

A Bear Named Buttony Trustees' Annual Report

1 December 2020
to
30 November 2021



This is the second Trustees' Annual Report for A Bear Named Buttony.

The charity was established in November 2019.

CHARITY DETAILS

Name of charity:	A Bear Named Buttony SCIO
Scottish Charity Number:	SC049781
Address:	c/o Amber Computing Ltd, Tillyneuk, 28 Pannaninch Road, Ballater, Aberdeenshire, AB35 5PA
Telephone number:	07813 720963
Email address:	info@buttonybear.org.uk
Website:	www.buttonybear.com
Twitter:	@ButtonyBear
Facebook:	A Bear Named Buttony
Instagram:	buttonybear

CHARITY TRUSTEES

Jennifer Gow MBE (Chair)
Lynn Park
Donna Bain
Linda Ewen
Gail Thomson (Secretary)
Elizabeth Greig
Aby Wilson
Helen Macfarlane (Vice Chair)
Sheena Yule
Moira McDougall (Treasurer)
Chris Driver
Scott Clifford

The establishment of A Bear Named Buttoney as a charity was, and continues to be, due to the inspiration of a very special young woman.

Eilidh Gow has lived with a stoma for many years and had her first surgery at the age of three. Seen as the type of medical condition that did not make for easy conversation, Eilidh and her family have lived through many years of appointments and surgeries, whilst also not feeling able to openly talk about stomas and bowels.

The relative lack of support and resources to help children and young people through such a delicate issue led to Jenny Gow, Eilidh's mum, establishing Buttoney Bear. Buttoney was created as a resource that could be used to help children, young people and their families navigate through often complicated medical journeys and conversations; and at the same time offering fun and comfort.

The objectives of the charity are stated formally in the governing document. In summary, A Bear Named Buttoney exists to:

OBJECTIVES AND ACTIVITIES

Support children and young people with a stoma. The provision of "Buttoney", a specially created teddy bear with a button stoma, to children with medical conditions is designed to bring instant friendship, support and comfort to a child and their family.

Buttoney is also a supportive and educational charity which helps to raise public awareness about life with a stoma. This work includes the aim of developing an educational pack for nursery and primary school children.

The establishment of a dedicated online forum to support parents and carers.

A Bear Named Buttony has a written constitution which has been approved by the Board of Trustees and OSCR. This included the required amendment, approved by OSCR in January 2021, to allow for virtual meetings to take place during the covid pandemic. The Board continues to successfully meet virtually and will plan for some meetings in 2022, safety permitting, to be carried out in person.

The charity is governed by a Board of Trustees. The official roles of Chair, Treasurer and Secretary are allocated and clearly defined. The composition of the trustee membership includes a mixture of individuals with a personal or specific interest in stomas and bowel disease, business knowledge and clinical expertise.

In 2020, the charity established an effective way of running and holding meetings in a virtual setting. This has continued successfully throughout 2021 and has allowed the charity to proceed with all planned activities. All meetings are well documented, with minutes that are available to OSCR, and full agendas are written for each meeting to ensure that all aspects of the charitable work is discussed with the trustee cohort.

During 2021, formal trustee meetings were held on the following dates:

1. 17th January 2021 (first AGM)
2. 17th January 2021
3. 21st March 2021
4. 23rd May 2021
5. 29th August 2021
6. 5th December 2021



The list of trustees included in this report refer to the individuals who have been responsible for the charity during 2021. The aim is at all times to have a Board of Trustees with a wide range of skills and expertise.

The following change was made to the trustee cohort during 2021:

- Nomination and acceptance of Scott Clifford



TRUSTEE RECRUITMENT AND APPOINTMENT

ACHIEVEMENTS AND PERFORMANCE

Buttony has experienced another successful year during 2021 in just the second year of its operation as a charity.

Covid has not halted the progress made by Buttony during another busy year of continuing to support children, young people and families across the UK as well as developing the charity within available resources.

The charity has a well-established meeting structure in place and regular meetings were held throughout the year, most with full trustee attendance and engagement.

Some impressive statistics demonstrate the strong year enjoyed by Buttony in 2021:

1267

Since 2020, 1,267 stoma bears have been distributed (682 during 2021)

Since 2015 the charity has provided a total of 4,281 bears

4281

614

Since 2020, 614 young adult packs have been sent to young people across the UK

During 2021, the charity supported 956 families in total (this is an increase on the 2020 figure of 925 families)

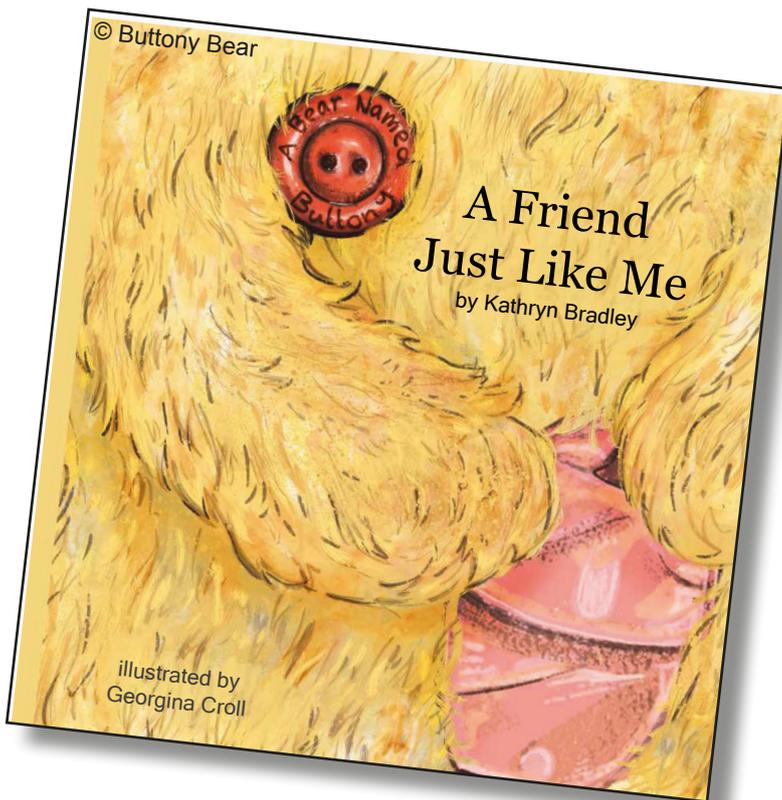
956

600

A new resource was created in 2021; the Buttony Book “A Friend Just Like Me” became available on Buttony’s birthday (18th November). This has proved to be hugely successful with 600 books distributed during November and December

The figures are even more impressive considering that the entire Buttony team is comprised of volunteers. All Board trustees are volunteers and there is a growing team of individuals who support Buttony activities.

The volunteer workforce has increased during 2021 and the Board have been delighted at the response to calls for assistance with sewing activities in particular. There is now a strong cohort of, mainly locally-based, volunteers who support the charity and are providing much-needed resilience.



ACHIEVEMENTS AND PERFORMANCE



I've sobbed my heart out reading Buttony's book... it's absolutely amazing. It is so relatable to many children... and you have created such an amazing real story book.

FINANCIAL REVIEW

The financial report for the period is as below:

Total income of **£71,931**.

This income included the return of Buttony restricted funds from The Breakaway Foundation as well as a donation from the same foundation of £20,000. General income was **£52,044**.

Expenses incurred were **£29,701**.

Surplus for the year was **£42,230**.



FUTURE PLANS

The Board have discussed aspirations for future developments and these include:

- Urology pack
- The charity achieving formal volunteer charter status
- Buttony colouring book

In addition to projects, the Board are also looking to recruit new Board members to increase the breadth of skills across the Board of Trustees.

The Board are delighted with another successful year for the charity. The governance arrangements are well-established and proving to be robust. The increase in volunteer support has been invaluable for ensuring improved resilience of the charity going forward.

A Bear Named Buttony is a small charity with a very particular set of aims and ambitions that has provided comfort, joy and support to 956 families during 2021. Our plans for 2022 are to build on this tremendous achievement whilst continuing to flourish as a charity.



Declaration

Signed on behalf of the charity trustees:

Print Name

Designation

Date

