Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	1st	January	2025		31st	December	2025

Section A Reference and administration details

Charity name	Amber's Army
Other names charity is known by	N/A
Registered charity number (if any)	1202354
Charity's principal address	60 Chestnut Drive
	Horsford
	Norfolk
	Postcode NR10 3GG

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Jonathan Sheehy	Chair		
2	Amanda Sheehy		01/01/25 – 21/08/25	
3	Claire Green		01/01/25 – 19/11/25	
4	Chris Brown			
5	Karen Palmer	Secretary		
6	Derek Jacks			
7	Bethan Gill	Treasurer		
8	Kerry Ellis		19/11/25 – 31/12/25	
9				
10				
11				
12				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Amanda Sheehy, Charity Manager, appointed 1 August 2025.

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	CIO
How the charity is constituted (eg. trust, association, company)	Association
Trustee selection methods (eg. appointed by, elected by)	Appointed

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

One trustee resigned in the year to due other external commitments (Claire Green), one trustee resigned as trustee as she became the first employee of the charity (Amanda Sheehy), and one was appointed to bring additional event planning and fundraising oversight to the group (Kerry Ellis, 2 year term). Karen Palmer and Chris Brown were also re-elected for 3 year terms at Trustee meeting on 19/11/25.

Amanda Sheehy became employed as the Charity Manager from 1 August 2025 in advance of us taking on the lease for a charity shop and family hub in Drayton, Norfolk in September 2025. The role includes managing the shop, including volunteers, stock and promotion, managing events and fundraising activities, and supporting the families who receive our services. Salary was benchmarked against market data by industry and region and agreed by Trustees. Line management is undertaken by Bethan Gill, Trustee.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

Amber's Army exists to relieve the needs of children under 18 who have received a terminal cancer diagnosis, and their families, within the Norfolk area, by the provision of support and practical advice.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

The trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit when planning the charity's activities and setting its strategic priorities. The trustees are satisfied that the charity's work continues to provide clear and demonstrable public benefit in line with its charitable purposes.

Main Activities Undertaken to Further the Charity's Purposes:
During the reporting period, Amber's Army delivered a range of activities designed to support families and strengthen community awareness. These activities directly further the charity's objects and ensure meaningful public benefit.

1. Direct Support to Families
Amber's Army continued to provide practical assistance to families experiencing the impact of a childhood terminal cancer diagnosis. This includes provision of wellbeing items, care packages, family experiences and practical resources to ease the strain on families dealing with a terminal diagnosis, as well as emotional support and signposting to specialist services where appropriate.

2. Fundraising Activities
Fundraising remained essential to sustaining Amber's Army's services. Key activities included:

- Establishment of the Amber's Army charity shop and family hub, which provides a consistent income stream, acts as a visible community hub and provides a space for the families we support to access our services in a safe and supportive environment.
- Major fundraising events such as the annual charity ball, golf day and football match, each contributing significantly to unrestricted funds.
- Community-led fundraising initiatives, including sponsored challenges and local business partnerships.

These activities not only generate income but also raise awareness of the charity's work and strengthen community engagement.

3. Volunteer Involvement
Amber's Army relies heavily on the dedication of volunteers. During the year:

- Event volunteers contributed to the planning, delivery and safe operation of fundraising events.
- Volunteers supported the set-up, opening and day-to-day running of the charity shop for the last few months of the year.
- Trustees continued to give their time and expertise to governance, compliance and strategic development.

The trustees recognise the substantial value volunteers bring to the charity and express their gratitude for their ongoing commitment.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Section D Achievements and performance

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Summary of the main achievements of the charity during the year

During 2025, Amber's Army achieved significant progress in strengthening its services, expanding its reach, and enhancing long-term sustainability. The year marked a period of meaningful growth, increased community engagement, and important milestones in the charity's development.

Fundraising and Community Events
Amber's Army delivered a successful programme of fundraising events, including the inaugural celebrity football match, the annual Ball, and the Golf Day. These events not only generated vital income but also increased awareness of childhood cancer and strengthened relationships across the local community.

In September 2025, the founders of Amber's Army, Jon and Amanda Sheehy, were named the Pride of Britain Fundraisers of the Year for the Anglia region, attending the National Awards in London in October alongside other regional winners.

Organisational Growth
To support the charity's expanding operations, Amber's Army appointed its first employee in 2025. This investment in staffing has enabled improved coordination of services, enhanced volunteer support, and greater capacity to deliver the charity's mission effectively.

Opening of the Charity Shop and Family Hub
A major milestone was the opening of the Amber's Army charity shop and family hub in November 2025. The shop provides a sustainable income stream and a visible presence within the community, while the family hub offers a welcoming space for support, connection and wellbeing activities for families affected by childhood cancer.

Community Support and Partnerships
The charity continued to benefit from exceptional support from local businesses, community groups and individual fundraisers. Their contributions of time, resources and fundraising efforts played a crucial role in enabling Amber's Army to expand its services and reach more families.

Impact on Families
Throughout the year, Amber's Army continued to provide emotional, practical and wellbeing support to families facing a terminal childhood cancer diagnosis. The charity helped families create lasting memories, access essential assistance, and receive holistic support during the most challenging periods. The trustees are proud of the positive impact delivered and remain committed to strengthening these services further.

Section E Financial review

Brief statement of the charity's policy on reserves	Cash at bank on 31/12/25 was £265,102. The main financial risk to the charity is loss of fundraising income and donations. Funds are held to support the future growth of the charity, to ensure sustainability to support service users into the future, and to meet any unforeseen expenditure that may occur.
Details of any funds materially in deficit	Not applicable.

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

- The charity has continued to fundraise significantly during the 2025 year as well as receiving a number of donations from corporate and individual sponsors.
- Expenditure to support families as service users of the charity continued in 2025.
- In the final quarter of 2025 we invested in a lease for a charity shop and family hub, primarily as a space to support our service users.
- The charity shop opened in November 2025 and has performed well as an additional source of fundraising to meet our charity objectives.
- Cash reserves are currently invested into short term savings bonds to balance return rates and accessibility to the cash as the charity grows in the short term.

Section F Other optional information

N/A

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	J Sheehy	B Gill
Full name(s)	Jonathan Sheehy	Bethan Gill
Position (eg Secretary, Chair, etc)	Chair	Trustee
Date	24/09/2026	

CHARITY COMMISSION FOR ENGLAND AND WALES

Charity Name	No (if any)
Amber's Army	1202354

Receipts and payments accounts

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For the period from	Period start date	To	Period end date
	01/01/2025		31/12/2025

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	43,417	-	-	43,417	37,737
Online - Fundraising	73,054	-	-	73,054	46,446
Cash - Fundraising	11,933	-	-	11,933	59,146
Sponsorship	18,400	-	-	18,400	-
Charity shop income	12,504	-	-	12,504	-
Bank interest	6,320	-	-	6,320	2,164
	-	-	-	-	-
	-	-	-	-	-
Sub total *(Gross income for AR)*	165,627	-	-	165,627	145,493
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	165,627	-	-	165,627	145,493
A3 Payments					
Fundraising costs	44,848	-	-	44,848	32,220
Running costs	35,977	-	-	35,977	10,584
Employee costs	12,505	-	-	12,505	-
Family support (service users)	6,334	-	-	6,334	6,768
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	99,664	-	-	99,664	49,572
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	99,664	-	-	99,664	49,572
Net of receipts/(payments)	65,963	-	-	65,963	95,921
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	199,139	-	-	199,139	103,218
Cash funds this year end	265,102	-	-	265,102	199,139

Section B Statement of assets and liabilities at the end of the period

B1 Cash funds

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Current account balance	114,313	-	-
	Savings	150,788	-	-
		-	-	-
	Total cash funds	265,102	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

B2 Other monetary assets

Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
Computer equipment	Unrestricted	-	-
Business premises lease	Unrestricted	-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
B Gill	Bethan Gill	24/09/2026

Independent examiner's report to the trustees of Amber's Army

I report to the trustees on my examination of the accounts of Amber's Army (the Charity) for the year ended 31 December 2025.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or

2. the accounts do not accord with those records.

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

Signed:

Naomi Holl

Name: Naomi Holl

Relevant professional qualification or membership of professional bodies (if any):

ICAEW ACA qualified accountant 2007 (non-member)

Address: 1 Gale Gardens, Aylsham, Norwich, NR11 6LN

Date: 18 October 2026