Charity registration number: 1088432

Max Appeal

Annual Report and Financial Statements

for the Year Ended 31 August 2025

Jordan & Company Chartered Accountants
Knighton House
62 Hagley Road
Stourbridge
West Midlands
DY8 1QD

Max Appeal

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Reference and Administrative Details

Chairman	Mrs J Wootton
Trustees	Mrs J Wootton Mr P Wootton Mrs R Boyle Mr M Kennedy Mr M Tripp Mrs T Hennighan Mrs P Biggs Mrs A Sanderson
Secretary	Mrs R Boyle
Charity Registration Number	1088432
Principal Office	15 Meriden Avenue Wollaston Stourbridge West Midlands DY8 4QN
Independent Examiner	Jordan & Company Chartered Accountants Knighton House 62 Hagley Road Stourbridge West Midlands DY8 1QD

Max Appeal

Trustees' Report

Trustees' Report

The trustees present the annual report together with the financial statements of the charity for the year ended 31 August 2025.

Objectives and activities

Objects and aims

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

This financial year runs from 1st September 2024 to 31st August 2025.

Geopolitical uncertainty has headlined throughout the year. This impacts upon individuals and households as the need to be financially cautious is always in mind; charity donations are directly affected by disposable income.

Over the course of the year we offer a range of services to our members including family activities, 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 lots of social media traffic being generated. A big thank you to all those who petitioned for a building in their area to be lit up in red on 22nd November. 22Q at the Zoo is an annual international event that members continue to enjoy, this being its 15th year. Our venues were Twycross Zoo in Derbyshire, England and Five Sisters Zoo, West Calder, Scotland. Our summer camp at Wiston Lodge, Biggar, Scotland, has flourished over the last few years and many of those families are in regular contact via a What's App group throughout the year. With the aid of grant funding we have also been able to offer our family activity weekends in England and Scotland, which have been enthusiastically supported. Our Scarborough Beach days, run by Trustee Martin Kennedy, are always very popular.

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. The administration work is carried out by Steph Jasper and we are very grateful to her. The mainstream work of the charity is undertaken by our 'hands-on' trustees and volunteers.

Our international involvement also continues with attendance at many international conferences and events to promote Max Appeal and to gather information, ideas and resources regarding the condition and other parent organisations' work, including at board level with the European 22q Network. A visit to the only adult specialist 22q clinic, in Toronto, run by top psychiatrist Anne Basset was incredibly illuminating and certainly something to aspire to achieve within the UK. We have been able to attend some of the specialist clinics around the country and continue to supply information to all clinics and make families aware that we are available for them to contact us and providing "essential packs" for families during hospital stays. We also work with other charities to increase our 'reach' on issues such as new born screening.

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. We are always keen to embrace new ideas and anyone interested in joining as a volunteer or trustee with a specific skill, such as social media management, would be positively encouraged.

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

Financial review

Thanks to the generosity of our members and supporters Max Appeal generated total income of £72,584 (2024: £57,568), an increase of 26%.

INCOME

General donations at £54,519 represented an increase of £4,335/9% on (2024: £50,184). Our members and supporters continue to participate in a variety of fundraising activities raising £9,116 (2024: £5,031) representing an increase of £4,085/81% on 2024. Gift Aid continues to be a valuable source of income and is obtained in two ways; from donations made via Just Giving and Enthuse 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 £8,905. this compares with (2024: £2,286). This represents an increase of £6,619/289%, £4,494/ 68% of this was backdated Gift Aid due from Enthuse, an online fundraising platform used by many of our supporters for their fundraising events

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. Charitable event expenditure at £31,089 decreased by £4,584/13% against £35,673 for 2024. By way of comparison telephone costs at £3,355 have increased by £642 / 24% against £2,713 for 2024.

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.

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Trustees' Report (continued)

Wages and salaries at £7,200, decreased by £7,021/ 49% against £14,221 for 2024. This is due to the fact that we now have only one part time administrator employed. Conference and training costs at £5,467, represented an increase of £975/ 22% against £4,492 for 2024 as more conferences reverted to face to face. Printing, stationery and postage costs together at £6,392 represented a decrease of £4,669 / 42% against £11,061 for 2024. Travel expenses at £11,923 represented a decrease of £263/ 2% against £12,186 for 2024. Website costs at £3,545 showed a decrease of £451 / 11% against £3,996 for 2024. Telephone costs at £3,355 represented an increase of £642 / 24% against £2,713 for 2024

Total expenditure for the year amounted to £74,095 representing a decrease of £15,140 / 17% as compared with £89,235 in 2024.

ASSETS

The accounts for the year show a net deficit of £1,511 as compared with a net deficit of £31,667 in 2024. Retained funds at £19,398 showed a decrease of £1,511 / 7% as compared with £20,909 (2024), 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.

Structure, governance and management

Nature of governing document

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

Max Appeal was registered as a charity in Scotland on 14th November 2021 under the Charities and Trustee Investment (Scotland) Act 2005. Our registered charity number is SCO51380.

The annual report was approved by the trustees of the charity on 2 July 2026 and signed on its behalf by:

....

Mr P Wootton
Trustee

Max Appeal

Statement of Trustees' Responsibilities

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

The law applicable to charities requires the trustees to prepare financial statements for each financial year which give 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 that period. In preparing these 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 in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the trustees of the charity on 2 July 2026 and signed on its behalf by:

....

Mr P Wootton
Trustee

Max Appeal

Independent Examiner's Report to the trustees of Max Appeal

I report to the trustees on my examination of the accounts of Max Appeal for the year ended 31 August 2025.

Responsibilities and basis of report

As the charity trustees of Max Appeal you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Max Appeal's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of Max Appeal as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

....

Mark Jordan FCA

Knighton House
62 Hagley Road
Stourbridge
West Midlands
DY8 1QD

2 July 2026

Max Appeal

Statement of Financial Activities for the Year Ended 31 August 2025

	Note	Unrestricted funds £	Total 2025 £
Income and Endowments from:			
Donations and legacies		63,424	63,424
Other trading activities		9,116	9,116
Investment income	4	44	44
Total income		72,584	72,584
Expenditure on:			
Charitable activities		(69,353)	(69,353)
Other expenditure	6	(4,742)	(4,742)
Total expenditure		(74,095)	(74,095)
Net expenditure		(1,511)	(1,511)
Net movement in funds		(1,511)	(1,511)
Reconciliation of funds			
Total funds brought forward		20,909	20,909
Total funds carried forward	11	19,398	19,398

The notes on pages 10 to 14 form an integral part of these financial statements.

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Statement of Financial Activities for the Year Ended 31 August 2025 (continued)

	Note	Unrestricted funds £	Total 2024 £
Income and Endowments from:			
Donations and legacies		52,470	52,470
Other trading activities		5,031	5,031
Investment income	4	67	67
Total income		57,568	57,568
Expenditure on:			
Charitable activities		(85,167)	(85,167)
Other expenditure	6	(4,068)	(4,068)
Total expenditure		(89,235)	(89,235)
Net expenditure		(31,667)	(31,667)
Net movement in funds		(31,667)	(31,667)
Reconciliation of funds			
Total funds brought forward		52,576	52,576
Total funds carried forward	11	20,909	20,909

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2024 is shown in note 11.

Max Appeal

(Registration number: 1088432)
Balance Sheet as at 31 August 2025

	Note	2025 £	2024 £
Current assets			
Cash at bank and in hand	10	19,398	20,909
Funds of the charity:			
Unrestricted income funds			
Unrestricted funds		19,398	20,909
Total funds	11	19,398	20,909

The financial statements on pages 7 to 14 were approved by the trustees, and authorised for issue on 2 July 2026 and signed on their behalf by:

....

Mr P Wootton
Trustee

1 Accounting policies

Statement of compliance
The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation
Max Appeal meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

Going concern
The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income and endowments
Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

Investment income

Investment income is recognised once the income has been declared and notification has been received of the income due.

Expenditure
All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs
These include the costs attributable to the charity's compliance with constitutional and statutory requirements.

Taxation
The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Cash and cash equivalents
Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Fund structure
Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

2 Income from donations and legacies

	Unrestricted funds General £	Total funds £
Donations and legacies;		
Donations from individuals	54,519	54,519
Gift aid reclaimed	8,905	8,905
Total for 2025	63,424	63,424
Total for 2024	52,470	52,470

3 Income from other trading activities

	Unrestricted funds General £	Total funds £
Events income;		
Other events income	9,116	9,116
Total for 2025	9,116	9,116
Total for 2024	5,031	5,031

4 Investment income

	Unrestricted funds General £	Total funds £
Interest receivable and similar income;		
Interest receivable on bank deposits	44	44
Total for 2025	44	44
Total for 2024	67	67

5 Expenditure on charitable activities

	Unrestricted funds General £	Total funds £
Direct charitable activities	69,353	69,353
Total for 2025	69,353	69,353
Total for 2024	85,167	85,167

Notes to the Financial Statements for the Year Ended 31 August 2025 (continued)

6 Other expenditure

	Unrestricted funds General £	Total funds £
Bank charges	121	121
Merchant fees	75	75
Independent examiner fees		
Examination of the financial statements	1,080	1,080
Legal fees	3,466	3,466
Total for 2025	4,742	4,742
Total for 2024	4,068	4,068

7 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

8 Independent examiner's remuneration

	2025 £	2024 £
Examination of the financial statements	1,080	1,080

9 Taxation

The charity is a registered charity and is therefore exempt from taxation.

10 Cash and cash equivalents

	2025 £	2024 £
Cash at bank	19,398	20,909

11 Funds

	Balance at 1 September 2024 £	Incoming resources £	Resources expended £	Balance at 31 August 2025 £
Unrestricted funds				
General	20,909	72,584	(74,095)	19,398

	Balance at 1 September 2023 £	Incoming resources £	Resources expended £	Balance at 31 August 2024 £
Unrestricted funds				
General	52,576	57,568	(89,235)	20,909

12 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 31 August 2025 £
Current assets	19,398	19,398

	Unrestricted funds General £	Total funds at 31 August 2024 £
Current assets	20,909	20,909

Max Appeal

Detailed Statement of Financial Activities for the Year Ended 31 August 2025

	Total 2025 £	Total 2024 £
Income and Endowments from:		
Donations and legacies (analysed below)	63,424	52,470
Other trading activities (analysed below)	9,116	5,031
Investment income (analysed below)	44	67
Total income	72,584	57,568
Expenditure on:		
Charitable activities (analysed below)	(69,353)	(85,167)
Other expenditure (analysed below)	(4,742)	(4,068)
Total expenditure	(74,095)	(89,235)
Net expenditure	(1,511)	(31,667)
Net movement in funds	(1,511)	(31,667)
Reconciliation of funds		
Total funds brought forward	20,909	52,576
Total funds carried forward	19,398	20,909

This page does not form part of the statutory financial statements.

Max Appeal

Detailed Statement of Financial Activities for the Year Ended 31 August 2025 (continued)

	Total 2025 £	Total 2024 £
Donations and legacies		
Appeals and donations	54,519	50,184
Gift Aid tax reclaimed	8,905	2,286
	63,424	52,470
Other trading activities		
Fundraising events	9,116	5,031
	9,116	5,031
Investment income		
Interest on cash deposits	44	67
	44	67
Charitable activities		
Wages and salaries	(7,200)	(14,221)
Conferences and training	(5,467)	(4,492)
Travelling	(11,923)	(12,186)
Charitable events expenses	(31,089)	(35,673)
Rent	-	(360)
Insurance	(382)	(465)
Telephone and fax	(3,355)	(2,713)
Printing, postage and stationery	(6,392)	(11,061)
Website costs	(3,545)	(3,996)
	(69,353)	(85,167)
Other expenditure		
Bank charges	(121)	(135)
Merchant fees	(75)	(13)
Independent examiner's fee	(1,080)	(1,080)
Legal and professional fees	(3,466)	(2,840)
	(4,742)	(4,068)