

**What? Why? Children in Hospital**  
**Scottish Charitable Incorporated Organisation (SCIO)**  
**Charity number - SC045436**

**Annual Report and Financial Statements**  
**For the year ended 28 February 2026**



## **Trustees' Annual Report for the year ended 28 February 2026**

The trustees have the pleasure in presenting the annual report together with the financial statements for the year ended 28 February 2026.

### **Reference and Administrative Information**

#### **Charity Name**

What? Why? Children in Hospital

Charity number

SC045436

#### **Address**

136 Lanark Road West

Currie

Edinburgh

EH14 5NY

#### **Trustees**

Dr Marit Boot

Chair

Ms Lianne Swadel

Treasurer

Ms Orla Duncan

Clinical Advisor

Ms Amy Solon

Specialist Parent

#### **Trustee resignations this year**

None.

#### **New trustees this year**

None.

#### **Charity management**

Ms Shona Moyes, Freelance management support.

#### **Website**

[www.wwcih.org.uk](http://www.wwcih.org.uk)

#### **Chair's address**

What? Why? Children in Hospital started in 2015 with the simple idea that children and parents should have access to family friendly videos which show what happens during hospital tests and procedures. Now, 11 years later, with more than 60 videos and nearly 39 million video views, the charity has grown to a recognised resource for hospital professionals and families across the world, helping to reduce parental and child anxiety and prepare families for their hospital visit.

This year we worked closely with the nuclear medicine team at the Royal Hospital for Children in Glasgow and filmed two new videos about treatments for neuroblastoma and thyroid cancer.

In 2025/2026, Shona Moyes, the operational manager, continued her freelance support to the charity and did an excellent job at providing hospital teams with information about the

videos, supplying free postcards, hospital appointment letter leaflets and posters. She answered questions from families and captured requests for further hospital videos. As the board of trustees, we would like to acknowledge the hard work of Shona and thank her for her commitment to ensure the charity can continue to support thousands of families across the UK.

Dr Marit Boot  
Chair of the WWCIH Board and Charity Founder

## **Structure, Governance and Management**

### **Constitution**

The Charity is a Scottish Charitable Incorporated Organisation (a SCIO). It was registered as a SCIO on 19 February 2015. It has a single tier structure and as such the trustees are the members of the charity.

### **Appointment of trustees**

The management committee, which normally meets 3 times a year, are the charity's trustees. Current trustees appoint new trustees. The trustees welcome interested members from the community to get involved and ask them to contact the charity for more information. The board may at any time appoint any person to be a charity trustee – by way of a resolution passed by majority vote at a board meeting. There must be a minimum of three and a maximum of nine trustees.

## **Objectives and Activities**

### **Charitable purposes**

The organisation's purposes are:

- The advancement of health
- The advancement of education
- The relief of those in need by reason of age, ill-health, disability, financial hardship or another disadvantage.

### **Mission**

Develop and share videos with age and ability appropriate information to show hospital procedures and reduce anxiety for children and parents. Share best practice in preparing children for hospital procedures across Scotland.

### **Activities**

The charity develops videos to help families across Scotland prepare for hospital visits and procedures. Parents/carers are informed about the videos through a leaflet included in their child's appointment letter or a poster in the waiting area. The charity uses the website and social media to share the videos, best practice, and knowledge around supporting families in hospital. We work in partnership with young people, parents, hospital psychologists, hospital play specialists, clinical staff, teachers, and other voluntary organisations. Our reach extends globally with our videos being viewed across the world.

## **Achievements and Performance in 2025/2026**

### **Summary**

The financial year ending on 28 February 2026 was another successful year for the charity.

As one of our core activities, this year the charity has continued to focus on marketing and communication, contacting hospital teams to send out postcards, posters, and hospital appointment letter leaflets.

The tablets, which were provided by the charity to hospitals across the UK, continue to be used to prepare families in the waiting room.

**Videos**

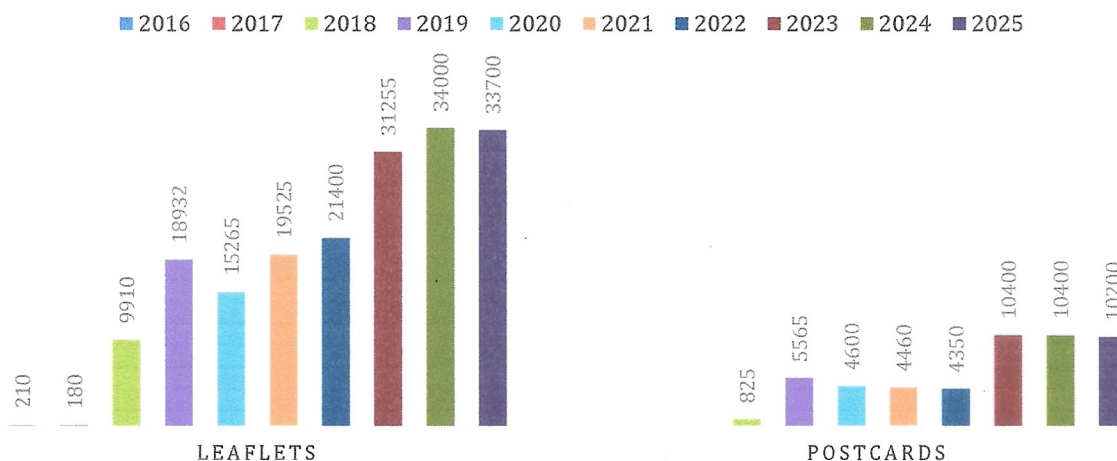
We have released two new videos this year, in conjunction with the Royal Hospital for Children, Glasgow to prepare children and their families for procedures at the Molecular Radiology department.

**Hospital appointment letter insert leaflets, postcards, and posters.**

In March 2016 we started developing hospital letter insert leaflets with website links, which fit into hospital appointment letters. These leaflets inform families about specific videos and are printed at DL size (1/3 of A4) on thin paper so they can easily fit into the appointment letter and add minimal weight, which does not affect the postage costs. We have now developed a total of 29 topic specific leaflets which also include a QR code, to make it easier for families to find and watch the videos.

A total of 33,700 hospital appointment letter leaflets were sent out to patients in 2025.

**LEAFLETS AND POSTCARDS**

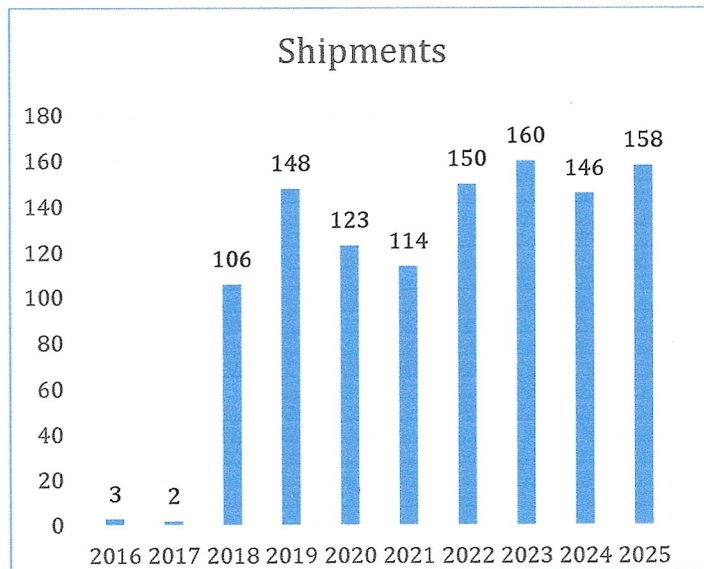


The charity also provided 10,200 postcards to hospitals across the UK. Postcards are mainly used by hospital play specialists and hospital psychologists as these services inform families about a range of procedures.

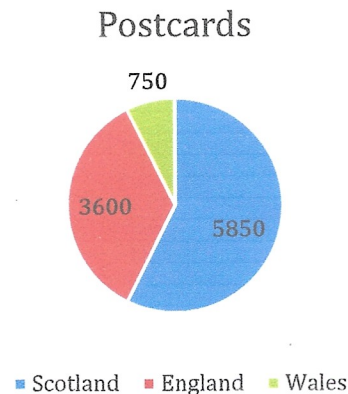
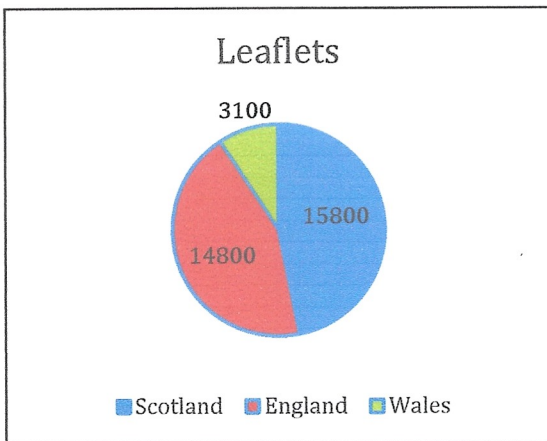
Many families were informed about our hospital videos via their hospital team. Some hospitals use a link in the text of the appointment letter they send to families. This is a very cost-effective way of informing families about the videos. Other teams report that the colourful WWCIH appointment letter leaflet work better to engage families as many parents do not read the full text of hospital letters.

To date we have supplied 185,000 leaflets and 51,000 postcards to hospitals and professionals across the United Kingdom. We also continue to supply A3 laminated, wipeable posters that meet infection control guidelines, about the charity for waiting areas in hospital.

In addition, the App containing all our videos is used by families and in hospital outpatient departments as it allows access to the videos without internet connection which is often absent in these areas.



The number of shipments of postcards and leaflets we make to hospitals saw a slight dip during the pandemic years, but we are now sending a consistently high number of shipments each year.



We commenced sending leaflets and postcards to hospitals in Scotland, but we now send almost as many to hospitals in England. We have extended this to sending to hospitals in Wales to meet our mission of reaching as many families as we can.

Hospital staff have informed us that they have no budget to print leaflets or posters and could only use these if they were provided free of cost. This year the charity was able to continue to provide all hospital appointment letter leaflets, postcards, and posters free of cost to all hospitals that requested them due to the charities fundraising efforts and the grant provided by the Bank of Scotland Energise Fund.

## **Engagement with families and healthcare professionals**

### **Facebook**

Presently, just under 3,000 people follow our page. We have a steady number of followers with little fluctuation.

We have had 6,906 minutes of viewing of our videos in the last year, a slight drop since last year. The highest number of video views are coming via YouTube.

Our audience has remained unchanged with 85% of the Facebook page following us being women and 15% being men.

This has remained consistent with last year's audiences and of that demographic, the majority are aged between 25-54. The top three countries engaging with our page are English UK, Pakistan, and The Philippines.

As the charity focus has been on our core activities of making videos and providing postcards and leaflets as well as delivery of a mental health project for carers, our social media performance was as expected.

### **YouTube**

In the year March 2025-February 2026 the WWCIH videos were viewed 1.9 million times on YouTube. This number is similar to the previous year. The number of cumulative views recorded on the WWCIH channel is nearly 39 million.

The WWCIH YouTube channel gained nearly 3,000 new subscribers this year, reaching a total of 78,600 subscribers by February 2026.

Demographics analysis shows our videos are viewed by 54% female viewers and 46% male viewers and across different age groups.

The most viewed videos during this year were 'What happens in an Ultrasound scan'; 'What happens in an X-ray scan?'. USA, UK and Brazil are the countries with the most views.

236,000 views in 2025/2026 were from viewers based in the UK, this will be mainly due to sharing of the video resources by hospital staff and the hospital appointment letter leaflets providing the link to the videos.

### **Website**

The website continues to be a successful method of engaging families and healthcare professionals. Our website has seen 14,000 users access it over the last year resulting in 45,000 video views.

The audience that uses our website is made up of almost all returning visitors and about 10% being returning visitors. The main users are the United Kingdom, the United States of America, Ireland, China and Germany.

Our five most viewed videos on our website are: "Helping Prepare for Hospital", "What happens when my child has an MRI scan?", "Is your child going for an Ultrasound or X-Ray?", "What happens during a General Anaesthetic?" and "My child is anxious about having a blood test – preparing in the play hospital".

### **Impact on children and young people**

The positive impact of our videos is evidenced by the high number of video viewers, subscribers, and followers and by the excellent feedback we received from young people, parents and healthcare professionals. All feedback was very positive and included the following comments:

*“Great Videos as always, guys. Well done”*

*“They are all extremely helpful. Often, we don’t get to see or speak to anyone in regard to preparing our disabled child for healthcare visits. These help us plan and break down what is needed to prepare for. Thank you so much.”*

*“The joint injections video really, really helped me and I had absolutely no idea what to expect!”*

*“This video is part of my regular toolbox for prepping for an MRI. The new version is great. Thank you.”*

### **Financial review**

We raised nearly £2,231 through fundraising activities, which included YouTube advertising.

The grants income for the 2025/2026 financial year was £17,210. The charity received a grant of £7,210 from the Glasgow Childrens Hospital Charity and was supported by the Paediatric Nuclear Medicine & SMaRT Kids to make two videos about neuroblastoma treatment and Thyroid Cancer Treatment.

We also received a grant from the Bank of Scotland Energise fund of £20,000 split evenly over two years that is unrestricted and is to be used for our core activities.

Our total income this financial year was £19,441 and our expenditure was £17,939. 99.5% of expenditure was related directly to charitable activities. The remaining expenditure was on governance costs (0.5%).

Cash in hand at the end of the year was £16,568, which is unrestricted.

A big thank you Bank of Scotland Energise Fund for providing this key core funding to enable us to continue to supply hospitals and specialist with leaflets, postcards and posters.

### **Reserves Policy**

The charity does not have any paid staff members and therefore only requires a small amount to be kept as reserves. The trustees’ policy is to retain £1,000 as reserves to cover any unexpected expenditure. The reserves amount will be reviewed each financial year and will be changed immediately if the charity starts employing staff members.

### **Donations in kind**

The trustees would like to thank all the volunteers for donating their time and expertise:

- Gary and his team at Global Web Limited for the design and website expertise donated in kind. They provide IT support and support our website and App.
- Susan van Hemert for designing new appointment letter leaflets for the charity.
- Chris King, qualified member of the Association of Chartered Certified Accountants (ACCA), for examining the accounts.

**Future projects - sharing video resources.**

Next year the charity's focus will be continued awareness-raising of the video resources amongst healthcare professionals and families. We also plan to make further hospital procedure videos.


The 2025/2026 annual report and accounts were signed by the Chair of the Board of Trustees and Treasurer on behalf of all Trustees:

Signature: 

Name: Dr Marit Boot

Date: 7 May 2026

Location: Edinburgh

Signature: 

Name: Lianne Swadel

Date: 7 MAY 2026

Location: EDINBURGH

**Statement of Receipts and Payments for period 01/03/25 - 28/02/26**

	<b>Unrestricted funds (year ended 28/02/2026)</b>	<b>Restricted funds (year ended 28/02/2026)</b>	<b>Total funds current period (year ended 28/02/2026)</b>	<b>Total funds last period (year ended 29/02/2025)</b>
<b>Receipts</b>				
Donations	0	0	0	
Grants	10,000	7,210	17,210	5,252
Fundraising	2,231	0	2,231	3,613
<b>Total receipts</b>	<b>12,231</b>	<b>7,210</b>	<b>19,441</b>	<b>8,865</b>
<b>Payments</b>				
Fundraising costs	0	0	0	
Cost of charitable activities	9,097	8,752	17,849	12,226
Governance costs	90	0	90	90
Marketing	0	0	0	
<b>Total Payments</b>	<b>9,187</b>	<b>8,752</b>	<b>17,939</b>	<b>12,316</b>
<b>Surplus/(Deficit) for the year</b>	<b>3,044</b>	<b>(1,542)</b>	<b>1,502</b>	<b>(3,451)</b>

**Statement of balances - as at 28/02/2026**

	<b>Unrestricted funds (year ended 28/02/2026)</b>	<b>Restricted funds (year ended 28/02/2026)</b>	<b>Total funds current period (year ended 28/02/26)</b>	<b>Total funds last period (year ended 29/02/25)</b>
Opening cash at bank and in hand	13,524	1,542	15,066	18,517
Surplus/(Deficit) for the year	3,044	(1,542)	1,502	(3,451)
Closing cash at bank and in hand	16,568	0	16,568	15,066
No liabilities				
No assets				

## **Notes to the accounts for year ending 28 February 2026**

### **1 Basis of accounting**

These accounts have been prepared on the Receipts and Payments basis in accordance with the Charities & Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006.

### **2 Nature and purpose of funds**

Unrestricted funds are those that may be used at the discretion of the trustees in furtherance of the objects of the charity. Restricted funds may only be used for specific purposes. Restrictions arise when specified by the donor or when funds are raised for specific purposes.

A total of £17,849 was spent on charitable activities. £9,030 was used for informing healthcare professionals and families about the charity and providing resources in the form of printing and posting leaflets, postcards, and posters.

### **3 Related party transactions**

There were no payments made in this financial year.

### **4 Donations**

During the 2025/2026 financial year the What? Why? Children in Hospital charity received no donations.

### **5 Grants received**

During the 2025/2026 financial year the What? Why? Children in Hospital charity received a grant from the Bank of Scotland, Energise Fund of £10,000. The award letter states that the grant by the Bank of Scotland Foundation is provided on an unrestricted basis.

We also received a grant from the Childrens Hospital Charity, Glasgow for £7,210.

The grants income total was £17,210.

<b>Independent examiner's report on the accounts</b>																					
<b>What? Why? Children in Hospital</b>																					
<b>Report to the trustees/members of</b>																					
<b>Registered charity number</b>	SC045436																				
<b>On the accounts of the charity for the period</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="3">Period start date</th> <th colspan="3">Period end date</th> </tr> <tr> <th>Day</th> <th>Month</th> <th>Year</th> <th>to</th> <th>Day</th> <th>Month</th> <th>Year</th> </tr> <tr> <td>01</td> <td>03</td> <td>2025</td> <td></td> <td>28</td> <td>02</td> <td>2026</td> </tr> </table>	Period start date			Period end date			Day	Month	Year	to	Day	Month	Year	01	03	2025		28	02	2026
Period start date			Period end date																		
Day	Month	Year	to	Day	Month	Year															
01	03	2025		28	02	2026															
<b>Set out on pages</b>	9 and 10																				

**Respective responsibilities of trustees and examiner** The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) 2005 Act and the Charities Accounts (Scotland) Regulations 2006. The charity trustees consider that the audit requirement of Regulation 10(1) (d) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under section 44(1) (c) of the Act and to state whether particular matters have come to my attention.

**Basis of independent examiner's statement** My examination is carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeks explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, I do not express an audit opinion on the accounts.

**Independent examiner's statement** In the course of my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 44(1) (a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations, and
  - to prepare accounts which accord with the accounting records and comply with Regulation 9 of the 2006 Accounts Regulations

have not been met, or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**Signed:**  **Date:** 06/04/26

**Name:** Chris King

**Relevant professional qualification(s) or body (if any):** Qualified member of the Association of Chartered Certified Accountants (ACCA)

**Address:** 3 Colliery Gardens

Dalkeith

EH22 1HS