



# Annual Report **2022**

# Our Community Reach



We are currently supporting **405** families in communities across Ireland  
No Care Like Home Care

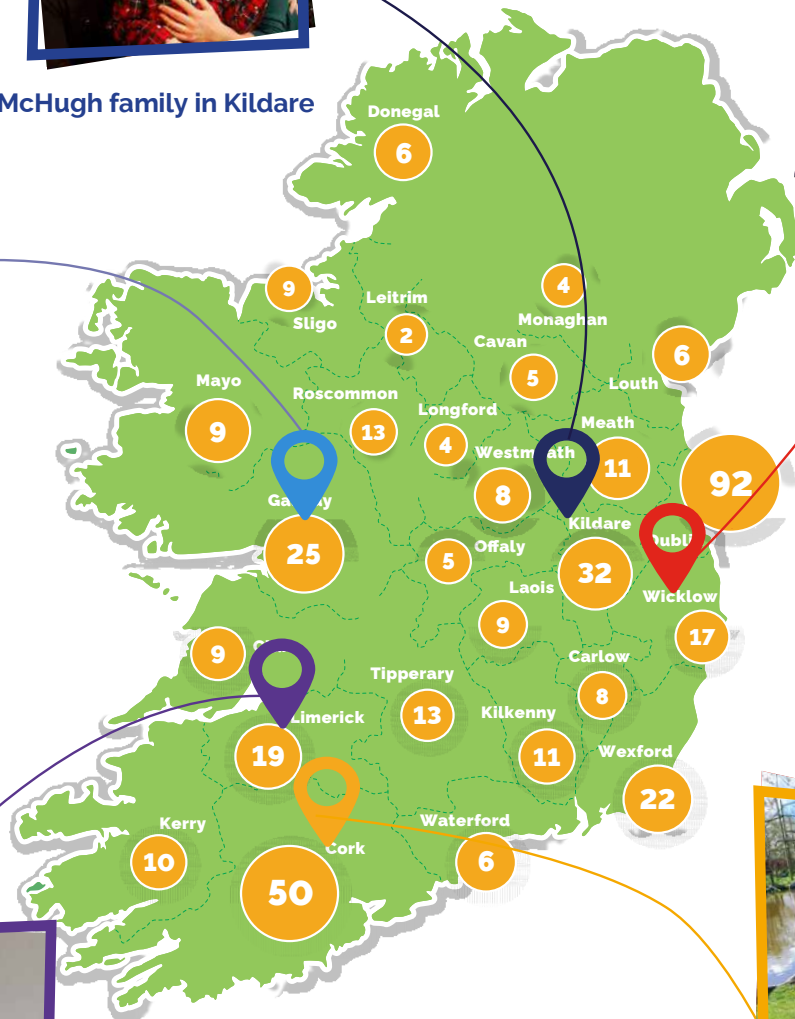


McHugh family in Kildare

Holmes family in Wicklow



Parackal family in Galway



Mulhare family in Cork



Dadajan family in Limerick

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# Our Chair's Report



**2**022 was our final year implementing Jack and Jill's five-year strategy to 2023 and a significant 25th anniversary milestone for our charity. As well as measuring and acknowledging our five-year results, within the bigger 25-year journey, we used this important juncture to consult with our key stakeholders to help shape our vision, mission, values and key objectives for the next five years and beyond in Strategy 2027. As Chair, I am very proud of the impressive results, reputation and reach of Jack and Jill, as we continue the legacy of our founders and visionaries, Jonathan Irwin and Mary Ann O'Brien, the pioneer parents who set up this wonderful charity in 1997 based on their own family experience. This is a journey well-travelled since 1997, with 2,854 children supported, €70 million raised – €15 million of which was provided by the HSE – and a hugely positive impact, right across the country.

For me and my fellow Board members, a real highlight of 2022 was winning our Good Governance award for our 2021 Annual Report. This report follows a similar approach by sharing our nursing care and impact story, side-by-side with the financial drive that makes that possible, during another challenging year when the demand for our service continued to increase. We had to recruit and retain the best people to deliver that service and to raise the care capital required to do so, while always showing our supporters where their money goes.

While the COVID-19 padlock on Irish society was further released in 2022, we were immediately hit by the impact on our fundraising ability arising from international conflict and the cost-of-living and energy crisis. We were also operating against the backdrop of a healthcare infrastructure buckling under the strain of increasing patient numbers and inadequate medical

staffing levels. Thankfully, our anniversary year provided a strong platform for a fundraising team that certainly made the most of the occasion and worked very hard.

Our main challenge was to meet the care demands of our families and to raise the money to meet this increased demand. We must thank our HSE partners who granted us extra funding of €472,000 in 2022, bringing our overall grant up to €1.5 million or 25% of our required budget. Furthermore, we thank the Minister for Health, Stephen Donnelly TD, for acknowledging our end-of-life care through a once-off grant. However, the 25:75 ratio of State grants to fundraising income is not sustainable long-term and we are calling for a fair level of funding, which should be 33% of our operational costs at the very least. Ours is a vital, value-for-money service that is firmly in line with Irish Government and Sláintecare policy that helps to fill the respite gap at community level, keeping so many children at home and out of hospital.

**We are proud to report that we funded and delivered 123,067 home nursing care hours to the children under our wing, in addition to the 25,000 hours of hands on, case management from our Liaison Nurse Managers, and a further 3,300 hours of support from our family co-ordinators, which represents a 12.5% increase on 2021 service levels.**

I applaud and thank our supporters and the dedicated team who delivered and funded this vital service, reinforced by a backbone of volunteers that starts with our Board of Directors and runs across every aspect of this charity. Together we form a strong, caring Jack and Jill community who have stood together through another challenging year and are ready for the journey ahead. It has been my privilege to chair and steer this charity, with the compass always pointing to home, because there really is no care like home care.

Thank You,

Maeve Beggs

# Our CEO's Report



**D**espite the challenges of 2022, we have a strong and healthy financial picture to share, as our community of supporters once again rallied behind us.

As well as an uplift in our HSE funding, we secured additional grants through trusts and foundations, major donors and the support we received from businesses, big and small, in answering our call to #SupportLocal and #DonateLocal. As usual, our Jack and Jill family and community base continued to support us right back, with parent carers actively fundraising and telling our Jack and Jill story through theirs. That sense of #CommunityMatters is alive and well.

**There were many highlights in 2022 as you will read, including our Strategy Day with our founder, Jonathan Irwin, and the resumption of our Family Fun Day in May 2022. We hosted a fashionable Christmas Lunch fundraiser with our Ambassador, Paul Costelloe, in The Shelbourne Hotel in December. That ability to meet and greet each other in person, right across the country, was just marvellous but we were also mindful of the isolation so many still felt as we emerged from this pandemic that marred so many lives.**

Our Incognito Art sale was as colourful and wonderful as ever and we are truly honoured to have so many artists and celebrities donating their #Art4Care. Meanwhile, our corporate partnerships are growing as we connect with more companies who truly value that sense of local community and care that makes a real difference. The Odlums Big Book of Baking published especially for our 25th anniversary by our friends in Valeo sold over 8,000 copies, raising over €200,000 for Jack and Jill, #BakingADifference to our Christmas campaign.

We continued our series of self-care days for nurses. Our 'new normal' way of hybrid-working was further defined, as we continue to put our people centre-stage to ensure that they feel supported and motivated to do the very best job they can. Investing in our people is a must, as we surpassed 50 employees, and so we initiated a HR review to evaluate our current people power and our requirements for the future. Meanwhile, our growing base of charity boutiques continued to provide opportunities to #ShopLocal and #SupportLocal through volunteers, with these shop fronts providing a window into local community networks. In this regard, we celebrated the opening of our 13th charity shop which has given us an important footprint in Dublin where most of our families reside.

We are lucky to have such a committed Board led by Maeve Beggs and made stronger in 2022 by the recruitment of Declan J. Magee to our Board and Brendan Lynott, who joined as an independent member of our Finance Sub-Committee. I would like to thank and acknowledge the hard work of our Chair and the Board throughout the year, as well as the dedication of our staff, nurses, volunteers and the families we continue to support who support us right back. In Autumn 2022, our Steering Group initiated work on Strategy 2027, mapping out our vision, mission, values and strategic objectives that will see us through the next five years.

**Thank You,**

**Carmel Doyle**



*“Having the amazing support from Jack and Jill has helped me so much mentally and physically, just to be able to take time for me and my son, who has been so brilliant through all the ups and downs over the last few years.”*

**Deborah, a Jack and Jill Mum**



# Section 1

## **Our Story So Far**

# Jack and Jill and Me

## Jonathan and Mary Ann's Story

**L**ittle did Jonathan Irwin and Mary Ann O'Brien realise in 1996 that their family's determination to care for their sick little boy at home would become the first step in the formation of a nationwide charity, one which has gone on to support over 2,800 families to be together at home. Here they take a look back at the incredible journey of the Jack and Jill Children's Foundation over the last quarter of a century – a story of heartbreak, gritty determination and lasting pride and joy.

"It all came about through the horror of us losing our baby boy, Jack. He was born healthy but an hour later suffered a seizure and had to be resuscitated, but not before oxygen deprivation left him with permanent brain damage. The impact on our little baby was enormous. He was in constant pain, couldn't swallow, hear, see, had frequent epileptic fits, and cried all of the time.

We were shocked and heartbroken at such a catastrophe. How could this be happening to us?

But what shocked us most was that there was no government support to assist parents to care for their little baby at home.

Despite this, we took Jack home with us and were trying to cope, but after six months our family unit was completely breaking down. Eventually we got some help through our own private fundraising and with the help of local nurses and carers who came on board to help us look after Jack. We had him at home with us for 22 months, until he died on 13th December 1997.

During our experience we spoke to other families who also had profoundly brain-damaged babies and were in need of help, and thought 'we simply have to do something'.

What we came up with was very simple, and the model has stayed the same ever since. A family who needs support to care for their child at home is put in touch with a Jack and Jill nurse in their local area who establishes what their needs are and puts in place an in-home nursing care package, funded by the charity.



**Looking back now, we feel so lucky to have started this. We were, by chance, the catalysts to provide families like ours with the care they so desperately needed. The amount of joy, support and friendship, and incredible human beauty, we have encountered on this journey is just amazing. We are just the luckiest people in the world that we ever started it.**

It's been an extraordinary journey that stemmed from the toughest time of our lives. No one can imagine the heartache and difficulty of this experience. It was like having a dagger stuck in your heart and twisted every couple of hours. You don't forget it. However, we are very proud to be sitting here 25 years later, and very proud of Jack for being the inspiration for bringing us all down this amazing road."



# Tribute to Jack Irwin's Nurse, Imelda Whelan

By Mary Ann O'Brien, Jack's Mum

**Imelda Whelan (née Germaine)**  
**Oldtown, Tinoran, Baltinglass, Co. Wicklow**  
**Born on 24th July 1961, who passed away**  
**on 4th February 2022**

"A great and loving wife to Christy and a brilliant mother to her three sons, Conor, David and John. They will miss her forever but her beautiful spirit will never be far from her four lads.

In 1996, with three young children at home, Imelda was working in the busy A&E in Naas General Hospital. Through the community nurse she heard of us and our very sick baby Jack, whom we were attempting to care for at home.

To put it mildly, we were struggling. She came to our house in Balitore, arriving at the door with a big, beautiful smile, and offered to mind Jack for us three or so nights a week, to give us some sleep and a breather.

I honestly thought an angel had arrived at our door.

Jack was profoundly brain-damaged and needed around-the-clock medical care to manage his 18/20 hour per day tube-feeding schedule and management of his severe epilepsy. Imelda transformed our lives with her time, her advice, her expert nursing and her warm friendship. The whole house just loved her from the first day.

Imelda was our inspiration to start the Jack and Jill Children's Foundation, a charity that has provided nursing and care for over 2,800 sick children in their own homes since 1997 and raising over €70 million to do so.

We will always be indebted to Imelda. I honestly do believe she was an angel sent to us.

Jack and Jill is a charity that always remained close to Imelda's heart. As an avid hiker, she completed an 'Up the Hill for Jack and Jill' challenge, helping to raise money for the charity.

Imelda will always be loved and never forgotten by anyone that was fortunate enough to meet her."



*Imelda RIP*

# Bringing Home Vision 2023

## Strategic Building Blocks in 2022

Funded and Delivered **123,067 hours** of in-home nursing care  
**+25,000 hours** of case management by our 15 Liaison Nurse Managers  
**+3,300** hours of support from our family coordinators  
**= 12.5% increase on 2021 service levels**



# Key Performance Groundwork 2018-2023



Age range **extended to age six** and sustained at that level since Q1 2021

**Core team of liaison nurse managers increased to 15, from 11** to meet increased service demands



Increased donation direct to family rate by €2 per hour **from €16 to €18 per hour** since 1st May 2021



**Endorsement of service** via grant for palliative and end-of-life care from Department of Health in 2022

Moving from **one man's story to 'our story'**, **building awareness and trust in the organisation**, demonstrated through Empathy Research Survey in Q1 2023



**Self-care days for community nurses** implemented, as per recommendation of Coventry Report 2017

**Training policy and budget secured and activated** and **HR review completed**, with new HR Manager recruited in 2023



**Board Sub-Committees reconstituted** with updated Terms of Reference

**Board Evaluation Report** done by Boardmatch and recommendations followed through in 2022 via succession planning, Board recruitment and induction plan



Issues of value and feedback of staff identified in Staff Engagement Survey addressed in 2022 through benchmarking and **identifying pay gap and ways to address it**. Still work in progress in 2023



**Supervision and counselling available** to expanded team of 52



**Search for new premises** scoped out to accommodate growth in 2022 and work in progress for 2023



# Strategy 2027 Development

In Q3 2023, led by the Board, we set up a Steering Group for the development of Strategy 2027 comprising of Jack and Jill's Senior Managers and two Liaison Nurse Managers, along with three Board members, including our Chair. This important work was facilitated by Will Devas of Growth Potential and continued into 2023, with the publication of Strategy 2027 in Summer 2023, of which we are very proud.

As part of this process, Jack and Jill's Vision, Mission and Values were reviewed and renewed and, in conjunction with an extensive stakeholder consultation, formed the bedrock to help decide on Jack and Jill's priorities until the end of 2027. That consultation was guided by the principle that all feedback is a gift, and we want to extend our deep gratitude to all those who gave their time to

inform this strategy - families that are and have been supported by Jack and Jill, key partners and collaborators in the care community, supporters, funders, our Board and staff.

Having reviewed all the stakeholder inputs, the Steering Group analysed the external and internal context within which Jack and Jill operates, considered the key challenges to overcome and opportunities to pursue and outlined Jack and Jill's response. Informed by this analysis an Overarching Goal and five Strategic Objectives were agreed upon, each with metrics and high-level actions indicating how they will be achieved and how progress will be measured. This is now a Strategy in action and our roadmap to 2027.



*Strategy 2027 Steering Group*



## Strategy 2027

### Our Overarching Goal

One team delivering and funding a high quality, agile and efficient service, demonstrating real impact for the families under our care.





## Our Vision\*

An Ireland where every family has the care and support they need for their child, when and where they need it.



## Our Mission\*

Empowering the families we support to care for their child at home, by funding and delivering nursing, respite and advocacy.



## Our Service

Jack and Jill is a nationwide charity funding and providing in-home nursing care and respite support to families caring for children, up to the age of six, with neurodevelopmental delay associated with a severe cognitive delay. This may include children with brain injury, genetic diagnosis, cerebral palsy, and undiagnosed conditions. Another key part of our service is end-of-life-care for all children up to the age six, irrespective of diagnosis.

\*From Strategy 2027

# Our Five Strategic Objectives to Achieve Our Goal

**1**

To maintain and continually improve our high quality and agile in-home nursing and respite service with proven impact for all families under our care

**2**

To have a happy, engaged and valued team working efficiently and effectively together to support a high-quality service

**3**

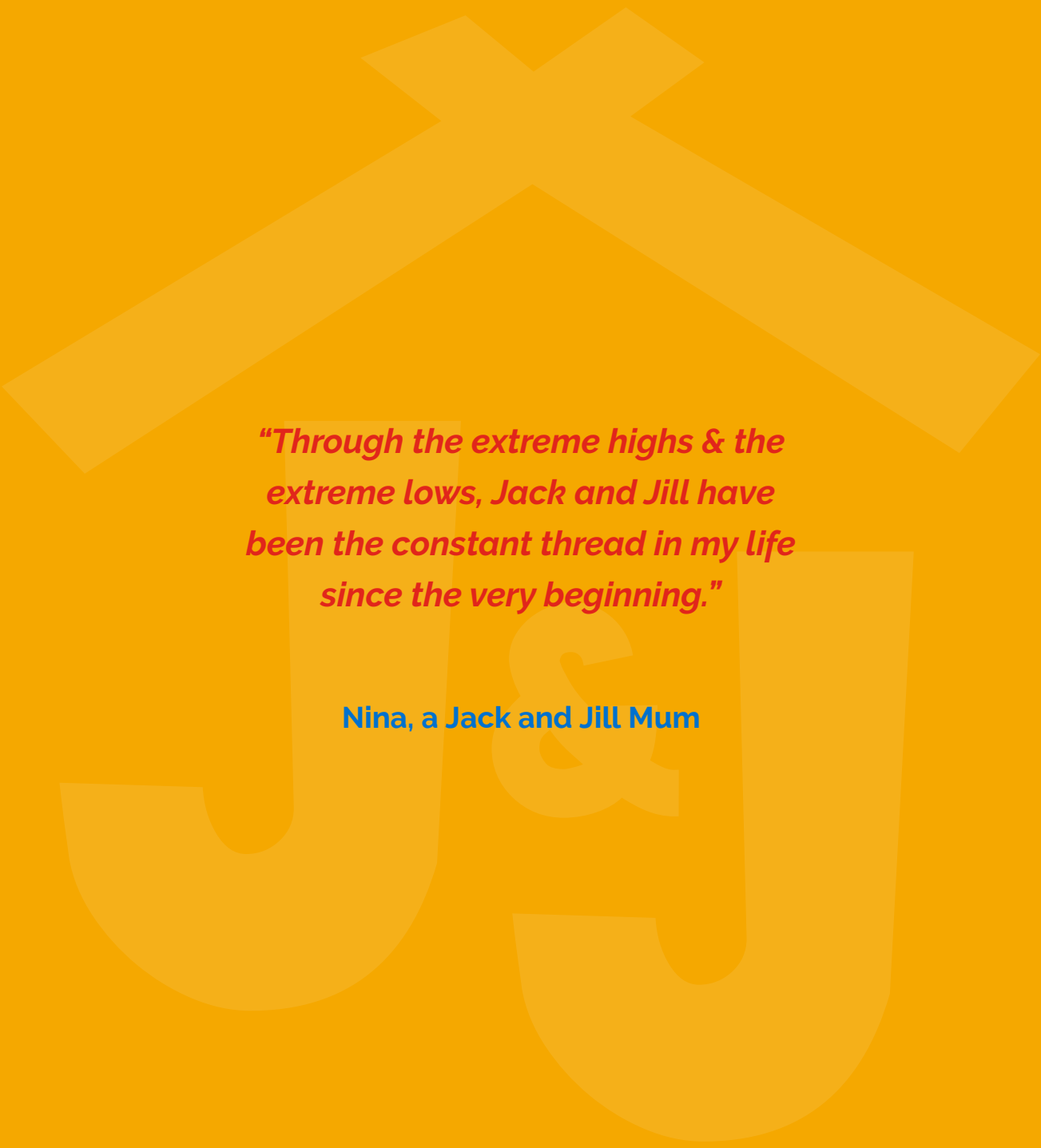
To sustain and grow funding to maintain the service

**4**

To collaborate with our key partners to support effective service delivery in the community, influence policy and secure funding

**5**

To ensure we have effective and integrated corporate and clinical governance that underpins our service

A large, light yellow, stylized logo consisting of the letters 'J' and 'J' with an ampersand '&' between them, positioned in the background behind the text.

*“Through the extreme highs & the extreme lows, Jack and Jill have been the constant thread in my life since the very beginning.”*

**Nina, a Jack and Jill Mum**



# Values\*



## Child and family centred care

We are a kind and caring organisation, with the child and family at the centre of everything we do.

## Compassion

We act with compassion and empathy, always.



## Community

We believe in standing with, and for, the communities we serve, working together as one team to make a real difference.

## Courage

We are determined and innovative in giving support, confidence and hope to our families and our team.



## Integrity

We show integrity by being honest, trustworthy, and respectful.

\*From Strategy 2027

# Celebrating 25 Years of Jack and Jill!

## Our key milestones



Jack Irwin, the boy, the inspiration, the reason, the legacy

Mobile Phone Recycling campaign launched – our new currency of turning old mobile phones into nursing care hours

1996

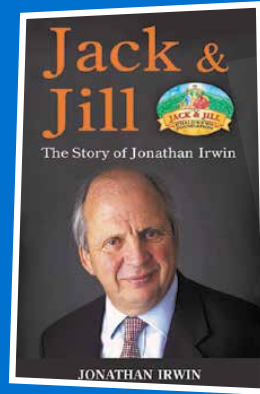
1997/1999

2005

Jack's parents, Jonathan Irwin and Mary Ann O'Brien, set-up the Jack and Jill Children's Foundation to support other families

- Mary Joe Guilfoyle becomes the first Jack and Jill Liaison Nurse, followed by Margaret Naughton in 1999 as the number of families needing support grew
- 
- 
- 
- 





There's no Place like Home Trinity Report launched showing how the Jack and Jill model of care is much more efficient and cost-effective than hospital care, and that home is where our families would like their sick child to be

Our founder, Jonathan Irwin, publishes his fascinating and heart-breaking story

2010

2013

2014

Jack and Jill opens the doors to its first charity shop in Newbridge, Co. Kildare





New CEO, Carmel Doyle, is appointed.



Our mobile phone recycling currency for nursing care hours is replaced with LEGO exchange - #Bricks4Care

Jack and Jill extend their home nursing care respite service to children up to the age of five

2016

2017

2018

Hugo Jellett appointed CEO as Jonathan Irwin retires



Publication of the Coventry Report, a service evaluation of Jack and Jill which guided the future pathway for our services



Return of Family Fun Day, a highlight of the Jack and Jill calendar!



Jack and Jill further extends services to children up to the age of six, one of the recommendations set out in the Coventry Report

Rebranding Jack and Jill – a fresh new look to mark our 25th anniversary

2019

2020/2021

2022

Caring through COVID-19 as we sustained our service through the pandemic to support our families



*"It was such a relief to have someone in the early days to walk us through all this. The complexities are easier to face when there is Jack and Jill expertise to guide you through everything, from establishing a routine for your child's care needs to organising supplies and how you order your oxygen etc. It's so much more than the break you get, it's that support when you're trying to figure it all out."*

**Deirdre, a Jack and Jill Mum**



## Section 2

# Focus on Nursing

# Jack and Jill and Me

## Mary Joe and Mags' Story

**J**ack and Jill has a core staff of 52 people, including 13 Liaison Nurse Managers and two Heads of Nursing. The first of these was Mary Joe Guilfoyle who joined in 1998 and worked with Jonathan Irwin to roll out the model of care that had supported his family in their time of need. As the case load grew, Margaret Naughton joined the team as the second Jack and Jill Liaison Nurse Manager. More than two decades later, they remain an integral part of team Jack and Jill.

"I answered an ad for a job offering 17 hours a week and a company car, and went to meet Jonathan Irwin who at that stage had sadly lost his son Jack. He'd discovered a gaping hole in the system for families like his and wanted to help others. He knew from experience that the service needed to be nursing-based and I was offered the position. On my first day, Jonathan handed me three folders containing information on families that I was to meet, and what was then a state-of-the-art mobile phone that we installed in the car so I could make calls while driving. Looking back now it was a brick, but I remember my dad saying 'what do you mean you're driving and talking on the phone?'. It really was a different time.

I took off and visited all of the maternity hospitals around the country to see if there were any families in need of the service. The service grew quickly – and those 17 hours a week became 70! In the space of a year and a half, I had more families on the books than I could cope with," Mary Joe recalls.

Mags takes up the story, "I started in August 1999. I had known Mary Joe from our time in Temple Street together and had provided home care to some Jack and Jill families. We literally drew a line through the map of Ireland. I took the West, from Donegal to Kerry, and Mary Joe took the East," Mags says.

Since then, they've seen major change, Mary Joe says, "Jonathan was a major driver of change – advocating for the domiciliary care allowance and medical cards for children. While the landscape is certainly better now, one of the things that strikes me is the difference in the complexity of the children we support. When we started, there wasn't all the technology we have now. A lot of our children have mini- ICU's set up at home to provide their care. That means there's a huge development in the expectation of what parents have to



do. Nurses train for years to provide this care. A parent suddenly has to become nurse, physio and much more in a short time frame. It's very difficult for them."

Mags adds, "Jack and Jill families already have enough to deal with and they really appreciate how easy it is to access our care. When dealing with sick children, there can be awfully sad times but you go on that journey with the family and support them in whatever way they need. We can't solve the problem – we can't cure a child – but we can make their day-to-day lives a bit easier by supporting them in a very practical way with hands-on support, or even just dropping in for a cup of tea and having a chat with mum or dad. If you can do that, you've done a good day's work."

**Not every workday is the same Mary Joe reveals, "When you press the doorbell, you don't know what's going to be behind it. I remember going into a house, the mum was making dinner, her other child was peeling carrots for dinner and her Jack and Jill baby was becoming upset. Mum knew the care the baby needed better than I at that stage, so she tended to him, and I went to the kitchen sink to finish peeling the carrots with the little girl beside me. You give a hand where you can."**

What keeps them both in the job? "The team of nurses we have around us. We are such a tightly-knit group of people. Every day we work alone in the community, but we have that camaraderie and support in our team and I have no regrets about joining team Jack and Jill and would do it all again," Mary Joe concludes.



# Nursing: An Overview



*Nursing Team with Founder, Jonathan Irwin marking 25 years of Jack and Jill*

**T**he nursing team were proud to mark 25 years of providing in-home nursing care and respite support for children in 2022 – a quarter of a century which has seen huge growth and progress for the charity and, most importantly, significant levels of support delivered to families under our care.

We are child-and-family-led, and our objective, right from the foundation of Jack and Jill in 1997, has always been to support the family to care for their child at home. Our model of care was developed when Mary Joe Guilfoyle was hired as the first Liaison Nurse and set off around the country to find families in need of support to care for their precious little ones at home. Indeed, there were many, and a second Liaison Nurse, Mags Naughton, joined the team in 1999 to keep up with increasing demand.

Over the years, the service continued to expand to meet the growing needs of children with complex care needs, and today Jack and Jill provides in-home nursing care and respite support for children up to the age of six with severe-to-profound cognitive developmental delay, and end-of-life care to all, irrespective of their diagnosis.

We tailor our service around the unique needs of the child, providing a bespoke package of care for each individual child. Our two Heads of Nursing and 13 Liaison Nurse Managers act as case managers. When we receive a referral, which can come directly from the family themselves, or through their multi-disciplinary team, the local Liaison Nurse Manager in their area will contact the family and arrange to meet with them to assess their needs. Following the assessment, a bespoke package of care is agreed with the family and delivered to them by a local nurse or carer.

In 2022 we provided care to over 400 children, equating to 123,067 hours of care, plus an additional 25,000 hours of case management from our Liaison Nurse Managers and a further 3,300 hours from our family co-ordinators. This represents a 12.5 per cent increase on 2021 figures, showing the ever-increasing need for our crucial service.

We had 145 new referrals to the service in 2022. Sadly, 35 children passed away under our care, with our nursing team supporting 16 children to die at home with their family around them.





In 2022, a sense of normality returned for the nursing team following the disruption caused by COVID-19 and we were finally able to focus more on home visits. This still came with a level of risk attached, which we continued to manage by risk assessing each family before we visited them and each nurse testing for COVID-19 at least twice weekly. This ongoing testing was enabled by a pilot scheme run by the HSE, whereby on a weekly basis we notified them of all the tests we had done and reported any positive cases. The test kits were provided free of charge from the HSE which was an additional support. Knowing that our nurses were regularly testing really gave families a sense of comfort before we visited their homes and, most importantly, kept their child safe.

For us, being back in family homes was a real privilege. We could sit down and hear how their child was doing and how their nursing/respite hours were going. It allowed us to listen and help where possible with any worries they might have and advocate on their behalf.

We are delighted to say we returned to offering self-care days to the nurses who provide the hands-on care to children in their homes. The blueprint for our self-care days came out of the Coventry Report, which recommended providing access to more support and supervision for the wider nursing team supporting families. Siobhan Reen and Margaret Naughton, two of our Liaison Nurse Managers, took on the role of planning and arranging two self-care days in Kerry and Limerick, alongside bereavement councillor, Brid Carroll. Brid has a special interest in working with families and professionals who provide care for sick children in the home. Self-care days for nurses are about giving back to the nurses and providing the tools to look after their physical, emotional, social, spiritual, and personal well-being. This, in turn, reduces the stress in their daily lives and can help replenish their capacity to provide compassion and empathy while providing hands-on care.

Continuous professional education is also key in any nursing service.

The HSE offered many valuable online updates and education webinars during 2022 in which our nurses participated. Having more online education available is hugely beneficial, time-efficient and flexible. Saying that, several of the Jack and Jill nursing team were delighted to attend, in person, the fifth All Island Children's Palliative Care Conference in Belfast in November which we co-sponsored with Laura Lynn and the Irish Hospice Foundation. It was an excellent and informative conference and a hugely welcomed opportunity to engage with colleagues, in person, once more.

There will always be highs and lows when supporting families of children with complex care needs, but we are so proud to reflect on 25 years of providing vital care, a return to a sense of normality in 2022, and we now look forward to the next chapter, as set out in Strategy 2027.

# Role of the Liaison Nurse Manager



# Our Referral Pathway

The following graphic explains the referral process to Jack and Jill Children's Foundation

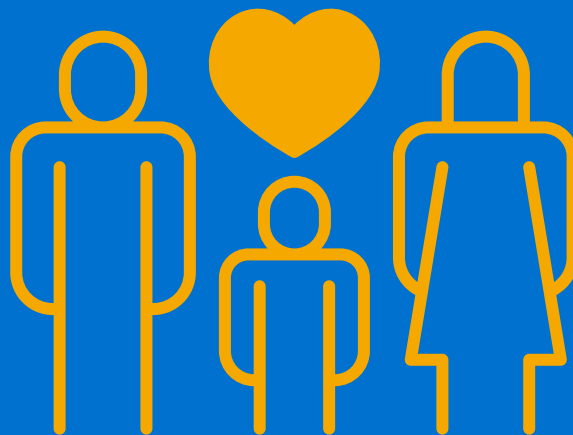


# Our Rainbow of Care



Our model of care is underpinned by the paradigm of the Rainbow of Care, which in turn is supported by five pillars representing the core values. Jack and Jill Children's Foundation is committed to providing compassionate and competent nursing care for children with complex needs and their families, using effective communication and courage to speak up for them and seek solutions to problems that may arise.

The Rainbow of Care describes the core aspects of what the Jack and Jill Children's Foundation provides to children and their families:



**Respite**

Respite care at home is provided to families with children up to the age of six, with complex and/or palliative care needs. Direct funding is given to families to enable them to finance home respite care. Respite hours are facilitated by local nurses and/or carers.

**Advocacy**

The Liaison Nurse Manager listens and discusses with parents and families, what their needs and wishes are for their child. The Liaison Nurse Manager can advocate for entitlements, and provide advice and information on how to access all the services the child may require. Empowering parents to manage their child's care at home and supporting them in advocating for themselves is also part of the Liaison Nurse Manager's role.

**Inter-disciplinary work**

The Liaison Nurse Manager engages with a range of health and social care professionals to ensure that children and their families receive the best care and quality of life.

**Nursing care**

In-home respite care is co-ordinated by the Liaison Nurse Manager in their local area. Individualised nursing care and advice on how best to care for the child at home is fundamental.

**Bereavement**

The Liaison Nurse Manager provides bereavement support before and after the child's death, and can inform families of additional resources that are available nationally. This is an important aspect of care for families whose children are at end-of-life and after their death. Continuing, ongoing support is offered after death, and is family-led based on their wishes.

**Family-centred Care**

Keeping the family at the centre of all information and decision-making, is the goal of the Jack and Jill Children's Foundation.

**Working Together**

The Liaison Nurse Manager works with families throughout their child's illness and helps them navigate the health and social protection systems. As part of the multidisciplinary team, the Liaison Nurse Manager attends meetings and shares relevant information with the rest of the healthcare team, both in hospital and at home in the child's community.

*\*The Rainbow of Care was adapted by Doyle & Clay (cited in Coventry Report, 2017).*

# Advocacy



As we consider our advocacy priorities for 2023 and reflect on 2022 and previous years, the importance of our advocacy role is brought into clear focus. Over the years, our founder Jonathan Irwin was instrumental in changing significant issues for families. This included the reduction of the age to apply for Domiciliary Care Allowance from two years to birth, and the automatic entitlement to medical cards for children with complex needs. As a parent, he knew the importance of having an advocate when needed and being an advocate himself.

We always listen to families and, where we can, we will advocate on their behalf. It can be difficult for families to navigate services and access supports, especially in the early years, when they suddenly find themselves plunged into a world that no one can prepare for. Helping and empowering parents to navigate this unexpected new life, knowing who to talk to and explaining services, can save precious time. In time, parents share with us and other families in a similar situation, the best information and advice to carry forward to others.

Our priorities nationally in 2022 were to submit a paper to the Department of Housing outlining the problems families are experiencing with the Housing Adaptation Grant. On foot of this letter, the Jack and Jill Children's Foundation met with representatives from that Department to request an urgent review of the Housing Adaptation Grant scheme. At this meeting we highlighted:

- ▶ how our nurses are increasingly witnessing that the housing adaptation scheme does not meet the needs of families and children with significant disabilities
- ▶ how we see young families, with mortgages, struggling to raise the money for essential home renovations
- ▶ how the income threshold to avail of the grant is extremely low, in turn leaving

middle-income families with little or no support

- ▶ and how, with increasing building costs, we see families trying to fundraise, borrow from other family members and place themselves in further debt to fund necessary home renovations

Our nurses highlighted the stress and costs involved in caring for a child with severe disabilities. We urged that the application and granting of funds should be made much easier and accessible for parent carers, empowering them to care for their child at home, in their community, which is in line with Government policy.

Specifically, the Jack and Jill delegation requested:

- ▶ A full review of the Housing Adaptation Grant Scheme
- ▶ The abolishment of the means test or a significant increase in the income threshold allowance
- ▶ In determining gross household income that mortgage repayments be taken into account
- ▶ A significant increase in the amount of the grant
- ▶ Consideration be given to covering a percentage of the total necessary build
- ▶ Consideration be given to an interest-free loan scheme for families

During the year we also engaged with stakeholders and Government in relation to pre-schooling access for children with complex needs and the challenges faced by parents.

We look forward to action on both these issues and will continue to play our role in advocating for our families and helping them to have their voices heard.



# The Return of Family Fun Day!



One of the highlights of 2022 was the return of our Family Fun Day after COVID-19 saw the cancellation of our 2020 and 2021 events.

Family Fun Day is all about community, about families that have common challenges coming together to meet one another, to establish relationships and, most importantly, to have some fun! It's also important that siblings of Jack and Jill children see that there are other families who have similar challenges, and for it to feel 'normal'.

On 28<sup>th</sup> May the grounds of Palmerstown House in Kill, Co. Kildare, were thronged as our staff, volunteers, Jack and Jill children, their siblings, parents, and grandparents from all over the country, descended on the venue and dressed to impress. With the theme of the day being superheroes, we had everyone from Thor to Batman, Spiderman to Supergirl, in attendance.

There were sensory rooms, face-painters, rides and attractions to suit all ages and abilities. Parents had the opportunity to chat and build friendships over tea and coffee while the children had fun playing in the sunshine.

Our founder, Jonathan Irwin, also joined us for the happy occasion and had the chance to meet many families that the Foundation has supported over the last 25 years – the lasting legacy of his little boy Jack Irwin.





# Remembering our Little Ones

**E**very year, in November, we remember our precious Jack and Jill children who have passed away. 'Remembering Our Little Ones' is a very special and important moment for our families and all who work for the Foundation. The online memorial celebrates the lives of these children and is a way of acknowledging to our families that we remember them and their precious child.

In 2022, we wanted to do something special for bereaved families. With the creativity of Annette Whelan, a glass sculptor from Co. Wexford, and a small group of Liaison Nurse Managers, we created the remembrance butterfly – a beautiful glass ornament which we offered to all bereaved parents.

The delicate butterfly, each one as individual as the child remembered, adorned many Christmas trees in 2022, and went on to have a permanent space in many family homes – its presence an enchanting reminder of a beautiful life.

*Always remembered. Never forgotten.*

*"A promise to remember you always,  
a promise to count you always,  
a promise to hold you close  
in the twinkling of a starry sky,  
in the beat of a butterfly's wing,  
in the lapping of salty foam along the shore."*

Anne Marie Gillooley



# Family Testimonials

## Jack and Jill and Me

### Erin's Story

**K**athy and Owen McGuire from Galway welcomed their second daughter Erin into the world in November 2021 after a normal pregnancy and healthy delivery. They only had an hour to enjoy their baby girl before they noticed a curious change in her.

"Erin appeared to start jittering, her arms and legs began trembling and we soon became very aware that something was wrong. Early tests suggested that she had low blood sugar and high lactate levels and so, after a couple of days in hospital trying to regulate these, we were released to start our new lives as a family of four, together with Erin's 3-year-old big sister Cara.

At three days' old, Erin began to experience breathless episodes where she appeared to stop breathing for short 20-second intervals. The hospital considered this to be 'periodic breathing' which was deemed normal in new-born babies; however, we knew something wasn't quite right. These breathing, or apnea, episodes continued over the next few weeks, however, were soon accompanied by sudden movements in Erin's limbs which we suspected to be seizures. Over the weeks that followed, we noticed that Erin was not developing and hitting the same milestones that her sister Cara had reached. At nine weeks' old, she was having regular epileptic seizures and had become extremely irritable and was in constant need of comforting. At this point the staff at University Hospital Galway were conducting several tests to determine the cause of the seizure activity and to provide us with the answers we desperately sought.

In February, we received the devastating diagnosis that Erin has an extremely rare genetic mitochondrial and neurodegenerative disorder called Pontocerebellar Hypoplasia Type 6 (PCH6) which stemmed from an inherited genetic mutation of the RARS2 gene. Erin is the only



person in Ireland with PCH6 and is among less than 50 others in the world living with the condition. We learned that this condition is not treatable, is life-limiting and will significantly affect Erin's quality of life and life expectancy. The symptoms associated with this condition varies with each child, however, in Erin's case meant regular drug-resistant seizures and spasms, severe developmental delay, and a loss of her vision. After some lengthy spells under the watchful care of University Hospital Galway doctors and nursing staff, we commenced Erin's treatment of several anti-epileptic medicines and vitamins in an effort to combat the seizure activity.

The heart-breaking diagnosis really knocked us backwards and left us at a loss for words. Regular scans and visits to both University Hospital Galway and Temple Street Hospital Dublin confirmed the degenerative nature of the condition and the realisation that our baby would never walk, talk or see, left us in a dark place. Erin's seizures got progressively worse which resulted in her having lengthy full-body spasms, in some instances making her throw up. Her development was severely stunted also. She had little-to-no head control, was unable to latch, had no vision and no social smile. We had

regular visits to the pediatric department in Galway to monitor her seizures and to determine the most suitable course of medicines to combat the advancing seizure activity which was now being treated as infantile spasms. Erin developed an allergy to cow's milk protein, battled eczema and had issues with skin irritability also.

Caring for Erin was proving difficult as she required around-the-clock care and observation at home. Our lives soon revolved around medicines and seizures. We were administering 13 syringes of medicines orally each day at regular intervals which often meant waking her. We had to document her frequent and ever-changing seizure patterns. She required regular physiotherapy, skin treatments and hospital visits. Her bottle-feeding could take hours at a time and her sleeping pattern was very erratic, partly to do with seizures waking her. Our poor girl was under such distress, and we felt so helpless in trying to help solve her problems. We were grieving for the life she should be having all the while trying to care for her and be there for Cara and each other which was proving to be so challenging.

It was in April that we became aware of the Jack and Jill Children's Foundation and we were visited by their Liaison Nurse Manager, Cathy, who has been so supportive throughout. We didn't realise at the time how much we needed help, however, the support we received was, and still is, truly incredible. We were introduced to two wonderful nurses who offered to support us in taking care of Erin and her needs in our own home. They integrated effortlessly into our lives and provide both daytime and night-time support for several hours each week. It is peace of mind for us knowing that we can leave Erin's side to catch up on sleep or dedicate some time to Cara, all the while knowing that she is in the safest of hands. As experienced nurses, they are familiar with administering Erin's medication, applying creams to her skin and assisting in her physiotherapy. Both nurses treat Erin like a princess and as if she is their own daughter. They've become a big part of the family and we truly appreciate them. The support we receive from Jack and Jill is so invaluable – it gives

us an opportunity to clear our heads and truly enjoy Erin and Cara each and every day.

Erin continues to battle with her seizure control, however, has made small advances on her development, giving us an odd smile or babble when we least expect it. Physically, in many ways she is similar to a newborn baby and still struggles with head control, feeding and basic motor skills. Although unable to see, Erin is much more content now and appears to enjoy music, playtime with Cara, cuddles with mum and story-time with dad. She will likely experience feeding complications in the future, requiring a feeding tube and continues to battle with skin ailments. We have accepted that our baby girl will never do the things we've hoped and dreamt for her and, sadly, will not get to enjoy all of life's simple pleasures which breaks our hearts every day. We take each day as it comes, and we feel better prepared for what the future holds knowing the Jack and Jill Children's Foundation are there with us to provide the support that we need."



## Jack and Jill and Me

### Miley's Story

**S**iohban was a busy mum-of-two and running her own beauty salon in Cork when she became pregnant with her daughter. During the pregnancy, doctors were slightly worried about some of the scans, but when Miley came into the world via a planned c-section, doctors declared her fit and healthy. But mother's instinct was niggling at Siobhan. Having already raised two sons with husband Olan, she immediately sensed that something wasn't quite right with her new-born daughter.

"While I gave up my business after finding out I was pregnant, I never expected I'd become a full-time carer at 37, and that my little girl would be dependent on me for the rest of her life. In the hospital, after the birth, I was worried about the small size of Miley's head, the unusual sound of her cry and her jaundice colouring. I pushed for tests, and when Miley was a few days' old, a brain scan revealed that her brain hadn't developed correctly. The results of this would have an enormous impact on little Miley's development.

At two weeks' old, Miley was discharged from hospital and came home with us. Miley is a different child in real-life to the one written about on paper. She wasn't a sick baby. She fed well and put on weight, and so there wasn't a big difference in caring for Miley compared to her brothers. She had similar needs to any other baby and just had to attend physio appointments.

I was told she wouldn't be able to swallow food, but when she was five-and-a-half-months' old, I started her on puréed food, and even though it might have taken an hour for her to eat it, I persevered, and she did it.

It was only as the years passed that Miley's developmental delay became more obvious. She can't walk or sit unaided. While other children her age are running into playschool, little Miley attends in her wheelchair. While



she loves being around people, and shows off her lovely smile when she's happy, she can't talk like other three-year-olds. Miley was born deaf as a result of her condition, and underwent major surgery in 2020 to have cochlear implants inserted to improve her hearing.

At age two, as predicted by doctors, Miley started showing signs of epilepsy and began taking medication to ease the symptoms. More recently, she stopped taking food by mouth and is currently being tube-fed, but I'm determined that she will be back eating again soon and enjoying her favourite treat – ice-cream!

Despite the challenges that presented as Miley grew, I remember thinking "no way" at the first mention of accepting specialist in-home nursing care from the Jack and Jill Children's Foundation when Miley was two. I didn't see Miley as being sick, and to me Jack and Jill was only for people with seriously-ill children. I thought there were others more deserving than us.

I relented after speaking with the local Jack and Jill Liaison Nurse Manager in Cork, Eilín, who explained that

they could provide some in-home respite care to Miley so that I could get a break from the 24-hour care that Miley needs. Jack and Jill entered our home in October 2021, to provide 20 hours of care each month.

Very quickly, Jack and Jill became part of our family. Our nurse came along, and she was amazing, and became part of the furniture. The time we get from Jack and Jill allows us to focus on the boys. We might just stay at home, and get the homework done and chill out, or we go to the coffee shop as a treat, or go swimming, and I don't have to worry about Miley's next feed, or if her medication is due, I can just concentrate on the boys. Some places aren't as accessible to bring Miley, and during the winter I'd rather her to be wrapped up in her warm home than outside in the cold. I also have time to go and get my hair done. I can't bring Miley to the hairdressers for hours, so that's a little thing I do for myself.

It's strange not having Miley with me all of the time, but I know she's so well looked after, and our nurse just takes over without me needing to explain all of Miley's needs. Jack and Jill gives me that peace of

mind. I can walk out the door and not worry because she is being cared for by a specialist.

It's not just the nursing care that's provided. If I have a bad day, our nurse is there to chat through things. If I'm worried about Miley and wondering if she needs to see a doctor, our Jack and Jill nurse is on the other end of the phone to offer advice. There's no dedicated phonenumber to ring to get advice when you have a child with highly complex medical needs, so having someone to ask those questions to, that bit of back-up, is just incredible. They really become part of the family.

When we came home from hospital when Miley was a tiny baby, we didn't know what was going to happen. But we just started living each day. No one knows what the future holds, and a diagnosis like Miley's taught us to stop thinking about where we are going, but to take one day at a time, see what it brings and enjoy the good days."



# Jack and Jill and Me



## Grayson's Story

When her son Grayson was four months' old, his mum Dawn Adams got the shocking diagnosis that her little boy had tuberous sclerosis, an extremely rare condition that means he has non-cancerous (benign) tumours growing on all his major organs. The condition causes global developmental delay and cognitive delay, meaning Grayson, now age

three, is non-verbal and can't walk. He also suffers from chronic epilepsy and has multiple seizures every day. Grayson's Mum Dawn is responsible for his 24/7 care needs. She receives ten hours of care from Jack and Jill nurses every week, and said this precious time is the only break she gets where she can fully switch off.

"Without Jack and Jill, I wouldn't get any time to myself. It's impossible to get

childcare because people are afraid to mind him because of the seizures. When Grayson is with his Jack and Jill nurse, I know he is 100 per cent safe, so I can actually sleep or switch off properly. I use the time to do simple things like rest or catch up on cleaning or laundry, things which are impossible to do while caring for a child with complex needs."

## Sarah's Story

Sarah Sage, age six, lives with mum Cecilia, dad Peter, and older brother James (age 12) in Dundalk, Co. Louth.

Sarah was born without a diagnosis, but her family discovered after a couple of weeks that she was not reaching all of her milestones and, after extensive tests, have learned that she has

an extremely rare brain abnormality called ZTTK syndrome. Sarah has developmental delay, is fed orally with liquidised food, has mini-seizures, is non-verbal and requires 24-hour care. Sarah also had open-heart surgery when she was just five months' old.

Sarah's Jack and Jill nurse, Sharon, helps the family with 20 hours of care each month.

"Sharon is our local nurse and Jack and Jill has been part of our lives for over five and a half years now. Having specialist nursing support from Sharon allows us to spend time away from the home with our older son, James, and we can plan nights out or special occasions – it's a weight lifted to know that Sarah is well looked after at home."



## Lilly's Story

Lilly Parackal, age 3, from Roscam in Galway, is the youngest child of Edel and Phil, and a little sister to Tess (8) and Jacob (7).

Lilly spent much of her first year in hospital after it was discovered she has a chromosome 2 imbalance which causes developmental delay, heart and lung problems, and means she

needs to be tube-fed. When she finally came home age one, the family received the support of a Jack and Jill nurse to help with Lilly's full-time care at home. While Lilly's needs have changed as she's gotten older, her parents still avail of about ten hours of home care a month from their local Jack and Jill nurse. Mum Edel says, "Our Jack and Jill nurse gives us back time to spend with our other children,

time where we know Lilly is in good capable hands and that we don't have to worry. We can just switch off and relax for those hours knowing that she is being well cared for. My parents have passed away and my husband's parents are in India, so we don't have grandparents we can call on to help, so we are very much reliant on the nurses to get a break."



# Section 3

## Focus on Fundraising

# Jack and Jill and Me

## Volunteer Brendan's Story

**When Brendan Loughlin, local Naas man, decided to overhaul his lifestyle, little did he know that his path to a healthier life would also have a major impact on the lives of families around the country.**

**After trading in his job as a truck driver to become a fitness instructor, he set up Brendan's Running Club in Naas and the Naas 10k was born, raising €42,000 for the Jack and Jill Children's Foundation in nine years.**

"I was a truck driver for a long number of years and overweight. I knew something had to change. I turned my life around and, over a year and a half, I lost the weight. Then I decided to study to become a fitness instructor. I got into running and set up Brendan's Running Club to motivate others. A year after setting up the club, I decided to organise a community run.

From the outset I wanted to support a children's charity. I have five healthy children and I have always felt very lucky for that. So, Jack and Jill was an obvious choice for me. It was local to Kildare, but also had national clout. With that decided, I approached the council with my idea for the run and started looking for sponsors. I had never organised anything like this before in my life. The first year we had 500 runners and raised €5,000. I made mistakes, but I took the feedback on the chin and learned a lot that first year.

Kerry Group came on Board as a sponsor in the second year, and have been with me ever since offering great support without looking for anything in return. The Gardaí, Naas GAA, Naas Credit Union, Andrew Cross and many others, including my family and

friends who get roped in every year, have all played a major part in the event. I'm a one-man-show for a lot of the organisational part of the event, but it simply wouldn't happen without the help and goodwill of so many people who get involved on the day to pull it all together.

It's not always plain sailing and there have been many challenges along the way. When the pandemic hit, I had to change tack and organised a virtual run. 2022 was difficult as people were still nervous about COVID-19 and attending a big event, but I wanted to go ahead and we still raised €3,000.

My main objective is to raise funds, but parallel to that is to provide people with an event that they will enjoy and will want to come back and be part of again. Over time I've added a DJ, designed a medal based on the Naas Ball, created t-shirts and, most importantly, generated a good atmosphere so that people go away feeling like they have attended a great event.

To think that the event has raised €42,000 over nine years is quite incredible. When team Jack and Jill attended in 2022, and their CEO Carmel Doyle spoke about the impact of the fundraising, I found it extremely emotional to hear. I've also had the chance to meet some of the families who get nursing care and that's been a brilliant experience. My part in all of this is small – it's the nurses and families who are doing incredible work, day in, day out. Jack and Jill are part of the Naas 10K now, and as long as I can do this event, I will. I feel honoured to play a part in helping the charity and the families it cares for."







# Fundraising: An Overview

**A**gility was core to our fundraising endeavours as we emerged from the pandemic in 2022 to raise vital care capital. As we celebrated our 25th anniversary, our focus on donating locally evolved to capture the goodwill and personal connections that weave our families, communities and businesses together into the Jack and Jill unit.



## Corporate Partnerships

Cutting through the saturated digital fundraising arena, whilst planning for the cautious return of in-person fundraising events were the primary objectives for 2022. Despite a general fatigue in virtual events and challenges, we put our best foot forward to recruit walkers for the 10,000 Daily Steps Challenge, raising €30,000 in February. In a landmark moment for Jack and Jill, a 13-minute TV piece on RTÉ's Nationwide beautifully captured our ethos, the human cost and challenges facing our families, as well as laying out the strands of our organisation's story.

In its sixth year, the Incognito mystery art sale chalked up over €200,000 in funds, selling out and remaining



as popular as ever. Outdoor events remained a critical vehicle for fundraising, from our inaugural Teddy Bear's Picnic with creches and after schools in June, to our Croke Park Abseil in July and our 25th Anniversary Golf Day in Carton House in September.

Our eighth annual Up the Hill for Jack and Jill fundraising challenge, fronted by Connacht and Ireland rugby hero and Jack and Jill Ambassador Jack Carty, was a great success in October. From a walk in the park to climbing Carrauntoohil, lots of supporters were inspired to make life a little easier for Jack and Jill families in their local community. The calendar ended on a high with Jack and Jill's Christmas Lunch, in partnership with fashion designer, Paul Costelloe, in December. Both events serve as case studies in the coming pages of this report, demonstrating impact and outcome.

Communities, community champions and local businesses continued to carry the mantle of our #DonateLocal, #SupportLocal mantra.



## Community Fundraising

The ongoing support of corporate partners continued throughout our 25th anniversary year. Our long-standing partners Dunnes Stores raised over €40,000 through their annual Christmas Jumper Day. We announced a partnership with Circle K that pledged to raise at least €270,000 through various nationwide community events, including Miles for Jack and



## Abseils, to walks to Picnics

Jill, a Christmas Car Wash, Abseils and Swims. A €60,000 donation from our 13 year partnership with Ryanair through the sale of their scratch cards, resulted in over €600,000 raised to date. We are also extremely grateful for our ongoing corporate partnerships with Bord na Mona, Horizon Therapeutics, Cafico International, Henderson Foods, Valeo Foods and Web Doctor to name a few.

Staff development continued to be a focus in 2022, building on the new investment in relationship management software. Learning and development in the team was promoted with staff upskilling through events through the Charities Institute, Dublin Chamber of Commerce, Business In The Community, The Wheel and regular development workshops and training.

Following on the challenge of the pandemic, the investment in, and development of an Individual Giving Strategy and Regular Giving campaigns will help support future sustainability. With such a strong community reach, our nursing model shows the money following families into the home. The responsibility to deliver our vital service to families throughout the first six years of their journey is great. Therefore balancing creativity with sustainable, tried-and-trusted fundraising campaigns is vital for us to keep delivering on such an important care commitment. No matter how many journeys up the hill it takes, we must refill our pail of water.

## Campaign Background

The 8th annual Up the Hill for Jack and Jill campaign took place during the month of October. The idea for the campaign originally came from the O'Sullivan family in Kenmare, Co. Kerry who organised their own local community fundraiser for Jack and Jill and the campaign has gone on to become one of our national flagship fundraising campaigns.

Members of the public are encouraged to walk or climb any hill they can, be it big or small, to help raise funds to support our work. The campaign helps build awareness of our service as well as generating funds through getting local families, corporate partners and the public to take on the challenge.

## Campaign Objectives

- ▶ To raise more money to care for our families through fundraising at a local level and through the support of a corporate sponsor
- ▶ To refresh the look of the campaign – utilising our new brand materials to create a new look and feel for the campaign
- ▶ To inspire supporters through impactful messaging to support local families in their community
- ▶ To inspire Up the Hill registrations across all 26 counties
- ▶ To engage corporate partners in driving participation and awareness
- ▶ To focus on sustainability with eco-friendly downloadable banners provided to participants
- ▶ To be inclusive of all abilities by allowing people to set the challenge to meet their own needs
- ▶ To engage all parts of the organisation in generating support for families via nursing/family support, companies and community fundraisers via fundraising and finance, media and ambassadors via communications, and customers via retail

## Goals/KPIs

- ▶ To increase the fundraising target to €130,000
- ▶ To engage a corporate sponsor
- ▶ To grow registrations/participants
- ▶ To interact with our digital audience via our Facebook social group
- ▶ To increase awareness of the fundraiser through our PR campaign



Our Up the Hill Community



## Output

Planning for the campaign began in August, as we brought forward the launch in a bid to increase public awareness of the campaign early. Jack and Jill Ambassador, Connacht Rugby Captain and Irish International, Jack Carty, and his teammates participated in a photocall launch with local Galway family, the Parackals, along with representatives of our new sponsors Abbott and the Jack and Jill team.

Our phased media campaign saw us engage national and regional media from the launch in late August, right through until October. A huge focus was on telling family stories and we enlisted the help of nine families who shared their experience of Jack and Jill's in-home nursing care in the media. Our nurses also played a role in highlighting the event in local media through tailored press releases and images of each of our Liaison Nurse Managers with our Up the Hill banner. We also invested in regional radio advertising and digital advertising to highlight the campaign.

2022 was the first of a three-year partnership with our new corporate sponsors Abbott. Abbott staff members got fully behind the campaign, organising local events in their plants in Tipperary, Cavan, Donegal, Longford, Sligo and Dublin.

Radio Nova once again backed the campaign with PJ Gallagher and Jim McCabe of breakfast show Morning Glory cycling from Croke Park to Bray Head on a tandem bike. This generated huge media interest and was a fantastic opportunity for another corporate partner, Circle K, to get involved by providing refreshments and support in garages along the cycle route.

This year saw the addition of a sponsored competition which attracted entries from both professional and amateur photographers, for the best Up the Hill photo. The competition was a new way to engage with our social media followers and to encourage supporters to send us their photos so we could "repurpose" them in our online content.

## Impact

- ▶ Raised €130,500, equivalent to 7,250 hours of care
- ▶ 641 registrations across the country
- ▶ 215 members in our Facebook group
- ▶ Increase in TV and radio interviews, with overall reach up 11% vs 2021
- ▶ 40% increase in national print coverage

## Outcome

- ▶ Once again, the general public, our families, corporate partners, and team Jack and Jill, delivered a successful Up the Hill for Jack and Jill campaign for the eighth year running. Against a backdrop of competing demands from other charitable causes, the aftermath of COVID-19, a very wet October, and lower registrations, our Up the Hill for Jack and Jill campaign still raised enough money to support 7,250 hours of in-home nursing care. TV and radio programmes, newspapers, magazines and social media platforms were buzzing with news of the campaign and stories of our amazing families. Right across the country, communities were inspired to take to the hills, footpaths, forests and trails. The groundswell of support was overwhelming - roll on Up the Hill 2023!

**Campaign Background**

Three years since our last Christmas Lunch and to celebrate 25 years of Jack and Jill, an exclusive luncheon in the Shelbourne Hotel with a fashion extravaganza from designer and ambassador Paul Costelloe was a fantastic way to end 2022.

The glitzy event included a best-dressed competition, judged by Actress Elva Trill, Stylist Yvonne Melinn and Presenter and TV Personality, Glenda Gilson. a three-course meal and fundraising auction to ensure we raised as much as possible to support our Jack and Jill families.

This event took place on the eve of Jack Irwin's anniversary, the little boy who left a legacy of support to over 2,800 families nationwide.

We had 260 guests attend the event in style to help us celebrate 25 years of Jack and Jill.

**Campaign Objectives**

The last Jack and Jill Lunch was held in 2019, pre COVID-19. Our primary objective was to host an exclusive Jack and Jill Luncheon in the Shelbourne Hotel to gather supporters, Board members, corporate partners and families back into one room, and to celebrate our 25th anniversary together, while raising crucial funds and informing those attending of the work of Jack and Jill.

**Goals/KPIs**

- ▶ To sell out the event
- ▶ To raise awareness and much-needed funds for Jack and Jill
- ▶ To remember Jack, and celebrate our 25th anniversary with families, Board members and supporters
- ▶ To utilise a new opportunity with our long-standing ambassador, Paul Costelloe
- ▶ To build relationships with supporters and networking opportunities with future potential supporters





## Output

The event was launched by Paul Costelloe and Glenda Gilson, along with Jack and Jill mum, Joan Johnson and her five-year-old son Leo in Evoke.ie Studios - who supported the event.

Leo has Angelman syndrome, epilepsy, sleep apnoea, reflux, scoliosis and chronic insomnia. Leo previously met Paul at an event and the pair formed a unique bond, so reuniting them was a very special occasion.

The launch captured photographs and video content which was utilised to promote the event through a series of articles on Evoke.ie, and traditional coverage in its print titles, The Irish Daily Mail, YOU magazine and the Saturday magazine.

A comprehensive social media campaign, including paid Facebook and Instagram advertising to promote the event and to encourage people to purchase a ticket or a table. We used our social channels to promote a raffle for a prize of two tickets to Paul Costelloe's show at London Fashion Week 2023, plus flights.

The event saw huge support from our corporate community, who kindly sponsored prizes for our raffle or provided product for our guest goodie bags. These included: Lily O'Brien's, The Shelbourne Hotel, Merrion Hotel, Voya, Xpert Pro, Kerry Gold, Inis, Sole Restaurant, iClothing and O'Donnell's crisps.

The event had a fantastic Christmas atmosphere and guests arrived in their finery to enjoy the proceedings. We were honoured to have our founder, Jonathan Irwin, join us for the festivities and to be part of such a celebratory day, especially on the anniversary of his son Jack.

Artist and DJ Mo Kelly provided the musical backdrop, while Paul Costelloe and his team of models, including Glenda Gilson, hit the catwalk to showcase his collections.

The event was presented by Sybil Mulcahy from Evoke.ie, and the best-dressed competition was judged by Irish actress and singer, Elva Trill, and fashion blogger, Yvonne Mellon.

A poignant moment of the day was delivered through Leo's mum, Joan Johnston, who spoke from the heart about what Jack and Jill has done for their family, the support given through the nursing care, but also the joyful moments like meeting Paul and a photo of him and Leo ending up on the front of The Irish Times. It was a gorgeous tribute and we were so privileged to have her tell her amazing story in a room full of our staunch supporters.

## Impact

- ▶ Event sold out
- ▶ Over €26,000 was raised, 1444 nursing hours
- ▶ Strong media coverage of the event
- ▶ Showcased the impact of Jack and Jill's work from the words of a Jack and Jill mum

## Outcome

- ▶ The event funded 1,444 hours of in-home specialist nursing care and respite support for families in communities across Ireland.
- ▶ It continued our long-standing relationship with ambassador, Paul Costelloe.
- ▶ New relationships with donors, corporates and supporters were cultivated

*“We use our Jack and Jill hours to bring or collect Jake, Olivia’s brother, from school. It gives him a sense of normality because he had to grow up so quickly when Olivia came along. He loves first class this year, which is great.”*

**Amanda, a Jack and Jill Mum**



# Section 4

## Focus on Retail

# Jack and Jill and Me

## Volunteers Kathleen and Agnes' Story

**S**isters Kathleen McGovern and Agnes Farrell have clocked up over 6,000 volunteer hours between them as the welcoming 'front-of-house' team at Jack and Jill's charity boutique in Newbridge. The pair spotted a sign recruiting volunteers in 2013, offered their help immediately due to a family connection with Jack and Jill, and soon became familiar faces at their local store.

"My husband's niece had two little boys who were Jack and Jill babies. Jake and Ben. They have both sadly passed away now, but I know what their mother went through to mind those boys at home while juggling work. It was extremely tough, and the support from Jack and Jill was really important," Agnes recalls.

"At the time, I had taken redundancy from my factory job and was looking for something to do with my time. I had done some seasonal work in a retail shop and really liked mixing with people."

Kathleen carries on, "We were walking past the shop and saw that they needed volunteers. Given the family connection, we went in, put down our names and the very next day they rang us. I had finished up work in a warehouse, and had never volunteered in a shop before, but I said I would give it a go and see if I liked it. I do every Wednesday and Agnes does every Tuesday. One week led to another and it's hard to believe now we've been there so long!"



Kathleen

Agnes says of her volunteering, "You get to meet all types of people. I like the company and the social aspect of it. I also like the clothes! I've been so surprised by the quality of the items we get donated. Some things are designer, and others are brand-new with the labels still on. You feel like you've gotten a real bargain if you get your hands on something like that. It also opens your eyes to what life can be like for people – things are tough for so many and charity shops can make items affordable."

Kathleen adds, "A young guy came in recently to buy a suit for his mother's funeral. He said the suits in Penneys were too expensive. My heart went out to him, you really don't know what some people are going through and it was great to see him find what he needed. We also get a lot of mothers who buy second-hand toys for their children – they say it's much better to get second-hand while they are still young and things break easily. Young people are often in looking for second-hand fashion as they want to buy more sustainably. You learn a lot from meeting different people."

I'd definitely recommend volunteering to others. You are giving something back, and it's enjoyable. I have never felt like it's a burden and I've learned a lot of new skills I never had before. I'd never used a till before and now it's second nature to me. It's also a great place for people of different abilities to work and meet others," Kathleen says. Agnes concludes, "You have nothing to lose by trying it. Children are so special, and it's great to be giving back to Jack and Jill who are helping other children like Jake and Ben. It's a win-win for me."



Agnes



# Retail: An Overview

## #ShopLocal

**2**022 saw a big emphasis on the expansion of Jack and Jill's retail offering – with three new charity boutique openings, bringing the total number of stores to 12 by year-end.

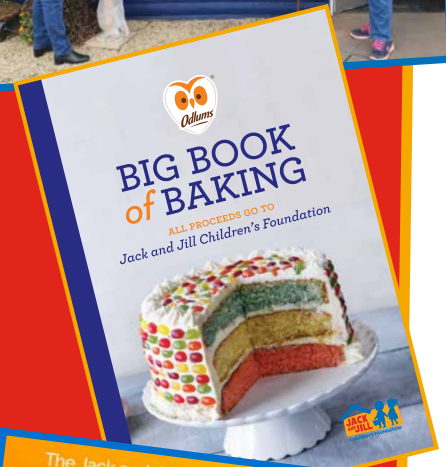
The first new opening of the year took place in February in Waterford city. This was followed by the opening of our new Athlone store in May, and then our first Dublin store based in Artane in October.

Two new vans were purchased in 2022 to meet the needs of our growing retail network, enabling us to transport stock, fixtures, fittings etc to our boutiques around the country more efficiently.

The retail arm of Jack and Jill is hugely important to us – not just as an income stream, but as a window into the local communities we serve. It is a place for people to purchase low-cost, quality goods, both pre-loved and new, a place to donate, a place to volunteer, and a place where corporate partners can provide practical support.

In early 2022, the Foundation invested further in our online offering by obtaining a warehouse space in Portlaoise to grow our virtual charity shop on the platform Thriftify. During 2022, we were able to increase our online offering to 10,000 items – an increase of 25% on the previous year – and we are continuing to build on this.

We also utilised our new warehouse space to store stock for the physical stores and to fulfil our online Christmas merchandise, another key revenue stream which grew in 2022. Our corporate partner, Valeo, produced a new cookbook, Odlums' *Big Book of Baking*, which was sold across Dunnes Stores outlets and through our website, with all 9,000 printed copies selling out. The book was a new addition to our Christmas gift collection which also included Christmas cards, scented candles designed by Paul and William Costelloe, Incognito art prints and gift certificates.



**RETAIL INCOME 2021**  
**€879,207**

**RETAIL INCOME 2022**  
**€1,472,384**

**INCREASE OF**  
**€593,177 or +67.46%**

# Read all about it!! Our first Jack and Jill Charity Boutique Opens in Dublin!

**J**ack and Jill opened its first Dublin-based charity boutique in October 2022. This opening of the shop, located at Unit 1 and 2 Artane Place, Artane Business Park in Dublin 5, was a huge milestone in our 25th anniversary year. With 92 of the 400 children under our care residing in Dublin, it was very important to us to have a retail presence in the capital and serving as a gateway into this local community.

GAA legend John O'Leary, who sits on the Board of Jack and Jill, switched sides from goalkeeper to shopkeeper for the launch day in November! John and his wife Catherine have availed of Jack and Jill's home nursing care support for their youngest child Tom, who was born with a heart condition and a chromosome disorder. Tom is now 12 years of age and also attended the launch, together with families, guests, partners and media from the wider community.

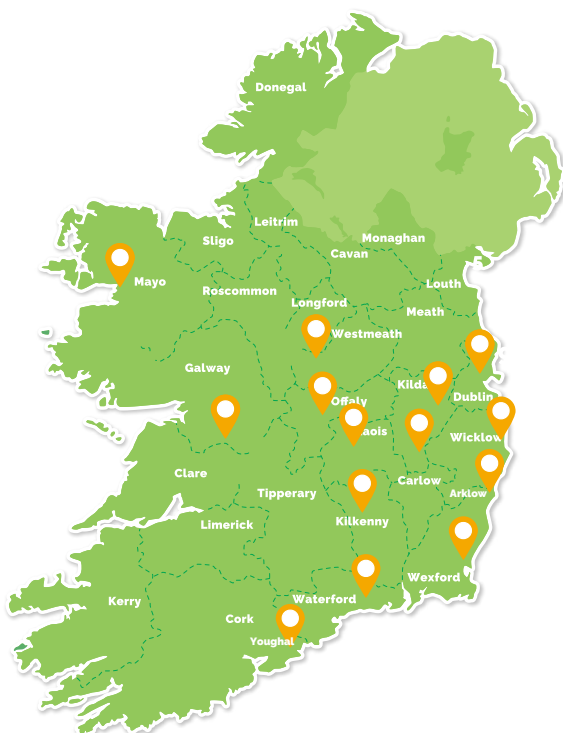
Speaking at the launch, John said: "Jack and Jill really got us out of a black hole in the early years. The support we received from Jack and Jill made all the difference. They were a lifeline to our family, as we navigated the difficult journey of dealing with Tom's care needs, while also juggling work and family life. Like lots of Jack and Jill families, our family will forever be part of the wider Jack and Jill community, and I am very proud to be a Board member of the charity and know how important



*John O'Leary*

this move into Dublin really is for that connection with our community."

We are proud to report that the store is thriving, as we continue to welcome those in search of a bargain, those donating pre-loved items and those kindly giving us a few hours of their time to volunteer. We appreciate all of the wonderful support in helping make this such a success story for us.



### Our Charity Boutique locations

- ▶ Athlone
- ▶ Loughrea
- ▶ Tullamore
- ▶ Newbridge
- ▶ Artane, Dublin
- ▶ Portlaoise
- ▶ Crookstown
- ▶ Wicklow
- ▶ Kilkenny
- ▶ Arklow
- ▶ Gorey
- ▶ Waterford
- ▶ Castlebar Opened January 2023
- ▶ Youghal Opened June 2023



# Section 5

## Focus on Communications

# Jack and Jill and Me

## Tracy and Willow's Story

**W**illow Carroll (age six) lives with her mum Tracy, dad John and big brother Noah (age nine) in Bohermeen, Co. Meath. Willow has a condition called spastic quadriplegia, cerebral palsy and epilepsy. Despite the many challenges she endures, Willow is a happy little girl who is thriving, having beaten the odds, because she has been cared for in the loving warmth of her home, her family and her community. We're so proud to have supported Tracy, John, Noah and Willow over the last six years, and grateful for how they have supported us right back by sharing their story.

"The day Willow was born, my life before was left in the past, every fragment carried on the winds of change, my head hanging in grief, disbelief and the fear of We.

The day Me became We, becoming a parent changes you, becoming a parent to a child with complex needs takes Me to We. You are the hands, feet, the voice, the advocate for your child. You no longer think in the singular, you now are as We.

On 5th December 2016, we brought Willow home, a frightening journey lay ahead, and we were told Willow would pass soon. The minutes felt like hours, yet the hours passed too quickly. I felt lost and alone in a house filled with people, voices, but no comfort.

On 6th December, a ray of light shone in a very dark place when we met Anne Reilly, our Jack and Jill Liaison Nurse. Her presence carried calm, warmth, friendship, and a feeling of being held. In those moments, I knew I wasn't alone.

Anne supported us through those first days, by my side, helping me understand Willow's needs, how to navigate our way through this new world. Our Fairy Godmother, a friend for life.

When Willow was three weeks' old, we met Catherine Fullerton, who came to care for Willow. Six years' later, she is still with us, part of our family. Catherine is there for me, every step on our path, every time I need an ear. Her love for Willow is that of a mother.

The hardest part of caring for a child with complex needs is the loss of Me, the loss of time for the rest of your family, the loss of the most basic need for us all, Time.

Jack and Jill give a family Time, they support Tracy,



*John, Tracy, Noah and Willow*

John, Noah and Willow Carroll with nursing hours – invaluable – for things we all take for granted. To be able to walk out the door, kiss Willow and know she is cared for with such love and expertise is a comfort that you can only wish for.

The gift of time to share with Noah, time to have a family day out, time to hold John's hand, time to care for Me, time to find some space for my interests. Time to be just Me.

The Jack and Jill Children's Foundation, in the presence and support of Anne and Catherine, set the foundations to build a new life, when we were unsure of how to take those steps. Creating and celebrating a new life, a diverse world and one we follow each day with confidence and joy in the world of Willow's Way."



*Launching Up the Hill 2022 with PJ Gallagher and Jim McCabe from Radio Nova*

# Communications: An Overview

In our 25<sup>th</sup> anniversary year, our communications team set out with three main priorities:

1

To give our brand a refresh to make it fit-for-purpose for a digital age; reflecting with pride on all that has been achieved over 25 years to support 2,854 families across Ireland

2

To share impactful stories with a clear call to action to #SupportLocal, #DonateLocal and #ShopLocal because #CommunityMatters to Jack and Jill

3

To strengthen our in-house capabilities and bolster our communications team to ensure fast, efficient and effective campaigns that deliver awareness, trust, donations and support

## Project Rebrand

Research for our rebrand project had been in the works for a while, but we identified our 25<sup>th</sup> anniversary year as a perfect opportunity to take action and reimagine our brand. We set up a sub-committee group to guide the project and worked with our partners, Watson Creative, on building a suite of creative assets, including brand guidelines, to ensure a consistent representation of our brand across all channels.

Our new logo is an evolution of the identity created by our founders in 1997. It embraces our history and heritage, retaining our valuable brand equity, while re-energising our brand look and feel for a more digital environment, where a lot of our fundraising now takes place. Bright, vibrant and evocative of the empowering care that the Jack and Jill Children's Foundation provides, we hope this redesign sets us up for the next 25 years!

On the 25<sup>th</sup> March, we made the switch and wore our new celebratory 25<sup>th</sup> anniversary logo with pride and encouraged staff, families and supporters to showcase digital anniversary badges across their social media channels. A major moment for the team was when our partners, Circle K, featured our new logo across their fleet of tankers! Building brand awareness on the road, Circle K is an example of a valued partner literally going the extra mile to support us.



# Reflecting with Pride



*Jonathan and Mary Ann*

**W**ith international conflict and the increasing cost of living making for a challenging fundraising landscape, our team worked hard to devise campaigns and share stories that would compel the public to continue supporting Jack and Jill families, with 'donate local' and 'care in the community' at the heart. With more children under our care than ever before, 'charity begins at home' became a central premise to distinguish our service from others.

Our anniversary messaging was woven into all communications across the year, reflecting with pride on Jonathan Irwin and Mary Ann O'Brien's incredible pioneering spirit that supported 2,854 families to care for their child at home, in communities across Ireland, with no means test, no waiting list and no red tape.

While we had many thoughtful and inspiring moments as a team, one stand-out moment was a 13-minute segment, which aired on RTÉ One Nationwide on 13<sup>th</sup> April. The piece opened with Anne Cassin interviewing Jonathan and Mary Ann in their home about their son Jack's story and how, from sadness and heartache came the inspiration for the Jack and Jill Children's Foundation. They spoke about how proud they are of the "joy, friendships and incredible human beauty" they

have encountered over the past 25 years, and how Jack's legacy is so meaningful, in that families no longer have to walk this difficult care journey alone.

The feature also included Sinead Moran, the Foundation's Head of Nursing, who said "it's a privilege to go into our families' homes and to support them in their hardest and darkest days."

Jack and Jill mum, Mary O'Shea, and her daughter Grace, welcomed us into their home to share Tadhg's story and how Jack and Jill are part of the family at this stage! And to tie in with our popular Incognito art sale which was underway at the time, Kilkenny artist Sonja Horgan, who had kindly donated some original artworks, was filmed in her home studio, showcasing her beautiful work.



*Head of Nursing, Sinead, chatting with Anne Cassin, Nationwide*

To round off the piece, which covered so many aspects of the Jack and Jill story, our CEO Carmel Doyle was interviewed in our Kilkenny charity boutique, highlighting that, while we continue to focus on home, community and family, we couldn't do what we do, without the support of the public.

A huge thank you to Anne Cassin, Suzie Butler Walsh, Brian Walsh and the Nationwide team at RTÉ for producing this wonderful celebration of #JackandJill25.



# Building Our Team

With the growth of our fundraising target to meet the increasing demands of our service, we identified the need to expand our communications team, and bolster our expertise in digital marketing.

Adam Brennan started with us as Digital Marketing Manager in July and Mary Ellen Malone as PR and Communications Manager in August. The result has been a noticeable step-change in the quality and vibrancy of our digital content that had multi-purpose uses, and engagement with families and supporters in telling their stories to build awareness and, ultimately, inspire donations and sales.



*Mary Ellen Malone, Adam Brennan, Clodagh Hogan*

# Always Learning

As part of our Strategy 2027 research and development, in December we engaged Empathy Research to benchmark our awareness and trust scores to help inform future fundraising initiatives.

Every day is a school day at Jack and Jill and we have attended various LinkedIn and Meta training workshops to keep abreast of the ever-evolving social media landscape, while also participating in crisis communications training, hosted by the Charities Institute Ireland.

Leaning further into the mantra of 'always learning', we engaged Rue Point Media to carry out a media insight report for 2022, some findings of which can be seen in the infographic featured on the next page, demonstrating the effectiveness of our regional media activity which aims to encourage the public to help support Jack and Jill families in their local communities. This report has helped inform our 2023 communications strategy and is now a benchmark to measure and evaluate our communications outputs and impact, year on year. We plan to carry out media insight reports in the future, to help demonstrate impact and cut-through and assist with our long-term strategic planning.



*Team learning at LinkedIn Course*

# Communications and Impactful Storytelling

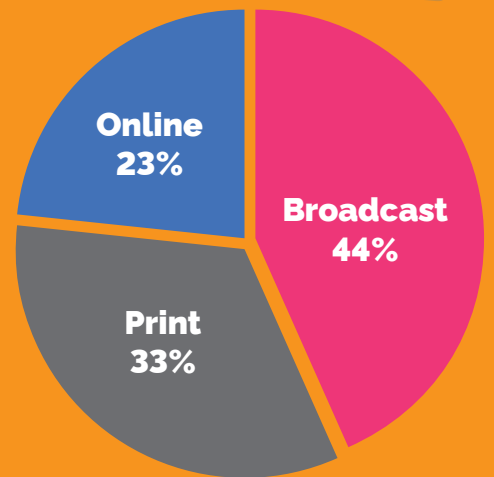
## Regional Media Rocks!

Regional radio and print publications dominated in 2022, with **795** and **466** media features, respectively.

A Media Insight Report carried out by Rue Point Media on behalf of Jack and Jill found that in 2022, Jack and Jill generated **1,898** pieces of media coverage across print, online and broadcast media, with a potential media reach\*\* of **139.62M**.

Qualitative analysis of 612 print and online media features was undertaken. Key findings revealed:

- Coverage had predominantly positive sentiment, we scored 94%
- There was no negative coverage
- Media prominence (driven by brand/campaign) was prime (36%), or significant (20%) demonstrating that our messaging had meaning and cut through, versus passing mentions at 44%
- 'Care' was the most prominent message with 292 mentions (74%)
- Fundraising Campaigns & Events were present in 85% of the analysed coverage



% Volume of Media Coverage Per Media Channel  
\*Source: Rue Point Media Insight Report, March 2023

### Total Media Output

Print	Online	Broadcast
<b>Volume 624</b>	<b>Volume 430</b>	<b>Volume 844</b>
<b>Reach 12.24M</b>	<b>Reach 50.78M</b>	<b>Reach 76.6M</b>

Corporate Spokespeople primarily drove prime positive sentiment, our CEO Carmel Doyle featured in 94 media outlets. Our Families, Ambassadors and Staff featured prominently too, as part of our ongoing move from telling one man's story to 'our story'.

Overall, we earned a **media performance score of 94, which is well above the 50/100 benchmark.** This was a result of a high level of prime positive sentiment, with campaigns and key messages coverage instrumental in achieving this high score.

### 9 out of 10 adults

are aware of Jack and Jill



### 66% trust Jack and Jill



### 1 in 5 adults

are aware that there is a Jack and Jill family in their community




## Empathy Research – Omnibus Survey

### Topline Key Findings


- Awareness of the Jack and Jill name is strong, with almost 9 in 10 (89%) of adults aware of Jack and Jill.
- 1 in 5 adults (18%) are aware that there is a local Jack and Jill family in their community.
- There are high levels of trust associated with the Jack and Jill Children's Foundation, with 66% claiming they trust Jack and Jill.
- This trust score rises to 89% when cross referenced with those who are aware of our services, meaning when people understand what we do, they trust us even more.

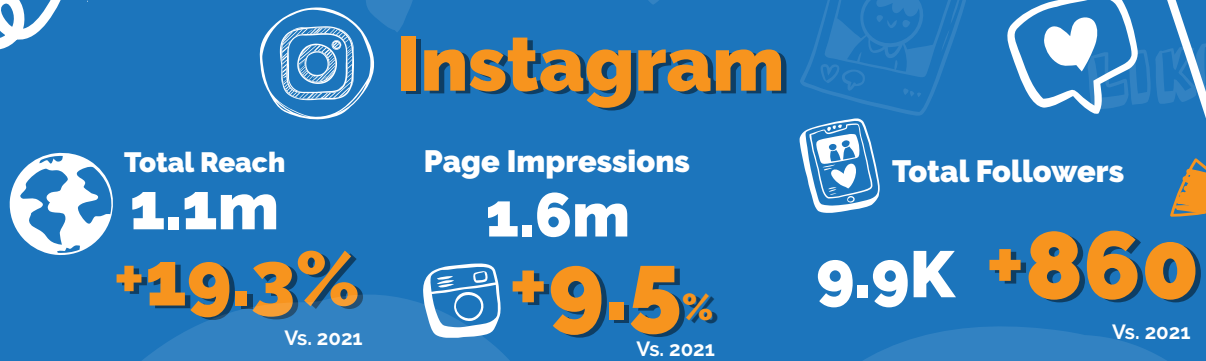
\*\*Potential audience exposed to media content i.e., readership for print, listenership and viewership for broadcast, average daily site traffic for digital content








**facebook**

 <p><b>Total Followers</b> 48,690 <b>+390</b> Vs. 2021</p>	 <p><b>Page Impressions</b> 6.6m <b>+4.8%</b> Vs. 2021</p>	 <p><b>Post Engagement Rate</b> 10.67% <b>+7.97%</b> Vs. 2021</p>
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**Instagram**

 <p><b>Total Reach</b> 1.1m <b>+19.3%</b> Vs. 2021</p>	 <p><b>Page Impressions</b> 1.6m <b>+9.5%</b> Vs. 2021</p>	 <p><b>Total Followers</b> 9.9K <b>+860</b> Vs. 2021</p>
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A key area of focus in 2022 was to explore the awareness and fundraising opportunity that digital marketing presents to Jack and Jill.

An external agency, Evolution Digital, was brought on board and, with a generous grant from Facebook/Meta, we soon had a paid, owned and earned digital strategy.

# JACK AND JILL AND SOCIAL MEDIA

Our emphasis was on creating engaging content that would compel our target audiences to either donate or sign up to support Jack and Jill.

We also set up Jack and Jill on Tik Tok; our first video garnered 233k views!

We have seen tangible results on our increased investment of time, effort and budget in this area, most notably when we ran an Orange Weekend flash sale of merchandise to cut through the Black Friday noise in November 2022. Our strategic digital drive continues.




**twitter**

 <p><b>Post Impressions</b> 439,000 <b>+193k</b> Vs. 2021</p>	 <p><b>Total Reach</b> 256,761 <b>+27%</b> Vs. 2021</p>	 <p><b>Total Followers</b> 4,700 <b>+10%</b> Vs. 2021</p>
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**LinkedIn**

 <p><b>Total Connections</b> 2,527 <b>+32.2%</b> Vs. 2021</p>	 <p><b>Post Impressions</b> 175,750 <b>+30.7%</b> Vs. 2021</p>
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*"Our nurses are like part of the family and it is wonderful when they come. I feel comfortable and reassured that Ellie will be well looked after and I can get a real break."*

**Isobel, a Jack and Jill Mum**



# Section 6

## Focus on Our People

# Jack and Jill and Me

## Alie's Story

**W**hen Alie Sheridan first joined team Jack and Jill, having completed a Diploma in Event Management, she had no experience working in the not-for-profit sector. Fast forward ten years and she has worked her way up to Head of Fundraising, racking up numerous qualifications en route, and continuing to be driven by the privilege of being able to play a role in supporting Jack and Jill families to be together at home.

"My mum and sister had done some Jack and Jill hours for a local family, so when my sister saw the role for a Fundraising Executive job advertised on Facebook, I said I would apply and see what happens. I was delighted to be offered the job and two weeks' later, on my first day, I met Jonathan Irwin who said, 'welcome to the spider's web'.

I embedded into the small team quickly. There were 22 of us in total, nine based in the office and the rest of the team working remotely. The camaraderie, "rolling-up-the-sleeves" attitude and passion that everyone comes into Jack and Jill with was infectious. You couldn't help but want to come away every week knowing you did your best to support the 200 children on our books at that time and playing your role in raising the €2.5m needed.

I appreciate and value absolutely everything I have learned from my colleagues, talking to and meeting our families, and connecting with incredible people that call into the office wanting to play a role in supporting Jack and Jill. Whether it's corporate friends, community fundraisers, or people calling to make a donation inspired by hearing about a local family, the selfless acts people and communities undertake to contribute to Jack and Jill families never ceases to amaze me.

When I first started in Jack and Jill, I was naive to what a potential career in fundraising could look like. While there isn't a specific fundraising qualification required to work in this area, it is a professional career that requires multiple skills, from communications and marketing, to sales, and creativity and, most importantly, the capacity to build relationships. Over the years, I was always encouraged and supported to further my career development by enhancing and progressing my skills across marketing, communications, PR, graphic design, leadership and management. All of these skills led me



on the path to become Fundraising Manager in 2018, to interim Head of Fundraising in 2021, and to officially be appointed Head of Fundraising in 2022.

In Jack and Jill, if you aren't providing care, you are helping to bring in the funds to ensure families can be supported. Our annual fundraising target has increased three-fold in my tenure, and we now support over 400 families which is the highest number it's ever been. Over the years, there have been fantastic highs, and some lows, but through them all is the motivation to make life that little bit easier for the families under our care.

One of the highlights of my time with Jack and Jill was our 20th anniversary Afternoon Tea roadshow around the country which allowed me to build new relationships and meet families, supporters, and company executives. I got to meet and talk to families who had been supported by the Foundation up to two decades before, and that support still meant as much to them all this time later. That's when I understood Jonathan's reference to the spider's web – all that time had passed and these families, friends and supporters were still connected to Jack and Jill.

I joined Jack and Jill thinking I'd do six months and gain some experience. I don't know where ten years have gone, but I'm very proud to be a part of this spider's web, and it's a real privilege to lead a team helping our families."

# Our People

People are our biggest asset at Jack and Jill and staff recruitment and retention was more important than ever in 2022. While this was the year that we got back to some normality with face-to-face meetings, the impact of COVID-19 on how people viewed and prioritised their job, having been robbed of so many family occasions, still weighed heavily. Work-life balance and well-being were top of our leadership team's agenda right throughout the year, while staff recruitment and retention still topped the risk register.

For many of us, going back to an office environment five days a week just wasn't necessary to get the results we required. And so began our journey to a hybrid model that was both fair and productive to the whole team, a journey that continues today. A key challenge was timing, and how to get the team together at the right times, through the right forum, to spark the creativity, discussions and decisions required to implement our rolling plan. People power is what keeps our quality service going in order to meet the increasing demand, while also raising the care capital required to do so.

Based on a recommendation from The Wheel's annual charity conference, we embarked on our first formal Staff Engagement Survey to check in with our people, achieving a 91 per cent participation rate.

As part of this HR review, we also reviewed the salary surveys of both the Wheel and the Charities Institute, and our leadership team was actively participating in industry groups where HR and people issues and opportunities were topping the agenda. We set out to review all the facts and talk to our people directly through our annual appraisal channel.

This first survey is now the benchmark for future annual surveys, providing a new range of key performance

indicators. The results were impressive, so much so that we thought perhaps staff were holding back a little on their true feelings! As an employer, Jack and Jill scored well on people power above the sector norm in many areas. Specifically, the Foundation scored well on: people enjoying their work; speaking positively about the charity; going that extra mile; good team morale; resolving disagreements effectively; sharing information effectively; and fostering an environment where people felt encouraged to implement new ideas. Three areas where we scored less than the sector benchmark were: being recognised for going that extra mile, feeling views are valued, and being clear on roles and what is expected.

These results were in line with what our leadership team had observed through the appraisal process. Furthermore, we have introduced quarterly staff meetings, suggestion boxes, full staff involvement in our Strategy 2027, and ongoing discussions regarding the roles and responsibilities in making this happen through performance reviews.

With the full support of the Board, we implemented a temporary wage supplement that would, subject to finishing the year in a surplus position, use Revenue's tax-free voucher allowance of a maximum of €1,000 per annum. This was done primarily to reduce staff turnover and the negative knock-on impact on our service for families and the vital fundraising for that service. It also helped combat the increasing cost of living for all our staff, while recognising their commitment, value and role in delivering a record level of home nursing care hours in 2022. Furthermore, it was done against the backdrop of a 6.5 per cent public sector pay increase and the pandemic special recognition payment which Jack and Jill staff had not received. A deeper review into staff pay, conditions and remuneration is taking place in 2023 to allow us to continue to support and invest in our people.



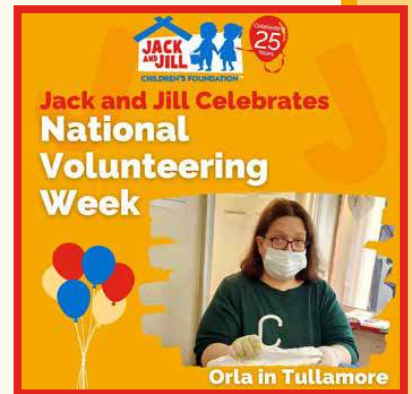
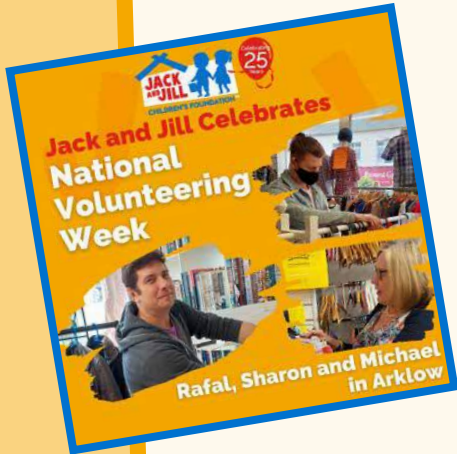
# Our Volunteers

**V**olunteers are a core part of the Jack and Jill Children's Foundation. We simply could not operate without the support of people who give so generously of their time to make a difference to their community and the Jack and Jill families living within it.

At the time of print, Jack and Jill have over 150 volunteers working across our 14 charity boutiques, sorting through stock, meeting and greeting shoppers and ensuring great customer service.

We also have volunteers who support our online sales and help pack and post our orders for delivery to the public. Our volunteers shake buckets, organise events, encourage their work colleagues to support us, host cake sales and coffee mornings, and collect items to donate to our boutiques. They go above and beyond, and we will forever be grateful to those who dedicate their time, heart and energy to support our families, including our Board.

Volunteering is a great way to give back, learn new skills, have a social outlet and meet new people, and we are always looking for additional volunteers to support our work.





# Section 7

## Focus on Governance

# Jack and Jill and Me

## Declan's Story

**F**rom Irvinestown, Co. Fermanagh, Jack and Jill Children's Foundation Board member, Declan J. Magee, is a retired general surgeon and past-president of the Royal College of Surgeons in Ireland. He has had a long-term involvement in the governance of surgical training and practice in Ireland and had a central role in the development of RCSI's support for surgical training in sub-Saharan Africa. He is also a director of Blackrock Healthcare Group.



"When I was first approached to explore whether I might be a "fit" for a Board vacancy, I already knew something of the Jack and Jill Children's Foundation and had seen Mary Ann O'Brien and Jonathan Irwin, when they appeared on The Late Late Show.

Their story of overcoming so many obstacles to provide home care for their son, Jack, for his all-too-short life was truly inspirational and, even more so, their resolve, in the midst of their grief, to use this hard-won experience to create what has become the Jack and Jill Children's Foundation.

The initial approach to me came from Catherine Logan, a Board member, whom I knew from her work with Blackrock Clinic. She explained that, in earlier days, they had been privileged to have Dr Fin Breatnach on the Board and were now seeking a new member with a medical background. She acknowledged the challenge, common to all charities, of finding individuals with both the necessary skillsets or experience and availability. Likewise, having sat on several Boards, I needed to know more about the likely commitment.

As part of an essential two-way "getting-to-know-you" process, I had a substantial meeting with Chair, Maeve Beggs, and spoke with CEO, Carmel Doyle. My commitment would involve, at a minimum, four Board meetings per year, being part of the nursing sub-committee – another four meetings – attending a Strategy Day and a Family Fun Day. They were upfront about the considerable work that the position entailed, but their own pride in the organisation, their passion and enthusiasm, was infectious.

Joining any Board is not without its risks and the charity sector is no exception. I had many informal conversations and, having studied previous detailed Annual Reports and the Coventry Report, I was in no doubt about the worth of the Foundation, its values and its robust governance.

Once my decision was made to join, I got busy preparing for 4th March 2022, when I would be proposed as a Board member. I was committed to getting to know the charity from the inside-out and the induction process was strong and impressive, led by Chairperson Maeve Beggs, and Deirdre Walsh, Head of Retail and Compliance.

I met the senior management team, including the Heads of Nursing, to understand that core function. I visited Jack and Jill's charity shops and spent time discussing the retail plan, as fundraising is the lifeblood of this charity. I spent time with the family liaison team to understand the family journey and was impressed at the speed and substance of what I saw and the fact that Jack and Jill has no waiting list, no means test, and no unnecessary paperwork, but instead a robust referral, approval and review process.

The highlight of my induction was being invited to visit a Dublin family. Seeing first-hand what the care meant to them was both humbling and inspiring.

Other special days were attending the opening of the Artane charity boutique with my fellow Board member, John O'Leary, and attending the Christmas Lunch and meeting the inspiring Jonathan Irwin. Attending the Family Fun Day and talking to so many families and nurses was a heart-warming experience.

Developing our Strategy 2027 is a key priority. The process began in 2022 by contacting the key stakeholders, listening to what works well and where we can improve. I am keen to see the outputs from that engagement, and to working with the Board and the management team to develop the future roadmap. My journey with Jack and Jill is only just beginning."



# Governance: An Overview



**A**t the Jack and Jill Children's Foundation, we believe that good governance must be demonstrated and earned.

Our governance framework is there to encourage the efficient use of resources and to show transparency in, and accountability for, the stewardship of those resources. The Foundation is committed to operating ethically and being open, transparent and responsible in how we raise and spend our funds. More details of our governing policies and practices are contained in this report and on our website [www.jackandjill.ie](http://www.jackandjill.ie).

As an organisation, we are fortunate to have a hard-working, diverse and dedicated Board of Directors who are fully committed to transparency and ethical fundraising. The Board ensures that the activities of the charity are consistent with its charitable purpose and aims. Our Board operates to good practice guidelines for governance and has signed up to the Charities Governance Code. We comply with the Charities Institute Ireland Triple Lock Standard, ensuring transparent reporting, good fundraising and governance. We publish an annual report and comply with SORP (Statement of Recommended Practice) standards and our accounts are externally and independently audited.

One of the highlights of our 25th Anniversary year was winning the Carmichael Good Governance Award for our 2021 Annual Report - a key performance indicator (KPI) that holds immense meaning for us. It serves as a validation of the efforts we have made to establish a robust governance framework that guides every aspect of our work. It affirms the integrity of our decision-making processes, the effectiveness of our policies

and procedures, and our unwavering commitment to the children and families we serve.

Moreover, this award is a testament to the unwavering dedication of our incredible team and the tireless efforts we put in every single day. It reinforces our belief in our mission at Jack and Jill and serves as a reminder that our hard work and dedication has not gone unnoticed.

There is a clear division of responsibility in the organisation, with the Board retaining control of major decisions in relation to our strategic plan and the CEO responsible for implementing this plan within the authority delegated to her by the Board. The role of Chair and CEO are separate, and all directors are independent of the management of the charity.

In 2022, the Board continued to give priority to achieving the highest standards of corporate governance, including activities surrounding strategic planning, nursing, financial management and fundraising. All members of Jack and Jill's Board and committees are non-executive and work in a voluntary capacity, receiving no remuneration. No payments, including expenses, were made to any Board or committee members during the financial year. Conflicts of interest declarations are invited at the start of each meeting.

Our four Board sub-committees consist of:

1. Audit, Finance & Investment
2. Nursing & Clinical
3. Fundraising, Communications & Retail
4. Governance & Compliance

The terms of reference for these sub-committees focus on the following objectives:

- ▶ Harnessing specific skills and experience of Board members so that there is a wider springboard for idea generation
- ▶ Enabling more time to be spent on specific matters such as nursing, fundraising, communications, risk and finance
- ▶ Freeing up Board time to focus on policy, strategy and major operational issues, with sub-committee updates sent as part of an advance Board pack to ensure all members are informed
- ▶ Facilitating access to external members to support the committee where key skills are not available on the Board or need to be developed



# Meet the Board



## Maeve Beggs

Entrepreneur, Company Director and Professional Manager, Maeve has built up, and successfully exited, one of Ireland's leading technology companies, the Helix Health Group, and is a member of the Irish Institute of Training and the Corporate Governance Institute of Ireland.



## Alan Bateson

Managing Director for Volkswagen in Ireland, with strong experience in automotive, business management and strategic development, along with marketing and legal skills.



## John O'Leary

Former Dublin All-Ireland winning captain, John brings a wide range of experience from his successful sporting, finance, banking and coaching career. He is involved in a lot of voluntary work, specifically with the GAA, supporting and training several teams.



## Oliver Sutherland

Director at the Primeline group of companies, the leading integrated solutions specialist in Ireland, working across; Into Market, Logistics, Route To Market, ECommerce and Retail Intelligence platforms. Formerly a founder executive with the Valeo Foods Group, and Managing Director of Nestle Ireland.



## Catherine Logan

Catherine Logan, a former Corporate PR and Healthcare Communications Strategist, is involved in the family hotel business, having driven the creative direction of the full refurbishment of The Johnstown Estate, Meath, and the repositioning of the hotel's brand. She is now about to do the same thing with Trim Castle Hotel in Meath. She is also half way through a four year course in Creative Writing with [www. TheNovelry.com](http://www.TheNovelry.com), a global writing school.



## Diarmaid Cunningham

Chief Administrative Officer, General Counsel and Executive Vice President of ICON plc, a world-leading healthcare intelligence and clinical research organisation. With headquarters in Dublin, Ireland, ICON operates from 150 locations in 47 countries and has approximately 38,000 employees.



## Declan J. Magee

Past President Royal College of Surgeons in Ireland, retired General Surgeon. Long-term involvement in governance of surgical training and practice in Ireland and development support for surgery in sub-Saharan Africa. Board Director, Blackrock Health.



## Martin Jacob

### *Board Company Secretary*

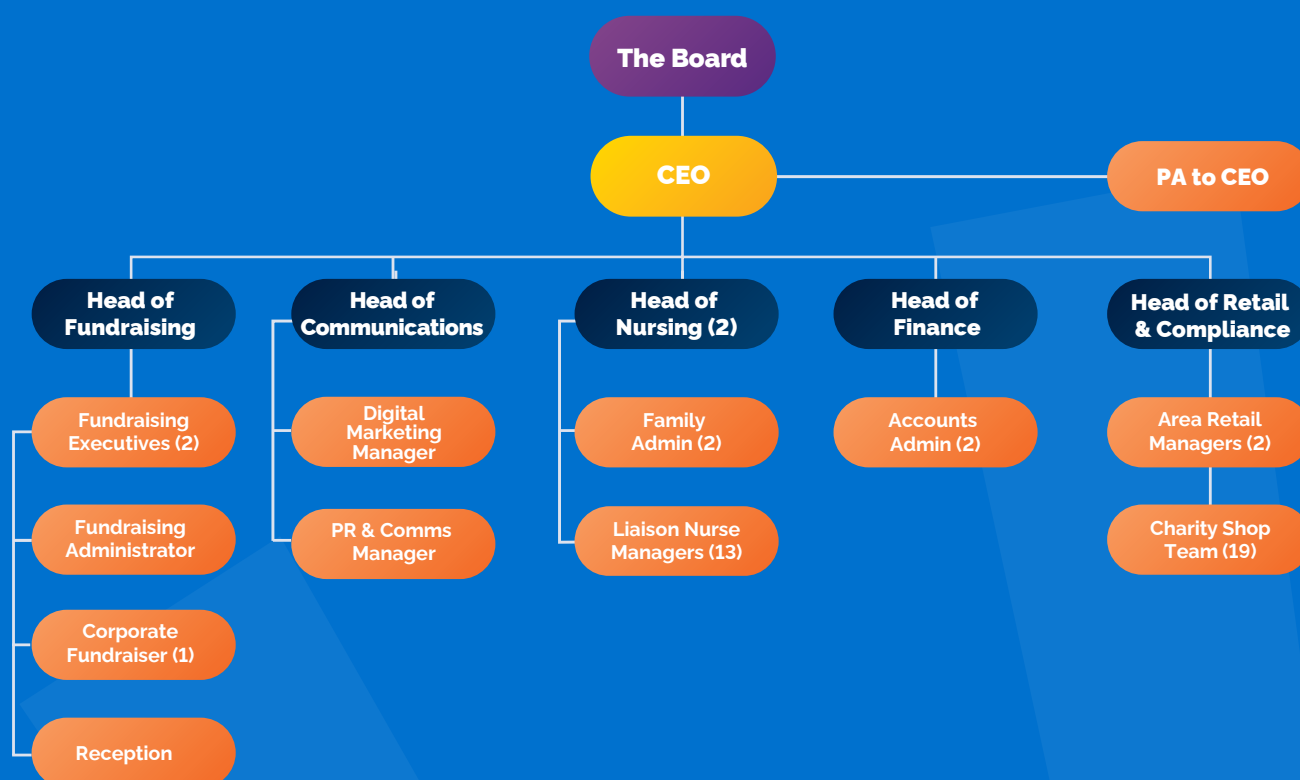
Martin is a leading expert in Company Law, Corporate Governance and Company Secretarial Practice.

On behalf of the children and families we support, we want to acknowledge and thank our dedicated Board of directors for their continued service to the Jack and Jill Children's Foundation.

The company is governed by a constitution in accordance with the Companies Act 2014. The directors and company secretary who served during the year did not have a beneficial interest in the company. All directors and the company secretary serve in a voluntary capacity without remuneration. The Board sits above the management team, directing strategy rather than day-to-day operations, which is the role of the CEO. Our Board members have a highly responsible role in terms of ensuring good governance and that the Foundation's activities support

its vision, mission and objectives. As such, it oversees everything that the Foundation does, monitoring all areas of performance, including its spending, and is accountable to all key stakeholders. It gives the CEO authority to operate the business of the Foundation and to fully account for, and report to the Board on performance and results.

The Board met four times throughout 2022. New members were recruited to the Board through charity networks and based on an assessment of skillsets and competencies. New directors receive an induction pack and familiarise themselves with their statutory responsibilities as set out in the Jack and Jill Children's Foundation Board Handbook, alongside a formal induction process conducted with the Chair of the Board.



### Board Meeting Attendance in 2022

Maeve Beggs	Chair	4/4
John O'Leary	Director	2/4
Catherine Logan	Director	4/4
Oliver Sutherland	Director	4/4
Alan Bateson	Director	3/4
Diarmaid Cunningham	Director	3/4
Declan J Magee	Director	4/4
Martin Jacob	Company Secretary	4/4

Declan J. Magee was appointed a Director on 4th March 2022

**Areas of Board focus during the financial year ended 31<sup>st</sup> December 2022 included:**

- ▶ Reviewing CEO reports in advance of each Board meeting, including impact analysis, performance indicators, and risk management.
- ▶ Independent review of Board effectiveness and implementation plan for associated recommendations from Boardmatch Ireland.
- ▶ Undertaking "deep-dives" on specific strategy areas, such as staff well-being and retail growth plan.
- ▶ Approving specific policies, review of Board sub-committee reports and action points.
- ▶ Review, approval and reporting compliance with the Charities Governance Code.
- ▶ Engaging with the development of *Strategy 2027* including associated measurements, key performance indicators, and accompanying resource plan.
- ▶ Review of external audit results with audit partner ensuring integrity of the company's financial statements.
- ▶ Review of investment performance and reserves level.
- ▶ Supporting recruitment of key staff members, attendance at key events like Family Fun Day and support for fundraising events.



## Board Evaluation

In early 2022, the results of an external evaluation conducted by Boardmatch Ireland to review Board effectiveness were shared at the first Board meeting of the year. This Board Effectiveness Review for Jack and Jill reviewed the Board's performance, assessed its strengths and challenges, and provided recommendations for areas of improvement, which will make the Board more effective. Boardmatch benchmarked Jack and Jill's results against a selection of Board Effectiveness Review results collated from other not-for-profits also.

Based on the collated data, there is a high level of satisfaction with the operation of the Board and the evaluation positively rated the overall culture of the Board and members' passion for the organisation. Key areas noted in the report where modest improvements could be made on already high-performance evaluation centred on:

- ▶ Board diversity and succession planning.
- ▶ Board induction, training and role specifications.
- ▶ The need to focus on the next strategy development for the Jack and Jill Children's Foundation.

As a result of these recommendations, the Board has introduced further improvements to its induction processes, initiated the development of a new strategy for the charity and is actively looking at succession planning throughout the organisation, alongside the diversity and role requirements for the Board and sub-committees into the future.

This review reflects a recommendation from the Charities' Regulatory Authority in order to be compliant with the Charities Governance Code (Principle 5 – Working Effectively). It also reflects best practice and a commitment by the Board to be as effective as it can be in order to enable the charity to achieve its objectives.



# Risk Management

**R**isk management is a crucial part of the Jack and Jill Children's Foundation governance arrangements. However, risk management alone does not eradicate risk, rather it provides us with a process and framework for assessing and managing risk in a controlled environment.

Specifically, the adoption of a Risk Register, which is on the agenda at monthly management meetings and every Board meeting, has been beneficial in allowing the Foundation to identify, assess, and prioritise real and potential risks. Our Risk Register sets out key risks relating to strategy, rates their potential impact and outlines control measures and corrective actions put in place to mitigate against them. However, even with mitigations, some of the risks have increased because of external factors such as the changing economic and funding landscape, and increased cyber security risks. A brief commentary on each of the Foundation's key risks is provided in the table below:

Risk Rating	Risk Description	Existing control and preventative measures
H	Decline in Funding and Donations due to cost of living crisis Covid impact, charity fatigue, potential mistrust in the sector, comparisons to similar charities mission and objectives	Our focus on funding hours in the community and impact helps. Additional HSE money agreed again this year. Recurrent regular donor focus, as well as Digital Communications push. Fundraising Communications and Retail subcommittee is up and running and focus on regional fundraisers.
M	IT infrastructure and data security	Appropriate 'Pen testing' (Penetration testing) of IT Infrastructure by IT Team.  Encryption procedures in place. Home working policy in place and budget ringfenced for IT upgrades. All staff have been GDPR trained. Investing in IT systems, security and storage where data is held and reviewing in light of HSE cyber attack. We have a number of controls, including external specialist supports, in place to help mitigate this risk.
M	Ongoing Challenge of Hybrid Working, Recruitment and Retention of the best staff	The risk that a highly competitive employment market, uncompetitive reward framework or insufficient staff development, mobility and retention strategies could leave the organisation with insufficient skills and experience to deliver the strategic plan. Ensuring that staff are fully engaged and productive while working from home. Discussing findings from Staff Engagement Survey with teams. Staff appraisals conducted throughout 2022 to engage with our people. Benchmarking salaries across nursing, finance, fundraising, as recruitment and retention is key.
M	Clinical Governance & Service delivery	This is key to the organisation and is subject to ongoing assessment bearing in mind any changes to nursing guidelines on a national and international level. Nurse managers present to Board subcommittee at least twice a year. Beneficiary Committee re new cases and additional hours / emergency cover is in place.
M	Securing Financial Stability and Maintenance of Financial Reserves	Attracting additional funding is key if we are to reach as many families as possible through our work. However, there is a risk that we fail to attract and manage increased levels of funding from diverse sources because of government policies, the competitive funding environment and the global economic situation. We have a number of controls in place to source opportunities, ensure the submission of quality proposals and manage service level agreements with the HSE. Given the volatility of income streams, increased inflation globally and external shocks, this risk is actively managed through a financial planning framework and regular reporting to the Audit Finance and Investment Committee and Board on finances.
L	Fraud	This is the risk that a material fraud perpetrated by employees, partners or others may adversely affect our relationship with donors and other external stakeholders, or lead to reputational and financial damage. We have a number of controls in place, including a Fraud Register and clear policies and arrangements for investigating suspected wrongdoing.

In addition to the key risks, there are other risks which could materially negatively impact the Foundation's operations, funding and financial results.



## Lobbying

In relation to lobbying activities, we abide by the Code of Conduct for persons carrying on lobbying activities under the Regulation of Lobbying Act and we are up-to-date and are fully compliant with all filings. We take an evidence-based approach to lobbying and identify key issues through our sub-committees and our team of Liaison Nurse Managers. For example, in 2022, we were actively lobbying in relation to the Housing Adaptation Grant. See Advocacy page 31.

## Diversity & Inclusion

Our Jack and Jill families, volunteers, community of nurses, and staff base reflects all of society in terms of diversity and inclusion. Furthermore, we are actively committed to building a culture of awareness and belonging throughout our Jack and Jill community of care, as we strive to ensure we are a welcoming, inclusive, and culturally competent organisation. We are dedicated to respect and equity for those we serve and among our employees.



Our Board and senior leadership team work to foster a diverse and inclusive culture where our employees are encouraged to learn and grow, while making a meaningful difference to the lives of those we care for. We want to ensure that each family, employee and volunteer feels welcomed, comfortable, and included in our environment at all times. The key to being inclusive is good communication and listening to all of our stakeholders. Therefore, we value different perspectives and welcome conversations about race, gender, religion, sexual orientation, socio-economic status, culture and mental and physical health and well-being, because it takes everyone to build healthier communities, together.

## Remuneration and addressing the Gender Pay Gap

The Board gives their time to the Jack and Jill Children's Foundation on a voluntary basis and receives no remuneration. Staff remuneration aims to match the relevant job market, within the bounds of fiscal responsibility. We benchmark pay scales, also ensuring that there is no difference in pay based on gender. We have published details of our CEO's remuneration (€95,000) and salary bands for the management team are contained in this report.



On 13 July 2021, the Gender Pay Gap Information Act 2021 was signed into law and on 3 June 2022 the Employment Equality Act 1998 (section 20A) (Gender Pay Gap Information) Regulations 2022 were published. The Regulations, which were effective from 31 May 2022, require employers (initially those with 250 or more employees) to publish details of their gender pay, along with a statement setting out, in the employer's opinion, the reasons for such differences and the measures, if any, being taken, or proposed to be taken, by the employer to eliminate or reduce such differences. The Bill initially will apply to organisations with over 250 employees but will extend to all organisations employing over 50 employees by 2025.

Even though we are well below the 250-employee threshold for Gender Pay Gap reporting, the Jack and Jill Children's Foundation is committed to showing leadership in this area and, for the third year running, we undertook research into gender pay gap at the organisation for the snapshot date of 31 December 2022. We wanted to test where we stood in the context of the sector 'norm' whereby female leaders in the voluntary, community and charitable sector are being paid an average of 15.2 per cent less than male counterparts, according to research published by the Community Foundation for Ireland and The Wheel, in November 2020.

Understanding the challenges that may be faced by women in attaining the most senior management levels is critical. We want to play our part in overcoming any challenges, thereby reducing and eventually eradicating the gender pay gap in society, and in our sector, increasing female participation and development, and providing a more equitable, fair and just environment for all employees.

	% of Workforce		Mean Hourly Rate		Gender Pay Gap
	Men	Women	Men	Women	
Lower hourly pay quarter	31%	58%	€14.00	€13.42	4%
Lower middle hourly pay quarter	8%	92%	€15.00	€17.12	-14%
Upper middle hourly pay quarter	8%	92%	€26.04	€37.90	-6%
Upper hourly pay quarter	8%	92%	€41.67	€35.74	9%
<b>Total</b>	<b>14%</b>	<b>86%</b>	<b>€19.82</b>	<b>€24.45</b>	<b>-23%</b>

Median Male	€14.00
Median Female	€34.11
Median Gender Pay Gap	-144%

A total of 86 per cent of the Foundation's workforce of full-time employees is female. We were happy to report to the Board that we are ahead of the national curve and that there is not a significant pay gap based on female gender with our Foundation. Splitting the numbers by hourly pay quartiles has also allowed us to examine whether more males than females may be working at higher levels of management, and we are happy to report that Jack and Jill bucks the trend in this area also.

We consider our Foundation to be a progressive organisation and we are proud to demonstrate that women leaders bring a different perspective to resolving social justice, equality and many other issues facing our communities. Their talents, skills and abilities are a key part of the solution to these issues. We see the negative effects of the gender pay gap through our work with family carers and can play an important leadership role in addressing this. Proactively providing equal pay will bring significant benefits to organisations and, more importantly, to society overall. In doing this, we can better practice our values while also ensuring we are benefiting from a broader set of experiences and expertise across all genders, and none, thus better reflecting the diversity of our population.

We see conducting gender pay gap analysis and reporting as one part of a much-needed wider strategy to address female participation rates and employment gaps between genders in Ireland as a whole. On its own, it will not identify or solve the myriad of structural, cultural and policy causes for these differences, but it is a critical and welcome element.



## Sustainability

**A**s part of Strategy 2027 we are progressing our Sustainability Programme as the framework we use to shape our long-term approach to community. We continue to monitor and improve our performance, both within our own operations and the wider supply chain. Our whole ethos of empowering and supporting carers at home, in local communities saves time and money and cuts down on travel. This local community approach is a positive in the sustainability of healthcare locally and long term. Furthermore, it makes sense for us to leverage and build on the long-standing reputation of the Foundation as the charity that has recycled everything from mobile phones to LEGO to clothes as a currency for care. The Foundation's growing retail network of stores and online shopping platform are a powerful engine for sustainable re-use and circulation of resources, driven by donated goods and teams of volunteers and staff. The items we re-use and recycle have a significant positive environmental impact, enabling lower greenhouse gas emissions, reducing pressure for raw materials and conserving limited resources such as rare metals and water.

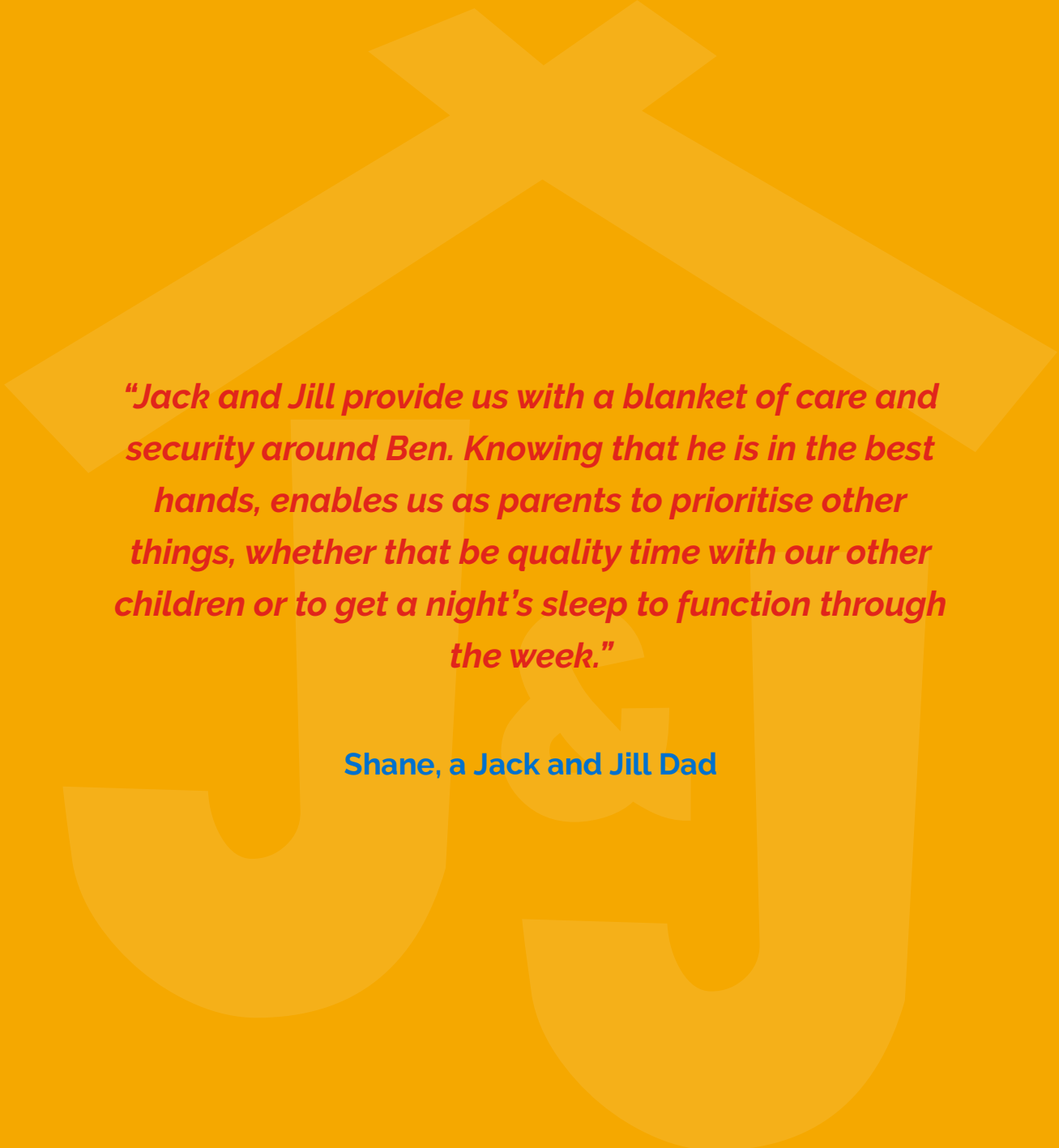
We have also completed an assessment on the current viability of electric vans. Unfortunately, the electric vehicles currently available would not meet our needs for loading and transporting furniture and heavy goods, due to a combination of weight constraints, limited range, affordability, and the need for specialised charging infrastructure. We will carry out further research and maintain a dialogue with suppliers before replenishing our current fleet in the future to ensure lower greenhouse gas emissions.

In addition to our printed materials, we also print a limited number of copies of this annual report on FSC and carbon-balanced paper as a simple way for us to reduce the carbon impact of our printed communications. Carbon-balancing is delivered in partnership with World Land Trust, an international conservation charity, through the protection and restoration of threatened forests in the tropics.



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The background features a large, light yellow logo for 'Jack & Jill'. The logo consists of a stylized house shape at the top, with a large ampersand (&) in the center, and the letters 'J' and 'J' on either side, all in a light yellow color. The text is centered within the house shape.

*“Jack and Jill provide us with a blanket of care and security around Ben. Knowing that he is in the best hands, enables us as parents to prioritise other things, whether that be quality time with our other children or to get a night’s sleep to function through the week.”*

**Shane, a Jack and Jill Dad**



# Section 8

## Focus on Finance

# Jack and Jill and Me

## John's Story

**"My journey with Jack and Jill started 12 years ago when our youngest son, Tom, was born with a rare chromosome disorder and heart condition, requiring specialised support and home nursing care. His condition is rare, the uncertainty around it huge, with no clear prognosis for his future, meaning his mother Catherine and I had no sense of where we were going. It was a really stressful time for us and had actually come as a bolt out of the blue. Then, our Jack and Jill Liaison Nurse Manager, Sinead Moran, appeared like an angel out of nowhere. Sinead led and we followed, and she continues to guide us today.**

In those early days, Jack and Jill really got us out of a black hole. They were a lifeline to our family, as we navigated the difficult journey of dealing with Tom's significant care needs, while juggling work and family life.

There is no other child in the world like Tom. No one could say if he'd walk or talk or what the milestones were likely to be. So, we had to fast become experts ourselves. Building up his muscle tone was something I could work on, setting up his own little training circuit at home.

Today, Tom walks rings around all of us and he won't let anyone hold him or his curiosity back. Yes, he's had more than his fair share of hospital admissions, approximately 70, but he continues to thrive in his own unique way. The support he's received from Jack and Jill, ChildVision, and now from Saint Michael's House, has made a huge difference. His brother Jack is determined to get Tom into the Special Olympics someday and while Tom hasn't found his voice yet, I know he'd say a big yes to that!

I got involved as a Board member of Jack and Jill in 2015. I wanted to use my skills and my GAA network to support their work after all they had done for our family. Volunteering is something I'd encourage others to consider and it is great to see so many GAA players getting involved, with local community at the heart of both organisations. I was also very proud to welcome my former bank colleague, Brendan Lynott, onto our Finance Sub-Committee last year. Showing where the money goes is so important and it was a great honour to see Jack and Jill win a Good Governance Award from Carmichael.



As a Board member, another highlight for me in 2022 was attending the opening of the Jack and Jill Charity boutique in Artane. It was a very special day meeting the shop manager, Noeleen Galvin, and the team of volunteers and seeing the impressive range of clothes donated – many brand new – and the shoppers there to pick up a bargain while helping a good cause.

As a charity, we are determined to get onto a fairer footing in terms of HSE funding and to build on the extra funding secured in 2022. For me, there is too much negative rhetoric about the healthcare system in Ireland and we should shine a light on where it is working well and replicate that right across the country. The child- and family-centred approach of Jack and Jill works and it is in line with the patient-centred approach being aspired to across the whole healthcare system. This can't come fast enough I know, but as a wise man once said, 'Don't keep watching the clock. Do what it does – keep going.' And that's what we'll do."

# Financial Commentary

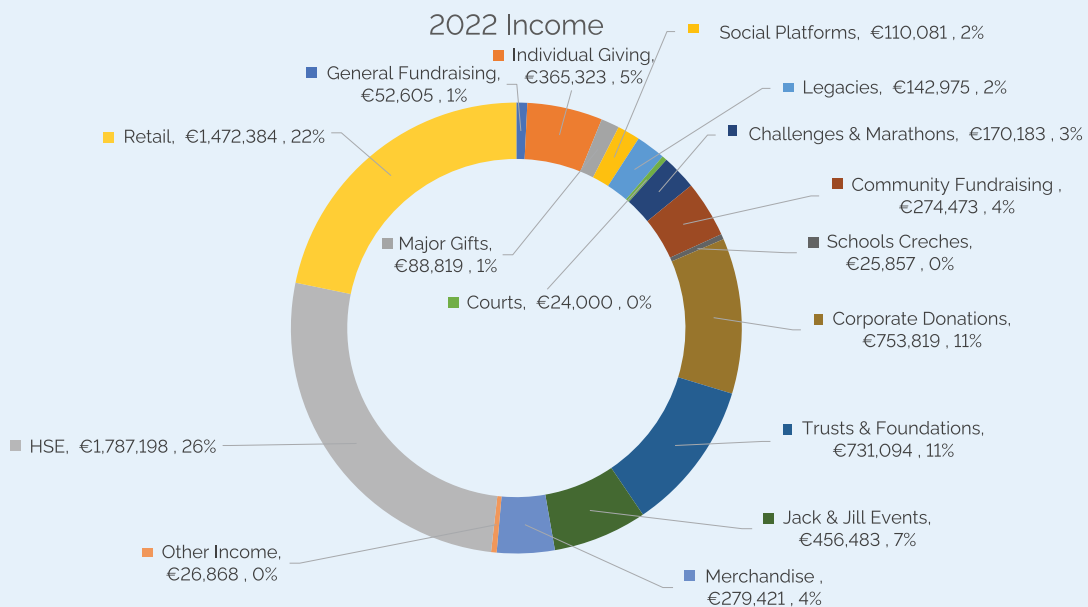
## 2022 Financial Review

**W**e are delighted to present our financial statements for the year to 31st December 2022. In 2022 our work improved the lives of more than 400 children funding over 123,067 homecare hours, for those who are amongst Ireland's most vulnerable citizens. Overall, we are in a healthy financial position at the end of our 25th anniversary year and the surplus achieved of €809,651 bolsters us well for the future.

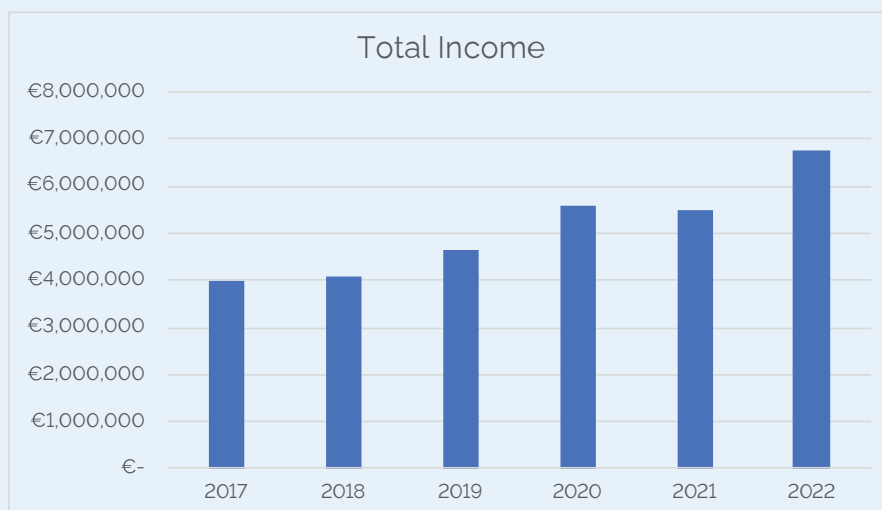
## Income

Results for 2022 have been very positive with final income of €6,761,582 and expenditure of €5,772,779 generating a surplus of €809,651. Income was up seven per cent in terms of budget and up 23 per cent on last year's actuals (€6,761,582 in 2022, compared with €5,489,448 in 2021). This is due to incredible support from the public with a return to fundraising events, increased funding from the HSE, strong corporate income, a successful incognito art sale, and strong trust and foundation income for 2022.

Our ambition is for Jack and Jill to have sustainable annual income to allow us to continue to deliver our incredible homecare service and to mobilise the people of Ireland to help give the 'Gift of Time' to families under our wing. Income came from a diversified and strong portfolio, including State funding through the HSE, corporate and institutional donors, trusts and foundations, and an increased supporter base from among the Irish public.



In 2022, we raised €6,761,582 from Jack and Jill supporters, an exceptional result given the ongoing volatile external environment including the ongoing impact of COVID-19, economic uncertainty and international conflict. This was the highest amount achieved in well over a decade, and we are very thankful for this ongoing support. Year-on-year, our income is up 23 per cent compared with 2021, mainly due to the increased number of charity shops, and our corporate, trust and foundation income growth.



	2017	2018	2019	2020	2021	2022
Total Income	€3,983,076	€4,105,745	€4,633,130	€5,576,771	€5,489,448	€6,761,582

Despite the challenging conditions throughout the year, and thanks to the hard work and incredible commitment of our shop teams and the generous donations from our supporters, we achieved a remarkable €521,701 profit to invest in our homecare service, ahead of expectations. The resilience of our retail model can be attributed to:

- ▶ Value: we offer outstanding value selling exceptional items at a fraction of their original price
- ▶ Choice: we offer huge choice with ever-changing ranges that encourage frequent visits to discover new items, and our customers love the thrill of discovering the unexpected
- ▶ Community: we are embedded in community locations and, with the shift in working and shopping patterns away from major centres, have benefited from this desire to shop closer to home

Sustainability: we offer genuine sustainability, not just in extending the life of products we sell, but in the social benefits of the local jobs and volunteering opportunities we create, the high streets we support, and the funds raised for our service. By buying pre-loved items, people really do make a difference

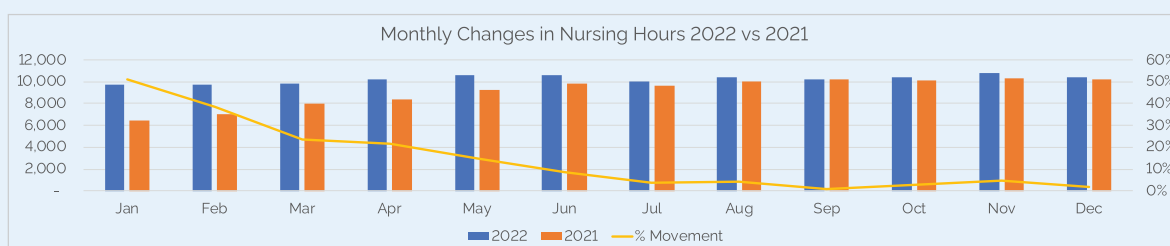
We believe the combination of value, choice, and sustainability that our shops and online channels provide, allied to the mission of the charity, makes us increasingly relevant and resilient, and we are committed to our future as part of local communities across Ireland. While we continue to review the store portfolio to increase lease flexibility and reduce fixed cost, we aim to build on the strength of the recovery with plans to open further shops in the next year.

In the final quarter of the year, we generated over 37 per cent of our total income as the public rallied towards our Christmas campaigns. Community fundraising and individual giving income lines have been strongly affected by the Ukraine crisis appeals felt across the fundraising sector since February 2022 and the ongoing cost of living crisis. The Irish public and corporate entities have already responded with immense generosity, donating much-needed funds to support those affected by the war. The result of this for Jack and Jill is individual giving and community fundraising events generated lower returns than originally projected for 2022. As a result, our efforts pivoted to other sources of fundraising income while continuing to try to grow these income lines, in particular, regular monthly giving into 2023.

This performance, alongside an increased cost base, contributed to the proportion of total income available for charitable purposes decreasing from 71% to 68%, slightly below our target of ensuring that at least 70c in every €1 is available to fund our service. This demonstrates monies raised following the Jack and Jill child into the home. This donation direct to family model supports parents, as the primary carers, and demonstrates real value for each donation to the Jack and Jill Children's Foundation.

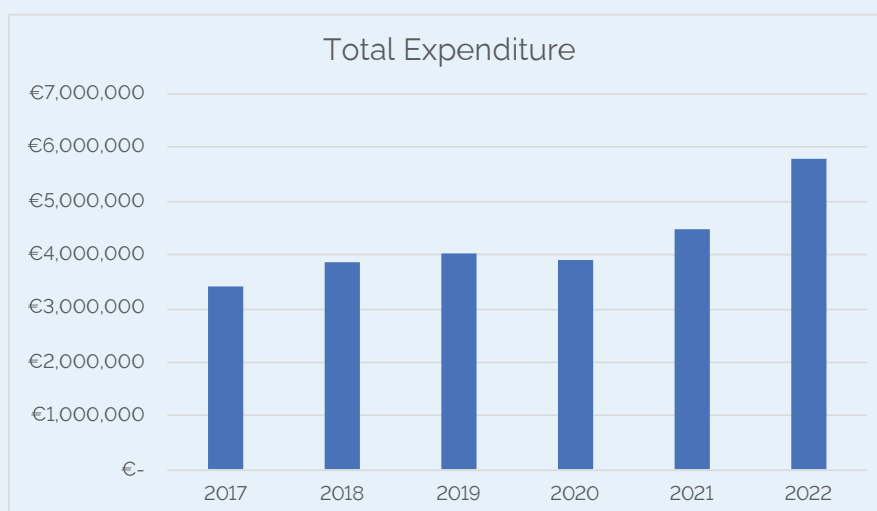
## Expenditure

Expenditure was also down 4 per cent on budget and up 29 per cent on last year's actuals (€5,772,779 in 2022 compared with €4,468,426 in 2021), mainly because of increased claims in hours by families post-COVID lockdowns.

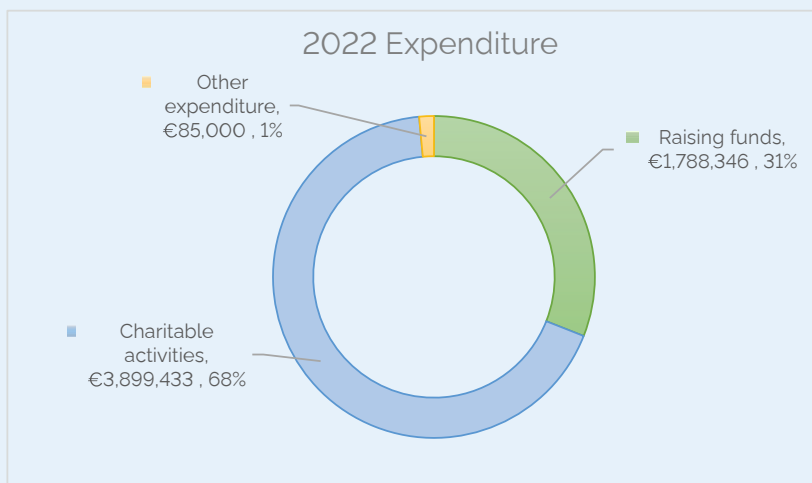


Expenditure on charitable activities increased by 23 per cent in the year as a result of the increased number of homecare hours (up 12.5 per cent) and shows the impact we have made in communities throughout Ireland growing year-on-year.

Fundraising, retail, communications and administrative costs also increased arising from additional activity post-COVID, expansion of the retail network and recruitment of vacant and new roles within those teams. Expenditure has tracked well in 2022 given the inflationary pressures being felt across our economy and we continue to carefully identify, monitor and reduce charity expenses where possible. Energy-driven inflation is the key issue we are currently facing across our cost base and we are working hard to manage these higher costs.



	2017	2018	2019	2020	2021	2022
Total Expenditure	€3,428,713	€3,855,896	€4,011,251	€3,888,580	€4,468,426	€5,772,779



Our fundraising costs increased by 46 per cent mainly due to the return of our golf event, the Paul Costelloe Fashion Show Christmas lunch event, increased online retail costs, and the costs associated with the expansion of our retail network with the opening of the Waterford, Artane and Athlone stores. Other costs decreased because of reduced compliance, governance and GDPR expenditure in the year.

## Investments

We have reviewed our investment framework and highlighted balanced growth as our key strategy. Sustainability is a cornerstone of our Vision 2023 Strategy and therefore a sound and responsible investment policy, which is implemented and monitored on an ongoing basis, is a core requirement. It is the policy of the Jack and Jill Children's Foundation that the following Responsible Investing practices are deployed in respect of our investments across multi-asset portfolios.

- ▶ Socially Responsible Investing (SRI): a portfolio construction process that attempts to avoid investments in certain stocks or industries through negative screening according to defined ethical guidelines
- ▶ Environmental, Social and Governance Investing (ESG): an investment practice that involves integrating the three ESG factors into fundamental and ongoing investment analysis to the extent that they are material to investment selection and performance

Reflecting the values of the Foundation, we have sought to invest for the long-term through investment managers in companies that demonstrated positive corporate practices in the context of ESG-related challenges and global sustainability. We believe that such companies are more likely to consider how their activities relate to society at large and that this will benefit investors in the long-term.

If the global economy survived COVID-19 through huge monetary and fiscal interventions, then 2022 was when the piper began to be paid in the form of inflation. The year also featured three bear market rallies, with significant market recoveries driven largely by enthusiasm for falling inflation. However, each of these rallies was quashed by the stoicism of central banks. This resulted in a negative “yo-yo year” in returns for risk assets in 2022, while at the same time interest rate hikes led to record losses in bond markets.

Our total investment value decreased to €1,951,009 at 31 December 2022, below the €2m originally invested. However, the losses we have suffered in 2022, at roughly eight per cent of the opening value in January 2022, are below the



wider market trends being experienced across the world economy. Of course, our investments are based on a three-to-five-year time horizon and it would be important to avoid the temptation to make knee-jerk decisions based on short-term market performance conditions.

Recession is likely to be on the horizon for both the United States of America and the European Union in 2023, although the anticipation is that it is likely to be mild by comparison with previous ones. Consequently, we may also see a recession and some sectors will be hit more significantly. With interest rate increases set to continue, albeit perhaps at a slower pace, this is a combination that will make for continued choppy waters in 2023, with a continued up/down pattern in store for equities. However, 2023 is likely to see an easing in the inflation and interest rate shocks that made 2022 so exceptional. The bond market, which had such a catastrophic year in 2022, has already made most of the adjustment to the new environment and, with more attractive yields on offer, it seems likely to be a steadier year for this vital component of so many investment funds.

## Reserves

The Board considers the key measure of sustainability for the Jack and Jill Children's Foundation to be current and future liquidity cover, rather than the surplus or deficit accounting position. Consequently, the directors set an appropriate updated Reserves Policy in 2020 relating to liquidity, based on the relationship between readily realisable assets and the cash required to settle grant liabilities and sustain the Foundation's operations for an anticipated period.

Free reserves are maintained at a level which ensures that at least 12 months of the charity's core activity could continue during a period of unforeseen difficulty, such as a reduction in funding and an increase in costs. In the 2023 trading year this equates to approximately €6.8 million. A substantial proportion of these reserves should be maintained in a readily realisable form. Once sufficient funds have been set aside for working capital, and to provide a buffer against income fluctuations, the Board recognises that a portion of capital should be invested in line with our investment policy and to support the activities and the mission of the Jack and Jill Children's Foundation.

In reviewing our Reserves Policy, key consideration is given to the ongoing nature of the commitment to the children under our care, from birth to six years of age. Once a child is formally approved for Jack and Jill funding, our nursing care support and funding becomes part of the ongoing care regime of the family. This commitment to care capital is not something that can be retracted easily and without due notice and our level of care capital commitment is closely monitored. If we consider that all 400 children under our care today were funded to a maximum of 80 hours per month, that would cost €6.9m annually.

We have gone through a cycle of building reserves over the last number of years. However, looking at economic patterns, the last recessionary period covered 2009-2012 and we look as if we are facing into a similar economic cycle and will need that cushion of reserves. The results from a recent Charities Institute Ireland survey shows that we are prudent and in line with 18 per cent of Irish charities that hold between one-to-two years of expenditure as reserves. An annual review is completed to ensure the actual level of reserves meets with the policy requirements above, while a more fundamental review of the appropriateness of the Reserves Policy is undertaken on a two-yearly basis, or sooner, if warranted by internal or external events or changes.

## Going Concern

The directors have prepared budgets and cashflows for a period of at least 12 months from the date of approval of the financial statements, which demonstrates that there is no material uncertainty regarding the charity's ability to meet its liabilities, as they fall due, and to continue as a going concern. The Board has considered the impact on the organisation of the events subsequent to the balance sheet date, in particular the risks associated with the COVID-19 pandemic into 2023.

The Board states that, following their review, the Jack and Jill Children's Foundation has no current going concern issues and expects the charity to remain viable and solvent for the foreseeable future. On this basis, the directors consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the charity was unable to continue as a going concern.

## Looking Forward

As we move beyond our 25th anniversary year, we are feeling optimistic and excited for our next 25 years. However, the external environment continues to be volatile and we must respond accordingly. We have developed a new strategy in place for the second half of 2023 through to 2027. Our aim is to grow the number of people who would consider supporting the Jack and Jill Children's Foundation. To achieve this, we must adapt to an ever-changing society, connect with like-minded audiences, and create a better understanding of the work that we do and the impact that we make.

We are hugely grateful to our committed and loyal supporters for their ongoing generosity and for making our work possible.



**Matt Hoban**  
**Head of Finance**

# Section 9

## THE JACK AND JILL FOUNDATION CLG REPORT AND FINANCIAL STATEMENTS 2022

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## BOARD OF DIRECTORS

Alan Bateson  
Oliver Sutherland  
John O'Leary  
Maeve Beggs  
Catherine Logan  
Diarmaid Cunningham  
Declan Magee (appointed 4 March 2022)

## SECRETARY AND REGISTERED OFFICE

Martin Jacob  
Johnstown Manor  
Johnstown  
Naas  
Co. Kildare

### CHY NUMBER

12405

### COMPANY NUMBER

231955

### CRA NUMBER

20036201

## AUDITORS

Mazars  
Chartered Accountants & Statutory Audit Firm  
Harcourt Centre  
Block 3  
Harcourt Road  
Dublin 2

## BANKERS

AIB  
41 South Main Street  
Naas  
Co. Kildare

## SOLICITORS

AMOSS Solicitors  
26 Burlington Road  
Ballsbridge  
Dublin 4

## DIRECTORS' REPORT

The directors submit their directors' report and audited financial statements for the year ended 31 December 2022.

### 1. OBJECTIVES AND ACTIVITIES

The Jack and Jill Foundation (the "Charity" or "Jack and Jill") provides a unique in-home nursing care and respite service to children with highly complex medical conditions, from birth to 6 years of age around the country and has done so for over 25 years. Typically, these are children with neurological issues who may not be able to walk or talk, are tube fed, oxygen dependent, on heavy medication and in need of around the clock care through a Jack & Jill community service that operates 7 days a week, with no means test or waiting list. However, underneath all of this disability and uncertainty, what we do know for sure is that these children do better at home, with support from Jack and Jill, and the charity has supported 2,854 children and their families since 1997. The charity also provides end-of-life care to children in this age cohort who require it, regardless of the diagnosis, through a care model that is both child and family-centred.

Following an assessment from a Jack and Jill liaison nurse manager and once the child meets our criteria, the charity approves and donates funding for up to 80 hours of home nursing care per month to the family, supporting parents to engage a qualified nurse or carer to provide the in-home nursing respite care that is tailored for that family. The charity has over 400 children under its wing at any one time and it is the only charity in Ireland providing this service across the country. For more information, please visit [www.jackandjill.ie](http://www.jackandjill.ie).

### 2. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE

The Statement of Financial Activities for the year ended 31 December 2022 and the Balance Sheet as at 31 December 2022 are set out on pages 94 and 95, respectively.

In 2022 our service supported the lives of more than 400 children by funding 123,067 homecare hours at community level in addition to 25,000 hours from our liaison nurse managers, for those who are amongst Ireland's most vulnerable and resilient citizens. Overall, we are in a healthy financial position at the end of our 25th anniversary year in 2022 and the surplus we achieved reinforces us for the future.

Despite the ongoing challenges presented by the Covid-19 pandemic we recovered well this year and there were many positive highlights, as we continued to drive forward with our strategic plan. These included retaining increased core funding from the HSE towards our homecare service, winning a Good Governance Award for our 2021 Annual Report, and maintaining our Charities Institute Ireland Triple Lock Status, alongside celebrating our 25th anniversary and making the most of this milestone through our fundraising achievement this year. The growth of our retail presence and strong performance across all income streams meant that we were able to further increase our impact and charitable activities spend by 23% to €3,899,433. Our performance was bolstered by strong fundraising campaigns and events throughout the year. While donations and legacies increased by 19% on the prior year, charitable activities income increased by 20%, other trading activities increased 43%, supplemented by solid retail performance, all resulting in overall income increasing by 26%. This meant that we finished the year with a surplus of €809,651 following impressive fundraising performance in our 25th anniversary year.

The Jack and Jill Children's Foundation would like to recognise and thank our entire support community including corporate partners and individual donors for their generosity, generating much needed funds in response to our fundraising call throughout the year. Direct charitable expenditure at Jack and Jill is a healthy 68% of total expenditure, showing the monies raised following the patient, in this case the Jack & Jill child, into the home. This donation "direct to family" model empowers parents, as the primary carers, and demonstrates real value for each donation to the Jack and Jill Foundation through an ongoing care commitment of up to 6 years.

The number of children supported in 2022 was 408 (2021: 412), with the charity funding and supporting 123,067 (2021: 109,382) home nursing care hours to the children under its wing in addition to the 25,000 hours of hands on, case management from our Liaison Nurse Managers and a further 3,300 hours from our family co-ordinators which represents a 12.5% increase on 2021 service levels. The fact that the Jack and Jill care model was able to cope with demands on its service in the midst of a global pandemic, underpins the sustainability of the Board's decision to increase the age range to 6-year-olds, a move much welcomed by families and in line with the recommendation of The Coventry University/ Trinity College Service Evaluation Report and Jack and Jill's Vision 2023 strategy. The county breakdown of children supported continues to highlight the charity's community reach and the local and national reputation of the Jack & Jill service.

The growth in homecare service hours delivered, our increased retail footprint and increased number of in-person fundraising events were a significant contributory factor to the total level of expenditure, which increased by 29% in 2022 to €5,772,779. Included in this figure is the associated costs related to the 12.5% increase in home care hours delivered. Charitable activities expenditure increased by 23% to €3,899,433 while the costs of raising funds increased to fund an expanded retail model into Waterford, Athlone and Artane in 2022. Expenditure has tracked well in 2022 given the inflationary pressures being felt across our economy and we continue to carefully identify, monitor and reduce charity expenses where possible. Energy-driven inflation is the key issue we are currently facing across our cost base.

Our charity shops help bridge the gap between funding we receive from the HSE, our fundraised income and the finances we need to provide for the families who use our services which is an ongoing commitment to children and their families for up to six years. The charity shops performed strongly alongside our increased online retail presence in 2022 with a surplus of €521,701 (2021: €359,683), with the newly opened Castlebar shop providing the retail model the capacity to grow further in 2023 giving us an increased community presence for fundraising and networking.

HSE core grant funding for 2022 was €1,784,198 (2021: €1,483,293). This is included in Income from Charitable Activities of €1,787,198 (2021: €1,483,293).

In 2022, key fundraising initiatives included the Up the Hill with Jack & Jill, Dunnes Stores' Jumper Day, Odlums Big Book of Baking for Jack and Jill, Incognito Art Sale, our Christmas lunch, Croke Park Abseil Challenge, and our annual Golf Day together with ongoing family and an increased level of corporate partner fundraisers.

### 3. INVESTMENT POLICY

We have reviewed our investment framework and highlighted balanced growth as our investment strategy. Sustainability is a cornerstone of our Vision 2023. Therefore, a sound, responsible investment policy, which is implemented and monitored on an ongoing basis, is a core requirement. It is the policy of Jack and Jill that the following Responsible Investing practices are deployed in respect of our investments in multi asset portfolios.

- ▶ Socially Responsible Investing (SRI): A portfolio construction process that attempts to avoid investments in certain stocks or industries through negative screening according to defined ethical guidelines.
- ▶ Environmental, Social and Governance Investing (ESG): An investment practice that involves integrating the three ESG factors into fundamental and ongoing investment analysis to the extent that they are material to investment selection and performance.

We have sought to invest for the long term through investment managers in companies that exhibit positive corporate practices in the context of ESG related challenges and global sustainability. We believe that such companies are more likely to consider how their activities relate to society at large and that this will benefit investors in the long term. The implementation of these Responsible Investing practices reflects the values of Jack and Jill.

While our total investment value decreased to €1,951,009 (31 December 2022), €48,991 below the €2m originally invested, the losses in 2022 - at roughly 8% of the opening value in January 2022 - are below the wider market trends experienced across the world economy. We continue to invest on a long term time horizon and will avoid rash decisions based on short term market performance conditions.

### 4. RESERVES

The Board of Directors has examined the charity's requirement for reserves in light of the main risks to the organisation and instituted a reserves policy to provide a prudent degree of resilience in the unlikely event of a significant adverse development. This policy is based on a realistic assessment of need and stipulates:

- i. the reasons why the charity needs to hold reserves;
- ii. the level of reserves required by the charity, particularly given the ongoing nature of our care model;
- iii. what steps are being taken to maintain reserves at the agreed level;
- iv. arrangements for monitoring and reviewing the policy

The policy requires that:

- ▶ Free reserves are maintained at a level which ensures that at least 12 months of the charity's core activity could continue during a period of unforeseen difficulty such as a reduction in funding and an increase in costs. In the 2023 trading year this was budgeted for and equates to approximately €6.8m.
- ▶ A substantial proportion of these reserves should be maintained in a readily realisable form.
- ▶ Once sufficient funds have been set aside for working capital and to provide a buffer against income fluctuations, the Board recognises that a portion of capital should be invested in order to achieve a return in excess of inflation, so as to support the activities and mission of Jack and Jill into the future. While the Board prefers to retain a low to medium level of risk, the Board also recognises the necessity of accepting risk if Jack and Jill is to be able to meet its long-term investment goals.
- ▶ An annual review is completed to ensure the actual level of reserves meets with the policy requirements above.
- ▶ A fundamental review of the appropriateness of the reserves policy is undertaken on a two-yearly basis or sooner if warranted by internal or external events or changes.

The reserves position of the Jack and Jill Foundation on 31 December 2022 is as follows:

	€
Restricted reserves	145,844
Unrestricted reserves	6,818,952
<b>Total Reserves</b>	<b>6,964,796</b>

The current level of free reserves, at €4,588,747 is adequate to finance more than 12 months' core activity. At the time of approving these Financial Statements, the Directors anticipate that economic conditions will reduce freely available reserves in 2023.

## 5. STRUCTURE, GOVERNANCE AND MANAGEMENT

The Jack and Jill Foundation is constituted under Irish company law as a company limited by guarantee and is a registered charity. The company is exempt from using 'Company Limited by Guarantee' under Section 1180 of the Companies Act 2014. All management accounts and financial statements are now provided in Charities SORP format in line with best practice under Triple Lock Governance standards.

Jack and Jill Foundation currently has 7 directors. Details of the directors of the company are maintained in the Directors' Register and any appointments / resignations are notified to the Companies Registration Office (CRO) in a timely manner in line with current Company Law. The Board will recruit new Board members based on skill sets required and diversity. The Board endeavours to provide training courses annually for all Board members and induction is provided for all new Board members. An appointment letter is also issued to all new Board members.

The directors who served during the year did not have a beneficial interest in the company. All directors serve in a voluntary capacity. The Senior Management team in 2022 comprised of the Chief Executive Officer (CEO), two Heads of Nursing, Head of Compliance & Retail, Head of Finance, Head of Fundraising and Head of Communications.

Decisions regarding the pay and remuneration of key management personnel and the senior management team are made by the Board. All roles are benchmarked against similar positions within the charity sector.

The Board officially met 4 times during the year (2021: 5). It continued to give priority to achieving the highest standards of corporate governance, including strategic planning, service provision, financial management and fundraising. Charities Governance Code compliance was also a high priority for the charity and the Board in 2022. The charity is fully committed to ensuring these principles are stringently adhered to. We operate in an open and transparent manner and strive to foster trust with our service users, staff and stakeholders. The adoption of the Charities Governance Code is completed, along with the introduction of best practice systems that demonstrate good governance in action.

In common with many charities, the organisation must maintain and develop its income sources to ensure the continuation of its work and



sustainability. Furthermore, the directors review the sources of income on an ongoing basis. In addition, reserve levels are monitored to ensure that they are maintained at a reasonable level in line with our policy and in the context of planned expenditure and future commitments.

The Board delegates the management of Jack and Jill to a senior management team which is made up of the CEO, two Heads of Nursing, Head of Compliance & Retail, Head of Finance, Head of Fundraising and Head of Communications. In addition to regular contact with the CEO, the Board has a direct line to the Head of Finance who attends Board meetings and Board members liaise directly with the management team through subcommittee meetings, as well as meeting the full staff at our annual strategy day, thus keeping them fully informed and connected.

Our Board prioritises good governance and transparency and will continue to strive to ensure that the charity retains its reputation for strong governance. We are determined that the good name of our charity corresponds with best practice so that trust is evident and merited.

## 6. PRINCIPAL RISKS AND UNCERTAINTIES

The current economic climate poses the greatest risk and uncertainty as we rely so heavily on the generosity of people to donate to our charity. A risk register for the charity is in place with risks identified and prioritised alongside plans to mitigate them and address them should they occur. The COVID-19 pandemic, followed by the humanitarian needs in the Ukraine and the cost of living crisis, have created challenges for charities around funding, fundraising, recruiting and retaining the right people and maintaining good governance practices. We continue to regularly review the risk register to analyse indirectly heightened risks or perhaps opportunities arising from the changed circumstances.

The Board are responsible for ensuring that there are effective and adequate risk management and internal control systems in place to manage the strategic and operational risks the Charity is, and could be, exposed to. The Jack and Jill Children's Foundation's governance structure has continued to operate effectively throughout the pandemic, with all Board, committee and other management meetings taking place as planned again this year.

## 7. FUTURE DEVELOPMENTS

The Jack and Jill Foundation is fully committed to continue to provide home nursing care and in-home respite to children who meet our criteria. After the extension of our service to children up to the age of 6, the charity has been consolidating and reinforcing the additional case load, including emergency funding for families in need of extra support and securing the additional fundraising required to do this.

As we move beyond our 25th anniversary year we are feeling optimistic and determined for our next 25 years. The external environment continues to be volatile, and we must respond accordingly. We are developing a new strategy towards 2027 to be in place for the second half of 2023. Our aim is to grow the number of people who would consider supporting The Jack and Jill Children's Foundation. To achieve this, we must adapt to an ever-changing society, connect with likeminded community care partners and create a better understanding of the work we do and the impact we make.

We continue to depend on the ongoing support of donors, funders, supporters, corporate partners and colleagues throughout the healthcare system to support our ongoing care commitment of up to six years to families. We are hugely grateful to our committed and loyal supporters for their ongoing generosity and for making our work possible.

## 8. DIRECTORS AND SECRETARY

In accordance with the company's Constitution, the directors are now required to retire by rotation.

The names of the individuals who were Directors at any time during the year ended 31 December 2022 are set out below. Unless otherwise indicated they served as Directors for the entire year.

Maeve Beggs (Chairperson)	John O'Leary
Alan Bateson	Oliver Sutherland
Diarmuid Cunningham	Catherine Logan

Declan Magee (appointed 4 March 2022)

Martin Jacob acted as Company Secretary throughout 2022.

## 9. POST BALANCE SHEET EVENTS

There have been no significant events affecting the company since the balance sheet date.

## 10. ACCOUNTING RECORDS

The measures that the directors have taken to secure compliance with the requirements of Section 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the company's registered office at Johnstown Manor, Johnstown, Naas, Co. Kildare.

## 11. STATEMENT ON RELEVANT AUDIT INFORMATION

In the case of each of the persons who are directors at the time this report is approved in accordance with Section 332 of the Companies Act 2014:

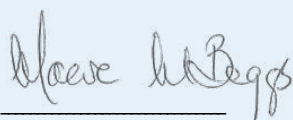
(a) so far as each director is aware, there is no relevant audit information of which the company's statutory auditors are unaware, and

(b) each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

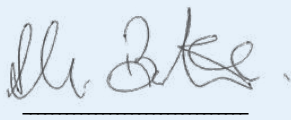
## 12. AUDITORS

Mazars, Chartered Accountants and Statutory Audit Firm, have expressed their willingness to continue in office in accordance with Section 383(2) of the Companies Act 2014.

### On behalf of the Board



Maeve Beggs



Alan Bateson

Date: 18 May 2023

## DIRECTORS' RESPONSIBILITIES STATEMENT

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014, FRS 102 "The Financial Reporting Standard applicable in the United Kingdom (UK) and Republic of Ireland" issued by the Financial Reporting Council and The Statement of Recommended Practice (Charities SORP (FRS 102)), issued by the Charity Commission for England and Wales, the Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the net income or expenditure of the company for the financial year and otherwise comply with the Companies Act 2014.

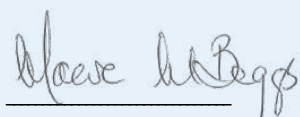
In preparing these financial statements, the directors are required to:

- ▶ select suitable accounting policies and then apply them consistently;
- ▶ make judgements and estimates that are reasonable and prudent;
- ▶ state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reason for any material departure from those standards; and
- ▶ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities and financial position of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance of the financial information included on the company's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

### On behalf of the Board



**Maeve Beggs**



**Alan Bateson**

**Date: 18 May 2023**

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE JACK AND JILL FOUNDATION CLG



### Report on the audit of the financial statements

#### **Opinion**

We have audited the financial statements of The Jack and Jill Foundation CLG ('the Company') for the year ended 31 December 2022, which comprise the statement of financial activities, the balance sheet, the statement of cash flows, and notes to the Company financial statements, including the summary of significant accounting policies set out in note 3. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland.

In our opinion the financial statements:

- ▶ give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2022 and of its net income for the year then ended;
- ▶ have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- ▶ have been properly prepared in accordance with the requirements of the Companies Act 2014.

#### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report.

We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

#### **Other information**

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### **Opinion on other matters prescribed by the Companies Act 2014**

In our opinion, based on the work undertaken in the course of the audit, we report that:

- ▶ the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements;
- ▶ the directors' report has been prepared in accordance with applicable legal requirements;
- ▶ the accounting records of the Company were sufficient to permit the financial statements to be readily and properly audited; and
- ▶ the financial statements are in agreement with the accounting records.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

### **Matters on which we are required to report by exception**

Based on the knowledge and understanding of the Company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report.

The Companies Act 2014 requires us to report to you if, in our opinion, the requirements of any of Sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

### **Respective responsibilities**

#### **Responsibilities of directors for the financial statements**

As explained more fully in the directors' responsibilities statement out on page 91, the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Irish Auditing and Accounting Supervisory Authority's website at: [http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description\\_of\\_auditors\\_responsibilities\\_for\\_audit.pdf](http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf). This description forms part of our auditor's report.

### **The purpose of our audit work and to whom we owe our responsibilities**

Our report is made solely to the Company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



**Aedin Morkan**

**Date: 18 May 2023**

**for and on behalf of Mazars**

**Chartered Accountants & Statutory Audit Firm**

**Harcourt Centre**

**Block 3**

**Harcourt Road**

**Dublin 2**

## STATEMENT OF FINANCIAL ACTIVITIES (including an income and expenditure account)

	Notes	Restricted Funds 2022 €	Unrestricted Funds 2022 €	Year ended 31 December 2022 €	Restricted Funds 2021 €	Unrestricted Funds 2021 €	Year ended 31 December 2021 €
Income from:							
Donations and legacies	6	-	2,737,172	2,737,172	-	2,300,212	2,300,212
Charitable activities	7	366,711	1,420,487	1,787,198	216,805	1,266,488	1,483,293
Other trading activities	8	-	2,210,344	2,210,344	-	1,550,167	1,550,167
Investments						130,361	130,361
Others	9	-	26,868	26,868	-	25,415	25,415
Total income		366,711	6,394,871	6,761,582	216,805	5,272,643	5,489,448
Expenditure on:							
Raising funds	10	-	1,788,346	1,788,346	-	1,203,424	1,203,424
Charitable activities	10	411,491	3,487,942	3,899,433	289,342	2,875,253	3,164,595
Others	10	29,205	55,795	85,000	38,257	62,150	100,407
Total expenditure		440,696	5,332,083	5,772,779	327,599	4,140,827	4,468,426
Net (loss)/ gain on change in the fair value of investments	17	-	(179,152)	(179,152)	-	130,361	130,361
Net (expenditure)/ income		(73,985)	883,636	809,651	(110,794)	1,131,816	1,021,022
Total funds brought forward	20	210,049	5,945,096	6,155,145	248,306	4,885,817	5,134,123
Transfers between funds		9,780	(9,780)	-	72,537	(72,537)	-
Total funds carried forward	20	145,844	6,818,952	6,964,796	210,049	5,945,096	6,155,145

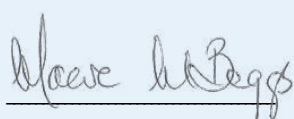
There were no recognised gains and losses in the current or prior year other than those included in the statement of financial activities. All income and expenditure derive from continuing activities. The notes on pages 97-114 form part of these financial statements.

## BALANCE SHEET

	Notes	31 December 2022 €	31 December 2021 €
<b>FIXED ASSETS</b>			
Tangible assets	15	369,709	340,027
Investment in subsidiaries	16	55,131	55,131
Investments	17	1,951,209	2,130,361
		<u>2,376,049</u>	<u>2,525,519</u>
<b>CURRENT ASSETS</b>			
Debtors	18	127,348	198,261
Cash and cash equivalents		5,135,903	4,070,571
		<u>5,263,251</u>	<u>4,268,832</u>
Creditors			
Amounts falling due within one year	19	(674,504)	(639,206)
NET CURRENT ASSETS		<u>4,588,747</u>	<u>3,629,626</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>6,964,796</b>	<b>6,155,145</b>
<b>THE FUNDS OF THE CHARITY</b>			
Restricted funds	21	145,844	210,049
Unrestricted funds	21	6,818,952	5,945,096
<b>TOTAL CHARITY FUNDS</b>		<b>6,964,796</b>	<b>6,155,145</b>

The notes on pages 97-114 form part of these financial statements.

On behalf of the Board



Maeve Beggs

Date: 18 May 2023



Alan Bateson

## STATEMENT OF CASH FLOWS

	Notes	Year ended 31 December 2022 €	Year ended 31 December 2021 €
<b>Cash flows from operating activities:</b>			
Net income		809,651	1,021,022
Loss / (gain) on financial assets at fair value	17	179,352	(130,361)
Depreciation	15	59,668	47,454
Movement in debtors		70,913	(23,109)
Movement in creditors		35,298	(36,481)
Write-off of investment		-	200
		<hr/>	<hr/>
Net cash provided by operating activities		1,154,882	878,725
<b>Cash flows from investing activities:</b>			
Purchase of tangible fixed assets	15	(89,350)	(40,378)
Proceeds from disposal of asset		2,000	-
Purchase of investment	17	-	(2,000,000)
		<hr/>	<hr/>
<b>Cash used in investing activities</b>		(87,350)	(2,040,378)
		<hr/>	<hr/>
<b>Change in cash and cash equivalents during the year</b>		1,067,532	(1,161,653)
		<hr/>	<hr/>
<b>Cash and cash equivalents at beginning of year</b>		4,070,571	5,232,224
		<hr/>	<hr/>
<b>Cash and cash equivalents at end of year</b>		<u>5,138,103</u>	<u>4,070,571</u>

The notes on pages 97-114 form part of these financial statements.



## 1. GENERAL INFORMATION

These financial statements, comprising the statement of financial activities, the balance sheet, the statement of cash flows and the related notes constitute the individual financial statements of The Jack and Jill Foundation CLG for the financial year ended 31 December 2022.

The Jack and Jill Foundation CLG (the "Charity") is a private company limited by guarantee, incorporated and domiciled in the Republic of Ireland and is a registered charity (registration number: 231955). The company is a public benefit entity. The registered office and principal place of business is Johnstown Manor, Johnstown, Naas, Co. Kildare. The nature of the company's operations and its principal activities are set out in the Directors' Report.

## 2. STATEMENT OF COMPLIANCE

The financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the United Kingdom (UK) and Republic of Ireland" (FRS 102). The financial statements have also been prepared in accordance with the Statement of Recommended Practice (Charities SORP) (FRS 102) "Accounting and Reporting by Charities".

## 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

### a) Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention modified to

include certain items at fair value. The financial reporting framework that has been applied in their preparation is the Companies Act 2014, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council and the Statement of Recommended Practice (Charities SORP (FRS102)) as published by the Charity Commission for England and Wales, the Charity Commission of Northern Ireland and the Office of the Scottish Charity Regulator which are recognised by the UK Financial Reporting Council (FRC) as the appropriate bodies to issue SORPs for the charity sector in the UK. Financial reporting in line with Charities SORP is considered best practice for charities in Ireland. As noted above, the directors consider that the adoption of the Charities SORP requirements is the most appropriate accounting to properly reflect and disclose the activities of the organisation.

The financial statements are presented in Euro ("€") which is also the functional currency of the company.

### b) Consolidation

In accordance with the exemptions available under FRS 102 *Consolidated and Separate Financial Statements* Section 9.3(e) and Section 293 of the Companies Act 2014, the company has not prepared consolidated financial statements as it qualifies as a small company as set out therein. Therefore, the financial statements reflect the results of the holding company only for the year ended 31 December 2022.

The information required by Company Law in respect of group companies is given in Note 16 to the financial statements.

### c) Income

All income is recognised in the statement of financial activities ("SOFA") when the company is legally entitled to the income, receipt is probable, and the amount can be quantified with reasonable accuracy. Income comprises donations, legacies, grants, income from fundraising activities and charity boutique sales. Income is deferred where the charity is restricted by specific performance related conditions that are evident in the grant agreement, where there is a specification of a time period that limits the charity's ability to spend the grant until it has performed that activity related to the specified time period and when there are specific terms or conditions within the agreement that have not been met and are not within the control of the charity.

Public donations and similar income arising from fundraising events are accounted for when received. As with many similar charitable organisations, independent groups from time to time organise fundraising activities in the name of the organisation. However, as amounts collected in this way are outside of the control of the organisation, they are not included in the financial statements until they have been received.

Donated goods are recognised as income when sold. The value is derived from the resale value after deducting the cost to sell the goods. Donated services are measured and included in the SOFA on the basis of the value of the gift to the charity, a corresponding amount is then recognised in expenditure in the period of receipt. In accordance with Charities SORP, general volunteer time is not recognised.

Legacy income is recognised in the accounting period in which it is received or when it is probable that the legacy will be received, and the value of the legacy can be measured reliably. In these circumstances, if the legacy income has been received post year end, and the personal representatives have agreed to the amount thereof prior to the year end, the income can be recognised.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity.

Income is analysed as Restricted or Unrestricted. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the organisation, in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or capital investment.

Grants, being contributions towards the operating expenditure, are accounted for using the performance model by crediting the SOFA in the period in which the performance related conditions attached to the grant are met by the charity.

Grants received towards capital expenditure are credited to the SOFA when received or receivable, whichever is earlier, subject to performance related conditions being met.

Grants are recognised when there is evidence of entitlement, and their receipt is probable. Grants are deferred where the funding received relates to a specific future period where specific performance obligations within the grant agreement have not been met at the balance sheet date.

**d) Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably. Support costs arise from those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include administration costs, finance, personnel, and governance costs which support the charity's activities.

These costs have been allocated between cost of raising funds and expenditure on charitable activities. Where costs cannot be directly attributed to particular headings, they have been allocated on a basis consistent with the use of the employee resources. Expenditure includes VAT, where applicable, which cannot be recovered, and is reported as part of the expenditure to which it relates.

**e) Employee Benefits**

The company provides a range of benefits to employees, including paid holiday arrangements and defined contribution pension plans.

*Short term benefits*

Short term benefits, including holiday pay and other similar non-monetary benefits are recognised as an expense in the period in which the service is received.

*Defined contribution pension plans*

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations. The contributions are recognised as an expense when they are due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

*Termination benefits*

Once-off termination payments that are not required by contract, legislation, or other obligations or commitments, are recognised in the financial year in which they become payable.

**f) Taxation**

As a registered charity, The Jack and Jill Foundation CLG has been granted charitable tax exemption by the Revenue Commissioners.

**g) Tangible fixed assets, depreciation and impairment**

Tangible fixed assets are stated at cost (or deemed cost) less accumulated depreciation. Cost includes the original purchase price and costs directly attributable to bringing the asset to its working condition for its intended use.

*Depreciation*

Depreciation is provided on a straight-line basis at the rates stated below, which are estimated to reduce the assets to realisable values by the end of their expected useful lives.

Freehold premises	2%
Office equipment	33%
Computer equipment	33%
Fixture & fittings	10%
Motor vehicles	25%

### *Derecognition*

Tangible fixed assets are derecognised on disposal or when no future economic benefits are expected. On disposal, the difference between the net disposal proceeds and the carrying amount is recognised in the SOFA.

### *Impairment*

An entity shall assess at each reporting date whether there is any indication that an asset may be impaired. If any such indication exists, the entity shall estimate the recoverable amount of the asset. If there is no such indication of impairment, it is not necessary to estimate the recoverable amount.

If it is not possible to estimate the recoverable amount of the individual asset, an entity shall estimate the recoverable amount of the cash-generating unit to which the asset belongs. This may be the case because measuring recoverable amount requires forecasting cash flows, and sometimes individual assets do not generate cash flows by themselves. An asset's cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that are largely independent of the cash inflows from other assets or group of assets.

### **h) Investments in subsidiary undertakings**

Investments in subsidiary undertakings are stated at cost less provisions for impairment in value. The cost of any acquisition represents the cash value of the consideration. Where a diminution in value occurs, the financial fixed assets are written down to net realisable value.

### **i) Listed investment**

Investments are initially measured at fair value which usually equates to the transaction price and subsequently at fair value where investments are listed on an active market. Movements in fair value are recorded in the SOFA. When fair value cannot be measured reliably or can no longer be measured reliably, investments are measured at cost less impairment.

### **j) Cash and cash equivalents**

Cash consists of cash on hand and demand deposits. Cash equivalents consist of short term highly liquid investments that are readily convertible to known amounts of cash that are subject to an insignificant risk of change in value.

**k) Financial instruments***Financial assets*

Basic financial assets, including accrued income and other debtors are initially recognised at transaction price, 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.

Investments in non-puttable equitable shares which are listed and actively traded on recognised stock markets are initially recorded at cost plus transaction costs. Thereafter these are valued at fair value which is the quoted price of the securities in an active market at the reporting date.

*Financial liabilities*

Basic financial liabilities, including other creditors, accruals and amounts due to subsidiary undertakings 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 receipts discounted at a market rate of interest.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts 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 payables are recognised at transaction price.

Financial liabilities are derecognised when the liability is extinguished, that is when the contractual obligation is discharged, cancelled or expires.

*Offsetting*

Financial assets and liabilities are offset, and the net amounts presented in the financial statements when there is an 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 to liability simultaneously.

**l) Operating leases**

Operating lease payments are charged to the SOFA in the period to which they relate.

**m) Provisions and liabilities for charges**

Provision is made for liabilities or losses which have arisen or are likely to arise in respect of the financial year to which the accounts relate but where there is uncertainty as to the amount or the timing of the liability or loss.

**n) Funds**

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the directors have decided at their discretion to set aside for a specific purpose. Restricted funds are grants or donations which the donor has specified are to be solely used for particular areas of the company or for specific projects being undertaken by the company.

#### 4. JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results.

The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

##### *Going concern*

The directors have prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

##### *Useful Lives of Tangible Fixed Assets*

Tangible fixed assets comprise freehold premises, office equipment, computer equipment, fixtures & fittings and motor vehicles. The annual depreciation charge depends primarily on the estimated lives of each type of asset and, in certain circumstances, estimates of residual values. The directors regularly review these useful lives and change them if necessary, to reflect current conditions. In determining these useful lives, management consider technological change, patterns of consumption, physical condition and expected economic utilisation of the assets. Changes in the useful lives can have a significant impact on the depreciation charge for the financial year. The net book value of tangible fixed assets subject to depreciation at the financial year end date was €369,709 (2021: €340,027).

## 5. STATUS OF THE COMPANY

The charity is limited by guarantee and has no share capital. The members have each undertaken to contribute to the assets of the company in the event of its being wound up whilst they are members, or within one year after they cease to be members, for the payment of such debts and liabilities contracted before they ceased to be members and of the costs, charges and expenses of winding up, and for the adjustment of the rights of the contributors among themselves, such amounts as may be required but not exceeding €1.

## 6. DONATIONS AND LEGACIES

<b>Current year</b>	<b>Restricted Funds 2022 €</b>	<b>Unrestricted Fund 2022 €</b>	<b>Total 2022 €</b>
Donations			
Private donations	-	2,319,724	2,319,724
Community fundraising	-	274,473	274,473
<b>Total income from donations</b>	-	2,594,197	2,594,197
Legacies	-	142,975	142,975
<b>Total income from donations and legacies</b>	-	<b>2,737,172</b>	<b>2,737,172</b>

<b>Prior year</b>	<b>Restricted Funds 2021 €</b>	<b>Unrestricted Fund 2021 €</b>	<b>Total 2021 €</b>
Donations			
Private donations	-	1,940,625	1,940,625
Community fundraising	-	257,584	257,584
<b>Total income from donations</b>	-	2,198,209	2,198,209
Legacies	-	102,003	102,003
<b>Total income from donations and legacies</b>	-	<b>2,300,212</b>	<b>2,300,212</b>

All donations and legacies arose in the Republic of Ireland.

## 7. CHARITABLE ACTIVITIES

Current year	Restricted Funds 2022 €	Unrestricted Funds 2022 €	Total 2022 €
<b>Respite Care</b>			
Grants			
Health Service Executive (HSE)	363,711	1,420,487	1,784,198
Others	3,000	-	3,000
	<b>366,711</b>	<b>1,420,487</b>	<b>1,787,198</b>
Prior Year	Restricted Funds 2021	Unrestricted Funds 2021	Total 2021
<b>Respite Care</b>			
Grants			
Health Service Executive (HSE)	216,805	1,266,488	1,483,293
	<b>216,805</b>	<b>1,266,488</b>	<b>1,483,293</b>

HSE grant funds a proportion of the cost of in-home nursing care and respite support that the Jack & Jill Children's Foundation funds and provides for children with severe to profound neurodevelopmental delay, up to the age of six, as well as end of life care for children in that age cohort, irrespective of diagnosis.

All income from charitable activities arose in the Republic of Ireland.

The Company is compliant with Circular 44/2006 "Tax Clearance Procedures Grants, Subsidies and Similar Type Payments".

## 8. OTHER TRADING ACTIVITIES

	2022 €	2021 €
Fundraising events	737,960	661,990
Charity Boutiques	1,472,384	879,207
Other	-	8,970
	<b>2,210,344</b>	<b>1,550,167</b>

All other trading activities are unrestricted. All income from other trading activities arose in the Republic of Ireland.



## 9. OTHER

	2022 €	2021 €
Tax refund on donations	15,233	16,998
VAT compensation scheme	9,635	8,417
Gain on disposal of asset	2,000	-
	<b>26,868</b>	<b>25,415</b>

All other income is classified as unrestricted. All other income was derived from the Republic of Ireland.

## 10. EXPENDITURE

Current year	Restricted funds 2022 €	Unrestricted funds 2022 €	Total 2022 €
<i>Raising funds</i>			
Staff costs	-	868,524	868,524
Fundraising events	-	339,139	339,139
Shop costs	-	445,891	445,891
Promotion and publicity	-	23,355	23,355
Other costs	-	111,437	111,437
	<b>-</b>	<b>1,788,346</b>	<b>1,788,346</b>
<i>Charitable activities</i>			
Staff costs	-	1,373,371	1,373,371
Homecare payments	411,491	1,951,442	2,362,933
Other costs	-	163,129	163,129
	<b>411,491</b>	<b>3,487,942</b>	<b>3,899,433</b>
<i>Other</i>			
Staff costs	-	21,856	21,856
Depreciation	29,205	30,463	59,668
Other costs	-	3,476	3,476
	<b>29,205</b>	<b>55,795</b>	<b>85,000</b>

Included within the costs above are support costs as follows:

	Allocated to cost of raising funds 2022 €	Allocated to charitable activities 2022 €	Total €
Marketing	-	23,354	23,354
Finance and administration	84,207	247,854	332,061
Governance costs – external audit (incl. VAT)	-	14,760	14,760
	<b>84,207</b>	<b>285,968</b>	<b>370,175</b>

Prior year	Restricted funds 2021 €	Unrestricted funds 2021 €	Total
<i>Raising funds</i>			
Staff costs	-	617,828	617,828
Fundraising events	-	185,454	185,454
Shop costs	-	255,393	255,393
Promotion and publicity	-	40,302	40,302
Other costs	-	104,447	104,447
	<b>-</b>	<b>1,203,424</b>	<b>1,203,424</b>

<i>Charitable activities</i>			
Staff costs	-	1,203,524	1,203,524
Homecare payments	268,915	1,550,332	1,819,247
Other costs	20,427	121,397	141,824
	<b>289,342</b>	<b>2,875,253</b>	<b>3,164,595</b>

<i>Other</i>			
Staff costs	-	35,603	35,603
Depreciation	38,257	9,197	47,454
Net foreign exchange loss	-	470	470
Other costs	-	16,880	16,880
	<b>38,257</b>	<b>62,150</b>	<b>100,407</b>

Included within the costs above are support costs as follows:

	<b>Allocated to cost of raising funds 2021 €</b>	<b>Allocated to charitable activities 2021 €</b>	<b>Total 2021 €</b>
Marketing	-	41,761	41,761
Finance and administration	105,752	174,289	280,041
Governance costs – external audit (incl. VAT)	-	15,990	15,990
	<b>105,752</b>	<b>232,040</b>	<b>337,792</b>

## 11. STAFF NUMBERS AND COSTS

	<b>2022 €</b>	<b>2021 €</b>
Wages and salaries	1,549,124	1,593,998
Social welfare costs	175,110	168,861
Pension costs	116,263	95,932
	<b>1,840,497</b>	<b>1,858,791</b>

The average monthly number of persons employed by the company during the year was 42 (2021: 40). An analysis of employee numbers at the year-end is as follows:

	<b>2022 Number</b>	<b>2021 Number</b>
Services to children	15	17
Fundraising	6	7
Administration	6	4
Retail	15	12
	<b>42</b>	<b>40</b>

The CEO's gross salary was €95,000 in the year (2021: €95,905).

Number of employees whose emoluments for the year (including taxable benefits in kind but excluding employer pension costs) fall within the following bands:

	<b>2022</b>	<b>2021</b>
	<b>Number</b>	<b>Number</b>
€60,001 – €70,000	4	2
€70,001 – €80,000	2	1
€80,001 – €90,000	-	-
€90,001 – €100,000	1	1

#### **DIRECTORS' REMUNERATION**

No remuneration or other benefits have been paid or are payable to any charity directors directly or indirectly from the funds of the charity.

There were no expenses accrued by directors in 2022 (2021: €nil).

#### **12. INTEREST PAYABLE AND SIMILAR CHARGES**

	<b>2022</b>	<b>2021</b>
	<b>€</b>	<b>€</b>
Bank interest and charges	<b>19,087</b>	<b>16,531</b>

#### **13. PENSION**

	<b>2022</b>	<b>2021</b>
	<b>€</b>	<b>€</b>
Contribution to pension scheme	<b>116,263</b>	<b>95,932</b>

The company operates an externally funded defined contribution scheme that covers substantially all the employees of the company. The assets of the scheme are vested in independent trustees for the sole benefit of those employees.

There was no liability in respect of pension contributions as at 31 December 2022 (2021: €nil)

## 14. NET MOVEMENT IN FUNDS

	2022	2021
	€	€
Net movement in funds is stated after charging:		
Depreciation of tangible assets	59,668	47,454
Operating lease rentals	205,997	124,650
Auditor's remuneration – statutory audit services (excl. VAT)	13,000	12,000
Auditor's remuneration – tax compliance services (excl. VAT)	<b>399</b>	<b>1,200</b>

## 15. TANGIBLE FIXED ASSETS

	Freehold Premises €	Office Equipment €	Computer Equipment €	Fixtures & Fittings €	Motor Vehicles €	Total €
<b>Cost</b>						
At 1 January 2022	367,805	15,697	104,884	12,923	14,703	516,012
Additions	-	-	24,250	-	65,100	89,350
Disposals	-	-	-	-	(6,704)	(6,704)
At 31 December 2022	367,805	15,697	129,134	12,923	73,099	598,658
<b>Depreciation</b>						
At 1 January 2022	(107,895)	(12,321)	(39,301)	(6,103)	(10,365)	(175,985)
Charge for the year	(7,356)	(1,611)	(39,789)	(1,293)	(9,619)	(59,668)
Disposals	-	-	-	-	6,704	6,704
At 31 December 2022	(115,251)	(13,932)	(79,090)	(7,396)	(13,280)	(228,949)
<b>Net Book Values</b>						
At 31 December 2021	259,910	3,376	65,583	6,820	4,338	340,027
At 31 December 2022	252,554	1,765	50,044	5,527	59,819	369,709

## 16. INVESTMENT IN SUBSIDIARY

	2022 €	2021 €
Investment in subsidiary undertakings		
Jack and Jill Partnership Limited	55,331	55,331
Less: Allowance for impairment	(200)	(200)
Total investment in subsidiary undertakings	55,131	55,131
Total investments	<b>55,131</b>	<b>55,131</b>

The charity owns 100% of the share capital in issue in Jack and Jill Partnership Limited, which has ceased operations, and has a registered address of Johnstown Manor, Johnstown, Naas, Co. Kildare. At 31 December 2022, Jack and Jill Partnership Limited had net assets of €55,131 (2021: €55,131) and the result for the financial year was €nil (2021: €nil). The charity has an outstanding payable to Jack and Jill Partnership Limited amounting to €55,131 at year end (2021: €55,131).

In the opinion of the directors, the carrying value of the unlisted investments, as outlined above, are not less than their book values.

## 17. INVESTMENTS

	2022 €	2021 €
Listed investments		
At 1 January	2,130,361	-
Additions	-	2,000,000
Net (loss)/ gain on change in the fair value of investments	(179,152)	130,361
At 31 December	<b>1,951,209</b>	<b>2,130,361</b>

The listed investments, all of which are fund investments are measured at fair value in line with the company's accounting policy. The fair value was determined with reference to the net asset value per share of the fund at the financial year end date.

Investment income is classified as unrestricted.

**18. DEBTORS**

	<b>2022</b>	<b>2021</b>
	<b>€</b>	<b>€</b>
Prepayments and accrued income	101,298	188,461
Other debtors	26,050	9,800
	<b>127,348</b>	<b>198,261</b>

The carrying amounts of other debtors and prepayments approximate their fair value largely due to the short-term maturities and nature of these instruments.

**19. CREDITORS**

	<b>2022</b>	<b>2021</b>
	<b>€</b>	<b>€</b>
Deferred income (Note 20)	300,000	300,000
PAYE/PRSI	55,087	52,948
Other creditors and accruals	264,286	231,127
Amounts due to subsidiary undertakings (Note 16)	55,131	55,131
	<b>674,504</b>	<b>639,206</b>

*Trade and other creditors*

The carrying amounts of trade and other creditors approximate their fair value largely due to the short-term maturities and nature of these instruments. The repayment terms of trade creditors vary between on demand and 90 days. No interest is payable on trade creditors.

*Accruals*

*The terms of the accruals are based on underlying contracts.*

*Taxes and social welfare costs*

Taxes and social welfare costs are subject to the terms of the relevant legislation. Interest accrues on late payment. No interest was due at the financial year end date.

## 20. DEFERRED INCOME

	2022 €	2021 €
At 1 January	300,000	300,000
Credited to statement of financial activities	(300,000)	(300,000)
Deferred during the year	300,000	300,000
At 31 December	<b>300,000</b>	<b>300,000</b>

Deferred income at 31 December 2022 relates to donations of €300,000 received for activities related to the delivery of homecare hours in 2023. The Jack and Jill Foundation does not have entitlement to this income at 31 December 2022 and hence income has been deferred.

## 21. FUNDS OF THE CHARITY

Current Year	Restricted Funds €	Unrestricted Funds €	Total €
Balance at beginning of year	210,049	5,945,096	6,155,145
Income	366,711	6,394,871	6,761,582
Expenditure	(440,696)	(5,332,083)	(5,772,779)
Transfers between funds	9,780	(9,780)	-
Balance at end of year	<b>145,844</b>	<b>6,988,104</b>	<b>7,143,948</b>

	Restricted Funds €	Unrestricted Funds €	Total €
Funds of the Charity:			
Fixed assets	145,844	2,230,205	2,376,049
Current assets	-	5,263,251	5,263,251
Current liabilities	-	(674,504)	(674,504)
	<b>145,844</b>	<b>6,818,952</b>	<b>6,964,796</b>



Prior year	Restricted Funds €	Unrestricted Funds €	Total €
Balance at beginning of year	248,306	4,885,817	5,134,123
Income	216,805	5,272,643	5,489,448
Expenditure	(327,599)	(4,140,827)	(4,468,426)
Transfers between funds	72,537	(72,537)	-
Balance at end of year	<b>210,049</b>	<b>5,945,096</b>	<b>6,155,145</b>

The transfer between funds amounting to €9,780 is to fund a deficit in the restricted funds.

	Restricted Funds €	Unrestricted Funds €	Total €
Funds of the Charity:			
Fixed assets	210,049	2,315,470	2,525,519
Current assets	-	4,268,832	4,268,832
Current liabilities	-	(639,206)	(639,206)
	<b>210,049</b>	<b>5,945,096</b>	<b>6,155,145</b>

## 22. FINANCIAL INSTRUMENTS

The analysis of the carrying amounts of the financial instruments of the charity required under Section 11 of FRS 102 is as follows:

	Note	2022 €	2021 €
<b>Financial assets measured at fair value</b>			
Investments	17	1,951,209	2,130,361
	<b>Note</b>	<b>2022</b>	<b>2021</b>
Financial assets at amortised cost		€	€
Cash and cash equivalents		5,135,903	4,070,571
Accrued income		8,721	15,194
Other debtors	18	26,050	9,800
		<b>5,170,674</b>	<b>4,095,565</b>

	Notes	2022	2021
Financial liabilities at amortised cost		€	€
Amounts due to subsidiary undertakings	19	55,131	55,131
Other creditors and accruals	19	264,286	231,127
		<b>319,417</b>	<b>286,258</b>

### 23. COMMITMENTS

The company has a number of lease commitments in relation to properties in the Republic of Ireland. The minimum lease payments under non-cancellable operating leases are as follows:

	2022	2021
	€	€
Within one year	277,083	150,628
Greater than one year and less than five years	1,445,351	228,187
Greater than five years and less than ten years	359,375	72,917
	<b>2,081,809</b>	<b>451,732</b>

### 24. RELATED PARTY TRANSACTIONS

#### *Related party transactions*

There were no related party transactions under FRS 102 Section 33 Related Party Disclosures during the year other than those disclosed in Note 16.

#### *Key management personnel compensation*

The senior employees who have authority and responsibility for planning, directing and controlling the activities of the company are considered to be key management personnel. Total remuneration in respect of these individuals is €519,115 (2021: €404,222).

### 25. EVENTS AFTER THE END OF THE REPORTING PERIOD

There are no subsequent events that affected the company.

### 26. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the Board of Directors on 18th May 2023.

# Be a Jack and Jill Superhero!



We really believe that #CommunityMatters more than ever for Jack and Jill and we are asking our local real-life superheroes to support us by:

- ✓ Asking family/friends to ask their employer, who might be seeking a charity partner, to nominate the Jack and Jill Children's Foundation please
- ✓ Signing up to a monthly donation as we need ongoing support for our care commitment to families
- ✓ Asking the HSE to increase our funding to 33% of our operating costs
- ✓ Sharing your Jack and Jill and Me story on social media, helping to raise more awareness for Jack and Jill
- ✓ Continuing to #SupportLocal #DonateLocal #ShopLocal



## In his name



Jack is the son of our wonderful founders, Jonathan Irwin and Mary Ann O'Brien, whose home nursing care plan became the blueprint for Jack and Jill's unique child-and-family-centred service, established 25 years ago.

In Jack's name, we are committed to empower and support our families to care for their little ones in their own home, where they belong.

In Jack's name, we give family carers the gift of time, so that they can re-charge and face the next challenge, knowing they are not on this difficult care journey alone.

In Jack's name, we have supported 2,854 families in communities across Ireland, because we believe there is no care like home care for a Jack and Jill child.

Thank you, Jack. Your legacy lives on and we are so proud of all we have achieved in your name over the last 25 years.

Always remembered. Never forgotten.

## Jack Irwin



29/02/1996 - 13/12/1997



*"They got us through the hardest time.  
They truly are our fairy Godmothers."*

**Joan, a Jack and Jill mum**

**JACK AND JILL CHILDREN'S FOUNDATION**

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