure Leicester sports clubs can access free training in emergency life-support skills.

Over 250 people including young players and club officials have been trained in CPR and AED appreciation in training sessions at:

- Knighton Table Tennis Club (who have also installed an AED)
- Waterside Boxing Club
- De Montfort University Rugby Club
- AFC St Andrews Football Club
- Loughborough Town Cricket Club
- Lucky Star Boxing Club
- Unity Boxing Club
- Soar Valley Trampoline Club
- Advanced Football Academy (Isset/Walsh)
- England U19s Cricket Squad
- Leicestershire and Rutland Hockey Association Schools & Youth Section
- St Margarets Pasture Sports Centre – groups
- Leicester Women's Velo
- Aylestone Park JFC
- Leicestershire Heartsafe

Along with EMPF, BHF, UHL, the University of Leicester and EMAS, JHMT has formed part of a major collaboration called "Leicestershire Heartsafe Programme". This has taken on the huge task of delivering CPR training to all secondary schools in Leicester and Leicestershire.

Leicestershire Heartsafe is not an alternative to the BHF Heartstart. The BHF Heartstart Programme focuses on key Emergency Lifesaving skills, including CPR and the introduction of AED use, severe bleeding, choking and heart attacks. Heartsafe differs in that it focuses entirely on the immediate response to a suspected cardiac arrest by immediate CPR and early defibrillation. The delivery of these skills at this early stage in the Programme has been

facilitated by the use of volunteer trainers, the vast majority of whom are trained medical practitioners who can therefore ensure high quality training in CPR skills.

Following the highly successful Heartsafe awareness raising sessions at half time at Leicester City Football Club, The Leicester Tigers Rugby Club and the Leicester Riders Basketball team, along with a mass training session with in excess of 200 pupils at the City of Leicester College, on 16 October 2014, to coincide with the launch of the BHF Call Push Rescue initiative, efforts are now being concentrated on getting schools signed up to receive their free set of manikins from the BHF and also to continue with ongoing training of Year 10 pupils in schools.

3,100 year 10 pupils have been trained in CPR and AED appreciation in Leicester and Leicestershire schools. 5,000 pupils and 200 teachers have attended Assemblies delivered by Alan Harrison-White and his wife Jill, to explain Sudden Arrhythmic Death Syndrome and the importance of learning these lifesaving skills.

Work is also underway to complete the issue of AEDs to schools (49 issued to date).

- To support the creation of joint genetics/cardiology clinics within UHL.
- The launch of the "Inspire Awards".

In June 2014 the Inspire Awards Launch Dinner took place with over 200 people in attendance raising over £6,000 and successfully publically launching the awards. A panel of judges has been established, and the infrastructure (on line application process, judging and award processes) has been put in place.

Highlights of our fundraising activities are as follows:

The Trust was involved in 30 events, of which 13 were organised by the Trust, including:

- Black Tie Dinner Dance in April 2014, attended by 220 people.
- Inaugural Joe's Jog as part of the annual Rothley 10k Road Race in June 2014.
- Second Party in the Park with Rothley Cricket Club in August 2014.
- Debenhams Fashion Show with Joe's friends and cousins modelling.
- Various local fetes including – Rothley School, Birstall and the Riverside Charity Festival.
- James Bond themed evening to celebrate Joe's life on the second anniversary of his tragic death in October 2014.

In total £38,813.48 was raised as a result of the hard work and dedication of the Fundraising Committee under Vicky Wills' leadership with the support of a group of dedicated helpers and a wider community of supporters, fundraisers and friends of the Trust who have sung, run, played, cycled and baked for Joe.

Leicester Tigers selected JHMT to be one of its charities for 2014/2015 as did Loughborough Town Cricket Club.

Aims for 2015 and beyond

1. In collaboration with other partner agencies in Leicester/shire secondary schools through the *Leicestershire* Heartsafe Programme:
 - Ensure a quality assured programme of CPR training is provided in all Leicester and Leicestershire Secondary schools.
 - Provide a minimum of one AED in each Secondary School in which CPR training is adopted.
 - Support the inclusion of basic CPR into the school curriculum or learning programme for young people in Leicester and Leicestershire, which will give each person a lifelong skill capable of improving the outcome for those who collapse from heart conditions.
2. Increase the number of sports facilities that adopt CPR training and provide a greater number of their personnel capable of performing CPR whenever that facility is open to the public.
3. Facilitate the purchase of a suitable AED within each facility mentioned above.
4. Improve the support provided to the family following a SADS-related death.
5. Organise a third annual SADS Awareness conference on the 2nd October with an emphasis on SADS in sports (Play Safe) to include medical information and practical CPR and defibrillator skills to both healthcare professionals and to teachers and sports coaches.
6. Continue to encourage events that raise public awareness of SADS. These events should be targeted towards schools and sports facilities where they can be easily accessed by parents and young people.
7. Continue to support the development of a targeted educational and awareness programme. Encourage the coordination between the Clinical Commissioning Groups (CCG), UHL and Public Health. This campaign should encompass not only general practitioners, but all those who deal with young people (eg school nurses, ambulance staff and sports facilities first aid staff).
8. Work with all healthcare providers to create and support clinics for investigation of SADS-affected families. Those who are thought to be at risk of SADS-related cardiac disorders currently do not have a formal investigation pathway, and JHMT hopes to encourage the creation of an effective and appropriate scheme.
9. Support any opportunities into research into SADS, initially by disseminating any findings.

10. Raise the understanding of targeted heart screening for young people in Leicester and Leicestershire who engage in active sport to check for otherwise undetected heart conditions.
11. Working with UHL, improve the support currently provided to families following a sudden cardiac death (SADS-related) of teenagers and young adults.
12. To establish and develop further the JHMT Inspire Awards – small grants scheme - to help young people flourish across a wide variety of community, sports, entrepreneurial and creative arts activities.

FINANCIAL REVIEW

The Trustees shall first defray out of the income of the Charity all proper costs, charges and expenses of, and incidental to, the administration and management of the Charity.

	£	£
	31 st Oct 2014	31 st Oct 2013
Total Incoming Resources	74,999.44	53,924.69
Resources Used	<u>27,308.10</u>	<u>9,960.26</u>
Net Surplus/(Deficit)	<u>47,691.34</u>	<u>43,964.43</u>

RESERVES POLICY

The Trustees have decided that the Trust should maintain a minimum reserve of £10,000 at all times.

RISK MANAGEMENT

The Trustees require risk assessments and safety checklists to be prepared for every event the Trust is involved in to ensure all risks are minimised and review meetings take place after each event to identify any lessons to be learnt so risks are continually reduced. We also have adequate public liability insurance to cover all of our events. Annual SWOT analysis to assess and plan for any identified risks to the trusts success.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Reports and Financial Statements in accordance with applicable law and UK Accounting Standards.

The law applicable to charities in England and Wales requires the Trustees' to prepare Financial Statements for each financial year, which gives a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for the period under review.

In preparing those financial statements, the Trustees are required to:

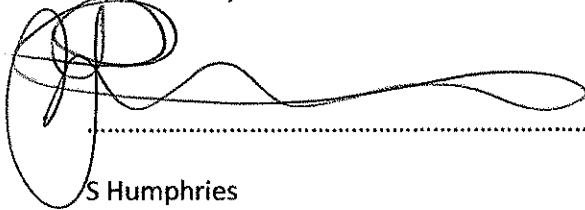
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue its activities.

The Trustees' are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust Deed.

They are responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for preventing and detecting fraud or other irregularities.

Approved by the Trustees' on 15 June 2015 and signed on their behalf by:



S Humphries

Trustee



D G Pate

Trustee

JOE HUMPHRIES MEMORIAL TRUST

REPORT OF INDEPENDENT AUDITOR

I report on the accounts of the Trust for the year ended 31st October 2014.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity'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 particulars 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 charity 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 the accounting records and comply with the accounting records of the 2011 Act

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.

Calmax Accountancy Ltd
Chartered Management Accountants
46 Kiln Garth, Rothley, LE7 7LZ.


Neil Thorne ACMA

JOE HUMPHRIES MEMORIAL TRUST

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED

31ST OCTOBER 2014

	Unrestricted	Total	Total
	Funds 2014	Funds 2014	Funds 2013
	£	£	£
<u>Incoming Resources</u>			
Donations	37,616.86	37,616.86	11,799.16
Event Sponsorship	33,756.47	33,756.47	40,245.54
Merchandise Sales	3,626.11	3,626.11	1,498.39
Grants	<u>0</u>	<u>0</u>	<u>381.60</u>
TOTAL INCOME FOR 2013/14	74,999.44	74,999.44	53,924.69
<u>Resources Expended</u>			
Set Up & Management Costs	1,596.54	1,596.54	5,529.18
Event Costs	17,005.73	17,005.73	1,954.18
Merchandise Purchases	1,115.54	1,115.54	3,542.86
Creditors	8.10	8.10	462.00
Depreciation of Stock	753.79	753.79	550.17
Opening Stock	2,327.96	2,327.96	0
Closing Stock on Hand	5,638.79cr	5,638.79cr	2,878.13cr
Donations	<u>10,139.23</u>	<u>10,139.23</u>	<u>800.00</u>
Total Expenditure 2013/14	27,308.10	27,308.10	9,960.26
Total Funds carried forward	47,691.34	47,691.34	43,964.43

All expenditure and income for 2012/13 is shown in the figures above.

The Charity has no recognised gains or losses for the year other than the above.

JOE HUMPHRIES MEMORIAL TRUST
BALANCE SHEET AS AT 31ST OCTOBER 2014

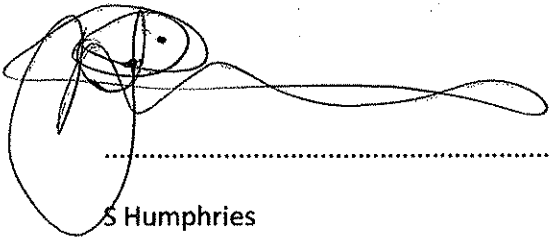
	£	£	£
CURRENT ASSETS			
Cash at Bank in hand	86,720.74		
Petty Cash in Hand	58.13		
Stock/Equipment	<u>4,885.00</u>		
		91,663.87	
CREDITORS			
De Lisle School - Printing	<u>8.10</u>		
		<u>8.10</u>	
Net assets			91,655.77

The funds of the Charity:

Unrestricted funds

Unrestricted income funds 91,655.77

Total Charity Funds 91,655.77



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S Humphries

Trustee



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D G Pate

Trustee

JOE HUMPHRIES MEMORIAL TRUST

NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST OCTOBER 2014

1. Accounting Policies

Basis of preparation

The financial statements have been prepared under the historic cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)'; issued in March 2005, applicable accounting standards and the Charities Act 2011.

Fund Accounting Policy

Unrestricted income funds are general funds that are available for use at the Trustees' discretion in furtherance of the objectives of the Charity.

Resources Expended

Liabilities are recognised as soon as there is a legal or constructive obligation committing the Charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs to the category.

2. Income Streams

	£
Donations	37,616.86
Sale of Merchandise	3,626.11
Grants Received	0
Events Income	<u>33,756.47*</u>
	74,999.44

*N.B. Some of the income raised from sale of merchandise is included in the Events Income figure.

3. Total Resources Expended

	£
Set up and establishing the Trust Cost	1,596.54
Purchase of Merchandise	1,115.54
Organising Events	17,005.73
Donations	10,139.23
Creditors	8.10
Depreciation of Stock	753.79
Stock Movements	<u>3,310.83cr</u>
	27,308.10

4. Trustees' Remuneration and Expenses

No salaries or wages have been paid to the Trustees during the current accounting period.

5. Debtors

There are no debtors to the Trust during this accounting period.

6. Creditors – amounts falling due within one year

	£
De Lisle Academy- Printing	<u>8.10</u>
	<u>8.10</u>

7. Related Parties

The Charity is controlled by the Trustees.

8. Analysis of Funds

	As at 31 st Oct 2013	Incoming Resources	Resources Expended	As at 31 st Oct 2014
	£	£	£	£
General Funds				
Unrestricted income Fund	42,098.47	74,999.44	30,319.04	86,778.87

9. Net Assets of the Trust

	£	£	£
	Total Funds Oct 2013	Unrestricted Funds	Total Funds Oct 2014
Current Assets			
Cash in Hand	42,098.47	86,778.87	86,778.87
Stock in Hand	2,327.96	4,885.00	4,885.00
Creditors: amounts falling due in one year	<u>(462.00)</u>	<u>(8.10)</u>	<u>(8.10)</u>
Net Assets	<u>43,964.43</u>	<u>91,655.77</u>	<u>91,655.77</u>