

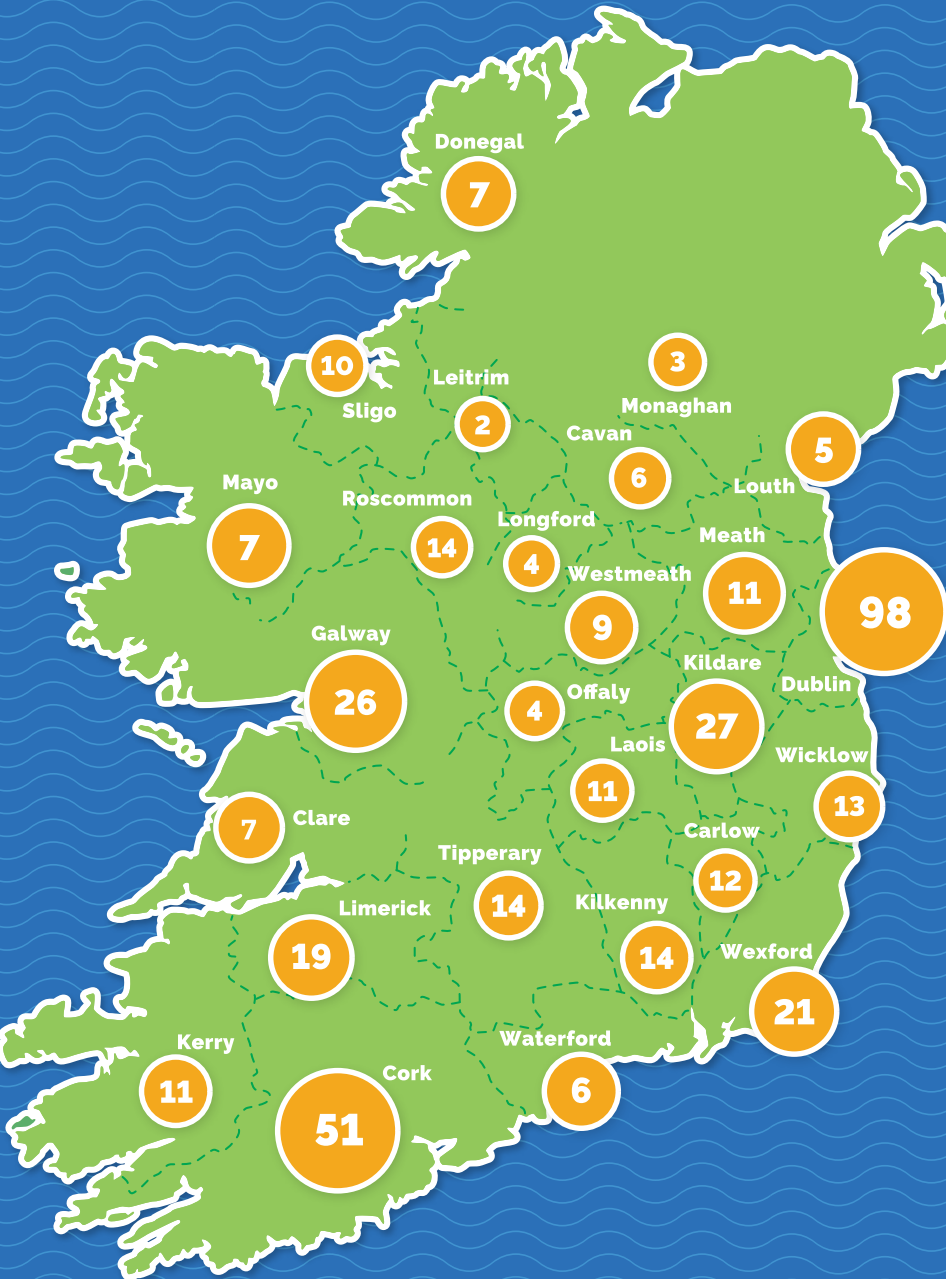


Annual Report 2021

Our Community Reach



We are currently supporting 412 families in communities across Ireland
No Care Like Home Care



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Our Chair's Report



2021 was our fourth year of implementing Jack and Jill's five-year strategy to 2023 which we will now build on to formulate our strategy right up to 2030. Therefore, this annual report is a good juncture to demonstrate the progress and detours made and the road ahead. Our Jack and Jill care journey is one we've made together as a community, moving forward with conviction against the backdrop of the 2 year COVID 19 storm (still going) that has really tested, stretched and strengthened us.

I want to salute the founders of Jack and Jill, Jonathan Irwin and Mary Ann O'Brien, for continuing this journey with us, my fellow board members and the whole team at Jack and Jill for navigating and driving our course. All done with the courage, competence, compassion and commitment required to keep the show on the road; while funding, delivering and extending our unique service, this vital home nursing care, at a time when respite is in short supply and families rely on our support more than ever. The best measure of our reach and impact across the country in 2021 is the bank of hours funded and delivered, totalling 137,682 which is a 16% increase on 2020 and the stories told by families about what their Jack and Jill nurses mean to them.

This was another year of uncertainty where our charity shops closed, every fundraising event had a contingency plan and our home nursing support had to be tailored to government guidelines. What was required was real ability and agility to respond to these changing conditions and true grit from our people to deliver, many of whom were experiencing their own personal grief and traumas while doing their day job. Despite all of this, we delivered and extended our service in 2021, rather than retracting it. There was no waiting list and no child meeting our criteria was refused help. This result was made possible with the ongoing support of so many donors big, small and in between and I really welcome the additional grant we received from the HSE in 2021 which was a real breakthrough.

We have stories of real impact, good governance and a fundraising result in 2021 that has reinforced us for 2022 and the challenges ahead. What's different about Jack and Jill is that ours is an ongoing, six-year care commitment to families and, as such, a big responsibility to raise the care capital required to do this. Therefore, a big part of our strategy coming out of COVID 19 and into 2022, which is our 25th anniversary year, is to secure equitable funding from the HSE, by demonstrating how Jack and Jill is part of the respite solution across the country at local community level. While we secured that extra funding from the HSE in 2021, we now need to retain it for 2022 and increase it for 2023, so as to reflect the value and impact we make. We have a strong case to make and we will get there. As chair, I couldn't be prouder and more determined to achieve our goals.

Thank You

Maeve Beggs

Our CEO's Report



We stuck to our core purpose in 2021. Timely access to homecare and palliative care for children with highly complex medical conditions, some at end-of-life stage, and critical support for their families.

This service was more important than ever in 2021, particularly with so much community respite still cancelled. Throughout the year, every family was left to make their own decision about cocooning as we were guided by the parent as the primary carer. We were operating at an average level of 85% in terms of in-home respite hours, with the remainder of families supported with phone calls, home visits or outdoor visits from our dedicated nurses.

On behalf of the children and families we've supported in 2021, we want to recognise and thank our wonderful chair Maeve Beggs and our committed Board of Directors for their continued service to the Jack and Jill Children's Foundation in 2021, all done in a voluntary capacity and unpaid. To our dedicated team of nurses and fundraisers I say well done and thank you for keeping us going. There is no I in team, as Jonathan Irwin

would say, and my role as CEO is fully dependent on the management team behind me who spurred me on to get the job done in 2021 and to care for our staff as well as our families in such testing times.

For Jack and Jill, Key Performance Indicators (KPIs), which should also measure compassion and courage as the values that underpin our charity, are there to keep everyone focused and delivering for our families, our community. Throughout 2021 we have carefully tracked and measured our KPIs against targets set over the last 4 years. We tracked progress against our strategic pillars of Care, Community, Sustainability and Governance and we took the time to recognise and thank the people who supported these pillars, our staff.

2021 was a strong financial year as our community of supporters and donors rallied yet again. And Credit where Credit is due to the HSE who increased our funding level – something we need to repeat again in 2022. We won an award for our digital innovation and our switch to online platforms is now permanent, although I am determined to revive our County Roadshow in 2022, as there is no substitute for meeting our families face to face in order to understand their needs and our role in making life a little easier on their care journey. Community is so important to Jack and Jill and I would like to thank our community of families, nurses, volunteers, fundraisers, corporate partners, clubs, schools and friends right across the country. You make us stronger and your support helps us to support over 400 families.

#CommunityMatters

Thank You

Carmel Doyle

Our Strategic Roadmap to 2023



Bringing Our Strategy Home in 2021 – KPIs



Who We Are

Jack Irwin's Story

Jack and Jill Children's Foundation was set up in 1997 by Jonathan Irwin and his wife Mary Ann O'Brien (founder of Lily O'Brien's chocolates) in memory of their son Jack who suffered a brain trauma shortly after birth that left him developmentally delayed and shattered the dreams and hopes of his parents. They were traumatised. They wanted Jack at home but there was no support for their son outside of the hospital at that time. Determined to make it work, the family brought Jack home and formulated a homecare plan with the help of local nurses and carers from their community.



Jack Irwin

"We aim to maintain family fundamentals, we strive to listen, to learn and to improve our service, while also aspiring to make the lives of the children and families we support a little bit easier".

Founder - Jonathan Irwin



Baby Jack lived at home for 22 months and died on 13th December 1997, surrounded by the people he loved. Jack's story demonstrated how care at home in the local community can work for a child with complex needs and how short lives, like Jack's, have a long-lasting impact. His parents vowed that no other family would have to walk this difficult care journey alone and the Jack and Jill Children's Foundation became the pathway from hospital to homecare.

Fast forward 25 years and the Jack and Jill Children's Foundation has evolved and has grown from a team of two people, Founder Jonathan Irwin and Registered Children's Nurse, Mary Joe Guilfoyle, to a team of over 40 dedicated professionals made up of a highly skilled nursing team based around the country who deliver a Model of Care that really works; all fuelled by a dedicated team of fundraisers, administrators and volunteers, starting with our dedicated volunteer board.



Mary Joe and Jonathan



Mary Ann and Jonathan

Jack Irwin's home nursing care plan became the blueprint for 2,715 children who have been supported by Jack and Jill nurses since 1997, including 412 in 2021.

Throughout that time, the charity has raised capital to fund this care of over €66 million, of which €13 million came from the HSE .

Jack's legacy is making life a little easier for so many others, by empowering parents and families.



Leading with Purpose



Our Vision

All families with children who need our care can access us.



Our Mission

Empowering parents to care for their child at home, in communities across Ireland.



Our Service

The Jack and Jill Children's Foundation is a nationwide charity providing in-home nursing care and respite support for children up to the age of 6 with severe to profound neurodevelopmental delay. This may include children with brain injury, genetic diagnosis, cerebral palsy, and undiagnosed conditions. Another key part of our service is end-of-life care for all children up to the age of six, irrespective of diagnosis.

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Our Strategic Pillars to 2023



Care

Ensure children and families are supported and empowered at home because there is 'no care like home care'.



Community

Grow and enhance Jack and Jill's community of care across Ireland through best practice, knowledge and partnerships.



Sustainability

Create greater support and sustainability for children's in-home respite and palliative care into the future.



Governance

Enhance our credibility as an organisation governed and managed in line with best practice.

Values Underpinning Our Work



Courage

Like the families we support, we strive to have the courage needed to take on the daily challenges we face. We are passionate about advocating for, and with, our families, ensuring they get the supports they deserve, and need.



Care

Deeply engrained in the Jack and Jill spirit is the care of others – whether it's caring for the 2,715 families we have supported over the past 25 years, or caring for our own team, our board and our supporters; people are at the centre of our world.



Commitment

We are proud to provide an ongoing care commitment to families of up to six years - our expert nurses and carers become a key part of each family's care regime. Our team is exceptionally committed too, with 33% of our team having been with us for over 10 years.



Competence

Our team is highly skilled, with exemplary qualifications and unparalleled experience in their respective fields. Every day is a learning day at Jack and Jill and our team is committed to training and upskilling on an ongoing basis.



Compassion

We show compassion and belief through our shared values, kindness, culture, and empathy in each interaction with families, our team and our wider community, making sure they are at the centre of what we do.



Communication

Clear, open, and honest communication is integral to ensuring a collaborative partnership between the organisation, our families, and other stakeholders in our community. We consciously take steps to improve, develop and expand our communication abilities, both interpersonally and within our wider network.

What We Do

Focus on Nursing

Our nationwide charity provides in-home nursing care and respite support for children up to the age of six with severe to profound neuro-developmental delay. This may include children with brain injury, genetic diagnosis, and undiagnosed conditions. Another key part of our service is end-of-life care, irrespective of diagnosis.

We are a child and family centred service and believe that families should be supported to care for their children in their own home.

What is so unique to Jack and Jill is the ongoing nature of our care commitment to families throughout their child's early years, from birth to six years of age, and the fact that we tailor our service around the specific needs of the child and the family.

This bespoke care approach for every child and every family is reviewed on an ongoing basis, and we fund and deliver up to a maximum of 80 hours per family per month. On average we provide 20 to 40 hours of care per month to our families.

The way it works is that our team, two Heads of Nursing and 13 Liaison Nurse Managers, act as case managers. Upon receipt of a referral sent from members of the interdisciplinary teams or direct from families, the local Liaison Nurse Manager will contact the family and meet them in their own home or in hospital and agree a bespoke package of care to support this family at home, delivered by a strong team of over 500 local nurses and carers, coordinated by Jack and Jill. The nursing team is supported to carry out their work by two family coordinators.

2021 has been another difficult year to deliver an in-home respite and nursing service due to the challenges of COVID 19. We continued to provide this service while following HSE guidelines and protocols. We provided the best possible protection to our nursing staff, community nurses, carers and families thanks to the provision and support from the HSE of personal protective equipment

(PPE) and regular antigen testing for our core of 15 nurses, which we continue to this day.

During 2021 we provided our service to over 400 families per month and delivered 109,382 home care hours. This represents a 16% increase on 2020 service levels.

Last year we received 129 referrals. Of the 400 children we cared for, 14 sadly passed away in 2021, with five dying at home, supported by our end of life nursing service.

Throughout 2021, our Liaison Nurse Managers continued to support families by empowering them in these difficult times and advocating on their behalf for services lost due to COVID 19.

This core team provided an extra 25,000 hours of support and care through home visits, outdoor visits, phone calls, hands-on care and sometimes, simply taking children out for walks to give parents some respite.

As a team we had to embrace a lot of changes, one being moving our in-person monthly nurses' meeting to a monthly Zoom call and embracing the new technologies that allowed us to stay connected. Thankfully in July, we finally got to meet for the first time outdoors as a team, which was so important for morale and team support.

In 2021, as part of our Vision 2023 Strategy, we set up five working groups under the headings of:

- ▶ Advocacy
- ▶ Bereavement
- ▶ Education
- ▶ Documentation
- ▶ Model of Care (published on www.jackandjill.ie in May 2022)

These groups were tasked with auditing, assessing, and making changes to these areas to ensure the ongoing growth and development of our team and ultimately, our service.



Role of the Liaison Nurse Manager



Our Community Reach

412 Families supported in 2021



Our Referral Pathway

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

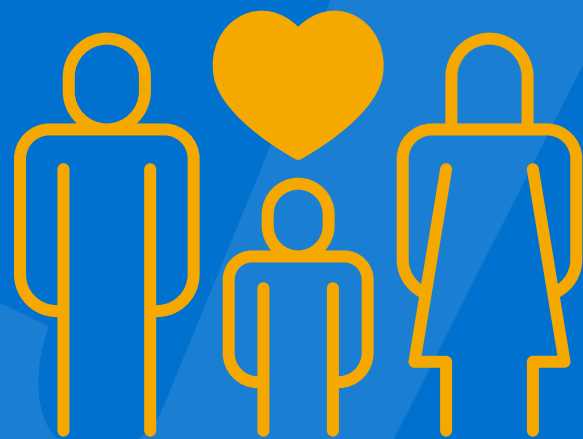


Our Rainbow of Care



Our model of care is underpinned by the paradigm of the 'Rainbow of Care', which in turn is supported by six 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 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, 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.

Interdisciplinary 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 coordinated by the Liaison Nurse Manager in their local area. Individualized 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 Jack and Jill Children's Foundation.

Working Together

The Liaison Nurse Manager works with families as a team through the trajectory of the child's illness and walks alongside the parents and helps them navigate through the process and procedures. As part of the multidisciplinary team, the Liaison Nurse Manager attends meetings and shares relevant information with the rest of the healthcare team both in hospital and at home in the child's community.

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

Advocacy



Advocacy has been part of our DNA at Jack and Jill for 25 years, with our original memorandum of association committed to 'advocate for the best possible services and entitlements for children with complex needs in Ireland'.

We continued to advocate for children under our wing in 2021 on issues ranging from equipment to housing adaptation, carer's allowance and applications for home care packages, at both a local and national level. Throughout, we listened to, supported and empowered parents to navigate the healthcare system and apply for the services they are entitled to.

For example,

- ▶ In 2021, we successfully supported and helped families with appeals applications for their Carer's Allowance, and some of these appeals were successful.
- ▶ We also advocated for families who had difficulties accessing pre-school education and engaged with stakeholders, educational and government bodies to advocate for families on this matter. We continue to engage with relevant parties on this issue in 2022.
- ▶ We identified several issues surrounding the current Housing Adaptation Grants Scheme, which impacts a number of our families, and we continue to advocate for those families in 2022.

COVID 19 has highlighted the need for continuous advocacy for families and their children. We have a very important role to listen, empower and continue to support families around the issues they raise and to highlight them through the relevant stakeholders and seek governmental change in policy to make lives better for our families.

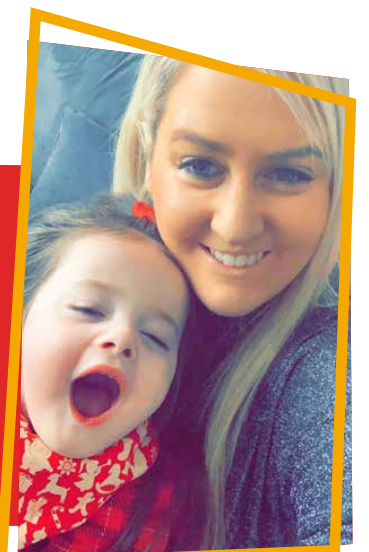


Family Testimonials



Bella with Mum Aisling and Dad James in Kerry

"The support we get from Jack and Jill is so important. It's invaluable really. It'd be difficult to imagine how we would manage without it really. I'd say it'd be an incredibly hard task to manage on our own, so we are incredibly grateful to Jack and Jill. We'd be fighting this battle on our own without them."



Lucy with Mum Carla in Westmeath

"Jack and Jill have been so good, coming in and doing nursing hours. We get 48 to 60 hours a month and it's been just great to have that respite, for them to come in and for me even to go and do the shopping, or get out for a walk to clear your head, even for your own mental health. It takes the pressure off, and you forget - you have your own little time and you forget the busyness of it all, until you come back."



Amelia with big brother Calvin, Mum Deborah and Dad Wayne in Dublin

"My beautiful little girl Amelia requires 24/7 care. Amelia has suffered setbacks and a lot of regression in her short little life so far. Since being recently diagnosed with rare genetic disease - CLCN6, our lives have changed forever. Having the amazing support from Jack and Jill has helped me so much mentally and physically, just to be able to take time for me and my son Calvin, who has been so brilliant through all the ups and downs over the last few years. He deserves to have time with his Mum too, and some normality, and Jack and Jill enables us to have that quality time together."



Lucia with big sister Aureila, brothers Aidan and Patrick, Dad James and Mum Geraldine in Galway

"A few years ago, Lucia wouldn't have even come home. Getting sick children home is a challenge in itself. And then to lead a fairly normal life out of the hospital would be impossible without Jack and Jill.

We are so lucky; words can't express how much Jack and Jill helps. They allow James and I to sit and have dinner with Lucia's brothers and sister and allow us time for their interests also. I am a trained nurse myself, but when suddenly you are faced with your own child needing this care it is so stressful. I cannot imagine what it's like for parents without a medical background, so to have the support is huge."



Ben with big sister Ellie, little brother Tom, Mum Clare and Dad Shane in Kildare

"Jack and Jill came into our lives at a time when we really needed help. It's the speed and efficiency with which Jack and Jill initiated Ben's care that helped us manage at a very difficult period, and that we will never forget. We didn't have to fight for their help, as we do for most things for Ben. We wouldn't have been able to fight at the time as all our energy was being put into trying to keep our heads above water.

Jack and Jill provide us with a blanket of care and security around Ben. Knowing that he is in

the best hands, enables us as parents to prioritise other things, whether that be quality time with our other children or to get a night's sleep to function through the week.

We're eternally grateful that our Jack and Jill Liaison Nurse Manager, June, and our nurses, have become friends and part of our extended family as we traverse the unknown path of an undiagnosed child with complex medical needs."

Jack and Jill and Robin

My name is Maggie Malone, I live in Galway and I am a Jack and Jill Mammy.

Robin was our second born. She came into this world on a freezing cold January day in 2018. We had a little boy called Matthew just ten months previously, so we felt overjoyed leaving the Coombe with our baby girl. We were busy but happy, Matthew and Robin would grow up together, for 2 months of every year they would even be the same age. They would even start school together.

Robin was a happy and content little baby – she loved her bottles and we had just started to get into a good routine with the two of them. However, when Robin was five weeks old, we looked at her one day and thought 'Robin doesn't look like Robin anymore'. She wasn't unwell as such but something about her appearance had changed and we were concerned. On Monday 19th Feb 2018 we took Robin to Ballinasloe Hospital hoping that we were overreacting, from there we were sent to Temple Street Hospital to get a series of tests done and on Monday 12th March 2018, exactly three weeks later we laid our beautiful baby girl to rest here in our home village of Craughwell. Our lovely life in Galway was unrecognisable.

In Temple Street Robin was diagnosed with an extremely rare brain tumour. I can still see the Consultant nervously asking us to take a seat as he told us there was no option for treatment or surgery. He told us to take our little baby home and to simply hold her and love her. We were told we had a week, maybe two with her. At this point we were determined to get our baby home but also terrified and very uncertain about what lay ahead.

While we were in Temple Street it started to snow, the Beast from the East arrived. The country went into



lockdown and we were told that getting Robin home was unlikely. However selfish as it sounds though we fought and pleaded until an army truck brought us as far as Ballinasloe Hospital again, the roads after that were impassable. After two nights in Ballinasloe, losing hope that we would get Robin home, a Jack and Jill Nurse called Cathy Keighery walked into our room. Very calmly she told us 'I'm here to take you home'. And take us home she did. Cathy drove through the snow and we followed behind her until we arrived to our home. There were no complicated forms to fill out, no red tape, no waiting. She had us home two hours after meeting us, we got great comfort being at home with Robin again. It was where she needed to be.

Cathy told us 'you're not alone and I'm going nowhere'. We were terrified, unsure, panicking every time Robin made any noises but we had a nurse by our side. She was professional and calm and answered any questions we had. As Robin's Mother I wanted honesty and plain





Maggie and Jonathan

talking. This is what we got from Cathy. Having a Jack and Jill nurse there was never going to change the outcome, but it brought such a sense of comfort to us for the six precious nights that we cared for our baby at home.

Every day Robin's condition would change and the worries that we had the day before would be replaced by a new set of worries. Each day, Cathy would explain the new stage to us ensuring we knew exactly what was going on at all times.

She encouraged us to look after Robin in the final days when she was so unwell. If a baby can be dignified through such a terrible illness that was our Robin but equally, the care she received from the Jack and Jill team was exceptional. Her care and her comfort were paramount and she was handled and treated with gentleness, respect and dignity.

Robin passed away very peacefully on the 9th March 2018. She was just 8 weeks and two days old. In the hours after Robin's passing we had Cathy by our sides still.

Cathy remained professional and calm in a house that desperately needed it. She was there to advise, answer questions, assist with practical things and make the few days ahead as smooth as possible.



Cathy, Maggie and Robin

As mothers we bring our babies into this world with the support of a bunch of professionals, midwives & obstetricians around us. We are nervous but these professionals know what they are doing and bring us such comfort. By the same token we were blessed to have the same level of professionalism and care when our baby girl was leaving this world. The service that Jack and Jill offers is imperative for families of sick children and those children needing palliative care. It is the difference between caring for your baby in an

unfamiliar hospital room as opposed to the safe and comfortable environment of home.

Robin is still very much part of our home and our lives. She sends me magic every day and I will hold her hand and bring her along with me through life even though physically she is not here.

These days Cathy Keighery, the Jack and Jill Nurse that cared for Robin is now my colleague. I had been involved in some fundraising for Jack and Jill after Robin passed away and always felt compelled to give back to the organisation but as chance would have it an opportunity arose, and I joined the Jack and Jill team in September 2021.

I work in the Retail Sector as Area Manager. I am involved in opening the Charity Boutiques that bring in much-needed funds for the 412 children under the care of Jack and Jill. Every €18 raised in these shops goes towards one hour of home nursing care for babies just like Robin.



People sometimes ask me how I can work for Jack and Jill after everything we've been through and if seeing Cathy is hard. I remind them that it's not hard at all – she's another person in this world who got to hold and know our Robin in her short time here. It's lovely seeing her – it brings me back to the time Robin was here with us.

Life is terribly sad at times but good can come from heartache. I love my job. As I said on my first day to my team - I will do this job to the absolute best of my ability. I am proud to say I work for Jack and Jill.

I do it to give back to them for helping our baby girl and for helping my husband, Brian, and I and our families. I do it for myself as I get great comfort from it and more importantly I do it for all the other Jack and Jill Mothers and Fathers who unfortunately may need the help and support of Jack and Jill like we did. I was delighted to be given this opportunity.

Mainly though I do it for my daughter Robin, my first lady, our precious little girl.

Maggie Malone. Robin's Mam

Maggie

Jack and Jill and Joan

Leo just turned five today. Birthdays always bring up a variety of emotions for our family. Leo was born a little early but healthy in all, but a tiny missing piece of DNA that wasn't yet noticeable to the world. Two weeks later he got meningitis and we spent our first two weeks as inpatients in Crumlin Hospital, followed by another week for failure to thrive but it wasn't until almost a year later, three weeks before his first birthday, that we discovered his missed milestones weren't due to meningitis or cerebral palsy but a little deletion on his 15th chromosome.

Leo has Angelman Syndrome and since that diagnosis he has also been diagnosed with epilepsy, sleep apnoea, reflux, scoliosis, had a feeding tube inserted and as having the worst case of FOMO (otherwise known as insomnia) known to man.

Looking back today on all his birthdays, they have been bittersweet since that first one. Last night I cried for the first time in a long time. Grief still sneaks up on us from time to time and it's usually late at night when I'm holding my sweet boy, trying to help his body calm enough for him to settle back to sleep. I remembered all the battles we have fought over the past five years, hospitalisations (nine of them in 12 months that first year of diagnosis), equipment, therapies, specialists and help.

The only battle we didn't have to fight was for this home nursing care. Two weeks after our diagnosis we met Caroline, our Jack and Jill liaison nurse. Two weeks after that we had help. It was easy; no fuss, no endless paperwork, no follow up phone calls, no begging for somebody to understand our grief, exhaustion and need.

They asked if we would like help. We said yes. They helped straight away.

It's not just the home nursing care hours that they provide that make this service so special, it's the people, they are our Jack and Jill family. Caroline rarely missed an opportunity to "pop in" and support us when we had an admission - a cup of tea, a walk, a bit of lunch and more often than not, a shoulder to cry on. She has been my confidante,

my respite, my surrogate mother and my super sister substitute. I have received devastating news and had the strength to self-advocate for our family because she was physically there, holding my hand.

Our gorgeous home care nurses love Leo like their own nephew, son or sibling and it doesn't stop with Leo; they include his bubbly, social sister Ella in their fun too. She loves being a part of their lives and feels special having such grown up pals.

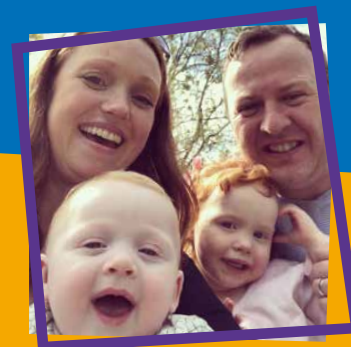
Leo just loves that they have enough energy to play for hours, take him to the park and are always on for a little splash in the bath. These wonderful nurses have allowed us to have date nights, work on our relationship, start family therapy and become a Feis going trio, with Ella as the centre of our day. The gorgeous Carmel and all the team in HQ have gifted us so much, always a little something they "had in the office" from a Toy Show treasure trove to a lovely box of Lily O'Briens, to a pair of mint condition micro scooters for both Leo and Ella; their thoughtfulness knows no bounds.

Any of these things in isolation would be enough, would make this rollercoaster life a little less "loop the loop". But all together? They are a genuine, Disney level expert, fairy godmother, worthy of a franchise, wand and wings.

I have felt so seen, supported, loved and valued by this family I never wanted but could never have gotten through the past four years without. Our life with Leo would be immeasurably different without them; we would not have survived the five years we have just had and we would not be as empowered in our caring for our angel without our Jack and Jill Family.

I could write for days about how much this charity means to our family and if this was pen on paper, you would see the watermarked ink from the tears of love and gratitude I'm currently shedding.

While we are into our last year as a Jack and Jill recipient family, we will forever consider ourselves a Jack and Jill family because they are our family as much as we are one of their families.



Raising Our Care Capital

Funds Needed to Deliver a Six Year Commitment to Our Families

We raised the money, or as we call it the 'care capital', needed in 2021 to keep our nursing team going through our fundraising, communications, retail and finance functions, backed up by our Board. Our commitment to a family stretches over six years and this ongoing care requires ongoing investment and donations, and this is a big responsibility.

Our business case to the HSE for additional funding was strengthened by a service that kept going in 2021, as Jack and Jill continued to fill the respite gap at local level where others could not. We received one-off additional funding of €472,000 in 2021 bringing our HSE support to 27% of total income and we are determined to retain and increase this funding to a more equitable level moving forward.

Meanwhile, however, we depend on our fundraising and retail machine, with support from our communications and finance teams, who are always switched on to meet our ongoing care commitment to our families.

Overall, 2021 was a year of resilience, reviewing and shaping our service to meet family requirements while raising the money to do this and acknowledging the huge efforts of and pressure on a tired staff team who really pulled together in another challenging year through COVID 19.



Shirley Valentine, Directed by Jack and Jill mum Alanna Barrett in Westport Theatre, Co. Mayo



TY Students, Oisín Black and Luke Carley from St. Mary's Secondary School, Drogheda, Co. Louth



McMahon Family, Lisseycasey, Co. Clare in memory of their son Cormac



PJ Harte and his wife Corrine with proceeds from BumbleBee1000 Super Car Run

Focus on Fundraising #DonateLocal

In 2021, key fundraising initiatives to raise this vital care capital included our much-loved Incognito Art Sale in April, our inaugural Abseil Challenge in Croke Park in July, our Annual Golf Day at Carton House in September, Up the Hill for Jack and Jill in October and our Home for Christmas campaign. We have shone a light on some of these campaigns as case studies on the following pages to demonstrate impact and outcome.

Community fundraising is critical to Jack and Jill, and despite the uncertain COVID 19 landscape, our wonderful families and supporters came up with brilliantly creative and innovative ways to raise funds, awareness and support for our service at a local level. From tractor runs, to cake sales; Christmas light displays, to hair transformations, our wider **#TeamJackandJill** community outdid itself in 2021!

From a corporate fundraising perspective, we are so proud that our County Champions showed up around the country to fly the Jack and Jill flag in their local communities and we were thrilled to bring Glenveagh Homes on board as a new corporate partner in 2021.

Longstanding corporate relationships with our friends in Dunnes Stores saw their 7th Annual Christmas Jumper Day for Jack and Jill raising over €30,000, and our friends in Maples raised over €15,000 from their 12th Annual Christmas Raffle for Jack and Jill.

In 2021, through staff engagement votes and public votes, Jack and Jill was successfully chosen by a number of corporate partners including the Ulster Bank Community Staff Fund (€11,000).

We hugely value ongoing corporate partnerships with Bord na Mona, UDG Healthcare and Electroroute, and in December 2021, Circle K came on board to run a Christmas Car Wash Campaign, which yielded €32,000 - adding fresh sparkle to our Christmas bottom line!

In June 2021, we marked our pioneering founder's 80th birthday as a fundraiser, with Jonathan Irwin only too happy to encourage people to donate in lieu of gifts; a nod to his generous spirit and his continued commitment to the Foundation he set up 25 years ago.

This loyalty and ongoing support, through regular waves of fundraisers and campaigns, enabled us to provide much-needed homecare support services to over 400 families under our wing and we want to acknowledge our team for strong relationship management and effective communications throughout this period.

In order to ensure sustainability and to support our future growth, the Foundation conducted a review and refresh of our Fundraising Strategy in 2021. A key part of this was the investment in, and development of, an Individual Giving Strategy with a view to developing a new and more sustainable income stream to support the Foundation's services.

By conducting this review, we could see our underperformance and future potential in monthly donations/regular givers for a charity with such strong community reach and a model whereby the money follows the patient into the home.

To further analyse and address this, we invested in 2021 in upgrades to our Customer Relationship Management (CRM) system and digital platforms, as well as in staff recruitment and training, led from the top with our CEO doing a digital marketing course!

In 2021, a stronger focus was also put on the measurement of fundraising results and effective time management and acknowledging the resilience and commitment of our volunteers - starting with our Board - our fundraisers, campaigners, sponsors and donors who are the people who all raise the care capital we require to deliver our vital service to families throughout a six-year care journey, which is a big responsibility.



'Gerry Giraffe Goes to Hospital' Children's book



Eva Maria, whose brother Filip is supported by Jack and Jill, Hair cut fundraiser



Jack and Jill nurse, Anne McLoughlin, participating in #Abseil21



Fr. Fitz Tractor Run, Ferns, Co. Wexford



Jack and Jill nurse, June Foxton on her wedding day



Annual Jack and Jill Golf Day 2021



Founder, Jonathan Irwin 80th Birthday fundraising celebration

Campaign Background

Incognito is a much-celebrated art sale in aid of Jack and Jill which began in 2017 and has enjoyed the support of some of Ireland's most recognised and influential artists, emerging artists, celebrities, fashion designers and rockstars alike, who kindly donate their artworks to Jack and Jill, with monies raised going to support our families. #Art4Care

The concept is that art can be made accessible and affordable to the public, with all artists using the same postcard-sized canvas to create their artworks and all artworks priced the same. Unlike other art sales, the buyer has no idea who the artist is until after the sale closes and the artist's name is revealed, which adds to the intrigue and fun factor!

Prior to COVID 19, Incognito was an in-person gallery event, which was quickly moved online in 2020, to ensure that this critical fundraiser for Jack and Jill could go ahead. This opened a new online audience for Incognito, with artists already featuring from around the world, and now an expanded audience of prospective purchasers.

Campaign Objectives

To develop a bespoke platform to deliver our online art sale and invest in resources to do so.

To increase awareness of Incognito 2021, leveraging the artists involved and our family network to tell the story and ultimately, sell out the collection, raising funds to support Jack and Jill families across Ireland.

Goals/KPIs

- ▶ To sell out the collection of 3,134 artworks in one sale.
- ▶ To continue to develop Incognito digitally.
- ▶ To maintain a strong relationship within the art community.
- ▶ To build further the Incognito reputation in traditional and digital media and to increase awareness among the public.



Lucinda Hall, Incognito Curator at the digital launch 2021



Mary Tritschler



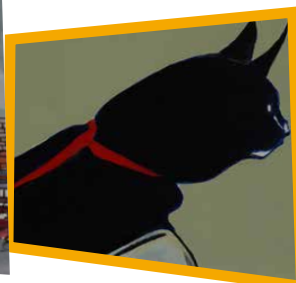
Jen Donnery



Claire Lee



William Costelloe



David Booth



Ed Miliano



Sylvia Parkinson Brown



Maria Levinge



Victor Richardson



Martin Mooney



Adrian+Shane



Susan Cairns



Maser



Lia Liambock

Output

A comprehensive media relations campaign saw Incognito featured across daytime TV shows such as Ireland AM, The Elaine Show and The Today Show; national and regional print and broadcast media, as well as online coverage that featured artists, families and the initiative reached over 29.7million through PR.

Selling out within the day, postcard size pieces of art were being sent to the US, Australia, India, South America and across the length and breadth of Ireland.

Impact

- ▶ All 3,134 artworks were sold out
- ▶ €188,040 raised to support Jack and Jill families across Ireland
- ▶ 1,968,068 Views of the online art collection
- ▶ Over 11,000 Irish and International customers
- ▶ Increase of over 30% of followers on our Incognito Facebook page
- ▶ Over 29.7 million campaign reach across TV, Print, Radio and Online – opportunities to see or hear about the campaign

Outcome

- ▶ 10,000 hours of in-home specialist nursing care and respite support for our 412 families in communities across Ireland
- ▶ October 2021 saw #Incognito20 win the Charity of Excellence Award for Digital Innovation
- ▶ Optimising the popularity of Incognito, we ran a limited collection of Incognito 2021 prints, signed by the artists, to sell as part of our Christmas inventory, which generated €35,000.

Campaign Background

'Up the Hill for Jack and Jill' is an annual flagship fundraiser for the charity. The concept came from a Jack and Jill family who successfully ran an 'Up the Hill' community fundraiser to support local families and has become a staple in the Jack and Jill fundraising calendar.

Now in its 7th year, Up the Hill is a great opportunity to encourage supporters to climb a local hill in solidarity with local Jack and Jill families who, every day, have such an uphill challenge to overcome.

Campaign Objectives

With a focus on community, support local and donate local – to increase the number of participants in Up the Hill, thus expanding the fundraising potential.

To explore new income streams from Up the Hill, including merchandise.

With so much competition vis a vis health and fitness related charity fundraisers, to make Up the Hill stand out from the crowd, building awareness and understanding of how the charity supports families in communities across Ireland.

Goals/KPIs

- ▶ To raise €75,000 or 4,166 hours of home nursing care to support our 412 families across Ireland
- ▶ To increase our number of registrations from 786 in 2020 to 850 in 2021
- ▶ To develop Up the Hill digitally, by setting up a Facebook group as a test case for other fundraisers
- ▶ To keep our Jack and Jill families at the heart of the activity
- ▶ To sell 150 beanies (our merch) as a new income stream



Output

Up the Hill takes place throughout October, but from 1st September, our team was laser focused on recruitment of participants and building awareness amongst key stakeholders, including the general public. We needed to motivate people to register to participate and to compel them to fundraise amongst their friends, family and colleagues.

We ran a comprehensive communications campaign, including a paid radio ad across Today FM and Newstalk, featuring Faye, one of our Jack and Jill siblings, who brilliantly encouraged us to participate.

With families at the heart of our communications efforts, we secured coverage across national and local TV, broadcast, print and online media, including a special feature on News2Day on RTE 2, with students, staff and parents at St Catherine's Special School in Wicklow who, with a few Jack and Jill graduates in the school, were delighted to support the campaign.

Our wonderful Liaison Nurse Managers literally flew the flag for Jack and Jill in photographs taken across the country in the communities they support, which featured across local and national media, and on social. One of our Liaison Nurse Managers, June Foxton, even went Up the Aisle for Jack and Jill when she and her husband Aidan were photographed flying the Up the Hill flag on their wedding day in October!

Up the Hill 2021 also saw a significant month-long partnership with Radio Nova and the Morning Glory breakfast show with PJ Gallagher and Jim McCabe, which added a few magic moments to the campaign! Indeed, the launch of the campaign saw comedian PJ take on his own 'Hill to Hill for Jack and Jill' challenge by cycling from Howth Summit/Hill to Hill 16 in Croke Park...on a penny farthing!! Photographed with Dublin family, Harvey and his Mum Edel, PJ kick started the campaign with a flurry of media coverage, including a significant photo op on page 3 of the Irish Times and multiple feature articles. Nova committed to keep the magic alive throughout the month of October to drive awareness of the campaign.

Impact

- ▶ €110,000 raised (+47% vs target)
- ▶ 977 registrations nationally and internationally (+25% vs 2020)
- ▶ Participants in every county in Ireland
- ▶ 250 beanies sold (+50% increase on target)
- ▶ 829 Up the Hill Facebook Group Members
- ▶ 5,271 new users visited jackandjill.ie during the campaign
- ▶ 14 Jack and Jill families participated in interviews
- ▶ 9 social media influencers supported the campaign, with a collective reach of 571,208
- ▶ Over 23 million campaign reach across TV, Print, Radio and Online – opportunities to see or hear about the campaign

Outcome

- ▶ 6,111 of in-home specialist nursing care and respite support for our 412 families in communities across Ireland
- ▶ Radio Nova submitted the campaign for the Radio Awards and plans for a 2022 Nova Up the Hill campaign are in development
- ▶ Prospect for corporate partnerships to be considered for Up the Hill 2022



Campaign Background

Christmas is a very competitive time in the charity sector. A time when traditional and social media are flooded with appeals to the public for donations, all pulling at the heart strings. This is a key seasonal moment to generate funds and awareness. It's difficult to stand out amongst the noise, and some resort to gimmicks to cut through. COVID 19 and related uncertainties, particularly relating to the economic future, impacted on Christmas 2021. We were also cognisant that there was a sense of charity fatigue. We needed to show up with a clear and distinct message that was authentic to our service and the impact we make at a local level, with our children and our families at the heart of everything we do.

Campaign Objectives

To generate in excess of €500k of fundraising throughout the Christmas 2021 period.

To leverage our USP i.e. our families in communities across Ireland as the bedrock of our campaign, generating a newsroom of local stories for local media, inspiring local support.

To initiate our digital drive with our new partner agency, Evolution Digital, converting Christmas donations as a key priority, with awareness as the second driver.

To activate corporate partnerships in key areas as part of our Donate Local, Support Local drive.

To create a campaign highlighting our Christmas collection, inspiring the public, corporates and our supporters to purchase limited edition Jack and Jill products to support the charity.

Goals/KPIs

- ▶ To generate in excess of €500,000 of fundraising.
- ▶ To increase the quantity of sales of our much-loved Paul Costelloe candles vs the previous year.
- ▶ To launch our limited-edition 2021 Incognito prints, signed by the artist as a must-have gift for art fans.
- ▶ To keep our families at the heart of the storytelling, to compel the public to support Jack and Jill at Christmas.



Output

We devised a #HomeforChristmas themed campaign, linking in with our service being centred around the family and empowering the family to be at home with their sick child. We set out to highlight the significance of being at home for Christmas, particularly for those extraordinary parents who are dealing with such extraordinary circumstances in caring for their very sick child. We want to evoke a feeling of warmth and cosiness throughout our campaign – the comfort that 'home' brings. With COVID 19 still very much in focus and hospital space nearing capacity, the role Jack and Jill nurses play in keeping our 412 children at home in Christmas 2021 with their families and in their communities was more important than ever.

Amelia Somers from Dublin, together with her big brother Calvin, Mum Deborah and Dad Wayne fronted the campaign, with a photoshoot in their home creating a suite of assets that featured across paid, owned and earned media. Calvin voiced our Today FM and Newstalk radio ad campaign, and the family featured in interviews at a local and national level.

Other families were engaged too, to share their story, resulting in quality and impactful media coverage across TV, print, online and social.

Social media influencers like Lucy Kennedy, Marietta Doran, Yvonne from YStyle, Gails Rails, Two Phat Cows and Daily Diva also supported the campaign by promoting our products to their respective audiences. We devised a paid and organic social campaign, targeting sales and donations throughout the festive season.

An exclusive profile interview with our CEO Carmel Doyle with the Sunday Business Post resulted in a full page feature, encouraging corporates to consider partnering with Jack and Jill.

Circle K were in the middle of signing up as a corporate partner with Jack and Jill in Winter 2021 and the team devised a clever Christmas Car Wash campaign, which saw broadcaster Anna Daly front the fundraiser together with Dublin Jack and Jill family, Leo and Joan Johnston. Social media influencers James Patrice and Ryan Andrews added some fun factor to the activity across TikTok and Instagram.

We worked with the Late Late Toy Show and four of our families starred in a musical performance, which was viewed by an audience of 1.8 million! The video featuring our Jack and Jill Toy Show families shared across our social channels the next day to spread some festive joy!

Impact

- ▶ We exceeded our target - €507,000 was raised
- ▶ 5,500 candles were sold +10% versus 2020
- ▶ Over 900 Incognito limited-edition prints sold +100% versus 2020
- ▶ Circle K car wash raised over €32,000
- ▶ 9 family stories in Irish media +28% vs 2020
- ▶ Over 11.6 million campaign reach across TV, Print, Radio and Online – opportunities to see or hear about the campaign
- ▶ 10 Influencers support +777,900 reach to new audiences
- ▶ Two shout outs for Jack and Jill by Ryan Tubridy on the Late Late Toy Show!

Outcome

- ▶ Over 28,000 hours of in-home nursing care and respite support for Jack and Jill families across Ireland
- ▶ Jack and Jill received a big donation of toys, which were distributed to our families across Ireland by our nurses
- ▶ Our Charity Boutiques webpage saw an increase of +19.89%
- ▶ +3 million paid impressions across Facebook and Instagram, with 11,976 click through to jackandjill.ie

Focus on Retail #ShopLocal

2 021 was another really challenging year for the retail team, who temporarily had to close doors in the first quarter of the year as the country was in lockdown again.

Still faced with rents, utilities and rates; our team had to find a way to offset costs while income was halted through closure. Based on customer research, we saw the demand for second-hand books, with more time to read during lockdown. On foot of this, we developed our 'Book Bundles' and sold them online in Q1 2021, literally until we ran out of books!

This success inspired the creation of mystery boxes which contained six brand new items of clothing for €30 but the mystery element that the purchaser didn't know what they'd got until the box was opened. This innovation went down really well with customers, and we sold nearly 2,000 mystery boxes which helped to offset shop closures and to keep the team and our retail suppliers connected and motivated. Case studies for both initiatives can be found on the following pages to demonstrate the innovation of our brilliant retail team.



1000+ book bundles sold



1800+ mystery boxes sold

= €67k
in sales of both

With the full support of our Board, we proceeded with our planned retail expansion in September 2021. We hired a new Area Manager to cover the west of Ireland and we opened our first shop in the west, in Loughrea, Co. Galway, in line with Vision 2023.

As planned, we also invested in our online offering through the digital charity shop platform Thriftify, sourcing a new warehouse, an extra team member and increasing the number of items on sale to over 8000 items, a 100% increase from 2020.

As restrictions lifted, customers and supporters rallied behind our shops re-opening with donations flowing in, volunteers lining up and customers ready to find those bargains and our shop managers worked extremely hard throughout this challenging year.

This huge effort meant we finished the year with a profit of €359,683, which is phenomenal given the uncertainty we faced and a credit to our team.



Sustainability is at the heart of our retail strategy. We are widely recognised as the recycling charity, with a rich history of recycling mobile phones, ink cartridges, crutches and even walking aids in the past.

Today, our focus is on reusing and keeping clothing in fashionable circulation and to date, Jack and Jill Charity Boutiques have saved:

511 tonnes of CO2 emission



92 million litres of water



In addition, our online offering through Thriftify has saved:

35 tonnes of CO2 emission



13 million litres of water



Read more about our approach to Sustainability and ESG on page 50



Campaign Background

In January 2021, facing the gloomy proposition, due to lockdown, of high expenses in relation to rents, utilities and rates and no income due to the charity boutiques being closed, we had to think on our feet to find a way to offset these spiraling costs.

We realised very quickly from engaging with our supporters that there was a huge demand for second-hand books and pre-loved clothing. As all the charity shops were closed and some people had more time to read during lockdown; we decided to try and address this gap. We developed 'book bundles' for €10 each and sold them online through our website.

On the back of the success and interest in the book bundles, our mystery boxes were born! These boxes contained six brand new items of clothing for €30 and the beauty was that you didn't know what you'd receive until the box arrived!

Campaign Objectives

Our primary objective was to generate sales, at any level, to keep the retail side of the organisation ticking over while our bricks and mortar stores were closed.

In a time when everything seemed negative, we wanted to bring some surprise and delight to our customers – something 'new' to enjoy.

Goals/KPIs

Our goal was to sell out of all our books in stock and our ambition was to sell 1,000 mystery boxes.



Output

We gathered all the books from our nine charity boutiques nationwide and delivered them to our Newbridge store. We photographed bundles of six books, uploaded them to our Shopify platform on our website and started to sell.

We promoted them on our Facebook pages and on Instagram. The reaction was phenomenal. We sold 1000 bundles between the end of January until mid-April 2021, literally until we ran out of books! Some of our influencers shared our posts to help spread the word.

On the back of the success and interest in the book bundles, we had in stock and created boxes of clothing in individual sizes and age brackets.

We sold six items for €30 and the beauty was that the customer didn't know what they were going to get. They went down really well with the public and over a period of three months in 2021, while our shops were closed, we sold 1800+ mystery boxes to people all over Ireland.

The response was outstanding and helped get the charity through a very difficult time with mounting bills from rent and no income from the physical shops.

Impact

- ▶ 1000+ book bundles sold
- ▶ 1,800+ mystery boxes sold
- ▶ Over €67,000 in sales of book bundles and mystery boxes.

Outcome

- ▶ These creative sales drives helped offset our expenses and we ended up reducing our deficit coming into reopening in June 2021 to circa €20,000.
- ▶ We also addressed a gap in the market where the public couldn't get second-hand books or pre-loved clothing during the lockdown.
- ▶ We were shortlisted in the Online Presence Award category at the Charity Retail Ireland Awards 2021

Campaign Background

Glenveagh Homes came on board as a corporate partner to Jack and Jill in March 2021 with the announcement of the partnership and a local radio drive. Glenveagh looked for ways for staff to volunteer and raise funds to support local Jack and Jill families.



Campaign Objectives

In Autumn 2021 and with an objective of engaging Glenveagh staff and leveraging their skillset in the areas of sales and marketing, two teams comprising Glenveagh staff across a variety of functions, went head-to-head in an Apprentice-style store takeover of two of our charity boutiques – Newbridge and Tullamore. The ultimate goal was to make a real difference and raise funds for home nursing care hours for the children we support across Kildare and Offaly.

Goals/KPIs

To enable Glenveagh to proactively and creatively engage staff through the charity partnership.

To raise income for nursing hours through our retail network as a test case for corporate partnership volunteer engagement.

To build an awareness campaign to drive footfall and engage the wider communities around Newbridge and Tullamore.



Output

On Friday, 21st September 2021, "The Little Robins" took over our Tullamore Store and the "Belin Bargains" took over our Newbridge store. The Glenveagh staff were tasked with running both shops for the day and the winning team would be determined by whomever brought in the most income for Jack and Jill on the day.

The competition was fierce with both teams giving it their all. Every contact was tapped into; they rallied the troops to get donations of high-end new and pre-loved items to sell on the day. They also contacted local businesses to provide raffle prizes and engaged social media influencers to visit the stores and promote the amazing fashion and accessories on offer.

Through the partnership and to drive awareness, we also coordinated week-long radio promotions with local stations KFM (Newbridge) and Midlands 103fm (Tullamore) to create some buzz in the run up to the event, and to build the competition element between both teams, encouraging the local communities to get on board and drive this innovative campaign. An outside broadcast unit from both stations added more hype on the day.

Impact

- ▶ The Little Robins in our Tullamore store were the winners and the whole day generated €17,605 for the Jack and Jill families across Offaly and Kildare, a considerable uplift from a regular Friday trading in both stores.
- ▶ The radio campaigns generated awareness for both brands, with interviews featuring Glenveagh and Jack and Jill personnel, as well as local Jack and Jill families helping to drive home our key messages.

Outcome

- ▶ The monies raised funded 978 hours of in-home nursing care to support local Jack and Jill families.
- ▶ Glenveagh staff reportedly loved the campaign, particularly the competition element, and were thrilled to use their skills to give back to the local communities in which they operate.
- ▶ The success of this campaign ensured we have a template to engage other corporate partners.

Focus on Communications

A vital part of our work in 2021 was raising awareness and funds by demonstrating real impact through the voice and experience of our families, coupled with the expertise of our nurses. Essentially, we shared their 'Jack and Jill and Me' story.

The role for our communications team has rarely been more crucial than throughout this pandemic and the ups and downs of 2021, with most fundraisers still cancelled or on hold due to the prevailing environment. The media appetite for charity-related stories also waned slightly in 2021 versus the previous year, when the SOS nature of the initial stages of the pandemic saw a surge in storytelling and fundraising activity to support those most in need. In 2021, we worked extra hard to maintain high levels of exposure and while volume was down, impact was up.



*Dublin Gazette 30/09/2021

Total Media Volume



Regional Print

2020 464
2021 519



Online

2020 308
2021 345



Television

2020 27
2021 19



National Print

2020 161
2021 116



Regional Radio

2020 977
2021 829



National Radio

2020 65
2021 46

A key priority for us was, and still is, to build our profile and reputation in the community as a leading voice in children's in-home respite and end-of-life care. Jack and Jill nurses are an integral part of paediatric nursing in the community and care closer to home. Therefore, it is so important that all our key stakeholders understand what we do and how we do it, as a key part of these community care teams.

Regional media remains a key component of the Jack and Jill communications strategy, with a focus on community impact, support local and donate local messaging. A full-page Sunday Business Post profile on our CEO, Carmel Doyle with a call to action to corporates to support Jack and Jill families in their local communities was a result that delivered new leads.

In July 2021, we recruited our new Head of Communications, Clodagh Hogan, who set about working cross-functionally on amplifying our brand, fundraising and retail campaigns, while also focusing on our rebrand project – a key initiative set in motion by our friends in Valeo Foods and supported by the brilliant team at Watson Creative – a new brand identity to mark our 25th Anniversary year in 2022.

'We put our baby to bed one night and she woke up a different child'

The Jack and Jill foundation has been vital for one Co Kerry family. They share their story ahead of the charity's Up The Hill campaign next month



*Irish Examiner 27/09/2021



facebook

Total Followers
48,300 **+7%**
Vs. 2020

Page visits in 2022

23,640
+56%
Vs. 2020



Total reach
979,160
+51%
Vs. 2020



Instagram



Total reach
256,761
+27%
Vs. 2020

Page visits in 2022

21,053
+21%
Vs. 2020



Total Followers
8,297 **+12%**
Vs. 2020

A key area of focus in 2021 was to explore the opportunity that digital marketing presents to Jack and Jill.

Engaging an external agency in November and, with a generous grant from Facebook/Meta, we soon had a paid, owned and earned digital strategy.

Our Social Media Impact

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

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

We have seen tangible results on this increased investment in a short timeframe and the digital drive continues into 2022.



twitter

Profile visits in 2022

59,021



Total reach
256,761
+27%
Vs. 2020



Total Followers
4,653 **+10%**
Vs. 2020



LinkedIn

Total Connections

2,235 **+54%**
Vs. 2020

Total impressions

169,922
+21%
Vs. 2020

The Power of Impactful Storytelling



Focus on Finance

Our finance team was nominated for the Charities Institute Ireland Charity Excellence Awards Finance Team of the Year in 2021. The nomination centred on project work completed in 2020-2021. The awards aim to highlight and reward excellence within the charity sector.

The team began with a review of the pressing need for a new accounting software package, new CRM system, and a new electronic point of sale system for our retail stores and to evaluate whether they could take us to the next growth level on our Vision 2023 strategy, enhance our beneficiary service, and support our fundraising and finance teams. The end goal was to acquire and implement a CRM system that integrated with new Accounting Software to provide a modular suite of tools for donor relationship management that unified and utilised all the information and expertise we acquire during day-to-day operations.



The objective of the new software was for it to enable us to see return on investment by analysing the success of retail products, territories, fundraising personnel, processes, marketing campaigns and more – with an unparalleled depth of interrogation and analysis.



Matt Hoban



Bernie McDermott



Maeve Dockrell

The software need would expand in line with our requirements and ideally could be customised to reflect industry-specific terms. The software would ideally also fully integrate with a new accounting system. The key mission we had was to ensure "one entry and many outputs" from data input.



In today's competitive environment, our Charity must respond quickly and intelligently to the needs of prospects and donors. With greater collaboration and shared knowledge of our beneficiaries and donors' requirements powering our charity, our finance and fundraising team would be better placed to fulfil their job role requirements and uncover additional revenue generating opportunities.

Our careful planning for this project did not prevent us from encountering many challenges in the midst of the COVID 19 pandemic. Key challenges were:

- ▶ Data Cleansing affected by GDPR legal and compliance requirements
- ▶ Data Migration
- ▶ Data Segmentation
- ▶ Building a new chart of accounts for a new SORP compliant accounts system.
- ▶ Implementing a new Epos System that fed transactions to our accounting system automatically and seamlessly.



Initially we identified 9,000 different potential data loads, such as our core donor and supplier information, open invoices, creditor and debtor balances concentrating on data elements that were critical to ensuring that we could produce essential financial reports accurately. We also had to ensure that the necessary accounting entries were set up correctly as part of the data migration plan on the finance side. As we learned more about the software configurations, we ensured we had the possibility for many alternate views of the same transaction data, rather than the rigid code structure view that our traditional accounting system employed. This "one entry many outputs" mentality was a new concept for the team and required some thought on how best to implement it for us to get the richness of reporting we desired across all our fundraising and finance activities.

As we encountered these challenges, we learned more about the core structures for financial reporting we needed and where the value-add lies within our finance team. Even better, the new systems have more capabilities than we envisioned initially.

This work ensured that the Finance Team continued to operate effectively in a year of great change, with a relatively new Head of Finance taking up the role and leading this project. We defined what would give us the reporting capability we needed to support our charity's structure and deliver value to those within the organisation and the families we support. We had weekly project calls to review progress against the overall high-level plan and to discuss specific problems and their resolution. We also invested our time in a number of dedicated training sessions for the whole organisation, which really pushed forward the charity staff's understanding of how the system worked to their benefit. The Finance team provided a direct response to what was asked for by all departments in terms of delivering best practice reporting and timely and accurate financial information necessary for good decision-making.

Our close relationships with our nursing colleagues on the frontline, retail and fundraising teams who were also adapting to rapid digital innovation during a pandemic allowed us to deliver a system that benefits the organisation as a whole and future proofs our financial reporting. It also helped galvanise our teams momentum on our Vision 2023 strategy. The process of Board buy-in and working with all stakeholders, including all staff, on these issues has improved communication, engagement and job satisfaction throughout the team, given us more visibility and demonstrates we have our finger on the pulse throughout the charity at all times.

We have improved the charity's financial management leading to better impact reporting, a more sustainable financial future and increased accountability to funders and stakeholders. This weight of the need for accountability is perhaps most keenly felt by charity financial professionals who must be accountable to all stakeholders to justify where and how money is being spent.

The information provided by the new integrated systems is vital for governance, and often directly impacts the charity's chances of securing further funding. In the wake of COVID 19, this is more true than ever and it is great to have a live picture of how we are tracking financially at all times so that we can continue to deliver our core frontline service.

The organisation needed an integrated data flow - particularly between CRM systems and financial management software. Automating the transfer of data meant a great deal of time was saved, and financial process became more streamlined and efficient allowing more resources to be focused on improving service delivery to the families we support. We have moved away from reporting practices that were outdated, time-consuming, and rife with opportunities for error. Increased efficiency and greater transparency, were key benefits. We have experienced the ability to make more data-driven decisions by breaking down data silos, and streamlining accounting processes, enabling us to implement more detailed scenario planning. These savings of time and capacity enabled The Jack and Jill Children's Foundation to focus our energy and resources towards achieving our mission.

2021 was also the second year running our annual report was nominated for the Carmichael Institute's Good Governance Award alongside the team's nomination for the Charities Excellence Award nomination. Whilst our team were unsuccessful in bringing home the awards we wanted to salute the exceptional financial leadership and dedication they continue to show on a daily basis.



Rose & Blinne "doing the sums"

How We're Run

Meet the Board



Maeve Beggs

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



Alan Bateson

Managing Director for Volkswagen Commercial Vehicles 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 and banking career. He is involved in a lot of voluntary work, specifically with the GAA, supporting and training several teams.



Oliver Sutherland

Chief Commercial Officer / Managing Director Findlater & Co at Valeo Foods, Oliver is involved in the manufacturing, distribution and marketing of a wide portfolio of consumer brands.



Catherine Logan

A media and communications strategist, Catherine runs her own agency and has been involved in the refurbishment, marketing and branding of The Johnstown Estate. Catherine is currently on sabbatical, studying at TheNovelry.com



Diarmaid Cunningham

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



Declan J. Magee

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



Martin Jacob

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

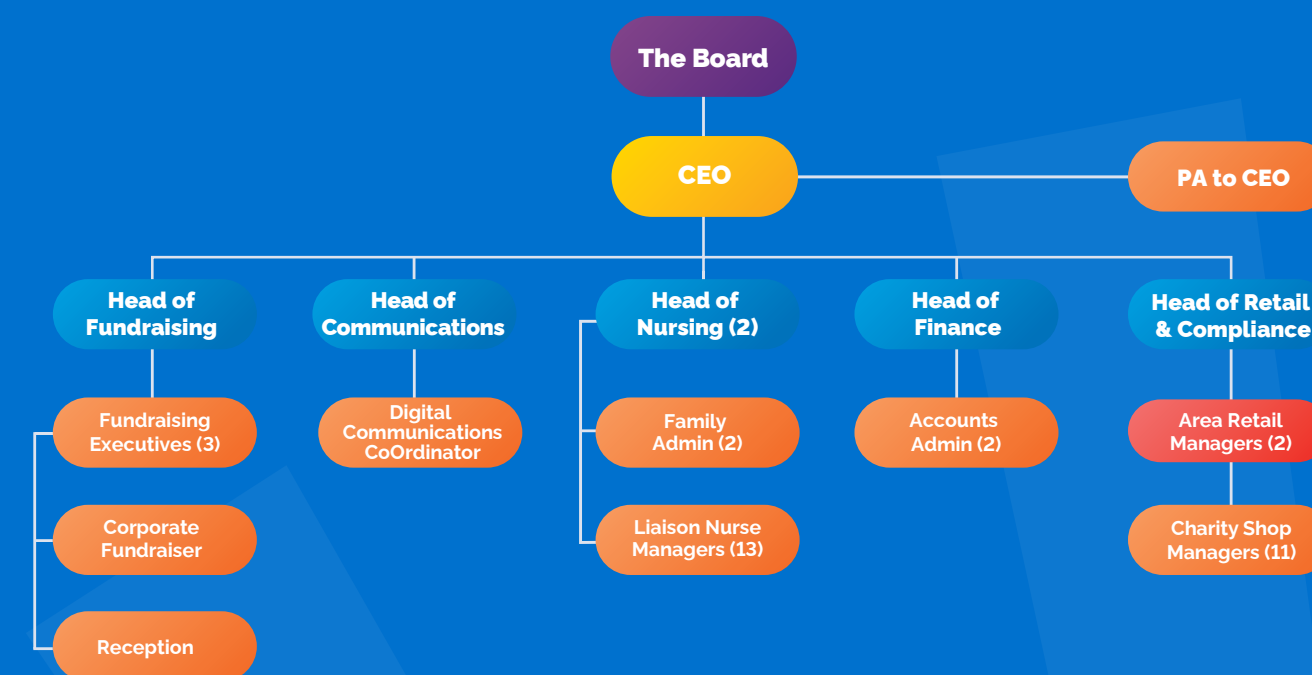
On behalf of the children and families we support, we want to recognise and thank our dedicated Board of Directors for their continued service to the Jack and Jill Children's Foundation in 2021, all done in a voluntary capacity and unpaid.

The charity is governed by a constitution in accordance with the Companies Act 2014. The directors and the company secretary who served during the year did not have a beneficial interest in the company. All directors and company secretary serve in a voluntary capacity without remuneration.

The Board sits above the management team, directing strategy rather than day-to-day operations, which is the role of the CEO. Our Board members have a highly responsible and unpaid job in terms of good governance ensuring that the Foundation's activities support its vision,

mission and objectives. As such, it oversees everything the Foundation does, monitoring all areas of performance, including its spending and is accountable to all key stakeholders. It gives Jack and Jill's CEO authority to operate the business of the Foundation and to fully account for, and report to, the Board on day-to-day operations and performance.

The Board met five times throughout 2021. Two Board Members (Dan Murphy and John Sheridan) retired and two new Board Directors (Diarmaid Cunningham and Declan J Magee) joined the Board in 2021/22. New members are recruited to the Board through our business and charity networks and based on an assessment of skill set and area of competence. The new Directors received an induction pack and familiarised themselves with their statutory responsibilities as set out in the Jack and Jill Children's Foundation Board Handbook.



Board Meeting Attendance

Maeve Beggs	Chair	5/5
John O'Leary	Director	5/5
Catherine Logan	Director	5/5
Oliver Sutherland	Director	4/5
Alan Bateson	Director	3/5
Diarmaid Cunningham	Director	5/5
Daniel Murphy	Director	1/1*
John Sheridan	Director	5/5*
Martin Jacob	Company Secretary	4/5

* Daniel Murphy resigned as a Director on 14th January 2021 and John Sheridan resigned as a director on the 25th November 2021. We thank them for their exemplary service to Jack and Jill. Diarmaid Cunningham was appointed a Director on 14th January 2021 and Declan J Magee was appointed a Director on 4th March 2022.



John Sheridan



Daniel Murphy

Board Evaluation

In December 2021, an external evaluation of the Board Members was conducted by Boardmatch to review Board effectiveness and the results were shared with the Board in early 2022. This Board Effectiveness Review for Jack and Jill reviewed the Board's performance, assessed its strengths and challenges, and provided recommendations for areas of improvement, which will make the Board more effective. Boardmatch benchmarked Jack and Jill's results against a selection of Board Effectiveness Review results collated from other not-for-profits also.

Based on the collated data, there is a high level of satisfaction with the operation of the Board and the evaluation highlighted the overall culture of the board as very positively rated with it being evident that the Board are engaged and passionate about the organisation. Key areas noted in the report where improvements could be made on already high-performance evaluation circled on:

- ▶ Board Diversity & Succession Planning.
- ▶ Board Induction, Training and Role specifications.
- ▶ The need to focus on the next strategy development for the Jack and Jill Foundation.

A board review is a recommendation by the Charities' Regulatory Authority in order to be compliant with the Charities Governance Code, Principle 5 – Working Effectively; 5.9. Taking the time to review one's effectiveness is also best practice and illustrates a board like ours that aims to be as effective as it can be in order to enable the charity to achieve its objectives.

BOARD
MATCH



Good Governance in Action

- ✓ Role of Chair and CEO separate
- ✓ Board Directors independent of management of charity
- ✓ Board members are voluntary and unpaid
- ✓ Signed up to the Governance Code
- ✓ Comply with the Charities Institute Ireland Triple Lock Standards, ensuring transparent reporting, good fundraising and governance.
- ✓ Publish Annual Report and comply with SORP (Statement of Recommended Practice) standards and our accounts are externally and independently audited.
- ✓ Clear division of responsibility in the organisation, with the Board retaining control of major decisions in relation to our strategic plan and the CEO responsible for implementing policy within the authorities delegated to her by the Board. All Directors are independent of the management of the charity.
- ✓ In 2021, Board meetings continued to be held remotely.
- ✓ Priority given to achieving the highest standards of corporate governance, including strategic planning, financial management and fundraising.
- ✓ Our four Board Sub-Committee's consist of **Audit Finance & Investment** - Chaired by John O'Leary, **Fundraising, Communications & Retail** - Chaired by Oliver Sutherland, **Nursing & Clinical** - Chaired by Catherine Logan and **Governance & Compliance** - Chaired by Diarmaid Cunningham. The terms of reference for these Sub-Committees focus on the following objectives:
 - ▶ Harnessing the skills and experience of Board members.
 - ▶ Enabling more time to be spent on specific matters such as nursing, fundraising, communications, risk or finance.
 - ▶ Freeing up boardroom time to focus on policy, strategy and major operational issues.
 - ▶ Facilitating the use of external members to support the Committee where key skills are not available on the Board.
- ✓ Governance framework to encourage the efficient use of resources and to show transparency in and accountability for the stewardship of those resources.
- ✓ Committed to operating ethically and being open, transparent and responsible in how we raise and spend our funds.

More details of our governing policies www.jackandjill.ie.



Risk and Fraud Registers

Adoption of a Risk Register and Fraud Register, which are on the agenda at monthly management meetings and every Board meeting, allow us identify, assess, and prioritise real and potential risks and fraud. Throughout 2021, we highlighted areas which potentially needed addressing.



However, our IT infrastructure and the potential for cyber-attack in light of the HSE ransomware attack on Friday, 14th May 2021 was deemed highest on the Risk Register and something that needed attention in 2021 from the management team. Recruiting and retaining the best staff was also on our Risk Register as we found it particularly challenging during this pandemic. Charities like ours operate in particularly high-stress and high-risk environments, coping with uncertain funding streams, along with the pressure and expectation of having vulnerable recipients so dependent on our help. It is important that all our people, whether as volunteers or paid staff, are aware of our risks involved and feel comfortable dealing with them. Through 2021 we extended our staff counselling service and flexible working programme to help address staff burnout.

Lobbying ✓

In relation to lobbying activities, we abide by the Code of Conduct for persons carrying on lobbying activities under the Regulation of Lobbying Act and we are up to date and are fully compliant with all filings.



Diversity and Inclusion

At Jack and Jill we celebrate and care about the richness of our diverse employees, volunteers, families and the communities we serve. We are actively committed to building a culture of awareness and belonging throughout our Jack and Jill Community of care, which includes people with different backgrounds, experiences and identities.

We strive to always ensure we are a welcoming, inclusive, and culturally competent organisation. As we work to make a difference in people's lives, we are dedicated to respect, equity, and the engagement of those we serve and our employees and volunteers.



Remuneration and Addressing the Gender Pay Gap

The Board give their time to the Jack and Jill Children's Foundation on a voluntary basis and receive no remuneration. Staff remuneration aims to match the relevant job market, within the bounds of fiscal responsibility. We benchmark pay scales, also ensuring that there is no difference in pay based on gender and we have been proactive in reporting on this issue (Annual Report 2020). Furthermore, we have put the €90,000 pay rate of our CEO in the public domain via media interviews and annual reports.



The gender pay gap has been an emerging issue for Irish businesses in recent years. On 8th March 2022 International Women's Day, Minister for Children, Equality, Disability, Integration and Youth, Roderic O'Gorman, has announced details of the introduction of gender pay gap reporting in Ireland. The Gender Pay Gap Information Act 2021 has introduced the legislative basis for gender pay gap reporting and regulations under the Act will be published in 2022. The regulations will require organisations with over 250 employees to report on their gender pay gap in 2022 as well as providing a narrative to explain steps that they have taken to deal with any existing gender pay gap. The Bill initially will apply to organisations with over 250 employees but will extend to all organisations employing over 50 employees within three years of commencement.

The Jack and Jill Children's Foundation has committed to showing leadership in this area and to understand how it can be useful for us as an employer. The vast majority of organisations in the charity and non-profit sector, including ourselves, have less than 50 employees. The 'averages-nature' of the gender pay gap calculation starts to become less helpful as an indicator for very small organisations where one person's/role can make the difference between a positive or negative gender pay gap calculation. It is therefore important for the community, voluntary, charity and social enterprise sector to engage with the issue of Gender Pay Gap in the most meaningful and appropriate way possible.

Specifically, for the second year running we undertook research into gender pay gap for the snapshot date of 31 December 2021. We wanted to test where we stood with the sector 'norm' whereby female leaders in the voluntary, community and charitable sector are being paid an average of 15.2% less than male counterparts, according to research published by The Community Foundation for Ireland and The Wheel, in November 2020.

Understanding the challenges that may be faced by women in attaining the most senior management levels is critical. Committing to overcome those challenges as an organisation can be a determining factor in organisational success in reducing gender pay gap, increasing female participation and development, and providing a more equitable, fair and just organisation for all employees.

	% of Workforce		Mean Hourly Rate		Gender Pay Gap
	Men	Women	Men	Women	
Lower hourly pay quarter	42%	58%	€12.20	€12.60	-3%
Lower middle hourly pay quarter	0%	100%	€-	€18.84	N/a
Upper middle hourly pay quarter	0%	100%	€-	€27.77	N/a
Upper hourly pay quarter	18%	82%	€39.06	€35.74	9%
Total	16%	84%	€19.88	€24.28	-22%

Median Male	€12.00
Median Female	€24.75
Median Gender Pay Gap	-106%

We were happy to report to the Board that there is not a significant pay gap based off gender within our Foundation. 84% of our Jack and Jill workforce of full-time employees are female. Splitting the numbers by hourly pay quartiles allowed us to look closely at whether more males may be working at higher levels of management, and we are happy to report that Jack and Jill bucks the trend in that case also. What is most important to reiterate is that *we benchmark all salaries across the organisation regardless of the gender involved to ensure fair and equitable pay for all within the organisation.*

We consider our Foundation to be a progressive organisation and we are proud to demonstrate that women leaders bring a different perspective to resolving social justice, equality and many other issues facing our communities. Their talents, skills and ability are a key part of the solution to these issues. We see the negative effects of the gender pay gap through our work and can play an important leadership role in doing better. Proactively providing equal pay will bring significant benefits to organisations, and more importantly to society overall. In doing this we can better practice our values while also ensuring we are benefiting from a broader set of experiences and expertise to best serve the needs of those we support, and to better reflect the diversity of our population.

The Jack and Jill Children's Foundation will continue to engage with this emerging research and steps to influence thinking and behaviour as, given its role in society, it is important that the sector supports a drive towards gender pay parity. Gender pay gap analysis and reporting is one part of a much-needed wider strategy to address female participation rates and employment gaps between genders in Ireland as a whole. It will not on its own identify or solve the myriad of structural, cultural and policy causes for these differences, but it is a critical and welcome element.

#TeamJackandJill



Sustainability

Our Approach to Sustainability and Environmental Social Governance (ESG)



Over the years, Jack and Jill was known as the 'recycling charity' as we turned everything from old mobile phones, to printer cartridges, crutches, gold and LEGO into a care currency.



Our retail arm grew again in 2021, and is leading the charge in sustainable fashion, with dedicated volunteers co-ordinating pre-loved gems to sell on as treasures to conscious consumers.



Our community ethos in empowering parents to care for their child at home, and out of hospital, saves time, money, stress and unnecessary hospital journeys.



With consideration of the success of remote working during COVID 19, we continue to offer a hybrid model of working for all staff, which we review on an ongoing basis.



We encourage families, pre-schools, schools and corporates across the country to donate their unwanted LEGO to Jack and Jill. We clean and recycle the LEGO, which is sold through our Charity Boutiques. In 2021 alone, €14,334 was raised through LEGO recycling, directly supporting families in the local community [#Bricks4Care](#)



Defining sustainability goals will be a key part of Strategy 2030, with audit underway in 2022.

Planning for the Future

As part of our 2030 strategy being developed in 2022 we are progressing our Sustainability Programme to shape our long-term approach and monitor and improve our performance, both within our own operations and the wider supply chain. We will build on our reputation of Jack and Jill as the charity that has recycled mobile phones, lego and clothes as a currency for care. The Foundation's retail network of stores and online platforms are a powerful engine for sustainable re-use and circulation of resources, driven by donated goods and teams of volunteers and staff. The items we re-use and recycle have a significant positive environmental impact, enabling lower greenhouse gas emissions, reducing pressure for raw materials and conserving limited resources such as rare metals and water.

We have also completed an assessment on the current viability of electric vans which was carefully considered. Unfortunately, the electric vehicles currently available would not meet our needs for loading and transporting furniture and heavy goods (which make up the majority of our van loads). This was due to a combination of weight constraints, limited range, affordability, and the need for specialised charging infrastructure. We will carry out further research and maintain a dialogue with suppliers, regarding greenhouse gas emissions and contribution to air quality before replenishing our current fleet in 2022.

We also print this annual report in limited numbers on FSC Certified and Carbon Balanced Paper together with all printed materials where possible as a simple way for us to reduce the carbon impacts of our paper and printed communications thus reducing the carbon footprint and impacts on climate change. Carbon Balancing is delivered in partnership with World Land Trust, an international conservation charity, through the protection and restoration of threatened forests in the tropics.

Our switch-up to more digital fundraising, propelled by COVID 19, with key fundraisers like Incognito and Up the Hill taking on a digital first approach which is more sustainable and inclusive for our families.



Paddy and Osheen, Lego Ambassadors



Valuing Our Wonderful Community of Volunteers

We value and salute our wonderful volunteers across the country who contribute their time, skills and experience to make their communities a better place to live in and more caring. Their generosity and time is woven into the fabric of our charity forever. Their effort is appreciated. Their energy is a joy to behold. They keep our charity shops going; they pack and post our Christmas stock; they are part of our online sales team; they create their own fundraisers at work, often coaxing their work colleagues to jump on board; they drive for us; they set up stalls for us, help out at our family fun day, they run school programmes for us, collecting LEGO across the country; and they sprinkle kindness everywhere they go.

We acknowledge the incredible contribution made by these volunteers to the Jack and Jill Children's Foundation in 2021 starting with our Board of Directors, and appreciate their input and commitment to what we do. In 2022 we will fly the flag for National Volunteer Week.



Financial Commentary

2021 Financial Priorities

Unfortunately for the second successive year our affairs, and our lives, were overshadowed by the COVID 19 pandemic. Our ambitious strategy Vision 2023 guides us towards our vision that all families who need our care can access us. The pandemic raised significant challenges and created unforeseen opportunities. How our organisation adapted and responded in this crisis year was crucial. In 2021 we faced our biggest challenge in our history. As grim headlines dominated around the world, the pandemic had a seismic impact on our organisation, as all our retail stores were closed and our face-to-face fundraising activities were cancelled. Intermittent intervals of hope that things might be about to improve were successively dashed. In the midst of this pandemic The Jack and Jill Children's Foundation again proved resilient.

Our response to the crisis, supported by our strong reserves position and robust fundraising performance, has put us in a strong position for our 25th anniversary year and has meant we are feeling optimistic and excited for our next 25 years. COVID 19 has caused us all to rely on science for solutions. And science has delivered in abundance, including developing, testing, and producing effective vaccines and therapeutics in record time. It's important to recognise how much we have all lost in the last two years, we can also appreciate just how much we achieved.

Our strategy also needed to reflect new ways of working. How could we support our employees and volunteers as they adapted to working from home, closed shops, digital technologies and the stress of lockdowns? Our incredible achievements are the result of dedicated people pulling together, so supporting them remained a priority. Our leadership team made the swift decision to pivot our strategy to guide us in our response to the crisis, prioritise our activities and deliver support where it was needed most. From a financial perspective we decided to focus on four important strategic priorities:

- ▶ Ensuring equitable and timely access to homecare and palliative care service for children with complex needs
- ▶ Support our people to adapt to changes and new ways of working through investment in digital technologies;
- ▶ Protect our financial sustainability;
- ▶ Extending the support we provide.

While changes were essential to keep our strategy relevant in this crisis year, the fundamentals remain the same. We've made immense progress since our inception in 1997.



1. Equitable and timely access to homecare and palliative care

Our business case to the HSE for additional funding was strengthened by a service that kept going through COVID 19. Our colleagues in the HSE recognised the value of our home nursing care service, delivered through a child and family centred model with no waiting list and we received one-off additional funding of €472,000 to support us bringing our HSE support to 27% of total income. We are determined to make this a permanent increase in our 25th year in operation in 2022.

We made it our immediate priority to offer practical information and guidance about COVID 19 to our families (in line with the HSE guidelines and policies), while keeping our team as safe as possible. Every family was supported in making their own decision about cocooning as we looked to the parent as the primary carer. Throughout 2021, we were operating at an average level of 85% in terms of in-home respite hours, with the remainder of families supported by phone calls by our specialist children's liaison nurses and home visits. Support was individualised to each family. We continued to receive referrals and provided in-home nursing/ respite support and end of-life care to all who met our criteria, listening to the parents and following a COVID 19 protocol developed by our nurse managers to minimise risk.

We endeavour to help improve families' lives by engaging with the child and family to empower them and give them the choice to care for their child at home, often in extraordinary circumstances with extraordinary responsibilities.



2. Support our people

Our organisation looks different, and functions differently, because of the pandemic. We have had to make many decisions to adapt to the changing times and support our people. Safety of our staff and the families we support was always our primary consideration. We have maintained a strong focus on communication and engagement with colleagues and how we need to respond and look out for one another. Whilst supporting staff wellbeing we have also had to focus on business continuity, overseeing temporary arrangements during retail closures, engaging with volunteers, revising health and safety guidance and crisis management communications.

However, staff fatigue and burnout were high on the Risk Register and something that needed constant monitoring and attention from the management team. We extended our supervision counselling for nurses as a service for all staff, and many people benefitted from it. We have also seen considerable shifts in utilising technology to collaborate, uptake of online development opportunities, improving our internal processes and our understanding of the needs of our people. The engagement, resilience, and adaptability that everyone has demonstrated over the last two years has evidenced the immense strength of our foundation's culture.

3. Protect financial sustainability

Fundraising is the lifeblood of our charity. It enables us to survive and fulfil our mission of empowering parents to care for their child at home, in communities across Ireland. However financial return will never be our priority. A good or bad year is characterised by what happens for the families we support, not the income statement. The impact of the pandemic on our fundraising and retail operations has been seismic. Extraordinary times demand extraordinary actions. With our 9 shops closed for four months we had to adapt and forge a path to recovery. Recognising the growing importance of online retail, we moved swiftly to open new platforms, expand collections and build new connections. Our fundraising and retail teams moved mountains to kickstart innovations that are more than just tactical responses but represent strategic shifts to a more modern and digital future.

For example, we expanded the range and accessibility of our pre-loved goods online and have been looking at how we appeal to new audiences through fast fashion platforms like Thriftify. We are delighted to have won the Charity Excellence Award for Digital Innovation for our Incognito Art Sale pivoting from an in-person to an online event, adapting all strategic marketing and PR materials and pushing the boundaries of technology to reach a wider cohort of supporters and donors. We believe that the combination of extraordinary value, choice and sustainability our shops and online methods provide make us increasingly relevant and

resilient and we're committed to our future as part of local communities across Ireland.

We recognise the generosity of donors who have continued to support us throughout the pandemic, raising over €3,875,794 during this period. We're incredibly grateful to the individuals, corporate partners, trusts and foundations, and government funders that choose to partner with us. Whilst we had strong financial performance in 2021 and are in a stable financial position we are always conscious of very tight control of our cost base and have implemented further measures to reduce operational costs and direct as much resources as possible towards the families we support.

We are now looking to the future with optimism. Since the lockdown of non-essential retail was lifted in April 2021, our shops and stores have traded strongly at or above the levels we achieved before the pandemic hit reaching a surplus of €359,683 (2020 €231,278) which is our highest since trading and shows the phenomenal online effort and creativity born from necessity through mystery boxes and our partnership with Thriftify paid off. We had a strong second half of the year trading and all shops ended the year in profit. We believe our offer combining value, sustainability, community and choice positions us well for the future. We will also be building on many aspects of our response to the pandemic, including online and digital fundraising innovations, which have made our organisation stronger and more fit for the future.



4. Extending the support we provide

From our families to nurses, Board members to volunteers, collaborators to fundraisers, we could not have asked more of our Jack and Jill family. We have seen the very best of our people and our heartfelt thanks also go to every person, organisation and network supporting Jack and Jill Children's Foundation's work today. Your support has never been more needed.

In total we funded 109,382 hours of specialist home nursing care to 412 children in the community across the country, in addition to 25,000 hours of hand on case management from our core nursing team, and a further 3,300 hours from our family co-ordinators which represents a 16% increase on 2020 levels. It took professionalism, courage and determination to do this for families, when so much other community respite was cancelled.

Furthermore our plan to increase the donation direct to families for 1 hour's care from €16 to €18 was implemented from the 1st of May 2021. As we had not increased the family donation in over 15 years this is why we sought to increase the rate modestly by €2. This was long overdue and helped alleviate the hardships our families face. The fact we are a charity with a longstanding history of exemplary care is what enables us to continue to attract nurses and carers to help the families we support. This was becoming harder to do with demand for our services growing in the climate of a pandemic.



2021 Financial Review:

We are delighted to present our Financial Statements for the year to 31st December 2021, along with an overview of the year. Overall, we are in a very strong position at the end of 2021 and the surplus we achieved is impressive at €1,021,022. Overall income has decreased by 2% / €87,323 on last year and expenditure has increased +15% / €579,846. The growth in income comes mainly as a result of increased HSE funding with charitable activities income up 17%, other trading activities increased 34% mainly as a result of our online retail sales during lockdown periods, investment income has grown as a result of new investments and a worrying trend for us is that our donations and legacies decreased by 23%. Income from donations and legacies comprises donations from individual donors, community fundraisers, corporate donors, trusts and foundations. Exceeding our total income target fuels our commitment to future sustainability and this would not have been possible without the generosity of our donors, corporate partners, supporters and government agencies who are dedicated to working with us to make Jack and Jill sustainable in the long term.

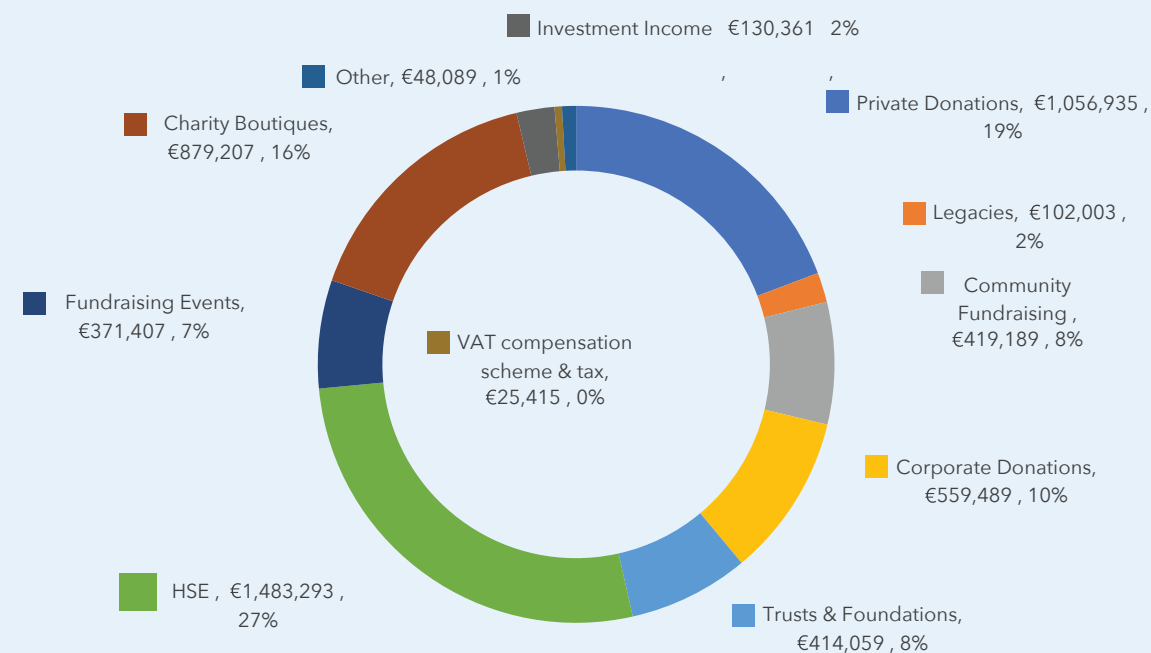
	2017	2018	2019	2020	2021
Donations & legacies	€ 2,287,117	€2,258,076	€2,550,270	€3,006,102	€2,300,212
Charitable Activities	€ 795,580	€ 894,118	€ 891,094	€1,266,604	€1,483,293
Other Trading Activities	€ 857,666	€ 950,369	€1,152,649	€1,158,938	€1,550,167
Investment Income	€ 38,112	€ (47,013)	€ 33,987	€ -	€ 130,361
Other	€ 4,601	€ 50,195	€ 5,130	€ 145,127	€ 25,451
Total Income	€3,983,076	€4,105,745	€4,633,130	€5,576,771	€5,489,448

With a small office based in Johnstown, Kildare and a big reach across the country, the charity mobilises an army of nurses and carers, while funding and operating its unique child and family centred service, seven days a week, with no waiting list. Our combination of high quality, flexible home nursing care and compelling stories of ordinary parents coping in extraordinary situations is a winning formula that drives our fundraising call. Throughout 2021 we continued to develop new sources of fundraising income, particularly with corporate partnerships, community drives, digital marketing and county champions to sponsor the cost of home nursing care hours for local Jack and Jill families. The charity is well known for our creative approach to fundraising, from recycling Lego, going Up the Hill for Jack and Jill, Charity shop takeovers, to selling artwork 'Incognito' whereby the purchaser does not know the artist's name until after they've bought the art!

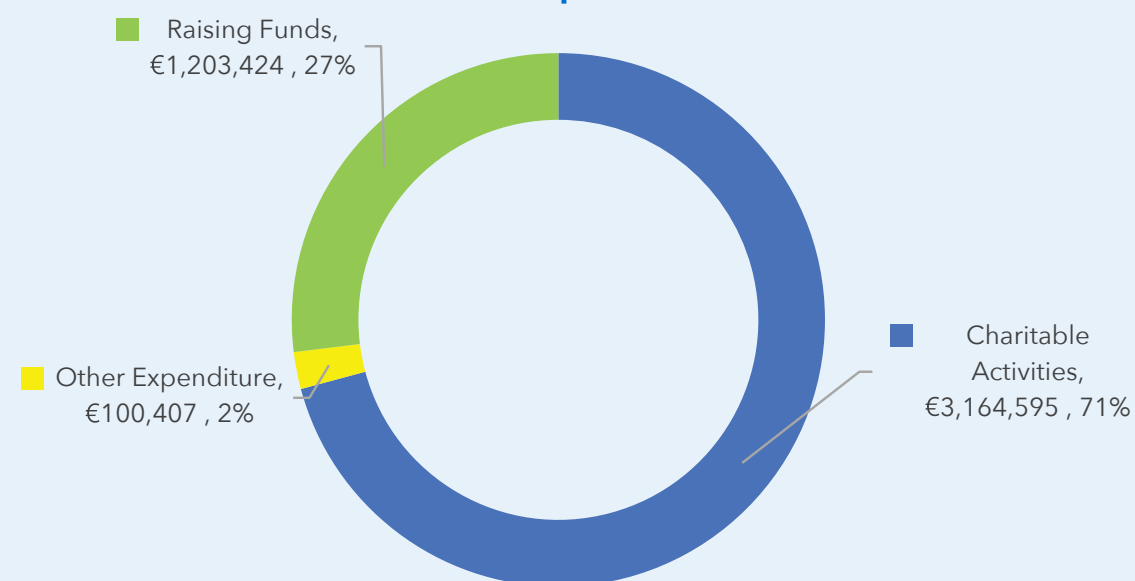
Our expenditure increased 15% in total mainly as a result of our charitable activity spend increasing by 19% with increased demand for our services in the second year of the pandemic. Our fundraising costs increased 4% mainly due to our socially distanced golf event, increased online retail costs and the costs associated with the expansion of our physical retail network with the opening of the Loughrea store in October. Other costs of €100,407 increased because of increased spend on governance and compliance activities alongside increased depreciation costs on assets purchased in 2020. Although expenditure increased, we were still 17% below budgeted expenditure levels which shows the pandemic continued to have an effect on our cost base with roughly 85% of normal levels of homecare hours claimed throughout the year affecting charitable spend alongside reduced office and administration costs.

Whilst there remains the potential for further disruption from the ongoing pandemic, the successful reopening of our retail business in May was an important step towards once again ensuring that our charitable commitment percentage was maintained at 71%. This demonstrates monies raised following the Jack and Jill child into the home. This donation direct to family model supports parents, as the primary carers, and demonstrates real value for each donation to the Jack and Jill Children's Foundation. We raise income from individuals, companies, organisations and community fundraisers which translates into care capital funding in the operation of our homecare service.

2021 How We Raised Our Funding



2021 Expenditure



Investment Policy Review

In May 2021 our Internal Audit & Finance Committee under the remit of our board conducted a fundamental review of the appropriateness of our investment policy. In doing so, key consideration was given to the potential for negative deposit interest rates and how monies should be invested in order to achieve a return in line with inflation so as to support the activities and mission of Jack and Jill into the future. Government bonds and cash can no longer be relied upon to the same extent and in the current environment we need to consider embracing a proportion of risk assets to ideally achieve a return in line with or in excess of inflation. While the Board prefers to retain a low to medium level of risk, they also recognise the necessity of accepting risk if Jack and Jill is to be able to meet its long-term investment goals.

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

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

We have sought to invest for the long term through investment managers in companies that exhibit positive corporate practices in the context of ESG related challenges and global sustainability. We believe that such companies are more likely to consider how their activities relate to society at large and that this will benefit investors in the long term. The implementation of these Responsible Investing practices reflects the values of Jack and Jill. In late May 2021 we placed €2m in such financial investments and have achieved a positive return of €130,361 during the year ended 31 December 2021.

Reserves

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

Free reserves are maintained at a level which ensures that at least 12 months of the charity's core activity could continue during a period of unforeseen difficulty, such as a reduction in funding and an increase in costs. In the 2022 trading year this was budgeted for and equates to approximately €6.1 million. A substantial proportion of these reserves should be maintained in a readily realisable form. Once sufficient funds have been set aside for working capital and to provide a buffer against income fluctuations, the Board recognises that a portion of capital should be invested in line with our investment policy and to support the activities and the mission of The Jack and Jill Children's Foundation.

In reviewing our Reserves Policy, key consideration is given to the ongoing nature of the commitment to the children under our care, from birth to 6 years of age, through a monthly donation direct to family, that covers up to 80 hours per month. Once a child is formally approved for Jack and Jill funding, our nursing care support and funding becomes part of the ongoing care regime of the family. This commitment to Care Capital is not something that can be retracted easily and without due notice and our level of care capital commitment is closely monitored. If we consider that all 412 children under our care today were funded to maximum of 80 hours per month, that would cost €7.1m annually.

We have gone through a cycle of building reserves over the last number of years – however looking at economic patterns the last recessionary period covered 2009-2012 and we look as if we are facing into a similar economic cycle and will need that cushion of reserves. The results from a recent Charities Institute Ireland Survey shows that we are prudent and in line with 18% of Irish charities who hold up between 1-2 years of expenditure as reserves. An annual review is completed to ensure the actual level of reserves meets with the policy requirements above. A fundamental review of the appropriateness of the Reserves Policy is undertaken on a two- yearly basis or sooner, if warranted by internal or external events or changes.

Going Concern

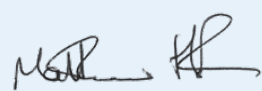
The Directors have prepared budgets and cashflows for a period of at least 12 months from the date of approval of the financial statements, which demonstrates that there is no material uncertainty regarding the charity's ability to meet its liabilities as they fall due and to continue as a going concern. The Board have considered the impact on the organisation of the events subsequent to the balance sheet date, in particular the risks associated with the COVID 19 pandemic into 2022. 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.

Future Outlook

Our response to the pandemic over the last two years, supported by our strong reserves position and robust fundraising performance, has put us in a strong position as we move into our 25 anniversary year in 2022 and has meant we are feeling optimistic and excited for our next 25 years. 2020 and 2021 proved that Jack and Jill is versatile and resilient. It demonstrated that we can adopt creative and imaginative solutions, adapt to meet the demands of the moment, and use digital tools to improve daily operations, improve processes, and improve the day-to-day workings of our people.

Thank you for supporting us. Your commitment has ensured we were able to support the people who count on us, continue our essential work, and be fully prepared for our next evolution.



Matt Hoban
Head of Finance



The Jack and Jill Foundation CLG Report and Financial Statements for the year ended 31 December 2021

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DIRECTORS AND OTHER INFORMATION

BOARD OF DIRECTORS

John Sheridan (resigned 25 November 2021)
 Alan Bateson
 Oliver Sutherland
 John O'Leary
 Maeve Beggs
 Catherine Logan
 Diarmaid Cunningham (appointed 14 January 2021)
 Daniel Murphy (resigned 14 January 2021)
 Declan Magee (appointed 4 March 2022)

SECRETARY AND REGISTERED OFFICE

Martin Jacob
 Johnstown Manor
 Johnstown
 Naas
 Co. Kildare

CHY NUMBER

12405

COMPANY NUMBER

231955

CRA NUMBER

20036201

AUDITORS

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

BANKERS

AIB
 41 South Main Street
 Naas
 Co. Kildare

SOLICITORS

AMOSS Solicitors
 26 Burlington Road
 Ballsbridge
 Dublin 4

DIRECTORS' REPORT

The directors submit their directors' report and audited financial statements for the year ended 31 December 2021.

1. OBJECTIVES AND ACTIVITIES

The Jack and Jill Foundation (the "Charity" or "Jack and Jill") provides a unique home nursing care and respite service to children with highly complex medical conditions, from birth to 6 years of age around the country and has done so for 25 years. Typically, these are children with neurological issues who may not be able to walk or talk, are tube fed, oxygen dependent, on heavy medication and in need of around the clock holistic care through a Jack and Jill community service that operates 7 days a week, with no means test or waiting list. However, underneath all of this disability and uncertainty, what we do know for sure is that these children do better at home, with support from Jack and Jill, and the charity has supported 2,715 children and their families since 1997. The charity also provides end-of-life care to children in this age cohort who require it, regardless of the diagnosis, through a care model that is both child and family-centred. Post an assessment from a Jack and Jill specialist children's liaison nurse, the charity approves and donates funding for up to 80 hours of home nursing care per month to the family, supporting parents to engage a qualified nurse to provide the home nursing respite care that is tailored for that family. The charity has up to 412 children under its wing at any one time and it is the only charity in Ireland providing this service across the country. For more information, please visit www.jackandjill.ie.

2. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE

The Statement of Financial Activities for the year ended 31 December 2021 and the Balance Sheet as at 31 December 2021 are set out on pages 72 and 73, respectively.

2021 was another challenging financial year with the continued impacts of the COVID 19 pandemic testing the resilience of our care community from families to nurses and fundraisers. The onset of the COVID 19 coronavirus in Ireland is an ongoing crisis, and the severity of the situation has hugely impacted our ability to raise vital funds and led to some difficult organisational decisions.

Despite this challenge there were many wonderful highlights this year, as we continued to drive forward with our strategic plan. These included securing increased one off core funding from the HSE towards our homecare service to winning a Charity Excellence Award for Digital Innovation for our Incognito art sale and maintaining our Charities Institute Ireland Triple Lock Status. Perhaps the most significant highlight though is our fundraising achievement this year, despite continued lockdowns which slowed down the financial outlook. Our performance was bolstered by a rapid and continued pivot of our fundraising online and strong campaigns throughout the year. While donations and legacies decreased by 23% on the prior year, charitable activities income increased by 17%, other trading activities increased 34% with strong retail performance alongside positive investment income, resulting in overall income decreasing by only 2%. We finished the year with a surplus of €1,021,022, with income 3% ahead of the budget.

The Jack and Jill Children's Foundation would like to recognise and thank all our entire community including corporate partners and individual donors for their generous support, generating much needed funds in response to our fundraising call throughout the year. Direct charitable expenditure at Jack and Jill is a healthy

71% of total expenditure, demonstrating the monies raised following the patient, in this case the Jack and Jill child, into the home. This donation direct to family model empowers parents, as the primary carers, and demonstrates real value for each donation to the Jack and Jill Foundation through an ongoing care commitment of up to 6 years.

The number of children supported in 2021 was 412 (2020: 376), with the charity funding and supporting 109,382 (2020: 94,106) home nursing care hours to the children under its wing in addition to the 25,000 hours of hands on, case management from our liaison nurse managers and a further 3,300 hours from our family co-ordinators which represents a 16% increase on 2020 service levels. The fact that the Jack and Jill care model was able to cope with demands on its service in the midst of a global pandemic, underpins the sustainability of the Board's decision to increase the age range to 6-year-olds, a move much welcomed by families and in line with the recommendation of The Coventry University/ Trinity College Service Evaluation Report and Jack and Jill's Vision 2023 strategy. The county breakdown of children supported continues to highlight the charity's community reach and the local and national reputation of the Jack and Jill service, along with the powerful stories from families regarding what Jack and Jill means to them.

The COVID 19 pandemic and new ways of working were a significant contributory factor to the total level of expenditure, which increased in 2021 to €4,468,426 – included here is the associated costs related to the 16% increase in home care hours delivered increasing charitable activities expenditure by 19% to €3,164,595, increased costs of raising funds with an expanded retail model with the Loughrea shop opening in 2021 and increased governance and compliance costs included in other expenditure alongside costs of meetings, events, travel and technology that allowed us to embrace a hybrid working model.

Our charity shops help bridge the gap between funding we receive from the HSE, our fundraised income and the finances we need to provide for the families who use our services which is an ongoing commitment to children and their families for up to six years. The charity shops performed strongly alongside our increased online retail presence in 2021 with a surplus of €359,683 (2020: €231,278), with the newly opened Loughrea shop giving the retail model the capacity to grow further and maintaining our connection with the local communities in which we operate.

HSE core grant funding for 2021 increased by €472,000 on 2020 following receipt of a once off grant to support our vital service including the age extension. This is included in Income from Charitable Activities at €1,483,293 (2020: €1,066,604).

The wider children's palliative care and disability sectors, along with the national healthcare services have endured incredible pressure and stress throughout the COVID 19 pandemic. The Jack and Jill Children's Foundation would like to take this opportunity to applaud each of our frontline healthcare workers for their dedication and sacrifice, in helping keep the children, adults, families, staff, volunteers and supporters of Jack and Jill safe. We are proud to have been part of that care community at local level.

In 2021, key fundraising initiatives included the Up the Hill with Jack and Jill, Dunnes Stores Christmas Jumper Day, Incognito art sale, Glenveagh shop takeover, Croke Park Abseil Challenge, our founder Jonathan Irwin's 80th birthday fundraiser and our annual Golf Day and ongoing family fundraisers.

3. INVESTMENT POLICY

In May 2021 our Internal Audit & Finance Committee under the remit of our board conducted a fundamental review of the appropriateness of our investment policy. In doing so, key consideration was given to the potential for negative deposit interest rates and how monies should be invested in order to achieve a return in line with inflation so as to support the activities and mission of Jack and Jill into the future. Government bonds and cash can no longer be relied upon to the same extent and in the current environment we need to consider embracing a proportion of risk assets to ideally achieve a return in line with or in excess of inflation. While the Board prefers to retain a low to medium level of risk, they also recognise the necessity of accepting risk if Jack and Jill is to be able to meet its long-term investment goals.

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

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

We have sought to invest for the long term through investment managers in companies that exhibit positive corporate practices in the context of ESG related challenges and global sustainability. We believe that such companies are more likely to consider how their activities relate to society at large and that this will benefit investors in the long term. The implementation of these Responsible Investing practices reflects the values of Jack and Jill. In late May 2021 we placed €2 million in such financial investments and have achieved a positive return of €130,361 during the year ended 31 December 2021.

4. RESERVES

A fundamental review of the appropriateness of our reserves policy was undertaken in 2021. The Board of Directors has examined the charity's requirement for reserves in light of the main risks to the organisation and instituted a new reserves policy to provide a prudent degree of resilience in the unlikely event of a significant adverse development. This policy is based on a realistic assessment of need and stipulates:

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

The policy requires that:

- ▶ Free reserves are maintained at a level which ensures that at least 12 months of the charity's core activity could continue during a period of unforeseen difficulty such as a reduction in funding and an increase in costs. In the 2022 trading year, this was budgeted for and equates to approximately €6.1m.
- ▶ A substantial proportion of these reserves should be maintained in a readily realisable form.
- ▶ Once sufficient funds have been set aside for working capital and to provide a buffer against income fluctuations, the Board recognises that a portion of capital should be invested in order to achieve a return in excess of inflation, so as to support the activities and mission of Jack and Jill into the future. While the Board prefers to retain a low to medium level of risk, the Board also recognises the necessity of accepting risk if Jack and Jill is to be able to meet its long-term investment goals.
- ▶ An annual review is completed to ensure the actual level of reserves meets with the policy requirements above.
- ▶ A fundamental review of the appropriateness of the reserves policy is undertaken on a two- yearly basis or sooner if warranted by internal or external events or changes.

The reserves position of the Jack and Jill Foundation CLG on 31 December 2021 is as follows:

Restricted reserves	€ 210,049
Unrestricted reserves	€5,945,096
Total Reserves	€ 6,155,145

The current level of free reserves, at €5,759,987 is adequate to finance more than 12 months' core activity. At the time of approving these Financial Statements, Ireland is still responding to the outbreak of COVID 19 and the Directors anticipate that economic conditions will reduce freely available reserves in 2022.

5. STRUCTURE, GOVERNANCE AND MANAGEMENT

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

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

The directors who served during the year did not have a beneficial interest in the company. All directors serve in a voluntary capacity. The Senior Management team in 2021 comprised of the Chief Executive Officer (CEO) Carmel Doyle, two Heads of Nursing, Head of Compliance & Retail, Head of Finance, Head of Fundraising and Head of Communications.

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

The Board officially met 5 times during the year (2020: 7). It continued to give priority to achieving the highest standards of corporate governance, including strategic planning, service provision, financial management and fundraising. Board meetings continue to be held remotely to maintain open lines of communication around operations, continuity of care for families, supporting our staff, financial resources and cash flow in order to enable swift and effective decision-making. Good governance is even more important in times of crisis. It is crucial in such unusual and challenging times that individuals know there are supports available to them, especially where they are operating in high stress environments. Good governance is even more important in times of crisis.

Charities Governance Code compliance was a high priority for the charity and the Board in 2021. 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 the context of planned expenditure and future commitments.

The Board delegates the management of Jack and Jill to a senior management team which is made up of the CEO, two Heads of Nursing, Head of Compliance & Retail, Head of Finance, Head of Fundraising and Head of Communications. In addition to regular contact with the CEO, the Board has a direct line to the Head of Finance who attends board meetings and Board members meet staff right across the organisation through subcommittee meetings, thus keeping them fully informed and connected.

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

6. PRINCIPAL RISKS AND UNCERTAINTIES

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

COVID 19 is a constantly changing situation and we are monitoring advice from the HSE and the

Department of Health, as well as liaising with other stakeholders to ensure that we can respond to developments as they arise. We have implemented a 2-year COVID 19 response plan to December 2021 across the continuance of our service to families and raising the funds to support that.

7. FUTURE DEVELOPMENTS

The Jack and Jill Foundation is fully committed to continue to provide home nursing care and in-home respite to children with highly complex and life-threatening medical conditions nationwide. After the extension of our service to children up to the age of six, the charity has been consolidating and reinforcing the additional case load, including emergency funding for families in need of extra support post COVID 19 and securing the additional fundraising required to do this. We are also exploring ways to extend the service further, using reserves and considering more collaboration with the HSE and other partner charities.

The COVID 19 pandemic has had an impact on all of our community fundraising activities in 2021 and the first quarter of the year in 2022, as we continue to adapt to meet the increasing needs of families. Fundraising at the Jack and Jill Foundation has been impacted by COVID 19, temporarily closing the charity shops and cancelling most of our in person fundraising events. It is vital to continue to fund and deliver our vital service to support over 400 children and families that rely on us more than ever, particularly given the continued gap in local respite services. With this in mind, our sixth annual Incognito art sale has moved online again in 2022, with some in person events returning as we slowly exit COVID 19 protocols, with ongoing contingency planning a necessity.

Throughout this crisis, Jack and Jill's specialist home nursing and end-of-life care continues, with the families still in receipt of home visits from their regular nurse or carer to help parents keep their sick child safe and well cared for at home, where they belong. Notwithstanding the prevailing caution about the year to come, we are confident that together we can continue to thrive and strive to address the significant unmet care needs of children with life-limiting conditions and their families nationally. We hope we can continue to depend on your ongoing support and that of all our donors, supporters and our colleagues throughout the healthcare system to support our ongoing care commitment of up to six years to families. We look forward to the year ahead and to celebrating the 25th anniversary of the establishment of the Jack and Jill Children's Foundation.

8. DIRECTORS AND SECRETARY

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

The names of the individuals who were Directors at any time during the year ended 31 December 2021 are set out below. Unless otherwise indicated they served as Directors for the entire year.

Maeve Beggs (Chairperson)	John O'Leary
Alan Bateson	Daniel Murphy (resigned 14 January 2021)
Oliver Sutherland	Diarmuid Cunningham (appointed 14 January 2021)
Catherine Logan	Declan Magee (appointed 4 March 2022)
John Sheridan (resigned 25 November 2021)	
Martin Jacob acted as Company Secretary throughout 2021.	

9. POST BALANCE SHEET EVENTS

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

10. ACCOUNTING RECORDS

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

11. STATEMENT ON RELEVANT AUDIT INFORMATION

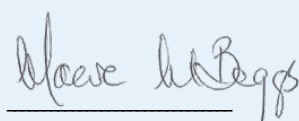
In the case of each of the persons who are directors at the time this report is approved in accordance with Section 332 of the Companies Act 2014:

- so far as each director is aware, there is no relevant audit information of which the company's statutory auditors are unaware, and
- each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

12. AUDITORS

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

On behalf of the Board



Maeve Beggs

Date: 2 June 2022



Alan Bateson

DIRECTORS' RESPONSIBILITIES STATEMENT

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

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

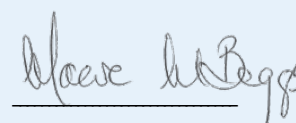
In preparing these financial statements, the directors are required to:

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

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

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

On behalf of the Board



Maeve Beggs

Date: 2 June 2022



Alan Bateson

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

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 2021, which comprise the statement of financial activities, the balance sheet, the statement of cash flows, and notes to the Company financial statements, including the summary of significant accounting policies set out in note 3. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland.

In our opinion the financial statements:

- ▶ give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2021 and of its net income for the year then ended;
- ▶ have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- ▶ have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

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

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

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

Conclusions relating to going concern

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

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

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

Other information

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

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

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2014

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

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

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

Matters on which we are required to report by exception

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

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

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement out on page 69, 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: 9 June 2022

for and on behalf of Mazars

Chartered Accountants & Statutory Audit Firm

Harcourt Centre
Block 3
Harcourt Road
Dublin 2

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

	Notes	Restricted Funds 2021 €	Unrestricted Funds 2021 €	Year ended 31 December 2021 €	Restricted Funds 2020 €	Unrestricted Funds 2020 €	Year ended 31 December 2020 €
Income from:							
Donations and legacies	6	-	2,300,212	2,300,212	97,131	2,908,971	3,006,102
Charitable activities	7	216,805	1,266,488	1,483,293	172,123	1,094,481	1,266,604
Other trading activities	8	-	1,550,167	1,550,167	-	1,158,938	1,158,938
Investments	17	-	130,361	130,361	-	-	-
Other	9	-	25,415	25,415	137,201	7,926	145,127
Total income		216,805	5,272,643	5,489,448	406,455	5,170,316	5,576,771
Expenditure on:							
Raising funds	10	-	1,203,424	1,203,424	-	1,159,614	1,159,614
Charitable activities	10	289,342	2,875,253	3,164,595	322,802	2,338,618	2,661,420
Other	10	38,257	62,150	100,407	12,150	55,396	67,546
Total expenditure		327,599	4,140,827	4,468,426	334,952	3,553,628	3,888,580
Net (expenditure)/ income		(110,794)	1,131,816	1,021,022	71,503	1,616,688	1,688,191
Total funds brought forward	20	248,306	4,885,817	5,134,123	198,471	3,247,461	3,445,932
Transfers between funds		72,537	(72,537)	-	(21,668)	21,668	-
Total funds carried forward	20	210,049	5,945,096	6,155,145	248,306	4,885,817	5,134,123

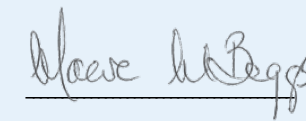
There were no recognised gains and losses in the current or prior year other than those included in the statement of financial activities. All income and expenditure derive from continuing activities. The notes on pages 75 – 93 form part of these financial statements.

BALANCE SHEET

	Notes	31 December 2021 €	31 December 2020 €
FIXED ASSETS			
Tangible assets	15	340,027	347,103
Investment in subsidiaries	16	55,131	55,331
Investments	17	2,130,361	-
		2,525,519	402,434
CURRENT ASSETS			
Debtors	18	198,261	175,152
Cash and cash equivalents		4,070,571	5,232,224
		4,268,832	5,407,376
Creditors			
Amounts falling due within one year	19	(639,206)	(675,687)
NET CURRENT ASSETS		3,629,626	4,731,689
TOTAL ASSETS LESS CURRENT LIABILITIES		6,155,145	5,134,123
THE FUNDS OF THE CHARITY			
Restricted funds	21	210,049	248,306
Unrestricted funds	21	5,945,096	4,885,817
TOTAL CHARITY FUNDS		6,155,145	5,134,123

The notes on pages 75 – 93 form part of these financial statements.

On behalf of the Board



Maeve Beggs

Date: 2 June 2022



Alan Bateson

STATEMENT OF CASH FLOWS

	Notes	Year ended 31 December 2021 €	Year ended 31 December 2020 €
Cash flows from operating activities:			
Net income		1,021,022	1,688,191
Gain on fair value of investments	17	(130,361)	-
Depreciation	15	47,454	28,027
Loss on disposal of tangible assets		-	485
Movement in debtors		(23,109)	(49,767)
Movement in creditors		(36,481)	(70,065)
Write-off of investment		200	-
Net cash provided by operating activities		878,725	1,596,871
Cash flows from investing activities:			
Purchase of tangible fixed assets	15	(40,378)	(66,210)
Purchase of investment	17	(2,000,000)	-
Cash used in investing activities		(2,040,378)	(66,210)
Change in cash and cash equivalents during the year		(1,161,653)	1,530,661
Cash and cash equivalents at beginning of year		5,232,224	3,701,563
Cash and cash equivalents at end of year		4,070,571	5,232,224

The notes on pages 75 – 93 form part of these financial statements.

1. GENERAL INFORMATION

These financial statements, comprising the statement of financial activities, the balance sheet, the statement of cash flows and the related notes constitute the individual financial statements of The Jack and Jill Foundation CLG for the financial year ended 31 December 2021.

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

2. STATEMENT OF COMPLIANCE

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

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

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

a) Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance

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

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

b) Consolidation

In accordance with the exemptions available under FRS 102 *Consolidated and Separate Financial Statements* Section 9.3(e) and Section 293 of the Companies Act 2014, the company has not prepared consolidated financial statements as it qualifies as a small company as set out therein. Therefore, the financial statements reflect the results of the holding company only for the year ended 31 December 2021.

The information required by Company Law in respect of group companies is given in Note 18 to the financial statements.

c) Income

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

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

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

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

Income from the Temporary Wage Subsidy Scheme (TWSS) has been accounted for in accordance with accounting for government grants in line with Charities SORP.

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

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

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

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

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

d) Expenditure

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

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

e) Employee Benefits

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

Short term benefits

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

Defined contribution pension plans

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

Termination benefits

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

f) Taxation

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

g) Tangible fixed assets, depreciation and impairment

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

Depreciation

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

Freehold premises	2%
Computer equipment	33%
Office 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 from other assets or group of assets.

h) Investments in subsidiary undertakings

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

i) Listed investment

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

j) Cash and cash equivalents

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

k) Financial instruments*Financial assets*

Basic financial assets, including accrued income and other debtors are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

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

Financial liabilities

Basic financial liabilities, including other creditors, accruals and amounts due to subsidiary undertakings are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised at transaction price.

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

Offsetting

Financial assets and liabilities are offset, and the net amounts presented in the financial statements when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle to liability simultaneously.

l) Operating leases

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

m) Provisions and liabilities for charges

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

n) Funds

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

4. JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

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

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

Going concern

The directors have prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. In making this assessment, the directors have considered the impact of COVID 19 and do not consider that the impact will be so significant as to cast doubt on the ability of the organisation to continue in operational existence. 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 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 €340,027 (2020: €347,103).

5. STATUS OF THE COMPANY

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

6. DONATIONS AND LEGACIES

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

Prior year	Restricted Funds 2020 €	Unrestricted Funds 2020 €	Total 2020 €
Donations			
Private donations	-	849,797	849,797
Community fundraising	97,131	2,009,349	2,106,480
Total income from donations	97,131	2,859,146	2,956,277
Legacies	-	49,825	49,825
Total income from donations and legacies	97,131	2,908,971	3,006,102

All donations and legacies arose in the Republic of Ireland.

7. CHARITABLE ACTIVITIES

Current year	Restricted Funds 2021 €	Unrestricted Funds 2021 €	Total 2021 €
Respite Care			
Grant Health Service Executive (HSE)	216,805	1,266,488	1,483,293
Prior Year	Restricted Funds (As restated – note 25) 2020	Unrestricted Funds 2020	Total (As restated – note 25) 2020
Respite Care			
Grants			
HSE	172,123	894,481	1,066,604
POBAL COVID 19 stability grant	-	200,000	200,000
	172,123	1,094,481	1,266,604

HSE grant funds a proportion of the cost of in-home nursing care and respite support that the Jack and Jill Children's Foundation funds and provides for children with severe to profound neurodevelopmental delay, up to the age of six, as well as end-of-life care for children in that age cohort, irrespective of diagnosis. In 2020, the charity received a grant amounting to €200,000 from POBAL for the delivery of critical supports and services.

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

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

8. OTHER TRADING ACTIVITIES

	2021 €	2020 €
Fundraising events	661,990	359,475
Charity Boutiques	879,207	714,494
Other	8,970	84,969
	1,550,167	1,158,938

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

9. OTHER

	2021 €	2020 €
Tax refund on donations	16,998	1,964
VAT compensation scheme	8,417	5,962
Temporary Wage Subsidy Scheme (TWSS)	-	137,201
	25,415	145,127

All other income is classified as unrestricted, except for the TWSS which is classified as restricted. All other income was derived from the Republic of Ireland.

10. EXPENDITURE

Current year	Restricted funds 2021 €	Unrestricted funds 2021 €	Total 2021 €
<i>Raising funds</i>			
Staff costs	-	617,828	617,828
Fundraising events	-	185,454	185,454
Shop costs	-	255,393	255,393
Promotion and publicity	-	40,302	40,302
Other costs	-	104,447	104,447
	-	1,203,424	1,203,424
<i>Charitable activities</i>			
Staff costs	-	1,203,524	1,203,524
Homecare payments	268,915	1,550,332	1,819,247
Other costs	20,427	121,397	141,824
	289,342	2,875,253	3,164,595
<i>Other</i>			
Staff costs	-	35,603	35,603
Depreciation	38,257	9,197	47,454
Bank charges	-	470	470
Other costs	-	16,880	16,880
	38,257	62,150	100,407

Included within the costs above are support costs as follows:

	Allocated to cost of raising funds 2021 €	Allocated to charitable activities 2021 €	Total €
Marketing	-	41,761	41,761
Finance and administration	105,752	174,289	280,041
Governance costs – external audit (incl. VAT)	-	14,760	14,760
	105,752	230,810	336,562

Prior year

	Restricted funds (As restated – note 24) 2020 €	Unrestricted funds 2020 €	Total (As restated – note 24) 2020 €
<i>Raising funds</i>			
Staff costs	-	546,665	546,665
Fundraising events	-	214,755	214,755
Shop costs	-	229,994	229,994
Promotion and publicity	-	81,685	81,685
Other costs	-	86,515	86,515
	-	1,159,614	1,159,614
<i>Charitable activities</i>			
Staff costs	137,201	998,394	1,135,595
Homecare payments	185,601	1,106,312	1,291,913
Other costs	-	233,912	233,912
	322,802	2,338,618	2,661,420
<i>Other</i>			
Staff costs	-	7,139	7,139
Depreciation	12,150	15,877	28,027
Bank charges	-	6,116	6,116
Other costs	-	26,264	26,264
	12,150	55,396	67,546

Included within the costs above are support costs as follows:

	Allocated to cost of raising funds 2020 €	Allocated to charitable activities 2020 €	Total 2020 €
Marketing	-	32,762	32,762
Finance and administration	275,064	212,995	488,059
Governance costs – external audit (incl. VAT)	-	14,760	14,760
	275,064	260,517	535,581

11. STAFF NUMBERS AND COSTS

	2021 €	2020 €
Wages and salaries	1,593,998	1,470,976
Social welfare costs	168,861	136,592
Pension costs	95,932	77,853
Other compensation costs	-	3,978
	1,858,791	1,689,399

The average monthly number of persons employed by the company during the year was 40 (2020: 41). An analysis of employee numbers at the year-end is as follows:

	2021 Number	2020 Number
Services to children	17	18
Fundraising	7	8
Administration	4	4
Retail	12	11
	40	41

The CEO's gross salary was €95,905 in the year (2020: €95,905).

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

	2021 Number	2020 Number
€60,001 – €70,000	2	1
€70,001 – €80,000	1	-
€80,001 – €90,000	-	-
€90,001 – €100,000	1	1

DIRECTORS' REMUNERATION

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

There were no expenses accrued by directors in 2021 (2020: €nil).

12. INTEREST PAYABLE AND SIMILAR CHARGES

	2021 €	2020 €
Bank interest and charges	16,531	6,116

13. PENSION

	2021 €	2020 €
Contribution to pension scheme	95,932	77,853

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

There was no liability in respect of pension contributions as at 31 December 2021 (2020: €nil)

14. NET MOVEMENT IN FUNDS

	2021 €	2020 €
Net movement in funds is stated after charging:		
Depreciation of tangible assets	47,454	28,027
Operating lease rentals	124,650	107,419
Auditor's remuneration – audit services (excl. VAT)	12,000	12,000
Auditor's remuneration – tax compliance services (excl. VAT)	1,200	1,200

15. TANGIBLE FIXED ASSETS

	Freehold Premises €	Office Equipment €	Computer Equipment €	Fixtures & Fittings €	Motor Vehicles €	Total €
Cost						
At 1 January 2021	367,805	12,952	67,253	12,923	14,703	475,636
Additions	-	2,748	37,630	-	-	40,378
At 31 December 2021	367,805	15,700	104,883	12,923	14,703	516,014
Depreciation						
At 1 January 2021	100,539	8,229	8,264	4,811	6,690	128,533
Charge for the year	7,356	4,108	31,023	1,292	3,675	47,454
At 31 December 2021	107,895	12,337	39,287	6,103	10,365	175,987
Net Book Values						
At 31 December 2020	267,266	4,723	58,989	8,112	8,013	347,103
At 31 December 2021	259,910	3,363	65,596	6,820	4,338	340,027

16. INVESTMENT IN SUBSIDIARY

	2021 €	2020 €
Investment in subsidiary undertakings		
Jack and Jill Partnership Limited	55,331	55,331
Less: Allowance for impairment	(200)	(200)
	55,131	55,131
Jack and Jill Recycling Limited	-	200
Total investment in subsidiary undertakings	55,131	55,331
Total investments	55,131	55,331

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 2021, Jack and Jill Partnership Limited had net assets of €55,131 (2020: €55,131) and the result for the financial year was €nil (2020: €nil). The charity has an outstanding payable to Jack and Jill Partnership Limited amounting to €55,131 at year end (2020: €55,131).

Jack and Jill Recycling Limited, a 100% owned company by the charity, which previously carried on recycling activities, and had a registered address of Johnstown Manor, Johnstown, Naas, Co. Kildare has ceased to exist as at 31 December 2021. The charity has written-off the entire value of their investment (€200) in the Company during the year.

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

17. INVESTMENTS

	2021 €
Listed investments	
At 1 January	-
Additions	2,000,000
Increase in fair value of investments	130,361
At 31 December	2,130,361

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

Investment income is classified as unrestricted.

18. DEBTORS

	2021 €	2020 €
Prepayments and accrued income	188,461	168,352
Other debtors	9,800	6,800
	198,261	175,152

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

19. CREDITORS

	2021 €	2020 €
Deferred income (Note 20)	300,000	300,000
PAYE/PRSI	52,948	49,385
Other creditors and accruals	231,127	271,171
Amounts due to subsidiary undertakings (Note 16)	55,131	55,131
	639,206	675,687

Trade and other creditors

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

Accruals

The terms of the accruals are based on underlying contracts.

Taxes and social welfare costs

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

20. DEFERRED INCOME

	2021 €	2020 €
At 1 January	300,000	395,002
Credited to statement of financial activities	(300,000)	(395,002)
Deferred during the year	300,000	300,000
At 31 December	300,000	300,000

Deferred income at 31 December 2021 relates to donations of €300,000 received for activities related to the delivery of homecare hours in 2022. The Jack and Jill Foundation does not have entitlement to this income at 31 December 2021 and hence income has been deferred.

21. FUNDS OF THE CHARITY

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

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

Prior year	Restricted Funds €	Unrestricted Funds €	Total 2020 €
Balance at beginning of year	198,471	3,247,461	3,445,932
Income	406,455	5,170,316	5,576,771
Expenditure	(334,952)	(3,553,628)	(3,888,580)
Transfers between funds	(21,668)	21,668	-
Balance at end of year	248,306	4,885,817	5,134,123

The transfer between funds amounting to €21,668 pertains to the excess restricted funds that can now be used for other purpose of the Charity.

	Restricted Funds €	Unrestricted Funds €	Total €
Funds of the Charity:			
Fixed assets	248,306	154,128	402,434
Current assets	-	5,407,376	5,407,376
Current liabilities	-	(675,687)	(675,687)
	248,306	4,885,817	5,134,123

22. FINANCIAL INSTRUMENTS

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

	Note	2021 €	2020 €
Financial assets measured at fair value			
Investments	16	2,130,361	-
	Note	2021 €	2020 €
Financial assets at amortised cost			
Cash and cash equivalents		4,070,571	5,232,224
Accrued income		15,194	151,751
Other debtors	18	9,800	6,800
		4,095,565	5,390,775

	Notes	2021 €	2020 €
Financial liabilities at amortised cost			
Amounts due to subsidiary undertakings	16	55,131	55,131
Other creditors and accruals	19	231,127	271,171
		286,258	326,302

23. COMMITMENTS

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

	2021 €	2020 €
Within one year	150,628	136,851
Greater than one year and less than five years	228,187	381,427
Greater than five years and less than ten years	72,917	-
	451,732	518,278

24. RELATED PARTY TRANSACTIONS

Related party transactions

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

Key management personnel compensation

The senior employees who have authority and responsibility for planning, directing and controlling the activities of the company are considered to be key management personnel. Total remuneration in respect of these individuals is €404,222 (2020: €329,006).

25. RECLASSIFICATION OF COMPARATIVE AMOUNTS

Specific amounts from the 2020 financial statements and note disclosures have been reclassified to conform to the current year's presentation. The reclassifications include the comparative amount of €172,123 income from charitable activities previously presented in the charity's financial statements net of related expenditure.

A summary of changes arising from this reclassification are shown below:

	Notes	31 December 2020 (As previously reported) €	Effect of reclassification €	31 December 2020 (As restated) €
<i>Restricted funds</i>				
Income from charitable activities	7	-	172,123	172,123
Expenditure on charitable activities	10	150,679	172,123	322,802

Management believes that the above reclassifications would better reflect the nature of the transactions. The reclassification does not have any impact on the prior year's net income as previously reported.

26. EVENTS AFTER THE END OF THE REPORTING PERIOD

There are no subsequent events that affected the company.

27. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the Board of Directors on 2 June 2022.

Our Call to Action

Our nurses made a real difference to the families we supported in 2021, and we are very proud of that, and we thank our families for supporting us right back by telling their “Jack and Jill and Me” story. We are calling on our families to continue to tell our story through theirs in 2022. We’re always listening to the voices of children, parents, siblings, nurses, carers and that’s what shapes our critical service in Strategy 2030, now underway.

At Jack and Jill, there are only two jobs really – a nurse or finding the money to fund a nurse. We’re applauding that wonderful nursing team and our hardworking fundraising team (i.e. everyone else) and asking them to dig deep again for 2022. No matter how challenging the job gets at Jack and Jill, we know that our efforts make a real difference to so many families.

We call on our Board members, our volunteers, our partners, our ambassadors and supporters in every community to stick with Jack and Jill. Community really matters and if it takes a village to raise a child, it takes a whole county to raise and care for a Jack and Jill child. We ask you to sponsor these very special local children, with home nursing care through an ongoing care commitment of up to 6 years. For that, we need more county champions and more ongoing monthly donors to **#SupportLocal** **#ShopLocal** **#DonateLocal** please. We may not go door to door with that ask in 2022, but we will be visiting county by county.

Caring for children with highly complex medical needs is both a challenge and a privilege and we help families Up the Hill with Jack and Jill. Our Model of Care really works, and we are calling on the HSE to invest more in Jack and Jill because we are worth it and can demonstrate that value. We thank the HSE decision makers for that uplift in our funding in 2021, something we need to replicate in 2022 and beyond and that call is very clear.

Charity begins at home with Jack and Jill. Our Model of Care, started by parents for parents, is child and family centred, flexible, tangible and kind. We are honoured to have the continued support of Jonathan Irwin and Mary Ann O’Brien and salute their courage and conviction in setting up such a wonderful Foundation and trusting us in continuing their legacy.

Support
Local



“You were there when we needed support and no one else was”

- Jack and Jill Dad -

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Registered Charity Number: 20036201

