LARSEN'S PRIDE

IMPROVING THE LIVES OF CHILDREN WITH BRAIN TUMOURS

Progress and Promise

Our Impact Report for 2025 and Priorities for 2026



To our wonderful supporters, volunteers and partners,

Larsen's Pride exists to improve the lives of the youngest brain tumour patient. We provide courage and comfort directly to children with our Jellycat donations and resources bags and holiday boxes. We advocate for clearer communication and more supportive holistic care for children and their families—training healthcare professionals and developing digital resources to educate families on treatment pathways.

At our AGM (27 January 2026), we reflected on a year of steady delivery, practical support on wards, and resources that are already improving patient experience—while setting ambitious, achievable priorities for 2026.

2025 at a glance

• Closed the year with a **~£1,000 surplus** and **~£23,500 in reserves**, strengthening resilience for the year ahead.

• Delivered activity with **~£17k income** and **~£16k spend**, supported by an important **£5,000 Pfizer grant**.

• Evolving fundraising into **DIY Fundraising** to make supporter-led events easier, more flexible, and available all year and growing volunteer capacity to make the most of our **Grants Online** subscription.

• Practical information families can use right away: our **10-minute Proton Beam Therapy (PBT) video** is now linked in hospital appointment letters for all families attending **The Christie Proton Beam Centre**.

Stronger foundations—and a fundraising model built for supporters

In 2025, Larsen's Pride closed with a **surplus of around £1,000** and reserves of about **£23,500**. That strength gives us greater flexibility to keep showing up for families, invest in high-value resources, and grow our reach in 2026.

Our work was supported by **income of roughly £17k** and **spend of about £16k**, with an important contribution from a **£5,000 Pfizer grant** helping us deliver with confidence and momentum.

Fundraising is also evolving in an exciting, supporter-friendly direction. We're developing a **DIY Fundraising** programme designed to make supporter-led events easier to run, more flexible to plan, and available throughout the year—so anyone can take on a challenge in a way that fits their life and community.

London Marathon: momentum moving forward
We have **three runners** in the 2026 London Marathon with targets of **£2750 each.** One place will be carried forward to **2027** due to health reasons, preserving the fundraising momentum already built—keeping the story, the support, and the impact moving in the right direction. We have four additional places to recruit this year for **2027.**

Care that feels better: influencing practice and supporting families

In 2025, our advocacy for **mandatory paediatric training** helped open useful conversations across the sector, including engagement with the **Health and Care Professions Council (HCPC)**, the **Society and College of Radiographers (SCoR)**, and **Children's Cancer Mission**. Professional radiography supporters will take this to their **Annual Delegates Meeting** in May, on our behalf. Alongside this, university sessions (including regular bookings at **Sheffield Hallam** and **London City St George's**) are already helping shape practice and inspiring student volunteers—an encouraging sign of how quickly better communication can spread when people are equipped well.

On paediatric oncology wards, we focused on comfort, familiarity, and moments that families remember:

- **Jellycats** continued to bring reassurance and connection—often sparking stories that ripple outward into community fundraising. We delivered in excess of 300 in September.
- **Christmas support at QMC** included tailored gift boxes and food support—practical care delivered with warmth and personal attention (including a signed **Morgan Gibbs-White** shirt for a Nottingham Forest fan).
- **Christmas Eve storytelling** by **Mike Payton** on QMC's **E39** ward brought a shared moment of calm and joy at a time that can feel especially intense for families for the children who couldn't make it home for Christmas.

What families tell us matters
Small, personal gestures—comfort items, thoughtful gifts, and a story read aloud—can help a hospital day feel more human.

Practical resources today, scalable learning tomorrow

We continued to invest in clear, accessible digital media that families and children can return to when they need it most, all featured on our website and YouTube:

- **Proton Beam Therapy (PBT) video** — a 10-minute film shot at **The Christie**, now linked in hospital appointment letters to support families at the point of decision and preparation.
- **Paediatric oncology pharmacist video** — helping families understand who's who in the clinical team, and what support is available.
- **Next up in 2026** — a **proton therapy animation** (built from an existing storyboard) to make the journey even easier to revisit and share.

In 2026, our priorities are ambitious and practical:

- **GOSH partnership** — developing a scalable **e-learning module on paediatric communication** with **Great Ormond Street Hospital (GOSH)**, with national potential.
- **Platform & funding research** — exploring routes and partners to support sustainable delivery and reach of our training programmes.
- **Continue Jellycat orders** — keeping a simple, consistently meaningful comfort intervention available for families.
- **Regular trustee meetings** — maintaining strong oversight and steady momentum through the year.

Governance in 2026
Quorum was met, and officer roles continue: **Holly (Chair)**, **Jason (Treasurer)**, and **Lyndon (Secretary)** and all trustees were happy to continue in role into 2026/27. Q**uarterly meetings** will be scheduled for 2026.

Looking ahead

With stronger reserves, trusted resources in use, and a clear plan to grow supporter-led fundraising, and grant fundraising, Larsen's Pride enters 2026 ready to scale what works—while staying close to families through practical moments of care. Thank you to every supporter, fundraiser, volunteer, and partner helping us bring kinder, clearer paediatric cancer care within reach for more children and families in England and Wales.

LARSEN'S PRIDE

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2025

CHARITY NUMBER: 1197746

CONTENTS

Trustees' Annual Report	**2**
Statement of Receipts and Payments	**8**
Statement of Assets and Liabilities	**9**
Notes to the Accounts	**10**

Larsen's Pride

Trustees' Annual Report

For the Year ended 31 December 2025

1. Message from the Chair

Overview

As Chair of Larsen's Pride, I am pleased to reflect on a year of steady delivery. At our AGM on 27 January 2026, trustees reviewed a year of practical support on wards and resources that are already improving the experience of children with brain tumours and their families.

Financial position

We closed the year with a surplus of around £1,000 and reserves of about £23,500. Income was roughly £17,000 against spend of about £16,000, supported by an important £5,000 grant from Pfizer. This gives us a stronger foundation and greater flexibility to invest in high value resources in 2026.

Fundraising

We began evolving our fundraising into a DIY Fundraising programme, designed to make supporter-led events easier to run, more flexible and available throughout the year. We are also growing volunteer capacity so that we make the most of our Grants Online subscription. Three runners will take part in the 2026 London Marathon, each with a target of £2,750. One place has been carried forward to 2027 for health reasons, preserving the momentum already built, and we have four further places to recruit for 2027.

Influencing practice

Our advocacy for mandatory paediatric training opened useful conversations across the sector, including with the Health and Care Professions Council, the Society and College of Radiographers and Children's Cancer Mission. Professional radiography supporters will take this to their Annual Delegates Meeting in May on our behalf. University sessions, including regular bookings at Sheffield Hallam and London City St George's, are helping shape practice and inspire student volunteers.

Support on wards

Jellycats continued to bring reassurance and connection to children on paediatric oncology wards, and we delivered more than 300 in September. At Christmas, we provided tailored gift boxes and food support at QMC, including a signed Morgan Gibbs-White shirt for a Nottingham Forest fan. Mike Payton also read Christmas Eve stories on E39 ward for children who could not make it home.

Resources for families

We invested in clear, accessible digital media. Our 10-minute Proton Beam Therapy video, filmed at The Christie, is now linked in hospital appointment letters for all families attending the centre. Our paediatric oncology pharmacist video helps families understand who is who in the clinical team, and a proton therapy animation will follow in 2026.

Governance and looking ahead

Quorum was met and all trustees were happy to continue in role into 2026/27. Our priorities for 2026 include developing a scalable e-learning module on paediatric communication with Great Ormond Street Hospital. My thanks go to every supporter, fundraiser, volunteer and partner who made this work possible.

With gratitude,

Holly Roberts

Chair, Larsen's Pride

2. Summary of the Charity's Purposes as Set Out in Its Governing Document

Larsen's Pride is dedicated to improving the lives of children diagnosed with brain tumours by providing emotional and practical support, promoting awareness, and facilitating access to specialised care and treatment. Our charity is committed to offering comfort, care, and resources to help alleviate the challenges faced by these children and their families during such a challenging time.

Our purposes, as set out in our governing document, include:

- Supporting children with brain tumours through the provision of therapeutic toys and emotional support.
- Raising public awareness of the challenges faced by these children and their families.
- Supporting treatment centres with resources that can improve the quality of care provided to children undergoing treatment

3. Summary of Main Activities, Projects, and Events

In 2025, our advocacy for mandatory paediatric training helped open useful conversations across the sector, including engagement with the Health and Care Professions Council (HCPC), the Society and College of Radiographers (SCoR), and Children's Cancer Mission. Professional radiography supporters will take this to their Annual Delegates Meeting in May, on our behalf. Alongside this, university sessions (including regular bookings at Sheffield Hallam and London City St George's) are already helping shape practice and inspiring student volunteers—an encouraging sign of how quickly better communication can spread when people are equipped well.

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- Continue Jellycat orders — keeping a simple, consistently meaningful comfort intervention available for families.
- Regular trustee meetings — maintaining strong oversight and steady momentum through the year.

With stronger reserves, trusted resources in use, and a clear plan to grow supporter-led fundraising, and grant fundraising, Larsen's Pride enters 2026 ready to scale what works—while staying close to families through practical moments of care. Thank you to every supporter, fundraiser, volunteer, and partner helping us bring kinder, clearer paediatric cancer care within reach for more children and families in England and Wales.

4. Financial Overview

Financial Review

Review of the charity's financial position at the end of the period:

During 2025 we saw income of £16,930 generated. Primarily, this income was generated from individual donations and fundraising activity with a £5,000 grant received from Pfizer. Expenditure totalled £15,962, with the most significant expenditure of £2,700 on Jellycat soft toys. The closing balance for the year was £23,553, which was a pleasing performance as the expenses of the year were slightly lower than income. In tough economic circumstances, we managed to achieve another small surplus for the year, which meant no impact on reserves. It is anticipated that financial conditions will continue to be challenging; however, as the charity continues to progress, there will be further opportunity to apply for funds from grants and trusts, similar to the funds received from Pfizer this year.

Statement Explaining the Policy for Holding Reserves

Larsen's Pride received minimal (£507) donations that were restricted in the year and primarily used unrestricted funds in 2025 to meet its charitable purposes. To provide assurances to the children and families that we support and security for our suppliers, the trustees consider it appropriate to hold reserves of at least £10,000, equivalent to 12 months' operating expenditure.

Amount of Reserves Held

At the end of the year, it was again agreed that the charity would continue to always retain £10,000 in reserve. The remainder, £13,553, is due to be spent in 2026/2027, with several projects earmarked for remaining funds, including radiotherapy filming, animation, and maintaining the number of treatment centres supported with Jellycat at 10.

Explanation of Any Uncertainties About the Charity Continuing as a Going Concern

The charity has a limited number of fixed outgoings and remains in a healthy position going into 2026/2027, so the Trustees are confident of our status as a Going Concern.

Investment Policy and Objectives, Including Any Social Investment Policy Adopted

Larsen's Pride does not have any investments as of the year end (31st December 2025). In May 2024, we set up an interest-bearing bank savings account with our current bank (HSBC) to generate interest on some of our held funds. The Trustees are comfortable with this type of low to zero risk investment and would still not be looking to expand the investment policy any further or increase the risk appetite in this area.

5. Statement on Public Benefit

The Trustees of Larsen's Pride confirm that, throughout 2025, they have had due regard to the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities. All work undertaken during the year has been focused on advancing our charitable purposes for the benefit of the public, with a particular emphasis on supporting children affected by brain tumours and their families.

6. Structure, governance and management

The trustees who served during the year and up to the date of signature of the financial statements were:

Holly Elizabeth Roberts (Chair)
Corinne Parfitt-Starr
Jason Zollo
Claire Hardy
Dr Dhurgsharna Whitton
Lyndon Roberts

7. Risk Management

At Larsen's Pride, we recognise that careful risk management is vital to ensuring our sustainability and effectiveness. The Trustees regularly assess potential risks and implement measures to reduce their impact. The following key risks and mitigations were identified in 2025:

1. Economic Pressures and Fundraising

Risk: Ongoing economic uncertainty may reduce individual giving and make fundraising more challenging.

Mitigation: We continue to diversify our income by applying for grants, strengthening corporate partnerships, and developing creative fundraising campaigns.

2. Rising Operational Costs

Risk: Increased prices for essential resources, including therapeutic toys and distribution costs, may affect our ability to deliver programmes.

Mitigation: We collaborate closely with suppliers to negotiate best value, seek donations in kind, and monitor expenditure carefully to maintain quality while managing costs.

3. Staffing and Volunteer Capacity

Risk: As a small charity reliant on volunteers, difficulties in recruitment or retention could limit delivery of services.

Mitigation: We focus on providing a rewarding volunteer experience, offering training and recognition, and running recruitment initiatives to build capacity.

4. Reputation and Public Trust

Risk: Any negative publicity could impact our credibility and fundraising efforts.

Mitigation: We uphold ambitious standards of governance, transparency, and safeguarding, with clear policies in place and a crisis response plan if required.

5. ***Legal and Regulatory Compliance***

   Risk: Failure to comply with charity law and other regulatory requirements could affect our charitable status.

   Mitigation: Trustees keep up to date with changes in regulation through training and professional advice, ensuring all reporting and compliance obligations are met on time.

6. ***Cybersecurity and Data Protection***

   Risk: Increasing digital activity raises the potential for cyberattacks or data breaches.

   Mitigation: We maintain strong cybersecurity protocols, regular staff training, GDPR compliance, and ongoing policy reviews to safeguard sensitive data.

Ongoing Monitoring

The Trustees remain committed to continually reviewing and strengthening our risk management framework, adapting to new challenges as they emerge. This proactive approach helps to ensure Larsen's Pride remains resilient and able to deliver its mission effectively.

8. Summary of the Charity's Main Achievements in 2025

Expanded Reach: Our Jellycat Soft Toy Programme grew further, reaching even more children in treatment centres across the UK.

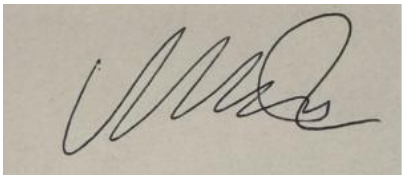
Fundraising Growth: Despite a tough economic climate, we sustained our income, supporting current programmes and strengthening reserves for the future.

Partnership Development: We deepened our collaborations with healthcare professionals and other charities, broadening the support available to children and families.

Looking ahead to 2026, we are excited to build on this momentum with new projects and partnerships that will bring comfort, support, and hope to even more children.

The Trustees' Report was approved by the Board of Trustees.

Signed



Holly Roberts

Chair of Larsen's Pride

Date: 26/10/2026

Larsen's Pride

Statement of Receipts and Payments

For the Year ended 31 December 2025

	Notes	Unrestricted Funds 2025 £	Restricted Funds 2025 £	Total 2025 £	Total 2024 £
Receipts	**2**				
Donations		16,170	-	**16,170**	**19,880**
Bank interest received		252	-	**252**	**202**
Jellycat "Big Cats"		-	507	**507**	**261**
Total Receipts		**16,422**	**507**	**16,930**	**20,343**
Payments					
Charitable activities	**3a**	14,615	507	**15,122**	**17,539**
Governance costs	**3b**	840	-	**1,038**	**951**
Total Payments		**15,455**	**507**	**15,962**	**18,490**
Net of receipts and payments		**967**	**-**	**967**	**1,853**
Transfers between funds		**-**	**-**	**-**	**-**
Bank and cash funds brought forward		**22,586**	**-**	**22,586**	**20,733**
Bank and cash funds carried forward		**23,553**	**-**	**23,553**	**22,586**

Larsen's Pride

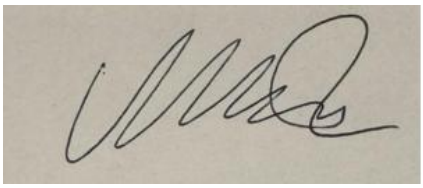
Statement of Assets and Liabilities

For the Year ended 31 December 2025

	31 December 2025 £	31 December 2024 £
Asset (cash funds)		
Cash and bank deposits	23,553	22,586
Assets retained for the charity's own use		
Stock (Jellycat toys, 30 x small)	400	600
Stock (Tote bags x 50)	50	50
Robot (for digital / remote school attendance)	2,780	2,780
T shirts	150	-
IT Equipment	550	550
	3,930	3,980
Liabilities		
Independent examination fee	1,020	822
Net assets	**26,463**	**25,744**

Note: £1,920 was paid in 2025 to secure event bookings scheduled for 2026-2029. Under the receipts and payments basis it is recognised in full as a 2025 payment. It is not included in the statement of assets and liabilities above, but represents a forward entitlement of £1,920 at 31 December 2025.

Approved by the Trustees on 26/10/2026



Signed on their behalf by Holly Roberts (Chair of Trustees)

Larsen's Pride

Notes to the Accounts

For the Year ended 31 December 2025

1. BASIS OF ACCOUNTING

The accounts have been prepared under the "Receipts and Payments" basis as prescribed by the Charity Commissioners. The accounts are prepared on a going concern basis.

2. RECEIPTS

	Total 2025 £	Total 2024 £
Income		
Just Giving	8,801	17,406
Donations	2,370	2,473
Other receipts	252	202
PayPal	507	261
Project income	5,000	-
Total income	**16,930**	**20,343**

3. PAYMENTS

	Total 2025 £	Total 2024 £
a) Cost of activities in furtherance of Charity objects		
Bank Charges	35	63
Website Costs	137	-
PayPal	2,017	2,556
Giving.com	331	216
Jellycat "Big Cats"	2,700	6,313
Postage	378	290
Resources	2,094	2,802
Other fundraising costs	4,028	4,009
Travel	625	487
Other costs	2,776	802
b) Governance costs		
Accounting fees	840	951
Total payments	**15,962**	**18,490**

c) Analysis by Fund

Unrestricted Funds	15,455	18,229
Restricted Funds	507	261
	15,962	**18,490**

The restricted fund relates to the supply of Jellycat "Big Cats" to treatment centres.

4. PAYMENTS TO TRUSTEES

No remuneration was paid to the Trustees. Trustees travel expenses amounted to £286 for the year.