success charity

Brighter Futures for Childhood
Brain Tumour Survivors

www.successcharity.org.uk



Success Annual Report and Accounts 2025



The Trustees have considered the Charity Commission's guidance on public benefit, including the guidance "public benefit: running a charity (PB2)" and are satisfied that the aims of the Charity are carried out wholly in pursuit of its charitable aims for the public benefit.

Success Life After Cure
Annual Report and Accounts
For the year ended 30th December 2025

A company limited by guarantee | Registered Charity Number 1188298 | Company No. 11785842

Contents

Trustee's Annual Report
- 04 - Founder and Managing Trustee's Report
- 05 - Structure and Governance

Our Work
- 06 - Our Community Voice
- 08 - The Story of Success
- 12 - Our Vision, Mission and Strategy
- 13 - 2025 in Numbers
- 24 - Listening and Learning

Delivering our Strategy
- 26 - Achievements and Performance

Our Communications
- 42 - External Communications

Our Fundraising
- 48 - Fundraising Report

Future Plans: Looking Ahead
- 50 - 2026 and Beyond

Our Accounts
- 52 - Financial review

Summary Information

Trustees and Directors

Hugh Stewart
(Chair of trustees)
Jane Hobson
(Reappointed April 25)
Jennifer Limond
Helen Spoudeas
Kathryn Harley
(Appointed 31st January 2025)
Sinead Bryan
(Appointed 4th April 2025)
Laura Albery
(Appointed 4th April 2025)
David Pickup
(Appointed 10th October 2025)
Samira Richardson
(Appointed 10th October 2025)
Fatima Patel
(Appointed 10th October 2025)
Murray David
(Appointed 10th October 2025)
Philip Austin
Mark Clannachan
(Appointed 21 March 2025)
(Resigned 18th June 2025
Renata Chrome
(Appointed 31st January 2025)
(Resigned 14th May 2025)
Marco Previero
(Resigned 4th April 2025)
Alison Twigg
(Appointed 31st January 2025)
(Resigned 4th April 2025)
Jane Williams
(Resigned 4th April 2025)

Founder & Managing Trustee

Helen Spoudeas

Independent Examiner

Tom Wilcox
Counterculture Culture Partnership LLP
23 St Leonards Road
Bexhill-on-Sea
East Sussex, TN40 1HH

Registered Office

280 Bishopsgate
London
EC2M 4AG

Bankers

Lloyds Banking Group
The Green Building
Leeds, LS78 1LB

Founder and Managing Trustee's Report

2025 has been an exciting and significant year for Success Life After Cure as we enter a new phase in our vision to secure brighter futures for every child and young person affected by a brain tumour. What began as our determination to improve recovery support for children living with the long-term consequences of brain tumours and their treatment, has grown into a national movement. Today, Success brings together survivors, families, clinicians, researchers, policymakers and supporters around a shared goal: ensuring that children not only survive, but are supported to thrive.



Increasingly, the healthcare system is recognising that survivorship is about more than cure. Children and young people need coordinated support to overcome the physical, cognitive, hormonal, emotional and social challenges that often follow treatment, enabling them to achieve independent and fulfilling lives as adults. Throughout the year, we continued to champion a coordinated, evidence-based approach to lifelong recovery and survivorship. Our nationally endorsed clinical guidelines for rare hypothalamic-pituitary tumours informed collaborations with NHS England and specialist treatment centres. Alongside our work highlighting gaps in long-term follow-up care, this contributed to a major milestone: the inclusion of a dedicated neurorehabilitation keyworker for every child and young person diagnosed with a brain tumour in the National Cancer Plan, published in February 2026.

The voices of survivors and families remain at the heart of everything we do. Through our BraveHearts programme, annual conference, roadshows, peer support activities and information resources, we continue to build a growing community where young people feel understood, empowered and less alone. Their experiences shape our priorities and strengthen our advocacy for better recovery support nationwide. With increased donor support this year, we were also delighted to introduce our Digital Therapy Programme, providing innovative home-based neurorehabilitation support and contributing to the development of the wider Success Recovery Pathway, bringing together expertise in neurodisability, neuropsychology, neuroendocrinology and mental health.

None of this would be possible without the dedication of our consultant executive team, trustees, advisers, volunteers, supporters and partner organisations and I remain deeply grateful to them all for their continued support of our vital mission. I would particularly like to thank our Patron Dominic Grieve KC, Lord Sandhurst, Sir Bruce Keogh and Professor Hargrave, together with our outgoing Chair Hugh Stewart, and Baker McKenzie, for their unwavering commitment over these transformational past years.

While much remains to be done, we are seeing genuine progress in the national conversation around survivorship and recovery after childhood brain tumours. We are committed to building on this momentum and working with partners across the UK to help 'complete the cure' and to ensure that every child and young person has the opportunity not just to survive, but to thrive and build the brighter future they deserve.



Structure and Governance

During 2025, Success Charity introduced a new governance structure to support the charity's continued growth and increasing impact. The framework brings together trustees, specialist committees, advisory groups, survivors and parents, ensuring that strategic decisions are informed by professional expertise, lived experience and high standards of governance.

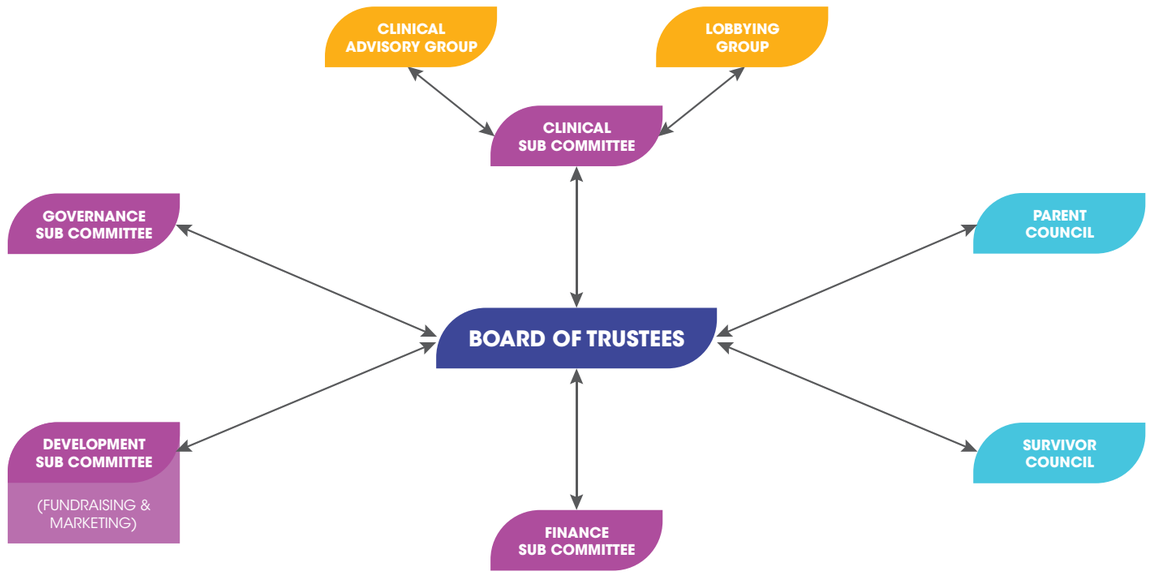
Our charitable objects are to enable brighter futures for survivors of childhood brain tumours through rehabilitative support, information, resources, key assessments, peer support, networking, research and advocacy to improve life after treatment.

The Board of Trustees provides strategic leadership, oversees organisational performance, manages risk and ensures compliance with charity law. Trustees are recruited through professional networks and open advertisement to achieve an appropriate balance of skills, experience and lived experience, and are appointed in accordance with the charity's governing document. All new trustees receive a structured induction covering the charity's objects, governance, finances, safeguarding, legal responsibilities and strategic priorities, together with ongoing training and development.

Specialist Committees and Advisory Groups support the Board across finance, fundraising, engagement, clinical services and governance.

Lived experience is central to our governance. Through our Parent Council and Survivor Council, survivors and families help shape the charity's priorities, while our Clinical Advisory Group and Clinical Committee ensure that services, information and advocacy are informed by current clinical evidence and multidisciplinary expertise.

Together, this framework combines strategic leadership, financial stewardship, clinical excellence and lived experience, enabling Success Charity to remain accountable, innovative and sustainable while improving outcomes for children, young people and families affected by childhood brain tumours.



Our Community Voice

Why Success Exists

For most children diagnosed with a brain tumour, the end of treatment is not the end of the story. For them - and for their families - it is often the beginning of a very different kind of challenge.

Many young people live with the long-term effects of their tumour or treatment: fatigue, memory and learning difficulties, hormonal conditions, anxiety, reduced confidence, physical disabilities and other complex health needs. Some struggle to return to education or gain employment. Others find it difficult to build friendships, achieve independence or imagine the future they once expected.



Yet we have seen something remarkable happen when survivors and families meet others who share similar experiences.

They stop feeling alone.

They find friendship, understanding, confidence and hope.

That belief lies at the heart of Success Life After Cure.

We are building a community where survivor families can connect and realise that a brighter future is possible. Through our friendship and support groups, peer mentoring, conferences, roadshows, information resources, campaigns and survivor-led activities, we are helping to create something that our community has searched for, for years:

A community that understands that a cure is not enough.

A community where people can speak openly about life after a childhood brain tumour.

A community where lived experience is valued, connections are made, and laughter returns.

And a community that is helping shape a better future for every child and young person who follows.



"Listening to other brain tumour survivors' stories helps me know I am not the only one going through it."

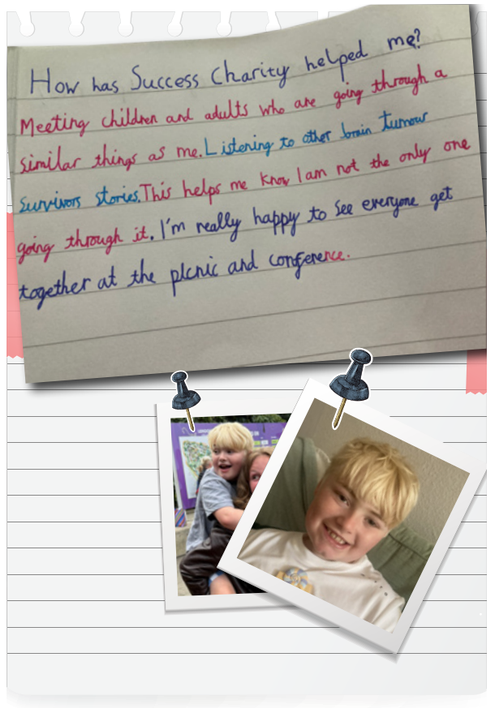
"I am so happy I found you all. For years I thought I was the only one. I felt all alone… Then one day I found Success."

"[the charity is] an absolute lifeline."

"Since her treatment she has been very quiet, and we are not used to laughter coming from her room. It is so lovely to hear laughter coming from her room during the Friendship Group."

"If I try to explain what I am going through with friends, they roll their eyes and say, 'there she goes again,' but we have all been through this, and so we know, we understand, we care, and we support each other."

"I have achieved so much this past year! As a brain tumour survivor myself, I understand that being 'cured' is not the end of the journey. My family and I require support for the rest of our lives and the support provided by Success ensures that we do not feel isolated. It has taken me over 35 years to find other people who understand 100% how I feel."



Developed by our community to give to coworkers during induction/introduction to employment/volunteering

Challenges I can face:	Adjustment you can help with:
I am sensitive to high-pressure situations	Allow me to take a short 4–5 minute break to reset and return refreshed. I will communicate clearly with the team before stepping aside.
Processing large amounts of information at once **Big groups can overwhelm me**	I prefer information given in smaller chunks and articulated steps. I am more comfortable in small groups or one-to-one situations, where I can connect deeply and engage fully.
Remembering instructions during busy times	I may use a notebook to jot down tasks and reminders throughout the day.
Occasionally not catching instructions fully **I wear a hearing aid in both ears**	I may ask politely for instructions to be repeated to ensure accuracy and I appreciate your patience. I can hear well, but when there is a loud background noise I can find it difficult to catch everything. I will let you know when that is the case and I may ask to go to a quieter place.

The Story of Success

2000

Success established as a charitable fund

Dr Helen Spoudeas established Success to support holistic recovery for childhood brain tumour survivors and their families.

2000–05

Early advocacy for better childhood brain tumour recovery care

Dr Spoudeas championed coordinated lifelong neurorehabilitation, endocrine care and recovery support through national NICE guidance.

2005–11

Development of specialist pituitary tumour expertise

Advanced specialist pathways for childhood pituitary tumours, integrating endocrine expertise, surgery, hormone management and multidisciplinary care.

2011

Launch of the national HPAT advisory group

Established the UK's national multidisciplinary advisory service for complex childhood pituitary tumours, supporting clinicians nationwide.

2012–23

National guideline development

Led development of nationally endorsed, world-first guidelines for rare childhood pituitary tumours through interdisciplinary collaboration.

2017

First Annual Survivorship Conference

Launched the UK's first survivor-led conference promoting lifelong recovery, rehabilitation and multidisciplinary care after childhood brain tumours.



2020

Foundation of Success Life After Cure charity

Founded Success to address lifelong recovery needs and champion a national Parallel Recovery Pathway beyond cancer treatment

2021–24

International publication and recognition

Published internationally recognised guidelines and research defining global standards for childhood pituitary tumour management and recovery.

2022

Launch of the BRAVEHEARTS programme

Created BraveHearts to reduce isolation through peer support, information, wellbeing activities and survivor-led community connections.

2023

Highlighting of unmet recovery needs

Evidence revealed major gaps in long-term recovery services, strengthening the case for improved neurorehabilitation and lifelong support.

2023–25

Wider policy engagement and influence

Influenced national policy, research and NHS planning through partnerships, consultations, evidence submissions and survivor advocacy.

2025

NHS Cancer Plan recognises brain injury and lifelong recovery needs

Launch of the Digital Therapy Programme

Introduced digitally enabled, therapist-supported neurorehabilitation to improve recovery, engagement and long-term quality of life.

The story continues...

A Growing Community

During 2025, our community came together to share experiences, support one another, and enjoy time together. Members visited ZSL London Zoo, enjoyed a picnic in Regent's Park, met for coffee, took part in art therapy, and strengthened friendships through our roadshows and community events.

These opportunities helped reduce isolation, foster meaningful connections, and build a stronger, more supportive Success community.



The Board of Trustees present their annual report, together with the accounts for the year ended 31st December 2025, which have been prepared in accordance with the statutory requirements of the charity's governing documents. The Board has adopted the provisions of the Statement of Recommended Practice (SORP) Accounting and Reporting by Charities (FRS 102) in preparing the annual report and financial statements of the charity.

Our Vision, Mission and Strategy

Every year in the UK, around 800 children and young people are diagnosed with a brain tumour. Better treatments mean 4 in 5 have survived long term in the last 20 years - but for the estimated 40,000 survivors and their families, surviving is just the beginning of another frightening journey.

Most live with lifelong physical, cognitive, emotional and social effects. Some live with chronic life-threatening problems. All need a lifelong bespoke recovery pathway from diagnosis. Our research has indicated that recovery support is often fragmented or limited. This can lead to isolation and irretrievably lost opportunities during vital growing years. Tumour treatment should not be the only priority. Success Charity exists to change that.

1 **Our vision** is simple: to create brighter futures for childhood brain tumour survivors.

2 **Our mission** is that every child or young person diagnosed with a brain tumour starts treatment with a tailored multisystem recovery plan following a clear and coordinated recovery pathway, alongside and beyond their tumour care.

3 **Our strategic priorities** are shaped by the lived experiences of survivors and families:

We exist to:

- Amplify survivor voices: ensuring lived experience shapes awareness, services, policy and future recovery pathways through advocacy, patient participation in research, storytelling, conferences and survivor-led engagement.
- Alleviate isolation and suffering: building connection, confidence and hope through peer support, mentoring, social events and building survivor communities.
- Accelerate recovery innovation and reform: championing coordinated lifelong recovery care, innovative rehabilitation approaches, bespoke pituitary tumour care and improved NHS survivorship pathways.

Our ambition is simple...

...to create a future where survivors feel less alone, where recovery is a partner to cure with support expected from diagnosis onwards, and where every child and young person has the means to move from surviving to thriving.

2025 in Numbers

In this section of our annual report we are considering the work that we carried out in 2025, along with outcome and impact measurements.

Community Reach

38,912 Social Media Impressions	**2,348** Social Engagements	**231** Conference + Roadshow Attendees
1,100 Volunteer Hours Donated	**3,000** Newsletter Subscribers	**541** Social Media Subscribers

We celebrated over 2000 attendees to our conferences and roadshows to date.



Friendship Group

Reducing isolation through connection and peer support

Outputs

52
Friendship Group sessions delivered

495
hours of facilitated peer support delivered

SURVIVORS
Aged from 16 to mid-40s

Average attendance increased from 4 attendees in February to 8 attendees in May and 11 in December

21 survivors regularly engaged between February and July 2025

Outcomes for those who regularly engaged with the Group

100%
Reported reduced feelings of isolation

100%
Reported improved mental wellbeing

100%
Reported increased peer connection

80% reported improved confidence and coping strategies

50% accessed additional support or services following signposting

Impact

The Friendship Group has become a safe and trusted peer-support community where professionals can refer and survivors can:

- Share experiences openly
- Develop friendships
- Improve confidence, and reduce
- Long-term isolation

Community Voice

"For years I thought I was the only one."

"The group is an absolute lifeline for him."

"It is so lovely to hear laughter coming from her room."



BraveHearts Live!

Building confidence, self-advocacy, and understanding

Outputs

97
Hours of volunteer educational support

12
Online sessions delivered

27
Survivors engaged with BraveHearts Live! In 2025

Sessions Covered: Endocrine health, Employment, Bullying, Fatigue, Mental Health, and the writing of a survivor manual

Outcomes for those who regularly engaged with the Group

100%
Reported the sessions were relevant and helpful

69%
Contributed to survivor-led resources and guidance

100%
Reported increased peer connection

Impact

"BraveHearts Live!" has helped survivors:

- Access specialist knowledge
- Advocate more effectively for themselves
- Maintain education and employment
- Improve confidence in navigating adult medical services, independence and quality-of-life after treatment



WhatsApp Survivor and Parent Communities

Support when it is needed most

Outputs

27
Parents engaged in the parent WhatsApp group

1,300*
Support and information-sharing messages

26
Survivors engaged in the Survivor WhatsApp group

39 active participants in the survivor WhatsApp community

During a six-month audit from January – June 2025

Outcomes

The groups provide:

- Emotional reassurance
- Practical advice
- Rapid peer support
- Opportunities for survivorship research
- Increased connection between survivors and families

Impact

The groups increasingly function as:

- Trusted peer-support networks
- Informal recovery communities
- Safe spaces for emotional and practical support



Digital Therapy Programme - In Numbers

Delivering personalised neurorehabilitation

Outputs

9
Young people engaged in group 1

125
Hours of digital therapy delivered

12
Week neurorehabilitation programme

Individualised rehabilitation goals developed for every participant

Therapy focused on:

- Balance
- Coordination
- Exercise tolerance
- Concentration
- Memory
- Independence
- Confidence



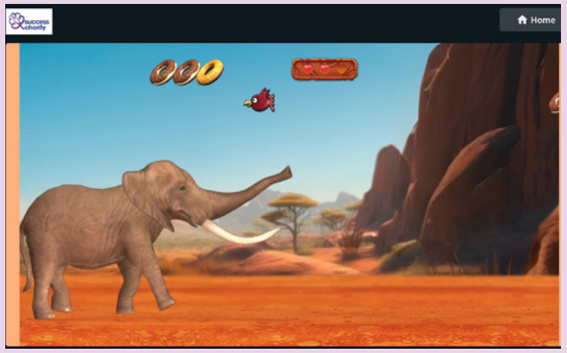
Outcomes

Participants demonstrated improvements in:

- Physical endurance
- Mobility
- Confidence
- Independence
- Motivation for self-directed rehabilitation

The majority of participants demonstrated:

- **4–7 point improvements** against rehabilitation outcome measures.



Impact

Early outcome measures demonstrated the value of

- home-based neurorehabilitation,
- flexible digital delivery,
- And specialist therapy support regardless of geography.



Digital Therapy Programme - Family Voice



"Since starting the programme, we've seen a massive improvement in what we can do together as a family. We're now able to go on longer walks, something that just wasn't possible before. She even managed to walk up the mountain near where we live and go sledging in the snow - things she hadn't been able to do since before her diagnosis. It's been lovely to see her enjoying these experiences again."

"Being able to do this at home made it so much easier – financially, practically, and emotionally. Accessing therapy like this gives children opportunities they simply wouldn't have otherwise."

"We'd had such a difficult time accessing support, so this programme felt like perfect timing. Being home-based, consistent, and delivered in a familiar environment made such a difference. It was an absolutely positive experience for our whole family."



"The therapist was a perfect fit. They really listened, understood, and treated him with respect. He connected with them immediately and genuinely looked forward to every session. We actually miss them in the house."



"The programme gave him real foundations for the future. He's more mindful of how he moves, knows how to help himself when he's sore, and we've built movement into everyday life. Anything positive like this is a huge win."

This wasn't just physical therapy – it helped mentally too. Having a focus, a goal, and someone who really listened helped make him happier. And when he's happier, he copes so much better."

"The therapist was really lovely and funny, and I liked working with them. I looked forward to the weekly sessions. I'd love to do another round if I could."

"I started on the easy level and gradually moved up with support. Now I can do things I couldn't do before, and that makes me really proud."

"The therapist was fun, kind, and had a great sense of humour. They were very patient and understanding, and that really helped me push myself.



Advocacy and Systems Change

Accelerating recovery pathway development

Outputs

3	53	Launch
Meetings with NHS England to January 2026	Respondents to Big Question Survivorship Survey	Of Success Connect National Collaboration

Stakeholder contribution to 2025 NICE guideline on paediatric chronic neurological conditions and acquired brain injury

An NHSE audit of pituitary tumour service specification across neuroncology centres in England and Wales

Contributed evidence to Children and Young People's Cancer Coalition submission

Commissioned evidence of gaps in neurorehabilitation submitted to DHSC

NHSE collaboration and presentation at 8th annual Success conference,

Success submission to consultation on new NHS 10 year Cancer Plan

Success invited submission to DHSC Children's Cancer Task Force

Debates secured in DHSC children's cancer task force

Outcomes

The charity helped:

- Strengthen the evidence base for novel approaches to rehabilitation
- Increase awareness of survivorship challenges
- Strengthen national partnerships
- Elevate survivor voice within policy discussions

Impact

In early 2026, the National Cancer Plan included a commitment closely aligned to the Success Recovery Pathway proposal:

'Every child or young person diagnosed with a Central Nervous System (CNS) tumour should receive a dedicated neurorehabilitation keyworker from diagnosis'

This represents a major milestone in recognising recovery and rehabilitation of the underlying brain injury as essential parts of childhood brain tumour care.

Building the Evidence Base - Conferences and Roadshows

Bringing together survivors, families, and professionals

Outputs

201	30	120
People attended our 2025 conference and roadshow	People attended Success Connect meetings	Hours of accredited CPD learning delivered

Families travelled from across England and Wales

29 professionals led conference sessions

21 of our survivor community shared their lived experience

Attendees included: survivors, parents, siblings, oncology and survivorship clinicians, therapists, researchers,and NHS leaders.

Outcomes

- **100%** of roadshow and conference respondents said they would attend another Success event
- **78%** reported improved understanding of recovery support
- **74%** reported increased hope and inspiration
- **87%** reported greater awareness of survivorship challenges

Impact

Key Evidence Gathered During 2025

- Survivor connection
- Peer support
- Professional collaboration
- National conversations around rehabilitation and survivorship.



Building the Evidence Base - Conferences and Roadshows

Key Evidence Gathered During 2025

Quantitative and qualitative outcome tracking introduced across programmes

New programme outcome monitoring frameworks developed

Survivorship Survey responses from 53 survivors and families

GAP Analysis findings presented and disseminated

Supporter Survey launched

Key Themes Identified

- Survivors feel unprepared for life after treatment
- Isolation, adult transition services and mental health challenges remain significant
- Access to rehabilitation remains scarce and inconsistent
- Peer support is highly valued
- Families strongly support the development of a National Recovery Pathway

Looking Ahead

2025 has laid important foundations for:

- Improved outcome measurement
- Impact reporting
- Benchmarking
- Stronger evidence-led advocacy

The charity will continue developing measurable impact frameworks throughout 2026 and beyond to ensure survivor voice, lived experience, and evidence remain central to the future development of services and advocacy work.



Capturing the Voices of Success

Some moments cannot be measured in reports, presentations or photographs. They are found in conversations over coffee, quiet reflections between sessions, laughter shared with new friends, and the courage shown when people speak honestly about their lives.

At our Successful Experiences Conference, we were privileged to welcome community poet Sally Duffin, who spent the day listening, observing and sharing in the conversations taking place around her. Rather than conducting formal interviews, Sally captured the courage, resilience, humour and hope that flowed through every corner of the conference.

The poems that follow are not transcripts of individual stories, but creative reflections inspired by the voices of survivors, siblings and families. Together, they distil shared experiences into words that express what life after a childhood brain tumour can feel like. They remind us that recovery is not simply about surviving treatment, but about rebuilding identity, rediscovering possibility and finding joy in ordinary life.

As you read these poems, we invite you to pause for a moment and listen to the voices of our community. They speak of challenge, courage and determination, but above all they remind us that a brain tumour is only one chapter in a person's story, never the whole book. They celebrate the lives that continue to be written beyond diagnosis, and the extraordinary strength found in ordinary moments.

Remarkable

Doctors tell me I'm remarkable.
A fighter who beat the tumour
not just surviving but thriving
when the odds were stacked against me.
They see the tests, the treatments,
what my young body endured
and say yes, you are indeed remarkable.

I'm happy to tell you
my life now is remarkably
unremarkable.

There's chaos and joy
in the everyday magic
of night feeds, nappies,
gas bills, play dates
movie nights with my wife.

It's humdrum, monotonous
the weeks slide by
and normality is bliss because
my life now is remarkably
unremarkable.

Storybook

Thirty-five years since
my tumour was cured.

It took over my childhood
but I remember how it felt
to escape
into the warmth of a book.

Magical tales set
my imagination alight
held me tight, kept me strong,
when real life ground me down.

Now, I tend this flame.
I build worlds with words
and pictures, create storybooks
for children to escape into.

I'm writing my story
for me and for them.
Soon I will hold the book in my hands
and say yes —
I did it.

Adapting

It's easy for the chameleon
to change colour, switch
from green to grey to brown,
adapt to wherever it goes.
It's easy for the octopus to merge
with a reef - who knows where
the rocks end and the octopus begins.

It's not that easy
for me to blend in.
Life after cure is so different
from before. Learning how
to support myself, finding
new ways to do everyday tasks
I once took for granted.

But I'm doing it.
I'm adapting
at my own special pace.
I've learned to be right-handed
instead of left. Taught myself
to put on eyeliner
without making a mess.
I'm drawing, singing,
volunteering,
uncovering the positives
the possibilities, adapting
and shaping my own success.

Oak Tree

An oak tree doesn't grow in a day.
A tiny shoot pushes its way
through firm layers of rocky earth.

A greenstick sapling
learns to fight for light
in a crowded canopy.

Time gifts the oak strength
to stand taller, tougher, able to weather
whatever whips through the wild woods.

When my life feels overwhelming
I remind myself the tiny oak
doesn't grow in a day.

I remind myself I've pushed through
rocks, reached for the light
and let the effort shape me.

Time has gifted me strength.
I stand taller, tougher, able to weather
whatever whips through the wild woods.

Listening and Learning

Supporter Survey 2025

During 2025, Success Charity carried out its first formal Supporter Survey to gain a deeper understanding of its supporter, donor, professional and beneficiary base — including what matters most, what they value about the charity's work, and how they feel Success stewards the donations and support it receives.

This felt important feedback to gather, on the experiences and expectations of the community we serve, in order to always shape our future direction in line with the supporter and lived experience voice.

It will also provide the benchmark against which future annual surveys can be measured, helping the charity track growth, supporter engagement, communication quality, and areas for future development.







What We Learned

The survey reinforced the strong alignment supporters feel with the charity's mission and strategic aims. The areas of work most frequently identified as important included:

- Lobbying for a parallel Success recovery pathway, alongside and beyond cure,
- Connecting survivors with professionals delivering recovery interventions, across the life-span
- Peer to peer support and friendship opportunities,
- Supporting all survivors, at any stage of their journey, to regain and live their best lives.

Many supporters highlighted that they were motivated to support Success because:

- They believed strongly in the cause,
- They had personal or lived experience of childhood brain tumours,
- They wanted future survivors to receive better support,
- They believed in the importance of campaigning for long-term recovery services.

Overall satisfaction levels were very positive, with many respondents describing themselves as either "Satisfied" or "Very satisfied" with their involvement with Success.

Themes Emerging from the Survey

The Importance of Survivor Connection

Supporters repeatedly highlighted the importance of meeting and connecting with others who truly understand the long-term impact of a childhood brain tumour.

One supporter shared:

"Meeting other people who UNDERSTAND 100% what it's like to be struggling with the side effects."

Another wrote:

"Connecting with other survivors."

Support for Recovery Pathways and Lobbying

There was strong support for the charity's lobbying and advocacy work around rehabilitation and recovery services. Many respondents identified campaigning for a recovery pathway as one of the most important aspects of Success' work.

Communication and Stewardship

Supporters valued regular updates and communications from the charity and expressed appreciation for understanding how donations were being used to support survivors and families. The feedback also highlighted opportunities to:

- Improve marketing reach
- Increase public awareness
- Share more survivor stories
- Demonstrate tangible outcomes and achievements more clearly

70% of respondents said they felt the charity uses donated funds wisely and the importance of communicating both impact and long-term vision.

Community and Hope

Many respondents described the charity as providing hope, encouragement, understanding, and a sense of belonging.

Comments included:

"The mission is outstanding."
"Engaging with our survivor community."
"It was educational and inspirational."

Areas for Development

As with any first benchmarking exercise, the survey also provided constructive feedback and highlighted areas for future growth, which we have integrated into our future plans. Suggestions included:

- Expanding regional engagement opportunities,
- Increasing awareness nationally,
- Developing regional fundraising groups,
- Strengthening website and communication design,
- Continuing to grow online survivor engagement.

Importantly, supporters also expressed a desire to remain involved in shaping the future direction of the charity through future surveys, focus groups, and consultation activity.

Looking Ahead

The Supporter Survey provided Success with a foundation for engagement, evaluation, and strategic development which has been integrated into future plans. The charity intends to repeat the survey annually.

2025 Achievements and Performance

Overview

1. Amplify survivor voices

Throughout 2025, lived experience input influenced our priorities, programmes, advocacy, and future direction of recovery support.

Key achievements included:

- Delivering our 8th national London conference and 3rd regional (Nottingham) roadshow alongside two hybrid satellite Success Connect meetings, thereby reaching a new and growing number of beneficiaries and professionals
- Submitting independent evidence to the DHSC Children's Cancer Task Force and the National Cancer Plan alongside
- Achieving 3 meetings with NHS England children's cancer commissioners and their commitment to surveying children's pituitary tumour and recovery services
- Reaching new communities and growing the survivor voice through a dedicated BraveHearts youthworker
- Developing the national Big Question initiative, supporter and community surveys to understand beneficiary priorities, gather feedback and shape future services
- Growing our external collaborations and communications to raise awareness of the unmet need.

2. Alleviate social isolation and suffering

Enhancing life-changing community networks and reducing the chronic, secondary health burden to improve independence and quality of life, remained a central focus.

- **Sustained growth in the BraveHearts Programme, including**
  - Weekly delivery of the Friendship Group
  - New monthly, survivor-themed and professionally-led, BraveHearts Live! question time,
  - A revised in-house peer to peer programme
  - New subeditors for the BraveHearts Magazine
- Funding for travel expenses to ensure access for all to conferences and events
- The launch of a new autumn community event at London Zoo
- Expansion of the annual Success Day picnic alongside other informal get-togethers
- Funding secured for a mental health first aider training for members of our community, (requested by survivors for survivors)
- **Expanded the Success Helpline to provide 27 individuals with professional support related to:**
  - Health and wellbeing
  - Educational support
  - Personal Assistants
  - Access to funding
  - Job applications
  - Employment support.

Accelerate Recovery Innovation And Reform

Feedback also showed:

Alongside direct support and advocacy at NHSE, DHSC, and amongst professionals at conferences, Success persisted in gaining endorsement of its vision for a specific, parallel interdisciplinary brain tumour recovery pathway from diagnosis and across the life-span; one necessarily different to, and separate from, the general late effects follow-up pathway for other childhood cancer survivors who do not experience de facto brain injury.

Key achievements included:

- Commissioning, co-designing and providing evidence to the DHSC Children's Cancer Task Force. This involved providing research findings for the continuing 20-year gap in neurorehabilitation services, in partnership with Great Ormond Street Hospital and the North Thames Paediatric Cancer Network. This evidence was instrumental in the National Cancer Plan's welcome specification of a neurorehabilitation keyworker to co-ordinate a multiprofessional recovery plan from diagnosis and across the lifespan.
- Working with academics, clinicians, nurses, allied therapists, psychologists and educationalists supporting survivors at 10 of the 16 national paediatric neuro-oncology centres, to create Success Connect, develop and endorse the Success Recovery Pathway and improve early paediatric, and later adult, rehabilitation services.
- Secure grant and major donor funding to launch the Innovative Digital Therapy Programme for neurorehabilitation - first piloted at Great Ormond Street in 2019 - and treat the first 50 children across the UK.
- Strengthening partnerships with clinicians, researchers, and healthcare professionals.
- Supporting conversations around long-term survivorship, rehabilitation, and service reform within the NHS.



Key Achievements and Performance

Our 2025 conference

Amplifying survivor voice and accelerating conversations around recovery.

On 15th March 2025, Success Charity hosted its 8th Annual Conference, Successful Experiences, at 1 Wimpole Street, London. The event brought together survivors, families, clinicians, therapists, researchers, parliamentarians, and supporters to explore the long-term impact of childhood brain tumours and the urgent need for meaningful recovery pathways.

The conference programme combined debate, survivor voice, clinical and NHSE commissioning expertise, neurorehabilitation, mental health, education, endocrinology, and peer support as well as a breakout craft area. Sessions included rehabilitation, mental health support, employment and education outcomes, hypothalamic and endocrine health, and discussions around future NHS recovery services and a bespoke pituitary tumour service aligned to that in adults.

Conference Overview

125
Individuals registered

4
New survivor families attended

2
New referrals were generated at the event

The first Success Connect Hybrid Meeting brought together patients from Manchester, Birmingham, Liverpool, Cambridge, Great Ormond Street London, the Royal Marsden Surrey and Nottingham paediatric neuro-oncology centres.

Attendees included:

40%
Survivors

35%
Parents, family members, and friends

20%
Professionals

The conference directly supported all three of Success' strategic aims:

Amplifying Survivor Voice
Survivors and families talked directly with different professionals and decision makers, who welcomed the opportunity to align recovery conversations with real-world experience.

Alleviating Isolation
Survivors, siblings, parents, and carers built new friendships and reconnected with each other building a community that truly understands the unmet need and long-term impact of a childhood brain tumour.

Accelerating Recovery Services and Reform
The conference was accredited for professional CPD and supported discussions around neurorehabilitation, peer mentoring, digital therapy, NHS reform, and the development of parallel recovery pathways. The launch of the first hybrid Success Connect meeting helped strengthen national collaboration between oncology and recovery disciplines and families.

Financial Overview

£17,925
Total event expenditure

£7,330
Total income generated

£10,595
Net charitable support invested by Success

The conference represented a significant charitable investment in community connection, survivor voice, professional engagement, and long-term service development.

Community and Professional Feedback

"It was lovely to meet you both on Saturday… The talks were really interesting. It was great to support the brain tumour community and understand more about the issues that are important to them."
Deepti Patel, Bolt Burdon Kemp LLP

"So important that we, as professionals, hear the experience of families so that we can try to improve the care we give."
Kerry Grady, Occupational Therapist

"This is really important work and it's an honour to be involved."
Mr Kristian Aquilina, Neurosurgeon

"Was educational and inspirational as ever."
Rosie Burling, Survivor

The conference continues to play an important role in helping Success build momentum towards its vision that no child diagnosed with a brain tumour should embark on treatment without access to a meaningful recovery pathway and lifelong support.

Success Charity would like to thank the trustees of the William Arthur Rudd Memorial Trust for their generous travel grant, which enabled individuals and families to attend this and other events below.







Successful Pioneers Roadshow 2025

Bringing survivors, families, and professionals together to shape recovery across the UK

On 18th October 2025, Success Charity hosted its 3rd regional roadshow, Successful Pioneers, at the Jubilee Hotel & Conference Centre in Nottingham. The Saturday event brought together survivors, siblings, parents, surgeons, paediatric and adult clinicians, therapists, researchers, and supporters to meet socially, engage in facilitated craft activities, and explore recovery across adult transition, neurorehabilitation, mental health, endocrinology, neuropsychology, and the future of survivorship care.

Inspired by Isaac Newton's quote, "If I can see further, it is by standing on the shoulders of giants," the event celebrated best practice in neurorehabilitation, shared surgical and oncology experience, survivor voices, and collaborative learning in how to improve long-term outcomes for childhood brain tumour survivors.

Roadshow Overview

Families travelled from across England and Wales to attend, including London, Essex, Hull, Manchester, Sheffield, Cheshire, Leicestershire, Surrey, Derbyshire, Nottinghamshire, and North Wales. Some journeys exceeded 150 miles each way, demonstrating both the national reach of the Success community and the continuing unmet need for survivor-focused recovery support and peer connection.

76
Total attendees

150
Miles travelled (One way) by some families

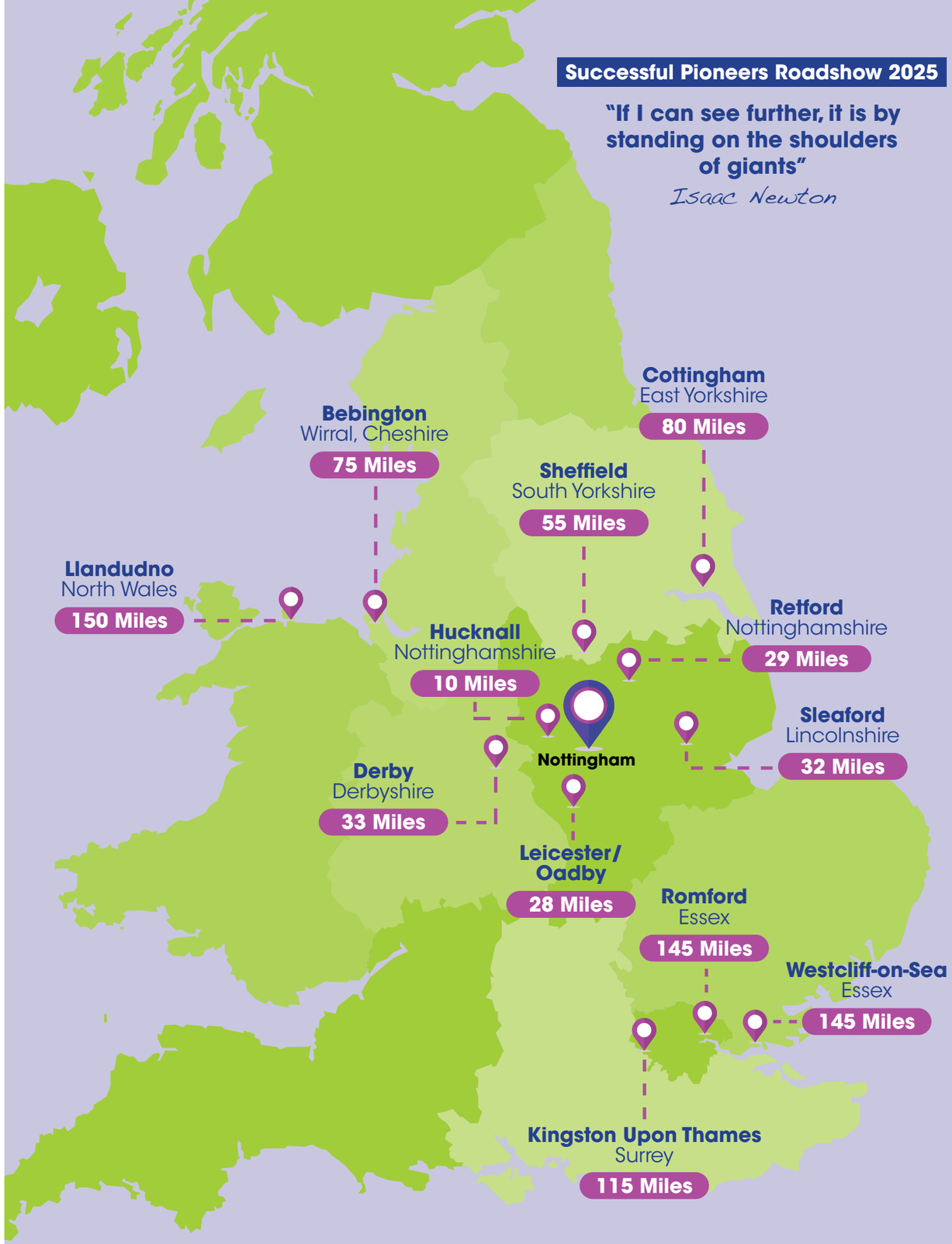
1500
Estimated miles travelled collectively

10
Regions represented

Where People Travelled From	Approx distance to Nottingham* (One Way)
West Bingford, Nottingham	4 Miles
Southwell, Nottinghamshire	17 Miles
London, Hampstead	130 Miles
Romford, Essex	140 Miles
Cottingham, East Yorkshire	80 Miles
Sleaford, Lincolnshire	32 Miles
Hucknall, Nottinghamshire	10 Miles
Retford, Nottinghamshire	29 Miles
Llandudno, North Wales	150 Miles
Westcliff-on-Sea, Essex	145 Miles
Oadby, Leicestershire	48 Miles
Leicester, Leicestershire	25 Miles
Sheffield, South Yorkshire	55 Miles
Derby, Derbyshire	33 Miles
Nottingham	4 Miles
Bebington, Wirral, Cheshire	75 Miles
Kingston Upon Thames, Surrey	115 Miles

Successful Pioneers Roadshow 2025

"If I can see further, it is by standing on the shoulders of giants"
Isaac Newton



Different journey. Shared purpose. Stronger together

Programme Highlights

The programme combined survivor voice, professional expertise, and practical support.

Sessions explored:

- Neurorehabilitation and endocrine oncology
- Mental health and neuropsychology
- Education and employment support
- Access to EHCPs and legal rights
- Recovery pathways and NHS reform
- The experiences of survivors transitioning into adulthood

The day also included:

- Interactive question and answer sessions,
- Networking opportunities with experts and survivors,
- Arts and creative activities,
- Information about Success programmes including Digital Therapy, Peer Mentoring, Friendship Group, BraveHearts Magazine and BraveHearts Live!

The roadshow directly supported all three of Success' strategic aims:



Amplifying Survivor Voice

New survivors and families shared their lived experiences openly throughout the day, with moving oral testimonies that surprised professionals and helped them understand the unanticipated secondary consequences of a tumour and its treatment. Interactive Q&A sessions involving survivors were highlighted as one of the most valuable parts of the event.



Alleviating Isolation and Suffering

Families consistently described the value of meeting others with shared experiences. Many attendees spoke about the importance of connection, learning, empowerment, understanding, and peer support.



Accelerating Innovative NHS Services and Reform

The event supported conversations around commissioning neurorehabilitation, neuropsychology, mental health, endocrine care, and future NHS recovery pathways co-ordinated by keyworkers. The Second hybrid Success Connect meeting was held the evening before the Roadshow. There was agreement to collaboratively evaluate the Success Recovery Pathway for commissioning and improving access to neuropsychology and recovery-focused services.

Evaluation Feedback:

100% of respondents said they would attend a future Success Charity Conference.

Feedback also showed:

87%
Reported greater visibility of issues facing survivors

74%
Said the event gave them inspiration and hope for the future

78%
Said Success should continue advocating for a recovery pathway

78% gained a better understanding of key challenges and how to access support

Community Voice

"I wish that the day was longer."

"I came to tell my story, to hear about other people's experiences, and to meet new people."

"I enjoyed hearing about other people's experiences with cancer, and of course the cake!"

"I enjoyed hearing how Success can support individuals who had gone through treatment."

"Hearing from guest speakers about how to address things that I struggle with, e.g. fatigue."

"We enjoyed the arts and crafts."

"The best thing about the day was listening to people who have been through the same thing. And to get tips and hints to help me move forwards."

"It has been amazing, right to the end."

The Successful Pioneers Roadshow was a powerful example of how lived experience and community connection can impact on professional services, and how together this can transform the future of childhood brain tumour care.



GAP Analysis & Rehabilitation Service Evaluation

Building the evidence base for the Parallel Success Recovery Pathway

During 2023-4, Success Charity commissioned and co-designed an important service evaluation of neurorehabilitation aftercure services in partnership with Great Ormond Street Hospital and the North Thames Paediatric Cancer Network, with grant funding from The Ronson Foundation and a contribution from Dr Spoudeas. Findings from the work were shared publicly for the first time at the Success London Conference in 2025.

The purpose of the evaluation was to provide hard evidence to oncology professionals and children's cancer commissioners, of the gap in rehabilitation services against NICE standards specified 20 years earlier. The retrospective study of medical records and questionnaires sent to 101 families and the clinicians involved in their care, across two sequential 5-year periods, explored knowledge, understanding and accessibility of post-cure neurorehabilitation referral pathways.

Why This Work Matters

Over the past 50 years, 5-year survival rates for childhood brain tumours have almost doubled. While this represents a major success, recent data from the National Cancer Registry confirm high and unchanged 80% 5-year survival for the last 20 years, despite investment in new therapies, especially for inoperable, non-malignant optic pathway, and hypothalamo-pituitary tumours. These statistics mask the long-term price of surviving a childhood brain tumour in some 40,000 individuals today. The challenge is no longer simply survival — it is navigating recovery, rehabilitation, education, secondary health problems, independence, and quality of life.

This evaluation reflects Success' belief that:

"No neuro-oncology pathway is complete without a parallel recovery pathway."

Key Findings

The findings highlighted significant gaps in rehabilitation provision and recovery support.

Rehabilitation Access:

- Only 7% of children surveyed had accessed dedicated rehabilitation services
- Just 1 out of 45 parents reported their child had received cognitive rehabilitation
- 47% of parents said cognitive rehabilitation was something they wished their child had received
- Access to Occupational Therapy and Clinical Psychology was identified as particularly difficult

Service Gaps:

- Over half of parents reported that rehabilitation services for children with brain tumours were insufficient
- 46% of professionals said they were not confident signposting families to additional support services
- Only 24% of services reported having a specific pathway for children with brain tumours
- There was little improvement with time over two cohorts

Long-Term Recovery Needs



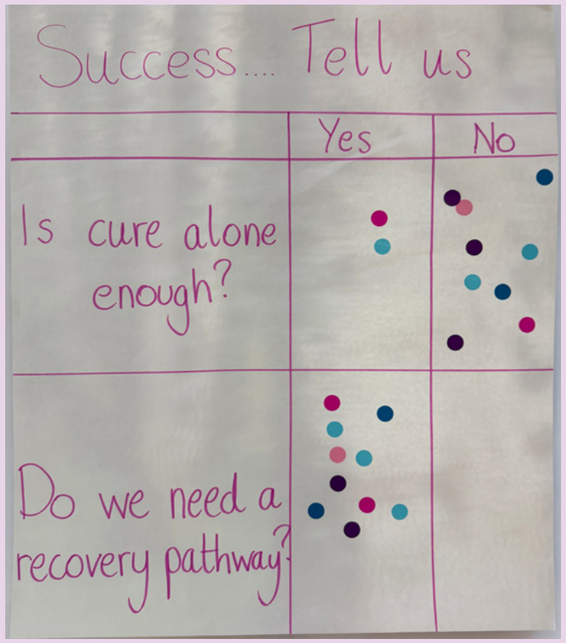
The evaluation also highlighted the importance of:

- Coordinated recovery pathways,
- Specialist neurorehabilitation,
- Cognitive rehabilitation,
- Improved education and support for professionals and families.

Impact

The GAP Analysis provided an important evidence base confirming to neuro-oncology professionals and commissioners, the long perceived, unmet need in recommended neurorehabilitation support following childhood brain tumour treatment. By combining clinical review, professional feedback, and family experience, the project clearly documented the challenges survivors face after treatment ends and the lack of service provision to support them.

The work has already contributed to:



- Discussions around rehabilitation and survivorship care, across the international neuro-oncology community
- Awareness of long-standing gaps in provision, out of line with the pace of cure
- Professional dissemination and engagement through Success' and international conferences and Success Connect
- The ongoing development of recovery focused services and advocacy work.
- Success' submissions to the DHSC Children's cancer task force and NHS Cancer Plan and the latter's recommendation for a future neurorehabilitation keyworker.

Parent Voice

"The services are not joined up and finite. This is a lifelong condition and these children should be treated as such. The services are there but you have to fight and the waitlists are long unless you go private."

Lobbying and Gaining a National Voice

Ensuring survivorship and recovery are heard nationally

During 2025, Success Charity continued to strengthen its national voice. With the guidance of our patron Dominic Grieve KC, and Lord Sandhurst, we were able to build on our previous discussions in the House of Commons and the brain tumour APPG. We contributed to the children's cancer coalition call for a better focus on post-cure survival, adult transition and long term follow-up, highlighting the key role of holistic endocrine services for all childhood cancer survivors, and argued the specific need for tailored brain injury recovery pathways for those with brain tumours -with specialists in neurorehabilitation, endocrinology and mental health/neuropsychology - co-ordinated by a keyworker from diagnosis, if the secondary health burden was to be avoided.

During the year, Success met with children's cancer commissioners at NHS England as advised by Sir Bruce Keogh, the outgoing medical director of NHS England. Discussions were around the absence of neurorehabilitation generally, and focused on the inequity and inaccessibility of complex specialist surgery and expert endocrine diagnostic and peri-operative care, for the small number of children diagnosed with pituitary tumours, as compared to adults. Success presented the lived experience of families who had approached the charity after failed initial surgical approaches or unacceptably long waiting times for diagnostic tests and/or age-appropriate specialist surgery, and highlighted the discrepancies between service specifications for these tumours in adults and the newly endorsed, national children's oncology pituitary tumour guidelines.

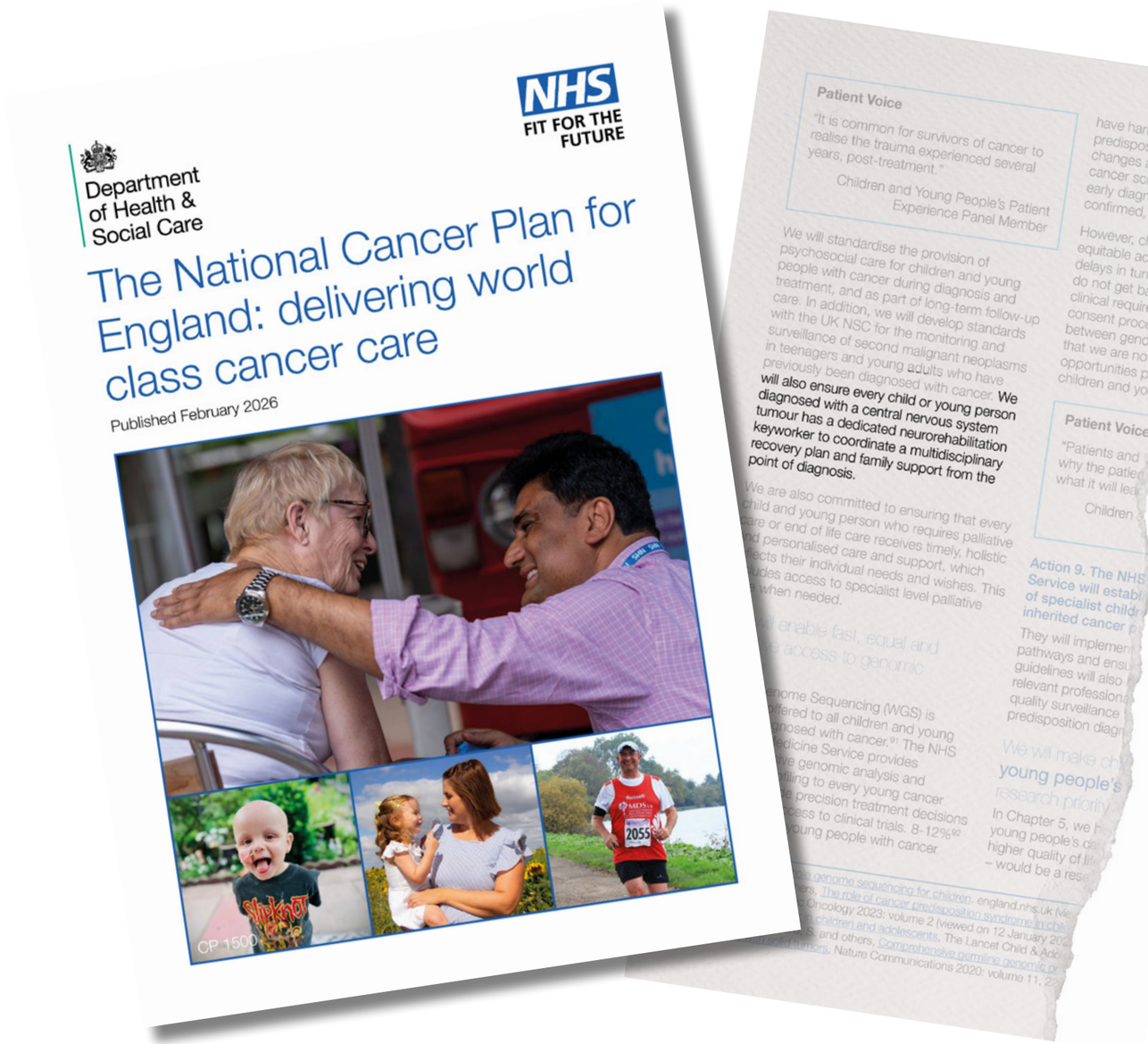
Importantly, the charity's voice was heard. A national review of service specifications was initiated and discussions with NHS England remain ongoing. Success Charity was also invited to contribute lived experience and professional insight to consultation discussions relating to the future NHS National Cancer Plan.

In early 2026, the National Cancer Plan for England was published and included a major commitment closely aligned with the proposal for which Success Charity advocated:



For Success, this represented an important, and very welcome milestone. At last, it reflected a national recognition of the accompanying brain injury in developing children and young people with tumours of the brain, and that timely ongoing recovery, endocrine replacement, neurorehabilitation and long-term support must form a lifelong part of that specific cancer pathway.

This work reflects Success' growing role as both a support charity and an advocate for transformational service change — ensuring that survivor voice, rehabilitation, and long-term recovery are recognised as essential parts of childhood brain tumour care.



Funded Studies and Research

Ensuring survivorship and recovery are heard nationally

During 2025, Success Charity continued to support intervention research and evidence gathering, aimed at the practical, long-term recovery needs of childhood brain tumour survivors.

The charity funded the Patient and Public Involvement (PPI) aspect of a prestigious £250,000 grant awarded by the National Institute for Health and Care Research (NIHR) Research for Patient Benefit (RfPB) - to chief investigator, Dr Charlotte Malcolm, neuropsychologist at Great Ormond Street Hospital and the Institute of Child Health - to develop specific educational tools for cognitive remediation and fatigue management in children with brain tumours.

Success also expanded on the regional findings of the North Thames GAP Analysis through its own national survivor questionnaire initiative, The Big Question. The project aimed to reach new survivors of childhood brain tumours across the UK to better understand their needs and lived experiences of life after "cure."

The study explored important questions including:

- what survivors and families believed the word "cure" meant at the beginning of treatment,
- how their understanding of recovery changed over time,
- what rehabilitation and recovery services they believed were available and were able to access,
- what support they felt was missing,
- What they would want government and healthcare leaders to understand about life after treatment.

The work also explored access to:

- Neuropsychology
- Mental health support
- Education support
- Physical rehabilitation
- Endocrine care
- Wider survivorship services

Importantly, the project was designed not only to gather information, but also to help identify and engage new survivors who may benefit from peer support and community connection. Survivors taking part were invited to join the wider Success community and help support others navigating similar experiences. The 50 responses gathered starkly showed that only 2 were aware of the 2005 NICE Children's cancer guidance provision for neurorehabilitation in those with brain and spinal tumours, whilst reinforcing themes of long term need for support in wellbeing, education, employment, independence and rehabilitation, as well as the loneliness that Success hears consistently throughout its work:

- many survivors and families feel unprepared for the long-term impact of treatment
- access to rehabilitation and specialist recovery services remains inconsistent
- and survivors value opportunities to connect with others who truly understand.

Delivering Change in Recovery Pathways- Innovation in Neurorehabilitation

Digital Therapy Programme

The most significant new project this year, was the Autumn launch of the 12-week Digital Therapy Programme by a part-time project manager. This programme committed to training certified paediatric UK therapists to provide weekly, online, supervised and tailored neurorehabilitation to the first 50 children recovering from brain tumours. The novel games-based platform was designed to facilitate access and adherence for daily, self-practice use, thereby extending improvements in physical, cognitive, and functional outcomes after brain injury. Success Charity is pioneering its use in children, after a successful pilot of 15 children in before COVID in 2019.

The first 9 patients were recruited after Ollie, aged 18, demonstrated the platform to donors at a September lunch hosted by Dr Spoudeas and Dominic Grieve, and spoke about his persisting right-sided weakness, walking and learning difficulties after a brain tumour in infancy. The initial outcomes we are gathering, across a range of individual rehabilitation goals, are encouraging and include:

- Balance and coordination
- Exercise tolerance
- Concentration and memory
- Dexterity
- Core strength
- Independence
- Motivation for self-directed rehabilitation

Many participants achieved substantial progress against their personalised goals over the 12-week programme. The majority of children demonstrated significant improvements against rehabilitation outcome measures, with families reporting increased confidence, motivation, endurance, and independence.

One parent shared:

"We're going for longer walks… she managed the mountain in the snow… she hasn't been able to do these things for so many years. So definitely a massive improvement."

The programme also demonstrated the value of combining therapist-led support with flexible home-based rehabilitation, helping survivors access specialist support regardless of geography.



Delivering Change Through Our Social Support Programme - BraveHearts

Supporting recovery, connection, and hope

Throughout 2025, the BraveHearts Psychosocial Programme continued to grow from 36 to a total membership of 58, providing practical support, community connection, education, and opportunities for survivors and families to share experiences and support one another.

The programme reflects Success' belief that recovery extends far beyond hospital treatment and into building a community - that survivors and their families benefit from access to long-term support, peer connection, and opportunities to rebuild confidence, access employment and support advice, achieve independence, and quality of life.

Friendship Group

This year the weekly Friendship Group hour consolidated its delivery and expanded its reach considerably. Between 6 and 14 young people over 15 years of age, regularly met with a facilitator, supporting each other and playing an important role in reducing isolation and building meaningful friendships.

For many survivors, the group provides a safe and welcoming space to connect socially, including through the 24/7 monitored Whats App group, to share experiences, identify themes for discussion, build confidence, and enjoy time together. The group also helped introduce new survivors to the wider Success community throughout the year.



Having forged strong connections, the group is now looking outwards, and is seeking to help all survivors of a childhood brain tumour through authoring a guide. 'The Survivor Manual' is being written by survivors for survivors, and will be published in late 2026.

The group are also engaged in fundraising for Success with over £3500 being raised through lucky dips, a Barbie Hospital, (refurbishing previously loved Barbies) and a quiz night.

BraveHearts Live!

BraveHearts Live! launched in 2025, provides a monthly regular online survivor led Q&A session of empowering, medically-led support and educational opportunities for survivors and families.



Sessions explored a range of topics previously requested including:

- Endocrine and hypothalamo-pituitary health
- Fatigue
- Mental health and cognition
- Working with a personal assistant
- Survivorship challenges.

The sessions gave survivors opportunities to hear directly from professionals and ask questions in an informal and supportive environment.





Peer Mentoring

A unique peer to peer programme

In consultation with our existing trained and qualified lived experience peer mentors, Success has reviewed its Peer Mentoring programme.

We are bringing our ASDAN-accredited training programme 'in-house' and tailoring it for, and with, our own community.

In 2026 Success will enlarge the programme, using our existing peer mentors to train others, and so provide a large team of lived experience Peer Mentors. This programme has also helped inform future thinking around survivor leadership, lived experience involvement, and community-based recovery support.

Our Communications

In this section of our annual report we are considering our communications and their effectiveness in raising awareness, building understanding and inspiring change.

External Communications

Raising awareness, building understanding, and inspiring change

During 2025, Success Charity continued to strengthen its external communications to raise awareness of the charity's mission, and the long-term health impact of a brain tumour during childhood. The focus was increased engagement with key stakeholders and audiences, including survivors, families, clinicians, researchers, NHS leaders, supporters, funders, policymakers, and the wider public.

Throughout the year, the charity used its conference, roadshow, social media, digital communications, campaigns, survivor stories, videos, newsletters, consultations, and community engagement activity to amplify survivor voice and increase awareness of the unmet need for lifelong recovery support.

The communications strategy was built around three clearly defined goals.

The first goal was to secure recognition that childhood brain tumours cause lifelong acquired brain injury, requiring recovery support from diagnosis throughout life—not only during cancer treatment. Throughout the year, Success championed the long-term physical, cognitive, emotional, endocrine, educational and psychological impact of survivorship. By keeping survivor voices at the heart of our work, we helped families, professionals and policymakers better understand that being "cured" of cancer does not mean recovery is complete.

The second goal was to build support for the Success Recovery Pathway. Through communications, advocacy and the launch of Success Connect, we strengthened engagement with healthcare professionals, neuro-oncology centres, NHS leaders, medical societies, researchers, charities, parliamentarians, funders and supporters. These relationships created new opportunities for collaboration, consultation and progress towards recovery-focused NHS services, including contributions to the National Cancer Plan.

The third goal was to strengthen Success's reputation as the UK's trusted voice on childhood brain tumour recovery. Throughout the year, we reinforced our position as a respected leader in survivor advocacy, interdisciplinary clinical expertise, evidence gathering and community engagement. By ensuring our communications remained compassionate, evidence-based and survivor-led, we deepened relationships with professionals, NHS stakeholders, researchers, families, funders and supporters.

The charity's growing national profile allowed contributions to wider conversations around children's cancer services, the evidence of need for bespoke reform in pituitary tumour care pathways, and in neurorehabilitation, neuroendocrinology, neuropsychiatry and neuropsychology for all those with brain tumours diagnosed before 25 years of age, from diagnosis and across the lifespan.

Throughout the year, external communications increasingly reflected the charity's wider vision: that no child or young person diagnosed with a brain tumour should embark on treatment without access to a meaningful recovery pathway and lifelong support.

During 2025, the Success delivery team undertook a significant project to collate, consolidate, clean, and reorganise the charity's supporter and community data. This work formed an important part of preparing the organisation for its next stage of growth and development. The charity has now successfully migrated to a new communications and supporter management platform, helping strengthen future engagement, communication, reporting, fundraising, and relationship management activity.

Already the work has improved communication with supporters and provided stronger foundations for future strategic growth. For the first time, newsletter subscriptions during the year exceeded 3,000, reflecting growing engagement with the charity and increasing awareness of its work.

The monthly Success newsletter has now become one of the charity's primary communication channels, helping keep survivors, families, professionals, supporters, and partners connected with:

- Survivor stories
- Programme updates
- Research and advocacy activity
- Fundraising campaigns
- Events
- Opportunities to engage with the wider Success community

This continued growth in engagement reflects the increasing reach of Success and the growing demand for information, connection, advocacy, and recovery-focused support for childhood brain tumour survivors and their families.





Social Media and Digital Engagement

Social media and digital engagement helped Success Charity raise awareness, strengthen community connection, and reach new audiences during 2025.

Accurately measuring the direct impact of social media activity remains challenging, as supporter journeys are often natural, non-linear, and spread across multiple platforms. For example, an individual may first encounter the charity through a Facebook post, later search for additional information through Google or AI-powered search tools, visit the charity website, and then subscribe to the newsletter or engage with the wider community.

As a result, engagement and growth are often driven through a combination of interconnected digital touchpoints rather than a single measurable interaction.



Throughout the year, the charity maintained an active presence across:

- Facebook
- LinkedIn
- Instagram
- Bluesky
- YouTube

The charity also continued transitioning away from X (formerly Twitter) as a primary platform.

Digital communications activity focused on:

- Amplifying survivor voice
- Sharing community stories
- Promoting events and programmes
- Supporting fundraising campaigns
- Increasing awareness of recovery and survivorship issues
- Encouraging supporters to engage with the wider Success community

During 2025, the charity saw significant growth across its key communication channels:

- Total social media audience increased to 541 followers and subscribers, a growth of 127%
- Total impressions reached 38,912, an increase of 1,311%
- Total engagement increased to 2,348 interactions, a growth of 1,497%



Facebook continued to provide strong community engagement, with:

2,082	419	111
Page and post engagements	Reactions	Posts published during the year

Instagram continued to expand reach and visibility, generating:

2,865	1,184	172
Post reach engagements	Impressions	Followers

LinkedIn continued to support engagement with professional audiences and stakeholders, with:

195	4,045	5.01%
Link clicks	Impressions	Engagement rate

The charity's YouTube content generated:

106	2,400	33
Hours of watch time	Views	Additional subscribers

The growth in newsletter subscriptions, conference attendance, supporter participation, and community enquiries throughout the year suggests increasing visibility and awareness of the charity's work across both professional and public audiences.

Future priorities for digital communications include:

- Strengthening storytelling across digital platforms,
- Improving search engine optimisation,
- Developing podcasting opportunities,
- Continuing to direct audiences towards survivor support services, community activities, and the wider Success mission.

Website Development

During 2025, Success Charity undertook a significant refresh and redevelopment of its website as part of the charity's wider communications and growth strategy. The updated website was designed to provide a clearer, more accessible, and more professional digital presence for survivors, families, professionals, supporters, and funders.

The refreshed website was designed to strengthen communication of Success's mission, vision, and strategic priorities. It aimed to:

- Increase understanding of the need for lifelong recovery support following childhood brain tumour treatment
- Amplify the voices and lived experiences of survivors and their families
- Improve access to information and educational resources, including the After Cure booklet, brain diagrams, research literature, and educational videos for families, clinicians, and other professionals
- Promote opportunities for survivors and families to participate in research and service development studies
- Highlight the charity's advocacy and policy work with Parliament, the Department of Health and Social Care (DHSC), and NHS England
- Showcase the impact of donor support and the difference it makes to the lives of survivors and families
- Raise awareness of the growing range of programmes, services, events, and support opportunities delivered by Success
- Act as a portal for donations and ticket sales to our events.

A key focus of the redevelopment was improving user experience and helping visitors more easily access information about:

- Recovery and survivorship
- BraveHearts
- Friendship Group
- Digital Therapy
- Information
- Resources for families
- Conferences, roadshows and events
- Fundraising
- Opportunities to engage with the wider Success community.

The redevelopment also helped strengthen the charity's storytelling, allowing survivor voice and lived experience to remain central to the website and wider communications strategy.

Alongside improving visual presentation and navigation, the work also laid important foundations for future growth in areas including:

- Digital fundraising
- Search engine optimisation
- Newsletter engagement
- Survivor stories
- Integration between the charity's communication platforms.

During 2025, the website received:

14,400
Page Views

5,300
Visitors

£38,334.94
In online donations and digital income generation

The website increasingly became an important central hub for the charity's communications activity, supporting awareness raising, fundraising, programme engagement, event promotion, and community connection.

The website as a fundamental part of our communication strategy will be further enhanced and developed in 2026, as the voice and reach of the charity continues to increase.







Fundraising

In this section of our Annual Report, we consider our fundraising initiatives and how they are strengthening the charity's financial sustainability to support long-term recovery.

The accounts for 2025 show a significant increase in funding. This reflects the continued development of a fundraising strategy focused on strengthening relationships, broadening income streams and building long-term sustainability.

Throughout the year, Success grew support from trusts, foundations, individual supporters, community fundraising and corporate giving. This increased income enabled the charity to expand programmes, strengthen survivor support, develop research and advocacy, and invest in future services.

A major highlight was Success Charity's participation in the Big Give Christmas Challenge, with the campaign theme Hope, Joy and Recovery. Running from 2 to 9 December 2025, the campaign aimed to raise £17,500 through a matched funding model designed to maximise the impact of public donations.

The campaign combined online fundraising with the generous support of a major donor, who pledged £5,000, alongside match funding from the Reed Foundation. Public donations unlocked £8,750 in matched funding, significantly increasing the impact of every gift. The campaign exceeded expectations, raising £18,263.75, including Gift Aid. The funds supported the continued development of the BraveHearts Programme and Success' advocacy to improve recovery pathways and long-term support for childhood brain tumour survivors.

Beyond its financial success, the campaign also raised awareness of the long-term challenges faced by childhood brain tumour survivors while celebrating the strength, resilience, hope and community of the Success family.

The charity was also grateful to receive financial support from a range of trusts, foundations and corporate sponsors during the year, including:

- Bolt Burdon Kemp
- Burnett Hodd & Tam Optometry
- Cromwell Hospital (BUPA)
- Elizabeth Casson Trust
- GPIM
- Lewis Wilkin LLP
- Netflix
- NovoNordisk Pharmaceuticals
- RSM UK
- The Belgravia Centre
- The Rusty Bike Cafe
- The Warwick Trust
- The LJC Fund Ltd
- The Le Marchant Trust
- The Lee-Bakirgian Family Trust
- The Souter Charitable Trust
- William Arthur Rudd Memorial Trust

The charity was also grateful to the people who made significant donations:

- Anthony Green
- Michaela Meyohas
- Mrs Northfield
- Nina Peddie
- Mark Scarsella
- Helen Spoudeas
- Nigel Thacker

The charity was also grateful to the people who fundraised significant sums:

- Laura Bailey
- Jane Hobson
- Fernando de Jesus
- Daisy Lilley
- Connie Marshall
- Ted Reece
- Stanzi Spoudeas-Rosenthal
- Jane & Callum Stewart
- Christina Williams

This support played an important role in enabling the charity to continue delivering community programmes, conferences, rehabilitation initiatives, survivor engagement projects, and advocacy work.

Throughout the year, many individual supporters and survivors took on personal fundraising challenges on behalf of Success, from a school walk, and an on-line auction to a piano recital and running the Madrid marathon which itself raised an amazing £8,000; participating in such challenge events not only generated our vital income this year, but also helped expand awareness of the charity and its mission.

A particularly significant fundraising achievement came through a parent's participation in the Royal Parks Half Marathon, which not only raised an outstanding £7,672.95 to support childhood brain tumour survivors and their families, but its impact was then tripled through a generous Netflix, employer contribution of a further £15,345.90 matched funding, bringing the total raised to £23,018.85*.

This remarkable contribution demonstrates not only the dedication of our supporters, but also the new importance of digital matched-funding campaigns and employer-supported giving in helping charities like Success expand their impact and reach more survivors and families. Our growing number of subscribers to the Easy FundRaising on-line shopping platform easyfundraising.org.uk which has provided free contributions to your named charity as you shop since 2022, is a reflection of this.

*Please note: the Netflix matched funding contribution will be included within the charity's 2026 annual accounts.

Alongside immediate fundraising activity, work also began during 2025 to develop the charity's donor circle with a September lunch at the Walbrook Club, London, gifted by our Founder and hosted with our patron Dominic Grieve, as well as a future legacy-giving programme. This represents an important step towards building faith in the sustainability of the charity and its long-term financial ability to continue to support an accruing number of survivors and families access the help, connection, and recovery-focused services they need as they change with age and time across future generations.

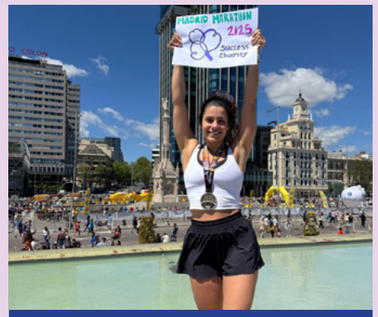
The charity remains incredibly grateful to every individual, organisation, fundraiser, volunteer, and supporter who contributed during the year. This invaluable support is helping Success grow and secure its mission to ensure a brighter future for every child and young person diagnosed with a brain tumour, through access to a meaningful recovery pathway from the very beginning of their tumour journey and across their lifespan.



Fernando de Jesus & Daisy Lilley



Henry Saunders



Christina Williams

Future Plans: Looking Ahead

2026 and Beyond

Success remains focused on improving life after childhood brain tumours by amplifying survivor voices, alleviating isolation and suffering, and accelerating improvements in recovery care and long-term outcomes.



To support these ambitions, we will continue to strengthen Success as an organisation by developing sustainable funding, expanding strategic partnerships, investing in our people and systems, and building the capacity needed to deliver lasting impact for the survivor community.

Together, these priorities will help us move closer to our vision of a future where every child and young person affected by a brain tumour has the opportunity not only to survive, but to thrive.

Gifts in Kind

During 2025, Success benefited from a significant level of pro bono and in-kind support, enabling the charity to deliver its programmes and services more effectively while conserving its financial resources.

The charity wishes to publicly acknowledge the substantial support received during the year. This support has not been recognised within the charity's financial statements. In accordance with FRS 102 and the Charities SORP, the value of general volunteer time is not recognised as income in the accounts.

However, the trustees believe it is important to acknowledge the exceptional contribution made by our volunteers and professional partners.

Following her retirement from the NHS, our founder, Dr Helen Spoudeas, contributed more than 1,000 hours of voluntary leadership, clinical expertise and strategic support. Baker McKenzie provided pro bono legal services relating to our Digital Therapy Programme. Waring Stewart Associates donated professional bookkeeping and programme support services. The speakers at our conferences and roadshows donated their time and expertise.

The trustees are extremely grateful for this support. Without these contributions, the charity would have incurred significant additional expenditure or would have been unable to undertake some of its activities. This disclosure helps demonstrate the full extent of the resources committed to supporting childhood brain tumour survivors and their families.



Our Accounts
Financial Review

Income

As the charity grows, we are pleased that the range of income sources is diversifying. Total income has grown from £114,975 in 2024 to £224,536 in 2025, representing an increase of 96%.

Income from donations, grants and legacies increased by 31% as the charity implemented its revised fundraising strategy. It is pleasing to be able to report that many of our community undertook challenges to raise money for us.

Income from charitable activities was reported as £0 in 2024 but increased to £72,328 in 2025. This significant change reflects both an increased focus on community fundraising, and improvements in bookkeeping practices. It also reflects the charity's participation in matched-funding campaigns for the first time, which significantly increased income generated through community fundraising activities.

As the charity grows further the trustees will continue to focus on the diversification of income sources in order to provide the charity with a sound financial footing.

Expenditure

Total expenditure during the year was £160,617, representing an increase of 13% compared with 2024. The composition of expenditure changed during 2025, reflecting both changes to the charity's governance arrangements and the development of its operational activities.

In January 2025, the charity transitioned from a salaried staffing model to a contractual delivery model. This restructuring was undertaken to provide access to specialist expertise and high-level support, enabling the voluntary Founder and Managing Trustee to focus on increasing income generation and strategic development. The change also reduced overhead costs and formed part of a wider programme to address the operating deficit carried forward from previous years while supporting the charity's continued growth and sustainability.

Balance sheet

The net assets of the charity increased to £166,995, up from £103,076 at the end of 2025. Assets are comprised of debtors of £48,000 and a healthy cash balance of £148,529 (up from £115,322 a year earlier.

Excess cash funds are invested in interest earning deposit accounts which adds a further source of income for the charity.

Creditor balances remained at a similar level to 2024.

Summary

Overall, the balance sheet of the charity is healthy and will provide a sound basis for the charity's planned activities in this coming year and into the future. The positive cash balances will ensure that the charity's ongoing planned activities can be expanded and fully funded. We expect that the charity will have a further year of positive and cash-generative growth.

Reserves Policy

The Trustees continue to believe a formulaic reserve policy is not commercially meaningful. The Board of Trustees fully monitors costs and revenues on a quarterly basis as part of its risk and control procedures. Current reserves cover at least six months of operational expenses, now that a reorganisation to reduce fixed costs has been effected. At this stage, the Trustees feel this is a reasonable commercial buffer to maintain and review it at each Board meeting.

Principal Risks and Uncertainties

The Trustees conduct a review of the major risks to which the charity is exposed using the Charity Commission framework and has a risk register updated at least annually by the Governance Committee and presented to the Board.

Investment Policy

The trustees seek to manage the charity's funds prudently, balancing security, liquidity and return. Funds not required for immediate operational purposes are held in interest-bearing deposit accounts with UK-regulated financial institutions. The primary objective is to preserve capital and maintain sufficient liquidity to support the charity's charitable activities, rather than to pursue investment growth.





Statement of Trustees' Responsibilities

The Trustees (who are also directors of Success Life After Cure Ltd for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including its income and expenditure, for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the Charities SORP (FRS 102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK 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 charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company 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 charitable company's website and financial information included on it. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as we're aware:

- There is no relevant information of which the Independent Examiner is unaware.

The Trustees Report (including the Operational Report) was approved and authorised for issue by the Trustees on 13th August 2026 and signed on their behalf by:

Hugh Stewart, Chair of Trustees



Independent Examiner's Report

I report to the trustees on my examination of the financial statements of Success Life After Cure Limited (the charity) for the year ended 31 December 2025.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law), you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the Companies Act 2006 and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

Independent examiner's statement

I have completed my examination. I confirm that no 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 the charity as required by section 386 of the Companies Act 2006.

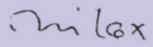
2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of section 396 of the Companies Act 2006 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination; or

4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention

Tom Wilcox
Counterculture Partnership LLP 23 St Leonards Road
Bexhill-on-Sea
East Sussex
TN40 1HH



07/09/2026

SUCCESS LIFE AFTER CURE LIMITED

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income from:							
Donations, grants and legacies	3	133,956	17,500	151,456	67,975	47,000	114,975
Charitable activities	4	72,328	-	72,328	-	-	-
Investments	5	752	-	752	-	-	-
Total income		207,036	17,500	224,536	67,975	47,000	114,975
Expenditure on:							
Raising funds	6	6,794	-	6,794	7,670	-	7,670
Charitable activities	7	118,271	35,552	153,823	90,979	43,183	134,162
Total expenditure		125,065	35,552	160,617	98,649	43,183	141,832
Net income/(expenditure)		81,971	(18,052)	63,919	(30,674)	3,817	(26,857)
Transfers between funds		-	-	-	(463)	463	-
Net movement in funds	8	81,971	(18,052)	63,919	(31,137)	4,280	(26,857)
Reconciliation of funds:							
Fund balances at 1 January 2025		71,759	31,317	103,076	102,896	27,037	129,933
Fund balances at 31 December 2025		153,730	13,265	166,995	71,759	31,317	103,076

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

SUCCESS LIFE AFTER CURE LIMITED

BALANCE SHEET

AS AT 31 DECEMBER 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Fixed assets					
Tangible assets	12		338		468
Current assets					
Debtors	13	48,000		16,750	
Cash at bank and in hand		148,529		115,322	
		196,529		132,072	
Creditors: amounts falling due within one year	14	(29,872)		(29,464)	
Net current assets			166,657		102,608
Total assets less current liabilities			166,995		103,076
The funds of the charity					
Restricted income funds	16		13,265		31,317
Unrestricted funds	17		153,730		71,759
			166,995		103,076

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2025.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on 13th August 2026

.....
Hugh Stewart
Director



1 Accounting policies

Charity information
Success Life After Cure Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is 280 Bishopsgate, London, EC2M 4AG

1.1 Basis of preparation
The financial statements have been prepared in accordance with the charity's Memorandum of Association, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a statement of cash flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern
At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds
Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income
Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1 Accounting policies (Continued)

1.5 Expenditure
Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets
Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computer equipment 33% on reducing balance basis

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets
At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents
Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments
The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets
Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

1 Accounting policies **(Continued)**

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations, grants and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations, grants and legacies	133,956	17,500	151,456	67,975	47,000	114,975
This comprises of:						
Donations	64,939	-	64,939	67,975	16,700	84,675
Legacies	325	-	325	-	-	-
Grants	68,692	17,500	86,192	-	30,300	30,300
	133,956	17,500	151,456	67,975	47,000	114,975

SUCCESS LIFE AFTER CURE LIMITED
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2025

3 Income from donations, grants and legacies **(Continued)**

4 Income from charitable activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Total		
Charitable income	72,328	-

5 Income from investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Interest receivable	752	-

6 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising and publicity		
Seeking donations, grants and legacies	6,794	7,670

7 Expenditure on charitable activities

	Total 2025 £	Total 2024 £
Direct costs		
Depreciation and impairment	130	180
Delivery costs	129,138	65,557
Other staff costs	1,742	1,891
Computer & Website expenses	9,032	12,220
Staff costs	10,219	51,327
	150,261	131,175
Share of support and governance costs		
Governance	3,562	2,987
	153,823	134,162
Analysis by fund		
Unrestricted funds	118,271	90,979
Restricted funds	35,552	43,183
	153,823	134,162

8 Net movement in funds

	2025 £	2024 £
The net movement in funds is stated after charging/(crediting):		
Depreciation of owned tangible fixed assets	130	180

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

10 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
	-	1

There were no employees whose annual remuneration was more than £60,000.

11 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

SUCCESS LIFE AFTER CURE LIMITED
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2025

12 Tangible fixed assets

	Computer equipment £
Cost	
At 1 January 2025	648
At 31 December 2025	648
Depreciation and impairment	
At 1 January 2025	180
Depreciation charged in the year	130
At 31 December 2025	310
Carrying amount	
At 31 December 2025	338
At 31 December 2024	468

13 Debtors

	2025 £	2024 £
Amounts falling due within one year:		
Trade debtors and accrued income	22,000	10,770
Other debtors	26,000	5,980
	48,000	16,750

14 Creditors: amounts falling due within one year

	Notes	2025 £	2024 £
Deferred income	15	-	20,004
Trade creditors and grants payable		28,622	8,210
Accruals		1,250	1,250
		29,872	29,464

15 Deferred income

	2025 £	2024 £
Other deferred income	-	20,004

Deferred income is included in the financial statements as follows:

15 Deferred income (Continued)

	2025	2024
	£	£
Deferred income is included within:		
Current liabilities	-	20,004
Movements in the year:		
Deferred income at 1 January 2025	20,004	-
Released from previous periods	(20,004)	-
Resources deferred in the year	-	20,004
Deferred income at 31 December 2025	-	20,004

16 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2025	Incoming resources	Resources expended	Transfers	At 31 December 2025
	£	£	£	£	£
ReAbility	31,317	7,500	(35,552)	-	3,265
Novo Nordisk	-	10,000	-	-	10,000
	31,317	17,500	(35,552)	-	13,265

Previous year:	At 1 January 2024	Incoming resources	Resources expended	Transfers	At 31 December 2024
	£	£	£	£	£
	-	-	-	-	-
Conference	-	12,000	(12,000)	-	-
Nurse Appeal/MDT	22,037	-	(22,500)	463	-
ReAbility	5,000	30,000	(3,683)	-	31,317
Carol Concert 2024	-	5,000	(5,000)	-	-
	27,037	47,000	(43,183)	463	31,317

16 Restricted funds (Continued)

Note to the restricted funds

SUCCESS received a £12,000 grant for patient benefit from Pfizer Global Shared Services Europe for the 2024 conference. ReAbility is an online rehabilitative tool that helps people with neurological damage get better; and enables them to lead better lives. The Charity was the beneficiary of a donation of £25,000 from Helen Spoudeas, restricted for the use of this project, and £5,000 received from The Albert Hunt Trust as a contribution towards this project, making up £30,000. £5,000 related to sponsorship of the Carol Concert from GPIM Ltd as contribution towards the choir, venue and production costs.

17 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2025	Incoming resources	Resources expended	Transfers	At 31 December 2025
	£	£	£	£	£
General funds	71,759	207,036	(125,065)	-	153,730

Previous year:	At 1 January 2024	Incoming resources	Resources expended	Transfers	At 31 December 2024
	£	£	£	£	£
General funds	102,896	67,975	(98,649)	(463)	71,759

18 Analysis of net assets between funds

	Unrestricted funds 2025	Restricted funds 2025	Total 2025
	£	£	£
At 31 December 2025:			
Tangible assets	338	-	338
Current assets/(liabilities)	153,392	13,265	166,657
	153,730	13,265	166,995

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2025

18 Analysis of net assets between funds **(Continued)**

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 31 December 2024:			
Tangible assets	468	-	468
Current assets/(liabilities)	71,291	31,317	102,608
	71,759	31,317	103,076

19 Related party transactions

During the year, the charity received £20,000 gift donation from Dr Helen Spoudeas who is Founder and Managing Trustee.

success charity
Brighter Futures for Childhood
Brain Tumour Survivors

www.successcharity.org.uk



Amplify, Alleviate and Accelerate with your Legacy

success charity

Brighter Futures for Childhood
Brain Tumour Survivors

