

**REGISTERED CHARITY NUMBER: 1152647**

**REPORT OF THE TRUSTEES  
AND UNAUDITED FINANCIAL STATEMENTS  
FOR THE  
YEAR ENDED 31ST OCTOBER 2020  
FOR  
THE JOE HUMPHRIES MEMORIAL TRUST**

**JOE HUMPHRIES MEMORIAL TRUST  
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**JOE HUMPHRIES MEMORIAL TRUST  
REFERENCE AND ADMINISTRATIVE DETAILS**



**Charity Name** Joe Humphries Memorial Trust

**Charity Registration Number** 1152647

**Principle Office** 61 Chaveney Road

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Leicestershire

LE12 8AB

**Trustees** Steve Humphries (Chair)

Lauren Humphries

Mike Ferguson

Simon Taylor

Teresa Dalby

David Hastings

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Alan Harrison White

**Bankers** Barclays Bank PLC

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**JOE HUMPHRIES MEMORIAL TRUST  
TRUSTEES' REPORT**

The Trustees have pleasure in presenting their report and the audited financial statements of the Charity for the year ended 31st October 2019.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

The Joe Humphries Memorial Trust was established, as a legal entity, on the 12th October 2012 and became a Registered Charity (No 1152647) with the Charities Commission on the 1st July 2013.

**THE TRUSTEES**

The Trustees of the Trust are as follows:

Steve Humphries (Chair)

Lauren Humphries

Mike Ferguson

Simon Taylor

Teresa Dalby

David Hastings

Val Lewis

Alan Harrison White

**OBJECTIVES AND ORIGINS OF THE TRUST**

The Trust was established and is registered by the Charity Commission for the following purposes:

The advancement of health and the saving of lives by the provision of training, in particular but not limited to, cardiopulmonary resuscitation and emergency life support skills, and the advancement of education into the causes of sudden unexpected death in young people by whatever means the Trustees think fit;

To help young people, especially but not exclusively, through leisure time activities, so as to develop their capabilities that they may grow to full maturity as individuals and members of society.

The Trust was set up in October 2012 following the tragic sudden death of 14 year old Joe Humphries whilst out running near his home in Rothley on 4 October 2012. Within hours of the tragic loss of his son, Steve Humphries was surfing the Internet to find out more about this dreaded occurrence and to his horror he found it difficult to discover relevant information about the condition that Joe had suffered, known as SADS (Sudden Arrhythmic Death Syndrome). As a result he felt an urge to extend both his own knowledge and also to look further into what actions may help to reduce the loss of life of other young people in similar circumstances. It became immediately apparent that there was work to be done and the Trust was formed in October 2012, gaining recognition from the Charity Commission in June 2013, the aim being to help transform the lives of other young people.

The Trust was officially launched at Joe's school, De Lisle College in March 2013, followed by a 'local launch' in Rothley Parish Church in April 2013. The response was overwhelming from so many different perspectives. The need for a cultural change is gaining momentum and our dream is that Leicestershire and Rutland will become a beacon for other areas to follow in relation to awareness of SADS and emergency life saving skills for young people and the wider community, and that one day defibrillators will be seen as equal to the need for fire extinguishers.

It soon became apparent that an area that needed our focus was to implement CPR (cardiopulmonary resuscitation) training in schools and sports organizations, coupled with promoting the placement of defibrillators where young people are most at risk.

A multi-agency approach including sign-up from head teachers within both the City and County secondary schools and the JHMT collaboration with the East Midlands Pacemaker Fund (EMPF), the University Hospitals of Leicester NHS Trust (UHL), the University of Leicester, the British Heart Foundation (BHF), East Midlands Ambulance Service (EMAS) and Resuscitation Council (UK) and Heartwise ensured a new focused CPR based training package is being delivered across schools in Leicester and Leicestershire.

In addition a pioneering scheme, Joe's Mini Heartstart, is being rolled out across community sports clubs in Leicestershire that is also teaching people vital life saving skills. 2014 also saw the launch of the Inspire Awards to promote the trust's second objective.

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Other landmark developments included the platform to address key leaders in the EAST Midlands property and construction industry about how they can play a key part role creating 'heart safe' communities by including public access defibrillators within the planning stage of projects. The Trust also provided key heart care evidence into a comprehensive independent review into safety and welfare in UK sport, led by Baroness Tanni Grey-Thompson. The finalized report was published on 21 April 2017.

## **THE TRUSTEES' REPORT ON THE TRUST'S SIGNIFICANT ACTIVITIES AND ACHIEVEMENTS BETWEEN 1 NOVEMBER 2019 AND 31 OCTOBER 2020**

### ***A year like no other!***

**The Joe Humphries Memorial Trust ( JHMT) would like to take this opportunity to thank all our supporters and volunteers of JHMT whose contribution enabled the Trust to achieve some key goals despite having to the most unprecedented and challenging 2020, due to the arrival of the coronavirus global pandemic.**

Between **November 2019 – 23 March 2020** it was ‘business’ as usual for JHMT to keep the momentum going up with its goal to create a ‘heart safe’ community for all and in doing so gain further ground to reduce the incidence of young people dying without any warning from undiagnosed heart conditions like SADS – this group of heart conditions are responsible for the loss of at least 12 precious young people (12 – 35 years old) every week in the UK and as we are reminded on a daily basis, also across the world.

In **November 2019**, the Trust’s Lead trainer Alan Harrison White was once again ‘all hands on’ to teach key lifesaving skills young people at De Lisle College , Loughborough. Alan has taught vital life-saving skills to thousands of young people in Leicestershire to ensure that as many people as possible know how to save a life if an emergency occurs.

Twelve students took part in this session. The college is in possession of two defibrillators located in the PE department and the front office which were kindly donated by JHMT.

Alan also led other key training sessions in the community including, Barrow Scouts, LCFC Football Academy - John Cleveland College, Hinckley and LCC Cleansing Department.

A key strategic partnership collaboration was also secured by JHMT during November between The Joe Humphries Memorial Trust (JHMT) and Leicester City in the Community to provide vital life-saving training to Leicester and Leicestershire youth clubs.

JHMT carried out CPR & defibrillator training at the Premier League Kick sessions run by Leicester City in the Community. These sessions work with young people aged eight to 18 at community venues in the city and county.

Matt Bray, health and wellbeing manager at Leicester City in the Community said: "It's all about educating the young people to save lives. We have had important heart massage training, which has been fantastic - it has been very practical. We have had a young person that has simulated having a heart attack in our Premier League Kicks session, with a response from the other young people.

"For Leicester City in the Community to work in partnership with the Joe Humphries Memorial Trust is really important. This training is something we are looking to roll out across all of our programmes."

In **December 2019**, the annual Leicestershire Lord Lieutenant's Awards for young people once again included the Young Artist of the Year category - The Joe Humphries Memorial Award - to be given to a young person who has demonstrated real skill, innovation, and expression in: visual arts, expressive arts, literature, or music.

This particular award provides a fantastic showcase to raise the profile and celebrate the artistic talents of young people from both the city and county who are fittingly recognised by Lord Lieutenant of Leicester and Leicestershire, Michael Kapur OBE.

To launch the New year – **January 2020**, THREE young sporting hopefuls were awarded second grants from the Joe Humphries Memorial Trust (JHMT).

Inspire Awards are small grants of up to £500 from the JHMT. The awards were set up to help young people aged 13-21 from Leicester and Leicestershire to fulfil their ambitions in the fields of music, arts, sports, entrepreneurship and community endeavour. Since the awards' inception in 2014, more than £30,000 has been awarded to help more than 160 young people to do some amazing things.

Simon Taylor, Inspire lead for the JHMT said: "We're very proud of the relationships we develop with the young people who benefit from an Inspire Award. They stay in touch with us to let us know how they're getting on, often blogging about their achievements on our website, or using their skills to help out the Trust.

"It's an immense privilege to be able to help so many enthusiastic young people to achieve their goals through the Inspire Awards and I'm delighted that we're able to help out lots of these young people with a second, or even a third, award. Congratulations and well done to them all."

Peta, age 18, from Loughborough, was selected by British Triathlon to compete at the Junior Super League event in Jersey, and applied to Inspire for help. "I was fortunate enough to get an Inspire award for the same race a couple of years ago, where I was originally selected as a reserve," she says. "That inspired me to train harder to gain full selection last year, which I am really proud to have achieved." Her £200 award has helped her with the costs of competing.

Hannah, age 18, from Loughborough, has used her £200 grant to help her pursue her passion for running. "I run competitively for Charnwood Athletics Club, competing in cross country events all around the UK," she says. "The grant goes towards travel and accommodation, plus physio costs to prevent my re-occurring injuries. I am so grateful for both the awards I've had." Her aim is to place top five in the Midlands championship in January and "just do my best at Nationals and see where I come, all whilst still enjoying the sport."

Twenty-year-old Rebecca, from Leicester, applied for another grant to further develop her skills as a cycling coach. Funding she received in 2018 was used to complete her Level 2 cyclocross and track coaching courses. "I don't have my own coaching equipment, so will use this further £250 grant to get my own set," she says. "My aim is to become the best

coach I can possibly be, get more children riding bikes and deliver sessions to riders preparing for races. This grant will help me achieve this."

***HEART – SAFE Sport: Wherever sport is played, a defibrillator should be on site and readily accessible. When every second counts, it could be the difference between life and death. Immediate CPR is crucial whilst the defibrillator is brought to the patient and it's also vital that as many people as possible have CPR skills, including players, officials and spectators as they may be the closest to where someone has collapsed.***

Also in January 2020, it was the turn of Sileby Town Football Club to join the growing number of city and county sports clubs and group who have taken steps to create a heart-safe environment. become heart-safe. The Leicestershire based club launched their new public-access defibrillator to help assist if anyone has a cardiac emergency. The defib is situated on the outside wall of the football club, on Southfields Avenue, and is accessible to the public 24 hours a day, seven days a week.

Funding for the defib came from a members' grant from Sileby's two local borough councillors, plus a facilities grant from Charnwood Borough Council. Costs to rig up the defib were sorted by the club, and the JHMT has provided the external cabinet to site the defib in.

Charlie Hoyes from Sileby Town said: "We plan to have training from the JHMT, including training for some residents who live very close to the site. Our members are very pleased that we now have a defibrillator and recognise the importance it could play in saving a life. The JHMT have been marvellous with their help and advice.

"We also hope the club's steps to create a heart-safe environment will encourage other league clubs to do the same."

In **February 2020**, the Trust were indebted to members of the DMU Men's Football Club and members of DMU student community for putting in another CHAMPION EFFORT at this year's annual DMU football tournament to help Joe's Trust ( JHMT) with its goal to break the silence on SADS the silent killer which claims the lives of 12 x young people every week in the UK alone.

JHMT are truly thankful and appreciative of the efforts put in by so many kind hearted students at DMU who continue to dedicate their annual goals football tournament (2014 – to present) to raise funds for Joe's Trust ( JHMT) work and by raising awareness of Sudden Arrhythmic Death Syndrome ( SADS) which can affect seemingly fit and healthy young people, 12 – 35 years old.

The event also marks the start of the Trust's year- on - year programme of work to help create a heartsafe sporting and community environment for ALL.

**From March 2020 onwards, Global coronavirus pandemic** take an unexpected grip on normal life in the UK as we know it. With many freedoms curtailed as the country responded with a range of national restriction to stem the flow of the disease claiming lives



of so many people. This of course had a major impact on the work streams and plans of the charity sector including the Joe Humphries Memorial Trust.

As with many other charities, frustratingly we had to postpone all our public facing training and fundraising events throughout 2020. This 'gap year' didn't however stop JHMT keeping up some momentum going behind the scenes.

The JHMT medical group started preparations via regular Zoom meetings to plan SADS Awareness Week in October. Members of the Trust contributed via virtual technology to the ongoing work with Sport England and UK Coaching to develop AED criteria and a Sudden Cardiac Arrest E-learning module for coaches at all levels.

Despite the challenges of Covid-19, the Trust were proud to mark major landmark achievement in **September 2020**, the week before SADS Week 2020. The Trust's long 8 year haul and work to create and fund a new childhood bereavement officer to help bereaved families at Leicester's Hospitals mourning the loss of a child finally came to fruition.

The post has been funded by Joe's Trust (JHMT) and exists to ensure that families who experience the death of a child within UHL between ages 0-18 (excluding maternity and neonatal deaths) have clear support in the immediacy and coming months after a death.

The new Childhood Bereavement Liaison Officer, Amy Stacey, will directly support families grieving the loss of a child.

"As we all know, the death of a child and its impact on the family and staff involved can be profound," says Amy.

"My role is to liaise with services on the family's behalf and act as their 'listening ear. I will help them navigate their way through processes but also with any referrals for formal support, essentially providing what Joe's parents described as 'a helping hand' during this difficult time."

Steve & Angie, Joe's Mum and Dad, said:

"Following the death of a much-loved child, it is impossible to take on board any information which is received in the immediate aftermath of the loss," they say. "The death itself is just too huge to process let alone being able to absorb anything else at all.

"Amy is exactly the person we needed when we lost our precious son Joe. We are delighted that the Joe Humphries Memorial Trust - through the amazing work of our supporters - has enabled her vital role of guiding the bereaved through the often harrowing and complex information which needs to be fully understood by heartbroken families following such a death."

Leicester Hospitals Charity director, Lisa Davies, thanked the JHMT for generously funding the new role.

" We'd like to sincerely thank The Joe Humphries Memorial Trust and all of their supporters for helping to fund this important post," says Lisa.

"For those families facing the unthinkable, having a compassionate, informed person like Amy to lean on for support will help to take away some of the additional worries and stresses put on bereaved families during the most difficult of times."

### **The annual SADS Awareness Week took place between 28 September-4 October 2020**

Every year during the week of the anniversary of Joe's untimely death, JHMT hold the annual SADS Awareness Week to remind and educate healthcare professionals, sports-related professionals and parents and carers of young people about the dangers of undiagnosed heart conditions like SADS. Every week in the UK, 12 young people (12-35 years old) die due to undiagnosed genetic heart conditions like SADS.

In previous years, the SADS Week programme has been a full week of public facing activities across the community, including a SADS in sport talk, CPR/AED training and training for grassroots sports clubs through the Joe's Mini Heartstart For Sports training programme, which is run by JHMT. This has been supported by key messaging and awareness-raising of SADS via the Trust's communications channels, including web and social media.

This year, in light of the ongoing coronavirus pandemic, the JHMT SADS awareness week programme was in a digital format.

During the week, important issues in relation to sudden cardiac death and SADS prevention in the young were displayed across various digital platforms. This included recognition of cardiac arrest and the basics of cardiopulmonary resuscitation (CPR), as well as how to use an automated external defibrillator (AED) and how sports clubs and schools can be heart-safe.

Dr Harshil Dhutia, Consultant Cardiologist at Glenfield Hospital and JHMT medical lead, gave an insight into the new specialist inherited cardiac conditions clinic in Leicester, where patients with conditions that can cause sudden cardiac death and SADS are seen and where family members can be evaluated.

This year the Trust was very fortunate to introduce brave teenager Saskia Holland, who will be sharing her story of survival from sudden cardiac arrest and the impact it has had on her life, as well as the implications for her family members after specialist evaluation.

**Dr Harshil Dhutia, Consultant Cardiologist, Glenfield Hospital, University Hospitals of Leicester and Medical lead for JHMT said:** "Prevention of sudden cardiac death in the young is a major focus of the medical community. Unfortunately, sudden cardiac arrest is the first presentation of disease in 80% of these cases. The frequency of these tragedies can be significantly reduced by raising awareness and access to CPR and AEDs in the community, and by evaluation of affected individuals and their family members in an expert cardio genetic service."

***Having coaches, players & volunteers trained in hands-on CPR and having access to a defibrillator should form a key part of all sports clubs' duty of care plans.***

To cap the most unusual year when the coronavirus pandemic seeped into every corner of normal life, it was fitting that despite all the challenges the Trust had to overcome another local sports club - Soar Valley Bowls Club managed to site another public access defibrillator in the community, with support from Charnwood Brough Council, JHMT, Rothley Park Kindergarten and neighbouring football club, the Rothley Imps.

Once again, we are truly thankful for all the ongoing support and the 'magnificent' efforts of everyone who has helped the Trust make a difference in the 2019/2020 Trust year. However, the work goes on as there's still much to be done in 2021 and beyond to raise awareness and reduce the incidence of sudden, unexpected death in young people, and on doing so, helping to create a heart safe community for all.