



# WALES VS ENGLAND

## CHARITY FOOTBALL MATCH

**Presented by Joseph's Smile**

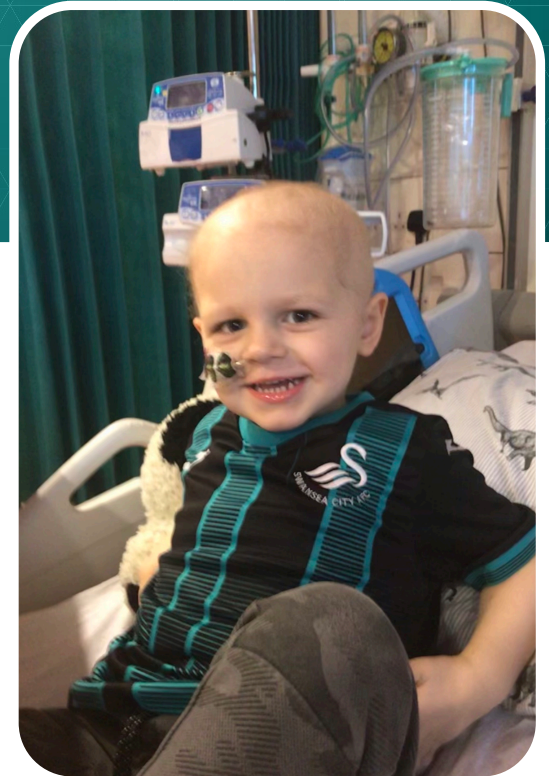
In partnership with Bradley Lowery Foundation & Westacres

Saturday May 11th 2024 | Swansea.com Stadium  
K.O 3:30pm with pre-match entertainment from 2:45pm

Our Goal

# One Battle, One Goal, No Colours

Every child deserves the chance to fight and we at Joseph's Smile are dedicated to helping families where their child's medical treatment or equipment is currently **unavailable on the NHS**. Funding treatment can be very expensive and since most families need to raise this money through crowdfunding, the added pressure of raising these funds can take away precious family time. Joseph's Smile aims to relieve some of this pressure by providing a grant system and support network to help families get the support that they need.



Joseph's Smile was set up in memory of Joseph Yeandle by his mother and aunt in August 2022. **Joseph was diagnosed with stage 4 neuroblastoma in 2021** and the family were faced with not only having to deal with the fear and uncertainty of knowing that their son had a rare and aggressive form of cancer, but also with the knowledge that in order to give him the best chances of survival, they had to fundraise 300k to get him to America for potentially lifesaving treatment.

Joseph Yeandle

# Why It All Started

Devastatingly, Joseph passed away before he was able to access the treatment but through the power of community, online, locally and nationally, **the campaign raised £200,000 which was later donated to Solving Kids Cancer following Joseph's loss.**

## Charity

# Background

In August 2022, Katy Yeandle (Joseph's mother) and Emma Rees (Joseph's aunt) launched a legacy charity for their beautiful and smiley boy, hence the name – **Joseph's Smile**. They are committed to helping other families who have to fundraise for treatment or equipment that's not currently available on the NHS to relieve some of the burden that comes with a fundraising campaign and to give them precious time back with their families. **Time that Joseph's family never got, but are now determined to give to others in his name.**

The charity operates in 3 key areas – Grants for children who are fundraising for treatment, wiggly vests for children with cancer to keep their central line safe and childhood cancer awareness.





## Charity

# Key Messaging

**Joseph's Smile & The Bradley Lowery Foundation** are two families touched by childhood cancer, who were both once faced with the daunting task of fundraising for their sons' treatment. The two charities have united to shine a light on the legacies of their boys and the challenges of fundraising for medical care. Together, they hope to raise awareness about the huge burden that comes with fundraising for any treatment for your child, but also of the prevalence of childhood cancer, its status as a leading cause of death in children, and the urgent need for expanded research to develop more compassionate treatment options.

**The game is going to ensure that every child supported by each of the charities has access to the care & treatment that they need.**

 **BradleyLowery  
Foundation®**

