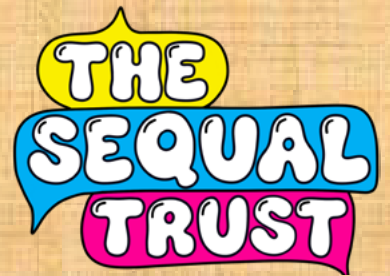


# THE SEQUAL NEWS 2025



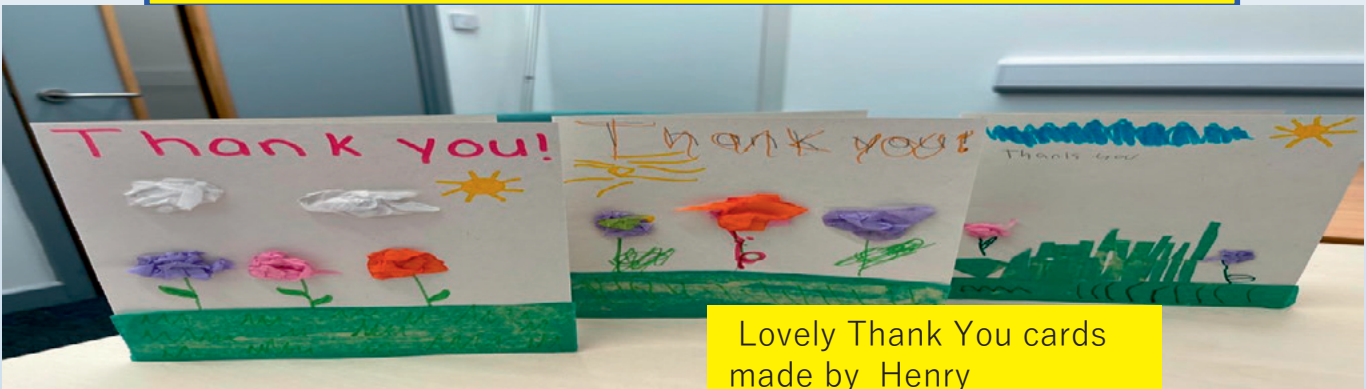
(incorporating the Accounts for the year ending 31<sup>st</sup> March 2025)



On this year's cover is Billy, with his new iPad with Grid for iPad app supplied by The Sequal Trust last year. Billy's mum told us that the equipment for her son arrived perfectly and the school helped set up and install the software to the iPad. Billy has been using the grid to communicate with his teachers and is slowly building on his words. He brings his communication device home and we use it to communicate his needs or wants and are hoping in time, this will help Billy to become more independent and give him the voice he needs, to speak up about anything that is important to him!

The Sequal Trust, 2C Wharf Road, Ellesmere, Shropshire, SY12 0EL Tel: 01691 624222  
Email: [info@thesequaltrust.org.uk](mailto:info@thesequaltrust.org.uk) Website: [www.thesequaltrust.org.uk](http://www.thesequaltrust.org.uk)

# 2024-2025



Lovely Thank You cards made by Henry

Thank you for your email, letting us know that Jessie's equipment is on its way, We are completely over the moon.

It couldn't have come at a better time too, as we desperately needed some good news, as I've recently lost my mum and have needed to leave my job.

It will just be the tonic that we need to give Jessie the tools she needs for her to start communicating with us and her wider surroundings.

Thank you for giving Jessie this opportunity, we are just so grateful 🙏🙏

Jane

Oh my, what wonderful news  
Thank you so so much.

This is incredible news we are so grateful.

Ashlea

Finding his independence and voice.  
And now looking forward to new adventures and being able to soon have a real connection with my son  
Many thanks  
From myself and of course a Big thanks from Charles

Bradley is absolutely loving his device . We haven't had any issues at all. Tom came to help set it up and ensure it was all correct and Liberator have been great in supporting us and the people who work with Bradley on how to use it

Thank you very much for processing the order for the communication device. We have both been having a very positive outcome with the device. My son has taken to it straight away and it has been a positive impact for our family. Now my son has a communication tool that can help him tell us what he wants, and can help him communicate. Our family would like to thank you so much, we appreciate that your charity has helped us in more than one way

## Trustees' Report & Review of the Year 2025

The remit of The Sequal Trust is to provide electronic communication equipment to children and adults throughout the UK who are unable to get this vital equipment from their local health authority. There is a limited budget allocated by NHS England and other authorities, and this is simply not enough to provide everyone with the devices that they need to enable them to communicate.

Sequal (special equipment for aids and living) steps in where people are advised by the state that there is no funding available for them. We open a case for each applicant, built up with personal details about the person needing help, their living environment, and a recommendation from their health care professional as to the specific communication device required for that individual. When we have all the information needed, we approach various grant giving organisations and other contacts in the applicant's locality and liaise with family to raise specific donation for the equipment recommended. Sometimes we manage to get cases funded quickly but the process, especially for the more sophisticated speech aids, can take several months and we do advise each applicant that this is the case. If we do not manage to get the required funds within 6 months, we will do a "top up" from our general donations, should these be sufficient. We have never failed to provide equipment when we have taken on a case and are very proud that in this financial year, we have provided equipment to 54 people at a cost of £161k. Once the equipment has been delivered to the member we still keep in touch and members will call if any repairs are needed, or if an upgrade is needed.

The isolation, frustration and loneliness of not being able to communicate is hard to imagine and by providing this ability we make a huge difference to the person we are helping and their family. It can give the ability to help people to advance their education, pursue a career, interact with others. Also, it can enable someone to be able to communicate their wishes and needs to family members and friends, which is something most of us take for granted. The responses we get from members and their families advising the difference the ability to communicate has made to their lives is mind blowing, and it is lovely when our staff at disability roadshows get a visit from someone they have helped and are able to see how their life has improved because of this. Our staff in the office are very empathetic and are always helpful and understanding of the problems encountered by our members. Each one takes on individual cases so that the member has continual support, and take a personal interest in their cases and do their utmost to raise the money needed to provide the equipment.

We rely totally on the generosity of our donors to fund the equipment we supply. Many of these are long term supporters, but we are constantly looking out for new organisations to help us financially. We would like to say a huge thank you to all of our supporters who have helped us over this year and in previous years. Also, thanks to anyone who has remembered us by making a bequest in their will. We have done well with legacies this year, receiving a record total of £121k, and would like to thank the people who have remembered us in this way. With your help we can continue providing people of all ages all over the UK with communication equipment to give them a voice, the ability to further their education, interact with family and friends, and to follow their dreams.

A huge thank you to all our Trustees, many of whom have firsthand experience of living with or alongside someone who has a communication problem. We are delighted to have recruited a new Trustee this year, Becky Cheetham. Becky is a qualified nurse, and along with her sister Hannah, runs the TikTok site 'Cheethams with Dreams'. This shows videos showcasing the difficulties experienced by Hannah, who has cerebral palsy and is non-verbal, and how these problems are overcome. It has 2.3 million followers, many of whom have similar issues, and is very positive and shows inspirational footage of Hannah and Becky exploring and enjoying life. They have both attained celebrity status and are much loved and admired by their followers and Sequal feels very lucky to have them on board. Thank you also to our President, Nigel Havers, and to all of our Patrons. It is really appreciated that you spend your valuable time promoting The Sequal Trust. At our year end we have a waiting list of members eagerly awaiting provision of life changing communication equipment and are committed to provide these as soon as we can. With the guidance of our patrons and trustees, the determination of our staff and the financial support of our donors we will continue in our mission to give a voice to everyone and enable all of our existing and future members to have 'a voice' and the means to express themselves.

Jackie Cheetham, Chair, on behalf of the Sequal Trust

# THE SEQUAL TRUST STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDING 31<sup>ST</sup> MARCH 2025

	Unrestricted funds £	Restricted funds £	Endowment funds £	Total 31.03.25 £	Total 31.03.24 £
<b>Incoming Resources from generated funds</b>					
Donations and legacies	194,014	115,549	-	309,563	127,022
Subscriptions	-	-	-	0	1,384
Investment income	1,014	69	18,551	19,634	21,349
<b>Total incoming resources</b>	195,028	115,618	18,551	329,197	149,755
<b>Resources expended</b>					
<b>Costs of generating funds.</b>					
Costs of generating donations and legacies	32,650	-	-	32,650	30,986
<b>Charitable activities</b>					
Charitable Expenditure	47,836	161,423	-	209,259	174,555
Governance costs (Audit Fees & Bank Charges)	1,255	-	-	1,255	1,215
<b>Total resources expended</b>	81,741	161,423	-	243,164	206,756
<b>Net incoming / (outgoing) resources before transfers</b>	113,287	(45,805)	18,551	86,033	(57,001)
Net transfers between funds	(116,032)	134,583	(18,551)	0	0
<b>Net incoming / (outgoing) resources</b>	(2,745)	88,778	0	86,033	(57,001)
<b>Other recognised gains and losses</b>					
Gains / (Losses) on investment assets	-	-	(1,621)	(1,621)	11,406
<b>Net movement in funds</b>	(2,745)	88,778	(1,621)	84,412	(45,595)
Fund Balances at 1st April 2024	42,236	24,459	489,319	556,014	601,609
<b>Fund Balances at 31st March 2025</b>	39,491	113,237	487,698	640,426	556,014

Our AGM this year will be held on October 14<sup>th</sup> 2025 at 11.30am at The Derwen College, Gobowen. If you wish to attend, please contact the office on 01691 624222 for further information.

The financial information presented in this Trustees Annual Report and Accounts does not comprise the statutory financial statements of The Sequal Trust (Registered Charity No. 260119) year ended 31st March 2025 but represents extracts from them and therefore does not provide as full an understanding of the financial performance as the reading of the complete Annual Report and Accounts prepared under the requirement of the Charities Act 2011. A copy of the complete Trustees' Annual Report and Accounts, including the Independent Examiners' Report can be obtained from The Sequal Trust office or the offices of the Independent Examiners.

## THE SEQUAL TRUST BALANCE SHEET AS AT 31<sup>ST</sup> MARCH 2025

	31.03.25		31.03.24	
	£	£	£	£
<b>Fixed assets</b>				
Tangible Assets		2,494		807
Investments		582,463		518,324
		<u>584,957</u>		<u>519,131</u>
<b>Current assets</b>				
Debtors	4,654		5,746	
Cash at bank and in hand	<u>57,186</u>		<u>36,346</u>	
	61,840		42,092	
<b>Creditors: amounts falling due within one year</b>	<u>(6,371)</u>		<u>(5,209)</u>	
<b>Net current assets</b>		55,469		36,883
<b>Total assets less current liabilities</b>		<u>640,426</u>		<u>556,014</u>
<b>Capital funds</b>				
Endowment funds		487,698		489,319
<b>Income funds</b>				
Restricted funds		113,237		24,459
<b>Unrestricted funds</b>		39,491		42,236
		<u>640,426</u>		<u>556,014</u>
<b>INVESTMENTS</b>	<b>31.03.25</b>	<b>31.03.24</b>		
M & G Charibond	113,757	116,596		
M & G Charifund	121,905	116,909		
CAF Income & Growth Fund	252,036	255,813		
CAF Growth fund	-	-		
	<u>487,698</u>	<u>489,318</u>		
<b>Scottish Widows</b>	94,765	29,006		
	<u>582,463</u>	<u>518,324</u>		
<b>DEBTORS</b>				
Gift aid				
Rent and Insurance	87	112		
Interest receivable	4,067	5,134		
Advertising/Printing	<u>500</u>	<u>500</u>		
	<u>4,654</u>	<u>5,746</u>		
<b>CREDITORS</b>				
LIFE Membership Fund				
Accruals	4,900	4,682		
PAYE/NIC	<u>1,471</u>	<u>527</u>		
	<u>6,371</u>	<u>5,209</u>		

### Bankers:

CAF Ltd  
25 Kings Hill Ave  
West Malling  
Kent  
ME19 4JQ

### Accountant:

KV Ford FCA  
Pointers  
Gallows Green  
Alton  
Stoke-on-Trent  
ST10 4BN

### Solicitors:

Martineau Johnson  
No 1 Colmore  
Square  
Birmingham  
B4 6AA

### Independent

### Examiners:

Morris Cook,  
Chartered  
Accountants  
6 Salop Road  
Oswestry  
Shropshire  
SY11 2NU

**In the year to 31.03.25 £161k has been spent on providing equipment to 54 members. At the end of the financial year, we were holding £113,237 on behalf of members, pending completion of fundraising, trials, further assessments or delivery of equipment. This will be used to fund the purchase of equipment in the coming year.**

## Kidz to Adultz Exhibitions 2024 – 2025

The Sequal Trust was represented at Kidz to Adultz Exhibitions during the year, having a stand at Manchester and Coventry.



Tom, our CEO's son, ready and raring to go at Kidz to Adultz in Manchester



Clare chatting to a couple of visitors to the Kidz to Adultz Exhibition Coventry, explaining how we can help.

In October Judy Ford (CEO) attended the Manchester Kidz to Adultz helped by her son Tom. Jackie Cheetham (Chair) was also there to lend a hand and was accompanied by her daughters, Becky and Hannah, who are better known as Cheethams with Dreams. They were, as always in demand for selfies.

In March, Meryl, Jenny and Clare attended the Kidz to Adultz in Coventry meeting with lots of parents to explain the service we offer.

This year's Kidz to Adultz North has moved to Liverpool on Wednesday 3<sup>rd</sup> December so if any of you can come along and say hello. Hannah and Becky (Cheetham's with Dreams) will be helping and would love to see you. Next year we will be at Kidz to Adultz in Coventry on Thursday 12<sup>th</sup> March 2026.

## Sequal Office News

We have been very lucky at the Sequal Trust office this year to have received four watercolours by Eric Pole and also archive material, particularly of previous newsletters. The pictures, of various landscapes around the UK, were painted by Eric Pole who was the father of Hiliary Pole. Hiliary was described at the time as the most disabled person in the world. She was unable to see, speak or swallow but managed to contribute poems and articles to our magazine using equipment driven by the very slight movement she had in her big toe! The pictures were received from Tim Henson and now they are hanging in the Sequal Trust office.

The newsletters dating back to the 1970's have also been really interesting to read particularly the charity's beginnings and the early equipment that was being used. These were kindly given to us by Pam Archer, who had kept them safe for many years. From reading the newsletters it was decided to make a display in the office window to inform people, particularly locally, about what The Sequal Trust does. We have a low-key profile within Ellesmere, and we all keen to share what we do and also to tell the history of Sequal. We feel that we are an important asset within the town and slowly we are becoming known! We have had positive responses to the display and people pop in to find out more.

There is a history of the Sequal Trust on our web site if you would like to learn a little bit more about us.

Have you ever wondered how we get The Sequal News out to all our members? This picture was taken last year so you can see the hard work that goes on behind the scenes to keep you up to date!!!



Jenny and Clare  
Delivering The Sequal News  
to the Post Office

4 of our very happy members with their equipment

1) Ruchama 2) Harrison

3) Austin 4) Charles

We love to hear from you and photos of our members, using their new equipment, really make our day!!

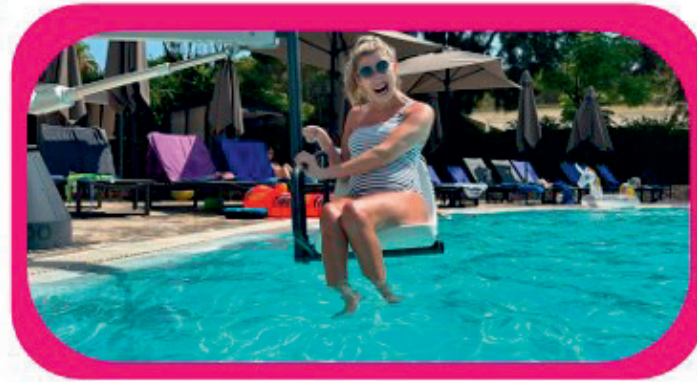


If you would like to be featured in next years Sequel News please email your photos to [info@thesequaltrust.org.uk](mailto:info@thesequaltrust.org.uk)

# CHEETHAMS WITH DREAMS

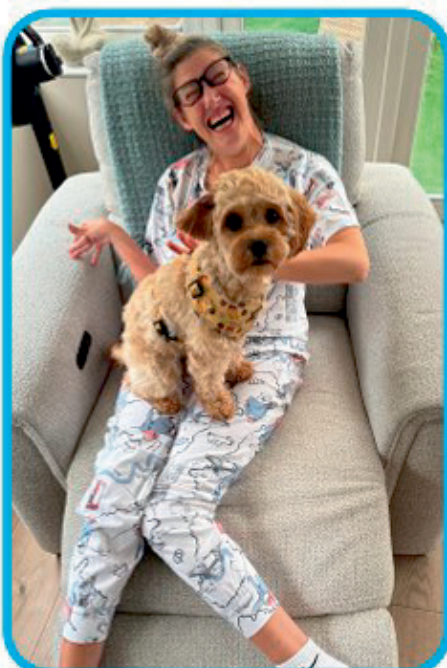
Hi everyone! Hannah and Becky Cheetham here. How are you all? Here is a little update from us both, of what we have been up to!

As always, you can find our adventures on all social media at @cheethamswithdreams



We have continued to work with TUI this year, on their accessibility. We have been on holiday, to their accessible hotels to check them out and hopefully encourage others to go on holiday too! We are very passionate about not letting disabilities get in the way of living life. We had a great time, and even took our 8 year old cousin, Bella.

We have also had a new addition to the family.... a cute & cheeky puppy, called Frankie! She is a Cavapoo and loves snuggles, playing tug of war and stealing Hannah's socks!



We recently took part in the Superhero Tri, as Celebrity Captains. The Suphero Series is a fully inclusive triathlon for people with disabilities, with no time limit or equipment restrictions. It was an incredible, inspiring and motivational day. We did the run/push leg of the tri and loved every second.

## Meet the Team



### The Sequal Trust Trustees

Back row l to r  
Jeremy Sowter,  
Pat Redfern  
(both trustees)  
Keith Ford (vice  
chair) Jackie  
Cheetham  
(chair)  
Front row l to r  
Hannah  
Cheetham  
(Media  
Ambassador)  
and Becky  
Cheetham  
(trustee)

### The Office Staff

From l to r  
Judy Ford (CEO)  
Meryl Parsons  
(Manager)  
Clare Orr  
(Charity  
Fundraiser)  
Jenny Edge  
(Charity  
Fundraiser)



**100+ Club Draw Winners:**

**From Sept. 2024**

1. £100 No: 39 Mrs M Mason Bedford
2. £50 No: 67 Miss K Edwards Dorset
3. £20 No: 138 Mrs A Smith Worcester
4. £15 No: 207 Mrs A McMahon Dudley

**From Dec. 2024**

1. £100 No: 80 Mr D Taylor Birmingham
2. £50 No: 79 Mrs M Forman Lincoln
3. £20 No: 126 Mrs H Truss Bristol
4. £12 No: 135 Mr D Morgan Bromsgrove

**From March 2025**

1. £100 No: 138 Mrs A Smith Worcester
2. £40 No: 203 Mrs J Lloyd Bucks
3. £20 No: 205 Miss D Munday Northants
4. £15 No: 5 Dr S Teurena Shropshire

**From June 2025**

1. £100 No: 76 Mrs M Stephenson Bedfordshire
2. £45 No: 33 Mr Richard Davies Llandudno
3. £20 No: 13 Mrs M Parsons Ellesmere
4. £12 No: 54 Mr R Davies Llangollen



**THE TOP PRIZE IN EACH 100+ DRAW IS £100 AND YOU COULD BE IN WITH A CHANCE OF WINNING THIS EVERY QUARTER AND AT AN ANNUAL FEE OF ONLY £12! PLEASE CONSIDER JOINING AS ALL PROCEEDS SWELL OUR GENERAL FUNDS, HELPING US TO FUND MORE EQUIPMENT.**



The Sequal Trust office is located at 2C Wharf Road, Ellesmere, Shropshire, SY12 OEL.  
 Tel: 01691 624222 Website: [www.thesequaltrust.org.uk](http://www.thesequaltrust.org.uk) Email: [info@thesequaltrust.org.uk](mailto:info@thesequaltrust.org.uk)

Sequal's 100+ club exists to raise funds towards our work. If anyone would like to join this club which has 4 draws a year, or make a donation to Sequal, please complete this form and send it with your cheque to the office. Thank you

I would like to join the 100+ club and enclose my cheque for £12 (by entering you confirm that you are 18 or over)

I would like to make a donation towards your work and enclose a cheque in the sum of £

Name .....

Address .....

.....

Tel No. ....

Email .....

**To enable my subscription to go further please treat my donation as Gift aided as I am a taxpayer**

Signature: .....

Date: ..... / ..... / .....



**President: The Hon Nigel Havers**

**Patrons: HRH The Princess Michael of Kent,**

**Dorcas Munday, MBE**

**Roger Jefcoate, CBE, DL;**

**Lee Ridley, AKA Lost Voice Guy.**

**Trustees:**  
 Jackie Cheetham (Chair)  
 Pat Redfern  
 Keith Ford  
 Jeremy Sowter

**CEO:**  
 Judy Ford

**Manager:**  
 Meryl Parsons

**Charity Fundraisers:**  
 Jenny Edge  
 Clare Orr

### Acknowledgements:

*We would like to thank the many individuals , Grant Making Trusts, Companies and other Organisations that have so generously supported The Sequal Trust, as well as those people who organised fund raising activities. Here are just a few:-*

A. Lacy -Tate Charitable Trust  
Anne & John Walker Charitable Trust  
Annette Charitable Trust  
B C H 1971  
Bartle Family Charitable Trust  
Brownless Trust  
Broyst Foundation  
Central Exeter Relief in Need  
Charles S French Charitable Trust  
Cheltenham Lions  
Cheyne Charity  
Chrimes Family Trust  
Clivedon Lions  
Cornwallis Masons  
Coventry Leofric Lions  
D Chapman  
Denman Charitable Trust  
Douglas Arter Foundation  
Elizabeth Cluclas Charitable Trust  
Elizabeth Wrights Charity  
Ellesmere League of Friends  
F A Merry  
Finderman Trust  
Fitten Trust  
Frazer Trust  
Fulmer Charitable Trust  
Gail Taylor Trust  
Gemmell Bequest Fund  
Geoff Hill Charitable Trust  
Greenoaks Charitable Trust  
Hamilton Wallace Charitable Trust  
Harford Charitable Trust  
Harry Bottom Charitable Trust  
Haywards Heath Lions  
Hilton Jones Charity  
Honeywood Trust  
Hospital Saturday  
I M Marsh College of PE (Past students)  
Isle of Man Masonic Charity  
J B Charitable Trust  
J T H Charitable Trust  
James Wise Trust  
Janki Saye Foundation  
Johnson Cleaners  
Judges Hall Fund  
Lady Forester Trust  
Lions Club of Plymouth  
London Freemasons  
29<sup>th</sup> May 1961 Charitable Trust  
M J B Charitable Trust

M J B Charitable Trust  
Main Masonic Charity  
Mark Gray  
Medicash  
Michael Marsh Charitable Trust  
Michael O'Sullivan Charitable Trust  
North Shropshire Royal Ark Mariners  
O J Colman  
Oakdale Trust  
Pannett Charitable Trust  
Patrick Trust  
Pippa Hackett, Tennis Event  
Portishead Lions  
Provincial Grand Chapter  
Provincial Grand Lodge of Shropshire  
R A O B Chester  
R Summers  
Rhondda Rotary  
Richard Cadbury Charitable Trust  
Risley Medical  
Ritchie Charitable Trust  
Robert Orpwood Settlement  
Rural Charity  
Russell Earnshaw Holdings  
S M Pollard  
Sir James Roll Charitable Trust  
Sir R Gooch  
Sir Ralph Pendlebury  
St Judes Trust  
St Katherines  
Staffs & Shropshire Benevolent Fund  
Tanet Rotary Club  
Taunton Rotary Club  
The Camelia Trust  
The Langtree Trust  
The Mulberry Trust  
The Thomas Curtis Charitable Trust  
Trealaw Jolly Boy's  
W E D Charitable Trust  
Walker Trust  
Walking Football, Shrewsbury  
William Allen Young Charitable Trust  
Wilmcote Trust  
Wynn Foundation  
Zochonis Charitable Trust



**During the year we are very proud to have provided 54 people with communication equipment costing £161k. Equipment that really has revolutionised their lives.**