



Annual Report **2023**

A Tribute to Jonathan Irwin

21 June 1941 - 10 December 2023

In late 2023 we were very sad to announce the death of Jonathan Irwin, Founder of the Jack and Jill Children's Foundation, who passed away after a short illness.

Jonathan (82) led a wonderful life that touched and supported so many families and he never tired of helping others, right up until the end.

Jonathan is survived by his wife Mary Ann O'Brien and their children Lily, Phonsie, Molly and predeceased by sons Jack and John; he is also sadly missed by his first wife Mikaela and their sons Pirate, Jago, Luke and predeceased by their son Sam. He was so very proud of his grandchildren Otis, Violet, Iris and Xanthia.

Having lost his three sons, Jonathan remarkably turned this grief and his vision into support for others. "What else can I do?" he'd often say.

That vision became a reality of a home nursing care model in his son Jack's name that has supported 2,971 children across the country over the last 26 years and counting, without any means test, red tape or waiting list.

Jonathan Irwin was charisma personified. From an Anglo-Irish background of actors and academics, this Eton educated, Trinity drop-out had what he himself called "a glittering career" in several roles. Bloodstock agent, auction house boss, announcer, publisher, racecourse executive and more. He worked for BBA Ireland, The Turf Club and Goffs – where he dreamt up and introduced the Cartier Million, Europe's Richest race and the first IR£1 million sports event in Europe. He was also involved in the Dublin International Sports Council, Special Olympics and, more recently, the 'Horses of Hope' Equine Centre at Castlerea Prison. However, none of these roles, he said, was more challenging or rewarding than his role with Jack and Jill, where he advocated on behalf of family carers with all his might.



Jonathan won many awards over the years including Irish and Global Fundraiser of the Year, a Public Relations Excellence Awards, a People of the Year Award and he was made Fellow of the Faculty of Paediatrics and received a Knighthood of St Lazarus. However, for this brilliant storyteller, the best reward was the feedback from families about the difference that Jack and Jill made.

He was unique. Articulate, charismatic, debonair, persuasive, driven, imaginative, flamboyant; a true gentleman who made a difference and has left a lasting legacy.

We salute Jonathan, and we thank him for the gift of this wonderful charity. We will honour Jonathan by continuing his legacy through telling his story and ensuring that families have the care and support they need for their child, when and where they need it.

**Always remembered. Never forgotten.
May Jonathan Rest in Peace**

Remembering Jonathan

by Denis O'Brien

I first met Jonathan Irwin when I was about 14. My father had known him for years and held him in very high regard. Jonathan had been appointed CEO of Goffs Bloodstock who were in the process of opening their spanking new sales facility in County Kildare. At the time, my father had just set up his equine supplementation business. Jonathan, recognising that my father needed a leg up with his fledgling business, very graciously allowed him to pepper the sales ring with signs for Plusvital, as well as showing off his product range in pride of place on the balcony above the sales ring, all for no charge. When I saw how much help my father had been given, I remember thinking that this man was different and had a great human touch about him.

A few years later, I witnessed Jonathan's great flair for marketing when he brought the Cartier Million to the Phoenix Park Racecourse, setting him apart as one of the great marketeers in Ireland during the 1980s and 1990s. Much later, I had the privilege of working with him during my time as chair of the 2003 Special Olympics World Games organising committee, with Jonathan as the venues director. Jonathan was head of the Dublin Sports Council and we worked closely in preparation for the World Games.

In the intervening time, Jonathan had turned his attention to children with severe disabilities and had set up the Jack and Jill Foundation on whose board I served for a number of years. Jonathan was a very practical man, but when it came to creativity and new ways to fund the organisation, he was quite brilliant. Some of his initiatives for raising money for Jack and Jill have been outstanding.

However, it was Jonathan's response to adversity that set him apart. I remember the terrible impact on him when his newborn son Jack was left with severe brain damage, and much later when another son, Sam, tragically died in an accident in Portugal. What struck me most about Jonathan was the dignity with which he dealt with both of those tragedies. Instead of asking



Jonathan Irwin, Mary Ann O'Brien and Denis O'Brien

'Why me?' and lamenting the hand that fate had dealt him, Jonathan got on with the role of supporting others – Mary Ann, Mikaela and his other children – and of trying to find some kind of positive outcome from the tragedies.

With the Jack and Jill Foundation, he succeeded in establishing a charity that has made a huge difference to many lives, challenged government policy and advocated for children with brain damage who had no one else to speak for them.

A successful charity is probably the hardest business to set up, as most do not manage to make it out of the starting blocks. However, the Jack and Jill Foundation has gone from being the dream of grieving parents – that no other family should suffer the way he and Mary Ann did when they discovered there were no support services to help them cope with their son – to becoming the first port of call for families in similar trouble, and a substantial buffer between those families and the desperate exhaustion that Jonathan and Mary Ann faced.

JACK AND JILL

All of the things that made Jonathan so successful in the early part of his life - his skill and vision at marketing, his infectious enthusiasm, considerable charm and integrity - have been brought to bear on his work with the Foundation. Without his experience and talent, Jack and Jill would never have taken off. I'm fairly sure that its continuing success meant more to Jonathan than all of the other accolades of his career.

Jonathan was great company and made great friends wherever he went. It is no surprise that he was the only person to be twice elected Personality of the Year by the Irish Breeders' Association. He was unfailingly polite and courteous. His manners were based on a genuine regard for other people - their comfort and their happiness.

His roots were in Ireland and his contributions to this country have been very genuine. Despite his plummy Eton tones, Jonathan always had a great love of Ireland and a great belief in the country. He was as Irish as they come. His vision for the Irish bloodstock industry has largely been realised. His determination that Ireland could attract significant sporting events was steadfast at a time when there was little in terms of infrastructure to substantiate this belief. He was inclined to be modest and humorous about his achievements but let none of us be beguiled by his demeanour. His achievements were remarkable. Tragedy, when it came, did not defeat, it transformed him, which should be an inspiration to the rest of us.

Excerpt from Denis O'Brien's forward in 'Jack and Jill, The Story of Jonathan Irwin' written with Emily Hourican and produced by Mercier Press in 2014



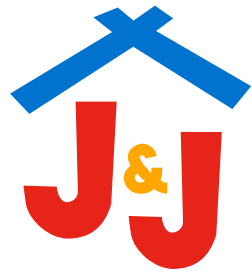
Catherine O'Leary, with her son Tom and Jonathan Irwin



Denis O'Brien and Jonathan Irwin

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*"He turned monochrome
into colour"*

*One of the many tributes to Jonathan
on his passing*



Our Chair's Report



2023 was marked by the very sad loss of one of the pioneering Founders of Jack and Jill, Jonathan Irwin. While it is the end of an era, we as a Board are determined to mind and keep both Jonathan and Mary Ann's legacy and vision going strong. Since 1997, the Jack and Jill Children's Foundation has cared for over 3,000 children and their families nationwide. What a remarkable and positive impact for families and communities across Ireland - something which I, as Chair, am very proud to be a part of.

Looking back over 2023, I want to thank the Board members who volunteered their free time to steer the charity throughout the year. They gave their time, not just for Board meetings, but also Sub-Committee meetings and supported the charity across all areas of the business, from the service side to the raising of funds. Their strategic guidance is what helps Jack and Jill to keep doing what we do best.

I would like to welcome to the Board Celine Maguire, who joined us in October 2023. Celine brings a wealth of HR knowledge, and her expertise is a great addition to broaden and deepen our skillset.

I would also like to express my heartfelt gratitude to the whole team at Jack and Jill who give their heart and soul to this organisation, going above and beyond to ensure that we fund and deliver an exemplary service.

None of this, of course, would be possible without the support of donors, big and small, corporate partners, community fundraisers, the HSE and those who support our events, retail shops and online platforms.

In 2023 we developed Strategy 2027. This process involved the Board, Management Team, key stakeholders, both internal and external, and was expertly guided by Will Devas from Growth Potential. The process was indeed extensive, but we are very proud of our strategy which is now our roadmap until 2027.

Jack and Jill's Vision, Mission and Values were reviewed and renewed and, in conjunction with an extensive stakeholder consultation, formed the bedrock of the process to help decide on Jack and Jill's priorities until the end of 2027.

Out of this strategy came a need for a review on our clinical governance, which at the time of publication we have completed, and we are delighted to say that the results were very positive and encouraging. With a clear and strong roadmap in place guiding the way for the next few years, we look forward to the journey ahead for Jack and Jill in both Jonathan's name and in his memory.

Thank you,

Maeve Beggs

Our CEO's Report



I am honoured to have been appointed the new CEO of Jack and Jill in January of 2024. By way of introduction, I have worked with Jack and Jill for over 15 years in many different roles but more recently, I've been the Head of Retail & Compliance. My aim is to continue to provide our gold standard service to the many families who need us, nationwide.

Sadly, 2023 marked the passing of two of our colleagues. Firstly, our lovely receptionist Majella O'Rourke who passed away in August after a long illness. Originally a volunteer in our Naas store, Majella joined the office team four years previously and her smile, warmth and wit are sadly missed by the wider Jack and Jill team.

The loss of our beloved Founder Jonathan Irwin in December was felt across the whole team, and far beyond. Jonathan was a wonderful man who meant so much to the families we support, as well as to the team in Jack and Jill, and he is dearly missed by all of those whose lives he touched. This Annual Report has been designed with the theme of legacy in mind, to demonstrate how we, as an organisation, are committed to continuing Jonathan's remarkable legacy in memory of his and Mary Ann's beautiful son, Jack. Each section of this Annual Report includes some of the many tributes left by members of the public across our social media and reflects the lasting impression Jonathan made on so many at home and abroad.

When taking the opportunity to reflect on 2023, I would also like to sincerely thank our outgoing CEO Carmel Doyle for all she achieved during her tenure at Jack and Jill. Carmel worked for a total of 15 years with the Foundation, with the last five years in the position of CEO. Carmel's commitment to our mission and connection with the families under our care, and the wider Jack and Jill community, was second to none. Under Carmel's direction, we grew our service to meet the needs of our families and navigated some significant challenges along the way, most notably COVID. We wish her all the very best in her new role.

We continued to deliver a high-quality, agile and efficient service for our families throughout 2023. We looked after 534 children in 2023, delivering 129,904 hours of in-home nursing and respite care through our wonderful nursing team. We raised €7.7 million in income through the hard work of our Fundraising, Communications and Retail divisions, greatly supported by our wider teams.

There were many highlights in 2023, as you will read throughout this publication. Our annual mystery art sale, incognito, was once again a great success, raising €180,554 and surpassing the €1 million mark in cumulative funds raised over incognito's seven years. We were delighted to be announced as the official charity partner for Cannonball Ireland, with two significant fundraising and awareness-building events taking place through RETRO Cannonball in May and Cannonball in September. These exciting events, full of spectacle and pageantry with vintage and high-end super cars, raised a total of **€161,000** for the charity.

The summer also marked another year of a key fundraiser for the charity, our 9th annual 'Up the Hill for Jack and Jill' campaign which was once again kindly sponsored by our friends in Abbott Ireland as part of a three-year partnership with additional backing from the Gaelic Players Association (GPA) in 2023.

We are always so grateful to the people who give their time, energy, talent and funds to support these endeavours – without their invaluable support we simply couldn't do what we do.

In 2023 our team grew substantially by 14 new hires, bringing the Jack and Jill team up to 63 people. We opened four new charity boutiques in Castlebar (Mayo), Carrick-on-Suir (Tipperary), Youghal (Cork) and Roscommon town, giving us a wider spread across the country and providing a window into some of the local communities where the families we support live. The shops are all doing well and continue to provide a very important revenue stream for our fundraising strategy. We plan to open three more shops in 2024, bringing our total retail network to 19 shops.

In 2023, in conjunction with our Board and a steering group made up by stakeholders from across the Foundation, we developed our Strategy 2027. The process was extensive, but we are proud of the strategy which will be our roadmap until 2027.

As a result of developing Strategy 2027, the need for a review on our clinical governance became apparent. An external audit was immediately completed by governance specialists, Odyssey, and we are delighted to say that the findings were extremely positive, with just some small updates and documentation needed.

I would like to extend sincere thanks and to acknowledge the hard work carried out by our dedicated Board, led by our Chair Maeve Beggs. They are a committed group of individuals who very kindly donate their time and expertise to support the work of Jack and Jill. In 2023, our Board was further enhanced with the addition of Celine Maguire, a HR expert who has already supported Jack and Jill in the HR area for many years and will provide invaluable expertise going forward.

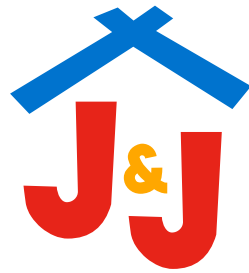
A notable highlight in 2023 was our Finance Team winning Finance Team of the Year at the Charities Institute Awards in October. We were also shortlisted for the 2023 Carmichael Awards for our 2022 Annual Report, which demonstrated our high standards of good governance, accountability and transparency and of which we are immensely proud.

I also appreciate the dedication of our nurses, our office staff, our retail staff, our volunteers and all the families who have supported us by participating in our campaign launches and events. We are so very grateful for this backing, which enables us to continue to look after the children and families under our care.

Thank you,



Deirdre Walsh



“He was just amazing. Just everything he did, he did for the children and that’s why he was so brilliant”

One of the many tributes to Jonathan on his passing





Section 1 Who We Are



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 of six, irrespective of diagnosis.

Our Values



McHugh Family at the launch of Emerald Park



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.



“Jonathan’s vision shaped from his own lived experience of grief and loss truly shaped the landscape of in-home nursing support. His selfless work has positively impacted so many families nationally”

One of the many tributes to Jonathan on his passing





Section 2

Our Strategic Roadmap



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 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

Bringing Our Strategy Home in 2023

We funded and delivered **129,904 hours** of in-home nursing and respite care
+25,000 hours of case management by our 2 Heads of Nursing and 14 Liaison Nurse Managers
+3,300 hours of support from our Nursing and Family Support Administrators
=5.5% increase on 2022 service levels



Shortlisted for **Corporate Social Responsibility Award with Glenveagh** at the All Ireland Marketing Awards (AIM) with Marketing Institute Ireland.



Won the **Charities Institute Finance Team of the Year Award**.

Shortlisted for the **Charities Institute Corporate Partnership Award with Valeo Foods**.



Shortlisted for the **Carmichael Good Governance Award** for our 2022 Annual Report, recognising our high standards of good governance, accountability and transparency.



Charities Institute of Ireland Triple Lock Status secured.



We had more families under our care than ever before **534 families** across the year.

Ongoing funding secured from the HSE, strengthening our financial sustainability.



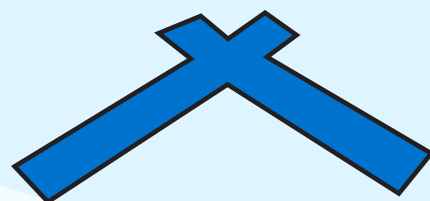
Participated in National **Volunteering Week** in May, **Carers Week** with Care Alliance Ireland in June, **Palliative Care Week** with AIHPC in September, and **Trustees Week** in November.




28 children passed away in 2023, of which we supported **16 to die at home** with their family around them.




+121 new referrals in 2023.




Welcomed **14 new team members**, reflecting the **growth across all areas of the Foundation**.



Expanded our expertise through learning **4 courses completed** in 2023 with the UCD Professional Academy.



The Foundation has an annual **attrition rate of 13%**, which is below the industry sector average of 18%.



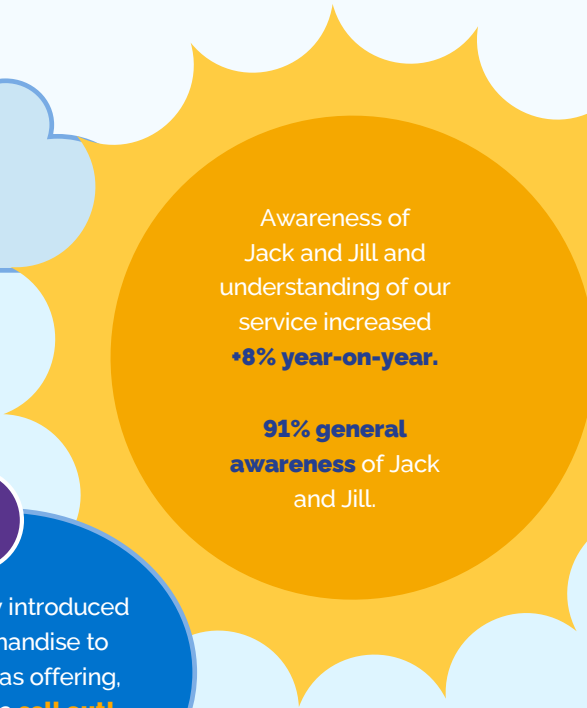
Exceeded our **€6.8 million fundraising target** against a challenging fundraising backdrop and closed the year on a surplus of **€1.4 million**.



Family Fun Day in Palmerstown Estate in May was a huge success, with **700 pirates and princesses** attending, including members of the GPA and Connacht Rugby Captain, Jack Carty, and corporate partners.



Trust in Jack and Jill increased **+14% year-on-year.**



Awareness of Jack and Jill and understanding of our service increased **+8% year-on-year.**

91% general awareness of Jack and Jill.



Increase of retail income to **+€2 million** in 2023.

Opened **four new charity boutiques** in Castlebar, Youghal, Carrick-on-Suir and Roscommon, expanding our retail footprint in the community.



Successfully introduced new merchandise to our Christmas offering, which was a **sell out!**

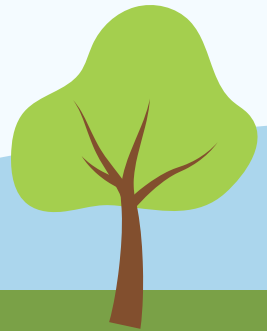


Grew our popular **abseil challenge**, with a second location in Thomond Park, Limerick.

Secured **fantastic new corporate partnerships** – Emerald Park, Gaelic Players Association, Bristol Myers Squibb, Mosney Village, Cannonball Ireland and **successfully extended our Circle K Partnership** into 2025.



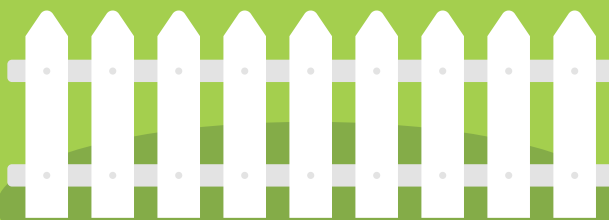
Completed and published **Strategy 2027**, our strategic roadmap for the next five years.



+13% year-on-year increase of revenue in Community Fundraising.



Initiated a review of our **Clinical Governance** that underpins our service.





*"He leaves an amazing
legacy of which anyone
would be very proud"*

*One of the many tributes to Jonathan
on his passing*





Section 3

Focus on Nursing

Jack and Jill and Me

Erin's Story

Having secured her nursing qualifications in her homeland of Canada before gaining valuable experience around the world, Nurse Erin Watt Shepherd has now ultimately settled down with her family in Ireland. Here she tells us her Jack and Jill story and why no two days are ever the same...

"I was born and raised in a small village east of Edmonton, Alberta, Canada and after finishing high school, I went on to study for a nursing degree at the University of Alberta. After achieving my degree, I took up a position in the Children's Hospital in Edmonton for a few years before heading to New Zealand to work at Starship Children's Hospital in Auckland. With nursing being one of those professions that allows people to work all over the world I then moved right across the globe and took up a position on St John's Ward in CHI Crumlin. It was during this time that I decided to undertake a Master of Nursing and returned home to study for this in Winnipeg, Manitoba Canada.

Upon completion of my Masters of Nursing, I became the Clinical Nurse Specialist in the Winnipeg Regional Health Authority's Paediatric Symptom Management and Palliative Care Service. After a few years in this position, my family and I made the decision to return to Ireland. When the position for Liaison Nurse Manager in Jack and Jill came up in my area, I jumped at the chance to join the team. Prior to applying to work here, I had attended conferences and heard about the amazing support that Jack and Jill provides to its families and so I was excited at the opportunity to join such an incredible organisation.

I officially joined the Jack and Jill Children's Foundation as a Liaison Nurse Manager in September 2018. Starting initially on a 20hr week, over time my hours have increased gradually to 25 and now 30 hours per week. I cover a wide area incorporating counties Mayo, Sligo, Leitrim, and I also share Roscommon and Donegal with two of my nursing colleagues.



The wonderful thing about working with Jack and Jill is that every day is different, and you never know what is going on with a family when you first pick up the phone to contact them or stop in to visit. From Belmullet to Boyle and from Ballyshannon to Ballaghaderreen, I never know where the next family will be and to be honest it's what I love about the job. I meet families from all over Ireland and from around the world who have chosen to live in Ireland, just like I have.

Jack and Jill families have so much to learn and manage on a daily basis, it feels like such a gift to be able to help in such a practical and supportive way. Jack and Jill provide funding for in-home nursing and respite support that becomes invaluable to the families who receive it. Our flexibility and family-centred approach mean that the families can use their hours to suit their own individual needs, so they can benefit their Jack and Jill child, the siblings, and the parents themselves. I really value the time spent with the parents over a cup of tea, talking about what is going on for them and their family and how Jack and Jill is helping them.

It is so true when we say that Jack and Jill become part of the family and what an honour and privilege it is to be allowed into the family home. I am immensely proud to continue Jack Irwin's legacy. It is remarkable that one little boy and his parents, Jonathan Irwin and Mary Ann O'Brien, first developed this blueprint of care in 1997 that would go on to help so many families right across Ireland."

Nursing: An Overview



The Nursing team consists of two Heads of Nursing and 14 Liaison Nurse Managers. This group collectively has over a 100 years of nursing experience between them. As the service provision grew by increasing the maximum monthly hours a family can receive from 64 to 80 hours, so too did our nursing team. We were delighted to recruit Emily McCarthy as a new Liaison Nurse Manager working alongside her colleague Eilín Ní Mhurchú in Cork and Sheila Hayes in the South East. Emily is a great addition to team and brings a wealth of knowledge and expertise, particularly in Oncology.

When working with families who have children with severe to profound cognitive delay and children at end-of-life, it is essential to take care of your own wellbeing. We are acutely aware that it is important to support the health and wellbeing of our Liaison Nurses. In February 2023, we got together as a team to have our first group self-care day since COVID. This wonderful day was facilitated by psychotherapist and counsellor, Brid Carroll, where we reflected and reviewed our own health and wellbeing.





Jack and Jill Nursing Team attending an AnamCara Conference

We also ran three self-care days in Dublin, Galway and Cork for the community nurses providing care in the homes. Our self-care days are about giving back to the community nurses and providing them with the tools to look after their physical, emotional, social, spiritual, and professional wellbeing. This in turn helps the community nurses to manage stress and help build resilience in their lives, which aims to replenish their capacity to provide empathy and compassion alongside delivering expert hands-on care.

Our nursing team is proud to work in partnership with our colleagues in acute, community and educational settings. We take every opportunity to promote the Jack and Jill service, advocate for service provision for families and take part in the delivery of education to healthcare workers. During 2023, members of our nursing team participated in learning initiatives such as delivering talks to the Integrated Children & General Student Nurses in UCC and contributing to the Paediatric End-of-Life Study Day in Mercy University Hospital, Cork.

We facilitated placements for nurses undertaking the Masters in Paediatric Palliative Care in NUIG. One member of our team presented at the Royal College of Physicians, where they had the opportunity to speak about our service to a group of specialist Registrars. We also presented to colleagues undertaking the Level A Programme in Paediatric Palliative Care in Waterford.

Keeping in touch and meeting with allied healthcare professionals is key to providing a holistic model of care to families. We made meeting with the Children's Disability Network Teams across the country a priority in 2023 and will continue to do so in 2024.

We completed Strategy 2027. A key priority in this document is to maintain and improve our high-quality in-home respite and nursing service to families nationwide. Another key objective is to complete a clinical governance review with an outside company and develop our advocacy plan in partnership with similar organisations.

Role of the Liaison Nurse Manager



Our Referral Pathway

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

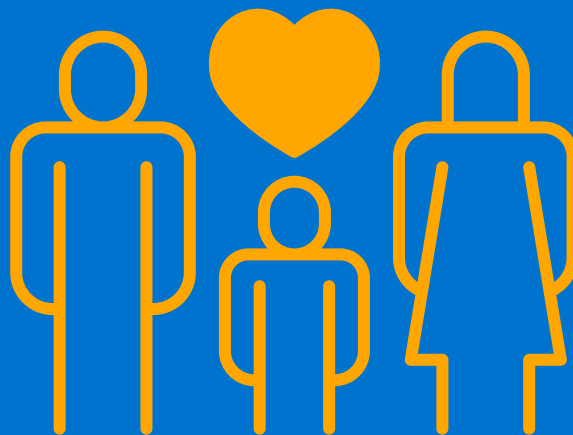


Our Rainbow of Care



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).*

Family Fun Day 2023 – A Day of Celebration, Fun & Community



A straw poll with Team Jack and Jill would quickly reveal that the most fulfilling and enjoyable day of the year is Family Fun Day!

Hosted on a beautiful sunny afternoon on Saturday, May 27th in the stunning grounds of Palmerstown House in Kill, Co Kildare; the scene was set for a magical day when over 700 guests, volunteers and staff dressed as pirates and princesses and set out for a day of pure joy that we will all treasure for years to come!

Family Fun Day is all about community. It's 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 all to feel 'normal'.

There were sensory rooms, face-painters, rides and attractions to suit all ages and abilities, entertainment that had everyone singing and dancing and, of course, what would Family Day be without plenty of ice-cream!

Parents had the opportunity to chat and build friendships over tea and coffee, while the children had fun playing in the sunshine.

We were thrilled that our beloved Founder, Jonathan, joined us on the day. He was most certainly a VIP, with lots of families and volunteers keen to meet him in person, to say hello and to thank him for the very real and tangible difference Jack and Jill has made in so many lives.

Jonathan adored Family Fun Day, meeting the families and seeing first-hand the lasting legacy of his beautiful boy, Jack.



Remembering Our Little Ones

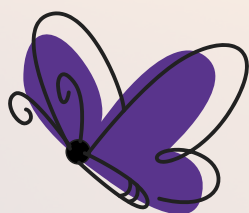
Every year, in November, we remember all the bereaved families known to Jack and Jill and honour their children. Our online memorial Remembering our Little Ones was held on November 12th, where we shared photographs of the children who died in the last 12 months and images of the commissioned glass butterfly which we offer to all bereaved parents.

The butterflies are symbolic of all the children who have died over the years. Each butterfly is as unique as the child remembered.

Mary Ann O'Brien, little Jack Irwin's mother, who was the inspiration for the founding of the Jack and Jill Foundation, read a poem, the words of which are reflective of parents' grief and treasured memories.

It's a day to remember and reflect on the legacy these children leave behind.

Always remembered. Never forgotten.



Sometimes

by Colleen Ranney

*Sometimes I catch a glimpse,
In softened waves of blue,
My child, my heart... when I see a smile,
I can't help but think of you.*

*Sometimes these waves fill oceans.
And feelings string on every shore,
A collections of each memory
And every way I wish for more.*

*Sometimes I watch for answers
Because each day I call to you.
I ask for faith and courage
And strength... to help me through.*

*Sometimes I ask for bravery
Like dolphins in the deep,
Because time moves oh so slowly,
And sometimes the road is steep.*

*Sometimes I want to scream.
This was not what I had planned.
Why you ever suffered,
A mom can't understand.*

*Sometimes I hear your laughter
And remember you at play,
But My Child I always miss you.
Not sometimes, but every day.*

Family Testimonials

Jack and Jill and Me

Aaron's Story

Aaron Heffernan (5 years) lives in Blanchardstown, Dublin, with mum Jessica and dad Gary and big sister Megan (9 years).

Aaron was born in June 2017 at full term, after a very quick delivery. It became apparent immediately that Aaron was not the 'right' colour and wasn't breathing properly. He needed to be resuscitated and it took the team 14 minutes to bring him back. Aaron had experienced an extreme hypoxic episode due to a lack of oxygen to his brain and, as a result, was having seizures.

Mum Jessica said: "We had Aaron on a Saturday and when we got to hold him for the first time out of the incubator was the following Wednesday, his stats dropped and we were told to bring the family in to the hospital to say goodbye, as he wasn't expected to make it through the night. The next day we had Aaron baptised and, by some miracle, he went from strength to strength. And ten days later, Aaron was discharged from hospital."

Jessica continued: "I always try to focus on the positives and said, 'well he's alive, isn't he?' I just wanted to get him home. They said he wouldn't walk or talk, or even eat, and with a lot of persistence he was sucking the bottle after two weeks, and now he attempts to feed himself! He is a determined little fighter and despite all the odds stacked against him, he is thriving, and I am so proud of all he has achieved."

They say it takes a village to raise a child and, in Aaron's case, a community of care has wrapped around Aaron and his family. Jack and Jill were on hand to support Jessica and Gary to care for Aaron at home from the get-go and, almost six years later, they see their Jack and Jill nurse as part of the family.



Aaron now uses a wheelchair and a walker and, while he cannot sit up independently, and has a lot of involuntary movements, he is mad about football! He is a huge Liverpool fan and plays with the Finglas United Football For All team.

Aaron is a vibrant little character and can communicate with his family, who have a secret language through sound and movement. He attends school in Clontarf and loves his routine of going off to school on the bus each day.



Jack and Jill and Me

Alfred's Story

Two-year-old Alfred Inglis lives in Trim, Co Meath with Mum Anne-Marie and Dad Derek and siblings Emilia (10 years) and Louis (7 years).

At 38 weeks pregnant, a scan revealed that Alfred had stopped growing, particularly his stomach, and it was decided that he needed to be delivered ASAP. Alfred, who was born via C-section in April 2021, was brought to the Special Care Unit for monitoring as he had some involuntary movements.

Alfred was "a very jumpy baby" according to Anne-Marie. "He never settled really. He was always irritable." At his 3-month check up with the Public Health Nurse, Anne-Marie talked about his irritability, how his eyes didn't fix and follow, how he had a tendency to look and turn his head to one side. Anne-Marie felt "something wasn't right". While waiting for a referral to a Paediatric Clinic he attended regular appointments with a Community Physiotherapist to address the head turning but Alfred still wasn't feeding well.

When Alfred was almost four months, he had a seizure at home which lasted almost 20 minutes. Anne-Marie and Derek immediately brought him to Temple Street. He was diagnosed with epilepsy, but the major concern was to investigate what was causing the epilepsy, so that it could be brought under control by medication. An appointment with an Ophthalmologist revealed he had Cortical Visual Impairment (CVI).

In March 2022, the results of Alfred's genetic tests came back. Alfred has COL4A1 Syndrome – a multi system disorder affecting the production of collagen, contributing to fragile blood vessels leading to abnormalities of the brain. It is an extremely rare condition. Alfred is one of only 500 in the world diagnosed with this mutation. In Alfred's case it has resulted in brain abnormalities, global severe developmental delay, hypotonia (muscle weakness) and CVI.



Anne-Marie said: "There is so much unknown about Alfred's future. We deal with his needs as they present themselves. He was aspirating a lot, resulting in fluid from his feed going into his lungs. This leaves Alfred with a huge risk of developing a bacterial infection or pneumonia. It's silent aspiration, so he didn't cough or splutter and yet was still gaining weight, so you have to be incredibly vigilant, and he requires round-the-clock care."

Alfred had an NG feeding tube fitted to help reduce the risk of aspiration and subsequent infection, and in September 2023, had surgery to fit a percutaneous endoscopic gastrostomy (PEG) feeding tube inserted into the stomach. He now is also on a BiPAP machine to help with problems he was experiencing with his respiratory system, which has been a game changer.

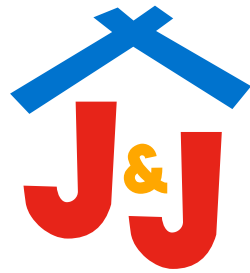
Alfred continues to have daily seizures which to date have been controlled to a certain level, but some seizures are resistant to medication. It's about getting the balance right between medication, his quality of life and keeping him safe at the same time.

Jack and Jill came into the picture in Autumn 2022. "We didn't quite understand what Jack and Jill actually did. We thought the service was for terminally ill children and didn't even consider that Alfred needed this level of support, so that was big to understand and accept. Up to that point, it felt that we were living two different lives and in two different worlds – life in hospital with Alfred and life at home with our two other children. We were trying to save our energy for Emilia and Louis and, despite all of the fabulous help and support from friends and family, it was exhausting."

"Within days of putting in an application to Jack and Jill, I was sitting down, having a chat with Liaison Nurse Manager, Anne Reilly, sharing Alfred's story. In no time, we had a nurse coming to the home for up to 64 hours a month, helping with Alfred and giving us some much-needed time out to focus on other things, like work - we are running a business, so the last few years have been challenging to say the least - and also to spend some quality time with Emilia and Louis, knowing Alfred is well cared for at home."

"Alfred has a lot of challenges. He cannot sit independently and does not speak, although he is in good form now and communicates in his own way with us all. He has a good quality of life and loves interacting with people. Some of our Jack and Jill nurses sing to him, or play music, and give him plenty of cuddles, which he loves."





*“Thank you, Jonathan, for
all you did for my family. You
gave us help and support
when there was no other”*

*One of the many tributes to Jonathan
on his passing*





Section 4

Focus on Fundraising

Jack and Jill and Me

Colin's Story

G always man and dad to four beautiful children, Colin Clarke took to the roads of Co. Galway this summer fundraising for The Jack and Jill Children's Foundation. Having benefited first hand from Jack and Jill's in-home nursing care for his daughter Fiadh (2) who was born with complex medical needs, Colin decided he wanted to give back by raising both vital funds and awareness for the organisation.

"Like most people you don't ever really understand the service a charity provides until you need it, and that was very much the case for my wife Annette and me. We already had 3 kids, Jake (9), Lilly (7) and Harry (5) when Fiadh was born. However, we knew it wasn't going to be straight forward as at her 22 week scan it was identified that there was a serious issue with Fiadh's heart.

Along with a life-changing heart condition, Fiadh was born with several other serious medical issues including MAPCAs and DiGeorge syndrome. Despite having to undergo major heart surgery as well as requiring round the clock care Fiadh continues to thrive, exceeding her developmental milestones.

We didn't know what the future held for Fiadh, there was a lot of uncertainty around her development, however, she has completely defied those odds and is walking, and her communication skills are amazing, being able to say Mammy, Daddy and her siblings' names is just huge for us - Every milestone is ten times more important because she has so much to fight for to get there.

Fiadh is an amazing bubbly little girl full of personality and absolutely adored by her older siblings. I have no doubt that she is doing as well as she is because of the care she gets at home. Being surrounded by family with the right care plan has really allowed her to thrive, considering all she has been through I've never come across a child who is just so happy in herself.

When the extent of Fiadh's medical needs first became clear, we felt really overwhelmed, we were trying to get our heads around how we would manage her care as well as our own work and of course three other children. That's when Jack and Jill came into the picture. Our Liaison Nurse Manager, Cathy Keighrey, came on board right from the start when we were still in hospital trying to arrange a Homecare Package.



From the get-go she was unbelievably reassuring, it was so important for both of us and really put Annette at ease about what was ahead of us when we brought Fiadh home. The nursing hours we receive from Jack and Jill have been a massive support, it has given us the chance to concentrate on our work as well as freeing up our time for the older children.

For the last few years I have supported Jack and Jill's annual 'Up the Hill' challenge raising funds for the charity. Last year Annette and I were invited by Jack and Jill to speak at a conference in Galway for Circle K, a corporate partner of Jack and Jill. It was quite daunting speaking to such a large crowd and telling our personal story about Fiadh and our family. However it definitely resonated with the audience as Circle K were very supportive and offered assistance in any fundraising initiative we wanted to take on.

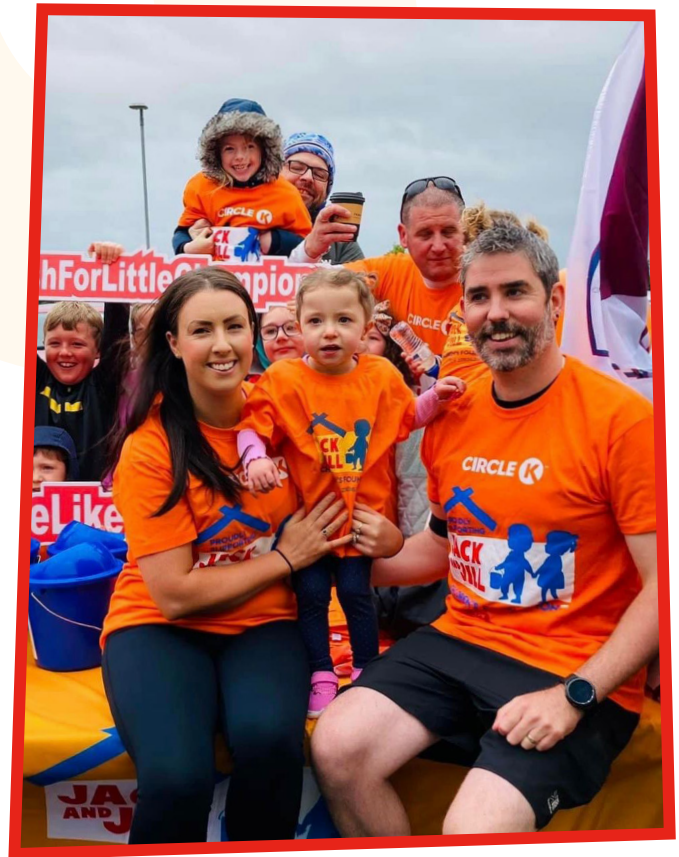
A number of years ago I had organised a bed push for Cystic Fibrosis and it was an event I always wanted to do again. Now given our desire to give back to Jack and Jill and the support of Circle K the time felt right to do another one.

So with the seed planted I set about organising 'The Little Champions Bed Push' covering 33km from The Circle K in Carnmore Cross and finishing at McCormack's Circle K in Loughrea. From the start there was huge interest in the event and I secured an interview on Galway Bay FM and so many people pledging support via social media.

On the day of the bed push last July so many people came out to support, encourage, and donate to the cause. We set off from Carnmore Cross at 9am and finished up in Loughrea at 5pm that evening, we had local walking groups join us for parts along the way which was great for keeping us going - in fact at one stage a coach travelling having driven past us turned back and the driver and passengers made donations – it was amazing and really summed up the atmosphere and support on the day!

In total the bed push raised €23,600 for the Jack and Jill Children's Foundation and combined with our previous year's 'Up The Hill' Campaigns we have raised a total of €37,000 for the charity. Annette and I are delighted to be able to give back to Jack and Jill, when I think back to those early days of Fiadh's life surrounded by doctors and nurses in hospital we were terrified at the thoughts of coping at home on our own. Now I would like to be able to go back and tell ourselves, 'it'll be ok' and I know I feel that because of the support Jack and Jill have given us.

Thankfully Fiadh is continuing to thrive at home and all going well will be starting preschool in September 2024."





Fundraising: An Overview

2023 marked another successful year of innovative fundraising at the Jack and Jill Children's Foundation. We continued to evolve our focus on donating locally by capturing the goodwill and personal connections that weave our families, communities, and businesses together into the overall Jack and Jill community. In order to achieve cut through in the saturated digital fundraising arena, we made in-person fundraising events our primary objective in 2023.

The year started off by putting our best foot forward to recruit walkers for the **10,000 Daily Steps Challenge**, which successfully raised over €11,000 in February.

Later in the Spring we saw the return of the ever-popular incognito Mystery Art Sale. In this, its seventh year, **incognito** once again sold out and chalked up over €180,000 in funds. This brings the total amount raised by incognito over the past seven years to more than the €1 million mark.



Teddy Bears Picnic

Summertime brought lots of exciting initiatives ranging from fantastic days out for our smallest supporters right up to the dizzying heights of abseiling Croke Park. In line with our strategic focus on in-person events as a critical vehicle for fundraising, we launched our inaugural **Teddy Bear's Picnic** with crèches, preschools and afterschools in June where over 50 childcare facilities across the country brought all their favourite furry friends on a teddy

bears picnic and fundraised to help support local families. Due to popular demand, we introduced a second location to our **Abseil Challenge** which saw a total of 130 participants taking to the roofs of iconic stadia, Thomond Park and Croke Park for Jack and Jill raising €60,000 from May to July.

Abseil in Thomond Park



Up the Hill 2023

Our annual **Up the Hill** for Jack and Jill fundraising challenge took place in July and August and was once again kindly supported by Abbott and backed by Irish sporting legends from the worlds of both GAA and Rugby. Different events across the summer months saw over €169,000 raised through Up the Hill from families embarking on a variety of activities. Some of these included a captivating treasure hunt in Emerald Park, as well as one inspirational community taking on a '12 Hills Challenge' along with lots more supporters motivated to help make life a little easier for Jack and Jill families in their local community.



Opening of Emerald Park

Our #HomeforChristmas campaign kicked off in November with the Inglis family from Meath supporting our campaign to deliver our €1M fundraising target. We launched our Jack and Jill Christmas Collection, including stunning 'Find a Diamond' candle and diffuser sets from Paul and William Costelloe, limited edition tote bags designed by incognito artist, Miriam Smithers, Teachers Gift Cards, 'Gift of Time Cards' and exclusively designed Christmas cards from Kildare artist Laura Dempsey, aka Pickled Pom Pom. We also encouraged supporters to host a Christmas fundraiser in their home, school or work to gift the 'gift of time' to our families at Christmas.

Our corporate partners supported our Christmas appeal with some hosting Christmas markets in the workplace, Circle K launched their annual Christmas Car Wash fundraiser with Irish football star, Stephanie Roche and Glenveagh launched their North Portal campaign.

On the 10th December our Founder, Jonathan Irwin sadly passed away. With Jonathan being the award-winning creator and master of fundraising, we vowed to continue with our commitment and promise to him to always focus on supporting the families of Jack and Jill – in good times and bad times.



Jonathan launching Mobile Phone Recycling Initiative with Jedward



Communities and Partnerships

Throughout 2023 towns and villages the length and breadth of the island embarked on some seriously impressive community fundraising. From a bed-push in Galway to a 24-hour Radiothon in DCU, to supporters taking to the skies for adrenaline-filled skydives to coffee mornings and cake sales, all raising much needed funds for local families.

The ongoing support of corporate partners continued throughout the year. We were delighted to be selected as the charity partner of the **Gaelic Players Association**. This partnership included Jack and Jill being the beneficiary of their annual Legends Lunch and it also enabled us to garner support from GPA players throughout the year with various events and campaigns, including Up the Hill.

Dip a Day



Tirlán Cheque Presentation

Some new corporate initiatives supporting Jack and Jill saw companies really getting behind our families to help raise vital funds. Some of these highlights include **Tirlán** taking on an impressive Two Peaks Challenge and Annual Cycle, **Amazon Goes 4 Gold**, **Tour de Picnic**, **Leinster Chartered Accountants** and **Bristol Myers Squibb**, all of which were very successful partnerships making a significant difference.



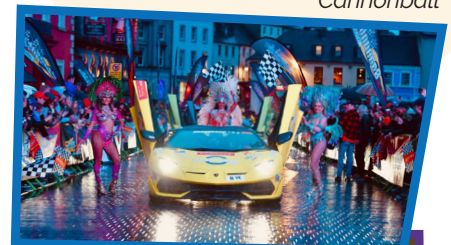
Corporate Partnerships

In 2023 we announced Jack and Jill was successfully selected as the charity partner for **Cannonball Ireland**. The partnership incorporated two separate events and, on both occasions, we were very proud to see the Jack and Jill brand featured on stunning retro and vintage cars in May and supercars such as Maseratis and Ferraris in September. Over the course of both weekends these cars travelled a designated route bringing great excitement and pageantry to local communities across Ireland whilst raising over €161,000 for Jack and Jill families.

Glenveagh Homes once again participated in their annual store takeover in three of our Charity Boutiques in Artane, Kilkenny and Waterford, and this team-building exercise successfully raised €10,632. Christmas saw another exciting fundraising initiative with Glenveagh when they launched their new initiative 'The North Portal' which raised almost €18,000, ensuring that children in homes without chimneys had a secure portal through which Santa could visit on Christmas Eve!

Our partnership with **Circle K** continued to deliver great results with various nationwide community events, including Miles for Jack and Jill, a Christmas Car Wash, Abseils and a Bricks for Care initiative launched by international footballer Stephanie Roche. We are also extremely grateful for our ongoing corporate partnerships with our friends in **Dunnes Stores**, **Ryanair**, **Amgen**, **Jones Engineering**, **ICON** and **Henderson Foods**, to name but a few.

Cannonball



Golf Day Out

Growing Our Team and Expertise

Recruitment and staff development continued to be a focus in 2023. We welcomed one new team member, Danielle Ryan, who joined as a Fundraising Executive, and we streamlined our processes via a new investment in relationship management software. Learning and development within the team is always welcomed and encouraged and in 2023, staff availed of opportunities for upskilling and training through the Charities Institute, UCD Professional Academy, Business in Community and The Wheel alongside ongoing development workshops and training.

Fundraising In Action

Scaling heights for Jack and Jill

Campaign Background

Ever since the first Jack and Jill Abseil event at Croke Park in 2021, we have seen a growing appetite from our corporate partners, supporters and families to take part in what is always a great day out. Over the years we have had more than 160 participants take on this challenge for Jack and Jill, raising more than €110,000.

In May 2023 we introduced a second location in Thomond Park, Limerick to give Abseil fundraising enthusiasts an option to scale new heights in a new location. In order to maximise interest and attendance we reached out to all of our corporate partners early to give sufficient notice to save the date and enter a team into one of the locations.

Campaign Objectives

- ▶ Raise more funds to support our families through an exciting fundraising initiative.
- ▶ Encourage more participants to sign up to an Abseil event by introducing a second location for variety and convenience.
- ▶ Engage with more corporate partners to take part in a team building challenge.
- ▶ Spread more awareness about Jack and Jill regionally via local media support of the events in Dublin and Limerick.

Goals/KPIs

- ▶ Grow the campaign by adding a second location for 2023.
- ▶ Have a brand ambassador for each event – Limerick and Dublin.
- ▶ Increase registrations from 60 to 70 in 2023 in Croke Park and to secure 25 participants for Limerick.
- ▶ Raise both awareness and much-needed funds for Jack and Jill.
- ▶ Gather Jack and Jill families, staff, Board members, ambassadors, and participants to Abseil safely and to ensure they enjoy the day.





Output

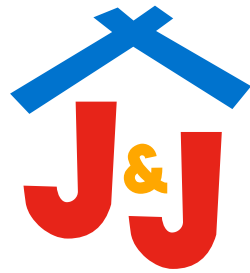
- ▶ We launched the Abseil with a strong social media campaign including paid Facebook and Instagram advertising to promote the event and to announce our exciting second location.
- ▶ To drive further excitement and engagement we announced two fantastic ambassadors participating in the Abseil Challenge. Limerick based entrepreneur and regular TV Chef on the Six O'Clock Show on Virgin Media, Eoin Sheehan, was our Thomond Park ambassador who participated and supported the event in May.
- ▶ Mayo Gaelic footballer, Padraig O'Hora was our Croke Park ambassador who participated and supported in the event in July.
- ▶ We had fundraising incentives for both events for those that surpassed their fundraising targets.
- ▶ The Abseil Challenge continues to be a great corporate initiative for team building and a fantastic day out.

Impact

- ▶ €53,800 raised via the 2023 Abseil Challenge in both Thomond Park and Croke Park.
- ▶ Exceeded our registration target by recruiting 71 participants for the Croke Park event and secured 59 participants for the new venue of Thomond Park.
- ▶ The introduction of a second location gave us the opportunity to meet corporates, supporters and our Jack and Jill families in the Munster area.
- ▶ We secured fantastic coverage through radio and social media creating buzz and awareness both pre and post events.

Outcome

- ▶ Money raised equated to over 3,333 hours of in-home nursing care and respite support for our 400 families in communities across Ireland.
- ▶ Built on and developed strong relationships with new and existing corporates.
- ▶ Engagement with a new community of Jack and Jill supporters.



*“The support that we got from
The Jack and Jill Children’s
Foundation during those early
years was our lifeline and kept
the family afloat”*

*One of the many tributes to Jonathan
on his passing*





Section 5

Focus on Retail

Jack and Jill and Me

Vinny's Story

Venelin Zdravkov, affectionately known as Vinny, is a dedicated van driver for the Jack and Jill Children's Foundation. Originally from Bulgaria, Vinny moved to live in Ireland in 2007 and has been working with the charity since August 2019.

"I am so proud to work for Jack and Jill, for me, it really is the best! My job is so varied and every day is different. I really enjoy driving which is the main part of my role but I also enjoy doing various maintenance jobs whenever needed.

You never know what each day might include - I am often needed to do handyman work including repairs or improvements within one of our 16 Charity Boutiques.



From time to time, I am also called upon to help out with covering shifts in the shops. I also really enjoy assisting with setting up new shops, that is always an exciting time for Jack and Jill. It is great to see the number of stores growing all the time. The great part about my job for me is that I really enjoy working with people, so I am always happy to help out wherever I am needed.

I think it's really important to have a positive attitude when it comes to work, I like making sure I do each job to the best of my ability, whether that's always making deliveries on time or helping customers when they need something in one of our stores.

I love working with Jack and Jill because every day brings a chance to make a difference, whether it's delivering smiles or lending a helping hand across our 16 charity boutiques. Being part of this amazing team fills my heart with joy and purpose. Together, we're fundraising for those who need it most."



Retail: An Overview

#ShopLocal

In 2023, our retail division experienced significant growth and achievements, marking a year of milestones and expansion.

Here is a snapshot of our accomplishments:

- ▶ **Four New Store Openings:** We were proud to announce the successful launch of four new stores, **Castlebar, Youghal, Carrick-on-Suir and Roscommon**. These openings represent not only an expansion of our retail footprint but also a testament to the unwavering support of our donors and volunteers.
- ▶ **Impactful Community Engagement:** Throughout the year, our retail team actively engaged with local communities, fostering meaningful connections and partnerships. From hosting charity events to collaborating with neighbouring businesses, we remained committed to our ethos of 'Donate Local, Shop Local,' enriching the lives of those we serve.
- ▶ **Innovative Retail Initiatives:** Embracing the spirit of innovation, we implemented several initiatives aimed at enhancing the customer experience and maximising our impact. This included a digital campaign optimising the Black Friday opportunity by creating Orange Weekend, offering amazing discounts on our Christmas merchandise to customers. We created a beautiful tote bag in collaboration with incognito artist, Miriam Smithers, to bring her art to life in a useful, functional and sustainable way. We offered book bundles of pre-loved books to customers across the year and savvy customers were thrilled with our Thriftify Sale, where pre-loved fashion items were offered at bargain prices. To ensure eco-friendly packaging solutions, we reused boxes and bags as they came in with donations and used shredded paper as a more sustainable option.
- ▶ **Volunteer Spotlight:** Our dedicated volunteers played a pivotal role in the success of our retail operations, through contributing their time, talents, and enthusiasm to support our cause. Their unwavering dedication and generosity embody the true spirit of the Jack and Jill Children's Foundation, leaving a legacy of compassion and kindness.

Reflecting on the level of growth in 2023, we are reminded of the legacy of Jonathan Irwin. With each donation made and every item purchased, we honour his memory and reaffirm our commitment to serving children and families in need.

We extend warm gratitude to our team, supporters, and community partners for their ongoing dedication and support. Together, we continue to build upon his legacy, ensuring that every child and family receives the care, compassion, and support they deserve.



Celebrating Our Exceptional Managers: Making a Difference in Every Shop!

At the Jack and Jill Children's Foundation, we are privileged to have a team of dedicated and passionate Managers and Area Managers who play a vital role in the success of our shops and fundraising efforts. Their leadership, commitment, and unwavering dedication have a profound impact on our organisation and the communities we serve.

Our Managers are the heartbeat of our shops and their impact extends far beyond day-to-day operations. Through their knowledge and expertise, they create welcoming environments where customers feel valued. From ensuring that our shops are well-stocked with quality merchandise to providing exceptional customer service, our Managers strive to always exceed expectations, taking pride to leave a lasting impression on everyone who walks through our doors.

Beyond their role in managing the shops, our Managers are also instrumental in driving our fundraising efforts. Through innovative ideas, strategic planning, and tireless efforts, they inspire their teams and communities to rally behind our cause. Whether it's organising charity events, implementing creative marketing campaigns, or engaging with local businesses and organisations, our Managers go above and beyond to raise awareness and funds for Jack and Jill families in their communities.

Being part of a community is all about building connections and fostering relationships and our Managers lead by example, inspiring their teams and volunteers to embrace our values of compassion, community and integrity every day across the 16 Jack and Jill Charity Boutiques nationwide.

To our wonderful Managers, thank you for your tireless dedication, your unwavering commitment, and the valuable role you play in supporting the families under our care.



J&J
CHARITY BOUTIQUES

**DONATIONS
NEEDED IN
OUR STORES**

Open Mon-Sat, 10-5:30pm

**ARKLOW-ARTANE-ATHLONE-CARRICKONSUIR-
CASTLEBAR-CROOKSTOWN-GOREY-KILKENNY-
LOUGHREA-NEWBRIDGE-PORTLAOISE-ROSCOMMON-
TRALEE-TULLAMORE-WATERFORD-WICKLOW-YOUGHAL**



“For our family his vision brought immense support to our son and family for many years – we would have been lost without that support”

One of the many tributes to Jonathan on his passing





Section 6

Focus on Communications

Jack and Jill and Me

Edel and Harvey's story

Harvey White (4) lives in Ballyfermot, Dublin with his mum Edel and nana Patty. Harvey has cerebral palsy and neonatal encephalopathy as well as bad reflux, which means he is peg-fed. Harvey requires 24-hour care. Over the last few years, Edel and Harvey have very kindly given their time and support to a number of important fundraising and awareness campaigns for Jack and Jill. We are extremely grateful for their support, as no one is better placed to tell the story of Jack and Jill, and our impact, than a family availing of our service.

"When Harvey was born I was overwhelmed, heartbroken and devastated all in one go because I knew something was wrong. I was so sick after giving birth that it was just too much information to take in, but when I was told the news that he had stopped breathing and was on life support, my world just stopped. Thankfully, My mam (Patty) was my birthing partner that day and it meant so much to have her by my side.

"After a few tough few weeks in hospital, he made it through and was allowed to come home. Today, Harvey has many challenges - he is not walking or talking, yet, but is an incredibly happy little boy with an infectious smile. My Mam is my rock; she's taught me so much about being a Mam. I have great support from my family and my two older brothers are great with Harvey - he's a little legend in our family!

"I am also very grateful for the support we get from Jack and Jill, as it's important that we as a family can get time back to do things for ourselves that can be very difficult to do when looking after Harvey. Our Jack and Jill Liaison Nurse Manager, Sinead Moran, is absolutely amazing and has been with us every step of the way. Sinead helps to mind Harvey for us, which means I can go for a walk or meet friends. She is really lovely and whenever I get worried about Harvey, she is very reassuring all the time.



Harvey, Edel and Patty behind the scenes, Late Late Toy Show 2023



"When the team at Jack and Jill asked if I would be happy to support an upcoming campaign it was of course a little daunting at first. However, I decided to share our story to give back to Jack and Jill for the fantastic support they have given to Harvey. The process has not only allowed me to highlight the crucial service and help raise funds to help support families just like ours, but we've also had a lot of fun along the way and made some beautiful memories with Harvey. We are delighted to have played a part in ensuring more families will get the support they desperately need."

"Since then, we have helped out on a number of occasions with promoting their campaigns, and it has always been a great pleasure! We loved getting to meet with the brilliant PJ Gallagher and the Radio Nova crew for the launch of Up The Hill for Jack and Jill in 2022 and it was so special to see Harvey in the newspapers the next day, and to hear PJ and Jim McCabe talking about Harvey on the radio!

Harvey has always been number one in our house, but now we can say he has nationwide fame! This is even more true given that our photo was featured on a national billboard advertising campaign to highlight The Jack and Jill Children's Foundation last year, supported by Mosney Village. It was really exciting to do a photoshoot with Harvey and the teams from Jack and Jill and Mosney at one of the billboard sites in Drogheda. Harvey the poster boy! I was so proud of my little boy and our little family!

"All of these experiences have given us the chance to make amazing memories as a family, and Harvey got to live every Irish child's dream when he appeared on the Late Late Toy Show ahead of Christmas 2023. It was really magical to see him on screen taking part in a gorgeous musical segment featuring children supported by children's charities in Ireland and we were honoured to fly the flag for Jack and Jill. My heart was bursting with pride!"

Communications: An Overview

Jack and Jill has a proud history in storytelling, powered initially through our pioneering Founder Jonathan Irwin and his wife, Mary Ann O'Brien, who so courageously shared their story of the immense challenges they faced when caring for their beautiful boy, Jack. Jonathan and Mary Ann did this so that others on a similar journey would feel less alone, and so that those families would know that there was support in the form of



Mary Ann and Jonathan

in-home nursing and respite care from Jack and Jill - a beacon of hope.

After his retirement, team Jack and Jill moved from sharing one man's story to 'Our Story', with that one man still very much at the heart of the story - and that will remain a huge part of our ethos as we move forward without our beloved Founder.

In 2023, we set out with three key communications objectives:

1

Strengthen our in-house capabilities and expand our communications team to ensure efficient and effective campaigns that deliver awareness, trust, donations and support.

2

Leverage corporate partnerships and branding opportunities to help deliver mass awareness and engage key stakeholders.

3

Utilise research to help inform our strategic framework and benchmark success, year-on-year.



Launch of Cannonball 2023 partnership with Robbie Henshaw, James Garrahan and Alan Bannon



Launch of Bricks for Care LEGO fundraiser with Stephanie Roche and Circle K

Communications Team In Action

The Communications team's primary remit is to ensure awareness and trust in Jack and Jill, demonstrating our impact through effective storytelling and brand-building campaigns, ultimately raising funds to help keep our vital service going.

Recognising the huge opportunity digital fundraising presents to Jack and Jill, and the expansive digital marketing remit; we set out to recruit a Digital Marketing Coordinator to help alleviate pressure points and grow opportunities in this space. Saoirse O'Brien joined Team Jack and Jill in August 2023 and had an immediate positive impact through her creative flair and excellent community management skills.

A challenge we overcame in 2023 was a vacant PR and Comms Manager role due to maternity leave from February. While the role was initially filled for a short period, we needed a longer-term solution, and we were delighted when PR professional Eileen O'Malley joined the team in September.

With an appetite for always-learning, our Digital Marketing Manager Adam Brennan undertook a Diploma in Digital Marketing and a Diploma in Artificial Intelligence for Business, both with UCD Professional Academy. Applying fresh new strategic insights from these courses to our digital communications campaigns has ensured that we can devise, create and activate communications to our database in-house, rather than outsourcing this function, as we had done previously.

In line with our strategic vision of enabling others to become Jack and Jill storytellers, we coordinated media training across the team with trainer Cathy Moore, to help hone our messaging and practice interview skills and techniques. From making speeches at cheque presentations, to presenting corporate pitches to representing Jack and Jill on local or national radio or doing TV interviews; the training has enabled the team to grow in confidence and experience.



Eileen O'Malley, Saoirse O'Brien, Clodagh Hogan, Adam Brennan.



Team Jack and Jill pictured with Jonathan Irwin at 2023 Strategy Day.



Leveraging Partnerships and Opportunities

Corporate partnerships are a key growth driver for Jack and Jill in helping continue our vital service into the future. While ESG (Environmental, Social and Governance) is crucial to business success, as a charity, the merits of a meaningful partnership that is mutually beneficial cannot be overestimated.

We are so lucky in Team Jack and Jill to have numerous partners, past and present, who are dream collaborators. They don't just raise funds; they proactively connect us with other potential partners, they help drive brand awareness to reach new audiences, they volunteer and give their time to help support us at Family Fun Day and in our charity boutiques, and we couldn't do what we do, without their incredible support.

Going that Extra Mile with Circle K

Our partnership with Circle K has been invaluable from a communications point of view over the last two years. From donning our fabulous new logo across their fleet of tankers, ensuring our brand builds recognition on the highways and byways of Ireland, to running in-store radio ads across the year, promoting our current fundraising campaigns and encouraging customers to support us; it has been a game changer.

Across 2023, Circle K engaged Shamrock Rovers and Ireland Women's National Footballer, Stephanie Roche to drive publicity and social media coverage of our collaborative fundraisers to great effect and it was Circle K who introduced us to Cannonball Ireland, which turned out to be another incredible brand-awareness building partnership.



All Revved Up with Cannonball Ireland

We collaborated with Cannonball Ireland in May and September for two of their flagship events and, as well as a phenomenal fundraising boost and an opportunity to engage with families and corporate volunteers, we leveraged this association to great effect through a multi-faceted communications campaign.

We co-hosted a national photo launch with Leinster and Ireland Rugby star Robbie Henshaw alongside Jack and Jill star, James Garrahan (4) from Dublin, providing a suite of assets that featured across traditional and social channels.

Indeed, a stellar national and regional media campaign roll out, with a bullseye target on building awareness along the RETRO and Cannonball routes across Ireland, enabled us to demonstrate our impact locally by enumerating the families supported by Jack and Jill in each community along the route.

Finally, seeing our new Jack and Jill logo emblazoned on the incredible display of supercars such as Ferraris, Lamborghinis, Bentleys, Porsches and Maseratis brought delight and immense pride to the team.



Barrett family with Nurse Erin Watt Shepherd at the start line in Ballina

Going Up the Hill with Abbott and the Gaelic Players Association

It was the second year of our partnership with Abbott for our flagship fundraiser, Up the Hill for Jack and Jill in 2023. Abbott were committed to getting their staff in on the action and we were so delighted to help secure local media coverage to celebrate and highlight the various Up the Hill events with over 500 Abbott staff participating across the country.

Our fantastic ambassador, Connacht Rugby Captain Jack Carty, was happy to lend his support once again to Up the Hill, and kindly participated in multiple interviews to help promote the campaign.

In 2023, we were able to leverage our new partnership with the Gaelic Players Association (GPA) to secure 26 GAA stars – one per county – to help promote Up the Hill to their respective social media followers, while driving local media coverage featuring local GAA heroes.

Ultimately this campaign delivered 302 pieces of earned media coverage and a PR reach (opportunities for the public to see or hear about the campaign) of almost 19Million, the equivalent of filling Croke Park 236 times!



RTÉ Supporting the Arts and incognito

2023 was our second year of securing backing from RTÉ Supporting the Arts for our incognito Art Campaign and, in the absence of a corporate sponsor, this media partnership valued at approximately €50,000 provided us with free-of-charge TV, radio and digital advertising that propelled our stellar communications campaign into another stratosphere!

This, together with the support of our wonderful community of artists, who so generously gave their time and talent to do interviews across broadcast, print and online media, as well as sharing far and wide on social

media, enabled us to surpass our €1 million cumulative fundraising target through incognito over its seven-year run.

The PR reach (opportunities for the public to see or hear about the campaign) for incognito 2023 saw a +33% increase versus our 2022 campaign and was shortlisted for a Public Relations Excellence Award as a result. A shout out on "What it says in the papers" on RTÉ Radio One's Morning Ireland in response to blanket media coverage the day after our launch event was a massive coup!



Launch of incognito 2023 with Aaron and Jessica Heffernan and participating artists

Family Fun at Emerald Park

We were delighted when the team at Emerald Park, formerly known as Tayto Park, approached us to be their charity partner in 2023. From the get-go, the team wanted Jack and Jill families to be at the centre of their hugely important launch, and we were thrilled to see Ellie McHugh from Kildare, big sister to Ben, doing the honours of cutting the ribbon!

In fact, the team kindly extended an invite to a number of Jack and Jill families to attend the all-important opening day alongside media and influencers and provided a number of tickets to Jack and Jill to gift to families to use at their own discretion.

All photography and video captured at the launch featured prominent Jack and Jill branding, and media and

influencers were encouraged to mention or tag Jack and Jill, generating significant media and social coverage, and a huge sense of inclusivity for Jack and Jill families.



Mosney Village Billboards Campaign

Our partnership with Mosney Village in 2023 was a shining example of community-driven support, with a 16-site billboard campaign that made waves across Louth, Meath, Kildare, and North County Dublin.

When Mosney Village approached us through one of our Liaison Nurse Managers with an offer of sponsoring and producing a billboard campaign that would highlight the valuable support Jack and Jill provides to children and families in Mosney Village, and right across the country, we jumped at the opportunity!

Utilising a stunning photograph of Dubliner Harvey White (4), his mum Edel and nana Patty from a previous launch with our partners, Glenveagh; this beautifully executed creative would deliver significant brand awareness and visibility for Jack and Jill in high-traffic and high-footfall areas.

These were not just billboards —they were symbols of the power of partnerships and the difference they can make.



Launch of Mosney Village billboards campaign

A Sprinkle of Magic from Glenveagh at Christmas with The North Portal

The third year of a fruitful partnership with one of the country's largest homebuilders, Glenveagh, saw amazing staff engagement and fantastic funds raised through their Apprentice-style takeover of three of our charity boutiques in June 2023. Glenveagh invested in paid radio promotional activity with local radio stations to support each event, ensuring our charity boutiques were most certainly put on the map in their respective communities.

But it was Glenveagh's innovative activity with 'The North Portal' that brought an extra sprinkle of magic to our 'Home for Christmas' campaign. Glenveagh developed a new way for Santa to visit families who live in chimney-less homes through The North Portal. And for each portal activation, a €1 donation was made by Glenveagh to Jack and Jill. A substantial TV, Radio, Outdoor, Cinema and Digital advertising campaign was put into motion to help

spread awareness, and campaign ambassador Lottie Ryan also helped generate significant earned media coverage.



Launch of The North Portal with Glenveagh and Lottie Ryan



Harnessing the Power of Research Surveying the Nation!

We recognise the importance of external research in determining the success of our communications strategy. In January 2023, we conducted an omnibus survey through Empathy Research with a nationally representative sample of 1,000 adults across Ireland to explore awareness and trust levels in Jack and Jill, while also uncovering the key donation and support drivers that would help inform our strategic framework.

We reported on these findings in our 2022 Annual Report as a benchmark study and conducted comparative research in February 2024, to determine year-on-year progress made.

Empathy Research – Omnibus Survey

We are delighted to report that our newest research uncovered the following:

Awareness

9 out of 10 adults are aware of Jack and Jill, +2%



Trust

80% of adults trust Jack and Jill, +14%



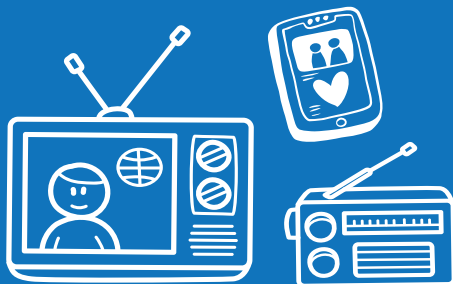
Community Awareness

32% of adults are aware of a Jack and Jill family in their community, +14%



Understanding of Our Service

45% of adults are aware of Jack and Jill and understand our service, +8%



The new research also revealed that broadcast and social media plays a significant role in prompting the public to support charities, with almost **three in ten** claiming they are motivated to donate based on the current news agenda.

Surveying Our Communications Impact!

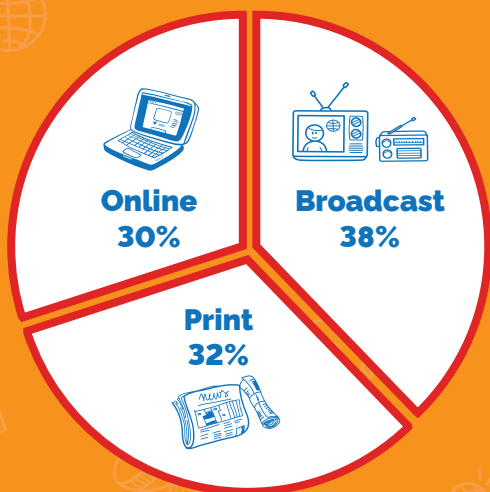
In addition to researching trust and awareness in Jack and Jill, we set out for the second consecutive year to analyse and assess the impact of our traditional media coverage across 2023.

We commissioned our media monitoring agency, Rue Point Media, to conduct a Media Insight Report, which was produced in March 2024. The quantitative analysis unveiled the following:

- ▶ During 2023, Jack and Jill generated **2,015** media mentions across print, online and broadcast media, a **+6%** increase from 2022.
- ▶ Media reach of **165.2 million** in 2023, an **+18%** increase from 2022.
- ▶ Broadcast still rocks for Jack and Jill, with a **38%** share of voice, followed by print at **32%** and online at **30%**.
- ▶ Online coverage increased by **+7%** versus 2022, in line with our digital strategy.

Qualitative analysis of 746 mentions across print and online media in the period from July to December 2023 revealed:

- ▶ Overall, we earned a media performance score of **94**, which is well above the 50/100 benchmark.
- ▶ Coverage was predominantly positive at **99%**, up from **94%** in 2022. **1%** was neutral sentiment. There was no negative coverage.
- ▶ Media prominence (driven by brand or campaign) was **40%** prime (**+4%** from 2022) or **25%** significant (**+5%** from 2022). Passing mentions of Jack and Jill came in at **35%** (**-9%** from 2022) demonstrating that our messaging had meaning and cut through.
- ▶ Key messages were present in **100%** of the media analysed; campaigns or events were present in **88%** of the coverage, **+3%** from 2022.
- ▶ "Care" was once again the most prominent message in 2023, with a **44%** share of voice and **41%** prime positive content, driven mainly by articles describing our service and the families supported by the charity.



% Volume of Media Coverage Per Media Channel

**Source: Rue Point Media Insight Report, March 2024*



Unsurprisingly, the passing of our beloved Founder in December garnered significant media attention at home and abroad, with numerous media outlets and personalities paying heartfelt tributes to Jonathan, highlighting the importance of his legacy and the immense accomplishments of our "wonderful, brave and kind" Founder.



facebook

New Followers

+1,188

Page Impressions

4.7 m

Page Reach

3.8 m



Instagram



Post Engagement

15k

+8.2%

Vs. 2022

Post Impressions

569k

+58.6%

Vs. 2022



Total Followers

11 K

+1,107

Vs. 2022

Impactful Digital Marketing

Recognising the importance of digital marketing to building awareness, understanding, trust and engagement with key stakeholders, as well as the prospect of digital fundraising; we invested in this area in 2023.

We brought in a new resource to help expand our capacity for creative content generation and community management.

In June 2023 we were advised by Meta that they would no longer be able to support us with free ad credit, on the back of their radical business transformation. This posed a significant challenge, not only in terms of budget, but also in terms of the reach of our message.

To address this challenge, we shifted our focus toward a more broad content marketing approach, leveraging both

email and influencer marketing more effectively and incrementally refining the donor journey across our digital platforms. The insights and data collected from this approach have assisted us in creating better defined audiences for our paid marketing efforts; thus allowing us to utilise budget more efficiently.

Organically on social media, our aim throughout 2023 was to provide value to our audience by bringing the voices of Jack and Jill to the forefront. Leveraging creative and engaging content; we utilised both family storytelling and made strong efforts to bring our team members to the forefront by featuring them in our content throughout the year. This has given Jack and Jill a louder, and more distinct, social media voice overall and been instrumental in increasing our followers, engagement and reach across the board.

Our strategic digital journey continues!



X/twitter

Post Impressions

546,000

+24.1%

Vs. 2022



Total Media Views

8,092

+11.7%

Vs. 2022



Total Followers

4,879

+3.8%

Vs. 2022



LinkedIn

Total Connections

3,259

+29%

Vs. 2022

Post Engagement

6,090

+7.6%

Vs. 2022



***“Jonathan never lost sight
of the child and the family”***

***One of the many tributes to Jonathan
on his passing***





Section 7

Focus on Our People

Jack and Jill and Me

Deirdre's story

Little did she know, but a chance encounter with Jonathan Irwin in 2006 would mark the beginning of a very successful career for Deirdre Walsh at Jack and Jill.

Having returned to Newbridge in Co. Kildare after a time living abroad with her young family; Deirdre and her good friend Annie Morris, with the help of a few other friends organised an innovative fundraising idea.

'The Desperate Housewives Charity Events' were a series of entertaining nights out for ladies with a view to raising funds for a variety of charities. One such beneficiary was the Jack and Jill Children's Foundation. Following a successful event, Deirdre came to the office in Johnstown to present the cheque and met with Jonathan. And the rest, as they say, is history..

"Looking back now, I didn't really know exactly what the Jack and Jill Children's Foundation did – it was only when I met Jonathan Irwin to present the funds raised to him, I realised what an important service the charity provided. I was immediately bowled over by Jonathan, his story and his enthusiasm – it was infectious!

Without hesitation, I offered my time as a volunteer and immediately came on board. In those days it was a smaller team, very hands on and everyone helped across all elements of the organisation. It was a great way to learn on the job and especially by Jonathan's side. In fact, at that time, he and I travelled all over the country rolling out the 'Little Ones Appeal', whereby participating restaurants added €1 to diners' bills to support local Jack and Jill families - just another example of the creative and innovative fundraising Jonathan was famous for.

In 2009, I officially joined Jack and Jill as an employee as a Fundraising Executive. By 2016, I had become Head of Fundraising and in 2019, I side-stepped into a new role - Head of Retail and Compliance.

Several years earlier, we had dipped our toes into the charity retail world by opening our first charity shop in Newbridge, Co. Kildare. It was a whole new area for the



team, and we really learned on our feet, but thankfully it was a success and by 2019, we had expanded to eight Charity Boutiques, with a view to opening more. With this expanding retail side of the organisation and the opportunity that this presented as a fundraising stream; there was a clear need for a specific role to develop a strategy and spearhead the expansion.

I am immensely proud of the success of our retail operation. It has grown from a baseline of zero in 2013 to a very considerable annual turnover of over €2 million in 2023, achieved through our network of 16 Charity Boutiques nationwide, along with our two online stores. This success means we are now on track to open a further three stores around the country in 2024.

In tandem with this role, I also directed the charity's compliance, ensuring we adhere to the highest standards of governance and transparency across the organisation. This included securing Triple Lock Status from The Charities Institute which is awarded only to charities that uphold the highest standards in transparent reporting, ethical fundraising and strong governance structures.

Working with Jack and Jill is a truly rewarding experience and I am just as passionate and committed to raising funds to support all of our incredible families today as I was the day I started. I love meeting with them and thoroughly enjoy the excitement of our Family Day, which is a real highlight every year.

In December 2023 I was honoured to step into the role of Interim CEO and remain committed to ensuring Jonathan and Mary Ann's legacy of making a real and genuine difference for the families under our care.

Jonathan was truly inspirational, and I recognise how his guidance shaped me for this role. He gave me huge autonomy to take on new initiatives and campaigns over the years. From our 'Find a Diamond Candles' with the fabulous Paul and William Costelloe - an idea my own daughter Amy devised and is now an annual sell out every Christmas - to incognito the wonderful mystery art sale; at every touchpoint, we strive to bring innovation to our fundraising efforts and deliver interesting and meaningful ways for our brilliant supporters to keep on championing Jack and Jill.

I have huge admiration for Jonathan and all he, and Mary Ann, achieved in Jack's name with Jack and Jill. Jonathan had high standards and great sense of humour and most notably, always remembered to say 'Thank you' - a sentiment which has remained at the organisation today.

So, in keeping with that ethos, I will always be thankful for the opportunity Jonathan afforded me to grow, innovate and develop and to ultimately, help deliver success for Jack and Jill.

Here's to the next chapter of my Jack and Jill story!"



Our People: An Overview

In line with Strategy 2027, our focus on our people remained a top priority for 2023. A pivotal part of this was the appointment of HR Manager Jennifer Geoghegan to drive forward the Foundation's commitment to its people and culture.

A graduate of Tallaght University with a Bachelor of Business Studies, Jennifer has over 20 years comprehensive experience and knowledge in Human Resources. She joined Jack and Jill having served in a broad range of HR fields and industries. Jennifer has a proven track record in recruitment and retention, learning and development, conflict resolution, change management and policy development and compliance.

This new dedicated HR function has been an integral part of the Foundation by driving engagement through effective communication, collaboration, recruitment and retention, and compliance. An important element in this has been the investment in a new HR system to assist in the automation of all aspects of HR compliance. This centralised database allows for efficient recording of items such as holidays or sick leave, along with reporting functionality. The system allows for smooth operations giving the Management Team clear sight of team's working schedules to allow for resource forecasting.

People will always be the biggest asset at Jack and Jill and a strong focus on recruitment and retention remained as important as ever. We have continued to attract and retain the right talent through positive branding and competitive benefits. In 2023, we welcomed 14 additional team members, reflecting the growth across all areas of the Foundation, including finance, fundraising,

communications, retail and nursing. The Foundation has an annual attrition rate of 13% which is below the industry sector average of 18%.

The Jack and Jill Children's Foundation continues to offer an attractive work life balance and leave arrangements for all employees. A hybrid working model introduced in 2022 has become a well-established system and continues to offer employees a work and home life balance that remains productive through effective communication and collaboration. This year also marked the conclusion of a full review of employee pay, conditions and remuneration, resulting in salary benchmarking throughout the Foundation and addressed pay parity.

Our people and culture roadmap has been completed and is the key to success in achieving our strategic objective of 'A happy, engaged and valued team working together to support a high-quality service'. This year the Foundation introduced our Employee Assistance Programme, and by doing so we continue to promote our commitment to the health and wellbeing of everyone within the organisation.

Partnered with Spectrum Life, our EAP service is a 24/7 free and confidential support service designed to assist employees and their families in dealing more effectively with any personal, health, work or life challenges they might be facing at any time. This includes a short-term counselling service, career guidance, life coaching, consumer advice, financial assistance and health advice. The digital wellbeing platform has additional resources to access at your leisure for example; webinars, self-guided mediation, informative blog articles, fitness and nutrition pathways and self-help resources.



Tribute to Majella O'Rourke

In August 2023 we very sadly lost our dear colleague and friend, Majella O'Rourke, who passed away peacefully after a long illness.

Prior to joining Jack and Jill as Receptionist, Majella volunteered at our Naas Charity Boutique. She was Receptionist for four years and in that capacity she was often the first face or voice people came in contact with when dealing with the charity and as such, was a very valuable member of the team meeting, greeting, organising and fundraising on behalf of the families under our care.

Majella's smile, warmth and wit is missed every day, and we extend our sincere condolences to her family and friends.

**Always remembered. Never forgotten.
May Majella Rest in Peace.**



Majella O'Rourke RIP

Our Superstar Volunteers!

Volunteering is a great way to meet people and engage in hobbies or passions whilst giving back, turning efforts into tangible nursing hours for the hundreds of families supported by Jack and Jill.

Volunteers are the backbone of much of what we do at Jack and Jill. We are always very appreciative of the time and energy people give in order to help us raise funds for the families in our care.

At the time of print there are 170 volunteers who give their time regularly across our 16 Charity Boutiques nationwide. In this role, volunteers are responsible for sorting stock, meeting and greeting customers and ensuring we maintain a level of great customer experience. We also have fantastic volunteers for our online retail offering who assist with online sales and sort and pack orders. We also rely on volunteers to coordinate collections of donated pre-loved items which is an essential part in keeping our sustainable model of retail in operation.

Outside of our retail outlets, Jack and Jill volunteers show up seven days a week in all weather to shake buckets, organise and host events, bake cakes, and encourage family, friends and colleagues to join in and support Jack and Jill. Whatever way people choose to volunteer, from our Board to local community champions organising their own initiatives; we are always extremely grateful for their time and commitment.

Offering a great social outlet and a chance to learn new skills whilst also doing good for your community, volunteering offers something for everyone! We are always looking for additional volunteers to join Team Jack and Jill!



**JOIN TEAM
JACK AND JILL**



VOLUNTEER
and be the change
you want to see.

Help support over 400 local families
across Ireland by giving the
gift of your time.

www.jackandjill.ie





*"Your kindness was without
limits and your legacy will
live on through all of us
you inspired"*

*One of the many tributes to Jonathan
on his passing*





Section 8 Focus on Our Governance

Jack and Jill and Me

Maeve's story

Originally from Co. Kildare, Maeve Beggs has been a member of The Jack and Jill Board since 2015 and became Chair in 2020. A graduate of DCU, Maeve went on to have a successful career as an Entrepreneur, Company Director and Professional Manager.



"I was first introduced to Jonathan Irwin by Peter Murray, a former Jack and Jill Board member. I immediately struck up a great rapport with Jonathan and was so impressed with his can-do attitude and determination to make a difference in the lives of others. Family is very important to me personally - I am Mum to four amazing children, and I was genuinely excited to become involved with an organisation that is so intrinsically focused on supporting and empowering families.

Initially, I set about learning as much as I could about the charity and met with all members of the team at that time, to get a real understanding of Jack and Jill and how it all works. I feel that, to understand where you can lend value, you need to fully immerse yourself to see where best an individual's skillset can be leveraged.

A common problem for finding Board members for charities is that you need people who, not only have the time to commit, but also the necessary experience or skills to really enhance the valuable work being carried out by the team on the ground. When I joined the Board, I completed a Post Graduate Masters in Corporate Governance accredited by UCD with The Institute of Public Administration. This was an area of expertise I felt I could bring to the charity.

We set about developing a strategy to streamline our governance framework. In 2017 we produced our first Annual Report, and I am so proud of each of the publications since. We have celebrated many highlights since then, including being awarded Best Governance Improvement Award in 2019 at Carmichael Ireland's Good Governance Awards. When Jack and Jill's 2021 Annual Report also won at the Carmichael Awards, that was a huge highlight for me personally and for the team, and we are determined to maintain and exceed this standard of excellence as we strive ahead.

Jack and Jill is fortunate to have a very dedicated Board of Directors who so graciously volunteer their time as trustees of this wonderful charity. We are fully committed to ethical and transparent fundraising and are signed

up to the Charities Regulator Governance Code. We are also fully in compliance with the Charities Institute Ireland Triple Lock Standard.

It is a real privilege to work with such a dynamic group of professionals who bring such talent and commitment to the table. I think we could really see that during the COVID pandemic - there was such a dogged commitment to keep the show on the road to support the families under the care of Jack and Jill. Aside from adhering to and oversight of good governance practices; as a group our Board genuinely cares about the families we support, fulfilling this role on a voluntary basis and giving up so much of their personal time to support the mission.

It is always enjoyable to get involved in the many Jack and Jill campaigns and initiatives each year. I recently undertook the Camino for 'Up the Hill', which was a really rewarding way to marry my love of walking along with fundraising for Jack and Jill. I will always fondly remember hosting some friends at the Jack and Jill Christmas Lunch at The Shelbourne in 2022 and seeing Jonathan in his element, meeting and greeting attendees who were so thrilled to be in his presence! He especially loved meeting the Jack and Jill families who were there, a signifier of Jonathan's focus still being the child and the family, all these years later.

I am very proud of the work everyone at the Jack and Jill Children's Foundation does, from Board members to nurses, from fundraising to communications, retail, finance and office teams; everyone plays an integral role in delivering the best service we possibly can for the families in our care. The spark that was ignited during my first meeting with Jonathan has not diminished and I am honoured to continue his legacy by working with my fellow Board members to deliver Jack and Jill's vision, mission and objectives."

Environmental, Social and Governance: An Overview



The Jack and Jill Foundation is a company limited by guarantee with no share capital and is governed by a constitution in accordance with the Companies Act 2014. It is governed by a hardworking, diverse and dedicated Board of Directors who are fully committed to transparency and ethical fundraising.

At Jack and Jill we believe that good governance must be at the heart of everything we do. 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 Jack and Jill Children's 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

As an organisation Jack and Jill is a Triple Locked charity in accordance with the Charities Institute Ireland, meaning:

- ▶ We engage in ethical fundraising
- ▶ Our accounts are prepared to the standards set by the Charity SORP (Statement of Recommended Practice) under FRS102
- ▶ We have signed up and adopted the Charities Regulators Governance Code

The Board ensures that the activities of the charity are consistent with its charitable purpose and aims.



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 authorities delegated by the Board. The role of Chair and CEO are separate, and all Directors are independent of the management of the charity.

In 2023, the Board continued to give priority to achieving the highest standards of corporate governance, including activities surrounding strategic planning, nursing, financial management and fundraising.

In line with Strategy 2027, we engaged the services of governance specialists, Odyssey, to review our clinical governance in 2023. We are happy to report that the results of this audit were extremely positive, with some small updates and documentation required.

All members of Jack and Jill's Board, including the Company Secretary and Sub-Committees, are non-executive and voluntary (no remuneration). No payments, including expenses, were made to any Board or Sub-Committee members during the financial year. Conflicts of Interest declarations are invited and noted at the start of each meeting.

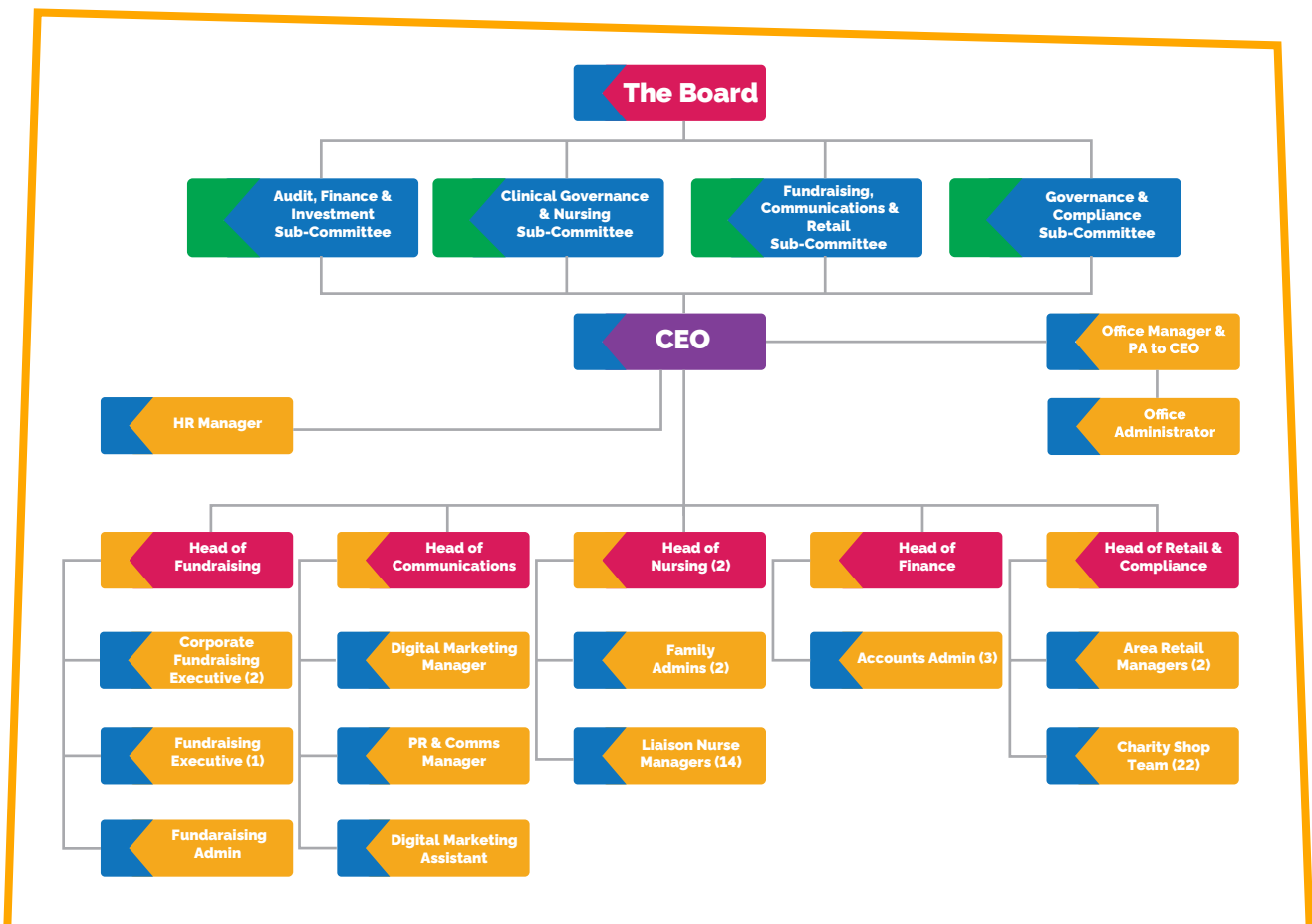
Our four Board Sub-Committees consist of:

1. Audit, Finance & Investment (Members - Maeve Beggs, John O'Leary, Head of Finance, CEO and independent expert, Brendan Lynnott)
2. Clinical Governance & Nursing (Members - Maeve Beggs, Catherine Logan, Declan Magee, Heads of Nursing, CEO)
3. Fundraising, Communications & Retail (Members - Catherine Logan, Alan Bateson, Oliver Sutherland, Head of Fundraising, Head of Retail & Compliance and Head of Communications, CEO)
4. Governance & Compliance (Members - Maeve Beggs, Diarmaid Cunningham, Head of Retail & Compliance, Head of Finance, Heads of Nursing)

The terms of reference for these Sub-Committees focus on the following objectives:

- ▶ Harnessing specific skills and experience of Board members and combining those with specific skills and relevant people within the organisation, so that there is a wider springboard for idea generation and problem solving.
- ▶ Enabling more time to be spent on specific matters such as nursing, fundraising, communications, risk and finance, thus maximising efficiencies in between Board meetings.
- ▶ Freeing up Board time to focus on policy, strategy and major operational issues, with Sub-Committee updates sent as part of advance Board pack.
- ▶ Facilitating the use of external members to support the Sub-Committees where key skills are not available on the Board.

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 and unpaid job in terms of good governance ensuring that the Foundation's activities support its vision, mission and objectives. As such, it oversees everything the Foundation does, monitoring all areas of performance, including its spending, and is accountable to all key stakeholders. The Board gives Jack and Jill's CEO authority to operate the business of the Foundation and to fully account for, and report to, the Board on day-to-day operations and performance.



The Board met four times throughout 2023. New members were recruited to the Board through charity networks and based on an assessment of relevant skillset and areas of expertise. 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 and the Company Secretary.

In line with Strategy 2027, with an objective of ensuring a people focussed, engaged and valued team; Celine Maguire, Group Head of HR for the Queally Group, joined the Board in October 2023.

Board Meeting Attendance in 2023

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

Board Member Declan Magee and his family at Family Fun Day



Board Member Alan Bateson and his family at Family Fun Day

Areas of Board focus during the financial year ended 31 December 2023 included:

- ▶ Reviewing CEO reports in advance of each Board meeting, including impact analysis, performance indicators, and risk management.
- ▶ Undertaking deep dives on specific strategy areas e.g. staff wellbeing, retail growth plan, corporate and clinical governance.
- ▶ Approving specific policies, review of Board Sub-Committee reports.
- ▶ Review, approval and reporting compliance with the Charities Governance Code.
- ▶ Engaging and briefing consultants to assist 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 of key events like Family Fun Day and support for fundraising events.

Board Member Declan Magee and his family at the Croke Park Abseil Challenge



Board Member John O'Leary at the Gaelic Players Association Partnership Announcement

Meet the Board

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



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.



Celine Maguire

Group Head of HR (CHRO) at Queally Group, one of Ireland's largest privately owned agri-businesses. With over 25 years working with multi-country HR teams across various industry sectors and dynamic environments, Celine is a strategic, visionary HR leader with a strong passion for people. An Associate Lecturer in the fields of Industrial Relations and Organisational Behaviour at the TU Dublin for over 10 years, a Chartered Fellow of the CIPD, she also holds Diplomas in Executive Coaching and Mediation and sits on the Board of Management of the Timoney Leadership Institute.



Martin Jacob

Board Company Secretary

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

Risk Management

Risk management is a crucial part of Jack and Jill's governance arrangements. However, risk management alone does not eradicate risk, rather it provides 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 is a monitor of all risks relating to strategy, rates their potential impact and outlines control measures and corrective actions that are put in place to mitigate against their effect. However, even with mitigations, some of the risks have increased because of external factors, such as the changing economic and fundraising landscape and increased cyber security risks. Brief commentary on each of Jack and Jill'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 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 Sub-Committee is up and running and focus on hiring corporate 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 cyberattack. 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 and service delivery	The clinical delivery of Jack and Jill nursing is key to the organisation and is therefore subject to ongoing assessment. This needs to continue, bearing in mind any changes to nursing guidelines on a national and international level. Nurse managers present to Board Sub-Committees at least twice a year. Beneficiary Committee review cases as required and additional /emergency cover.
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 to mitigate fraud and clear policies and arrangements for investigating suspected wrongdoing.



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.

Diversity & Inclusion

Our Jack and Jill family, nurse, volunteer and staff base reflect all of society in terms of diversity and inclusion. We support families from every walk of life, the charity mobilises a crew of community nurses and carers, operates seven days a week, with no means test, no red tape and no waiting list.



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 sensitive organisation. As we work to make a meaningful difference in people's lives, we are dedicated to show compassion, care, courage and integrity by being honest, trustworthy and respectful to everyone in our Jack and Jill community, and beyond.

We foster a diverse and inclusive culture where our employees are encouraged to learn and grow. The key to being inclusive is open and honest communication and really listening to all our stakeholders. Therefore, we value different perspectives and welcome conversations about race, gender, religion, culture, sexual orientation, socio-economic status, mental and physical health and wellbeing; because it takes everyone to build communities.

Sustainability

As part of Strategy 2027, we are progressing our sustainability programme as the framework we use to shape our long-term approach and monitor and improve our performance, both within our own operations and the wider supply chain. It makes sense for us to leverage and build on the long reputation of Jack and Jill as the charity that has recycled everything from mobile phones to LEGO and clothes as a currency for care. The Foundation's growing retail network of charity boutiques and online platforms are a powerful engine for sustainability.

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 print all of our materials on FSC and carbon-balanced paper, including this Annual Report as a simple way for us to reduce the carbon impact of our printed communications.



Reusing and Recycling Goods: Charity shops accept donations of various items, including clothing, toys, books and furniture. Instead of these items ending up in landfill, they are given a second life through resale, thereby minimizing environmental pollution.



Reducing Resource Consumption: By providing shops for second-hand goods, charity shops help reduce the demand for new products. This, in turn, decreases the consumption of raw materials, energy and water needed for manufacturing new items. By extending the lifespan of goods through resale, charity shops contribute to resource conservation.



Lowering Greenhouse Gas Emissions: The production of new goods often involves energy-intensive processes that emit greenhouse gases. By promoting the reuse of existing items, our shops help mitigate these emissions. Additionally, by reducing the need for transportation associated with the disposal of unwanted items, charity shops further contribute to lowering carbon emissions.



Promoting Sustainable Consumption: Charity shops encourage consumers to adopt a more sustainable approach to shopping. By offering affordable second-hand items, they provide an alternative to buying new products. This promotes conscious consumption and fosters a culture of reuse and recycling, which is essential for reducing environmental impact.

Overall, charity shops serve as important hubs for promoting environmental sustainability by facilitating the reuse, recycling, and responsible consumption of goods. Through their operations and initiatives, they help minimize waste, conserve resources, and mitigate the environmental impact of consumerism.

Sustainable Model of Care

The care model delivered by Jack and Jill is the essence of sustainability. By providing our families with in-home nursing care and respite support we are actively reducing the strain on the hospital system. Our commitment of up to six years of support ensures longevity of service and a reassurance for families that Jack and Jill care is a reliable part of their child's overall care regime.



Liaison Nurse Manager Eilín with Olivia

Sustainability in Practice at Jack and Jill HQ

Our office-based team is committed to safeguarding the environmental future of the planet by undertaking and maintaining a number of key office based actions:



In 2023 we upgraded the lighting and heating services at our headquarters to improve energy efficiency.



We recycle all print cartridges and redundant paperwork, shredding it for packaging use.



Ten years ago, we engaged Clanwilliam (formerly Helix Health) to help us build efficiency in how we captured patient data, in a paperless format. Our sustainable, user-friendly and efficient software system enables us to communicate amongst our team in a safe and secure way whilst reducing the environmental impact.



We operate a hybrid work model which reduces the days people are commuting to the office, meaning less vehicle time and a reduction in carbon emissions, while also facilitating a better work-life balance.



We print a limited quantity of Annual Reports, and all our printed materials, on FSC Certified and Carbon Balanced Paper to reduce the carbon impacts of our communication resources. 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.

Sustainability in Fundraising

We recognise the importance of exercise and enjoying the environment as important pillars in an individual's overall wellbeing. As such, we promote the inclusion of exercise and healthy activities in many aspects of our fundraising campaigns. This results in campaigns that are cost-efficient for those partaking, as well as being good for their health and wellbeing, whilst also raising vital funds for the families in our care.

Highlights in 2023 include:



February Steps Challenge

Marathons and Triathlons



Dip-a-Day in May

Up the Hill for Jack and Jill





Sustainability in Action

Building Blocks for the Future!

Jack and Jill was delighted to team up with corporate partner, ICON, to raise vital funds while continuing our legacy of innovative fundraising through recycling and repurposing. Corporate Fundraising Executive Tina Priestly met with Kate O'Duffy, Senior Manager, Investigator Meeting, Conference & Events at ICON, to discuss how they could leverage an upcoming Global Commercial Leadership Meeting in Dublin to help raise funds for Jack and Jill.

Collaboratively they came up with a way to turn LEGO bricks into care by purchasing 60 kilos of LEGO for a team building, fun event. Delegates from around the world were also encouraged to bring along some of their own LEGO to donate and an iDonate page was set up to support any monetary contributions.

The group was divided into teams and tasked with creating landmarks from key ICON locations around the globe from LEGO. Everyone gladly got stuck in swapping pieces and getting super creative (and competitive!). Christ the Redeemer, a pint of Guinness, the Taj Mahal and lots of amazing colourful feats of engineering were created, and the delegates had a fantastic time.



This same team building initiative was rolled out to a further three Sales meetings across the US and an ICON Sponsor Partnership Meeting.

At the end of the day the 60 kilos of LEGO were donated back to Jack and Jill, along with the additional donations from the delegates. This was then re-sold through the 16 Charity Boutiques across the country.

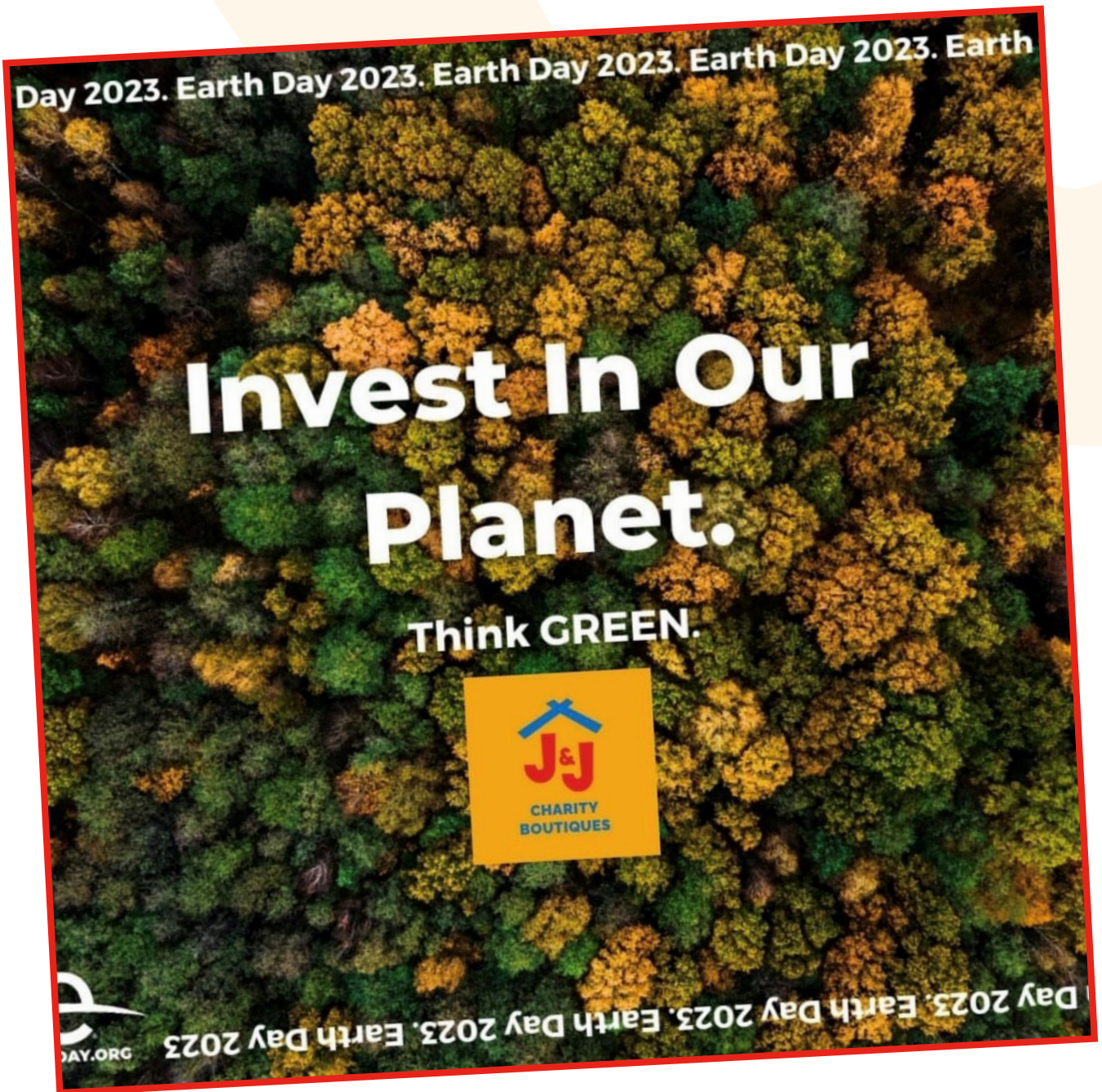
Keeping with the recycling theme, ICON then organised a collection drive of pre-loved designer clothing amongst staff to be sold at a Jack and Jill 'Pop-Up' shop as part of ICON's Christmas Market at their HQ in Sandyford, Dublin.

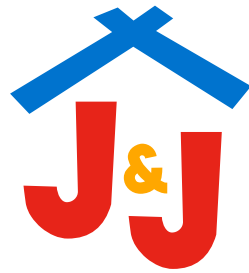


By the end of the year ICON raised €16K from LEGO, the 'Pop Up' shop, staff donations and their Christmas raffle – equating to over 888 hours of in-home nursing care and respite support for families all over Ireland.

Thanks so much to Kate and all the staff of ICON!







*“Thank you for creating a
charity that honestly saved us
– We would be lost without our
Jack and Jill nurses”*

*One of the many tributes to Jonathan
on his passing*





Section 9 Focus on Finance

Jack and Jill and Me

Richard's story

2023 saw the appointment of Jack and Jill's new Head of Finance, Richard Greene. Having undertaken some volunteer work as treasurer for the Charity 'Look Good Feel Better' earlier in his career Richard understood the important impact a charity can play in the lives of people. However, becoming fully immersed in the vital service Jack and Jill provides has given Richard a deep appreciation for the families we support.



"I could not have had a more positive introduction to the Jack and Jill finance team, as a month after I commenced my role, they were awarded Finance Team of the Year by the Charities Institute! The judging panel commended the team for exemplifying dedication, innovation and impactful leadership as well as their unwavering commitment to changing the lives of hundreds of families. Within a short time after that the team was shortlisted for The Carmichael Good Governance Award. Both of these accolades are a testament to the great work and strict adherence to governance carried out by the team.

As Head of Finance I am responsible for managing a team of three and together, we look after all the usual tasks you'd expect from a finance team, as well as delivering on Board requirements and audits. However, one of the real benefits of working in a charity like Jack and Jill, is getting to work closely with my colleagues across the organisation. By working closely with the wider Management Team, I have been exposed to the workings of fundraising, retail, communications and of course, the nursing team. This is something I really appreciate in the role; it is a different culture working in a charity and there is a great sense of inclusivity – that we are all working together with a sense of purpose.

Of course, this unified goal is to help the families we support across the country, their stories really make you reflect. Simple everyday things one can easily take for granted in your own family can be a massive issue for Jack and Jill families. It is very rewarding to feel that

what we do in Jack and Jill genuinely makes a difference in the lives of these families – that is something I am extremely glad to be part of.

It's impossible not to mention Jack and Jill to anyone without the name Jonathan Irwin coming up. Of course, prior to starting the role, I had heard about Jonathan, and always in glowing terms. I am truly grateful that I did get to meet him when he came to our Strategy Day and I can say he definitely lived up to everything I had heard. I was struck by what a personable man he was and how he spent some time in everyone's company that day. The legacy he has left is truly inspiring, made even more remarkable given that it was born out of his own grief – to turn such heartbreak into something so positive is really admirable. It is this legacy that we all strive to honour every day and something I will regularly reflect on as I continue my chapter in the story of Jack and Jill.

Developing and implementing our Strategy 2027 is a key priority. The development of this strategic plan began in 2022 by contacting the key stakeholders, and identifying what works well and where we can improve. This plan outlines the strategic intent over the next five years. I look forward to working with the Board and the Management Team in implementing this strategic roadmap. My journey with Jack and Jill is only just beginning!"

Finance: An Overview

2023 Financial Review

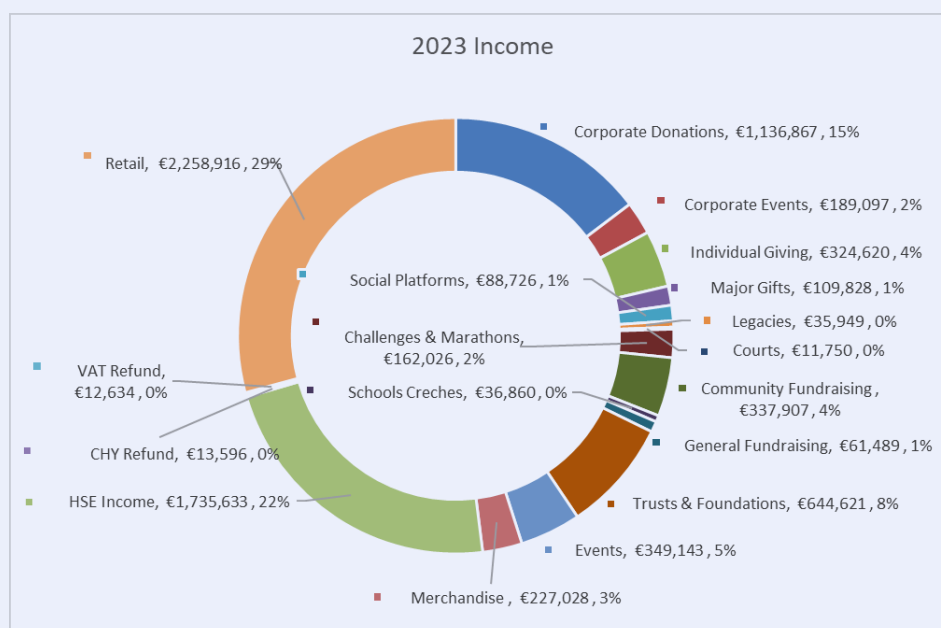
As we look back on 2023, Jack and Jill can be proud of our many achievements, in particular, the support and care provided to some of the most vulnerable children in Ireland. During the year, we provided 129,904 homecare hours to 534 children and their families. A good financial performance, underpinned by robust financial management, is important in enabling the delivery of these vital homecare hours. We are happy to report that 2023 has been a strong financial year for Jack and Jill. We achieved income of €7,736,691 and a gain on investments of €113,744. Given the expenditure of €6,431,091, we generated a surplus of €1,419,344. This result has exceeded expectations and puts us in a strong financial position as we move into 2024.



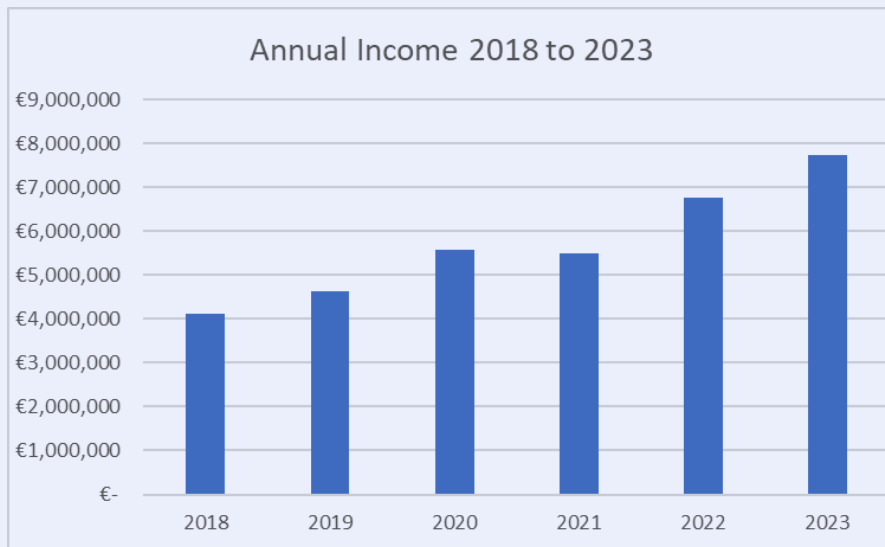
Income

Our income continued to grow in 2023 at €7,736,691, which was 14% higher than budgeted and 14% higher than our actual income in 2022 (€6,761,582). The factors contributing to this growth in income included strong growth in retail sales from our charity boutiques, more corporate donations, and several successful fundraising events, including the incognito art sale and Cannonball.

We are focused on developing both a sustainable and diversified income model for Jack and Jill. We continue to work closely with the HSE, strengthening our partnership and securing vital state funding to the charity. We are also continuing to grow our retail network to help provide a steady stream of income from charity boutique sales. Key partners of Jack and Jill including corporates, trusts and foundations, providing important sources of funding. We are incredibly grateful for the tremendous support from the Irish public. This invaluable support is seen in the diversity of sources of income highlighted in the graph of our 2023 income below.



The ongoing growth in income is also reflected in the graph below which shows the annual income for Jack and Jill over the last six years.



Year	2018	2019	2020	2021	2022	2023
Annual Income	€4,105,745	€4,633,130	€5,576,771	€5,489,448	€6,761,582	€7,736,691

It was another very positive year for the Retail team who run our charity boutiques. Income for 2023 from Retail was €2,258,916, which was up a remarkable 53% on the 2022 income, and expenditure for the year was €1,279,832, generating a net surplus of €979,084. This performance can be attributed to many factors, including the great work done by our Retail team, the generous donations made by the public to the charity boutiques, and the addition of four new charity boutiques in Castlebar, Youghal, Carrick-on-Suir and Roscommon. As well as providing a highly valuable income stream, our charity boutiques are helping to ensure that Jack and Jill can deliver on its' sustainability objectives. Our boutiques are also an important window into the communities they serve, enabling us to make more connections with members of the public.

It is important to note that the income achieved in 2023 has surpassed expectations, especially given the impact of the crises in Ukraine and in Gaza. The Irish public and corporates have responded generously, donating millions of euro to support those affected by these two conflicts. This has had some impact on the income generated via individual giving and community events, which experienced growth of about 3% year-on-year, a modest but positive outcome under such circumstances.

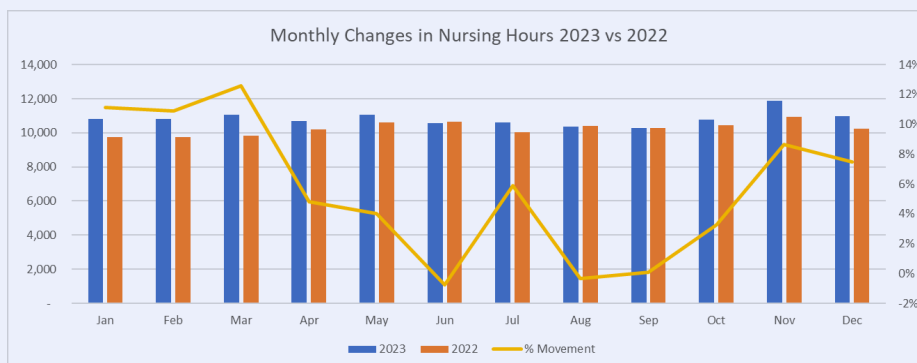




Expenditure

Expenditure for 2023 was €6,431,091 which is 5% lower than budgeted and up 11% on expenditure in 2022, which was €5,772,779.

Charitable activities expenditure increased 7% to €4,183,961 in the year, mainly because of the increased number of homecare hours provided to our families, as we continued to expand our impact in communities throughout Ireland year-on-year. These increased hours are highlighted in the graph below.

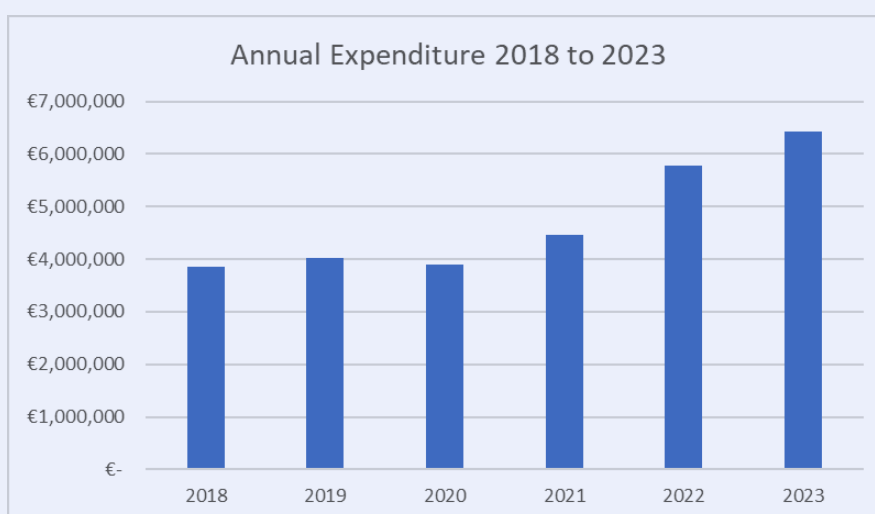


Retail, communications, and administrative costs also increased due to increased activity, but fundraising costs were lower than in 2022 due to open positions in the team and lower merchandising costs.

Expenditure on retail in 2023 increased by €329,149 due to the ongoing expansion of the retail network. The addition of four new charity boutiques in Castlebar, Youghal, Carrick-on-Suir and Roscommon, along with the full year expenditure on charity boutiques opened in 2022 in Waterford, Artane and Athlone resulted in this increased expenditure, which was in line with our budgets.

Expenditure across all areas was subject to the impact of inflation in 2023. This contributed to higher costs for supplies, in particular utility bills. At the same time, we completed a benchmarking exercise in June 2023 to help with our employee recruitment and retention challenges. Implementing the findings of this benchmarking exercise resulted in an appropriate increase in our staff cost base. Despite these increases in expenditure, we managed to spend 4% less than budgeted.

The ongoing expansion of the activities of Jack and Jill, most importantly in our charitable activities, is reflected in the growth in total expenditure over the last six years in the graph below.



	2018	2019	2020	2021	2022	2023
Annual Expenditure	€3,855,896	€4,011,251	€3,888,580	€4,468,426	€5,772,779	€6,431,091



Investments

Our prudent investment policy aims to achieve the best financial return given an acceptable level of risk. We have sought to invest for the long-term in companies that exhibit positive corporate practices in the areas of ESG related activities and global sustainability. We believe that such companies will factor into their decision making how their activities impact society, and that this will benefit investors in the long-term. The implementation of this responsible investment policy reflects the values of Jack and Jill.

In alignment with our investment policy and with our reserves policy, Jack and Jill made two investments of €1M each in 2021. The investment values increased to €2,064,953 on 31 December 2023. This represented a year-on-year gain on the fair value of the investments of €113,744 or almost 6%. This is a welcomed improvement on the prior year's performance which saw an 8% fall in investment values.

We continue to invest on a medium- to long-term basis. We feel that this approach is more prudent and more likely to yield a positive investment return rather than following an approach based on short-term market performance conditions which is likely to be riskier. According to investment analysts, the medium-term picture remains unchanged. Underlying inflation fundamentals should be benign, economic data should continue its positive trend, with real wages growing, inventory restocking, and housing recovering. These indicators suggest favourable investment growth potential in the medium- to long-term.



Reserves

The Board of the Jack and Jill Children's Foundation considers the maintenance of a prudent level of reserves to be a high priority for the charity. The current Reserves Policy stipulates that free reserves are maintained at a level which ensures that at least 12 months of the charity's activities could continue during a period of unforeseen difficulty, such as a reduction in funding and an increase in costs. For 2024 this is budgeted for and equates to approximately €7.5 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 into the future.

In relation to our Reserves Policy, key consideration is given to the ongoing nature of the commitment to the children under our care. We provide support and care up to 80 hours per month from birth to six years of age and 100 hours for end-of-life care. 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 the children supported by Jack and Jill is usually not something that can be, or should be, retracted easily.

An annual review is completed to ensure that the actual level of reserves meets with the policy requirements above. As a result of the strong financial performance in 2023 we ended the year with reserves of approximately €8.38 million. As the Jack and Jill Children's Foundation is currently looking to purchase a new office to replace the current office, which is no longer fit for purpose, it is envisaged that the growth in reserves will facilitate the capital expenditure of more than €1 million which may be required to cover the potential purchase of this new office.

Going Concern

The Directors have reviewed the budgets and the 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 have also considered the impact on the organisation of events post the balance sheet date.

The Board state that following their review, the Jack and Jill Children's Foundation have no current going concern issues and expect 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

Our charity continued to grow from strength to strength in 2023 and we are planning to achieve more in the years ahead. The successful financial performance of Jack and Jill is key to continuing the work we do. Our reserves provide us with protection against future shocks to income and funding in the current uncertain, global political and economic climate. There are exciting opportunities ahead of us.

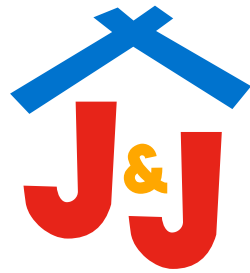
We are preparing for the way forward guided by our five-year strategic plan, Strategy 2027, which was rolled out in 2023. Our most important strategic objective relates to the delivery of our core service. It is to maintain and continually improve our high-quality and agile in-home nursing and respite service, with proven impact for all families under our care.

To achieve this objective in the years ahead we will continue to rely on the support of the public. We remain extremely grateful for the generosity of our donors who provide the funding to enable the Jack and Jill Children's Foundation to deliver on our core service.

Thank You,



Richard Greene
Head of Finance



“What an incredible man who created an invaluable legacy in his child’s memory. The positive impact this has had in the lives of so many is inspiring”

One of the many tributes to Jonathan on his passing



Section 10

THE JACK AND JILL FOUNDATION CLG REPORT AND FINANCIAL STATEMENTS 2023

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BOARD OF DIRECTORS

Maeve Beggs (resigned 16 May 2024)
Alan Bateson
Diarmaid Cunningham
Declan Magee
John O'Leary
Oliver Sutherland
Catherine Logan
Celine Maguire (appointed 12 October 2023)

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 Director's Report and Audited Financial Statements for the year ended 31 December 2023.

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. 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 and Jill community service that operates seven days a week, with no means test or waiting list. Faced with 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 almost 3,000 children and their families since it was founded in 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.

2. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE

The Statement of Financial Activities for the year ended 31 December 2023 and the Balance Sheet as at 31 December 2023 are set out pages 103 and 104, respectively.

There were many positive highlights in 2023 as we embarked on the first year of our 5-year strategic plan to 2027. We continued to focus on the delivery of our core service to children and families, and we were able to further increase our impact and charitable activities spend by 7.3% to €4,183,961 compared to the prior year. In 2023 our service supported 534 children by funding 129,904 homecare hours (a 5.5% increase on the homecare hours provided in 2022) and providing approximately 25,000 hours of care and support from our Liaison Nurse Managers.

Jack and Jill achieved a very strong surplus of €1,419,344 for the year. This was driven by the continued growth of our charity shops, the success of several fundraising campaigns and events, as well as more donations and legacies which increased by 14.7% year-on-year. While our charitable activities income decreased slightly by 2.9% year-on-year, we were very pleased to have retained our core funding from the HSE towards our homecare service.

Other highlights included winning the Finance Team of the Year Award at the Charities Institute Awards in October 2023, and maintaining our Charities Institute Ireland Triple Lock Status. We were also shortlisted to the final three for the fifth year running for the Carmichael Good Governance Awards.

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 commitment in generating much-needed funds in response to our fundraising call throughout the year. These donations support our "direct to family" model which empowers parents, as the primary carers, and provides real value for each donation to the Jack and Jill Children's Foundation through an ongoing care commitment of up to six years. We would also like to acknowledge and thank the Board of Directors for their commitment and dedication. The Board plays a key role in the ongoing success of the Jack and Jill Foundation.

More than 400 children were supported each month in 2023, with the charity funding and supporting 129,904 (2022: 123,067) 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. The county breakdown of children supported continues to highlight the charity's community reach and the local and national reputation of the Jack and Jill service.

The continued 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 11.4% in 2023 to €6,431,091. Included in this figure are the associated costs related to the 5.5% increase in home care hours delivered. Expenditure has also increased in 2023 due to inflationary pressures impacting the cost of supplies and wage rates. We completed a benchmarking exercise on salaries in June of 2023, with salaries increased to market rates based on this benchmarking.

Our charity boutiques continue to fill 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. The charity boutiques performed strongly in 2023 with a surplus of €979,084 (2022: €521,701). The four new boutiques that opened in Castlebar, Youghal, Carrick-on-Suir and Roscommon in 2023 provide the retail model with the capacity to grow further in 2024. Our charity shops also give a window into the community for fundraising and networking.

HSE funding for 2023 was €1,735,633 which is slightly lower than the funding received in 2022 (€1,784,198). Our partnership with the HSE is vital for Jack and Jill and we aim to build on this as part of Strategy 2027.

In 2023, key fundraising initiatives included Up the Hill with Jack and Jill, Dunnes Stores' Jumper Day, incognito Art Sale, Croke Park & Thomond Park Abseil Challenges, Cannonball and the sale of Christmas merchandise.

Overall, we are in a healthy financial position at the end of 2023 and the surplus achieved will help us provide for the future.

3. INVESTMENT POLICY

We have continued with the same investment policy in 2023. We have a prudent approach to managing our reserves and 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.

Our total investment value increased to €2,064,953 as of 31 December 2023. This represents an increase in value of €113,744 or 5.8% year-on-year. We continue to monitor the progress of these investments within the context of current market trends, but we are taking a longer-term perspective as per our investment strategy.

4. RESERVES

The Board of Directors has examined the charity's requirement for reserves, considering 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 €7.5 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 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 2023 is as follows:

	€
Restricted reserves	90,274
Unrestricted reserves	8,293,866
Total Reserves	8,384,140

The current level of free reserves at €8.3 million is adequate to finance more than 12 months' core activity. At the time of approving these Financial Statements, the Directors anticipate that the proposed office move in 2024 will reduce freely available reserves if a new premises is purchased, with possible capital expenditure of at least €1 million required. This office move is an absolute requirement as our current office is not fit for purpose and is leading to many challenges, particularly for our office and nursing teams.

5. STRUCTURE, GOVERNANCE AND MANAGEMENT

The Jack and Jill Children's 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.

The Jack and Jill Children's Foundation currently has eight 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 2023 comprised of the Chief Executive Officer (CEO), two Heads of Nursing, Head of Retail & Compliance, Head of Finance, Head of Fundraising and Head of Communications.

The Board officially met 4 times during the year.

Board Meeting Attendance 2023:

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

It continued to give priority to achieving the highest standards of corporate governance, strategic planning, service provision, financial management and fundraising. Charities Governance Code compliance was again a high priority for the charity and the Board in 2023. 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 the Senior Management Team which is made up of the CEO, two Heads of Nursing, Head of Retail & Compliance, 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.

Recognising that some elements of the Board's functions require too much attention to be dealt with solely at board meetings, or ought to be delegated for more in-depth review to specialists, the board has established several subcommittees, as follows:

- ▶ Clinical Governance and Nursing
- ▶ Audit, Finance and Investment
- ▶ Fundraising, Retail and Communications
- ▶ Governance
- ▶ Remuneration

Terms of reference for these Sub-Committees include making recommendations to the Board based on decisions made at a Sub-Committee level. Membership may operate on a rotating basis. The Sub-Committee will be chaired by a member of the Board, while the minutes and actions will be driven by Jack and Jill staff members. One of the main purposes of the Sub-Committee is to provide and receive backup and support to and from the Board, and to ensure that the Board is up to date with key issues and opportunities. Benefits of the committees include knowledge, specialisation, and task division efficiency. One of purposes of the

committees of the Board is to tap into the specific talents, skills and knowledge of the individual Board Directors and stakeholders (Jack and Jill staff and external advisors/non-Board members as appropriate) to inform and educate the full Board on areas of concern. The Remuneration Committee meets once a year. It looks after the remuneration and appraisal of the CEO, and oversight of senior management packages.

Minutes are recorded for all meetings and items for discussion reported to the Board for inclusion at Board meetings. Minutes are then filed with the necessary governance documents.

Directors' attendance at Sub-Committees of the Board

Clinical Governance and Nursing

Catherine Logan (Chair)	4/4
Declan Magee	3/4
Maeve Beggs	4/4

Audit, Finance and Investment

John O'Leary (Chair)	3/4
Maeve Beggs	3/4

Fundraising, Retail and Communications

Oliver Sutherland (Chair)	2/2
Alan Bateson	2/2
Catherine Logan	2/2

Governance

Diarmaid Cunningham (Chair)	4/4
Maeve Beggs	3/4

Remuneration

Alan Bateson (Chair)	1/1
Maeve Beggs	1/1

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 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. 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. There is a regular review of the Risk Register to ensure that risks are up to date and that actions are being taken to control and mitigate these risks.

Some of the key risks faced by the Jack and Jill Children's Foundation, and the mitigations put in place for these risks are outlined below.

To prevent or limit reputational damage, open and transparent accounting structures have been put in place - controls in terms of clear communications and transparency, employing strong communications skills across the Board and the Management Team. We monitor media coverage of the charity sector, and we ensure our messaging highlights where we stand on good governance.

To mitigate against any decline in income from funding and donations, we continue to develop our network of charity boutiques which provides a steady stream of income. We continue to diversify our corporate partnerships, to develop a strategic partnership with the HSE and to target our communications to highlight and differentiate the service provided by Jack and Jill.

To avoid non-compliance, we have put in place internal control systems (ICS), we work closely with our external auditors, and we have a diverse Board with both accounting and legal qualifications overseeing operations.

To avoid a lack of transparency and accountability, amongst other activities, we publish our annual financial statements and our annual report on our website.

The threat of cyber security risks such as phishing, hacking etc. has been mitigated by a proactive focus on our cyber security capabilities and related processes.

To mitigate against the likelihood of the 'passing off' of persons or organisations purporting to be employed by the Jack and Jill, we have stringent checks by our website administrator, we have controls in place to ensure that all fundraising events are sanctioned by the Jack and Jill Foundation and we have checks in place on local media whereby reports of unauthorised collections are publicised and the public notified to be vigilant.

In addition, the current global economic and political circumstances continue to pose risk and uncertainty as we rely heavily on the generosity of people to donate to our charity. The ongoing conflicts in Ukraine and Gaza have created humanitarian crises impacting the cost of living in many countries and driving the need to raise more funds for humanitarian aid.

The Jack and Jill Children's Foundation's governance structure continues to operate effectively with all Board, committee and other management meetings taking place as planned again this year.

7. FUTURE DEVELOPMENTS

The Jack and Jill Children's Foundation remains fully committed to providing in-home nursing care and respite to children who meet our criteria. We have launched our 5-year strategy towards 2027. Our mission is "empowering the families we support to care for their child at home, by funding and delivering nursing, respite, and advocacy". 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 very 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 2023 are set out below. Unless otherwise indicated they served as Directors for the entire year.

Maeve Beggs (Chair)	John O'Leary
Alan Bateson	Oliver Sutherland
Diarmuid Cunningham	Catherine Logan
Declan Magee	Celine Maguire (appointed 12 October 2023)

Martin Jacob acted as Company Secretary throughout 2023.

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

Date: 16 May 2024



Alan Bateson

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.

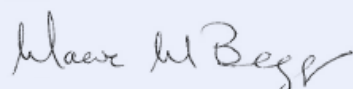
In preparing these financial statements, the directors are required to:

- ▶ 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 and integrity 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: 16 May 2024

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 2023, 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 2023 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 100, 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.

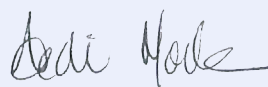
Auditor's responsibilities for the audit of the financial statements

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. 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: 16 May 2024

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 2023 €	Unrestricted Funds 2023 €	Year ended 31 December 2023 €	Restricted Funds 2022 €	Unrestricted Funds 2022 €	Year ended 31 December 2022 €
Income from:							
Donations and legacies	6	15,000	3,124,740	3,139,740	-	2,737,172	2,737,172
Charitable activities	7	397,302	1,338,331	1,735,633	366,711	1,420,487	1,787,198
Other trading activities	8	-	2,835,088	2,835,088	-	2,210,344	2,210,344
Others	9	-	26,230	26,230	-	26,868	26,868
Total income		412,302	7,324,389	7,736,691	366,711	6,394,871	6,761,582
Expenditure on:							
Raising funds	10	-	2,135,995	2,135,995	-	1,788,346	1,788,346
Charitable activities	10	458,585	3,725,376	4,183,961	411,491	3,487,942	3,899,433
Others	10	22,419	88,716	111,135	29,205	55,795	85,000
Total expenditure		481,004	5,950,087	6,431,091	440,696	5,332,083	5,772,779
Net gain / (loss) on change in the fair value of investments	17	-	113,744	113,744	-	(179,152)	(179,152)
Net (expenditure)/ income		(68,702)	1,488,046	1,419,344	(73,985)	883,636	809,651
Total funds brought forward	21	145,844	6,818,952	6,964,796	210,049	5,945,096	6,155,145
Transfers between funds		13,132	(13,132)	-	9,780	(9,780)	-
Total funds carried forward	21	90,274	8,293,866	8,384,140	145,844	6,818,952	6,964,796


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 106 – 123 form part of these financial statements.

BALANCE SHEET

	Notes	31 December 2023 €	31 December 2022 €
FIXED ASSETS			
Tangible assets	15	341,672	369,709
Investment in subsidiaries	16	55,131	55,131
Investments	17	2,064,953	1,951,209
		<u>2,461,756</u>	<u>2,376,049</u>
CURRENT ASSETS			
Debtors	18	286,652	127,348
Cash and cash equivalents		6,407,770	5,135,903
		<u>6,694,422</u>	<u>5,263,251</u>
CREDITORS			
Amounts falling due within one year	19	(772,038)	(674,504)
NET CURRENT ASSETS		<u>5,922,384</u>	<u>4,588,747</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		8,384,140	6,964,796
THE FUNDS OF THE CHARITY			
Restricted funds	21	90,274	145,844
Unrestricted funds	21	8,293,866	6,818,952
TOTAL CHARITY FUNDS		8,384,140	6,964,796


The notes on pages 106 – 123 form part of these financial statements.

On behalf of the Board



Maeve Beggs

Date: 16 May 2024



Alan Bateson

STATEMENT OF CASH FLOWS

	Notes	Year ended 31 December 2023 €	Year ended 31 December 2022 €
Cash flows from operating activities:			
Net income		1,419,344	809,651
(Gain) / loss on financial assets	17	(113,744)	179,152
Depreciation	15	68,364	59,668
Movement in debtors		(159,304)	70,913
Movement in creditors		97,534	33,298
		<hr/>	<hr/>
Net cash provided by operating activities		1,312,194	1,152,682
Cash flows from investing activities:			
Purchase of tangible fixed assets	15	(40,327)	(89,350)
Proceeds from disposal of asset		-	2,000
		<hr/>	<hr/>
Cash used in investing activities		(40,327)	(87,350)
		<hr/>	<hr/>
Change in cash and cash equivalents during the year		1,271,867	1,065,332
		<hr/>	<hr/>
Cash and cash equivalents at beginning of year		5,135,903	4,070,571
		<hr/>	<hr/>
Cash and cash equivalents at end of year		6,407,770	5,135,903
		<hr/> <hr/>	<hr/> <hr/>

The notes on pages 106 – 123 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 2023.

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 2023.

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 investments

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 €341,672 (2022: €369,709).

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

Current year	Restricted Funds 2023 €	Unrestricted Fund 2023 €	Total 2023 €
Donations			
Private donations	15,000	2,750,884	2,765,884
Community fundraising	-	337,907	337,907
Total income from donations	15,000	3,088,791	3,103,791
Legacies	-	35,949	35,949
Total income from donations and legacies	15,000	3,124,740	3,139,740

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

All donations and legacies arose in the Republic of Ireland except for a private donation which arose in the United States in the amount of \$50,000 (2022: \$50,000).

7. CHARITABLE ACTIVITIES

Current year	Restricted Funds 2023 €	Unrestricted Funds 2023 €	Total 2023 €
Respite Care			
<i>Grants</i>			
Health Service Executive (HSE)	397,302	1,338,331	1,735,633
	397,302	1,338,331	1,735,633
Prior Year	Restricted Funds 2022	Unrestricted Funds 2022	Total 2022
Respite Care			
<i>Grants</i>			
Health Service Executive (HSE)	363,711	1,420,487	1,784,198
Others	3,000	-	3,000
	366,711	1,420,487	1,787,198

HSE grant funds a proportion of the cost of in-home nursing care and respite support that the Jack and 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

	2023 €	2022 €
Fundraising Events	349,143	737,960
Charity Boutiques	2,485,945	1,472,384
	2,835,088	2,210,344

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

9. OTHER

	2023 €	2022 €
Tax refund on donations	13,596	15,233
VAT compensation scheme	12,634	9,635
Gain on disposal of asset	-	2,000
	26,230	26,868

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

10. EXPENDITURE

Current year	Restricted funds 2023 €	Unrestricted funds 2023 €	Total 2023 €
<i>Raising funds</i>			
Staff costs	-	1,104,818	1,104,818
Fundraising events	-	262,848	262,848
Shop costs	-	604,138	604,138
Promotion and publicity	-	25,023	25,023
Other costs	-	139,168	139,168
	-	2,135,995	2,135,995
<i>Charitable activities</i>			
Staff costs	-	1,385,186	1,385,186
Homecare payments	458,585	2,113,826	2,572,411
Other costs	-	226,364	226,364
	458,585	3,725,376	4,183,961
<i>Other</i>			
Staff costs	-	55,073	55,073
Other costs	22,419	33,643	56,062
	22,419	88,716	111,135

Included within the costs above are support costs as follows:

	Allocated to cost of raising funds 2023 €	Allocated to charitable activities 2023 €	Other costs 2023 €	Total 2023 €
Marketing	25,023	48,047	-	73,070
Finance and administration	69,389	138,778	23,130	231,296
Governance costs – external audit (incl. VAT)	-	16,913	-	16,913
	94,412	203,738	23,130	321,279

Prior 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
	-	1,788,346	1,788,346
<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
	411,491	3,487,942	3,899,433
<i>Other</i>			
Staff costs	-	21,856	21,856
Depreciation	29,205	30,463	59,668
Other costs	-	3,476	3,476
	29,205	55,795	85,000

Included within the costs above are support costs as follows:

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

11. STAFF COSTS

	2023 €	2022 €
Wages and salaries	2,248,415	1,900,322
Social welfare costs	253,512	214,600
Pension costs	127,703	118,395
	2,629,630	2,233,317

The average monthly number of persons employed by the company during the year was as follows:

	2023 Number	2022 Number
Services to children	15	15
Fundraising	5	4
Communication	4	2
Administration	9	6
Retail	20	15
	53	42

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

	2023	2022
	Number	Number
€60,001 – €70,000	3	5
€70,001 – €80,000	4	2
€80,001 – €90,000	1	1
€90,001 – €100,000	-	1
€100,001 – €110,000	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 for the year (2022: €nil).

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 €464,901 (2022: €519,115).

The CEO's gross salary was €95,000 in the year (2022: €95,000).

12. INTEREST PAYABLE AND SIMILAR CHARGES

	2023	2022
	€	€
Bank interest and charges	19,792	19,087

13. PENSION

	2023	2022
	€	€
Contribution to pension scheme	127,703	118,395

The company operates an externally managed 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 2023 (2022: €nil).

14. NET MOVEMENT IN FUNDS

	2023	2022
	€	€
Net movement in funds is stated after charging:		
Depreciation of tangible assets	68,364	59,668
Operating lease rentals	326,502	205,997
Auditor's remuneration – statutory audit services (excl. VAT)	13,750	13,000
Auditor's remuneration – tax compliance services (excl. VAT)	-	399

15. TANGIBLE FIXED ASSETS

	Freehold Premises €	Office Equipment €	Computer Equipment €	Fixtures & Fittings €	Motor Vehicles €	Total €
Cost						
At 1 January 2023	367,805	15,697	129,134	12,923	73,099	598,658
Additions	-	465	16,879	22,983	-	40,327
Disposals	-	-	-	-	-	-
At 31 December 2023	367,805	16,162	146,013	35,906	73,099	638,985
Depreciation						
At 1 January 2023	(115,251)	(13,932)	(79,090)	(7,396)	(13,280)	(228,949)
Charge for the year	(7,356)	(927)	(38,343)	(3,962)	(17,776)	(68,364)
Disposals	-	-	-	-	-	-
At 31 December 2023	(122,607)	(14,859)	(117,433)	(11,358)	(31,056)	(297,313)
Net Book Values						
At 31 December 2022	252,554	1,765	50,044	5,527	59,819	369,709
At 31 December 2023	245,198	1,303	28,580	24,548	42,043	341,672

16. INVESTMENT IN SUBSIDIARY

	2023	2022
	€	€
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

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 2023, Jack and Jill Partnership Limited had net assets of €55,131 (2022: €55,131) and the result for the financial year was €nil (2022: €nil). The charity has an outstanding payable to Jack and Jill Partnership Limited amounting to €55,131 at year-end (2022: €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

	2023	2022
	€	€
Listed investments		
At 1 January	1,951,209	2,130,361
Net gain / (loss) on change in the fair value of investments	113,744	(179,152)
At 31 December	2,064,953	1,951,209

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

	2023	2022
	€	€
Prepayments and accrued income	256,119	101,298
Other debtors	30,533	26,050
	286,652	127,348

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

	2023	2022
	€	€
Deferred income (Note 20)	200,000	300,000
PAYE/PRSI	71,490	55,087
Other creditors and accruals	445,417	264,286
Amounts due to subsidiary undertakings (Note 16)	55,131	55,131
	772,038	674,504

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

	2023 €	2022 €
At 1 January	300,000	300,000
Credited to statement of financial activities	(300,000)	(300,000)
Deferred during the year	200,000	300,000
At 31 December	200,000	300,000

21. FUNDS OF THE CHARITY

Current Year	Restricted Funds €	Unrestricted Funds €	Total €
Balance at beginning of year	145,844	6,818,952	6,964,796
Income	412,302	7,324,389	7,736,691
Expenditure	(481,004)	(5,950,087)	(6,431,091)
Net gain on change in fair value of investments	-	113,744	113,744
Transfers between funds	13,132	(13,132)	-
Balance at end of year	90,274	8,293,866	8,384,140

	Restricted Funds €	Unrestricted Funds €	Total €
Funds of the Charity:			
Fixed assets	136,557	2,325,199	2,461,756
Current assets	-	6,694,422	6,694,422
Current liabilities	(46,283)	(725,755)	(772,038)
	90,274	8,293,866	8,384,140

Prior 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)
Net loss on change in fair value of investments	-	(179,152)	(179,152)
Transfers between funds	9,780	(9,780)	-
Balance at end of year	145,844	6,818,952	6,964,796

	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)
	145,844	6,818,952	6,964,796

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:

	2023 €	2022 €
Financial assets measured at fair value		
Investments	2,064,953	1,951,209
	2023 €	2022 €
Financial assets at amortised cost		
Cash and cash equivalents	6,407,770	5,135,903
Accrued income	91,502	21,912
Other debtors	30,533	26,050
	6,529,805	5,183,865

	2023	2022
	€	€
Financial liabilities at amortised cost		
Amounts due to subsidiary undertakings	55,131	55,131
Other creditors and accruals	445,417	264,286
	500,548	319,417

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:

	2023	2022
	€	€
Within one year	276,392	277,083
Greater than one year and less than five years	1,047,059	1,445,351
Greater than five years and less than ten years	272,083	359,375
	1,595,534	2,081,809

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.

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 16 May 2024.

Help Support Jonathan's Legacy



Jonathan was larger than life. He truly celebrated life; despite all the challenges he faced in losing three children.

Jonathan advocated for, and supported, families across Ireland so that they felt less alone. He never tired of helping others, right up until the end.

We salute Jonathan, and we thank him for the gift of this wonderful charity. We will honour Jonathan by continuing his legacy through telling his story and ensuring that families have the care and support they need for their child, when and where they need it.

You can help support Jonathan's legacy by:

- ✓ Taking on one of our challenges, hosting a golf event or running a community fundraiser to help support local families.
- ✓ Purchasing from our Christmas Gift Collection, Teacher Gift Certificates or Gift of Time Cards to show you care and help make a difference.
- ✓ Volunteering, donating or shopping in one of our Jack and Jill Charity Boutiques.
- ✓ Encouraging family/friends to ask their employer, who might be seeking a charity partner, to nominate the Jack and Jill Children's Foundation.
- ✓ Signing up to a monthly donation, as we need ongoing support for our ongoing care commitment to families.
- ✓ Sharing your Jack and Jill and Me story in media and on social platforms, helping us to raise more awareness about our service.

Thank you, Jonathan.

Always remembered. Never forgotten.

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 26 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 534 families in communities across Ireland in 2023, 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 26 years.

Always remembered. Never forgotten.

Jack Irwin

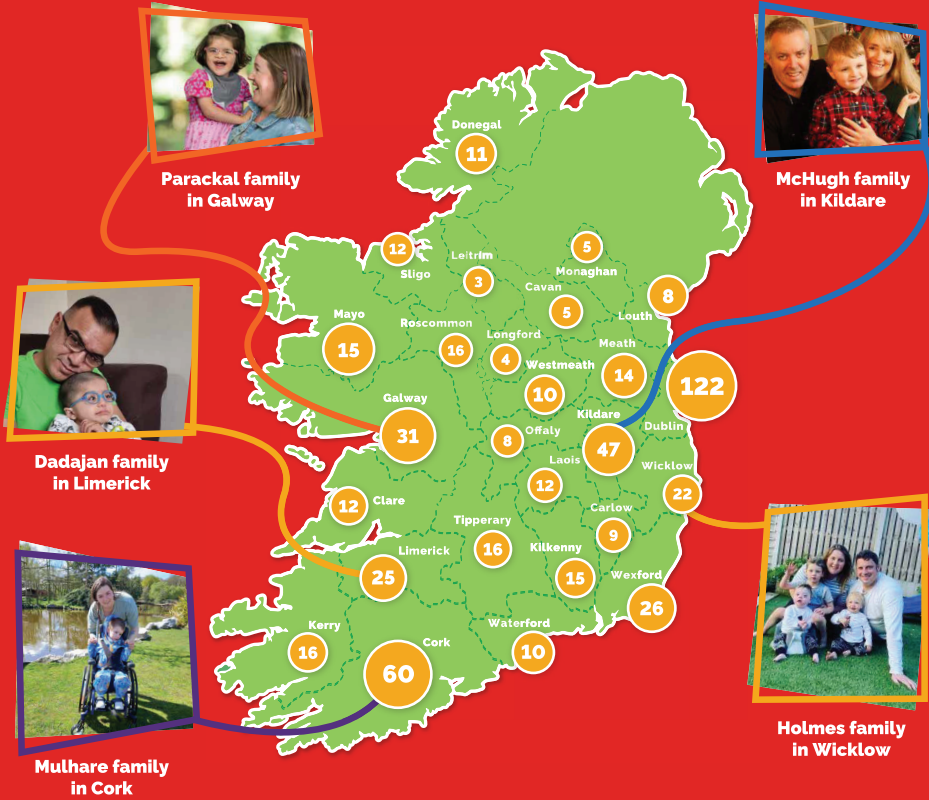


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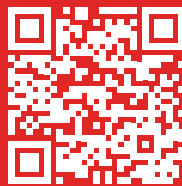
In 2023 we supported 534 families in communities across Ireland

No Care Like Home Care



JACK AND JILL CHILDREN'S FOUNDATION

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Charity Number: CHY12405 Registered Charity Number: 20036201

