

THE ISABEL BAKER FOUNDATION

IMPACT REPORT

2023 -
2024



Charity No: 1166529

**MARCH 2023 -
APRIL 2024**

*Together, we
make the
toughest journeys
a little easier.*

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LETTER FROM THE CEO



**VICKY
TURNER**

CEO + Isabel's Mummy

Dear Friends, Supporters, and Partners,

As I reflect on 2023–2024, I am filled with gratitude for all we have achieved at The Isabel Baker Foundation. None of this would have been possible without the incredible support of our community, partners, and fundraisers.

This year, we realised a long-held dream with the opening of Isabel's Retreat. Thanks to the generosity of the Roger Raymond Charitable Trust, we are now able to offer families whose children have life-limiting or terminal illnesses, as well as bereaved parents, free holidays in our premium holiday home. For families facing the unimaginable, these breaks provide much-needed escapism, time to reconnect, and space to create cherished memories.

We are deeply thankful to the Roger Raymond Charitable Trust for helping us bring this vision to life.

Alongside this milestone, we continued our core initiatives. Our supermarket voucher programme provided 85 families with £75 vouchers, easing the financial pressures that come with caring for a seriously ill child.

We also launched the Complimentary Therapies Fund, supporting our first family in accessing therapies to aid recovery during treatment.

Additionally, we continued our commitment to providing waterproof dry suits for children with central venous lines, enabling them to safely enjoy water activities that would otherwise be inaccessible. These dry suits offer more than just practical support - they give children the chance to experience the simple joy of swimming and bathing without worry, improving both their physical and emotional wellbeing.

Our Isabel's Wishes initiative, originally created during the pandemic, continues to bring joy when needed most, with one special wish granted this year. We were also proud to collaborate with other charities supporting families on the Piam Brown Ward at Southampton Hospital, with our first joint event proving a huge success.

We are also incredibly grateful to AFC Bournemouth for their £1,000 donation supporting Isabel's Retreat welcome hampers and to Christchurch Conservative Club, who raised £4,000 through their fundraising efforts.

Looking ahead, our commitment remains unwavering: to stand beside families, offering support, comfort, and hope when they need it most.

With heartfelt thanks,

Vicky Turner

CEO, The Isabel Baker Foundation

131

of families helped

85

supermarket vouchers

33

dry suits



CHARITY OVERVIEW

VISION

Ultimately a world where our charity is not needed because children do not have cancer. Unfortunately that is not possible, so our wish is for no family to feel alone when facing childhood cancer. To have access to the resources they need to support them mentally, emotionally, physically and financially and for every child to have the opportunity to experience moments of joy, comfort, and hope, no matter how difficult the road ahead.

MISSION

The Isabel Baker Foundation exists to honour Isabel's legacy by providing meaningful and practical support to families whose children have cancer. We are committed to:

- Offering essential financial relief through living cost vouchers & bereavement grants.
- Providing dry suits for Hickman line patients, enabling children to safely enjoy water activities.
- Creating opportunities for rest and connection through family holiday retreats.
- Promoting long-term physical and mental health through supportive wellness initiatives.

Our mission is driven by compassion, understanding, and the belief that small acts of care can make a profound difference in the lives of families navigating childhood cancer.

2023-2024 HIGHLIGHTS

AFCB CHARITY OF THE YEAR

As the previous years AFC Bournemouth's charity partner (specifically for the Junior Cherries) we were presented with the fantastic opportunity to host a fun day at Vitality Stadium for the families we support.

The day included a kick around, stadium tour, lunch and a question and answer session with two of the players. It was a fantastic day, thoroughly enjoyed by all that attended. One of the children even managed to take home a pair of a players football boots after bumping into him in reception!



2023-2024 HIGHLIGHTS

DRYSUITS: PROMOTING INCLUSION AND WELLBEING

At The Isabel Baker Foundation, we are **committed to providing waterproof dry suits to children undergoing cancer treatment who have a Hickman line fitted**. These specially designed dry suits enable children to safely enjoy water activities - experiences that would otherwise be inaccessible to them.

This initiative plays a vital role in supporting the mental and physical health of the children we help, while also contributing to the overall wellbeing of their families during an incredibly challenging time. By allowing children to swim and bathe without the risk of infection, these dry suits ensure they can participate in activities that might otherwise be restricted due to their medical needs.

While, understandably, we don't often receive photos of children in their dry suits, the ones we do receive never fail to brighten our day - and we are always thrilled to share them when we can!

Impact in 2023-2024:

During this period, we were proud to provide 33 children with custom-made dry suits, opening the door to cherished moments of joy and inclusion.

We just wanted to say a huge **THANK YOU** for supplying the drysuit for Teddy's Dreamflight trip. It made a huge difference and he had the most fantastic time.



Thank you so much for helping get Stanley a dry suit. He loved his first swim in 4 months!

2023-2024 HIGHLIGHTS

DRYSUITS: PROMOTING INCLUSION AND WELLBEING

George loving life in his dry suit first time trying it out!



We had one two years ago. It allowed Sophie to be in the pool in her final couple of months before she died. This was so important to Sophie and priceless to us.

We are blown away by your generosity, the dry suit is going to make such a difference to our little boy. Harry was diagnosed with bone cancer in January of this year and thankfully the tumour was fully removed in April. Unfortunately Harry lost part of this thigh bone and knee due to extensive damage from the tumour.

They have been replaced internally by a metal implant. Harry is now learning to walk again and part of this recovery is using the hydro pool. Up until now Harry has only been able to sit on the edge due to the fear of getting his Hickman line wet. Swimming was always something Harry thoroughly enjoyed before getting poorly. The dry suit is going to make the hydro sessions so much more fun and beneficial. Harry will finally be able to start to feel a little more like his old self.

2023 - 2024 HIGHLIGHTS

THE BEREAVEMENT FUND

The Isabel Baker Foundation was originally established to provide financial support to bereaved parents in the months following the death of their child. After losing Isabel, I quickly realised that while there is often an outpouring of support when a child is seriously ill, that support abruptly disappears the moment they pass away. Parents are then left to navigate overwhelming grief, trauma, and practical challenges alone.

At the time of Isabel's death, parents were expected to return to work as little as eight weeks after losing their child. As someone who will forever carry the grief, trauma, and torment of such a loss, I can say without hesitation that this expectation is extremely unrealistic.

Furthermore, before the introduction of the Children's Funeral Fund, many families were faced with funeral poverty. Unlike adults, children do not have life insurance - because no one expects a child to die. Funeral costs varied dramatically depending on location, meaning the price of saying goodbye to a child became a postcode lottery. For those seeking financial assistance from the government, the process was equally discouraging, requiring bereaved parents to complete a 40-page form - an almost impossible task when coping with fresh grief.

The foundation's original mission was clear: to provide practical financial support so that parents had the time and space to grieve without the immediate pressure of returning to work. We aimed to assist with funeral costs, headstones, and anything else a family needed to say goodbye to their child with dignity. We firmly believed that no family should face the additional burden of financial worry during the most devastating period of their lives.

Since then, thanks to the introduction of the Children's Funeral Fund - an initiative we were proud to support - our mission has evolved. While our focus has shifted, our commitment remains the same: to stand beside families facing the unimaginable and ensure they have the support and resources they need.

Impact in 2023–2024:

During this period, we were honoured to provide four families with grants of £250 each to help with extra funeral expenses, easing some of the financial burdens that come with saying goodbye.



2023-2024 HIGHLIGHTS

ISABELS RETREAT

Isabel's Retreat has been a dream of ours for many years, and in 2023, that dream finally became a reality—thanks to the incredible generosity of the Roger Raymond Charitable Trust.

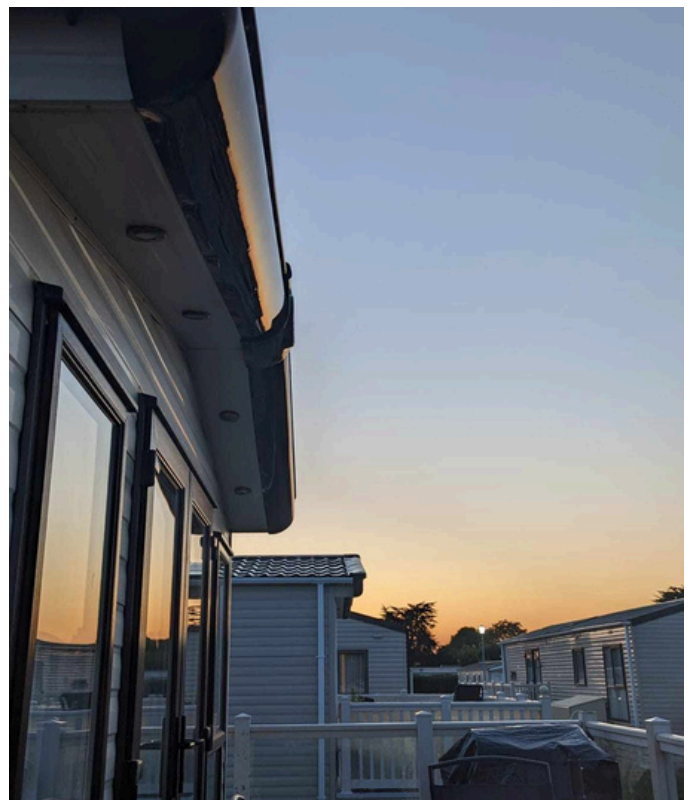
We are absolutely delighted to offer families whose children have life-limiting or terminal illnesses, as well as bereaved parents, the opportunity to enjoy free holidays in our premium holiday home. For families navigating the unimaginable challenges of childhood cancer or the profound loss of a child, these breaks provide so much more than just time away.

Isabel's Retreat offers a precious escape - a chance to create cherished memories, find moments of peace, and simply be together away from the daily stresses and hospital environments. For bereaved parents, it provides a space for reflection and healing, surrounded by comfort and tranquillity. For families with seriously ill children, it's an opportunity to experience joy and connection, making memories that will last a lifetime.

We believe that every family deserves these moments of escapism - time to breathe, reconnect, and find joy in the everyday. To be able to provide this through Isabel's Retreat means the world to us.

We are deeply and sincerely grateful to the Roger Raymond Charitable Trust for making this vision a reality. Their support has allowed us to create a haven where families can experience moments of happiness and hope, even in the most challenging of times. A special thank you to the Limewood Hotel for their extremely generous donation and helping us fully equip the caravan with everything a family could need

We were delighted to offer 8 families stays at Isabel's Retreat during its opening year



2023-2024 HIGHLIGHTS

ISABELS RETREAT



ISABEL'S RETREAT FEEDBACK



We had such an amazing time. Thank you again for letting us use your beautiful accommodation. Such a beautiful place.

Thank you

A lovely quiet site with good amenities in a beautiful part of the world. Isabel's Retreat is an absolute delight. The caravan is immaculately clean & is fully equipped with everything you could possibly need and more! A very comfortable home form home



2023 - 2024 HIGHLIGHTS

SUPERMARKET VOUCHERS

PROVIDING ESSENTIAL SUPPORT DURING TREATMENT

A £75 supermarket voucher provides vital support to families facing financial hardship while their child undergoes cancer treatment.

During this incredibly challenging time, many parents are unable to work as they focus on their child's care. Cancer treatment is physically and emotionally demanding, often requiring extended hospital stays. Parents staying with their child in hospital are not provided with meals on the ward, adding to the financial strain.

In 2023, we increased the value of our supermarket vouchers from £50 to £75 to reflect the rising cost of living. These vouchers remain our most popular initiative - rarely a week goes by without receiving one or multiple applications. The feedback we receive from families is heart-warming, and it's clear how much of a difference this support makes.

Unless you have experienced it first-hand, it's hard to understand the true cost of having a seriously ill child. Many parents must give up work to stay in hospital or provide care at home between treatments. The extra costs of food, travel, laundry, and heating quickly add up.

Impact in 2023-2024:

During this period, we were proud to provide 85 families with supermarket vouchers, offering vital financial relief during their child's cancer treatment.

We are pleased to be able to support families in this small but meaningful way, and we continue to allow multiple applications to ensure help is available when it's needed most.

**Wow!!!! Thank you so so so so much!!!!
We are really struggling and this is just absolutely amazing! Having four children and being away in London for 6 weeks of treatment means my husband can not work whilst we are here and being self employed no money is being earned!
Thanks a million times over**

I wanted to say a huge thank you for the voucher. It came at a time I really needed it and has helped me to get a few essentials from the shop

This has come at the most valuable time and we are so grateful and what you do is just amazing.

2023 - 2024 HIGHLIGHTS

COMPLIMENTARY THERAPIES FUND

In 2023, we proudly launched the Complimentary Therapies Fund to support children undergoing cancer treatment. We recognised the need for this initiative after seeing how physically and emotionally taxing treatments such as chemotherapy and radiotherapy can be - not only for the child but for the entire family. These treatments often come with severe side effects, including fatigue, pain, nausea, and emotional distress, which can have a profound impact on a child's overall quality of life.

At The Isabel Baker Foundation, we believe that families should have the opportunity to explore alternative therapies that may ease these side effects, complement medical treatment plans, and promote overall wellbeing. Therapies such as massage, acupuncture, reflexology, and physical therapy can play a valuable role in supporting physical recovery, reducing stress, and improving mental health.

For many families, however, the cost of these therapies can be a barrier - especially when finances are already stretched due to the demands of caring for a seriously ill child.

The Complimentary Therapies Fund was created to help remove that barrier. Our goal is to give families the freedom to pursue treatments that may improve their child's quality of life during and after cancer treatment, providing a holistic approach to healing.

Although this fund is still in its early stages, we are incredibly proud to have supported our first family by covering the cost of therapies that aided their child's physical recovery. The positive feedback we received from this family highlights the importance of access to these alternative options, which can make a real difference in easing treatment-related challenges and supporting overall wellbeing.

Looking ahead, we are committed to expanding this initiative so more families can benefit from these treatments. Our vision is to see the Complimentary Therapies Fund grow into a key pillar of our support services, providing families with access to safe, effective therapies that work alongside medical care to improve outcomes and bring comfort during the most difficult times.



2023 - 2024 HIGHLIGHTS

ISABELS WISHES

During the COVID-19 pandemic, we introduced the Isabel's Wishes initiative to bring moments of joy to children who faced far stricter isolation measures than the rest of the country due to their compromised immune systems.

Although this initiative was never intended to be a long-term project and was planned to conclude as the world returned to normal, we occasionally still receive requests. Whenever we can, we are always delighted to help brighten a child's world with a special wish.

Impact in 2023–2024:

During this period, we were honoured to fulfil one wish, bringing a moment of happiness and light during a challenging time.

My daughter was diagnosed with a brain tumour at age 6. The resection left her paralysed. She slowly was able to relearn to do everything again. Sadly her left side was slower to recover, meaning her balance was affected. She had never learnt to ride a bike, The Isabel Baker Foundation heard this and kindly bought her a fantastic bike to try learn to ride. They even personalised it with her name. My daughter loves it, we are still learning but she has a fantastic bike to do so on. Thank you to everyone at The Isabel Baker foundation.



2023 - 2024 HIGHLIGHTS

ISABELS ARMY FC RETURN

Thanks to Isabel's Daddy, Luke, along with her Uncle Andy, Dan, and Josh, Isabel now has her very own football team!

We are incredibly grateful for the ongoing fundraising efforts of this amazing group. Their dedication and hard work play a vital role in supporting us as we continue our mission to help families facing the unimaginable.



2023 - 2024 HIGHLIGHTS

CHRISTCHURCH CONSERVATIVE CLUB CHARITY OF THE YEAR

We were honoured to be chosen as Christchurch Conservative Club's Charity of the Year. Through their incredible fundraising efforts, they raised an impressive £4,000 in support of our work.

We are deeply grateful for the generosity and dedication shown by the club's staff and members. Their support plays a vital role in helping us continue our mission to support families during the most challenging times.



AFCB COMMUNITY FUND DONATION

We are incredibly grateful to AFC Bournemouth for their generous donation of £1,000 from their Community Fund to support the opening of Isabel's Retreat.

This donation will cover the cost of thoughtfully prepared welcome hampers, ensuring that every family arrives to find the essentials they need, along with a few special treats to make their stay extra comforting.

CHARITIES UNITE

In 2023, we were proud to join forces with several other charities that support families on the Piam Brown Ward - the children's oncology ward at Southampton Hospital.

Our first joint event was a huge success! We look forward to many more collaborative endeavours in the future, working together to provide even greater support to those who need it most.



2023 - 2024 HIGHLIGHTS

PHOTOS #ISABELSARMY



FUTURE OUTLOOK

At The Isabel Baker Foundation, we are proud to support a diverse range of families across the UK, all united by the shared challenge of facing childhood cancer. Our commitment remains firm: to deliver services that address the unique needs of these families in the most effective and compassionate way possible.

Over the next 12 months, we aim to welcome more families to Isabel's Retreat, our newly established holiday home. This sanctuary offers families the invaluable opportunity to enjoy a life-enhancing break, filled with fun, magical moments, and cherished memories. Our mission is to ease some of the stress and worry that comes with caring for a child whose future is uncertain by giving families the precious gift of time together.

In response to the ongoing high demand for our waterproof dry suits, we will continue ensuring that every child undergoing cancer treatment who needs one, receives it. We recognise the significant impact these suits have on a child's mental, physical, and emotional wellbeing, allowing them to safely enjoy water activities that would otherwise be inaccessible.

Looking ahead, one of our long-term goals is to provide dedicated mental health support for parents of children with cancer - something we believe is severely lacking within the NHS. The emotional and psychological toll on parents is immense, and we are committed to bridging this gap by offering support that helps them navigate the trauma, anxiety, and uncertainty that comes with their child's diagnosis and treatment.

To sustain and expand our vital services, we will continue to focus on increasing our annual turnover through a combination of fundraising events, engaging supporters in sponsored activities, and securing key grants. These efforts will enable us to reach more families, provide essential resources, and introduce new initiatives that make a meaningful difference.

The Isabel Baker Foundation remains dedicated to improving the lives of families affected by childhood cancer. With the continued support of our community, we will keep striving to make a lasting impact—providing hope, comfort, and care when it is needed most.

CONTACT US



CONTACT THE ISABEL BAKER FOUNDATION

Email/

laura@theisabelbakerfoundation.com

Website/

www.theisabelbakerfoundation.com

Follow us on social media

[@theisabelbakerfoundation](https://www.instagram.com/theisabelbakerfoundation)