

Love Amy

NIC107558

Annual Report 1st Jan 2023 -

31st Dec 2023

Public benefits

Love Amy feels it meets the public benefit requirement because its purposes satisfy both elements of the public benefit requirement. In practice, Love Amy's purposes provide 'Smile Grants' to a section of the public (i.e. those children and young diagnosed with cancer or affect by the disease through the diagnosis

of other immediate family members (parents or siblings) or those affected by other illnesses or social issues. The direct benefits flowing from the purpose of Love Amy include:

- relief from sickness through the provision of no strings attached grants;
- relief from the emotional or social issues by hopefully helping to take the focus of the immediate situation the beneficiaries are in;
- improved emotional wellbeing of beneficiaries;
- reduced levels of stress and

anxiety caused by dealing with the impact of cancer and other illness or social issues

- reduced levels of isolation – beneficiaries feel supported, cared for and valued at a very vulnerable time in their lives – giving individuals and families a sense of not ‘being alone on the journey.

- individuals and families are better able to cope with their or their loved ones illness

- enhanced selfconfidence and self-worth of beneficiaries

- enhanced family life by providing opportunities to

come together and just be family • improved health outcomes of beneficiaries as a result of the increased funding for cancer research and other groups set up to alleviate suffering in children or young people. None of the above benefits are deemed harmful. All of the above benefits can be demonstrated from feedback and sometimes photographs we receive from parents or those who have received and benefited from a 'Smile Grants and from reports made public from Centre for Cancer

Research & Cell Biology into breakthroughs into cures for cancers. A potential private benefit that any staff employed by Love Amy will receive appropriate salaries and expenses. As this is incurred in order to deliver its purposes this is necessary and incidental

Trustees

Mark Reid

Jean Reid

Emma McGrady

