

THE HIBBS LUPUS TRUST

TRUSTEES' ANNAL REPORT

31 OCTOBER 2014

Company number: 7805005

Charity number: 1147783

Chairman's statement

This year has yet again been fulfilling and inspiring as the Trust has worked with many new patients and their families growing our charity yet further in strength. The challenges for charities however continue. Significant changes have been afoot for the Mid Staffordshire NHS Trust as decisions are yet unmade for its future. Nevertheless, donations have been pledged this year to the Rheumatology department at Cannock Hospital; the benefits of which will be experienced by lupus patients in Staffordshire.

The lupus patient helpline, manned solely by volunteers and aiming to be an initial port of call for anyone looking for help or support with lupus, has been accessed by a number of patients and their families from across the U.K. The helpline complements the Trust's website and offers a link that can make the difference when people require it.

The Trust has seen further development with the recruitment of more Ambassadors. Located across the UK, the work of the Ambassadors is proving vital in raising awareness whilst also supporting them in their own lupus journeys. The latest Ambassadors are family members of patients too, which serves as evidence for the benefit of this role to patients and those affected by this illness.

Our work in the community continues to grow. The number of support meetings we have held has increased and attendance figures are also growing healthily. The role of guest speakers along with patient participation has further helped to strengthen the meeting's value. Support meetings have been host to free hypnosis sessions, where visitors have been able to engage with deep relaxation techniques as a method of alternative therapy for self-treatment when away from the support sessions. As an extension of the hypnosis sessions, the Trust has also provided podcast downloads accessible to all users in order to further support their use of the techniques. The Trust has funded one to one hypnosis sessions for lupus patients as part of our commitment to supporting patients in Staffordshire.

International links for the Trust continue to develop and donations are being received from across the world highlighting the impact of the Trust and indicating the need for our work to continue to grow as we reach new audiences in need of help.

May 2014 saw the Trust launch the first annual lupus walk based on Cannock Chase. Patient friendly, this challenge encourages a rally of walkers to step forward in aid of lupus awareness. A virtual walk also proved to be a great success allowing those further afield or in poorer health to participate.

The year has seen our website receive 111,779 visitors of which 99,197 were unique visitors: our impact is significant and wide reaching.

The team at the Trust work tirelessly to make the lives of lupus patients better and, as we press forward in the forthcoming year, we keenly anticipate the next developments to raise awareness of lupus.

John Hibbs
Chairman

HIBBS LUPUS TRUST 2013-2014 AT A GLANCE

- The Hibbs Lupus Trust launched the U.K's first annual World Lupus Day Walk
- The Trust purchased a 'Vital Signs' monitor for the Rheumatology Department at Cannock Hospital
- We held quarterly support meetings where experts from the medical profession joined the meetings to provide detailed information and advice on how to manage lupus
- We launched a monthly free hypnosis support session where patients and their families could engage with an alternative therapy
- Our Twitter account grew to 12,500 followers (an increase of 15% from last year)
- Our Facebook page now has 2835 likes
- The Trust website, which provides information and support, has seen an increase of 16% in unique visitors taking it to 99,197
- We distributed approximately 2,000 lupus leaflets at events to hospitals and GP practices throughout Staffordshire
- In addition, we have distributed 10,000 Lupus Support posters to targeted GP practices across the U.K.
- The Hibbs Lupus Trust initiated and leads the 'L Hand Sign' campaign in the U.K.
- The Trust launched an iPhone Fitness and Fundraising APP entitled 'The Hibbs Lupus Trust' where patients and fundraisers could track their unique contributions to the charity and their healthy activity.

WHERE THE MONEY CAME FROM

The Hibbs Lupus Trust raised £34,997 through fundraising events, donations and corporate support. A 24.2% increase on the previous year.

When the proposals for the Mid Staffordshire NHS Foundation Trust have been finalised, we will be purchasing a Nailfold Videocapillaroscope for Cannock Hospital at a cost of £20,000. This equipment will help in the early diagnosis of lupus as well as other connective tissue diseases. This purchase has been delayed as we await the decision on the NHS Foundation Trust's future.

MISSION

The Hibbs Lupus Trust works to improve the lives of people affected by lupus and to raise awareness of the condition.

OBJECTIVES

- To provide support and information to anybody affected by or concerned about lupus
- To raise awareness of the symptoms of lupus to encourage early diagnosis and reduce life threatening complications associated with the condition.
- To raise funds to provide facilities, equipment and services for NHS hospitals and foundation trusts for the benefit of lupus patients.

MEETING THE CHALLENGE

How we met our objectives in 2013/14

Providing support and information to anybody affected by or concerned about lupus

Patient support group

We continued to hold patient support groups in Staffordshire. The group meets quarterly and provides the opportunity for people living with lupus to meet, share experiences and support each other. Experts from the medical profession were invited to join us providing detailed information and advice on how to manage lupus and its effects.

“Great meeting tonight @HibbsLupusTrust so nice to meet new people and learn self hypnosis too.”

Information advice line

The information advice line continues to provide support and information to those affected by lupus, their family and friends. The information advice line is open from Monday to Friday from 9am – 5pm. Outside of these hours, we offer email support.

“Massive thanks for supporting me & understanding even on a Sunday; day or night you are there.”

Online community

Through our online community, Twitter, Facebook and now Instagram, we provide support and information to lupus patients and put them in touch with others who find themselves in a similar situation. We have seen an increase of 15% more followers on Twitter and we have doubled our number of Facebook likes. The Trust has also increased its use of Instagram, which now has in excess of 800 followers.

“@HibbsLupusTrust have such a fantastic way of interacting with their followers now that’s caring and sharing #LupusAwareness”

Hibbs Lupus Trust Website

Our website continues to feature as a key platform for providing information to our supporters and patients of lupus. It is updated frequently with information and is noted to be easy for people to navigate; the Hibbs Lupus Trust site is also optimised for mobile use. Unique visitors to our website have increased by 15% from last year.

Raising awareness of the symptoms of lupus

Information days and talks

We have run information days in the local community. These provide the opportunity for us to raise awareness of the symptoms of lupus and promote earlier diagnosis. They also increase the awareness of our work. During 2013/14, we have held a number of information days. Our Ambassadors now also promote the work of the charity further afield.

Leaflets

During 2013/14, we distributed 2,000 lupus leaflets at hospitals, GP practices and at events. The Trust has also distributed 10,000 more Support Posters to targeted GP practices across the U.K.

The LHand Sign campaign

The LHandSign campaign encourages everybody to get involved and raise awareness of the symptoms of lupus by submitting a photo of themselves raising their right hand in the shape of an L. We share these photos through our social media community and on our website. The Hibbs Lupus Trust is the leading charity in the U.K. to promote the campaign, which is an international movement to raise awareness supported by patients and celebrities.

World Lupus Day

World Lupus day aims to raise awareness of lupus. In 2014, Stephen Fry contributed to our efforts by tweeting a message to his 6 million followers:

"The @HibbsLupusTrust are launching the first annual #WorldLupusDay event @Walkingforlupus. Sign up & learn more at lup.us"

Trust Ambassadors

This year, we have recruited more Trust Ambassadors from across the UK to help promote and support the work of the Trust and to help increase the reach of our work. The Ambassadors are working to distribute information leaflets and posters as well as using social media to publicise our events and our support network.

Fundraising

Despite a continuing difficult economic climate, our supporters, event participants and corporate partners have raised over £34,997 to help the Trust to continue our work.

Raising funds

A number of local community groups have provided donations following events held locally. The sale of Christmas cards has also generated funds for the charity this year. These have been sold in local venues and online to a wider customer base.

Events

A charity football match held in memory of Trust Ambassador Rhys Parker was held in Bristol. This was organised by Rhys' work colleagues and friends. The Trust travelled to support the event and Rhys' family.

In November 2013, the Football Association of Wales paid tribute to Rhys Parker at the international friendly of Wales against Finland. The Hibbs Lupus Trust was invited to hold a bucket collection at the stadium.

In December 2013, B&M Stores Cannock held a shoppers' evening and made donations to the Trust. The Trust held a stand in the store to raise awareness amongst customers.

In March 2014, 200 runners descended on Cannock Chase to participate in a Mud Run. Local business organisers of the event donated a percentage of each entry fee to the Trust.

In April 2014, a Battle of the Bands event was organised by a local hostelry over the period of a month with each event raising awareness and funds for The Hibbs Lupus Trust.

For World Lupus Day 2014, the Trust held its first annual Lupus Walk on Cannock Chase. Supported by local businesses, we welcomed over 100 walkers. In addition, virtual walkers across the country also completed the walk to raise awareness. Each participant was awarded a medal for completion of the event. The day catered for a range of health needs meaning that everyone could get involved.

2014 also saw the first London to Paris cyclists complete their challenge within 24 hours.

Corporate Support & relationships with local groups

Tesco, Hednesford, held a raffle to celebrate World Lupus Day and invited the Trust to hold an information stand in store.

Virgin Trains at Stafford railway station host a number of collection tins to raise awareness and donations for the Trust.

We continue to build and grow partnerships with local businesses: The Lewis Partnership, Run & Ride, Stuart James Photography, CJM Associates, Orb Print, Pro Vision Clothing and B&M Cannock

In August 2014, we once again entered a team in the 'Hednesford It's A Knockout' competition thanks to the support of Cannock Hockey Club.

POLICY, PERFORMANCE AND ORGANISATION INFORMATION

Reserve Policy

The charity operates a 6 month reserve policy

Financial review

The results of this year show a year on increase in income of £6,809, from £28,188 in 2012-2013 to £34,997 in 2013-2014. Resources expended increased from £7,910 to £17,534 in the same period.

Staff

The Hibbs Lupus Trust is run entirely by volunteers. It is aware of its health and safety responsibilities towards volunteers and all users of its services. It maintains a Health and Safety Policy and Equal Opportunities Policy.

Structure, Governance and Management

The board meets quarterly and delegates day-to-day running of the charity to the Chairman who works on a voluntary basis with a team of volunteers. The charity does not employ any paid members of staff.

Recruitment Induction and Training of Trustees

From time to time, the Trustees may advertise for new members to join the Board. They may review their own contacts and those of the charity in order to identify suitable candidates and also advertise on the charity's website. All candidates are interviewed before being appointed. The board aims to maintain a diverse mix of skills and backgrounds.

As part of their induction, new Trustees are given financial and other documents and encouraged to review the charity's website and social media activity to familiarise themselves with the work of the charity.

Approved and signed on behalf of the trustees by:

John Hibbs
Chairman

Date: 27th May 2015

LEGAL AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 31 OCTOBER 2013

Status

The organisation is a charitable company limited by guarantee. It was incorporated on 11 October 2011. Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31 October 2013 was 3.

Governing document

The company was founded under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association. These were last updated 24 April 2013.

Company number

Registered with Companies House under 7805005

Charity Commission

Registered in England and Wales under charity number 1147783

Registered office

15 Bakers Way
Hednesford
Cannock
Staffordshire
WS12 4SX

Board of Trustees

Chairman - John Hibbs

Board Members

Viki Hibbs – Trustee
Steve Hibbs – Trustee
Kate Hibbs – Director
Carol Hibbs – Secretary

Accountants

CMS Associates
St Thomas House
83 Wolverhampton Road
Cannock
Staffordshire
WS11 1A

STATEMENT OF TRUSTEE'S RESPONSIBILITIES

The Trustees (who are also Directors of The Hibbs Lupus Trust for the purpose of company law) are responsible for preparing the Trustee's report and the Financial Statements in accordance with the applicable law and UK Accounting Standards (UK Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare the financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the year then ended.

In preparing these financial statements the Trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities Statement of Recommended Practice (SORP)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time that financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the company's auditors are unaware; and
- The Directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.