



Annual Report 2024

Contents

Our Chair and CEO's Reports

Section 1: Who We Are

Section 2: Our Strategic Roadmap

Section 3: Focus on Nursing

Section 4: Focus on Fundraising

Section 5: Focus on Retail

Section 6: Focus on Communications

Section 7: Focus on Our People

Section 8: Focus on Our Governance

Section 9: Focus on Finance

Section 10: Our Financial Reports

3

8

12

18

37

52

60

72

80

88

95

Our Vision / Our Mission / Our Service

Values

Strategy 2027

Our Five Strategic Objectives to Achieve Our Goal

Bringing Our Strategy Home in 2024

Meet the Nursing Team

Jack and Jill and Me: Mags' Story

Nursing: An Overview

Advocacy Efforts

Role of the Liaison Nurse Manager

Our Referral Pathway

Our Rainbow of Care

Family Fun Day 2024

Remembering Our Little Ones

Jack and Jill and Me: Seán's Story

Jack and Jill and Me: Dáithí and Micheál's story

Meet the Fundraising Team

Jack and Jill and Me: Ann Marie and Niall's Story

Fundraising: An Overview

Fundraising in Action

Meet the Retail Team

Jack and Jill and Me: Rachel's Story

Retail: An Overview

A Shop for All Seasons: How Your Donations Make a Difference!

Celebrating Our Volunteers

Meet the Communications Team

Jack and Jill and Me: Enda's story

Communications: An Overview

Celebrating Milestones through Strategic Media Relations Activity

Impactful Storytelling with our Families at the Hear

Welcome to the Team, Jamison Gibson-Park!

Demonstrating Impact through Awards and Recognition

Harness the Power of Digital Media

Meet the HR Team

Jack and Jill and Me: Jennifer's story

Our People: An Overview

Honouring Career Milestones at Jack and Jill

Meet the Office Team

Jack and Jill and Me: Stacey's Story

Governance Developments

Meet the Board

Risk Management

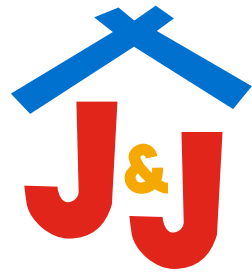
Sustainability

Jack and Jill and Me: Brian's Story

Finance: An Overview

Directors' Report and Audited and Consolidated Financial Statements 2024





"It wasn't just about getting a break, it was about finding balance, regaining energy, and being the best mum I could be to both my boys," Jack and Jill Mum



Our Chair's Report



It has been an honour to assume the role of Chair of Jack and Jill since May 2024. Two years into my tenure on the Board, I have a good understanding of the organisation from the inside out and continue to be immensely proud to be part of this excellent charity.

I would like to pay tribute to my predecessor, Maeve Beggs, who served on the Board for over eight years, with three years in the role of Chair. Maeve's exemplary leadership, compassion, commitment to good governance and can-do attitude cannot be overstated; she is a hard act to follow!

I really believe in this charity. Since my initial induction, I have been impressed with its robust governance structure, as well as its commitment to continually improving and evolving the service to meet the needs of the families under our care. It has been a pleasure to work with our new CEO, Deirdre Walsh and the rest of the leadership team as we begin this new chapter in the story of Jack and Jill.

Having met many of our Jack and Jill families at various events, it is humbling and inspiring to hear first-hand the genuine difference our service makes in their lives. The decision taken at Board level in 2024 to pilot two new initiatives in 2025 - extending our service to include children up to seven years of age on a pilot basis and offering counselling services - are a further testament to the Jack and Jill Model of Care, which always has the child and family at the centre. I hope these new initiatives positively impact families so that we can build on them as part of our service going forward.

I wish to acknowledge and thank the entire Jack and Jill team whose dedication and commitment to our vision enables the delivery of these services, which make such a difference.

I was personally thrilled to accept the Board of the Year award at the Charities Institute Ireland Charity Excellence

Awards in October along with some fellow Board members and members of the Jack and Jill team. While we are confident that we uphold the highest standards in transparent reporting, ethical fundraising and maintain strong governance structures, it was gratifying to receive this external recognition, and I am so proud to see all the hard work and dedication of the Board and the whole team pay off in this way. It gave us a huge boost in a year that had seen such change for Jack and Jill.

I would like to take this opportunity to thank my fellow Board members for their hard work and dedication to Jack and Jill and for their support of me as Chair through the year. I would like to welcome our newest Board member, Brian Cremin. Brian had been an independent member of our Finance, Audit and Investment Sub-Committee, and we are delighted that he agreed to join the Board in December 2024. We have no doubt that Brian's considerable skills and expertise will continue to stand us in good stead.

We continue to follow our Strategy 2027 roadmap, focused on achieving our five objectives leading us to our ultimate goal of one team delivering a high quality, agile and efficient service, demonstrating real impact for the families under our care.

On behalf of the Board, thank you to our fantastic community of supporters, donors and partners who go above and beyond to support our mission.

Best wishes,

Declan Magee

Our CEO's Report



For Jack and Jill, 2024 can be characterised as a year of great change, of acknowledging our wonderful Founder's legacy, a year of celebrating milestones, of overcoming challenges and ultimately, a year where we continued to provide our vital service that is a lifeline for the families under our care.

In total, our service supported 538 children by funding 126,676 homecare hours and approximately 26,500 hours of care and support from our Liaison Nurse Managers, with an additional 3,300 hours from our Family Co-Ordinators.

We raised in excess of €9m in 2024 and achieved a record surplus of €2.068m - a testament to the fantastic efforts of our Fundraising, Retail, Communications, Finance and Office teams.

When I took over the mantle as CEO in January, my main focus was steadying the ship, helping our team to navigate this new chapter in the aftermath of the sudden loss of our Founder Jonathan Irwin a month earlier and reassuring our families of our continued commitment to supporting them with a gold standard service.

Our new Chair, Declan Magee, took over from Maeve Beggs in May - another moment of change in our leadership. I'm delighted to report that, despite all of this change, the collective positive energy, drive and determination across the whole team to continue Jonathan's legacy in support of our families was palpable.

With celebrating milestones the theme of this Annual Report, on foot of reaching 3,000 families supported since our service began in 1997; I was happy and proud to stand among the team and mark this significant

moment in March, particularly among some who have been central to this service since its inception. The longevity of our staff speaks to the excellent standards within our organisation, and I couldn't be prouder of our team.

On the service side, as determined by Strategy 2027, we employed the services of Odyssey Consultants to audit our Clinical Governance as a main priority in 2024. This external audit found that, while our Clinical Governance was of a high standard in practice, a body of work needed to be undertaken to document it. This process continues into 2025, with our nursing team continuing to action Odyssey's recommendations.

On the back of some insurance changes we became aware of, with regards to nursing union membership benefits; we reviewed our Model of Care and made the decision in March to provide and fund a policy to indemnify all self-employed nurses and non-family carers who deliver our service in the home, which was well received.

In keeping with our mission, we made a decision in October to invest in our service by adding two new initiatives in 2025. Firstly, we are extending our service to include children up to seven years of age on a pilot basis. This includes children who turned six on or after the 1st of January 2025. In addition, we are now offering counselling services to all Jack and Jill families, whereby they will be able to access up to six counselling sessions that will be funded by Jack and Jill. We hope this expansion of our service will help further support the families under our care; the news was positively received from eligible families.

We know from research with our families, that they wanted more connection with other Jack and Jill families. Our new 'Catch Up and Connect' coffee mornings were piloted in September by our Cork Liaison Nurse Manager, Eilín Ní Mhurchú, and on the back of its success, will be rolled out across the country in 2025.

On the retail side and under the leadership of our new Head of Retail, Stacey Bohanna, we opened two new Charity Boutiques last year - one in Tralee in May and one in Monaghan in July. Our 18 Charity Boutiques are not just retail outlets to raise money for Jack and Jill care, but also windows onto the local community. We ask people to Support Local, Donate Local, Shop Local and Volunteer Local with Jack and Jill in the knowledge that their support helps us to keep our vital service

going. In line with our retail strategy, we hope to open one additional Charity Boutique in 2025.

In line with Strategy 2027 we engaged in a collaborative fundraising initiative with five other leading Irish children's charities: Barnardos, ISPCC, Barretstown, Make a Wish and Laura Lynn through the Return for Children Initiative, where the public could donate their bottles and cans when attending festivals and stadiums for the charities. Across the year, €90,000 was donated to the group of charities through this initiative, which aligns nicely with our sustainability agenda. It has been a real pleasure to work with our partner charities on this initiative and we look forward to continuing this partnership approach into the future.

One of my (many!) favourite memories of the year was meeting our guests at our fabulous Christmas Lunch at the InterContinental hotel in Dublin, which coincided with the first anniversary of Jonathan's passing on the 10th of December. I was so proud to meet and catch up with some of our wonderful families, our Board, our partners and supporters, who turned out in force to our sold-out festive lunch. In particular, it was really lovely to have the opportunity to remember Jonathan on the day and to toast his legacy alongside his wife Mary Ann and two of their children, Phonsie and Molly, who so graciously joined us.

I would like to take this opportunity to thank our hardworking and dedicated Board of Directors, led by Declan Magee. His predecessor, Maeve Beggs, was also a superb Chair who worked with the organisation for over eight years, and I would like to thank Maeve for her dedication to Jack and Jill through the years.

Trust is inherently important to all of Team Jack and Jill. In 2024, we carried out independent research which uncovered that 80% of adults in Ireland trust Jack and Jill, up 14% from the previous year. We know that trust is earned, so this is something we're truly proud of, and we will continue to work hard to keep earning and building trust as we deliver our vital service for the families under our care.

A big part of that trust is ensuring that good governance is at the heart of everything we do, and we are incredibly proud that our brilliant Board of Trustees were announced Board of the Year at the Charities Institute Ireland Charity Excellence Awards in October.

While on the subject of awards, we were delighted to be shortlisted for the Good Governance Award by

Carmichael Ireland in November in recognition of our 2023 Annual Report, demonstrating our high standards of good governance, accountability and transparency. In June, we were thrilled to be shortlisted and highly commended for our incognito 2023 campaign at the Public Relations Excellence Awards.

It is fabulous to receive this recognition, which is a great boost for the team, whom I would especially like to thank for their dedication and hard work throughout the year. They have really given their all this year, continuing to fund and provide our vital service to such a high standard, particularly against the backdrop of such change.

Thank you also to our partners in the HSE with whom we are working closely to help deliver our exemplary service.

To our wonderful families, donors, fundraisers and partners - we are truly grateful to all of you who go above and beyond to support us, enabling us to grow and develop our service. From planning or attending fundraising events to encouraging businesses to donate to, or partner with us or simply liking and sharing our posts on social media; you are truly phenomenal!

In keeping with the Web Content Accessibility Guidelines (WCAG) and the European Accessibility Act (EAA), we have made every effort to ensure that the content of this report is as accessible as possible to all. So, whether you read it as a printed document or an online resource, I hope you enjoy reading this account of 2024 as much as we did putting it together.

Best wishes,

Deirdre Walsh



"I really believe our team of Jack and Jill nurses were handpicked for our family. Their compassion and kind, caring approach is so appreciated by us, and they quickly became part of the family,"
Jack and Jill Mum



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 that funds and provides up to 100 hours per month of in-home nursing care and respite support to families caring for children, up to the age of six, with severe learning disability often associated with complex medical needs. Typically, these children may be tube fed, oxygen dependent, may not sleep, take seizures, need a lot of medication and require around-the-clock care. Understandably, their parents can be exhausted and need a break, which is where Jack and Jill comes in. Our service operates seven days a week, with no means test, no red tape and no waiting list. Another key part of our service is end-of-life-care for all children up to the age six, irrespective of diagnosis, empowering parents to take their child home to die at this most difficult time.

Our Values



Child and family centred care

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

Compassion

We act with compassion and empathy, always.



Community

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

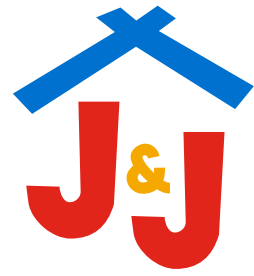
Courage

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



Integrity

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



"It is just brilliant to know he is in very good hands, I never have to worry when I know he is with his nurse. It gives us the time we need to spend with his brother or take time for ourselves. Jack and Jill are an invaluable support to us," Jack and Jill Mum



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

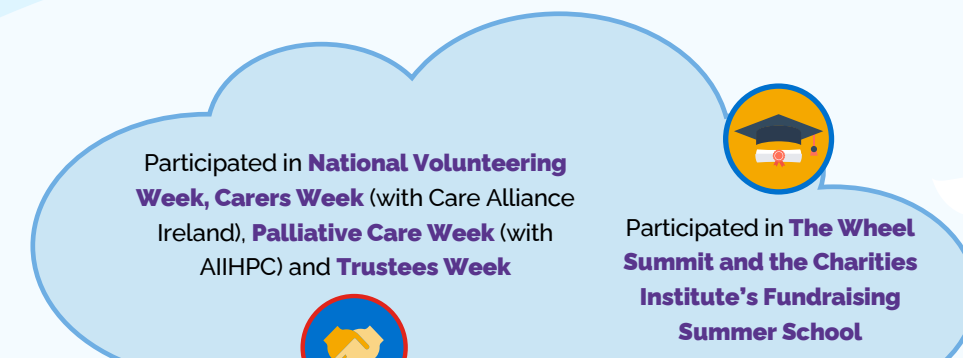
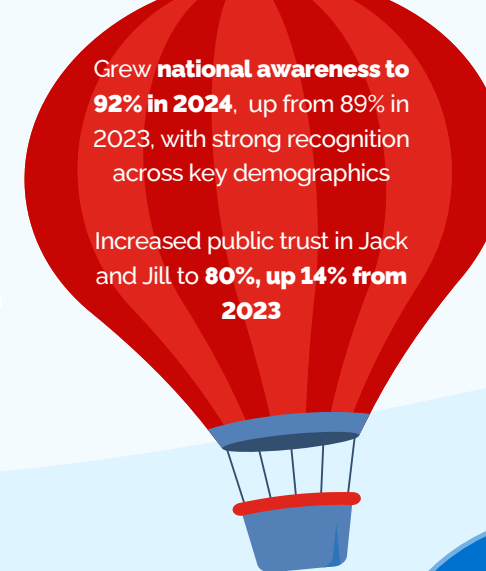
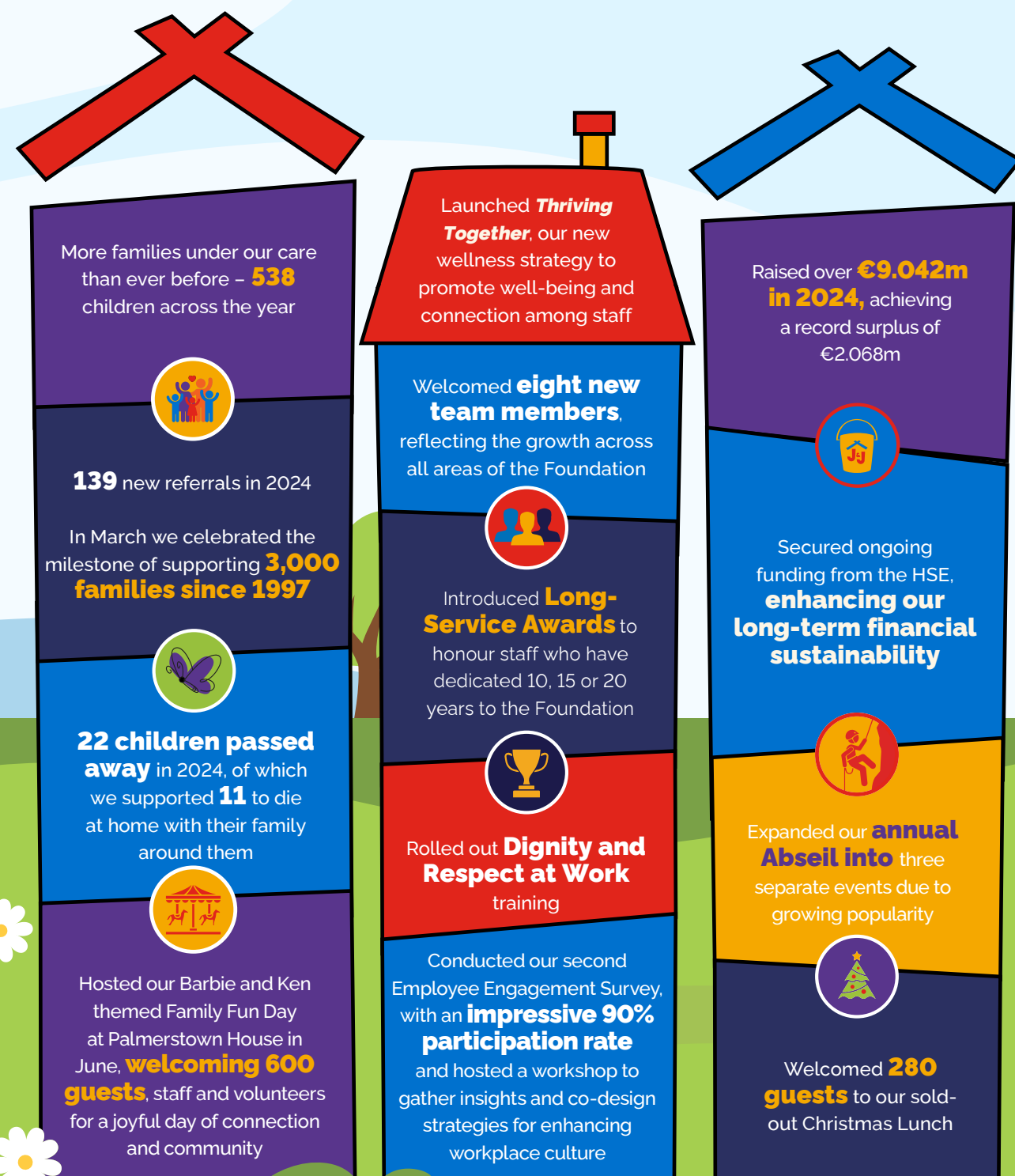
To collaborate with our key partners to support effective service delivery in the community, influence policy and secure funding

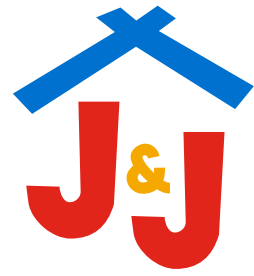
5

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

Bringing Our Strategy Home in 2024

Our service supported **538 children** by funding and delivering **126,676 homecare hours** and approximately **26,500 hours of care and support** from our Liaison Nurse Managers, with an additional **3,300 hours** from our Family Co-Ordinators





"We are really grateful for the support Jack and Jill gives us; it gives you back time with peace of mind that he is being looked after really well by experts." Jack and Jill Dad



Section 3 Focus on Nursing

Meet the Nursing Team

Heads of Nursing



Sandra Nolan



Sinead Moran



Mary Joe Guilfoyle
Laois, Offaly and
Kildare



Sheila Hayes
Waterford, South
Tipperary and Kilkenny



Siobhan Reen
Kerry, Cork and
Limerick

Liaison Nurse Managers



Anne McLoughlin
Dublin and
Westmeath



Anne Reilly
Donegal, Cavan, Monaghan,
Louth and Meath



Aine O'Sullivan
Clare and Limerick



Caroline Thomas
Dublin



Cathy Keighery
Longford, Galway and
Roscommon



Eilín Ní Mhurchú
Cork



Emily McCarthy
Cork



Erin Watt Shepherd
Mayo, Sligo,
Roscommon, Leitrim



Fiona Callaghan
Dublin and Wicklow



Joanne Doyle
Wexford, Carlow and
Kilkenny



June Foxton
Dublin, Wicklow and
Kildare



Mags Naughton
Limerick and Clare

Family Support



Denise Nolan
Family Coordinator



Noleen Ward
Family Coordinator

Welcoming a New Nursing Team Member

In October 2024, we welcomed Aine O'Sullivan to our Nursing team in the Mid-West. Aine, who brings extensive paediatric experience in both acute and community settings, is a fantastic addition to our team. She will be taking over from Mags Naughton, our esteemed colleague who retires in early 2025 after years of dedicated service.

Jack and Jill and Me

Mags' Story

Mags Naughton, Liaison Nurse Manager for Limerick and Clare, is one of Jack and Jill's longest-serving Liaison Nurse Managers. As she approaches this milestone in her career, she looks back on her journey with the Foundation as one that has mirrored the charity's own growth and evolution over the past 25 years.

"I first heard about Jack and Jill in 1999 when my friend and former colleague Mary Joe Guilfoyle rang me. 'Would you consider joining?' she asked. At the time, I was working in the ICU at Temple Street Children's Hospital, but I didn't hesitate. When you are young, you don't have fear, you just jump in.

Jack and Jill was still in its early days then, founded by Jonathan Irwin and Mary Ann O'Brien after the loss of their son Jack. Their mission was simple but profound: no family should face the journey of caring for a child with severe learning disability often associated with complex medical needs alone. Back then, it was just Mary Joe and me, covering the entire country between us. We were learning on the hoof, new mobile phones in hand, driving from home to home, building something special from the ground up.

Fast forward to today, and Jack and Jill is a nationwide service with a team of 15 Liaison Nurse Managers, two Heads of Nursing, two Family Coordinators, and a network of 500 community nurses and carers. We have grown in so many ways, not just in size but in impact. In that time, our age limit was extended from four to six, we introduced end-of-life care, and we have provided support to over 3,000 families since we started.

In my role, I walk alongside parents, helping them navigate the world of home care. Many of the children we support require round-the-clock care, most are tube-fed, oxygen-dependent, have seizures, and need constant medication management. I organise the coordination of nurses, which most importantly, gives families the gift of time. Time to rest, to recharge, to just be parents. I still remember my first home visit, stepping into a family's world rather than them coming into mine in the hospital. That sense of privilege has never faded.

When families are referred to us often through maternity hospitals, paediatric hospitals, or disability teams, our job is to step in quickly and provide hands-on help. There is no waiting list, no red tape. We simply ask, 'What do you need, and how can we help?'



Each child's care plan is unique, built around their specific needs. We introduce local community nurses and carers who provide in-home nursing care and respite support, allowing parents to take a much-needed break, whether that is to catch up on sleep, spend quality time with siblings, or even just step out for a coffee.

Some days are very tough. We lose about 30 children a year, and those goodbyes never get easier. But knowing we made those final days at home, surrounded by love, a little easier that's what keeps me going. Even after families leave our care, we let them know we are still thinking of them, with small but meaningful gestures, like sending them a Jack and Jill butterfly ornament to remember their child.

Jonathan, whom we lost in 2023, used to say, 'Darling, the answer is yes, now, what is the question?' That spirit still drives everything we do at Jack and Jill. It is an honour to have been part of this journey from the beginning, and I am incredibly proud of how far we have come."

Adapted from an interview by Gavin Daly and Howard Beggs in collaboration with Clanwilliam for their Healthcare Trailblazers book, published 2024

Photography by Karl Hussey

Nursing: An Overview

2024 was an important year for the Nursing team, marked by significant milestones and exciting new initiatives. Among the most notable achievements was the announcement in March that Jack and Jill had supported 3,000 families since its founding in 1997 by the visionary Jonathan Irwin and Mary Ann O'Brien.

This remarkable milestone underscores our unwavering commitment to providing essential care and support to families across the country. As we reflect on the past year's progress, we look ahead to 2025 with a strong focus on enhancing our services, governance and advocacy efforts.

Clinical Governance

At the start of the year, in alignment with our strategic goals, we initiated a formal review of our clinical governance. Our aim was to ensure that we maintain effective and integrated corporate and clinical governance, reinforcing the foundation of our services.

To achieve this, we enlisted Odyssey Consultants, who conducted a comprehensive review over several months, benchmarking our practices against HSE and HIQA guidelines for best practice.

The process yielded valuable insights, highlighting areas for improvement, such as reducing reliance on manual systems and developing onboarding tools for



Members of Jack and Jill Nursing Team

families and caregivers. We have since reviewed all our documentation, with our current priority being the implementation of these improvements throughout 2025.

Another key strategic goal was addressing insurance coverage for nurses and carers in family homes. Jack and Jill now provide and fund an insurance policy to indemnify all self-employed nurses working within their scope of practice. This policy has also been extended to cover non-family carers providing home respite care within their scope of training.



Expanding Our Service

Listening to the needs of the families we support; we identified four key areas for potential service expansion in 2024:

- 1. Extending our service to children up to seven years of age.
- 2. Offering counselling services to families.
- 3. Creating more opportunities for families to connect.
- 4. Exploring the possibility of Jack and Jill Children's Camps.

With the full backing of our Board and CEO, we are delighted to announce that all four initiatives have been approved for trial in 2025.

Service Extension: From January 2025, we will pilot an extension of our service to include children up to seven years of age. Currently, we provide up to 100 hours of care per month for children up to five years old, with a reduction of 20 hours per month from ages five to six. Under the new extension, we will continue to provide 20 hours of respite care per month up to age seven, with the flexibility to increase support during times of family crisis.

Counselling Support: Starting in 2025, every family will be eligible for six counselling sessions, fully funded by Jack and Jill. Families will have the freedom to choose their own counsellor and can attend sessions either in person or online.

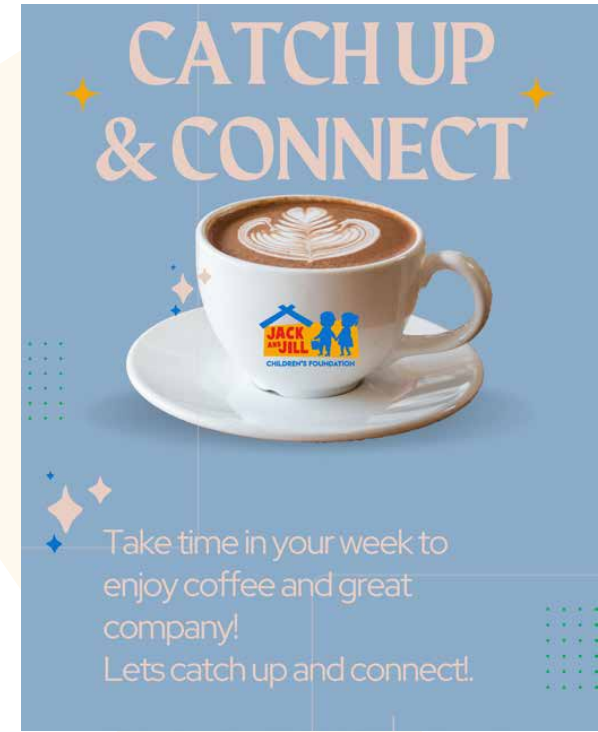
Family Connection Opportunities: In response to feedback from families who often experience isolation

due to the demands of caring for a child with complex needs, our Liaison Nurse Manager in Cork, Eilin Ní Mhurchú, pioneered coffee mornings for parents. These gatherings provide an opportunity for parents to connect, share experiences, and offer support to one another. After the success of two pilot events in 2024, we are excited to roll out these coffee mornings nationwide in 2025.



Jack and Jill Children's Camps: Liaison Nurse Manager, Siobhan Reen, proposed running two children's Art Camps in her locality during 2025. One to take place at Easter and one during the summer months. The camps will provide a bespoke experience tailored for the Jack and Jill children we support.

We will be reviewing these pilot initiatives in early autumn 2025.



Advocacy Efforts

In 2022, the Department of Housing, Local Government and Heritage undertook a review of the Housing Adaptation Grant Scheme. Drawing from our families' experiences, we submitted a comprehensive paper advocating for key changes, supported by two impactful family stories.

Our recommendations included:

- ▶ Abolishing the means test or significantly increasing the income threshold allowance.
- ▶ Substantially increasing the grant amount.
- ▶ Considering mortgage repayments when assessing gross household income.
- ▶ Covering a percentage of the total necessary build.
- ▶ Introducing an interest-free loan scheme for families.
- ▶ Making the grant process more flexible and child and family-centred based on the real benefits to the whole family

In September 2024, Government Ministers announced a 30% increase in grant limits and a 25% increase in income thresholds under the Housing Adaptation Grants for Older People and People with a Disability Scheme.

These changes, enacted in January 2025, represent a significant step forward. We particularly welcome the new allowance for mortgage/rent deductions in the means test (up to €6,250).

However, we believe more needs to be done to support families undertaking large, costly home adaptations, such as bedroom and wet room extensions. Families with large mortgages struggle to raise the necessary funding for such works and we strongly feel that they should not be means tested but awarded the grant. We will continue to lobby on this issue.

Looking Ahead

As we move into 2025, we remain committed to enhancing the quality of care and support we provide to families. With strengthened governance, expanded services, and a continued focus on advocacy, we are poised to make an even greater impact in the year ahead.

Together, we continue to honour our mission: Empowering the families we support to care for their child at home, by funding and delivering nursing, respite and advocacy.



Liaison Nurse Manager June Foxtan and her daughter at Up the Hill 2024

Role of the Liaison Nurse Manager



Our Referral Pathway

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

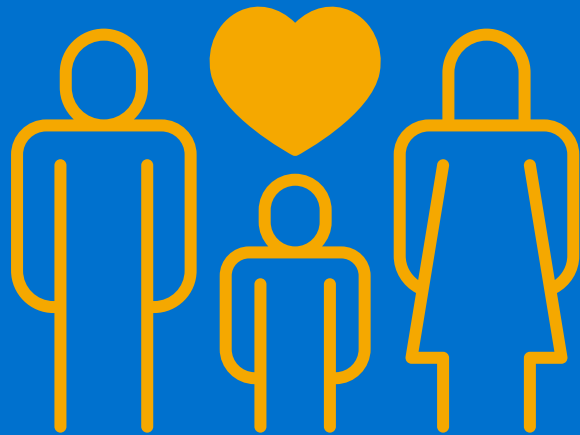


Our Rainbow of Care



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 2024

A Celebration of Joy and Community



Liaison Nurse Manager Mary Joe Guilfoyle welcoming guests to Family Fun Day 2024

The Jack and Jill Family Fun Day 2024 at Palmerstown House, Kill, Co. Kildare, was a spectacular event that brought together 600 guests, staff and volunteers for a day of connecting, happiness and shared experiences. This much-anticipated annual event continues to be a highlight for families supported by Jack and Jill, offering a day packed with activities, treats and unforgettable moments.

The theme for this year was Barbie and Ken, and the grounds were transformed into a sea of joyous pink fun. Families arrived decked out in vibrant outfits, creating a colourful atmosphere that reflected the spirit of the day.

Children of all ages enjoyed a host of attractions, including bouncy castles, fun rides, and endless ice cream. The BBQ kept everyone fuelled, while sweet treats ensured plenty of smiles.

A perennial Fun Day favourite is the presence of the Army, Gardai and Fire Brigade, whose vehicles and horses thrilled the children. Meeting soldiers and exploring the impressive machinery added a sense of excitement to the Dublin Ukulele Band.

Music from the ukulele band filled the air as families mingled, shared stories and supported one another.

It was particularly heartwarming to see siblings and parents connect with others navigating similar journeys, fostering a sense of understanding and solidarity.

The event always emphasises the importance of community and creating inclusive spaces where every child, regardless of their needs, can simply enjoy being a child.

Jack and Jill's Family Fun Day 2024 was a testament to the power of togetherness, laughter and joy. We extend our thanks to everyone who made the day possible and look forward to creating more special memories in the years to come.



Remembering Our Little Ones

Each November, the Jack and Jill Children's Foundation pauses to honour the memory of the children we've cared for and the bereaved families who hold them forever in their hearts. Our 2024 Remembering Our Little Ones memorial took place online on the 10th of November - a virtual gathering of remembrance, reflection and love.

In this, we shared photographs of the precious children who passed away in the previous twelve months. Each family is also gifted a unique, hand-crafted glass butterfly, created as a keepsake of remembrance by artist Annette Whelan. These butterflies, delicate and one-of-a-kind, reflect each of the unique children we remember.

This year's remembrance also featured a poignant narration of the poem "Wherever You Are, My Love Will Find You" by Nancy Tillman, read by Derek Priestley—a Jack and Jill dad. We also shared a touching tribute to our beloved Founder, Jonathan Irwin, who sadly passed away in December 2023. This tribute was written and narrated by Liaison Nurse Manager Mags Naughton, accompanied by music from the talented Kiltra School of Music, led by Jack and Jill family members Angela and Robert Mahon.

It is a day for families to pause, to remember and to feel the strength of a community that continues to walk beside them, long after the care ends.

One such family is the Cartons from Co. Kildare. In 2010, Sinéad and Shane Carton welcomed their second daughter, Croiadh, into the world. Born with Patau's syndrome, Croiadh faced complex medical challenges. Thanks to the support of Jack and Jill, the Cartons were able to bring her home from hospital, spending five precious weeks and one day with her in the comfort of their own home. Croiadh passed away at just seven weeks and one day old, but her memory continues to inspire.

Over the past 14 years, the Carton family joined by extended family and friends, have continued their connection with Jack and Jill by participating in our annual Up the Hill challenge. They have used this opportunity to remember Croiadh while enjoying many wonderful family adventures in scenic locations such as Mount Leinster, the Sugarloaf and Killiney Hill. Each step they take is in celebration of their beloved Croiadh and in support of other families walking similar paths today.

Their story is a reminder that while our little ones may no longer be with us physically, their legacy lives on—in every butterfly, every hill climbed and every act of kindness that follows.

Always Remembered. Never Forgotten



The Carton Family - Remembering Croiadh

Meet Some of Our Families

Jack and Jill and Me

Seán's Story

Seán Daly lives in Leixlip Co. Kildare with his Mum Emma and Dad Mick. The youngest of three children Seán has an older sister Laura and big brother Tom.

Seán was born in 2021 and straight after his birth there was concern among his doctors who felt the requirement to run some tests. Within weeks the family received a diagnosis for Seán of a very rare genetic condition called MCAP Syndrome with Polymicrogyria. This condition is so rare very few people would have heard of it outside of specialist Geneticists – in fact his Neonatal Genetics Consultant had only ever seen one previous case which was 30 years ago whilst they were working in the UK.

Seán's syndrome has a wide range of conditions and severity. He is nonverbal and is unable to walk unaided. Despite this Seán is a happy little boy who has developed his own way to communicate and interact with his family and carers through sounds and looks.

Seán and his family receive up to 30 hours per month of in-home nursing care and respite support from Jack and Jill. "When my wife was on maternity leave the hospital were very supportive and connected us from the start with North Kildare CDNT (Children's Disability Network Team). This meant that Seán was set up for various services, such as speech and language and physiotherapy. It was during one of these visits that a social worker suggested we should contact Jack and Jill," explains Mick.

Very soon after this, Liaison Nurse Manager June Foxton met with the family and spent time assessing their and Seán's needs. "Then began the process of finding the right carers for Seán, we found two nurses who have continued to care for Seán and over that time we have all built up a great rapport and trust."

According to Mick, this sense of trust and reassurance is so important to the family. "Our older children went to creche and whilst it was hard to leave them to go

off and do a day's work it is even more so with Seán, given that he requires a high level of care and that he is prone to seizures. So, walking away those first few times leaving him in the care of someone other than his Mammy and Daddy was difficult."

However, knowing that Seán is being looked after by medical experts in his Jack and Jill nurses, is great comfort. "Now I don't give it a second thought", says Mick "It is great to have those few hours for myself to go for a swim or a cycle or even to get the practical things like the groceries done, all the time knowing Seán is safe and under the best possible care." Mick goes on to say, "We are really grateful for the support Jack and Jill gives us, it gives you back time with peace of mind that Seán is being looked after really well by experts."

"It's not just the practical part of the care that is great", Mick explains, "It's also the benefit of having nurses with that level of expertise. Our Jack and Jill nurses have been so helpful offering advice, explaining

medical terminology and arming us with information ahead of Seán's hospital appointments". Part of Seán's condition means that it is difficult to take blood from him and he requires a lot of blood tests. "Our nurse gave us the term 'difficult access' which we wouldn't have known before, but it means that ahead of his tests now the phlebotomy team are aware and can prepare their skillset to make the process as easy as possible for Seán".

"Our Jack and Jill nurses really do become part of the family. We are learning Lámh signs with Seán to help him communicate and the nurses are also using it now with him". This has been really beneficial to Seán, as dad Mick explains, "Seán appears to be picking up the lámh signs, in fact recently he looked me straight on and made one of the gestures we have been using with him. It was a real milestone for us as it was essentially his first word."



The Daly family with incognito artists



Sean Daly with mum Emma, dad Mick, big sister Laura and big brother Tom

Meet Some of Our Families

Jack and Jill and Me

Dáithí and Micheál's story

Slobhan Boyce lives near Dromcollogher in Co. Cork with her husband Mike and their identical twin boys, Dáithí and Micheál. The boys, who are five years of age, are both supported by the Jack and Jill Children's Foundation and require round-the-clock care.

Speaking about the twins, mum Siobhan explains, "The boys were born a little ahead of schedule at 35 weeks and given their early arrival they were initially kept in neonatal care for the first 12 days. Following this, we were discharged and sent home. At this time all was fine and there were no signs or symptoms to give any cause for concern."

However, when the boys were ten weeks old, they both began suffering from seizures that caused respiratory arrest requiring resuscitation. "This was obviously very worrying for us and marked the start of a lot of hospital visits and appointments with a wide group of medical experts who were trying to get to the root cause of these seizures," explained Siobhan. "We spent a lot of time in hospital and in fact, we spent our first Christmas as a family in Crumlin."

"Following a lot of tests and investigations, when the boys were about a year old, they were diagnosed with a very rare and life limiting condition called GRIN2D Disorder Mutation. This is not a hereditary condition but rather caused by the spontaneous mutation of the GRIN2D gene. It was at this point that our Neurologist recommended we should avail of the services of Jack and Jill."

"To be honest I had never heard of Jack and Jill and as such, had no idea what they did to support families like ours. We met with Jack and Jill Liaison Nurse Manager Siobhan Reen and very quickly she arranged a team of nurses to come into our home to provide expert care for the boys. At this time, we initially availed of nighttime nursing. The boys require 24-hour care and to be honest, we were desperate for a night's sleep."

"I really believe our team of Jack and Jill nurses, who have been with us for four years now, were handpicked for our family. Their compassion and kind, caring approach is so appreciated by us, and they quickly became part of the family and formed strong bonds with the boys. The nurses are amazing, not only because of

the actual nursing care they provide, but it's also things like the follow up texts they send to sharing their advice and knowledge that make a difference."

"The boys have a very intense care regime. They both have severe global developmental delay and require wheelchairs with full postural support. The boys are nonverbal and are peg fed via their tummies. Dáithí and Micheál each require 25 medications daily and need regular suctioning, along with a special diet to help with a variety of gastro issues and seizure control."

Despite their complex needs, Dáithí and Micheál are both doing very well and according to Siobhan, they each have their own distinct personality. "Dáithí is a very content, patient little boy who is generally quite relaxed. Micheál is the more active one. He is lively and very quick to let us know in his own special way whether he likes something or not!"

"Being a carer for children with complex medical needs can be very lonely and isolating at times; our Jack and Jill Liaison Nurse Manager Siobhan is a fantastic support to our whole family. She is a great listener and always helps alleviate worries or concerns we have. Jack and Jill support really is a holistic approach that provides care for the whole family."

In the four years the family have received support from Jack and Jill their hours of in-home nursing care and respite support have evolved to include daytime hours as well.

"Only for them I can honestly say we would never leave the house. The boys require a large amount of equipment, with specialised buggies, feeding equipment and medications. Now, knowing they are being looked after by a nurse at home, allows us time to do the things others may take for granted, whether its shopping for groceries, meeting a friend for coffee or in my husband's case, spending time doing the garden – something he really loves."

"For me, having time back for myself has allowed me to get back out walking, which I really enjoy. In 2021, I used this time to do something to help give back to Jack and Jill by taking on the February Steps Challenge. My local community were amazingly supportive, and together we raised €14,000 for the Charity."

Dáithí and Micheál attend the local preschool one day a week and our community has continued to be so supportive of Jack and Jill, with the preschool and National School getting involved with sponsored walks and the annual Teddy Bears Picnic."

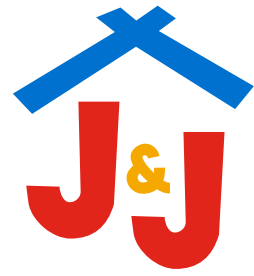
"Having gone from not knowing about Jack and Jill, I am really proud that my community can first-hand see the positive impact it has made on my family and that together, we are fundraising and helping to support this service, which is so vital to families like mine all over the country."



Dáithí and Michael Boyce



Siobhan and Mike Boyce with their twin sons Dáithí and Micheál

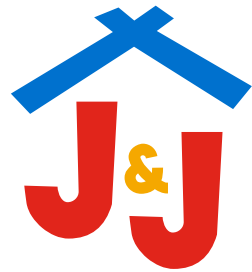


"Just to give us that little moment to get ourselves back at strength, to have a cup of tea together while someone says, 'I've got this!'" Jack and Jill Dad



Section 4

Focus on Fundraising



“Jack and Jill support really is a holistic approach that provides care for the whole family,” Jack and Jill Mum



Meet the Fundraising Team



Alie Sheridan
Head of Fundraising



Danielle Ryan
Fundraising Executive



Michaela Foley
Fundraising Executive



Michaela McMahon
Corporate Fundraising Manager



Tina Priestley
Corporate Fundraising Executive

Team updates

We began the year by welcoming Michaela McMahon as our new Corporate Fundraising Manager. As part of her onboarding, the fundraising team participated in a hands-on day at our Portlaoise warehouse, volunteering alongside our retail team. This team-building experience not only reinforced our values of community and connection but also supported our shops post-Christmas, with 690 garments sorted and hung, valued at €6,125.

In parallel, 2024 saw continued investment in our team's professional development. Staff engaged in upskilling opportunities through The Wheel, Charities Institute Ireland, and Business in the Community. Our Head of Fundraising completed the QQI L6 Growing Great Leaders programme, reflecting our commitment to leadership and learning.

Jack and Jill and Me

Ann Marie and Niall's Story

When Ann Marie Freyne first heard about the Jack and Jill Children's Foundation, it was through a colleague at work. Their child was receiving support from Jack and Jill, and Ann Marie always made an effort to support the Charity in small ways like buying a Find a Diamond candle at Christmas. But at the time, she didn't fully understand the depth of what they did. That changed when her own son, Cathal, was born in May 2022.

"At first, there was no real concern, but soon after Cathal's birth, doctors detected a heart murmur. What we initially thought was a minor issue turned out to be something far more complex. Cathal was diagnosed with CHARGE syndrome and a congenital heart defect called Tetralogy of Fallot.

The months that followed were incredibly difficult. He spent a long time in hospital, undergoing open-heart surgery, receiving a feeding tube, and facing countless medical interventions. By the time we finally brought him home in November 2022, we were

exhausted, overwhelmed, and adjusting to a very different reality than the one we had imagined.

That is when Jack and Jill stepped in. From the very beginning, their support was invaluable. They provided in-home nursing care, which meant we could step outside for fresh air, spend one-on-one time with Tadhg, Cathal's big brother, or simply catch up on things that had been put on hold for months.

As time passed and we found our rhythm as a family, I started using our Jack and Jill hours to carve out a little space for myself too. It wasn't just about getting a break, it was about finding balance, regaining energy, and being the best mum I could be to both my boys.

The Jack and Jill nurses became more than just caregivers; they became part of our family. And through the Foundation, we met other families who truly understood what it meant to care for a child with complex medical needs. That sense of community, of not being alone in this journey meant the world to us.

As Cathal grew stronger and we found ourselves in a more manageable place, I started thinking

about how we could give back. I had been so inspired by another Jack and Jill family, the Clarkes in Galway, who had organised a bed push fundraiser. Their determination to support the Foundation resonated with me, and I knew I wanted to do something similar.

That's how 'Raise the Par with Cathal' was born. My husband Niall and I rallied our network, including our parents who have been a phenomenal support since Cathal was born.

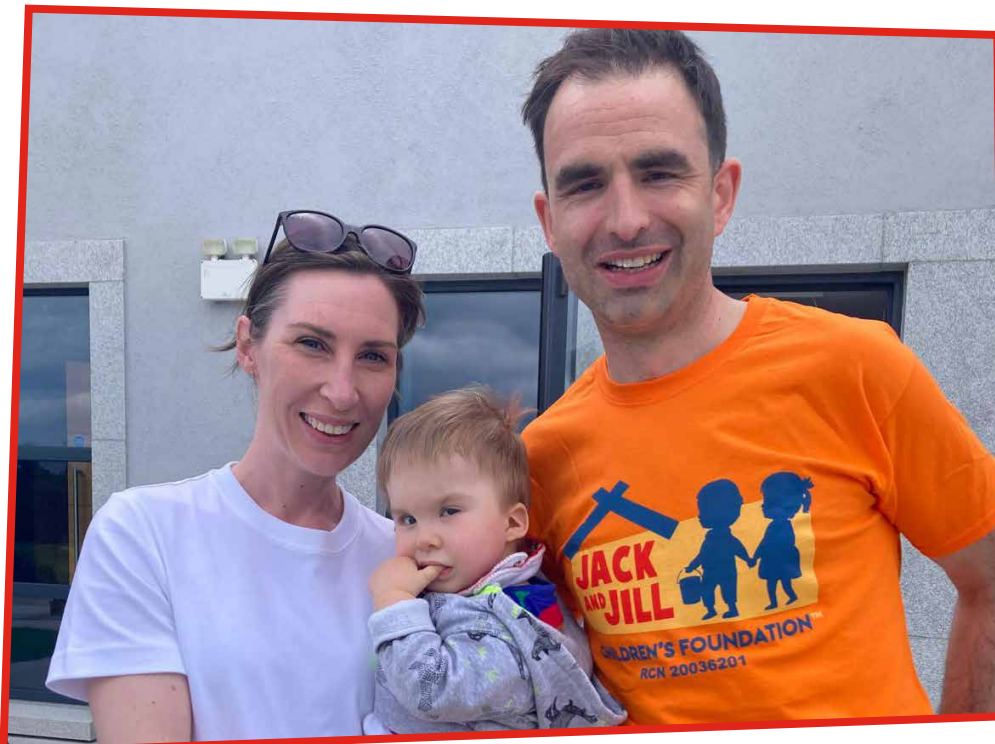
In June 2024, we hosted a golf event at Druids Glen. We were completely overwhelmed by the generosity and support we received. Between team entries, sponsorships, raffles and donations, we raised over €70,000 - enough to provide more than 3,800 nursing hours to families like ours. It was a phenomenal success, so much so that we are already planning another event in 2025.

Jack and Jill has given us so much - not just practical support, but hope, friendship and a community. Organising 'Raise the Par with Cathal' was our way of giving back, of helping families who are still in the trenches, facing the toughest days of their journey. Because we know, firsthand, how much of a difference those nursing hours make.

And we'll keep doing our part to make sure that difference continues.



Cathal Egan



Ann Marie Freyne with husband Niall and Cathal



Ann Marie and Niall with Cathal and Tadhg

Fundraising: An Overview

2024 was another remarkable year of fundraising for the Jack and Jill Children's Foundation, marked by the extraordinary generosity and unwavering support of our donors, both longstanding and new. Our fundraising strategy focused on nurturing and expanding opportunities through strong corporate engagement, community-driven events, strategic collaborations and in-house innovation keeping the memory of our late Founder at the heart of it.

We are proud to reflect on 2024 as a year that showcased the creativity, resilience and deep compassion of our supporters, all united by a shared mission - to provide critical in-home nursing care and respite support to the families under our care.

In-house Innovation

Digital & Online Fundraising

In a year of growing competition in the digital fundraising space, our online campaigns stood out thanks to strategic targeting, strong visual storytelling and the authentic amplification of our message by strategically selected influencers and supporters alike.

Although our February fitness challenge, **Wellness Warriors**, did not generate the engagement we had anticipated and was retired early; we quickly adapted and refocused our efforts on high-yield campaigns. Our agility in responding to digital trends allowed us to build on the momentum of our online community and deliver impactful results.



We raised over €100,000 through a mix of digital competitions and raffles:

- ▶ A Mother's Day Spa Competition in partnership with **The Johnstown Estate**.
- ▶ An exclusive **incognito Art Raffle**.
- ▶ Sold-out premium tickets for **Taylor Swift** and **Coldplay** concerts, generously donated by supporters and turned into highly successful fundraising raffles.

Through strategic communications we have built up and nurtured a solid online community of committed supporters. Leveraging these opportunities is not only beneficial in terms of funds raised but it also strengthens our relationship with a digital audience already actively engaged with our mission. The success of these campaigns reinforces the potential of quick turnaround and collaboration that reflects Jack and Jill's legacy of innovative fundraising.

incognito Mystery Art Sale

Our flagship fundraiser, incognito, achieved record-breaking success in 2024, cementing its reputation as one of the most anticipated charity art events in the country. Now in its eighth year, the mystery art sale featured 3,345 original postcard-sized artworks, donated by over 1,200 artists from Ireland and around the globe.



Artists launch incognito 2024

Contributors included celebrated artists such as **Maser**, **Thelma Mansfield**, **Abigail O'Brien** and **Ruthie Ashenhurst**, alongside well-known public figures including supermodel **Jerry Hall**, milliner **Philip Treacy** and TV presenter and architect **Hugh Wallace**. The dedicated incognito website attracted more than 44,000 unique visitors from across the globe, a testament to the growing reach and popularity of the campaign.



A selection of stunning artworks by L-R M-L-R Don O'Neill, Maser and Thelma Mansfield from the 2024 incognito collection

The sale raised an astounding €217,425, directly translating into over 12,000 hours of in-home nursing care for Jack and Jill families. Additionally, a special post-sale raffle raised €10,000, offering fans the chance to win one of three exclusive artworks created by the artists behind the most popular postcards in the main sale.

Incognito continues to be more than just a fundraiser—it is a celebration of creativity and community that unites the worlds of art and philanthropy in support of our work.

Up the Hill

2024 marked the 10th anniversary of our **Up the Hill** campaign, an annual initiative that encourages people across Ireland to walk, hike or climb a hill in solidarity with Jack and Jill families. This year, to mark the milestone anniversary we invited participants to dedicate their walk to someone they love, making the campaign even more personal and meaningful.

The campaign was launched by retired champion jockey **Nina Carberry**, Jack and Jill Founder Mary Ann O'Brien and the Curran family from Kildare, whose son Jamie receives care from Jack and Jill. The initiative was once again **proudly supported by Abbott**, marking the final year of our impactful three-year partnership.



The Curran Family with Nina Carberry at the launch of Up the Hill

The total raised from the 2024 campaign was €85,000 providing 4722 hours of in-home nursing and respite care.



Team Abbott taking on Benbulbin for Up the Hill

Community Fundraising

Local communities continue to be the heartbeat of our fundraising efforts and 2024 was no exception. From golf tournaments and tractor runs to music concerts and teddy bear picnics, our supporters poured their enthusiasm into every event, raising both vital funds and awareness for our mission.

Golf Events



Carton House Captains Day

Golf Clubs across Cork, Dublin, Kilkenny, Mayo, Wexford, Wicklow and Kildare took the opportunity to 'swing' into action and organise some amazing events, collectively raising funds and supporting local. Notable among them was **'Raise the Par for Cathal'** at Druids Glen, which raised €70,000. Organised by Jack and Jill mum and dad Ann Marie and Niall Freyne and inspired by their son Cathal, this event rallied tremendous support and highlighted the power of personal connection and community. Read all about the Freynes on page 38.

Tractor Runs

Always a great spectacle and exciting family day out, tractor runs across Kilkenny, Limerick, Wexford and Kerry brought communities together to support local



Aidan Daly Tractor Run

families. Honorary mention to **The Aidan Daly Memorial Tractor Run** in Kerry and the annual **Croom Buttercup Farm Tractor Run** in Co. Limerick.

Music Events

Musical supporters made a significant impact too, with **Sisk Engineering's** charity night at The Roost in Maynooth raising a staggering amount to the tune of €26,000. **Spink Comhaltas'** concert in Abbeylax raised a very sweet sounding €8,531 in memory of young musician Cathal Clooney.



SISK Cheque Presentation



Cheque presentation from Spink Comhaltas Group

Teddy Bears' Picnic

A heartwarming highlight was the annual Teddy Bears' Picnic for Jack and Jill. Started in 2021 by mother and daughter team Jess McGrath and Evelyn Reilly of **Kidz@Play** in Maynooth, this initiative is a wonderful way to see children come together to raise funds for their peers. In 2024, over 700 children from Montessori schools and early childhood services participated nationwide, providing over 470 hours of respite care to children and families around the country.



Danielle Ryan receiving funds raised by Kidz@play Maynooth Teddy Bear's Picnic

Keeping it local

Bake sales, birthday fundraisers, club raffles and community centre collections continued to thrive. We want to thank all of our supporters who have championed Jack and Jill in their community in 2024. From driving, supporting or raising awareness to any of the Jack and Jill community fundraising efforts, keeping Jack and Jill local in communities right around the country is vital for our families.



Coffee Morning for baby Cayden

Challenge Events

Abseils

Due to the continuing growth in popularity for our annual **Abseil**, we made the decision to host three separate events in 2024. Adding **Dalkey Quarry** to the already established locations of Dublin's **Croke Park** and **Thomond Park** in Limerick.

Rugby legend **Ian Keatley** swapped his jersey and boots for a helmet and harness when he returned to his former playing ground of Thomond Park to help encourage fellow daredevils to raise vital funds for the Jack and Jill Children's Foundation. **Spin South-West** presenter **Valerie Wheeler** also took on the challenge and helped drive recruitment and awareness via social media.



Team Canada Life at the Dalkey Quarry Abseil Challenge



Team Abbott at Croke Park Abseil Challenge

Our inaugural Dalkey Quarry Abseil took place on the 7th of June. This proved to be a fantastic venue, providing a totally different atmosphere to a stadium, as well as stunning views across Dublin Bay. Here at the sheer cliff edge, brave participants took on the challenge led by Performance Coach **Gerry Hussey** as our ambassador, who was joined by our brave Jack and Jill Retail Area Manager, Bernie Reidy.

The ever-popular Croke Park continued to show steady growth, with 85 participants in 2024 taking on the iconic stadium descent, lead by ambassador NutriQuick Founder **Dean Siney**.

Across 2024, over 135 participants in our Abseil challenge raised over €75,000.

Marathons & Endurance Events

Over 100 participants took part in marathons and challenges from large marathons in Dublin, Cork and Berlin to local challenges in Kildare, Kerry and Limerick all to raise vital funds and awareness for Jack and Jill. Others donned hiking boots, swimwear or cycling helmets to undertake different challenge events. Among the efforts was Kerryman Gearóid Ó Riada who took on a **'12 Peaks in 12 Months'** challenge, alongside friend and Jack and Jill dad Paul Carmody. Gearóid led a team through rugged trails and changing weather, raising an incredible €43,544.



Jack and Jill Liaison Nurse Manager Siobhan Reen with the 12 Peaks Team

Other Inspiring Efforts



Enda Garry's Charity Boxing Match



Liam O'Brien who completed Toyoko, Dublin and Athens Marathons for Jack and Jill



Ben Murphy, Sharon Bourke and Annie Dawson with baby Lucia

These stories reflect the determination of our supporters to turn their personal milestones into powerful fundraising platforms.



Corporate Partnerships

At the heart of our fundraising success in 2024 was the incredible support of our corporate partners, whose dedication and creativity brought energy, visibility and vital funding to our work. Whether through national campaigns, staff engagement or bespoke fundraising efforts, our partners demonstrated a deep commitment to helping Jack and Jill families across Ireland.

Collaborations – New and old

We are extremely grateful for our ongoing corporate partnerships with our friends in **Circle K**, **Dunnes Stores**, **Ryanair**, **Glenveagh**, **Amgen**, **Jones Engineering**, **ICON**, **ElectroRoute** and **Henderson Foods**, to name but a few.

We were thrilled to welcome new partners and deepen relationships with long-standing supporters throughout the year. Among the newest collaborations was **Life Pharmacy**, who launched their **Life100** campaign to celebrate the opening of their 100th pharmacy in Killeagh, Co. Cork. Pharmacies across the Life Pharmacy group embraced the campaign with enthusiasm, hosting raffles, spinathons and local fundraising initiatives with a strong local presence and community engagement that aligned perfectly with our grassroots model of care.

Premier Lotteries Ireland (PLI) also came on board in 2024, bringing a dynamic approach to their support. Staff-led fundraising efforts across the organisation raised €12,708, while their teams generously volunteered their time for both the *incognito* art sale and our Charity Boutiques, helping with operations and customer engagement. Their enthusiasm and practical support made a real difference.

Clearwater hosted a vibrant Dodgeball event with 16 teams taking part in a high-energy day of friendly competition. The event not only raised €23,220, but also fostered a fantastic sense of camaraderie and team spirit that truly captured the essence of Corporate Social Responsibility. Similarly, **Wilson Auctions** and **Alpha Electrical** continued their valued support with their annual golf fundraiser, reinforcing their consistent commitment to our mission.

We were honoured to be the chosen beneficiary by staff in companies around the country who organise their own



Kirby Way Cycle

awards, employee engagements and events. In doing so, these companies are aligning their ESG values to a charity that demonstrates local and sustainable impact. We have been privileged to attend some of these events to thank the staff and raise further awareness as to what the impact of their donation to our service means for our families.

We were also proud to continue our partnership with **Glenveagh Homes**, who have been an outstanding corporate supporter since 2021. Their 2024 activities included the annual Store Takeover and hosting a Jack and Jill pop up Charity Boutique at Waterford's Winterval Festival. Glenveagh also leveraged its sponsorship of the



Glenveagh North Portal with Lucy Kennedy and The Loughren family

family-friendly Kaleidoscope Festival to fundraise and participated in several employee volunteering days. To date, Glenveagh has raised an extraordinary €121,874 for Jack and Jill, and their ongoing commitment continues to deliver meaningful corporate collaboration.

Another key partner, **Circle K**, extended their national partnership with us in 2024. Their unwavering support has been instrumental in raising vital funds for the Foundation. A major highlight was the *Fuel for Miles* campaign, which raised €100,000 alone. Their Christmas Car Wash - now in its fourth year - continued to be a festive favourite among customers. As we move forward, we are excited to build on this momentum and work toward Circle K's ambitious goal of raising €500,000 through the partnership.



Jack and Jill CEO Deirdre Walsh and Circle K Ireland MD Ciara Foxton

Each of these partnerships represents more than financial support - they are dynamic relationships built on shared values, creative collaboration and a collective vision to make life a little easier for families caring for children we support. We are truly grateful to every business, team and individual who stood beside us this year.

Collaboration



We were thrilled to continue our partnership with **Cannonball Ireland** in 2024, following the great success of our 2023 collaboration. Energised by the results of the previous year, we were determined to grow this relationship and make the most of the exciting fundraising opportunities it offered.

In May, the first of two exhilarating Cannonball events took place. This retro-themed tour comprising of classic cars travelled across the country, turning heads and raising much-needed funds for Jack and Jill. The event was officially launched by our ambassador, rugby International **Jamison Gibson Park** and the Garry Family, whose son Ross receives support from Jack and Jill.



Deirdre Walsh with Alan Bannon and Rosanna Davison at the Launch of Cannonball

Then in September, the supercars took over the roads! Over 100 high-powered vehicles revved up for a spectacular weekend tour around Ireland, again raising funds and awareness. This event was launched by long-time Jack and Jill supporter **Rosanna Davison**.

Adding extra flair and fun to the September event, popular social media influencer **Alan Clarke** took on the role of MC for the Cannonball gala evening, where he led a lively charity auction. Alan also launched a personal fundraising campaign in celebration of reaching a key milestone of 200k followers, raising an incredible €13,000 in just 48 hours. His support was a brilliant example of how online communities can make a real-world impact.

Knowing the generosity and enthusiasm of the Cannonball community, we introduced a new initiative in 2024: **The Cannonball Fundraising Grand Prix**

Leaderboard. This fun and friendly competition encouraged participants to launch their own fundraising campaigns throughout the weekend. The winner would earn the title of *Best Cannonball Fundraiser of 2024*, adding a playful sense of competition to the cause. The initiative sparked incredible creativity, with **Team Autoclass** topping the leaderboard thanks to their raffle of two highly coveted Oasis concert tickets—raising significant funds and claiming victory in the company leaderboard category.



Liaison Nurse Manger Cathy Keighrey meeting families along the route

Two of our dedicated corporate supporters - **Circle K** and **Apache Pizza** - also activated tailored campaigns to coincide with the Cannonball weekends. Circle K brought back their successful **Fuel for Miles** initiative, donating 1c from every litre of fuel sold at their forecourts nationwide over the weekend to Jack and Jill.

Apache Pizza took a creative approach to community engagement, offering free pizzas to local groups, schools and workplaces that organised a registered fundraiser for Jack and Jill. Additionally, their team organised an ambitious "spinathon," at the Clare Hall store where employees collectively cycled 3,000 km - the equivalent of the distance between every Apache Pizza store in Ireland - raising funds and awareness along the way.

The combined fundraising efforts generated an exceptional total of €308,000 for Jack and Jill. This achievement would not have been possible without the



Apache spinathon in aid of Jack and Jill

incredible support of our corporate partners and the wider Cannonball community.

Together, these initiatives turned high-octane excitement into high-impact generosity. Cannonball 2024 exemplified the power of community, corporate collaboration and creative fundraising in action.



Return for Children

In June, we joined **'Return for Children'**, a new charity fundraising initiative supporting six national children's charities - **Barnardos Ireland, Barretstown, Childline by ISPCC, Jack and Jill, LauraLynn Children's Hospice** and **Make-A-Wish Ireland**.

We launched in conjunction with Re-turn - operators of Ireland's Deposit Return Scheme. Each charity addresses different aspects of children's needs, from healthcare and support for serious illnesses to providing essential services and advocacy for vulnerable children. In 2024 over €90,000 was raised through 'Return for Children' via large-scale events such as festivals, concerts, sporting matches and charity partnerships.

This initiative demonstrates the power of collective action in supporting children across Ireland, in line with our objectives as set out in Strategy 2027.



Return for Children Launch

Looking Ahead

As we close out 2024, we remain deeply grateful to every donor, partner, volunteer and participant who stood with us. Your generosity directly funds our vital home nursing care service, giving comfort, dignity, and support to families in their most challenging moments. Together, we are building a stronger future for Jack and Jill families across Ireland.

Fundraising in Action

Marking a milestone at the Jack and Jill Christmas Lunch

Campaign Background

Jack and Jill has a long-standing tradition of hosting glamorous Christmas events, with past highlights including fashion shows from designers such as Paul Costelloe, entertainment by comedian Barry Murphy, all with the wonderful company of our corporate partners, supporters and Jack and Jill families.

Christmas Lunch at The InterContinental, Ballsbridge, Dublin in December 2024 held special significance, as it marked the first anniversary of the passing of our beloved Founder, Jonathan Irwin. In keeping with Jonathan's love of celebration, fine dining and his unwavering commitment to raising funds for Jack and Jill families, we felt this festive gathering was the perfect way to honour both his legacy and that of his son, Jack. It was an afternoon not only to remember but to celebrate the lives and impact of Jonathan and Jack Irwin.

Campaign Objectives

- ▶ Celebrate the legacy of Jonathan and Jack Irwin.
- ▶ Spread awareness of Jack and Jill's work and impact during the Christmas season.
- ▶ Engage with new and existing supporters and corporate partners.
- ▶ Raise funds through a glamorous and memorable event.

Goals/KPIs

- ▶ Establish a successful event with the potential to become an annual occasion.
- ▶ Involve Jack and Jill ambassadors in fundraising, particularly through the auction.
- ▶ Increase ticket sales compared to previous Christmas events.



Yvonne Mellin, Deirdre Walsh, Sile Seoige, Don O'Neill and Pascal Guillerme



Mary Ann O'Brien



Circle K team at Jack and Jill Christmas Lunch



Declan Magee, Rachel and Paul Moloney, Deirdre Walsh and Catherine Logan



Jack and Jill CEO Deirdre Walsh and Declan Magee, Chair

Output

- ▶ The event was launched in late summer with a limited early bird ticket offering and promoted through e-marketing and digital outreach.
- ▶ We highlighted the event's significance, marking the anniversary of Jonathan and Jack Irwin.
- ▶ Sponsorship was secured through current corporate partners, including title sponsorship by **Ryanair**.
- ▶ A selection of fantastic prizes was developed for both the raffle and auction to help boost fundraising.

Impact

The event welcomed 280 attendees and raised over €50,000.

Auction highlights included:

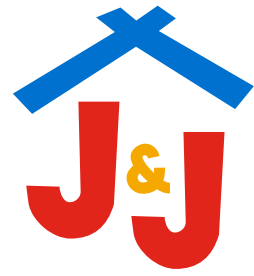
- ▶ Overnight stays at luxury hotels
- ▶ A school visit from Irish rugby legend **Jamison Gibson-Park**
- ▶ Exclusive four-balls at **The Island** and **The Royal Dublin** golf clubs
- ▶ A chauffeur-driven personal shopping experience at **Kildare Village**
- ▶ An exquisite **Longines** watch
- ▶ A bespoke **Philip Treacy** hat
- ▶ A custom **Don O'Neill** embellished sweater

MC **Sile Seoige** guided guests through an event filled with delicious food, mind-blowing entertainment by magician **Shane Black**, and uplifting live music from the **Dublin Gospel Choir**.

There were spot prizes, a best-dressed competition, and a moving tribute by our CEO Deirdre Walsh to Jonathan and Jack Irwin. Families supported by Jack and Jill also shared their personal journeys, helping connect our guests to our mission.

Outcome

- ▶ The event raised funds to support 2,872 hours of in-home nursing and respite care.
- ▶ Attending families had the opportunity to connect and build lasting relationships.
- ▶ Strong relationships were developed and strengthened with both new and existing corporate partners.



"Without Jack and Jill, I wouldn't get any time to myself. It's a lifeline. Sleep is a luxury. Simple things like having a shower can be really challenging when you have a child who requires 24/7 care, so this support is vital."

Jack and Jill Mum



Section 5 Focus on Retail

Meet the Retail Team



Stacey Bohanna
Head of Retail



Bernie Reidy
Retail Area Manager



Julie Mooney
Retail Area Manager



Abbie Lambert
Warehouse and Logistics Manager

Shop Managers



Barry Dempsey
Shop Manager Kilkenny



Denise Carew
Shop Manger Carrick-on-Suir



Eileen Crampton
Shop Manager Newbridge



Etain Usher
Shop Manager Tralee



Ewelina Strzelczyk
Shop Manager Youghal



Mark O'Shea
Shop Manager Tullamore



Martina Lee
Shop Manager Monaghan



Martina Cooper
Shop Manager Portlaois



Mary Garry
Shop Manager Crookstown



Megan Clinch
Shop Manager Athlone



Noeleen Galvin
Shop Manager Artane



Rachel Von Metzrrat
Shop Manager Wicklow



Rakel Waldrich Franklin
Shop Manager Waterford



Robbie McCoy
Shop Manager Gorey



Rosemary Farrell
Shop Manager Loughrea



Sinead Murray
Shop Manager Castlebar



Stephen Quinn
Shop Manager Roscommon



Trish Farrell
Shop Manager Arklow

Sales Assistants



Malgorzata Stankiewick
Portlaoise



Christine Halligan
Artane



Venelin Zdravkov



Samer Alhussien

Van Drivers

Jack and Jill and Me

Rachel's Story

Rachel Von Metzrrat is Shop Manager for the Jack and Jill Charity Boutique in Wicklow town. As our longest-serving Shop Manager, Rachel takes time to reflect on her role and the various milestones and changes that have occurred over almost a decade in a role she loves.

"I consider it a real privilege to manage the Jack and Jill Charity Boutique in Wicklow. It's a role that definitely involves wearing many hats and juggling countless responsibilities. From stock control and restocking the shop each day to cash handling, window displays and recruiting new staff, there is always something to do! But let me be clear - this isn't a solo venture. As the saying goes, 'there's no 'I' in team', and that couldn't be more true here. I'd be lost without the incredible team I have in Wicklow. Together, we make it all work.

I've been part of the Jack and Jill family for almost ten years now, my decade anniversary is just around the corner in 2025. When I started, it was just a part-time job, working two days a week for the first two years. Funny enough, I never envisioned myself in retail. My background is in horticulture and managing a boutique wasn't exactly on my radar. But from the moment I stepped into this role, I fell in love with it.

It's hard to pick a favourite part of being the manager here because, honestly, I love it all. Whether it's the day-to-day operations, meeting new people, or welcoming fresh faces to our team; every aspect brings me joy.

But if I had to choose, it's the purpose behind what we do that stands out the most, raising much-needed funds to support the Jack and Jill Foundation. The challenges we face in the shop are nothing compared to the challenges the families under the Foundation's care endure. Their strength and resilience humble me every day and they are the reason I show up to work with a full heart and a positive attitude.

2024 has been another wonderful year in the store, there are little moments of joy and gratitude every single day. I'm constantly amazed by the generosity of the local community. We always have a steady stream of donations, as well as customers who shop with us regularly. Especially important are the volunteers who



give their time freely to support those in need. It's a testament to the goodness in people, and it's these moments that fuel my passion for the work we do.

Over the years, I've witnessed incredible growth in the Jack and Jill Children's Foundation. It's inspiring to see the tireless dedication it takes to expand while staying true to the mission of supporting families in their most vulnerable moments. On a personal level, reaching ten years in a job I love feels like my greatest milestone. I truly can't imagine doing anything else.

At the end of the day, I know this isn't something I can do alone. I'm incredibly lucky to have a team that shares my commitment and enthusiasm. Together, we make the Wicklow shop a place where generosity, community and purpose come together. And that's a legacy I'm proud to be a part of."



Retail: An Overview

#ShopLocal

In 2024, our retail operations continued to grow and strengthen, achieving key targets despite challenges in expansion. While our goal was to open three new stores in 2024, we successfully opened two, in **Tralee** and **Monaghan**.

The decision not to proceed with a third location was due to the lack of availability of suitable premises. With 18 established shops, we have a clear understanding of our requirements and remain committed to waiting for the right opportunity to ensure long-term success.

A key driver of our success continues to be the incredible generosity of the public. Donations from individuals, families and businesses across the country have remained strong, allowing us to keep our shops well-stocked and vibrant. This ongoing support not only sustains our retail operations but also reinforces the deep connection between Jack and Jill and the community and families we support.

The growing awareness of Jack and Jill has led to increased engagement, helping us generate vital funds for the families who rely on our services.

Our 2024 seasonal campaigns were a major highlight, driving strong sales and reinforcing our commitment to sustainability. The Halloween campaign saw fantastic customer engagement, with many embracing pre-loved costumes, while the Christmas campaign brought a wonderful sense of community as shoppers turned to our stores for unique gifts, festive décor and winter essentials. The generosity of customers, donors, and volunteers contributed to fantastic sales.

In 2024, we expanded our reach with successful pop-up shops in Kilkenny, Clonmel and Waterford, bringing our unique retail experience to new communities. A highlight was our special pop-up at **Winterval in Waterford**, generously donated by **Glenveagh** for eight days, allowing us to connect with festive shoppers and raise vital funds. These temporary stores not only boosted sales but also increased awareness of our shops in the areas and the goods we sell.

Another standout moment was the Glenveagh shop takeover in 2024, marking the third year of this incredible initiative. Glenveagh staff took over our Artane, Newbridge, and Portlaoise shops for a day, bringing fantastic energy and enthusiasm. Their efforts helped raise over €20,000 in just one day, a testament to their dedication and the generosity of our customers.

Another success was our sell-out Christmas merchandise campaign, which featured beautifully designed products that captured the spirit of giving. This included luxurious candles created by **Paul and William Costelloe**, two stunning diamond necklaces generously donated by **Chupi** and supported by **Betty and Biddy**, and our gorgeous Christmas cards designed by **Pickled Pom Pom**. The campaign not only exceeded expectations in sales but also reinforced the power of collaboration and creativity in our fundraising efforts.



A Shop for All Seasons: How Your Donations Make a Difference!

At Jack and Jill Charity Boutiques, every day is an opportunity to raise vital funds for the families in our care. Our incredible Shop Managers, Area Managers and Volunteers work tirelessly to keep our shops stocked with fantastic pre-loved treasures from stylish clothes and charming bric-a-brac to must-have books and furniture.

But it doesn't stop there! Our shops are also at the heart of their communities, running bake sales, pop-up shops and fundraisers to bring people together and boost much-needed funds. Whether it's a themed shopping event, a local raffle, or a festive bake sale; these moments create a real buzz in our boutiques, giving shoppers even more reasons to visit and support Jack and Jill.

We also love a theme! Thanks to generous donations, our shops transform throughout the year to celebrate key moments on the calendar. From spooky Halloween corners and twinkling winter wonderlands to pastel-perfect Easter displays, our teams bring the magic of the seasons to life. So many homes have seasonal decorations tucked away that only see the light of day once a year, why not give them a second life by donating them to your local Jack and Jill Boutique?

Our Shop Managers take great pride in creating eye-catching displays and welcoming spaces that make shopping pre-loved an experience. Every purchase and donation helps us promote sustainability, support the circular economy and most importantly, fund vital home nursing care for the children and families who need us most.

So, whether you're donating, shopping, baking, or joining in on a fundraiser, thank you! With your support, our charity boutiques can keep making a difference, season after season.



Celebrating Our Volunteers

In 2024, over 200 dedicated volunteers gave their time, energy and support to our 18 Jack and Jill Charity Boutiques across the country. Our volunteers are the heartbeat of our retail operations, bringing warmth, purpose and a sense of community into every shop.

From greeting customers with a smile to sorting donations, doing displays and sharing the Jack and Jill mission with everyone who walks through our doors, our volunteers do it all. They come from all walks of life, bringing unique skills and life experiences, but they are united by one powerful thing, a desire to make a difference for the children under our care and their families.

Quite simply, our shops could not operate without them and the hard work they do. Their generosity and commitment allow us to keep our costs low and our impact high. They ensure our shops are more than

just places to buy and donate but are also welcoming community spaces across the country.

Whether giving a few hours a week or several days each month, our volunteers are not just helping to run shops; they are helping to fund vital nursing care hours in local communities. Every hour they give helps us provide more support to families when they need it most.

In May, we were thrilled to shine a spotlight on our wonderful volunteer community by participating in **National Volunteering Week**. While we are so grateful for our amazing volunteers year-round, it's important to take some time to purposefully reach out and thank these incredible volunteers for their hard work and dedication.

To every one of our volunteers - Thank you!



Our Offices in Artane get a Facelift!

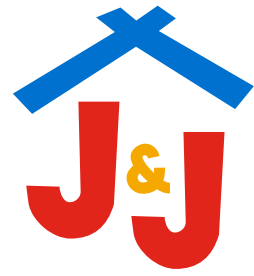
Through a sponsored walk, our friends at Gresham House raised a total of €6,120, which they wanted to put towards making a tangible impact for Jack and Jill. As we are unable to allow people into family homes, they chose to use their funds and volunteer manpower to transform the boardroom and kitchen area of our Jack and Jill Charity Boutique in Artane, Dublin.

The overhaul included new flooring, a kitchen installation, furniture, and a full redecoration of the space. The team from Gresham House carried out the work with support from trusted contractor Bidvest Noonan, who provided the skilled labour required for the project.

Work began in 2024, with the goal of completing the project by Spring 2025. Without a doubt, this

transformation will make a huge difference to our brilliant team and volunteers in the Artane store.





"You can focus on being Mum, instead of being a nurse, a doctor, one of the therapists - you just get to be Mum to your child," Jack and Jill Mum



Section 6 Focus on Communications

Meet the Communications Team



Clodagh Hogan
Head of Communications



Adam Brennan
Digital Marketing Manager
(Left December 2024)



Eileen O'Malley
Communications Manager



Graham O'Mahony
Web Designer and Developer
(Joined March 2025)



Saoirse O'Brien
Digital Marketing Coordinator

Our in-house Marketing Communications team plays a vital role in raising awareness, engaging stakeholders, and strengthening our brand as an Irish children's charity. This year, the team continued to innovate and adapt, ensuring our communications remain impactful, efficient and aligned with sector best practices.

A key focus throughout the year was continuous learning and upskilling. With a rapidly evolving media landscape, our team remained committed to staying ahead. We attended multiple webinars and workshops tailored to the not-for-profit (NFP) sector, gaining insights into emerging trends, digital engagement and storytelling strategies that resonate with our audiences.

The integration of AI tools into our workflows has significantly improved efficiency and consistency in content creation and campaign management. From drafting compelling messaging to analysing performance data, AI-supported processes have freed up valuable time and allowed for more strategic focus.

Media HQ continues to be an essential platform for our media outreach. It enables us to disseminate press releases quickly and accurately to relevant media contacts, helping us secure valuable coverage for our campaigns and advocacy work. Beyond distribution, we also utilise Media HQ's reporting features to extract insights and assess the effectiveness of our traditional media strategy. These insights are vital for refining our approach and ensuring our messages reach the right audiences.

Throughout the year, the team worked collaboratively across departments to support fundraising campaigns, advocacy initiatives and service updates.

As we look ahead, the Marketing Communications team will continue to prioritise innovation, strategic engagement and capacity building - always learning, always evolving and always championing the voices of children across Ireland.

Jack and Jill and Me

Enda's story

Enda Garry lives in Dublin with his wife Louise and their two boys—Brady and Ross. Ross has been receiving support from the Jack and Jill Children's Foundation since late 2022. In 2024, Enda decided to help give back to Jack and Jill by getting into the boxing ring to raise a knockout sum!

"Ross was born with a rare genetic condition called Rahman Syndrome, also known as HIST1H1E Syndrome. It's so rare that only about 100 children worldwide have been diagnosed with it. To put it into perspective, the odds of being diagnosed with Rahman Syndrome are about 70 million to 1.

Despite the challenges of his condition, Ross is the happiest, bubbliest little boy you could meet. He's adored by all of us, especially his big brother, Brady, who is just amazing with him.

Before Ross' diagnosis was confirmed, we were referred to the Jack and Jill Children's Foundation. We were introduced to Caroline Thomas, one of their Liaison Nurse Managers. At the time, we were feeling pretty shell-shocked, but Caroline was brilliant—so kind and understanding. She explained how Jack and Jill works, pairing families with a nurse or carer and providing a certain number of hours each month to use in whatever way suits best.

Ross's nurse, Ciara, is nothing short of amazing. She's become part of the family. She looks after Ross and gives us the chance to catch our breath, spend time with Brady, or even just handle the day-to-day things that often get sidelined. The care, effort and love she puts into

looking after Ross is incredible, and he absolutely adores her. It's no exaggeration to say he's come on in leaps and bounds in the last few months. Everyone who knows him can't believe how much he improves every time they see him.

Ross is his own little person, full of joy and light. He's probably the happiest little lad I've ever met, and his smile is infectious—everyone who meets him can't help but smile back. His big brother, Brady, has such a special bond with him. Brady's always looking out for Ross, helping him, and cheering him on as he makes progress. Seeing the two of them together is one of the greatest joys in my life.

Earlier this year, Louise and I wanted to give something back to Jack and Jill for everything they've done for us. I decided to take part in a charity boxing tournament in April, and together we managed to raise €13,868. That translates to 770 hours of nursing and respite care for families like ours. It was great to work with the communications team in Jack and Jill in order to promote my fundraising. They secured a brilliant interview in The Sunday World, which I was happy to do.

As a family we were delighted when the team at Jack and Jill asked if we would attend a photoshoot to help launch RETRO Cannonball. It was a real added bonus, especially for sports-mad Brady to have Irish International and Leinster star Jamison Gibson Park in the pictures alongside us.

I have also shared my story as a Jack and Jill parent with Circle K as part of their Sustainability Conference, to demonstrate to their team the impact



Ross, Enda and Louise Garry with Liaison Nurse Manager Caroline Thomas

of their ongoing fundraising as a very important corporate partner for Jack and Jill. While it can be difficult to share a very personal story, I also know the difference it can make when people fully understand just how vital the service Jack and Jill provides is to families.

I am proud to support Jack and Jill right back, when I think back to how we felt at the time of Ross's diagnosis to how we are doing now - it is like night and day.

It's hard to put into words just how vital Jack and Jill's support has been to us, and to so many other families. This service doesn't run on goodwill and praise alone, and we'll always be grateful for the care and help they've given us.

With that in mind, stepping into the boxing ring felt like the least I could do to ensure other families can access the same incredible support. It's our way of giving back to the people who've made such a difference in our lives."



The Garry family

Communications: An Overview

An ever-present challenge for communications teams in the charity space is standing out from the crowd. Both the traditional and digital media environments are fragmented and cluttered. The news cycle is fast paced, dominated by the many global, political, environmental and economic crises, and so many worthy appeals, both at home and abroad. Consumers are almost desensitized as they scroll by image after image of harrowing stories, each channel seeking link clicks and engagement.

Operating in this hugely volatile environment makes it increasingly difficult to cut through and be heard above the noise.

As a charity that is 22% funded by the government, we need to tap into people's mental availability and harness their attention to ensure Jack and Jill is top of mind for would-be partners, donors and stakeholders.

This means we are always on the lookout for ways we can tell the Jack and Jill story, hopefully inspiring our target audiences to act – whether it's to sign up to or run a fundraiser, make a donation, volunteer in our Charity Boutiques or even to give us a like and share on social media to improve our social media performance. As the saying goes – every little helps!

In 2024, we set out with five main communications objectives:

1

To optimise and leverage all potential media opportunities, integrating milestones messaging where relevant.

2

To demonstrate the impact of our vital service through family storytelling to further increase understanding and awareness of the work we do.

3

To secure a well-known ambassador who aligns with our values.

4

To put ourselves in contention for relevant awards to boost awareness, trust and pride in our organisation.

5

To harness the power of digital channels to expand our network and rally our troops of supporters.

1 Celebrating Milestones through Strategic Media Relations Activity

Throughout 2024, we proactively sought to uncover newsworthy stories and leverage all media opportunities that came our way.

The previous year, we subscribed to Media HQ – a media contacts database with press release distribution software. This AI enabled tool ensured the efficient dissemination of press materials to strategically targeted media both on a national and local level, meaning we ran a more agile press office function.

Ultimately, this resulted in a 104% increase in the volume of press releases issued to media across the year versus 2023, and a corresponding increase in quality media coverage achieved across online, print and broadcast media.

Introducing Our New CEO



Deirdre Walsh CEO Jack and Jill

When Deirdre Walsh was announced CEO in February 2024, we drafted a press release including quotes from our new CEO, our Chair Maeve Beggs and our Co-Founder, Mary Ann O'Brien. The purpose of this communication was to establish Deirdre's credentials, to demonstrate support from the Board and to reassure all our stakeholders, given we were in a moment of flux with the recent departure of our former CEO, corresponding with the untimely death of our Founder, Jonathan Irwin, both in December 2023.

This announcement received excellent coverage, including across charity sector media which was strategically targeted to convey this important news to our colleagues across the sector, profiling Deirdre as our new CEO. A blog post on our website and organic social media posts linking back to this story drove further awareness, heralding a new chapter in Jack and Jill's story.

Simultaneously, a letter was sent by Deirdre to all the families under our care, marking Jonathan's passing and his remarkable legacy, while also introducing herself and reassuring our families of our continued commitment to our mission.

Marking Our 3,000 Families Milestone

At the beginning of 2024, we knew we were nearing the



Team Jack and Jill remembering Jonathan and Jack Irwin on the occasion of reaching 3,000 families under our care

milestone of 3,000 families supported by Jack and Jill since the Foundation was established by our pioneering Founders, Jonathan Irwin and Mary Ann O'Brien in 1997. An all-staff gathering in early March provided the perfect opportunity to capture photographs to mark this significant moment for the organisation. We engaged a press photographer and planned a photoshoot at nearby Killashee Hotel.

A press release was crafted in anticipation of this milestone. And when that moment came a few weeks later, we were primed and ready to issue the materials, alongside a breakdown of the number of families currently under our care, as well as those supported over our 27-year history, county by county. This provided local media newsworthiness, particularly when coupled with a quote from the local Liaison Nurse Manager in each respective county, together with a quote from CEO Deirdre Walsh.

We adapted the press release as a blog post on our website and amplified this via our social media channels to emphasise the importance of this news for Jack and Jill.

The resulting coverage across traditional and digital media was fantastic, generating lots of goodwill and positive messages from families who had been supported by Jack and Jill over the years.

Celebrating Jonathan's Remarkable Legacy



Mary Ann O'Brien in The Irish Times

To coincide with our 3,000 families milestone and to rally the ongoing commitment of businesses, donors and supporters in the aftermath of Jonathan's passing; we enlisted the help of our wonderful Co-Founder, Mary Ann O'Brien, to celebrate Jonathan's extraordinary legacy with an exclusive interview with Sheila Wayman in The Irish Times.

The resulting full-page interview featured both in the newspaper and online on March 19. It was a poignant reminder of where and why it all began, of Mary Ann and Jonathan's remarkable resilience and fortitude in the face of such tragedy in losing their beloved son, Jack, and their unwavering commitment to ensuring that no other family navigates the difficult care journey alone.

It reflected on the importance of sustainability to the charity and called on donors, shoppers, volunteers and supporters to continue flying the flag for Jack and Jill, now and into the future.

We expanded the audience for this important article by sharing it across our social media channels, garnering lots of positive comments from our followers in support of Mary Ann, and Jack and Jill.

2 Impactful Storytelling with our Families at the Heart



"Walking a mile in someone else's shoes isn't as much about the walk or the shoes; it's to be able to think like they think, feel what they feel, and understand why they are, who and where they are. Every step is about empathy." Toni Sorenson

Every Jack and Jill child is unique, as is the complexity of their story. There is nobody better placed to convey the true impact of our service and its place in supporting the family unit than when parent carers share their story.

From our research, we know that donors and partners need assurances that they're backing a trustworthy cause and that their support will help make a real and positive impact for the families under our care.

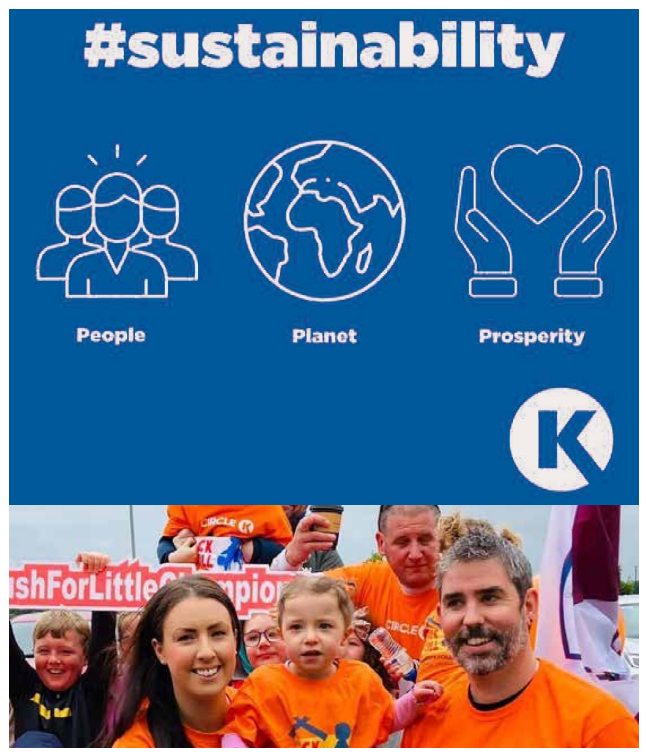
We are constantly humbled by these wonderful parents who agree to share their story in a bid to explain to others how vital our nurses and carers have become to their family. How Jack and Jill has become a lifeline. How having someone in your corner, fighting the good

fight with you, for your child, makes all the difference. How having time to do something so basic as having a shower, eating a warm meal or getting a night's sleep is such a luxury when caring for a child with complex needs.

Across the year many remarkable parents, who are representative of all the parents in our community, shared their family's story to help build awareness and bolster our fundraising efforts.

We thank them most sincerely for this tremendous boost to our campaigns.

Walking the Walk with Corporate Partners



We value our corporate partnerships hugely. We know that ESG isn't just a box ticking exercise, it's a commitment to doing the right thing, to developing meaningful partnerships that make a tangible difference. After all, doing good is good for business.

We are grateful to have lots of examples of partners, big and small, who time and time again showed up for Jack and Jill in 2024.

For example, when Circle K was hosting its Sustainability Week Town Hall in September they invited us to come along to their HQ in Dublin, to talk about our service and we were thrilled that Jack and Jill dad, Enda Garry was given an opportunity to speak about the impact of our service for his family, and particularly for his gorgeous boy, Ross.

Later on in the afternoon, when the wider Circle K network tuned in for a Zoom session, Jack and Jill parents, Colin and Annette Clarke from Galway, were invited to share their story of caring for their beautiful daughter, Fiadh.

This inclusive act of involving Jack and Jill families in the storytelling no doubt inspired Circle K colleagues to go that extra mile in their fundraising efforts for Jack and Jill across the year.

Spreading some Festive Joy for Jack and Jill Families



The Clarke family has run Santa's Magical Cabin for 15 years as a family business, spreading festive joy and creating magical memories among families across the country. Team Jack and Jill were thrilled when they selected Jack and Jill as their charity partner for Christmas 2024.

Beyond the fundraising opportunity, this meaningful partnership saw a donation of 180 visits for Jack and Jill families to come and meet the big man in red at the six Santa's Magical Cabin venues across the country. The team's care and attention meant that every family who participated felt extra-special.

The fact that we were able to capture quality family festive portraits of Jack and Jill families meant that, with permission from a small selection of families, we were able to craft tailored press releases to accompany family portraits and issue them out to local and national media to announce the partnership and to secure awareness for our Christmas campaign.

In addition, when the call came through from the Late Late Toy Show production team to feature some Jack and Jill families in a pre-recorded segment that would air during the biggest night in Irish television; the Santa's Magical Cabin crew agreed to provide the perfect backdrop to filming, supercharging the excitement level for all involved!

3 Welcome to the Team, Jamison Gibson-Park!

In February, we set out to secure a new influential ambassador who would help us build awareness about our service and show up to support our team and our families. To develop a successful partnership with longevity, we determined that we needed an ambassador who:

- ▶ Is aligned with our core values and mission
- ▶ Has strong appeal to our target donors and stakeholders
- ▶ Has nationwide appeal
- ▶ Has no significant conflict of interest with another children's charity
- ▶ Has strong and consistent media appeal

With the help of our Board member, Alan Bateson, we were connected with Agent David McHugh. We sent a proposal to David, who was already familiar with Jack and Jill, and were thrilled when he suggested Leinster and Ireland Rugby hero, Jamison Gibson-Park.

As an empathetic dad of three, Jamison immediately got Jack and Jill, and agreed to help announce our partnership with RETRO Cannonball in April, which generated significant national and regional media, and social currency too. The Garry family, who fronted the campaign alongside Jamison, were huge rugby fans and over the moon to meet their hero! Read Enda Garry's story on page 61.

Across the year, whenever we asked Jamison for his support, he responded with resounding positivity! Indeed, when he gifted us with two signed Ireland match jerseys as auction items for our fundraising events, he kindly agreed to throw in a school visit for good measure. The result of which ensured a significant uplift in funds raised with the promise of this coveted prize!

In 2025 we plan to build on this important relationship with Jamison. We are hugely appreciative of him giving his time to help support Jack and Jill families. Welcome to the team, Jamison!



RETRO Cannonball launch - as featured in The Irish Times



Welcome to the team Jamison

4 Demonstrating Impact through Awards and Recognition



Trust is inherently important to all of Team Jack and Jill. In 2024, we carried out independent research which uncovered that 80% of adults in Ireland trust Jack and Jill, up 14% from 2023. We know that trust is earned, so this is something we're truly proud of, and we will continue to work hard to keep earning and building trust as we deliver our vital service for the families under our care.

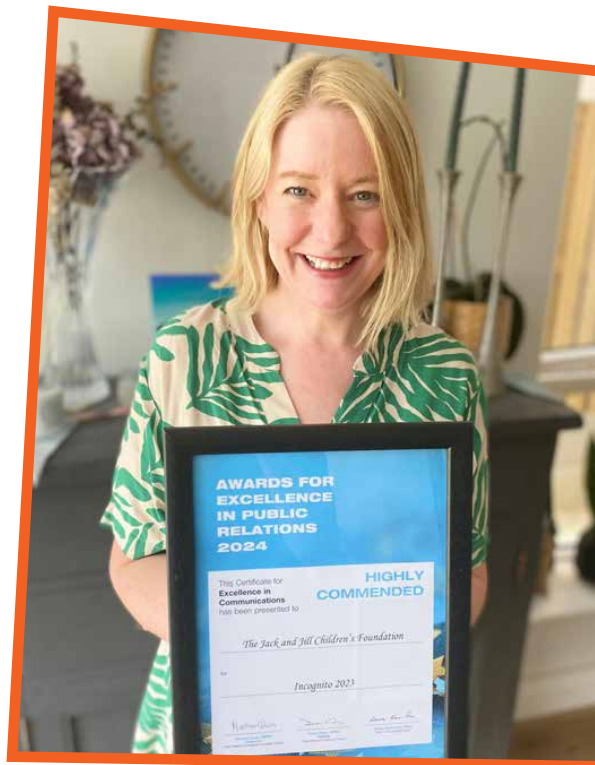
A big part of that trust is ensuring that good governance is at the heart of everything we do, and we are incredibly proud that our brilliant Board of Trustees were announced Board of the Year at the Charities Institute Ireland Charity Excellence Awards in October 2024.

This hardworking, dynamic, and dedicated Board are fully committed to our mission and help us navigate the challenges and celebrate the many successes along the journey, in support of the families under our care. We are incredibly proud to see their invaluable commitment and dedication receive this recognition. For more information on our Governance, go to page 81.

We were so proud to have been shortlisted by Carmichael Ireland in November for our 2023 Annual Report, which celebrated Jonathan Irwin's wonderful legacy and in June 2024, we were shortlisted and highly commended for our incognito 2023 campaign at the Public Relations Excellence Awards.

Across the year, we also made contributions to awards submitted by Glenveagh, Circle K and Radio Nova, leveraging our partnerships to demonstrate our impact in this way gets us noticed and helps build awareness among new audiences.

Putting Jack and Jill in the mix for awards and driving that agenda to emphasise the success of our campaigns and to champion the hard work of our teams and stakeholders was a key objective in 2024 and we are committed to continuing this effort in 2025.



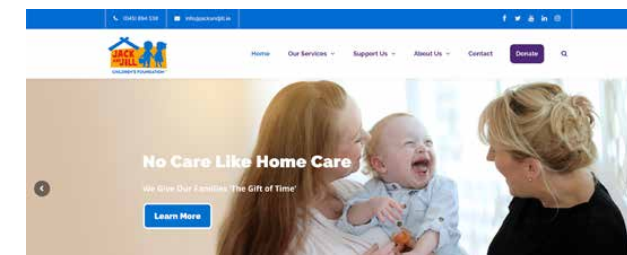
Clodagh Hogan, Head of Communications with PR Excellence Awards Highly Commended Certificate

5 Harness the Power of Digital Media

Digital marketing plays an essential role in fundraising, building a volunteer base, generating awareness and profile building to ultimately help deliver our mission.

Our **website** is a virtual shopfront to our Foundation, informing people about what we do, how we do it, why we do it and how they can help make a meaningful difference for the families under our care.

While our website underwent a rebrand in 2022 to coincide with our 25th Anniversary and we have been working to keep it updated with relevant service information, fundraising campaign content and new news items; we recognise the need to simplify the site and make it more user-friendly. We plan to carry out some work in this area in 2025, with a particular focus on optimising our website for mobile - where so many of our families, donors, partners and stakeholders check us out!



Our **social media channels** provide us with a vast and diverse audience to connect with through organic and paid campaigns, expanding our reach and visibility far and wide. It enables us to foster a sense of community among our supporters, leading to more significant long-term engagement and involvement, casting the net out wider through paid social media campaigns to find and inspire new supporters.

Across 2024 we deployed lots of different techniques in a bid to boost our campaigns on social. We upweighted our video content, capturing fresh new content where feasible and adapting existing content, framing it with a new narrative to give it a new lease of life. When a campaign failed to reach targets, we pivoted and tried changing direction in a bid to make it work, all the time learning and adapting, applying our learnings and experiences to inform the next campaigns. For example, when our February Fitness Challenge 'Wellness Warriors' didn't take off, despite our best efforts, we made a collaborative decision to retire the campaign and move on to our next endeavour.

When we were gifted with hugely coveted pairs of tickets to both Taylor Swift and Coldplay concerts over the summer, we immediately aimed to maximise this wonderful opportunity and generated raffles via our online Shopify store. We amplified the activity via paid

and organic social media, backed by e-marketing. By engaging influencers to help amplify the raffles - €10 for a chance to win a pair of the hottest tickets in town - we garnered new followers, and lots of donations. In the end, these two activities generated €90,000 in funds, and a landslide of goodwill and shareability among our audiences!



In 2024, we switched to social media management tool Sprout Social to avail of their improved range of features versus our previous provider. We plan to delve more into their measurement and social listening features in 2025, to help improve and understand the effectiveness of our campaigns, to inform our digital strategy.

Our Customer Relationship Management **CRM** system enables us to tailor communications to different groups, ensuring e-marketing related to various campaigns and events lands directly in people's inboxes.

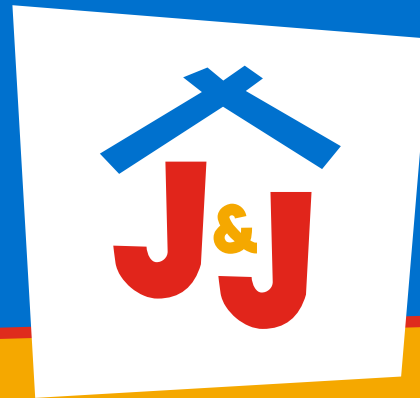
A function that was previously outsourced at a significant cost to the Foundation; we now have this capability in-house, meaning we can be more agile in issuing communications to different audiences.

This proved effective during our incognito 2024 campaign, when we were able to keep fans of our much-loved annual incognito Art Sale informed with news and updates, ensuring they felt they were part of the action.

Modifying forms on our website, linked to our CRM, means that we can simplify the process for time-poor fundraiser organisers, donors and volunteers and this will be a priority in 2025.

Collectively, through the smart utilisation of these digital channels and working in tandem with more traditional media relations activity, we are empowered to communicate our value proposition, to build trust, and differentiate ourselves in a crowded landscape. We share new news, we hero our families and supporters, we celebrate the wins, we profile our team and critically, we say thank you.





"Without Jack and Jill, I wouldn't get any time to myself. It's a lifeline. Sleep is a luxury. Simple things like having a shower can be really challenging when you have a child who requires 24/7 care, so this support is vital."

Jack and Jill Mum



Section 7

Focus on Our People

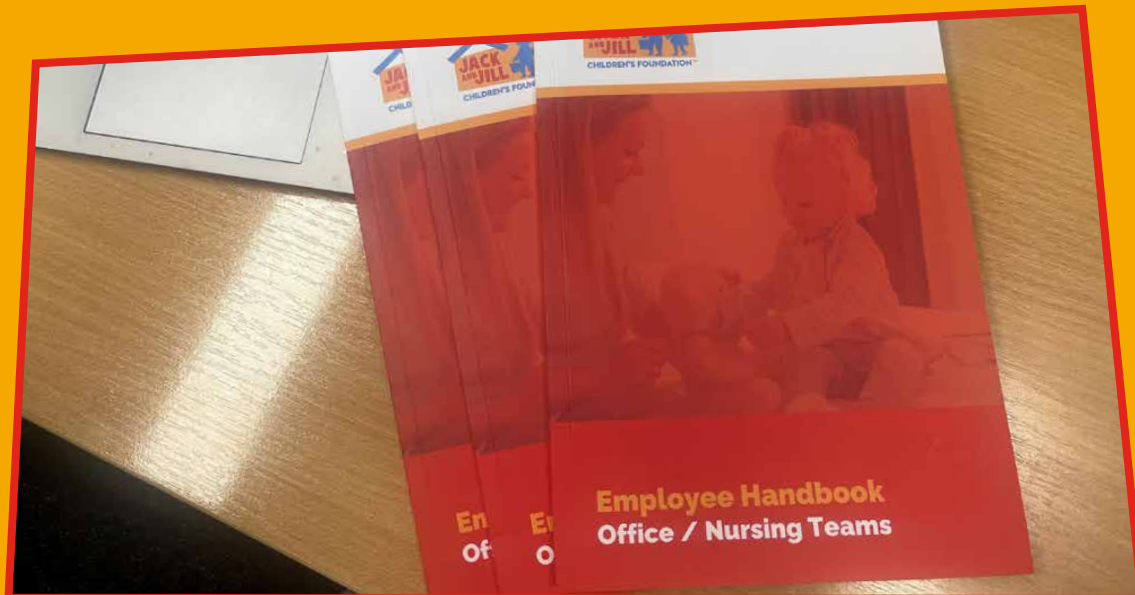
Meet the HR Team



Jennifer Geoghegan
HR Manager



Sophie Dolan
HR Administrator



Employment law and workplace best practice evolve continuously, and at the Jack and Jill Children's Foundation we are committed to staying ahead of these changes. In 2024 we undertook a thorough review and update of our Employee Handbook to ensure full compliance with the latest legislation as well as our own internal policies and procedures.

During this process, we carefully reviewed each section of the handbook to enhance clarity, remove any ambiguity and provide straightforward guidance on expectations, processes and employee rights and responsibilities. By creating a clearer, more transparent document our aim is to prevent misunderstandings and foster a more consistent and supportive working environment across all areas of the Foundation.

In addition, the handbook was redesigned with accessibility and ease of use in mind, making it quicker and simpler for employees to find the information they need. This work reflects our ongoing commitment to best practice and to supporting our team with the tools they need to succeed.

Jack and Jill and Me

Jennifer's story

2 023 saw the appointment of Jennifer Geoghegan as HR Manager at Jack and Jill. This was a new role for the Foundation and now a year in, Jennifer reflects on all the wonderful milestones achieved during 2024.

"I am originally from Dublin but have called Kildare home for the last 18 years. It is of course very busy working and raising my two wonderful children, but finding the right work-life balance is always important. When I manage to carve out time for myself, I love staying active through either long walks, a Reformer Pilates class, or the high-energy fun of Zumba. And when I'm not moving, I'm reading. I'm an avid reader and books have always been a deep love of mine, offering an escape and a source of inspiration.

In April 2023, I took on an exciting new chapter in my career by joining the Jack and Jill Children's Foundation as HR Manager. It was a brand new role, created to reflect the Foundation's commitment to fostering a positive People and Culture environment. While I had always been aware of the incredible work Jack and Jill does, I didn't have any direct ties to the Foundation before joining. But from day one, I knew I had landed somewhere special.

With over 20 years of experience in Human Resources, I have worked across a broad range of industries, developing expertise in recruitment and retention, learning and development, conflict resolution, change management and policy compliance. I hold a Bachelor of Business Studies from Tallaght University, Dublin, and I am committed to continuous professional development which it is something I believe is crucial in the ever-evolving world of HR.

Taking on this role at Jack and Jill during a time of significant growth was both exciting and challenging. As the HR function was still in its infancy, I had the opportunity to shape and develop it into a key pillar of support for the Foundation's future. One of the biggest hurdles was recruitment and how we attract and retain

the right talent to support our expansion. We needed to stay competitive, not just in terms of benefits but in showcasing what makes Jack and Jill such a meaningful and fulfilling place to work.

With a dedicated HR function in place, we were able to take a more strategic approach to employee engagement, training and development, and workplace wellbeing. It isn't just about hiring "the right" people; it is about creating an environment where people feel valued, motivated and part of something bigger.

Working in the not-for-profit sector is different from my previous HR experiences in corporate settings. Here, success isn't measured by profit margins but by impact on families, on communities and on the dedicated team that makes it all happen. Unlike other industries that focus on financial growth, performance-based compensation, and structured development programmes; HR in the nonprofit world requires a different kind of approach. It's about understanding the mission at a deep level, fostering internal culture and making the most of the resources available.

One thing I have learned is that creating a strong company culture isn't a one-time initiative, it is an ongoing effort. It takes commitment from leadership and employees alike, built on open communication, consistency, and a shared sense of purpose. My goal is to help nurture an environment where every team member feels supported and inspired, knowing their work is making a real difference.

Looking back, stepping into this role was one of the best decisions I have made. It is not just a job; it is a passion. And every day, I feel grateful to be part of something that truly matters."



Our People: An Overview

At the Jack and Jill Children's Foundation, our people are at the heart of everything we do. In line with Strategy 2027, we have continued to prioritise our team's engagement, development and well-being throughout 2024. Over the past year, we introduced several initiatives to foster a positive, inclusive, and high-performing workplace, ensuring that our employees feel valued, supported and empowered in their roles.

Employee Wellbeing and Engagement

Thriving Together: Our Wellness Strategy

In April 2024, we launched 'Thriving Together', our dedicated wellness strategy, designed to promote well-being and connection among our team. A highlight of this initiative was our first Workplace Wellbeing Day on April 26th, featuring:

- ▶ Café Connect - a team breakfast to encourage connection and conversation.
- ▶ Pathway to Wellness - a series of online webinars focused on health and well-being.
- ▶ Cycle to Work Scheme - promoting sustainable travel and active living.
- ▶ Creating the wellness effect – employees were encouraged to take time out of their working day for a wellness activity and share a photo. The more creative the better!

Dignity and Respect at Work

Fostering an inclusive and respectful workplace remains a top priority. In 2024, we rolled out Dignity and Respect at Work training to reinforce our commitment to equality, diversity and inclusion. This training provided employees with guidance on recognising and addressing inappropriate treatment and highlighted their role in creating a positive and fair workplace culture, where all employees are valued and respected.

Employee Engagement and Feedback

To ensure continuous improvement, we conducted our second Employee Engagement Survey, with an impressive 90% participation rate. In September 2024, we held an engagement feedback workshop, facilitated by Quality Matters, to gather insights and co-design strategies for enhancing workplace culture. As a result, we refined our engagement strategy, reinforcing our commitment to an open, supportive and purpose-driven environment.

In response to employee feedback, we also introduced more flexible working arrangements for office-based staff, supporting work-life balance and overall job satisfaction.

Investing in Our People

We believe in empowering our employees through learning. In 2024, we actively promoted continuous development, offering a variety of training opportunities, including:

- ▶ Mandatory training updates in areas such as GDPR and manual handling.
- ▶ Professional development courses to support career growth.
- ▶ Performance appraisals conducted annually to provide feedback, recognise achievements and set clear goals.

HR Audit and Compliance

As part of our commitment to best practices, we successfully completed a HR Audit, ensuring compliance with all legal and regulatory requirements. We also officially launched our revised Employee Handbook, providing a comprehensive guide to our policies, values and expectations.

Attracting and Retaining Talent

With continued growth, we welcomed eight new colleagues in 2024, strengthening our team and expanding our capabilities. While our staff turnover rate was 14% (average sector turnover in 2023 was 12.6%, according to The Wheel), we remain focused on enhancing recruitment and retention strategies to maintain a strong and dedicated workforce.

Comprehensive Employee Benefits

We offer a robust package of benefits to support our employee's well-being and future security, including:

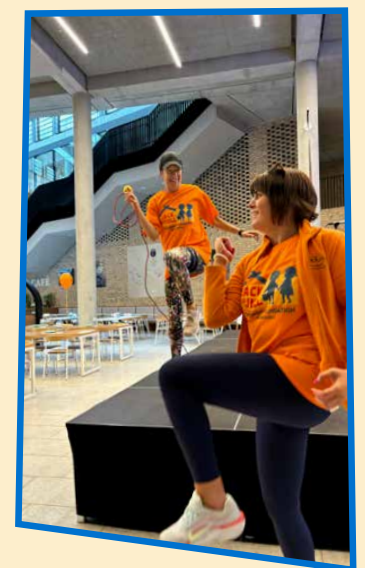
- ▶ Paid health insurance for access to quality healthcare.
- ▶ Employee Assistance Program (EAP) for personal and professional support.
- ▶ Defined contribution pension scheme, with employer contributions.
- ▶ Discretionary sick pay scheme for employees after 13 weeks of service.
- ▶ Access to training and development opportunities.
- ▶ Rewarding long service by offering additional annual leave.

To further enhance transparency, we distributed Compensation and Benefits Statements to all employees, ensuring they have a clear understanding of their total rewards package.

Looking Ahead

In 2024, we reaffirmed our commitment to making Jack and Jill a great place to work. With a focus on engagement, development and well-being, we continue to build a workplace culture that values and invests in its people. As we move forward, we remain dedicated to fostering an inclusive, supportive and high-performing team that drives our mission forward.

Our people are, and always will be, our greatest asset.



Wellness Day and team activities in action

Honouring Career Milestones at Jack and Jill

At Jack and Jill, we take great pride in the long-standing dedication of our employees. It is a true testament to our culture that some of the very first nurses who joined us in 1997 continue to be part of our team today.

In 2024, to recognise and celebrate significant career milestones, we introduced Long-Service Awards, acknowledging employees who have dedicated 10, 15, and 20 years to the Foundation, honouring those who have shown exceptional commitment to our mission.

Given the nationwide presence of our team, including those working in our Charity Boutiques and our Liaison Nurse Managers across the country, we took the opportunity when we were gathered together at our annual staff Christmas lunch to celebrate their contributions.

As part of our ongoing commitment to sustainability, we marked each award by planting a native Irish oak tree in each recipient's name, ensuring their impact is not only felt within the Foundation, but also in the environment for years to come.

We look forward to keeping up this new tradition and marking significant milestones every year going forward.

This year's honourees included:

10 Years

Edelle Monahan
Denise Nolan
Maeve Dockrell
Fiona Callaghan
Alison Sheridan
Noeleen Ward

15 Years

Eilín Ní Mhurchú
Caroline Thomas
Deirdre Walsh

20 Years

Mary Joe Guilfoyle
Margaret Naughton
Cathy Keighery
Sinead Moran
Saundra Nolan
Anne Reilly
Joanne Doyle



Team members recognised for 10 years service



Members of Jack and Jill nursing team receiving 20 years service certificates



Liaison Nurse Manager Eilín Ní Mhurchú celebrating 15 years with Jack and Jill

We look forward to keeping up this new tradition and marking significant milestones every year

Meet the Office Team



Edelle Monahan
Office Manager and PA to CEO



Charlotte Wynne Conroy
Office Administrator

Sustainability in Action: Office Management Supporting Our Sustainable Objectives

Our mission to empower and support the families under our care and future generations extends beyond our service, it shapes how we run our organisation. Our office management team plays a vital role in ensuring the charity operates smoothly while embedding sustainability into everyday practices.

In 2024 we made important strides in reducing our environmental impact. We installed energy-efficient lighting and modern heating systems, significantly lowering our energy use and carbon footprint. These upgrades not only reduce emissions but also cut costs, allowing more resources to go directly to the families we support.

Sustainable paper use has also become a key focus. We have fully transitioned to FSC-certified and carbon-balanced paper across all office functions. This ensures that the materials we use come from responsibly managed forests and that associated emissions are offset through conservation projects. It's a small but meaningful step in protecting natural resources for future generations.

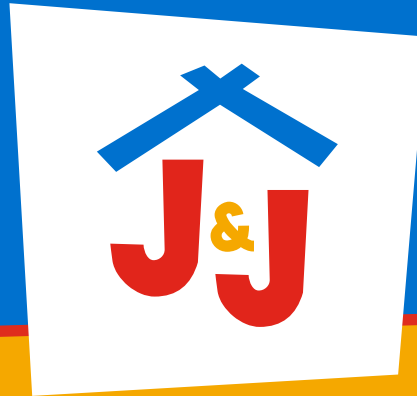
We continue to improve our recycling practices, particularly around ink cartridges and office consumables. Used cartridges are professionally recycled, helping to reduce landfill waste and promote a more circular economy.

These efforts are led by our dedicated office team, whose role is both operational and strategic. By implementing sustainable systems and encouraging environmentally responsible behaviour, they ensure our daily operations reflect our values.

Our approach to sustainability is practical and purpose driven. Whether it's switching to greener materials, reducing waste or improving energy use, every decision supports our mission and the families we serve.

Through these practices, we demonstrate our commitment to future generations - not only through our service and advocacy but through the way we work every day.

Sustainability starts at the core, and our office operations are proud to lead by example.



"Our 45 hours of Jack and Jill respite care per month allows us to take the other children to training or a match, or on some Fridays we love to get a bite to eat and some down time, so that we can have some 'normal' time together. It's priceless." Jack and Jill Dad



Section 8 Focus on Our Governance

Jack and Jill and Me

Stacey's Story

Stacey Bohanna has been part of the Jack and Jill Children's Foundation for six years, first as a Retail Area Manager for five years and now as Head of Retail and Compliance since January 2024. Overseeing the Foundation's Charity Boutique network, she plays a crucial role in ensuring the Foundation's retail operations thrive while maintaining the highest standards of compliance.



"Retail has always been a fast-moving, ever-evolving industry, but working in the charity sector has given my role a much deeper purpose. Every sale, every donation and every volunteer hour directly funds vital nursing care for the families we support. That's what keeps me motivated every day.

As Head of Retail and Compliance, I work across the entire organisation to ensure we meet all regulatory, financial and operational standards. In the charity sector, compliance isn't just about following rules, it is about protecting the integrity of our work and building trust with our donors, customers and regulators. From GDPR and health and safety to financial transparency and governance, my role is to make sure that everything we do aligns with best practices. Most importantly, I want to ensure that every euro raised in our shops is used as effectively as possible to support the children and families who rely on Jack and Jill.

I also oversee our 18 Charity Boutiques, managing a team of 27 staff and 240 volunteers. One of the most rewarding aspects of my job is seeing the direct impact our shops have in funding vital nursing care for families.

We're not just running retail shops, we're creating community spaces where people can support a cause that truly matters. Our staff and volunteers bring so much dedication and passion to their work and I feel incredibly lucky to work alongside them.

Of course, retail comes with its challenges. Economic pressures, changing consumer habits and securing the right locations for expansion are constant considerations. One of my key priorities has been modernising our systems, whether that is updating technology, improving inventory management or making our processes more efficient. Staying ahead of these changes is essential to ensuring our shops continue to grow and thrive.

Looking ahead, sustainability and staff development are at the top of my agenda. Retail is always evolving, and I want to make sure we continue to adapt and improve while keeping our mission at the heart of everything we do.

Governance Developments



In 2024, the Board prioritised maintaining the highest standards of corporate governance, focusing on strategic planning, nursing, financial management and fundraising.

As part of Strategy 2027, we engaged governance specialists Odyssey to conduct a Clinical Governance review in 2024, as highlighted on page 21 in our Focus on Nursing section. The results were extremely positive, with only documentation updates required, which we will continue to implement in 2025.

Board Structure & Sub-Committees

Jack and Jill's Board of Directors, Company Secretary and Sub-Committee members are all non-executive and voluntary. No remuneration or expense payments were made to any Board or Sub-Committee members during the financial year. Conflicts of Interest declarations are invited and recorded at the start of each meeting.

Our five Board Sub-Committees focus on key areas of governance:

Audit, Finance & Investment

- ▶ **Members:** Declan J. Magee, John O'Leary, Brian Cremin, CEO, Head of Finance

Clinical Governance & Nursing

- ▶ **Members:** Maeve Beggs, Catherine Logan, Declan J. Magee, CEO, Heads of Nursing

Fundraising, Communications & Retail

- ▶ **Members:** Catherine Logan, Alan Bateson, Oliver Sutherland, CEO, Head of Fundraising, Head of Retail & Compliance, Head of Communications

Governance & Compliance

- ▶ **Members:** Diarmaid Cunningham, Brian Cremin, CEO, Head of Retail & Compliance, Head of Finance, Heads of Nursing

Remuneration:

- ▶ **Members:** Celine Maguire, Alan Bateson, CEO

Each Sub-Committee plays a critical role in governance, with key objectives including:

- ▶ Harnessing expertise from Board members and key staff to generate ideas and drive decision-making.
- ▶ Focusing on specialised areas like nursing, finance, fundraising and compliance to enhance efficiency between Board meetings.
- ▶ Optimising Board time, allowing Directors to focus on policy, strategy and major operational matters while receiving Sub-Committee updates in advance.
- ▶ Bringing in external expertise, where needed, to strengthen governance and decision-making.

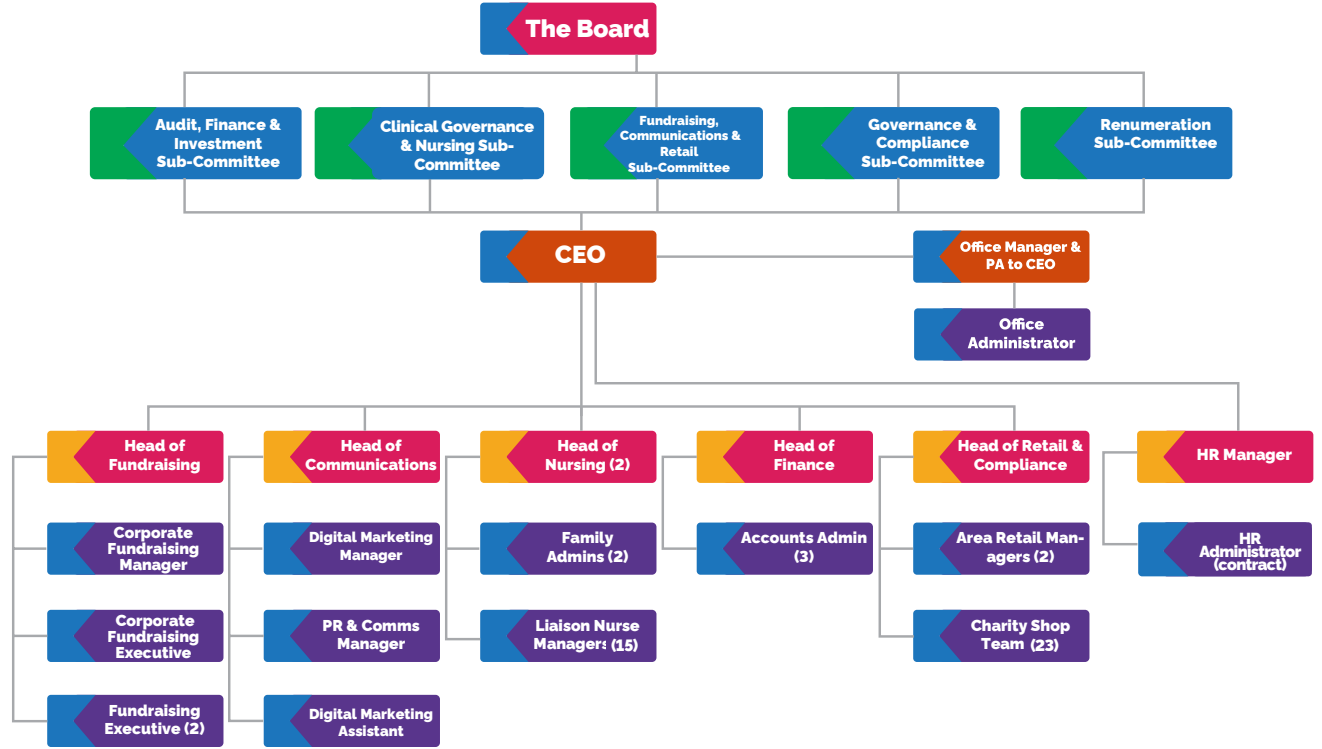
Board Oversight & Strategic Leadership

The Board of Directors provides strategic leadership, overseeing all aspects of Jack and Jill's performance to ensure our activities align with our vision, mission and objectives. While day-to-day operations are the responsibility of the CEO and Management Team, the Board retains ultimate accountability for governance, financial management and compliance.

The Board entrusts the CEO with the authority to run the Foundation's operations effectively while ensuring full accountability and reporting on performance, risk management and financial stewardship.

By upholding these high governance standards, Jack and Jill continues to be a trusted, transparent and impactful organisation, delivering vital care to children and families across Ireland.





Board Meeting Attendance in 2024

Maeve Beggs (Chair)	Yes	Yes	-	-
Diarmaid Cunningham	NO	Yes	Yes	Yes
Oliver Sutherland	Yes	Yes	Yes	NO
Catherine Logan	NO	Yes	Yes	Yes
Alan Bateson	Yes	Yes	Yes	Yes
Declan Magee (Chair) 04.9.24	Yes	Yes	Yes	Yes
John O'Leary	Yes	Yes	Yes	Yes
Celine Maguire	Yes	Yes	NO	Yes
Brian Cremin	-	-	-	Yes

Maeve Beggs	2/4	Resigned as Board Member 16/05/25
Diarmaid Cunningham	3/4	
Oliver Sutherland	3/4	
Catherine Logan	3/4	
Alan Bateson	4/4	
Declan Magee	4/4	Appointed as Chair
John O'Leary	4/4	
Celine Byrne	3/4	
Brian Cremin	1/4	Newly appointed Board Member 04/12/24



Chair Declan Magee and his wife Jean



CEO Deirdre Walsh with outgoing Chair Maeve Beggs on the appointment of new Chair Declan Magee



Board Member Alan Bateson and his family at Croke Park Abseil

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.

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.

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. Member of Board of Management, Swords Community College.

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
Former national TV and print journalist who brings a wealth of experience and expertise from a career spanning nearly three decades in media and communications. Founding committee member of the orthopaedic charity Straight Ahead Ireland for seven years. Balances family life with part-time creative and design projects for The Johnstown Collection, the largest of which is the current redesign of the manor house at Mount Juliet Estate. Catherine considers her involvement with Jack and Jill to be one of the most fulfilling roles of her career to date.

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 in 50 countries and has approximately 41,000 employees..

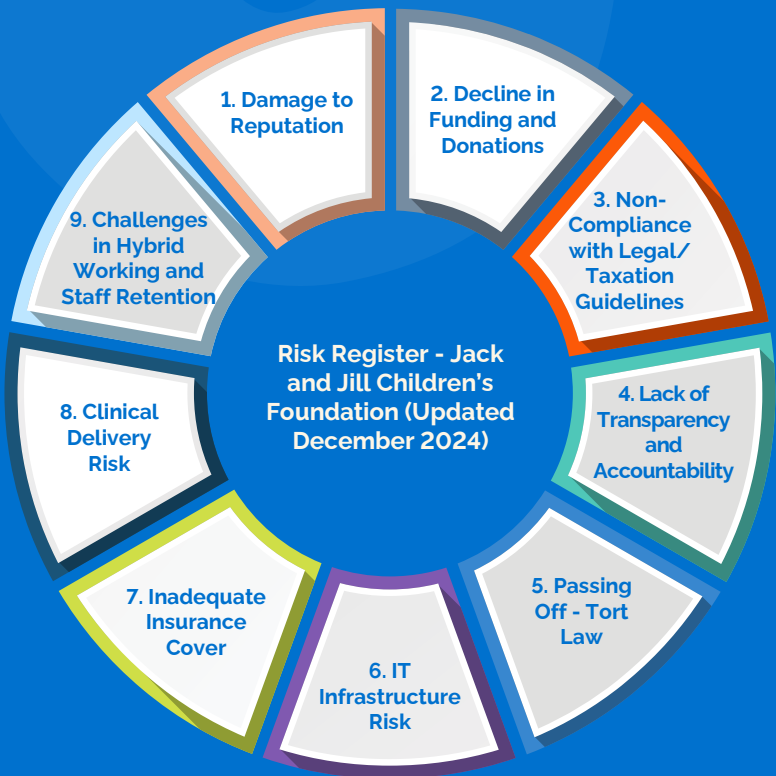
Brian Cremin
Brian Cremin CDir is CEO of 3SIXTY, a management consultancy firm based in Ireland. Passionate about working with people; Brian is a strategic and pragmatic leader with over 30 years' experience. Known for driving strategic transformation and delivering sustainable results across diverse industries and sectors, Brian has a proven track record in executive roles and board directorships. He excels at influencing change at organisational, leadership and Board levels.

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

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.

Risk Management

Top Risks Facing the Organisation



Risk Descriptions & Mitigation Measures

1. Damage to Reputation

Description: Potential threats to Jack and Jill's reputation through mismanagement, financial misreporting or external scrutiny.

Mitigation Measures:

- ▶ Annual external audit.
- ▶ Transparent accounting structures.
- ▶ Crisis management expertise within the Board and Management Team.
- ▶ Monitoring media coverage of the charity sector.
- ▶ Annual public perception research.
- ▶ Oversight by the Board, CEO, CFO, Compliance Officer, Communications Team and External Auditor.

2. Decline in Funding and Donations

Description: Impact of economic downturns, donor fatigue and increased competition among charities.

Mitigation Measures:

- ▶ Strong communication strategy emphasizing county-focused funding and local impact.
- ▶ Transparency on where funds are allocated.
- ▶ Development of creative fundraising initiatives.
- ▶ Expansion of corporate partnerships and retail presence.
- ▶ Collaboration with similar charities on joint fundraising efforts.

3. Non-Compliance with Legal/Taxation Guidelines

Description: Risk of non-compliance with financial regulations, lobbying laws and governance policies.

Mitigation Measures:

- ▶ Internal Control Systems (ICS) and External Auditor.
- ▶ Lobbying Register updated regularly.
- ▶ Governance and Finance committees meet quarterly.
- ▶ Annual GDPR training for all staff.
- ▶ Compliance Officer and External Data Protection Officer (DPO) in place.

4. Lack of Transparency and Accountability

Description: Failure to maintain transparency in operations and financial reporting.

Mitigation Measures:

- ▶ Annual publication of accounts.
- ▶ Triple Lock status with Charities Institute.
- ▶ External audits conducted annually.
- ▶ Participation in Good Governance Awards.

5. Passing Off - Tort Law

Description: Unauthorized individuals or organizations misrepresenting themselves as Jack and Jill representatives.

Mitigation Measures:

- ▶ Continuous traditional media and social media monitoring.
- ▶ Public education and awareness campaigns to recognize official fundraisers.
- ▶ Mandatory fundraiser undertaking forms.
- ▶ Strict adherence to event authorization processes.
- ▶ Fraud Register maintained and presented to Board at each Board meeting.

6. IT Infrastructure Risk

Description: Threats related to cyber security breaches, data protection and IT system failures.

Mitigation Measures:

- ▶ Regular penetration testing of IT systems.
- ▶ All staff laptops updated with Microsoft Intune and Defender.
- ▶ Cyber security training for staff.
- ▶ Cyber insurance in place.
- ▶ Annual GDPR training for all staff

7. Inadequate Insurance Cover

Description: Risk of insufficient insurance policies to cover legal and operational liabilities.

Mitigation Measures:

- ▶ Comprehensive review of all policies.
- ▶ Cyber insurance in place.
- ▶ Policy coverage for community nurses and non-family carers.

8. Clinical Delivery Risk

Description: Potential failures in service delivery impacting Jack and Jill's beneficiaries.

Mitigation Measures:

- ▶ Clinical Governance review completed in 2024.
- ▶ Implementation of review recommendations.
- ▶ Monthly Beneficiary Committee meetings to assess case needs.
- ▶ Ongoing nurse supervision sessions and self-care days.
- ▶ Ongoing CPD training for Liaison Nurse Managers.
- ▶ All nurses and carers Garda vetted.

9. Challenges in Hybrid Working & Staff Retention

Description: Difficulties in maintaining engagement, productivity and succession planning.

Mitigation Measures:

- ▶ Monthly CEO updates to staff.
- ▶ Bi-annual all-staff meetings.
- ▶ New HR system implemented.
- ▶ Benchmarking staff salaries annually.
- ▶ Board succession planning in progress.

Sustainability

As part of Strategy 2027, we are advancing our sustainability programme – a framework designed to shape our long-term approach and drive continuous improvement, both within our own operations and across our supply chain. Sustainability has long been embedded in Jack and Jill's ethos, with a proud history of recycling everything from mobile phones to LEGO and clothing, transforming these donations into a currency for care.

With our expanding retail network of Charity Boutiques, we continue to be a driving force for sustainable retail, promoting reuse and responsible consumption.

Sustainable Operations & Initiatives

- ▶ Reusing and Recycling Goods. Our Charity Boutiques accept donations of clothing, toys, books, furniture and household goods, giving them a second life through resale and significantly reducing landfill waste.
- ▶ Reducing Resource Consumption. By offering high-quality second-hand goods, we help reduce demand for new products, conserving raw materials, energy and water needed for manufacturing.
- ▶ Lowering Greenhouse Gas Emissions. Extending the lifespan of goods mitigates the carbon footprint associated with production and transportation, contributing to a more circular economy.
- ▶ Promoting Sustainable Consumption. By making second-hand shopping affordable and accessible, we encourage conscious consumerism, fostering a culture of reuse and recycling.



Reducing Our Carbon Footprint

We are also committed to minimising the environmental impact of our printed materials. All publications, including this Annual Report, are produced using FSC-certified and carbon-balanced paper, ensuring responsible sourcing and a lower carbon footprint.



A Sustainable Model of Care

Sustainability is not just about environmental impact, it is also about creating long-term, meaningful change for the betterment of society. The Jack and Jill model of in-home nursing care and respite services is a sustainable alternative to long-term hospital stays, enabling the family to care for their children in their home environment, with vital support from our nurses and carers. Our commitment of up to six years of care ensures continuity for families, reinforcing our role as a trusted and sustainable care provider.



Section 9 Focus on Finance

Jack and Jill and Me

Brian's Story

Brian Cremin is the most recent appointee to the Jack and Jill Board of Trustees, having previously served as external advisor to the Audit, Finance and Investment Sub-Committee. Brian was asked to join the Board as a full Board member in November 2024 and was formally proposed at the December meeting. As a Chartered Director, he brings a wealth of experience to the role. Living in Cork with his family, Brian is a proud father of five and deeply committed to making a difference through his work with Jack and Jill.

"I have been a long-time supporter and admirer of the incredible work that Jack and Jill do. My awareness of the Foundation's mission first came from reading and hearing about Jonathan Irwin and Mary Ann O'Brien, the Founders of Jack and Jill. Their story, of their own son Jack and how his short but meaningful life inspired the Foundation, left a lasting impact on me. I always found Jonathan to be an unbelievably inspirational character and his passion for supporting families encouraged me to undertake my own fundraising and support for Jack and Jill over the years.

My commitment to Jack and Jill was also reinforced through a close family friend whose son, Tom, was supported by the Foundation. Seeing first-hand the difference that Jack and Jill made in Tom's life, and his family's journey, was truly eye-opening. Without the care, support and resources provided by Jack and Jill, their experience would have been far more challenging. That personal connection deepened my appreciation for the Foundation's work and the essential role it plays for so many families across Ireland.

When I was first approached to join the Audit, Finance and Investment Sub-Committee, I was eager to contribute. Through my involvement, I have had the privilege of working alongside some incredibly dedicated individuals, including former Board member and Chair, Maeve Beggs, Board member, John O'Leary (who chairs the Sub-Committee), CEO Deirdre Walsh and Head of Finance, Richard Greene. The dedication and professionalism of everyone involved in Jack and Jill, from the nursing team to the office support staff, have consistently impressed me. The passion and

commitment at every level of the organisation is truly inspiring.

When the current Chair, Declan Magee, approached me about becoming a full Board member, the decision was an easy one. However, it was also one I took very seriously. I see it as a privilege to be involved in an organisation like Jack and Jill, and I am always mindful of the families we serve. Every decision we make at Board level has a real impact on these families, and that responsibility is something I hold close to my heart. The incredible people I have met through Jack and Jill made my decision to join the Board even easier. Their dedication to their work, in whatever capacity they serve, is evident in everything they do.

Serving on the Board of Jack and Jill is not just an honour for me, it's a personal commitment to contributing in meaningful ways. My expertise in finance, governance, leadership and strategic planning allows me to add value in key areas and I am eager to make a tangible impact. Since joining, I have been deeply impressed by the organisation's governance, leadership and strategic direction, particularly the ambitious and thoughtful Strategy 2027 plan.

Since taking on my role as a Board member, I have made an effort to get out and about - to visit Jack and Jill shops, meet members of the wider team and gain a deeper understanding of the Foundation's day-to-day operations. Over the coming months I am committed to further immersing myself in the work of Jack and Jill to ensure that, at the Board level, I always keep the families we serve at the heart of my approach. First and foremost, our mission is to ensure that these families receive the care and assistance they need, and I am honoured to be a part of that journey.



Finance: An Overview

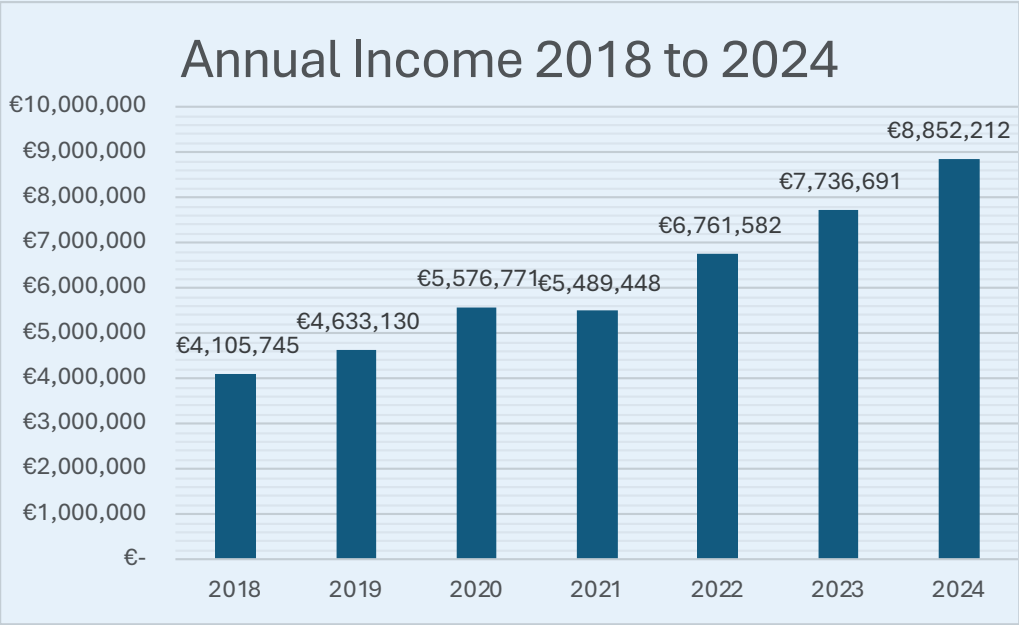
2024 has been a very successful financial year for the Jack and Jill Foundation CLG. Income amounted to €9,042,794. Given the expenditure of €6,974,950, the Foundation has generated a surplus of €2,067,844 in 2024. We have outperformed expectations, putting us in a strong financial position as we move into 2025. The drivers of our growth in income are outlined below, but it is worth noting we received a "one off" donation of €400,000 from one donor last year, which significantly boosted our income for 2024.

The robust financial performance in 2024 has increased our reserves and enabled us to refocus efforts on how we can invest in our service and deliver more for Jack and Jill families in 2025, and beyond. As part of this process, we have already included additional service offerings in our budget for 2025, as outlined elsewhere in this Annual Report.

Income

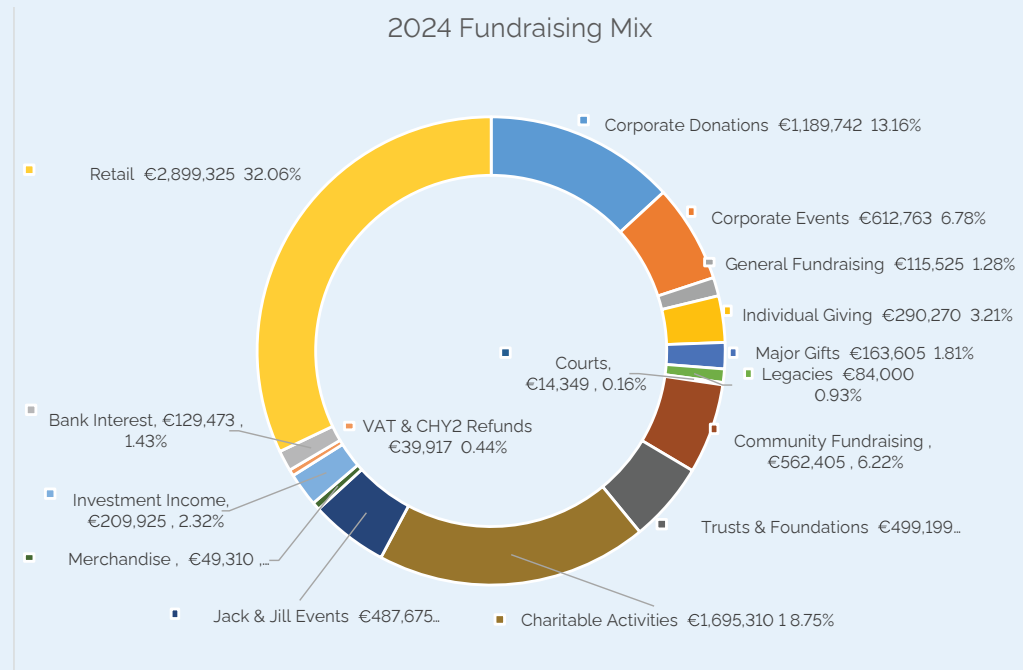
Our income in 2024, excluding the unrealised gain on investments of €190,582 was €8,852,212, which is 14% higher than our income of €7,736,691 in 2023, which was also, in turn, 14% higher than our income (net of gains) in 2022. We have had consistent growth in income and the factors driving this growth in 2024 are similar to last year - higher event income and strong retail sales from our Charity Boutiques, as well as the €400,000 donation. We have also grown other sources of income, such as interest earned on bank deposit accounts, in which we hold most of our reserves.

The strong growth in income is visible in the graph below which shows the annual income for Jack and Jill since 2018. While our income dropped slightly in 2021, it has grown consistently since then.



We continue to work well with the HSE, which accounts for approximately 19% of our income in 2024. It is very important that we maintain and build upon this relationship in the years ahead. We look forward to working together in 2025 in this spirit of partnership, with is reflected in the principles of the Services Arrangement to be signed between both parties in 2025. We also work closely with other key partners of Jack and Jill such as corporates and trusts and foundations, which provide important sources of funding, for which we are very grateful.

The fantastic support received from the Irish public, which has contributed in many ways to Jack and Jill, is reflected in the diversity of the sources of income for 2024 shown below.



We continued to grow our retail network in 2024, which provides a steady stream of income from Charity Boutique sales. The dedication and commitment of our retail team and the ongoing generous donations made by the public helped drive the success of our Charity Boutiques. Retail, including merchandise, generated a gross surplus of €1,282,282 in 2024, consisting of income of €2,899,325 and expenditure for the year of €1,617,043. The retail surplus grew year-on-year by €144,072, consisting of revenue growth of €481,282 offset by expenditure growth of €337,210.

In 2024 we opened two new Charity Boutiques in Tralee and Monaghan, while the Charity Boutiques in Castlebar, Youghal, Carrick-on-Suir and Roscommon which were opened during 2023 generated a full year of sales in 2024. As well as providing significant funds for Jack and Jill, our Charity Boutiques also form an important part of our sustainability objectives. The resale of second-hand items offered at very competitive prices contributes to the circular economy, which is in turn helping our organisation to be more sustainable.



Expenditure

Expenditure for 2024 was €6,974,950 which is up 8.5% on expenditure in 2023 of €6,431,091.

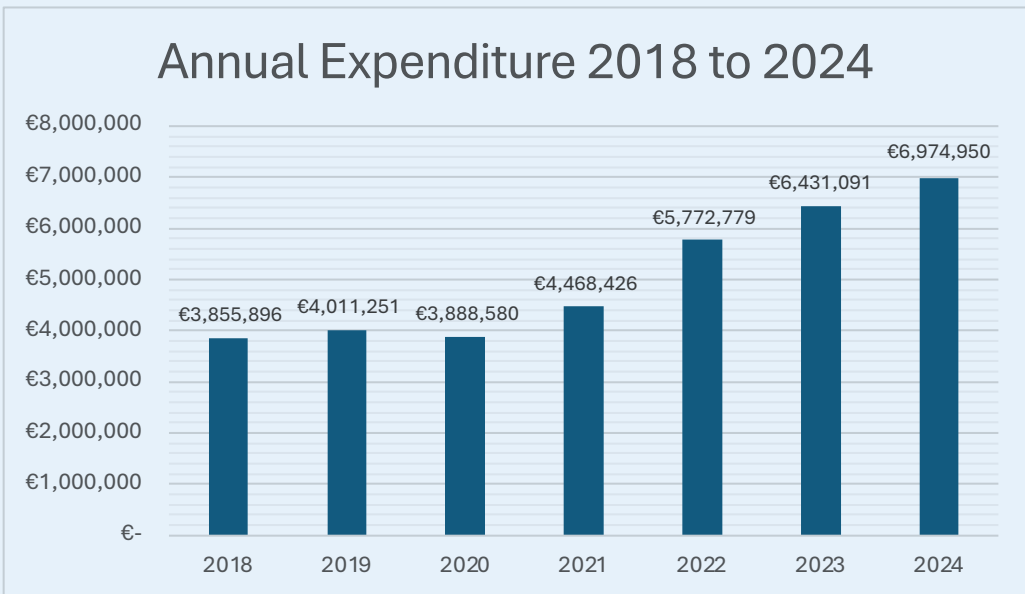
Charitable activities expenditure increased by 2.7% year on year to €4,297,328, mainly due to additional staff costs arising from costs of living increases for existing staff as well as the costs of two additional Liaison Nurse Managers in 2024, as we continued to develop our services throughout Ireland.

Retail, Communications and Administrative costs increased due to increased activity, but Fundraising costs were lower than in 2023 due to open positions in the team and the reallocation of merchandising costs to Retail.

Expenditure on retail in 2024 increased by €337,210 due to the ongoing expansion of the retail network. The addition of two new Charity Boutiques in Tralee and Monaghan, along with the full year expenditure on Charity Boutiques opened in 2023 in Castlebar, Youghal, Carrick-on-Suir and Roscommon resulted in this increased expenditure.

Expenditure across all areas was again subject to the impact of inflation in 2024. We had also implemented pay increases in June 2023 based on a benchmarking exercise. While this increased our staff costs for 6 months of 2023 it had a full year impact in 2024. Despite these increases in expenditure, we managed to spend 7% less than budgeted overall.

The ongoing expansion of the activities of Jack and Jill is reflected in the growth in total expenditure over the last seven years in the graph below.





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 our Reserves Policy, Jack and Jill made two investments of €1m each in 2021. The investment values increased to €2,255,175 on 31 December 2024. This represented a year-on-year gain on the fair value of the investments of €209,935 or 10%. Investment fees in 2024 amounted to €19,353 which were netted off against this gain. This 10% gain was an improvement on the prior year performance, which saw a 6% gain in investment values resulting in a net gain on the change in the fair value of investments of €190,582.

Given the recent volatility in financial markets, we are closely monitoring the current trends in the light of the increased risk to the investments. We will remain vigilant and take any prudent steps necessary to protect these investments.



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 2025, the budgeted expenditure for the charity's activities has increased to €7.9 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.

An annual review is completed to ensure that the actual level of reserves meets with the policy requirements above. This review was conducted in September of 2024.

As a result of the strong financial performance in 2024, we ended the year with reserves of approximately €10.45m. This provides a suitable buffer to cover the budgeted annual expenditure for the charity's activities, which for 2025 is approximately €7.9 million. Given that the Jack and Jill Foundation is looking to purchase a new office in 2025 to replace the current office, which is no longer fit for purpose, it is envisaged that these reserves will facilitate the capital expenditure of more than €1m which may be required to cover the potential purchase of this new office. The balance of the reserves is under review and the Board is looking at ways to invest these reserves for the benefit of Jack and Jill families.

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

A very strong financial performance in 2024 has put Jack and Jill in a better financial position with our reserves increasing by approximately €2m in the year. We cannot forget that this success is built upon the support of the Irish public, and we are extremely grateful for the generosity of our donors. In turn, this generosity is a testament to the appreciation of the work done by the Jack and Jill team.

Our three main income streams continue to perform very well – sales in our Charity Boutiques continue to grow, our Fundraising team successfully continue to raise funds and our HSE partnership provides secure funding for Jack and Jill. We will continue to maintain and develop these income streams in 2025.

Our most important strategic objective remains the delivery of our core service to meet the needs of Jack and Jill families. We continue to look at how we can broaden and deepen our service offering to these families. We are now putting in place some exciting pilot programmes in relation to extending our service from age six to age seven, and to offering counselling to Jack and Jill parents.

We are moving forward guided by our five-year strategic plan, Strategy 2027, which was rolled out in 2023. We need 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.

Thank You,

Richard Greene
Head of Finance



"When you're in the thick of stress or navigating worrying hospital admissions, it's hard to think clearly. But Jack and Jill anticipate our needs. They give us the space to breathe. They know the road ahead of us and can prepare us with solid advice as well as nursing care." Jack and Jill Mum



Section 10

JACK AND JILL FOUNDATION CLG REPORT AND FINANCIAL STATEMENTS 2024

DIRECTORS AND OTHER INFORMATION	96
DIRECTORS' REPORT	97
DIRECTORS' RESPONSIBILITIES STATEMENT	104
INDEPENDENT AUDITOR'S REPORT	105
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES	107
CONSOLIDATED BALANCE SHEET	108
COMPANY BALANCE SHEET	109
CONSOLIDATED STATEMENT OF CASH FLOWS	110
NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS	111

BOARD OF DIRECTORS

Alan Bateson
Diarmaid Cunningham
Declan Magee
John O'Leary
Oliver Sutherland
Catherine Logan
Celine Maguire
Brian Cremin (appointed 04 December 2024)
Maeve Beggs (retired 16 May 2024)

SECRETARY AND REGISTERED OFFICE

Martin Jacob
Johnstown Manor
Johnstown
Naas
Co. Kildare

CHY NUMBER

12405

COMPANY NUMBER

231955

CRA NUMBER

20036201

AUDITORS

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

BANKERS

AIB
41 South Main Street
Naas
Co. Kildare

SOLICITORS

AMOSS Solicitors
26 Burlington Road
Ballsbridge
Dublin 4

DIRECTORS' REPORT

The directors submit their directors' report and audited consolidated financial statements for the year ended 31 December 2024.

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 supported by a Jack and Jill community service that operates 7 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 more than 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 manger and once the child meets our criteria, the charity approves and donates funding for up to 100 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. At any one time, the charity has over 400 children under its wing, and it is the only charity in Ireland providing this service across the country.

For more information, please visit www.jackandjill.ie.

The Jack and Jill Partnership Limited was incorporated as a subsidiary of Jack and Jill in 2010.

2. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE

The Consolidated Statement of Financial Activities for the year ended 31 December 2024 and the Consolidated and Company Balance Sheet as at 31 December 2024 are set out on pages 107, 108 and 109, respectively.

2024 has been a very positive financial year for the Jack and Jill Foundation CLG. Income amounted to €9,042,794. Given the expenditure of €6,974,950, the Foundation has generated a surplus of €2,067,844 in 2024. Our income in 2024, excluding the unrealised gain on investments of €190,582, was €8,852,212 which is 14.4% higher than our income of €7,736,691 in 2023. This surplus has enabled us to extend our service from age 6 to 7 under a pilot scheme in 2025. The main factors driving this growth in income are higher event income and strong retail sales from our charity boutiques, as well as a one-off corporate donation of €400,000. We have also grown other sources of income such as interest earned on bank deposit accounts, in which we hold most of our reserves.

Expenditure for 2024 was €6,974,950 which is up 8.5% on expenditure in 2023 of €6,431,091. We continued to focus on the delivery of our core service to children and families in 2024. Charitable activities expenditure increased by 2.7% to €4,297,328 year on year mainly due to additional staff costs, including the costs of two additional nursing liaison managers in 2024, as we continued to develop our services throughout Ireland. During the year our service supported 538 children by funding 126,676 homecare hours and approximately 26,500 hours of care and support from our liaison nurse mangers, with an additional 3,300 hours from our family co-ordinators. Retail and fundraising costs also increased in line with our increased activity in 2024.

Other highlights included winning the Board of the Year Award at the Charities Institute Ireland Excellence Awards in October 2024 and maintaining our Charities Institute Ireland Triple Lock Status. We were also shortlisted again for the Carmichael Good Governance awards.

The continued growth in our charitable activities, our increased retail footprint and increased in-person fundraising event costs contributed to the total level of expenditure, which saw a planned increase of 8.5% in 2024 to €6,974,950. Expenditure continued to increase in 2024 due to inflationary pressures impacting the cost of supplies and the need to maintain competitive wage rates. We completed an annual benchmarking exercise on salaries in June of 2024 with some salaries being increased to market rates based on this benchmarking.

Our charity boutiques continue to fill the gap between funding we receive from the HSE and our fundraising income, and the finances we need to provide for the families who use our services. The charity boutiques performed strongly again in 2024 with a surplus of €1,282,282 (2023: €979,084). The four boutiques opened during 2023 in Castlebar, Youghal, Carrick-on-Suir and Roscommon performed well in 2024. We also opened two more new charity boutiques in Tralee and Monaghan in 2024, in line with our retail strategy.

HSE funding for 2024 was €1,695,310 which is slightly lower than the funding received in 2023 (€1,735,633). The partnership with the HSE remains a key foundation for Jack and Jill which we will continue to develop in the coming years.

In 2024, key fundraising initiatives included the Incognito Art Sale, Croke Park, Thomond Park & Dalkey Abseil Challenges, Cannonball and Christmas Lunch.

The strong financial performance in 2024 has put us in a very healthy financial position at the end of the year, and the surplus achieved will help us provide for the future needs of the Charity.

3. INVESTMENT POLICY

The investment policy of Jack and Jill has not changed in 2024. We have maintained a prudent approach to managing our reserves. Our investment policy includes the following Responsible Investing practices 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 continued 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 net investment value increased to €2,255,175 as of 31 December 2024. This represents an increase in value of €190,582 or 9.2% year on year. We paid investment fees of €19,353 in 2024 which have been reflected in this net value. While we are taking a longer-term perspective as per our investment strategy, we continue to monitor the progress of these investments given the current volatility in the market.

4. RESERVES

The Board of Directors reviewed the Reserves Policy of Jack and Jill in September of 2024. It examined the charity's latest requirement for reserves considering any potential risks facing the organisation and updated the reserves policy to ensure 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 multi-year commitment 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 activities could continue during a period of unforeseen difficulty such as a significant reduction in funding and/or an increase in costs and equates to approximately €7.5m.
- ▶ In addition to free reserves, Jack and Jill has also identified the need for designated funds to facilitate the purchase of a much-needed office for the Jack and Jill team. The current office is not fit for purpose, and it has been agreed to designate €1m to the purchase of a new office. These designated funds are based on current estimates for funding requirements for the new office.
- ▶ A substantial proportion of these reserves should be maintained in a readily realisable form.
- ▶ Jack and Jill also has restricted reserves due to the need to meet the specific requirements of donors for funds to be spent on specific purposes. The restricted reserves as of 31 December 2024 were €83,231. These reserves will continue to be managed on this restricted basis.
- ▶ 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 to achieve a return in excess of inflation, to support the activities and mission of Jack and Jill into the future.
- ▶ An annual review is completed to ensure the actual level of reserves continues to meet 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 2024 is as follows:

	€
Restricted reserves	83,231
Unrestricted reserves	10,368,753
Total Reserves	10,451,984

The current level of unrestricted reserves at €10,368,753 is adequate to finance more than 12 months of the charity's activities. It is important to note that €1,000,000 of these are designated reserves for the purchase of a new office. At the time of approving these Financial Statements, the Directors anticipate that the proposed office purchase will happen in 2025 which will utilise the designated funds.

5. STRUCTURE, GOVERNANCE AND MANAGEMENT

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

Jack and Jill Foundation currently has 8 directors. Maeve Beggs was Chair of the Board until she retired at the Board Meeting on the 16 May 2024, and Declan Magee was elected to the position to replace her. 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 2024 comprised of the Chief Executive Officer (CEO), Head of Finance, two Heads of Nursing, Head of Retail and Compliance, Head of Fundraising and Head of Communications.

The Board officially met 4 times during the year.

Board Meeting Attendance 2024:

Declan J Magee	Chair	4/4
John O'Leary	Director	4/4
Catherine Logan	Director	3/4
Oliver Sutherland	Director	3/4
Alan Bateson	Director	4/4
Diarmaid Cunningham	Director	3/4
Celine Maguire	Director	3/4
Brian Cremin	Director	1/1
Martin Jacob	Company Secretary	3/4
Maeve Beggs	Ex Chair	2/2

The Board continued to give priority to achieving the highest standards of corporate governance, strategic planning, service provision, financial management and fundraising. Charities Governance Code compliance continues to be a high priority for the charity and the Board in

2024. 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 CEO and Senior Management Team. 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.

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

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

Terms of reference for these subcommittees stipulate making recommendations to the Board based on agreements reached at a subcommittee level. Membership may operate on a rotating basis. The subcommittee 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 subcommittee 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 subcommittees include knowledge, specialisation, and task division efficiency. One of the purposes of the subcommittees 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 subcommittee 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)	3/4
Declan Magee	2/2
Maeve Beggs	2/2

Audit, Finance and Investment

John O'Leary (Chair)	4/4
Declan Magee	2/2
Maeve Beggs	2/2
Brian Cremin	1/1

Fundraising, Retail and Communications

Oliver Sutherland (Chair)	3/4
Alan Bateson	4/4
Catherine Logan	4/4

Governance

Diarmaid Cunningham (Chair)	4/4
Maeve Beggs	1/2

Remuneration

Alan Bateson (Chair)	1/1
Celine Maguire	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 is 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. This risk register is regularly reviewed to ensure that the 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 & Jill 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. We have robust controls in terms of clear communications and transparency. We have good crisis management skills on the board and in the management team. We continually 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 prudently continue to develop our network of charity boutiques which provides a steady and reliable stream of income, we continue to diversify our corporate partnerships, we continue to develop a strategic partnership with the HSE, and we target our communications to highlight and differentiate the service provided by Jack and Jill.

To ensure a high level of compliance, we continue to review and update our 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 support 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, and we have enhanced our cyber security protection in 2024.

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

The current international economic environment is causing much uncertainty which gives rise to concern regarding the potential impact on the fundraising ability of Jack and Jill. While this will

be continually monitored, we are confident that the impact of this economic risk is mitigated in the short to medium term by the reserves currently held by the Charity.

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 Foundation remains committed to providing home nursing care and in-home respite to children who meet our criteria. Given the strong financial position, and the positive financial performances of the charity in recent years, we carried out a review of service enhancements with key stakeholders. As a result of this we would like to expand our service in 2025. With this in mind, we have decided to launch a pilot extension of our service to children up to the age of 7. We are confident that this additional year of support to the Jack and Jill families will make a big difference, and we hope to implement this change on a permanent basis.

We have also introduced a counselling service to the Jack and Jill families which we hope will help families to cope with the challenges they face.

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 to families. We are very grateful to our committed and loyal supporters for their ongoing generosity and for making our much-needed work possible.

Reflecting on the past year, we also wish to acknowledge the leadership of our CEO and Senior Management Team who, supported by their teams, consistently embody and drive forward the vision, mission, values, and strategic objectives of the Foundation.

We would like to sincerely thank all our highly dedicated Jack and Jill team for their unwavering commitment and hard work in supporting 538 children in 2024.

8. DIRECTORS AND SECRETARY

The names of the individuals who were Directors at any time during the year ended 31 December 2024 are set out below. Unless otherwise indicated they served as Directors for the entire year.

Declan Magee (Chair)	John O'Leary
Alan Bateson	Oliver Sutherland
Diarmuid Cunningham	Catherine Logan
Celine Maguire	Brian Cremin (appointed 4 December 2024)
Maeve Beggs (retired 16 May 2024)	
Martin Jacob acted as Company Secretary throughout 2024.	

9. POST BALANCE SHEET EVENTS

There have been no significant events affecting the group 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. POLITICAL DONATIONS

The charity did not make any political donations in the financial year (2023: €Nil)

12. 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.

13. AUDITORS

Forvis 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



Declan Magee



John O' Leary

Date: 15 May 2025

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 the Group And Company 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 group and 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 group and 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 Group and 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



Declan Magee



John O' Leary

Date: 15 May 2025

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

forv/s
mazars

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 2024, which comprise the consolidated statement of financial activities, the consolidated and company balance sheet, the consolidated statement of cash flows, and notes to the consolidated 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 group and company as at 31 December 2024 and of its net results 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 104, 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: 29 May 2025

for and on behalf of Forvis Mazars

Chartered Accountants & Statutory Audit Firm

Harcourt Centre
Block 3
Harcourt Road
Dublin 2

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

	Notes	Restricted Funds 2024 €	Unrestricted Funds 2024 €	Year ended 31 December 2024 €	Restricted Funds 2023 €	Unrestricted Funds 2023 €	Year ended 31 December 2023 €
Income from:							
Donations and legacies	6	157,824	2,761,272	2,919,096	15,000	3,124,740	3,139,740
Charitable activities	7	422,827	1,272,483	1,695,310	397,302	1,338,331	1,735,633
Other trading activities	8	-	4,049,074	4,049,074	-	2,835,088	2,835,088
Others	9	-	188,732	188,732	-	26,230	26,230
Total income		580,651	8,271,561	8,852,212	412,302	7,324,389	7,736,691
Expenditure on:							
Raising funds	10	-	2,570,706	2,570,706	-	2,135,995	2,135,995
Charitable activities	10	587,694	3,709,634	4,297,328	458,585	3,725,376	4,183,961
Others	10	-	106,916	106,916	22,419	88,716	111,135
Total expenditure		587,694	6,387,256	6,974,950	481,004	5,950,087	6,431,091
Net gain on change in the fair value of investments	18	-	190,582	190,582	-	113,744	113,744
Net income / (expenditure)		(7,043)	2,074,887	2,067,844	(68,702)	1,488,046	1,419,344
Total funds brought forward	22	90,274	8,293,866	8,384,140	145,844	6,818,952	6,964,796
Transfers between funds		-	-	-	13,132	(13,132)	-
Total funds carried forward	22	83,231	10,368,753	10,451,984	90,274	8,293,866	8,384,140

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 111 - 132 form part of these financial statements.

CONSOLIDATED BALANCE SHEET

	Notes	31 December 2024 €	31 December 2023 €
FIXED ASSETS			
Tangible assets	15	340,030	341,672
Intangible Asset	16	30,578	-
Investments	18	3,255,175	2,064,953
		3,625,783	2,406,625
CURRENT ASSETS			
Debtors	19	635,121	286,652
Cash and cash equivalents		7,020,402	6,407,770
		7,655,523	6,694,422
CREDITORS			
Amounts falling due within one year	20	(829,322)	(716,907)
NET CURRENT ASSETS			
		6,826,201	5,977,515
TOTAL ASSETS LESS CURRENT LIABILITIES		10,451,984	8,384,140
THE FUNDS OF THE CHARITY			
Restricted funds	22	83,231	90,274
Unrestricted funds	22	10,368,753	8,293,866
TOTAL CHARITY FUNDS		10,451,984	8,384,140

The notes on pages 111 - 132 form part of these financial statements.

On behalf of the Board



Declan Magee

Date: 15 May 2025



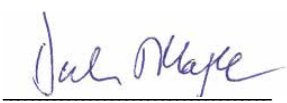
John O'Leary

COMPANY BALANCE SHEET

	Notes	Year ended 31 December 2024 €	Year ended 31 December 2023 €
FIXED ASSETS			
Tangible assets	15	340,030	341,672
Intangible assets	16	30,578	-
Investment in subsidiaries	17	55,131	55,131
Investments	18	3,255,175	2,064,953
		3,680,914	2,461,756
CURRENT ASSETS			
Debtors	19	635,121	286,652
Cash and cash equivalents		7,020,402	6,407,770
		7,655,523	6,694,422
CREDITORS			
Amounts falling due within one year	20	(884,453)	(772,038)
NET CURRENT ASSETS			
		6,771,070	5,922,384
TOTAL ASSETS LESS CURRENT LIABILITIES		10,451,984	8,384,140
THE FUNDS OF THE CHARITY			
Restricted funds	22	83,231	90,274
Unrestricted funds	22	10,368,753	8,293,866
TOTAL CHARITY FUNDS		10,451,984	8,384,140

The notes on pages 111 - 132 form part of these financial statements.

On behalf of the Board



Declan Magee

Date: 15 May 2025



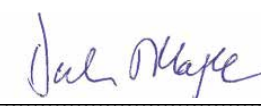
John O'Leary

CONSOLIDATED STATEMENT OF CASH FLOWS

	Notes	Year ended 31 December 2024 €	Year ended 31 December 2023 €
Cash flows from operating activities:			
Net income		2,067,844	1,419,344
Gain on financial assets	18	(190,582)	(113,744)
Depreciation	15	52,265	68,364
Movement in debtors		(348,468)	(159,304)
Movement in creditors		112,415	97,534
Net cash provided by operating activities		1,693,474	1,312,194
Cash flows from investing activities:			
Purchase of tangible fixed assets	15	(50,623)	(40,327)
Purchase of intangible assets		(30,378)	-
Increase in investments		(999,841)	-
Cash used in investing activities		(1,080,842)	(40,327)
Change in cash and cash equivalents during the year		612,632	1,271,867
Cash and cash equivalents at beginning of year		6,407,770	5,135,903
Cash and cash equivalents at end of year		7,020,402	6,407,770

The notes on pages 111 - 132 form part of these financial statements.

On behalf of the Board



Declan Magee

Date: 15 May 2025



John O'Leary

1. GENERAL INFORMATION

These consolidated financial statements, comprising the consolidated statement of financial activities, the consolidated balance sheet, the company balance sheet, the consolidated statement of cash flows and the related notes constitute the consolidated financial statements of The Jack and Jill Foundation CLG for the financial year ended 31 December 2024.

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 W91 DYT2. The nature of the group's operations and its principal activities are set out in the Directors' Report.

The consolidated financial statements incorporate the financial statements of the company and its subsidiary undertaking for the financial year ended 31 December 2024. Jack and Jill Partnership Limited (CRO number 487109) is a wholly owned subsidiary of Jack and Jill Foundation CLG.

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 group.

b) 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.

c) 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

d) 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.

e) Taxation

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

f) 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 than 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 form other assets or group of assets.

g) Investments in subsidiary undertakings

The company's investments in subsidiary undertaking is stated at cost less provisions for impairment in value in the subsidiary company balance sheet. 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

h) 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.

i) 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.

j) 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

k) Operating leases

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

l) 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.

m) 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 €340,030 (2023: €341,672).

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

	Restricted Funds 2024 €	Unrestricted Fund 2024 €	Total 2024 €
Current year			
Donations			
Private donations	157,824	2,114,867	2,272,691
Community fundraising	-	562,405	562,405
Total income from donations	157,824	2,677,272	2,835,096
Legacies	-	84,000	84,000
Total income from donations and legacies	157,824	2,761,272	2,919,096

	Restricted Funds 2023 €	Unrestricted Fund 2023 €	Total 2023 €
Prior year			
Donations			
Private donations	15,000	2,463,272	2,478,272
Community fundraising	-	625,519	625,519
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

All donations and legacies arose in the Republic of Ireland, except for a private donation of \$9,000 from the USA and another donation of €5,000 from France (2023: from USA of \$50,000).

7. CHARITABLE ACTIVITIES

	Restricted Funds 2024 €	Unrestricted Funds 2024 €	Total 2024 €
Current year			
Respite Care			
Grants			
Health Service Executive (HSE)	422,827	1,272,483	1,695,310
	422,827	1,272,483	1,695,310
Prior Year	Restricted Funds 2023	Unrestricted Funds 2023	Total 2023
Respite Care			
Grants			
Health Service Executive (HSE)	397,302	1,338,331	1,735,633
	397,302	1,338,331	1,735,633

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

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

7.1 GOVERNMENT GRANTS

The Jack and Jill Foundation received the following grants and they are disclosed in line with circular 13/2014 issued by the Department of Public Expenditure, NDP Delivery and Reform. No capital grants were received from Pobal or any Government Department and the Company is tax compliant as per the relevant grant circulars, including circular 44/2006.

a)	b)	c)	d)	e)
Name of grantor	Name of individual grant	Purpose of grant	Amount and term of total grant awarded	The amount of grant recognised as income in 2024
Health Services Executive	Annual Grant	To provide funding for the provision of nursing hours and carer hours to children who are eligible for Jack and Jill services.	€519,489 for the year 2024	€519,481
Health Services Executive	Liaison Nurse Support	To provide funding to cover the cost of the nurse liaison managers who are responsible for the case management of children who are eligible for Jack and Jill services.	€275,000 for the year 2024	€275,000
Health Services Executive	6 Years of Age	To provide funding for the extension of the Jack and Jill services to children in the age bracket of 5 to 6 years.	€288,000 for the year 2024	€288,000
Health Services Executive	€16 to €18	To provide funding for the increase in the hourly rate of pay for nurses from €16 per hour to €18 per hour.	€188,000 for the year 2024	€188,000
Health Services Executive	WRC Pay Parity	To provide funding to Section 39 organisations for implementing pay increases to staff as per the agreed WRC pay increases in 2023 and 2024.	€151,666 for the years 2023 and 2024	€151,666
Health Services Executive	Homecare Funding	Funding to pay for cases where the HSE has specifically requested Jack and Jill to provide services to specific children.	€381,681 for the year 2024	€271,162
Health Services Executive	HSE CH07 Lottery Grant	Grant from CH07 to provide funding to Jack and Jill to provide services.	€2,000 for the year 2024	€2,000

8. OTHER TRADING ACTIVITIES

	2024 €	2023 €
Fundraising Events	1,149,749	349,143
Charity Boutiques	2,899,325	2,485,945
	4,049,074	2,835,088

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

9. OTHER

	2024 €	2023 €
Tax refund on donations	25,321	13,596
VAT compensation scheme	14,595	12,634
Bank Interest/Other	148,816	
	188,732	26,230

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

10. EXPENDITURE

Current year	Restricted funds 2024 €	Unrestricted funds 2024 €	Total 2024 €
<i>Raising funds</i>			
Staff costs	-	1,388,539	1,388,539
Fundraising events	-	171,796	171,796
Shop costs	-	914,540	914,540
Promotion and publicity	-	19,671	19,671
Other costs	-	76,160	76,160
	-	2,570,706	2,570,706
<i>Charitable activities</i>			
Staff costs	236,465	1,480,582	1,717,047
Homecare payments	298,589	2,114,273	2,412,862
Other costs	52,640	114,779	167,419
	587,694	3,709,634	4,297,328
<i>Other</i>			
Staff costs	-	74,403	74,403
Other costs	-	32,513	32,513
	-	106,916	106,916

Included within the costs above are support costs as follows:

	Allocated to cost of raising funds 2024 €	Allocated to charitable activities 2024 €	Other costs 2024 €	Total 2024 €
Marketing	19,670	39,341	3,278	62,289
Finance and administration	106,280	134,135	24,388	264,803
Governance costs – external audit (incl. VAT)	-	18,143	-	18,143
	125,950	191,619	27,666	345,235

Prior 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	138,777	23,130	231,296
Governance costs – external audit (incl. VAT)	-	16,913	-	16,913
	94,412	203,737	23,130	321,279

11. STAFF COSTS

	2024 €	2023 €
Wages and salaries	2,584,066	2,248,415
Social welfare costs	291,842	253,512
Pension costs	132,050	127,703
	3,007,958	2,629,630

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

	2024 Number	2023 Number
Services to children	16	15
Fundraising	5	5
Communication	4	4
Administration	10	9
Retail	26	20
	61	53

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

Group and Company	2024 Number	2023 Number
€60,001 – €70,000	4	3
€70,001 – €80,000	5	4
€80,001 – €90,000	2	1
€90,001 – €100,000	-	-
€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 (2023: €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 €638,834 (2023: €512,401). The CEO's gross salary was €95,000 in the year (2023: €95,000).

12. INTEREST PAYABLE AND SIMILAR CHARGES

	2024 €	2023 €
Bank interest and charges	23,829	19,792

13. PENSION

	2024 €	2023 €
Contribution to pension scheme	132,050	127,703

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 2024 (2023: €nil).

14. NET MOVEMENT IN FUNDS

	2024 €	2023 €
Net movement in funds is stated after charging:		
Depreciation of tangible assets	52,265	68,364
Operating lease rentals	366,128	326,502
Auditor's remuneration – statutory audit services (excl. VAT)	14,750	13,750

15. TANGIBLE FIXED ASSETS

Group and Company	Freehold Premises €	Office Equipment €	Computer Equipment €	Fixtures & Fittings €	Motor Vehicles €	Total €
Cost						
At 1 January 2024	367,805	16,162	146,013	35,906	73,099	638,985
Additions	-	4,920	6,376	21,827	17,500	50,623
Disposals	-	(12,950)	(67,254)	-	(8,000)	(88,204)
At 31 December 2024	367,805	8,132	85,135	57,733	82,599	601,404
Depreciation						
At 1 January 2024	(122,607)	(14,859)	(117,433)	(11,358)	(31,056)	(297,313)
Charge for the year	(7,356)	(2,278)	(18,805)	(4,817)	(19,009)	(52,265)
Disposals	-	12,950	67,254	-	8,000	88,204
At 31 December 2024	(129,963)	(4,187)	(68,984)	(16,175)	(42,065)	(261,374)
Net Book Values						
At 31 December 2023	245,198	1,303	28,580	24,548	42,043	341,672
At 31 December 2024	237,842	3,945	16,151	41,558	40,534	340,030

16. INTANGIBLE FIXED ASSETS

Group and Company	Software €	Total €
Cost		
At 1 January 2024	-	-
Additions	30,578	30,578
At 31 December 2024	30,578	30,578
Amortisation		
At 1 January 2024	-	-
Charge for the year	-	-
At 31 December 2024	-	-
Net Book Values		
At 31 December 2023	-	-
At 31 December 2024	30,578	30,578

17. INVESTMENT IN SUBSIDIARY

Group and Company	2024 €	2023 €
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 2024, Jack and Jill Partnership Limited had net assets of €55,131 (2023: €55,131) and the result for the financial year was €nil (2023: €nil). The charity has an outstanding payable to Jack and Jill Partnership Limited amounting to €55,131 at year-end (2023: €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.

18. INVESTMENTS

Group and Company	2024 €	2023 €
<i>Listed investments</i>		
At start of the year	2,064,593	1,951,209
Net gain on investments	190,582	113,744
At end of the year	2,255,175	2,064,953
<i>Other investments</i>		
Term deposits	1,000,000	-
At 31 December	3,255,175	2,064,953

The listed investments, all of which are fund investments are measured at fair value in line with the group'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.

Term deposits held at year end include a two-year fixed term deposit account.

Investment income is classified as unrestricted.

19. DEBTORS

Group and Company	2024 €	2023 €
Prepayments and accrued income	570,068	256,119
Other debtors	65,053	30,533
	635,121	286,652

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

20. CREDITORS

	Group 2024 €	Company 2024 €	Group 2023 €	Company 2023 €
Deferred income (Note 21)	312,176	312,176	200,000	200,000
PAYE/PRSI	72,973	72,973	71,490	71,490
Other creditors and accruals	444,173	444,173	445,417	445,417
Amounts due to subsidiary undertakings (Note 16)	-	55,131	-	55,131
	829,322	884,453	716,907	772,038

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.

21. DEFERRED INCOME

Group and Company	2024 €	2023 €
At 1 January	200,000	300,000
Credited to statement of financial activities	(200,000)	(300,000)
Deferred during the year	312,176	200,000
At 31 December	312,176	200,000

22. FUNDS OF THE CHARITY

Group

Current Year	Restricted Funds €	Unrestricted Funds €	Total €
Balance at beginning of year	90,274	8,293,866	8,384,140
Income	580,651	8,271,561	8,852,212
Expenditure	(587,694)	(6,387,256)	(6,974,950)
Net gain on change in fair value of investments	-	190,582	190,582
Transfers between funds	-	-	-
Balance at end of year	83,231	10,368,753	10,451,984

Funds of the Charity:

	Restricted Funds €	Unrestricted Funds €	Total €
Fixed assets	152,481	3,473,302	3,625,783
Current assets	-	7,655,523	7,655,523
Current liabilities	(69,250)	(760,072)	(829,322)
	83,231	10,368,753	10,451,984

Prior 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

Funds of the Charity:

	Restricted Funds €	Unrestricted Funds €	Total €
Fixed assets	144,525	2,262,100	2,406,625
Current assets	-	6,694,422	6,694,422
Current liabilities	(54,251)	(662,656)	(716,907)
	90,274	8,293,866	8,384,140

Company

Current Year	Restricted Funds €	Unrestricted Funds €	Total 2024 €
Balance at beginning of year	90,274	8,293,866	8,384,140
Income	580,651	8,271,561	8,852,212
Expenditure	(587,694)	(6,387,256)	(6,974,950)
Net gain on change in fair value of investments	-	190,582	190,582
Transfers between funds	-	-	-
Balance at end of year	83,231	10,368,753	10,451,984

	Restricted Funds €	Unrestricted Funds €	Total €
Funds of the Charity:			
Fixed assets	152,481	3,528,433	3,680,914
Current assets	-	7,655,523	7,655,523
Current liabilities	(69,250)	(815,203)	(884,453)
	83,231	10,368,753	10,451,984

Prior 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 loss 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	144,525	2,325,199	2,469,724
Current assets	-	6,694,422	6,694,422
Current liabilities	(54,251)	(725,755)	(780,006)
	90,274	8,293,866	8,384,140

23. 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:

	Group 2024 €	Company 2024 €	Group 2023 €	Company 2023 €
--	--------------------	----------------------	--------------------	----------------------

Financial assets measured at fair value

Investments	3,255,175	3,255,175	2,064,953	2,064,953
-------------	-----------	-----------	-----------	-----------

	Group 2024 €	Company 2024 €	Group 2023 €	Company 2023 €
--	--------------------	----------------------	--------------------	----------------------

Financial assets measured at cost

Investment in subsidiary undertaking	-	55,131	-	55,131
--------------------------------------	---	--------	---	--------

	Group 2024 €	Company 2024 €	Group 2023 €	Company 2023 €
--	--------------------	----------------------	--------------------	----------------------

Financial assets at amortised cost

Cash and cash equivalents	7,020,402	7,020,402	6,407,770	6,407,770
Accrued income	282,077	282,077	91,502	91,502
Other debtors	65,053	65,053	30,533	30,533
	7,367,532	7,367,532	6,529,805	6,529,805

	Group 2024 €	Company 2024 €	Group 2023 €	Company 2023 €
--	--------------------	----------------------	--------------------	----------------------

Financial liabilities at amortised cost

Amounts due to subsidiary undertakings	-	55,131	-	55,131
Other creditors and accruals	444,173	444,173	445,417	445,417
	444,173	499,304	445,417	500,548

24. COMMITMENTS

Group and Company

The Charity 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:

	2024	2023
	€	€
Within one year	321,733	276,392
Greater than one year and less than five years	745,742	1,047,059
Greater than five years and less than ten years	189,059	272,083
	1,256,534	1,595,534

25. 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.

26. EVENTS AFTER THE END OF THE REPORTING PERIOD

There are no subsequent events that affected the Charity.

27. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the Board of Directors on 15 May 2025.



Help Us to Continue Reaching Milestones



'Milestones' mean something different to everyone. For some, it is an achievement, or a goal met. For others, it's a moment of connection, a breath of relief, or simply another day together.

For the families supported by Jack and Jill, milestones take many forms throughout their journey of caring for a child with complex medical needs. Whether it's securing the right care at the right time, finding moments of rest, or celebrating a day that once seemed uncertain; we are there for every step, big or small. Jack and Jill's promise is simple: no family should feel alone on this journey.

But we can't do it without you. Every hour of care, every milestone reached, is made possible by the kindness of donors, businesses, volunteers and communities across Ireland. Your support ensures that families have the help they need, when and where they need it most.

There are so many ways to help make a difference:

- ✓ Take on a challenge - Run, cycle, or organise a fundraising event to support local families in your area.
- ✓ Host a fundraiser - Organise a golf day, coffee morning or community event in aid of Jack and Jill.
- ✓ Shop with purpose - Visit our charity boutiques or purchase gifts like Christmas cards, Teacher cards or Gift of Time cards.
- ✓ Volunteer your time - Help at our events or in our charity boutiques. Your time is just as valuable as any donation.
- ✓ Encourage workplace giving - Ask your employer to consider Jack and Jill as a charity partner or sign up as a monthly donor.
- ✓ Share your story - If Jack and Jill has supported your family, sharing your journey helps raise awareness and support for other families, just like yours.

Ongoing support means ongoing care, and every contribution big or small helps families navigate their child's care journey with reassurance, hope, love and support. Together, we can continue reaching milestones, one hour at a time.

Thank You

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 27 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 538 families in communities across Ireland in 2024, 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 27 years.

Always remembered. Never forgotten.

Jack Irwin

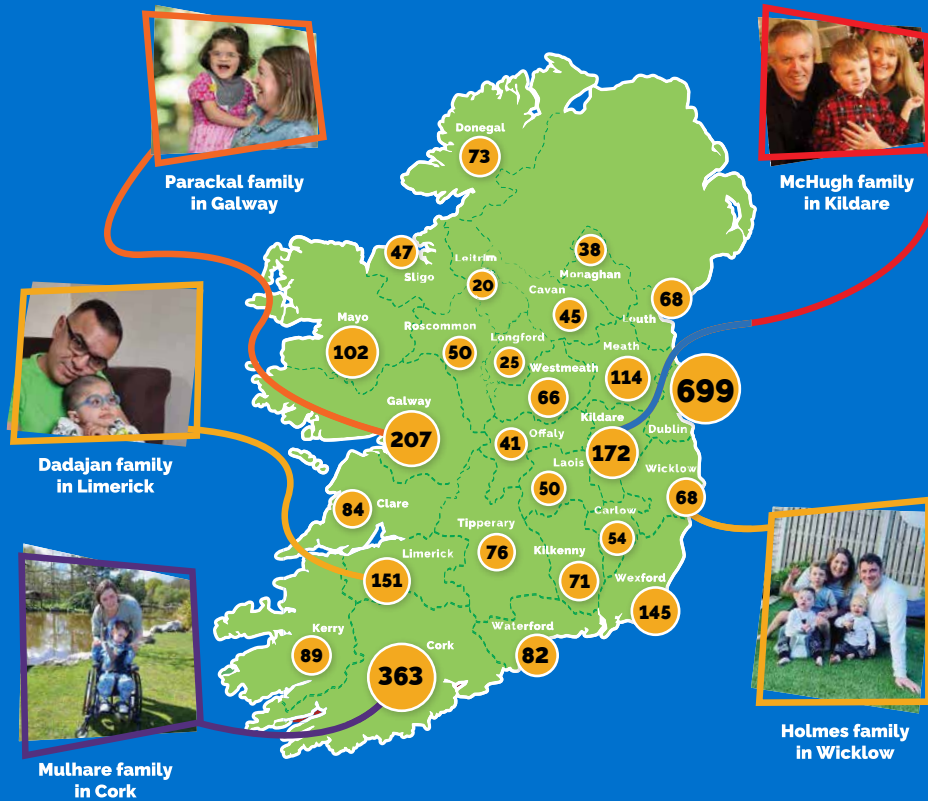


29/02/1996 - 13/12/1997



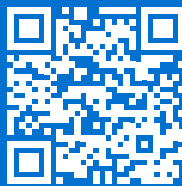
In March 2024 we celebrated the milestone of supporting 3,000 families in communities across Ireland since 1997

No Care Like Home Care



JACK AND JILL CHILDREN'S FOUNDATION

Johnstown Manor, Johnstown, Naas, Co. Kildare. W91 DYT2



Please scan here to visit our website

Tel: 045 894538 **Email:** info@jackandjill.ie **Web:** www.jackandjill.ie

@jackandjillcf @jackandjillfoundation @JackandJillCF @jackandjill @jackandjillcf

Charity Number: CHY12405
Registered Charity Number: 20036201

