

Company News Update February 2023

AhHa Publications Limited (better known as Monkey Wellbeing - www.monkeywellbeing.com) was started by primary school teacher Helen Sadler over fifteen years ago after Helen's daughter had to undergo a number of serious operations from the age of 18 months onwards.

For many years, Monkey's educational materials including books, activity guides and posters have filled a critical need within the NHS and with parents of primary aged children by helping to educate and support thousands of children ready for their hospital procedures and life experiences. We are extremely proud to have worked so closely with many phenomenal teams, especially within the NHS, and we are grateful for how many children's lives we have all touched and how Monkey has played his part in building their confidence, knowledge and wellbeing.

During all of this time we have been self-funded and have run as a "not for profit" limited company as we have not been able to rely on any form of consistent external funding. Over the years we have been unable to successfully ensure the company can break even or become profitable so that we can continue to help even more children and their families.

The last three years have seen profound change for all of us and this period of history will no doubt be remembered for the way in which it turned the world upside down and changed the very way we live, work and behave. The very difficult economic times we are experiencing as well as the never seen before pressure and challenges facing the NHS has meant that our Monkey mission of supporting and educating children has become even more difficult to achieve and to fund financially.

So with a heavy heart, we have taken the decision to close down AhHa Publications Limited and Monkey Wellbeing. On behalf of myself, Helen and everyone at Monkey, we would like to say thank you. Thank you for your support; your belief in our mission and your passion and enthusiasm for children's health and wellbeing.

We are now completing a number of legal and administrative requirements and will be in touch directly with specific organisations and individuals shortly. In the meantime if you have any questions please contact info@monkeywellbeing.com and we will do our best to help.

With best wishes,

Emma

Emma Ellis

Director, AhHa Publications Limited

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