# ALOPECIA UK

England & Wales · Charity number 1111304

## Details

| | |
|---|---|
| **Status** | Registered |
| **Legal form** | Other |
| **Registered** | 2005-09-14 |
| **Register** | View on the Charity Commission register |

## Contact

| | |
|---|---|
| **Address** | Alopecia UK<br>10-12 Commercial Street<br>Shipley<br>West Yorkshire<br>BD18 3SR |
| **Phone** | 08001017025 |
| **Email** | info@alopecia.org.uk |
| **Website** | www.alopecia.org.uk |

## Activities

**Objects:** 1. TO PROMOTE AND PROTECT THE PHYSICAL AND MENTAL HEALTH OF PEOPLE WITH ALOPECIA AREATA, ALOPECIA TOTALIS AND ALOPECIA UNIVERSALIS AND RELATED CONDITIONS BY THE PROVISIONS OF SUPPORT, EDUCATION AND PRACTICAL ADVICE.2. TO ADVANCE THE EDUCATION OF THE GENERAL PUBLIC IN ALL AREAS RELATING TO ALOPECIA AREATA, ALOPECIA TOTALIS AND ALOPECIA UNIVERSALIS AND RELATED CONDITIONS.3. CONDUCTING AND COMMISSIONING RESEARCH INTO ALOPECIA AREATA, ALOPECIA TOTALIS AND ALOPECIA UNIVERSALIS AND RELATED CONDITIONS AND TO PUBLISH THE RESULTS.

**Activities:** Alopecia UK provides impartial information, advice & support to those affected by alopecia. We raise awareness to the general public and healthcare professionals about alopecia and its psychological impact. We support medical and psychological researchers who aim to find effective treatments. We aim to create a sustainable funding stream to enable continued growth of Alopecia UK

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## Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, The General Public/mankind

## Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

| Period end | Income | Expenditure | Assets | Employees |
|---|---|---|---|---|
| 2025-03-31 | £282,272 | £413,439 | - | - |
| 2024-03-31 | £283,803 | £339,109 | - | - |
| 2023-03-31 | £292,947 | £379,907 | - | - |
| 2022-03-31 | £358,345 | £302,773 | - | - |
| 2021-03-31 | £306,593 | £230,965 | - | - |

## Trustees

| Name | Role | Appointed |
|---|---|---|
| Catriona Kelly | | 2023-12-17 |
| Emma Hickinbotham | | 2021-01-28 |
| Henry Moore | | 2024-12-15 |
| Ian Barney | | 2025-04-01 |
| Kimberly Brown | | 2023-02-04 |
| Lynn Wilks | | 2021-01-27 |
| Manisha Chana | | 2024-05-24 |
| Steve Lindsey | | 2021-05-07 |
| Victoria Coombes | | 2024-01-05 |

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**ALOPECIA UK**

England & Wales - Charity number 1111304

# Accounts

Charity number: 1111304 (England and Wales) SCO44702 (Scotland)

# ALOPECIA UK

**UNAUDITED**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2025**

**ALOPECIA UK**

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**ALOPECIA UK**

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 MARCH 2025**

| | |
|---|---|
| **Trustees** | Henry Moore (appointed 15 December 2024)<br>Manisha Chana (appointed 24 May 2024)<br>Victoria Coombes<br>Catriona Kelly<br>Kimberly Brown<br>Steve Lindsey<br>Emma Hickinbotham<br>Lynn Wilks |
| **Charity registered number** | 1111304 (England and Wales) SCO44702 (Scotland) |
| **Principal office** | 10-12 Commercial Street<br>Shipley<br>West Yorkshire<br>BD18 3SR |
| **Chair** | Ian Barney (appointed from April 2025) |

**ALOPECIA UK**

**TRUSTEES' REPORT**
**FOR THE YEAR ENDED 31 MARCH 2025**

The Trustees of Alopecia UK present their report and the financial statements for the year ended 31 March 2025. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005 in preparing the annual report and financial statements of the charity.

Reference and administrative information about Alopecia UK (Charity registration number, names of Trustees, etc.) is set out in the preface to this report.

The Trustees have complied with the duty in Section 7 of the Charities Act 2011, giving due regard to public benefit guidance published by the Commission.

## 1. About Us

Alopecia UK (AUK) was founded in 2004. Official charitable status was granted in September 2005.

The charity continues to develop, and we continue to progress our aims of Support, Awareness and Research with the overall mission statement of 'working to improve the lives of those affected by alopecia'.

Our aims
• Support - We will provide impartial information, advice, and support to help people feel less isolated
• Awareness - We will raise awareness to the general public and healthcare professionals about alopecia and its psychological impact
• Research - We will provide hope and confidence to people with alopecia by funding research into its causes, with the aim of finding treatments, and ultimately, a cure.

Our values
• To be open, honest and act with integrity
• To work productively in partnership with others
• To be passionate and motivated to make a change
• To appreciate the skills, expertise and commitment of our Staff, Trustees and Volunteers, many of whom have personal experience of alopecia.

## 2. Charity structure, governance and management

**Governing Document**
The Trust is an unincorporated trust, constituted under a Declaration of Trust dated 09 Apr 2005, as amended by Deed, dated 21 Aug 2005, and is registered Charity Number 1111304, and Scottish registered charity SC044702.

**Trustees**
C Philipsborn (Chair – stepped down April 2024),
E Hickinbotham and K Brown Co-chairs May 2024 to March 2025),
I. Barney (appointed Chair from April 2025)

L Wilks
E Hickinbotham
S Lindsey
K Brown
C Kelly
V Coombes
M Chana (Treasurer – appointed 24th May 2024)
H Moore (appointed – 15th December 2024).

L Rogers (Treasurer – stepped down 31st August 2024)
S Vaghela (stepped down 31st August 2024).

**Notable changes**
C Philipsborn stepped down at the start of this reporting period in April 2024, and E Hickinbotham and K Brown stepped into interim Co-chair roles for this financial year. M. Chana appointed Treasurer during this reporting period on 24th May 2024. I. Barney appointed Chair just after the end of this reporting period in April 2025.

Trustees are appointed by the Trustees, following the consideration of applications received from individuals. The charity tries to ensure our Trustees have a varied background, each bringing a different skill to the board. All Trustees are DBS checked. Before appointing a new trustee, the board obtains a declaration that they are not disqualified, searches the register of removed trustees, and checks the insolvency register. Once appointed, Trustees receive a Code of Conduct document and are given information on their roles and responsibilities.

**Oversight**
The Trustee Board and CEO held Trustee Meetings in May 2024, August 2024, November 2024 and February 2025. The May meeting was held face-to-face, with the August and November and February meetings held digitally over Microsoft Teams. All Trustees could see and hear each other during all meetings. In between meetings, individuals communicated mainly via email and WhatsApp.

During the accounting period, all Trustees had input into the direction and decisions of the charity with some of them involved in the delivery. Charity activities were reviewed in quarterly Trustee meetings to ensure we continue to fulfil our mission, to improve the lives of those affected by alopecia.

Trustees have considered the major risks to which the charity may be exposed; have reviewed them and approved systems and procedures to manage appropriately. Meetings are minuted and include governance responsibilities, alongside operational content.

**Staff**
There were several staff changes during this period. One staff member left during the period, and one staff member was welcomed back from maternity leave at the end of this financial year. The core staff team was 8 people during this period. The team at the end of this financial year was the equivalent of 5.4 full time employees.

**Volunteers**
During the financial year we were supported by 129 active volunteers. 62 of these were new volunteers, recruited over the last 12 months, taking on roles such as Kids Activity Group Leaders, Support Group Leaders, Events Volunteers or Facebook Moderators. Volunteers were provided with induction training and a DBS check where appropriate.

There were 33 active Support Group Leaders over the last 12 months, volunteering a total of 755.5 hours to deliver and facilitate support group meetings across the UK. We also had 8 active Facebook Moderators, volunteering 2,444 hours over the last 12 months.

Support Group Leaders and Facebook Moderators are invited to take part in quarterly supervision sessions, where they can share any concerns and receive support from fellow volunteers. Other volunteers include the 19 members of our Lay Research Panel, 9 Trustees and professional supporters who give their time, skills and expertise pro-bono.

We're truly thankful for the time, energy, and dedication our volunteers give. Their passion, skills, and commitment play a big role in helping us achieve our goals with the moderate resources available. Importantly, our volunteers are also amazing advocates for our work and make a real difference in the lives of people affected by alopecia.ere...

## 3. Charitable Activities

### Support

*Primary activities*: Education and peer experiences via our website and newsletters, online peer support via our Facebook groups, face-to-face peer support group meetings (in person and online), national events, one-to-one support (calls and emails).

*Supported by*: Volunteer management, the impact of our Awareness and Research Aims work to those people who meet and treat people with alopecia with a more educated understanding.

Key achievements

*Education and peer experiences via our website and newsletter*s
We work to make our website helpful and informative for people at all stages of their alopecia journey. It's a constant work in progress, with new pages, blog posts, and news updates added throughout the year.

During this period, new resources were added to our website as we continued to expand the ‘Advocate for yourself’ section. ‘How to get the most out of a dermatology appointment’ and ‘How to advocate for yourself within the NHS’ were designed to help our community get the most out of medical appointments and navigate some of the challenges currently being faced in the NHS.

We have plans to continue to develop new content for the ‘Advocate for yourself’ and ‘Living well with alopecia’ sections of the website in the months ahead.

The South Asian Health Foundation published its ‘Health Equalities: Full Stop’ report. Alopecia UK was proud to support the report with an article titled ‘Is alopecia treatment becoming a story of the haves and the have-nots?’, continuing our work in the advocacy space.

We were delighted to support Saha, an alopecia awareness and fundraising event with some incredible musicians. We’d like to thank Alopecia UK supporter Hetal Peshvaria who organised the event which was designed to raise awareness in the South Asian community.

Our newsletter mailing list has increased by 8% from 3,936 recipients to 4,251 at the end of the financial period. During this period 57 businesses paid to be listed on our Service Directory. As well as providing information about products and services helpful to those with alopecia, the Service Directory contributes to our charitable income. Thank you to all the companies who pay to be listed on our Service Directory.

*Online peer support via our Facebook groups*
We facilitate 4 private Facebook groups, each moderated by our amazing volunteers, to help create spaces for peer support and shared learning. These include our main Alopecia UK group, the Products and Services Chat, Men’s Chat, and Parents Chat. Our private Facebook Groups remain our primary online peer support platform and a popular way for people to connect with others affected by alopecia.

This year, membership across all groups increased by 2,050 members — a 10% rise compared to the previous year — bringing total membership across the four groups to 23,585 by the end of March 2025. Our staff and volunteer moderators continue to work hard to maintain safe, welcoming communities.

In 2024/25, we added 298 staff-written support comments across Facebook and Instagram, a significant increase from just 17 in 2023/24. The time spent providing social media support rose from 3 hours to 59 hours, reflecting the increased demand for timely, empathetic responses.

Our Facebook groups continue to play an invaluable role in helping people affected by alopecia feel connected, informed, and less alone.

Our 8 Facebook Volunteer Moderators approved over 2,000 posts and over 1,100 membership requests across our two largest Facebook groups (Peer Support and Products & Services Chat) in 2024/25.

Without their ongoing contribution, our online peer support spaces would not be as safe, welcoming, and vibrant as they are. Their dedication has been instrumental to the charity's ability to offer peer support consistently across the year, ensuring high standards and safety within our community spaces.

*Face-to-face peer support group meetings (in person and online)*
Over the last 12 months, our volunteer support group leaders held 144 group meetings, across the UK, (an increase of 56.52%), welcoming 1,040 attendees (an increase of 46.07%).

Alongside these face-to-face meetings we ran 11 online support group meetings for adults affected by alopecia, which provided a space for 100 attendees to connect with others affected by hair loss.

Our Support Groups continue to help those who attend, as demonstrated in some of the feedback received in the past 12 months:

> *"The opportunity to listen to and share experiences with other alopecia patients was tremendous, I hadn't realised how much I needed this support group"*
>
> *"My Support Group Lead makes me feel 100% confident to be at the group and be able to share and speaking in the group meetings with others as that is definitely something I do not do with family or friends to talk about my hair loss."*
>
> *"My support group leader is extremely empathetic, offering wonderful support. I was very nervous about joining the group but have been made very welcome."*

During this accounting period, following the Access Foundation grant funding we gratefully received this year, we held 7 Kids Activity Groups across the UK, which welcomed 151 attendees, including 45 children with alopecia. Our volunteer led, Kids Activity Groups continue to be a success. Our plan is to continue to use the remaining grant to offer more of these opportunities to children and their families who have been affected by alopecia.

*Youth Voice Board*
Our Youth Voice Board (YVB) is made up of 11 active members. We held 4 meetings during this period, with 23 attendees overall. This group of young people, all aged 15+ help to guide the charity to help create new resources for teens, with many balancing college, university, and other priorities.

Our Alton Towers, in April 2024, remained a key highlight, with YVB members showing real leadership and enthusiasm. They set up and ran a "Journalism Booth," interviewing community members, managing recording and editing themselves, and creating a welcoming environment for new attendees.

The YVB's Instagram account reached 10,500 accounts this year, reflecting strong peer-led engagement. While attendance slightly declined as members' lives became busier, their commitment and contribution remained strong. We have opportunities for YVB members to transition into adult volunteering roles with the charity.

*Youth Network*
Following the cancelation of some summer sessions this year, Youth Network engagement levels were noticeably lower compared to previous years. We see that teenagers have many competing demands (education and holidays) in the summer months. Moving forward, we plan to deliver a term-time programme of Youth Network sessions, delivered either monthly or every two months, with the aim of providing more consistent continuity and maintain engagement. Youth Voice Board members will continue to contribute to the wider Youth Network, and specialist external facilitators we be invited to deliver occasional themed workshops or events.

*National events*
In April 2024, we were thrilled to host our 9th trip to Alton Towers. It was a fantastic day filled with awareness, support, and plenty of fun. We welcomed 272 attendees, including 17 amazing volunteers and 6 staff members. Among our group were 105 wonderful people with alopecia, joined by their supportive families and friends.

This event continues to help those who join, as demonstrated in some feedback from the 2024 event:

> "It was incredible to see the resilience of all the children there. My daughter usually wears a wig, but happily goes without at these events. They make her feel strong, and able to chat to others about their experience managing alopecia. Its also really great for the volunteers to be there and offer the 'adult' perspective for some of the older children, again to look up to."

> "I think the event is well organised and well run. I like the groups going round together and the volunteers are great. The event helps to normalise Alopecia in so many ways, and you can see the confidence the children get from the event."

We were delighted to host our Kingswood residential weekend event for children aged 7-17 for the third time in August 2024. We welcomed 92 attendees from 23 families. All those who provided feedback said that they'd recommend this event to others, with feedback including:

> "It's a fantastic opportunity for children to see that they're not alone, and that alopecia doesn't define you. They also get to see that children and adults can lead very happy, fulfilling lives."

*One-to-one support (calls and emails)*
In 2024/25, there was a significant increase, 148%, in support enquiries, particularly across Email and Social Media. Overall, 167 hours and 34 minutes of additional time, an increase of 257%, was recorded compared to the previous year ending March 2024.

Over the last 12 months, 77% of support enquiries came from first-time contacts, demonstrating strong new reach and engagement. The majority of enquiries, 68%, came from adults living with alopecia, with a smaller but important proportion from parents or carers supporting children, and a small number from medical professionals and schools. 83% of enquiries were from females.

While emotional support remains a key theme, there has been a noticeable increase in practical enquiries, with people seeking help accessing dermatology services, understanding treatment options such as JAK inhibitors (like ritlecitinib), and finding peer support groups.

We also continued to build our Facebook community groups, with more individuals reaching out for peer-support, advice and reassurance through posts and comments, helping us to increase both accessibility and visibility. Through support calls, emails and social media, we continue to operate a signposting service to other charities that offer professional one-to-one support as a core part of their provision. Overall, feedback from our community continues to be positive, with individuals highlighting the reassurance, kindness, and practical help they received.

*"Thank you so much for your response. I appreciate the effort in providing the links. I also want to take a moment to thank you for your empathetic and kind response, something that has been incredibly lacking elsewhere. I appreciate it more than I can express."*

*"Thank you for this information, it is reassuring to have this. I think that I will speak to my GP because it is really affecting my wellbeing. I will also look at the other resources you have sent me and look at some local support groups too."*

## 4. Awareness

*Primary activities with the general public*: Website content, social media presence, media, newsletter, ambassador partnerships, September alopecia awareness month, merchandise sales.

*Primary activities as experts*: Networking and attendance at conferences, patient advocacy with healthcare bodies and related organisations, provision of resources and expertise (externally and on our website).

Key achievements

*Website and social media presence*
Our reach is important for raising awareness and normalising alopecia with the public. For many, our website is the first source of education. During this period 212,888 website users viewed 489,160 webpages in 272,521 sessions, representing a slight increase on website usage from the previous period.

We continue to facilitate active and engaging social media platforms, with regular content providing support and awareness to over 40,000 followers across all platforms (Facebook, Instagram, X and LinkedIn).

*Media*
We have continued to support coverage of alopecia in the press and for TV pieces by finding case studies for journalists and provided charity quotes when requested. We are proud of the part played in supporting the producers in finding contributors and fact-checking information for a BBC documentary 'My Alopecia and Me', played in full on BBC Breakfast om 31st August 2024. This 26 min long documentary featured interviews and soundbites from a variety of people in the alopecia community, with different experiences with alopecia. We are thrilled that it was played to such a large audience and expect millions of people will have received some alopecia awareness as a result.

*Ambassadors*
Thank you to Joanna Rowsell MBE, Joelle, John Altman, Fateh Singh, Will Smallbone and Zoe Lyons for their ongoing support of Alopecia UK. Special thanks to Joanna for attending our Alton Towers event.
Supporting others as they raise awareness

We are grateful to have awarded a fourth Hannah Dennis Alopecia Awareness Award to Tommy, who raised awareness in his school, organising a wear something blue fundraising day, Tommy also completed 101 star jumps every day in September Awareness month 2023, raising funds and awareness via social media and local media coverage. Congratulations to Tommy.

Also in this period, we advertised media opportunities to our community and continued to provide individuals with resources to do their own awareness activities in school, colleges and workplaces. We responded to 143 enquiries for teachers, parents and education professional to receive our schools pack.

September - Alopecia Awareness Month – Charity Champions
For our fifth year, we recruited ‘Charity Champions’ to raise awareness during Alopecia Awareness Month (September) and raise funds for Alopecia UK. We had more than 50 Charity Champions take up our call to ‘Go The Distance’ and saw lots of creativity with how they interpreted that challenge. Charity Champions raised over £32,000 for Alopecia UK through a mixture of challenges including running, walking, swimming, dancing, coffee mornings and many more.

*Networking, conferences and speaking*
Alongside the research memberships outlined later in this report, we maintain positive relationships and, where available, have memberships with NCVO (The National Council for Voluntary Organisations), The VTCT Foundation, British Association of Dermatologists (BAD), The Dermatology Council for England (DCE), British Dermatological Nursing Group (BDNG), British Hair and Nail Society (BHNS), Centre for Appearance Research (CAR), Primary Care Dermatology Society (PCDS), College of Trichological Science and Practice (CTSP), Psychodermatology UK and The National Institute for Health and Care Excellence (NICE).

The team continues to respond to opportunities to speak and run workshops. During this period, our CEO, Sue Schilling, attended Appearance Matters 10, an international biennial conference hosted by the Centre for Appearance Research at the University of West of England. The event focused on the psychological and social aspects of appearance differences, including dermatology conditions like alopecia.

Sue, and Trustee Lynn Wilks, attended the 104th meeting of the British Association of Dermatologists. Sue and Lynn hosted a charity stand at the event and engaged with many clinicians, discussing alopecia treatments, support, and wig provision concerns. This helped raise awareness of the charity amongst doctors but also provided an opportunity to connect with many people who add incredible value to Alopecia UK. Special thanks to Dr Marianne de Brito who spoke at this year's conference, on behalf of Alopecia UK, about the challenges within NHS wig provision.

We attended the British Dermatological Nursing Group's conference in Harrogate, speaking to many nursing staff about how we can support their patients. Sue also spoke at the British Hair and Nail Society's training event for new registrars.

Our Communications Manager, Amy Johnson, spoke at a meeting attended by over 40 hairdressing and barbering college teachers, raising awareness of alopecia and encouraging teachers to train new hairdressers and barbers about alopecia. After all, they are often the first people to spot it.

Sue and Amy attended the 'All About Alopecia' event organised by Vocal, on behalf of NIHR Manchester Biomedical Research Centre. Dr Matthew Harries and his team presented on the latest research and treatments. Alopecia UK supported with a session about living with alopecia, and Sue gave a talk about what the charity can offer people with alopecia.

*Patient advocacy with healthcare bodies and related organisations*
We continue to develop the 'Advocate for yourself' section on our website. Over the last 12 months we have added information about 'How to get the most out of a dermatology appointment' and 'How to advocate for yourself within the NHS'. Going forward we plan to keep developing and expanding the content for the 'Advocate for yourself' and 'Living well with alopecia' sections of the website.

During the financial year, as well as representing the patient voice at several forums with the above groups, we have also launched our Community Survey. The survey formed part of our advocacy work with Principle Consulting to campaign for fairer treatment pathways. In 2025, we will publish our report, Health Inequalities in Plain Sight, which highlights the challenges that people with alopecia face within the NHS and identifies areas for improvement. Financial support for the report was provided to Alopecia UK, as a grant, from Pfizer Ltd.

We also joined forces with other leading health charities as the Partnership for Change to call for urgent improvements in how the NHS coordinates care for patients. The group, which includes Blood Cancer UK, Fight Bladder Cancer, Genetic Alliance UK, Kidney Care UK, Meningitis Now, Sickle Cell Society, The Migraine Trust, and the Patients Association, has recently submitted its recommendations to the government as part of the consultation on the NHS's new 10-year plan. Supported by funding from Pfizer, these charities aim to ensure patients' voices are heard and care coordination becomes a central focus of future NHS reforms. The full report, "Better Care: Transforming Care Coordination in the UK," will be published in Spring 2025.

*Merchandise*
Our charity merchandise continues to be a fun and effective way to spread the word about our cause. It helps in three important ways:
• It leaves a lasting, positive impression on our amazing fundraisers and their supporters
• It raises awareness of Alopecia UK within the wider public
• And it brings in a little extra income to support the work we do
This year, our merchandise sales brought in £3,620.

## 5. Research

Primary activities: Research Pots Grant Scheme, PhD Bursaries Grant Scheme, run an advisory expert Research Committee and Lay Research Panel, Patient and Public Involvement (PPI), network and build relationships to stimulate and support alopecia research, share research updates with our community, communicate our impact, and attend research relevant forums to stay informed on developments.

Secondary activity: Collaborate or lead on commissioned research
Alopecia UK became involved in research via the Hair Loss Priority Setting Partnership (PSP) in 2013. We have funded research projects with a range of aims including understanding causes, finding new paths to treatments, and helping people manage the psychological burden of hair loss. Every project is approved by our scientific advisory Research Committee and our lived experience Lay Research Panel, to make sure we are supporting research of the highest scientific quality and relevance to patients.

Since 2018 we have held an annual research grant round for small projects. Up to March 2025, we have awarded a total of 17 research grants in this way. In addition, we took over one project (the Glasgow Alopecia Areata Biobank) funded by AAR-UK. This grant is now completed but the Biobank continues to operate with funding from other sources. From the projects directly funded by AUK, 10 are now completed, with final reports received. In addition, the PhD bursary we awarded in 2022 to the 'Alopecia Areata Rapid Access Clinic (AA-RAC)' project entered its second year in October. Including the PhD, 8 projects were ongoing at the end of this financial year.

*Research funding*
Following our 2024 Research Pots Awards, two projects were awarded funds in April 2024. These awards were made from the legacy fund for alopecia areata research, and the projects started in June:
- Platelet hyperactivity in alopecia areata. Dr Matt Hindle, Leeds Beckett University. £14,387.00
- Systematic development of a complex psychosocial intervention to improve wellbeing and quality of life in alopecia areata. Dr Miglena Campbell, Teesside University. £59,910.00

Up to this year, we had been holding our Research Pots Grants round annually. However, with a view to increasing capacity in alopecia research, we instead held a PhD Bursary round with the aim of awarding funds to two 3-year projects. These are set to train new investigators in alopecia research and address key priorities from the Priority Setting Partnership for alopecia areata, with funds coming from the legacy for alopecia areata research. Following a review process, a decision on funding awards will be made in Q1 of the next financial year. This is set to take the amount of PhD bursaries awarded up to 3, including the ongoing project at the University of Manchester.

*Research Committee*
As members of the Association of Medical Research Charities, we continue to follow their guidance on rotation of the Research Committee. As a result, this year three members stepped down and were succeeded by three new members. The new members had the same professional backgrounds as those stepping down, with two basic scientists and one consultant dermatologist. In addition, the chair Professor Simon Milling was one of those stepping down. He was succeeded in his role by existing committee member Professor Desmond Tobin, who said this about his reasons for continuing to support our charity:

> *"Disorders affecting the hair are sadly often seen as the Cinderella of Dermatology (with Dermatology the Cinderella of Medicine). Thus, alopecia researchers and patients often find themselves at the back of the queue, when it comes to attracting the attention of funding agencies and medical providers. Organisations like Alopecia UK are therefore enormously important, both as a beacon of support for both patients and researchers of hair disorders as well as a coordinator of efforts to drive progress in this area of medicine with still so many unmet clinical needs."*

*Supporting Researchers*
We have also continued to support researchers who get in touch looking for help with their research and supported 20 projects across the year. This included promotion of 11 studies to aid recruitment, of which two were AUK-funded projects. In addition, we supported 9 projects with Patient and Public Involvement (PPI) throughout the year.

With funders and regulators across the research landscape placing increased importance on involvement of patients and the public in research, we have seen an increase in the number of requests for this type of support. Our Lay Research Panel (LRP), made up of people with lived experience of alopecia, continues to be engaged in supporting research, and membership grew to 18 this year. PPI activities included reviewing of documentation for projects, joining advisory groups, supporting clinical guideline development, meetings to discuss funding proposals, and a Delphi consensus study. Examples of projects supported include the Global Registry of Alopecia Areata disease Severity and treatment Safety (GRASS) UK project, for which 8 parents and their children reviewed patient-facing documents. In addition, the AUK-funded project which aims to develop a psychosocial intervention for alopecia areata saw 4 LRP members join their advisory group. Further, one LRP member joined the British Association of Dermatologists' (BAD) alopecia areata guideline development group, alongside AUK staff member Amy.

We encourage researchers to involve patients in all aspects of research, including helping design and shape projects. For the 2025 PhD bursary round, LRP members supported three teams of researchers with the development of their application. LRP members reviewed the lay summary of one application and held virtual meetings with two more research teams to discuss their proposal and plans for involvement.

Feedback received from panel members has been positive, saying they have enjoyed supporting researchers and the charity by getting involved in research and helping review funding applications. For example, one panel member said:

> *"I appreciate the opportunity to provide feedback on research, particularly from a perspective of lived experience. It's crucial that studies actively seek and incorporate diverse cultural backgrounds and perspectives to ensure inclusivity and relevance. Additionally, the consistent updates regarding alopecia research have been genuinely appreciated; it's reassuring to see such sustained progress in this area."*

Another panel member said:

> *"I like to get involved as I'm very interested and passionate about finding new developments and treatments for alopecia, and to help the generations to come have better support than I have had since I was diagnosed back in the 1980s."*

*Network and build relationships to drive researchers towards alopecia*
We continue to link in with any research networks and opportunities where possible. This involves membership of the Association of Medical Research Charities (AMRC), AMRC Research Management Working Group, Charities Research Involvement Group (CRIG), European Hair Research Society (EHRS), International Alliance of Dermatology Patient Organisations (IADPO), and associate membership of the Connect Immune Research (CIR) partnership. We are also a National Institute for Health Research (NIHR) Research Delivery Network (RDN) non-commercial partner.

In April 2024, our Research Manager attended the World Congress for Hair Research, in Dallas, USA, connecting with many global leaders in hair research, including leading clinicians. An update with learnings from this event was shared on the Alopecia UK website.

## 6. Equality, diversity and inclusion

Going forward, we have identified one of our three key strategic goals is to increase our reach to help more people affected by alopecia who want support but aren't currently accessing Alopecia UK, particularly in communities where we are not yet visible. This highlights our commitment to promoting diversity, inclusion, and fairness across everything we do. Our aim is to better support everyone affected by alopecia—including individuals and families from underrepresented or diverse backgrounds. While creating equal access to services and research isn't always easy, we believe it's essential. Alopecia can affect anyone, with studies showing alopecia has a higher prevalence among people from non-white ethnicities, and those in urban or disadvantaged areas. Currently, our community doesn't fully reflect that diversity, and we want to change that by building a more inclusive charity for all.

This year, the South Asian Health Foundation published its 'Health Equalities: Full Stop' report. Alopecia UK was proud to support the report with an article titled 'Is alopecia treatment becoming a story of the haves and the have-nots?', continuing our important work in the advocacy space.

We know that this will take time, expertise and financial investment, it will be an important factor of our future strategy. We are committed to take the necessary steps to ensure our support, information and resources are accessible, relevant and meet the needs of people living with alopecia particularly amongst underserved communities.

## 7. Plans and priorities

*Continuation of Support Amid Changing Healthcare Access*
In the past year, Alopecia UK has heard about notable decline in access to dermatology services and wig provision from our community. This is reflected in our support calls and emails where we are hearing from increasingly distressed people and frustration in our community. Once again, we are highlighting the importance of our support model, building connections among individuals with alopecia remains at the heart of our mission. So, during the next period our regional kids' activity groups and the youth network which were piloted this year will continue, alongside our adult face to face support groups and restarting our online adults' meetings.

We will also run the Alton Towers and family residential event again and are in early stages of planning our Big Weekend event for 2025. This event aims to bring together researchers, healthcare professionals, and individuals with alopecia to discuss the latest advancements and share knowledge, further strengthening the connection between the community and ongoing research.

We'd like to thank our dedicated volunteers without whom our support events would not be possible.
The recent approval of the first treatment for alopecia, Ritlecitinib, by the NHS, while a milestone, will introduce more variability in patient access based on geographic location. This "postcode lottery" in treatment availability underscores the importance of our advocacy efforts and we remain committed to advocating for equitable access to treatments and services. We strive to make an impact for the broader community, so in 2024/25 our advocacy work with health care bodies and industry partners remains a priority, albeit it often in the background and invisible to our community at large.

In parallel, we strongly believe that people with alopecia should be able to live well and with confidence. We know this is as legitimate a life choice as access to a medicalised treatment. In 2024/25 Alopecia UK will continue to celebrate those who are living well with their alopecia by way of blogs, social media and commercial media. We are committed to championing patient choice.

*Strategic Review and Future Goals*
Alopecia UK is in a relatively strong position with its reserves, but we face ongoing challenges related to fundraising income, rising costs, and increasing demand for our services. As a small charity with limited financial, human and material resources we need to prioritise initiatives that align with the charity's mission and goals.

Looking forward, we are undertaking a review and update of our charity-wide strategy. All elements of our work are included in the review including where we focus of our day-to-day work, and refreshed strategies

related to our aims and how we will fundraise for them. Our review will also look at our legal structure and technological infrastructure, it is crucial that we have the foundations right for long term sustainability. We aim to enhance our effectiveness and ensure that our efforts are aligned with the evolving needs of the alopecia community, whilst not spreading ourselves too thinly.

We are determined to help people with alopecia navigate the challenges posed by changing and inconsistent healthcare access and to continue making a meaningful impact in the lives of those we serve.

## 8. Financial Review

The annual income generated by the Charity is to be applied for charitable purposes in accordance with the Trust's objective. Year on year the trustees intend to make a significant distribution of available income, subject to making adequate reserves for known and potential liabilities and commitments, where applicable. Any amounts not so distributed are accumulated in the unrestricted fund.

- Net movement: The charity incurred a net expenditure of £131,167 for the year, £68,225 of which was restricted namely towards our research and advocacy work.

- Reserves: At year-end, the charity held £559,930 in total reserves, with £234,632 in unrestricted funds and £325,298 in restricted funds, £74,196 (23%) of this is already committed to universities and researchers for awards that were granted prior to this year end, including a PhD project which will be drawn down over a further two years.

Income highlights
Total income: £282,272 which is comparable to the previous period (£283,803). 10% (£29,506) of our income this was assigned as restricted and was largely made up of an £20,500 grant from Pfizer for our advocacy project, a £1,000 from the Fort Foundation for Kingswood 2024 and £5,000 grant from the Access Foundation for our Kids Activity Groups.
Our unrestricted income was £252,766, a 4% increase from £243,541, compared to the previous year that ended March 2024. This income is a result of an increase in our fundraising income.

Donations
- Donations and legacies: £78,792 which is a slight decrease compared to the previous year (£79,721).

Our unrestricted donations increased by 5% to £51,878. Thanks also to Enterprise Mobility for their donation of £2,500, Cheltenham Bowling Club for their donation of £2,000, Spirax Sarco for their donations totalling £1,300, and Pipeline Technology Centre Ltd for their donation of £1,000.

Thanks to the continued support of Lyndsey Brack of Diamond North East Wig Bank. We received donations totalling £2,152 from Lyndsey's wig bank during this period.

Charitable activities

- Charitable activities: £173,597 which included fundraising events and grants. Our professional services income decreased by 22% to £8,019. During this period income was received through supporting the recruitment of patients for several studies, and in the provision of speaking appointments, and consultancy and input for educational modules.

Our fundraising increased by 11% to £129,171. We believe the increase is partly due to continued growth in the popularity of challenge events, an increase in the range of events our fundraisers can access, via Run for Charity, as well as 5 fundraisers who used their public ballot places for the 2025 London Marathon. 198 individuals took part in fundraising events and challenges this year. Thanks to everyone who sponsored a friend or family member and to everyone who took part in a fundraising event this year. They include 12 runners at the 2025 Great North Run raising a combined total of over £7,840, Neil Henderson and his team who took on various running and cycling challenges raising £6,152, Quinton Newcombe and Team Fieldfisher who ran the Vienna Marathon and raised £5,457, Sarah Parker and her team who completed the Glasgow Kiltwalk raising £3,105, Miranda Mackaness who raised £3,017 and Ali Morrison who raised £2,638 both during September Awareness month.

Our events income decreased due to there not being a Big Weekend event this year. We did however see the return of our popular Alton Towers event in April 2024 and Kingswood Residential in August 2024.

Our income is largely driven by individual givers and our Alopecia Awareness Month appeal in September is an important contributor, this year we attribute over £32,000 to that campaign.

We are grateful to those people who support us with regular giving. By the end of March 2025, our regular donors donated a total of £1,452 a month to Alopecia UK. Regular donations are an important income

source for the charity, and we will look to ways to continue to grow the number of regular donors in the future.

We have reported a 4% increase in our unrestricted income for the year, however, with inflation, and increasing overhead costs for charities across the UK, we know we will need to continue to look at strategies to increase income in the future. Our reserve policy provides some comfort in respect of meeting our ongoing obligations however we hope that our loyal supporters continue to support us. We also hope that our impact will attract new advocates for the charity.

Technology, office costs and insurances were as expected year-on-year, except for a small amount of expenditure on replacing aged equipment and on providing equipment for new members of staff. We spent more on governance than previous year; in providing training opportunities for our trustees and on consultancy fees linked to developing the next 3-year strategy, we always aim to keep governance costs as low as possible whilst ensuring the charity remains safe through correct training and oversight.

As well as using our charitable funds to deliver the activities described within these accounts, we have also used funds for generating voluntary income by pre-purchasing places for the 2024 Great North Run, London Marathon Gold Bond and annual subscription and access to events via Run for Charity. Combined this cost £4,507.

## 9. Future plans

Looking forward to 2025/26
- Strategy – priorities for 2025/26 (charity structure, policies,
- Income and fundraising strategy
- Support pathways
- Research

During 2024/25 Alopecia UK developed and a new three-year strategy which is being presented for sign off to our Board in May 2025, just after this financial year. The key strategic goals are, to improve our support model, to increase our reach and to strengthen our organisational structure and resourcing. Delivering these three goals will ensure we are working towards our vision with clear strategic direction and intentionality. As we look to the next financial year, and our 20th anniversary as a registered charity, there are several key areas we will be focussing on to ensure the correct foundations are in place to deliver this new strategy. In the next year, we will be prioritising a project to develop a new fundraising strategy to ensure the financial sustainability and health is in place for the years to come. We are aware any new fundraising strategy will take time before we see an increase to our income. Considering this, we have budgeted for staff costs of £250,720 for the next financial year, some of which will be used to engage consultants with programme specific skills. Therefore, in the meantime, we will continue to draw upon reserves during the next 12-18 months this may also bring our reserves to below 12 months of running costs, as per our policy.

We will focus on ensuring we have the necessary and appropriate charity structure, governance and processes in place to ensure long-term sustainability and make Alopecia UK fit for the future.

A key focus for this financial year will be to initiate a review of our support model with a view to better understand the needs of our community, how these can be best met with the aim to improve the support we provide. To do this we expect to invest a small amount of funds to complete this project however we will seek to leverage funding opportunities wherever possible.

We are encouraged by last year's increase in fundraising income. We expect that this will continue to grow steadily over the next 12 months, we have secured a Gold Bond with the London Marathon which will result in 4 places each year for the next four years. We will continue to purchase places for the Great North Run again and ask our community to fundraise for us via these. Last year we expanded the range of challenge events available to our fundraising community, via Run for Chairty, this is something we will continue to promote and utilise with our fundraisers.

We will continue the spend the remaining National Lottery Funded Awards for All programme, and Access Foundation grants to provide region activities for children and young people with alopecia and their families. The feedback we have received from previous attendees has confirmed the value and positive impact that these activities have on the lives of young people living with alopecia. We plan to continue to deliver more of these events going forward. We will also deliver our Big Weekend Adult support conference, which means our events income and expenditure will be higher than this year.

Volunteers continue to be vital to our charity's achievements. Our team of dedicated and committed volunteers is crucial to the success of the charity. Our volunteers help to run adult support groups, facilitate kids activity sessions, help delivery events and are valuable members of our Lay Research Panel. We will continue to invest in supporting and training our current volunteers as well as recruiting and onboarding new volunteers. We will continue to deliver our regional support groups and look to targeting strategic regions where the population is largest and culturally diverse. This will run alongside our strategic goal to increase our reach to help more people affected by alopecia who want support but aren't currently accessing Alopecia UK, particularly in communities where we are not yet visible. We also plan to deliver our popular Alton Towers event again this year as well as our next Big Weekend which is scheduled for September 2025.

Following the process of refreshing our research strategy this year, we held a PhD Bursary grant round with the aim of awarding funds to two 3-year projects, previously this was done annually. We hope this will result in increased capacity in alopecia research. A decision on funding awards will be made in Q1 of the next financial year. We expect that this will increase the amount of PhD bursaries awarded up to 3.

As we look ahead to the next three years, we're confident that the work we've done to shape our new strategy will help guide our financial decisions during this time.

When we compare Alopecia UK to other national charities of a similar size, we're pleased to see that we're in a relatively strong financial position—especially thanks to our healthy reserves. That said, we do face some of the same challenges as others in the sector, such as slow growth in our income alongside rising costs, and a continued reliance on fundraising and donations. While this year's deficit in our accounts isn't unusual, we will continue to monitor things closely as well as diversifying and exploring new income streams as we move forward.

## 10. Reserves Policy

As a charity, Alopecia UK, relies almost entirely on the generosity of our supporters through voluntary donations, grants and fundraising activities. As a result, the trustees believe that it is essential to have significant funds to ensure the charity can continue to operate in the event of a temporary reduction in income. Our policy is that unrestricted funds should be maintained at a level equivalent to 12 months running costs. The Trustees consider that this level will ensure that in the event of a material drop in funding they will be able to continue the charity's activities while looking at other ways to raise funds.

As a result, the Trustees have implemented a prudent accounting method to establish an annualised budget, on a rolling basis, to quantify the costs of meeting the charity's needs for the forthcoming 12 months.

Many charities of similar size to Alopecia UK struggle to maintain 6-12 months of reserves, with the NCVO's Charity Almanac reporting that over 50% of small and medium charities have less than 6 months of reserves. In this respect, Alopecia UK is in a stronger-than-average financial position, which gives it some flexibility in managing potential shortfalls in the short to medium term, at least.

Additionally, the budget we have set will see these reduce to below 12 months of running costs over the next 18 months, or so. As a Charitable Trust, we feel that 12 months of running costs is an appropriate level of risk for our Trustees who have personal liability. Given our reliance on individual giving the charity will continue to work on a strategy for more diverse and long-term income streams. This will improve our ability to forecast spending.

Approved by order of the members of the board of Trustees and signed on their behalf by:

IR Barney

IR Barney (Dec 13, 2025 14:50:21 GMT)

**Ian Barney**
Chair of Trustees
Date: 12 December 2025

## INDEPENDENT EXAMINER'S REPORT
## FOR THE YEAR ENDED 31 MARCH 2025

**Independent Examiner's Report to the Trustees of Alopecia UK ('the Charity')**

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 March 2025.

**Responsibilities and Basis of Report**

As the Trustees of the Charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the 2011 Act').

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent Examiner's Statement**

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: Steven Kirkbride
Steven Kirkbride (Dec 14, 2025 20:00:59 GMT)

Dated:

Steven Kirkbride ACA BFP

**Armstrong Watson LLP**
Chartered Accountants
Carleton House
136 Gray Street
Workington
Cumbria
CA14 2LU

**ALOPECIA UK**

## STATEMENT OF FINANCIAL ACTIVITIES
## FOR THE YEAR ENDED 31 MARCH 2025

| | Note | Unrestricted funds 2025 £ | Restricted funds 2025 £ | Total funds 2025 £ | *Total funds 2024 £* |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and legacies | 13 | **78,672** | **120** | **78,792** | *79,721* |
| Charitable activities | 14 | **144,955** | **28,642** | **173,597** | *170,815* |
| Other trading activities | 15 | **27,563** | **-** | **27,563** | *30,954* |
| Investments | 16 | **1,576** | **744** | **2,320** | *2,313* |
| **Total income** | | **252,766** | **29,506** | **282,272** | *283,803* |
| **Expenditure on:** | | | | | |
| Raising funds | 17 | **6,998** | **-** | **6,998** | *6,725* |
| Charitable activities | | **313,313** | **93,128** | **406,441** | *332,384* |
| **Total expenditure** | | **320,311** | **93,128** | **413,439** | *339,109* |
| **Net expenditure** | | **(67,545)** | **(63,622)** | **(131,167)** | *(55,306)* |
| Transfers between funds | 25 | **4,603** | **(4,603)** | **-** | *-* |
| **Net movement in funds** | | **(62,942)** | **(68,225)** | **(131,167)** | *(55,306)* |
| **Reconciliation of funds:** | | | | | |
| Total funds brought forward | | **297,574** | **393,523** | **691,097** | *746,403* |
| Net movement in funds | | **(62,942)** | **(68,225)** | **(131,167)** | *(55,306)* |
| **Total funds carried forward** | | **234,632** | **325,298** | **559,930** | *691,097* |

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 20 to 32 form part of these financial statements.

**ALOPECIA UK**

## BALANCE SHEET
## AS AT 31 MARCH 2025

| | Note | | 2025<br>£ | | *2024*<br>*£* |
|---|---|---|---|---|---|
| **Fixed assets** | | | | | |
| | | | - | | - |
| **Current assets** | | | | | |
| Stocks | 22 | **2,500** | | *2,500* | |
| Debtors | 23 | **29,181** | | *37,044* | |
| Cash at bank and in hand | | **565,794** | | *683,396* | |
| | | **597,475** | | *722,940* | |
| **Current liabilities** | | | | | |
| Creditors: amounts falling due within one year | 24 | **(37,545)** | | *(31,843)* | |
| **Net current assets** | | | **559,930** | | *691,097* |
| **Total assets less current liabilities** | | | **559,930** | | *691,097* |
| **Net assets excluding pension asset** | | | **559,930** | | *691,097* |
| **Total net assets** | | | **559,930** | | *691,097* |
| **Charity funds** | | | | | |
| Restricted funds | 25 | | **325,298** | | *393,523* |
| Unrestricted funds | 25 | | **234,632** | | *297,574* |
| **Total funds** | | | **559,930** | | *691,097* |

The financial statements were approved and authorised for issue by the Trustees on 12 December 2025 and signed on their behalf by:

IR Barney

IR Barney (Dec 13, 2025 14:50:21 GMT)

**Ian Barney**
Chair of Trustees

The notes on pages 20 to 32 form part of these financial statements.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 11. General information

Alopecia UK is a an unincorporated charity registered in England, Wales and Scotland. The principal address is 10-12 Commercial Street, Shipley, West Yorkshire, BD18 3SR.

### 12. Accounting policies

#### 12.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Alopecia UK meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

#### 12.2 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

#### 12.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

## 12. Accounting policies (continued)

### 12.4 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

### 12.5 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

### 12.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

### 12.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

### 12.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

### 12.9 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### 12.10 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

## 12. Accounting policies (continued)

### 12.10 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

### 12.11 Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

## 13. Income from donations and legacies

| | **Unrestricted funds 2025 £** | **Restricted funds 2025 £** | **Total funds 2025 £** |
|---|---|---|---|
| Appeals and Donations | 51,878 | 120 | **51,998** |
| Gift Aid reclaimed | 26,794 | - | **26,794** |
| | 78,672 | 120 | **78,792** |

| | *Unrestricted funds 2024 £* | *Restricted funds 2024 £* | *Total funds 2024 £* |
|---|---|---|---|
| Appeals and Donations | *49,210* | *8,120* | *57,330* |
| Gift Aid reclaimed | *22,391* | - | *22,391* |
| | *71,601* | *8,120* | *79,721* |

## 14. Income from charitable activities

| | Unrestricted funds 2025 £ | Restricted funds 2025 £ | Total funds 2025 £ |
|---|---|---|---|
| Events and Fundraising | 144,955 | - | **144,955** |
| Trusts and grants | - | 28,642 | **28,642** |
| | 144,955 | 28,642 | **173,597** |

| | *Unrestricted funds 2024 £* | *Restricted funds 2024 £* | *Total funds 2024 £* |
|---|---|---|---|
| Events and Fundraising | *139,505* | *-* | *139,505* |
| Trusts and grants | *-* | *31,310* | *31,310* |
| | *139,505* | *31,310* | *170,815* |

## 15. Income from other trading activities

### Income from non charitable trading activities

| | Unrestricted funds 2025 £ | Total funds 2025 £ |
|---|---|---|
| Merchandise sales | 3,620 | **3,620** |
| Suppliers directory | 14,384 | **14,384** |
| Cardholder scheme | 1,540 | **1,540** |
| Professional services | 8,019 | **8,019** |
| | 27,563 | **27,563** |

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

**15. Income from other trading activities (continued)**

**Income from non charitable trading activities (continued)**

| | *Unrestricted funds 2024 £* | *Total funds 2024 £* |
|---|---|---|
| Merchandise sales | *2,926* | *2,926* |
| Support groups | *53* | *53* |
| Suppliers directory | *14,150* | *14,150* |
| Cardholder scheme | *3,510* | *3,510* |
| Professional services | *10,315* | *10,315* |
| | *30,954* | *30,954* |

**16. Investment income**

| | **Unrestricted funds 2025 £** | **Restricted funds 2025 £** | **Total funds 2025 £** |
|---|---|---|---|
| Interest receivable | 1,576 | 744 | **2,320** |

| | *Unrestricted funds 2024 £* | *Restricted funds 2024 £* | *Total funds 2024 £* |
|---|---|---|---|
| Interest receivable | *1,481* | *832* | *2,313* |

## 17. Expenditure on raising funds

### Fundraising trading expenses

| | Unrestricted funds 2025 £ | Total funds 2025 £ |
|---|---|---|
| Staging fundraising events | 4,507 | **4,507** |
| Fundraising agents | 2,491 | **2,491** |
| | 6,998 | **6,998** |

| | *Unrestricted funds 2024 £* | *Total funds 2024 £* |
|---|---|---|
| Staging fundraising events | *4,467* | *4,467* |
| Fundraising agents | *2,258* | *2,258* |
| | *6,725* | *6,725* |

## 18. Analysis of grants payable

| | Grants to Institutions 2025 £ | Total funds 2025 £ |
|---|---|---|
| Trusts and grants | 71,325 | **71,325** |

| | *Grants to Institutions 2024 £* | *Total funds 2024 £* |
|---|---|---|
| Trusts and grants | *30,665* | *30,665* |

## 19. Analysis of expenditure by activities

| | Charitable activities 2025 £ | Grant funding of activities 2025 £ | Total funds 2025 £ |
|---|---|---|---|
| Unrestricted funds | 313,313 | - | **313,313** |
| Restricted funds | 21,803 | 71,325 | **93,128** |
| | 335,116 | 71,325 | **406,441** |

| | *Charitable activities 2024 £* | *Grant funding of activities 2024 £* | *Total funds 2024 £* |
|---|---|---|---|
| Unrestricted funds | *278,628* | *-* | *278,628* |
| Restricted funds | *23,091* | *30,665* | *53,756* |
| | *301,719* | *30,665* | *332,384* |

**19. Analysis of expenditure by activities (continued)**

**Analysis of direct costs**

| | Unrestricted funds 2025 £ | Restricted funds 2025 £ | Total funds 2025 £ |
|---|---|---|---|
| Staff costs | 223,863 | - | **223,863** |
| Rent and rates | 6,160 | - | **6,160** |
| Insurance | 1,086 | - | **1,086** |
| Website costs | 6,163 | - | **6,163** |
| Platform fees | 2,349 | - | **2,349** |
| Computer software and maintenance costs | 7,573 | - | **7,573** |
| Printing, postage and stationary | 1,607 | - | **1,607** |
| Support groups | 2,172 | 3,803 | **5,975** |
| Sundry expenses | 7,361 | 270 | **7,631** |
| Research and committee costs | 1,200 | - | **1,200** |
| Travel and accommodation | 10,206 | - | **10,206** |
| Events | 25,552 | - | **25,552** |
| General awareness and promotional costs | 6,519 | 17,670 | **24,189** |
| Merchandise | 4,295 | - | **4,295** |
| Bank charges | 581 | 60 | **641** |
| Legal and professional fees | 6,626 | - | **6,626** |
| | 313,313 | 21,803 | **335,116** |

## NOTES TO THE FINANCIAL STATEMENTS
## FOR THE YEAR ENDED 31 MARCH 2025

### 19. Analysis of expenditure by activities (continued)

**Analysis of direct costs (continued)**

| | *Unrestricted funds 2024 £* | *Restricted funds 2024 £* | *Total funds 2024 £* |
|---|---|---|---|
| Staff costs | *195,311* | - | *195,311* |
| Rent and rates | *6,877* | - | *6,877* |
| Insurance | *244* | - | *244* |
| Website costs | *6,121* | - | *6,121* |
| Platform fees | *2,279* | - | *2,279* |
| Computer software and maintenance costs | *6,410* | - | *6,410* |
| Printing, postage and stationary | *2,164* | *3* | *2,167* |
| Support groups | *2,533* | *7,100* | *9,633* |
| Sundry expenses | *3,730* | *60* | *3,790* |
| Research and committee costs | *2,895* | *10,220* | *13,115* |
| Travel and accommodation | *9,421* | *444* | *9,865* |
| Events | *31,934* | - | *31,934* |
| General awareness and promotional costs | *2,022* | *5,204* | *7,226* |
| Merchandise | *959* | - | *959* |
| Bank charges | *192* | *60* | *252* |
| Legal and professional fees | *5,536* | - | *5,536* |
| | *278,628* | *23,091* | *301,719* |

### 20. Staff costs

| | **2025 £** | *2024 £* |
|---|---|---|
| Wages and salaries | **203,984** | *179,540* |
| Contribution to defined contribution pension schemes | **19,879** | *15,771* |
| | **223,863** | *195,311* |

The average number of persons employed by the Charity during the year was as follows:

| | **2025 No.** | *2024 No.* |
|---|---|---|
| Employees | **9** | *7* |

No employee received remuneration amounting to more than £60,000 in either year.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 21. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2024 - £NIL)*.

During the year ended 31 March 2025, no Trustee expenses have been incurred *(2024 - £NIL)*.

### 22. Stocks

| | 2025<br>£ | *2024*<br>*£* |
|---|---|---|
| Finished goods and goods for resale | **2,500** | *2,500* |

### 23. Debtors

| | 2025<br>£ | *2024*<br>*£* |
|---|---|---|
| **Due within one year** | | |
| Other debtors | **12,840** | *4,510* |
| Prepayments and accrued income | **16,341** | *32,534* |
| | **29,181** | *37,044* |

### 24. Creditors: Amounts falling due within one year

| | 2025<br>£ | *2024*<br>*£* |
|---|---|---|
| Other taxation and social security | **3,647** | *4,327* |
| Pension fund loan payable | **1,430** | *1,487* |
| Accruals and deferred income | **32,468** | *26,029* |
| | **37,545** | *31,843* |

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 25. Statement of funds

**Statement of funds - current year**

| | Balance at 1 April 2024 £ | Income £ | Expenditure £ | Transfers in/out £ | Balance at 31 March 2025 £ |
|---|---|---|---|---|---|
| **Unrestricted funds** | | | | | |
| General Funds | **297,574** | **252,766** | **(320,311)** | **4,603** | **234,632** |
| **Restricted funds** | | | | | |
| Research Funds | **1,206** | **864** | **347** | **-** | **2,417** |
| VTCT Men | **1,808** | **-** | **-** | **(1,808)** | **-** |
| Alopecia Areata Research | **376,737** | **-** | **(71,732)** | **-** | **305,005** |
| Norwich Support Group | **440** | **-** | **(130)** | **-** | **310** |
| Northern Ireland Activities | **1,666** | **-** | **-** | **-** | **1,666** |
| Pfizer Socioecono | **1,896** | **-** | **-** | **(1,896)** | **-** |
| National Lottery Award - Children & YP Sessional Workers Project | **2,162** | **-** | **(1,263)** | **(899)** | **-** |
| Research Fund - Other types | **7,608** | **-** | **-** | **-** | **7,608** |
| Access Foundation | **-** | **5,000** | **(1,680)** | **-** | **3,320** |
| Restricted Awareness | **-** | **20,520** | **(17,670)** | **-** | **2,850** |
| BAD RCGP | **-** | **2,122** | **-** | **-** | **2,122** |
| Fort Foundation | **-** | **1,000** | **(1,000)** | **-** | **-** |
| | **393,523** | **29,506** | **(93,128)** | **(4,603)** | **325,298** |
| **Total of funds** | **691,097** | **282,272** | **(413,439)** | **-** | **559,930** |

## 25. Statement of funds (continued)

### Statement of funds - prior year

| | *Balance at 1 April 2023* £ | *Income* £ | *Expenditure* £ | *Transfers in/out* £ | *Balance at 31 March 2024* £ |
|---|---|---|---|---|---|
| **Unrestricted funds** | | | | | |
| General Funds | *339,855* | *227,176* | *(268,988)* | *(469)* | *297,574* |
| **Restricted funds** | | | | | |
| Research Funds | *9,922* | *952* | *(9,669)* | *-* | *1,205* |
| BAD School Pack | *-* | *-* | *(469)* | *469* | *-* |
| VTCT Men | *3,569* | *-* | *(1,761)* | *-* | *1,808* |
| Aplopecia Areata Research | *376,092* | *31,310* | *(30,665)* | *-* | *376,737* |
| Norwich Support Group | *500* | *-* | *(60)* | *-* | *440* |
| Northern Ireland Activities | *2,159* | *-* | *(493)* | *-* | *1,666* |
| Pfixer Socioecono | *6,003* | *-* | *(4,107)* | *-* | *1,896* |
| National Lottery Award - Children & YP Sessional Workers Project | *8,303* | *-* | *(6,141)* | *-* | *2,162* |
| Research Fund - Other types | *-* | *8,000* | *(391)* | *-* | *7,609* |
| | *406,548* | *40,262* | *(53,756)* | *469* | *393,523* |
| **Total of funds** | *746,403* | *267,438* | *(322,744)* | *-* | *691,097* |

## 26. Summary of funds

### Summary of funds - current year

| | **Balance at 1 April 2024** £ | **Income** £ | **Expenditure** £ | **Transfers in/out** £ | **Balance at 31 March 2025** £ |
|---|---|---|---|---|---|
| General funds | **297,574** | **252,766** | **(320,311)** | **4,603** | **234,632** |
| Restricted funds | **393,523** | **29,506** | **(93,128)** | **(4,603)** | **325,298** |
| | **691,097** | **282,272** | **(413,439)** | **-** | **559,930** |

## 26. Summary of funds (continued)

### Summary of funds - prior year

| | *Balance at 1 April 2023* £ | *Income* £ | *Expenditure* £ | *Transfers in/out* £ | *Balance at 31 March 2024* £ |
|---|---|---|---|---|---|
| General funds | *339,855* | *227,176* | *(268,988)* | *(469)* | *297,574* |
| Restricted funds | *406,548* | *40,262* | *(53,756)* | *469* | *393,523* |
| | *746,403* | *267,438* | *(322,744)* | *-* | *691,097* |

## 27. Analysis of net assets between funds

### Analysis of net assets between funds - current year

| | **Unrestricted funds 2025** £ | **Restricted funds 2025** £ | **Total funds 2025** £ |
|---|---|---|---|
| Current assets | 272,177 | 325,298 | **597,475** |
| Creditors due within one year | (37,545) | - | **(37,545)** |
| **Total** | 234,632 | 325,298 | **559,930** |

### Analysis of net assets between funds - prior year

| | *Unrestricted funds 2024* £ | *Restricted funds 2024* £ | *Total funds 2024* £ |
|---|---|---|---|
| Current assets | *329,416* | *393,524* | *722,940* |
| Creditors due within one year | *(31,843)* | *-* | *(31,843)* |
| **Total** | *297,573* | *393,524* | *691,097* |

# 76564L Alopecia UK 2025 03 31 - Final Accounts preparation

Final Audit Report 2025-12-14

| | |
|---|---|
| Created: | 2025-12-12 |
| By: | Jo-Anna Cubby (Jo-Anna.Cubby@armstrongwatson.co.uk) |
| Status: | Signed |
| Transaction ID: | CBJCHBCAABAAC9w-5RIyT-6xvK8GP9U5gLjwQLwE2rn3 |

## "76564L Alopecia UK 2025 03 31 - Final Accounts preparation" History

Document created by Jo-Anna Cubby (Jo-Anna.Cubby@armstrongwatson.co.uk)
2025-12-12 - 15:50:12 GMT- IP address: 46.235.170.216

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2025-12-13 - 14:50:31 GMT- IP address: 85.210.240.79

Signer steven.kirkbride@armstrongwatson.co.uk entered name at signing as Steven Kirkbride

2025-12-14 - 20:00:57 GMT- IP address: 90.196.177.22

Document e-signed by Steven Kirkbride (steven.kirkbride@armstrongwatson.co.uk)

Signature Date: 2025-12-14 - 20:00:59 GMT - Time Source: server- IP address: 90.196.177.22

Agreement completed.

2025-12-14 - 20:00:59 GMT

**ALOPECIA UK**

England & Wales - Charity number 1111304

# Accounts

**Charity registration number 1111304 (England and Wales)**

**Charity registration number SCO44702 (Scotland)**

# ALOPECIA UK

# ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2024

# ALOPECIA UK

## LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|---|---|---|
| **Trustees** | Mr S Ray (Chair to 17/08/2023) | |
| | Mr C E Philipsborn (Chair from 17/08/2023) | (Appointed 17 August 2023) |
| | Miss L Rogers (Treasurer) | |
| | Ms L Wilks | |
| | Ms E Hickinbotham | |
| | Ms S Vaghela | |
| | Mr S Lindsey | |
| | Ms K Brown | |
| | Ms C Kelly | (Appointed 17 December 2023) |
| | Ms V Coombes | (Appointed 5 January 2024) |
| **Charity number (England and Wales)** | 1111304 | |
| **Charity number (Scotland)** | SCO44702 | |
| **Principal address** | 10-12 Commercial Street<br>Shipley<br>West Yorkshire<br>BD18 3SR | |
| **Independent examiner** | Armstrong Watson LLP<br>Carleton House<br>136 Gray Street<br>Workington<br>Cumbria<br>CA14 2LU | |

# ALOPECIA UK

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# ALOPECIA UK

## CHAIR'S STATEMENT

## *FOR THE YEAR ENDED 31 MARCH 2024*

I am pleased to present the Annual Report and Accounts for the financial year ending 31st March 2024. This year, we had a reduction in corporate donations, and an interim year for our bi-annual Big Weekend event, which negatively impacted our income, but we also had some great successes.

Revenue decreased from £292,947 last year to £243,541 on a like to like basis with this year being total revenue of £283,803 less the exceptional restricted donations of £40,262, primarily due to the absence of major events like the Big Weekend and fewer corporate donations. However, we experienced a 7% increase in fundraising income, totalling £116,219, reflecting the dedication of our supportive community.

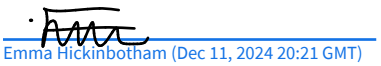
Our volunteer network has grown, and we continue to play a crucial role in delivering peer support across the UK. The expansion of support groups, alongside the successful return of online meetings and children's activity sessions, has allowed us to continue to reach a wide range of people. Our events, such as the Alton Towers trip and Kingswood residential, were incredibly well-received, providing vital connections and a sense of belonging to those affected by alopecia.

In terms of advocacy, we are proud to have been invited to the NICE Technology Appraisal as Patient Experts and to have played a significant role in the approval of the JAK inhibitor treatment Ritlecitinib by the NHS for severe alopecia areata. We will continue to champion equitable access to treatments while also celebrating those who choose to embrace their alopecia without treatment. Alongside this, our website and social media reach have expanded, with a reach across all platforms of over 1 million people, helping to raise awareness and challenge the stigma surrounding hair loss.

Our relationship with the hair research community is developing, and we are proud that this year our CEO was invited to deliver an opening address at the European Hair Research Society bi-annual meeting in Sheffield.

Looking ahead, we remain cautious due to rising costs and uncertain donor behaviour, but we are committed to strengthening our income streams and refreshing our strategy. We aim to increase our fundraising capacity, review our support services, and continue to invest in research, advocacy, and awareness. This will ensure that we remain a strong, positive force for those impacted by alopecia.

Finally, I want to welcome our new Trustees and thank those who stepped down this year. I also extend my heartfelt thanks to our staff team and volunteers who work tirelessly for the charity, and of course our supporters to whom we are very grateful. Together, we are making a tangible difference, and the Trustee Board look forward to continuing this journey with all of you.



Emma Hickinbotham (Dec 11, 2024 20:21 GMT)

.....

**Emma Hickinbotham**
**Co-Chair of Trustees**

Date: 11/12/2024 .....

# ALOPECIA UK

## TRUSTEES' REPORT

## *FOR THE YEAR ENDED 31 MARCH 2024*

The Trustees of Alopecia UK present their report and the financial statements for the year ended 31 March 2024. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005 in preparing the annual report and financial statements of the charity.

Reference and administrative information about Alopecia UK (Charity registration number, names of Trustees, *etc*.) is set out in the preface to this report.

The Trustees have complied with the duty in Section 7 of the Charities Act 2011, giving due regard to public benefit guidance published by the Commission.

**About Us**

Alopecia UK (AUK) was started in 2004. Official charitable status was granted in September 2005.

The charity continues to develop, and we continue to progress our aims of Support, Awareness and Research with the overall mission statement of 'working to improve the lives of those affected by alopecia'.

**Our aims**

- **Support** - We will provide impartial information, advice, and support to help people feel less isolated
- **Awareness** - We will raise awareness to the general public and healthcare professionals about alopecia and its psychological impact
- **Research** - We will provide hope and confidence to people with alopecia by funding research into its causes, with the aim of finding treatments, and ultimately, a cure.

**Our values**

- To be open, honest and act with integrity
- To work productively in partnership with others
- To be passionate and motivated to make a change
- To appreciate the skills, expertise and commitment of our Staff, Trustees and Volunteers, many of whom have personal experience of alopecia.

**Governing Document**

The Trust is an unincorporated trust, constituted under a Declaration of Trust dated 09 Apr 2005, as amended by Deed, dated 21 Aug 2005, and is registered Charity Number 1111304, and Scottish registered charity SC044702.

**Trustees**

C Philipsborn (Chair - appointed August 2023), L Rogers (Treasurer), L Wilks, S Vaghela, E Hickinbotham, S Lindsey, K Brown, C Kelly (appointed December 2023), V Combes (appointed February 2024)

**Notable changes**

S Ray stepped down August 2023. R McPherson stepped down December 2023. C Philipsborn stepped down just after this reporting period in April 2024, and E Hickinbotham and K Brown stepped into interim Co-chair roles for the next financial year.

Trustees are appointed by the Trustees, following the consideration of applications received from individuals. The charity tries to ensure our Trustees have a varied background, each bringing a different skill to the board. All Trustees are DBS checked. Before appointing a new trustee, the board obtains a declaration that they are not disqualified, searches the register of removed trustees, and checks the insolvency register. Once appointed, Trustees receive a Code of Conduct document and are given information on their roles and responsibilities.

**Oversight**
The Trustee Board and Lead Managers held Trustee Meetings in April 2023, August 2023, December 2023 and February 2024. The April and February meetings were held face-to-face, with the August and December meetings held digitally over Microsoft Teams. All Trustees could see and hear each other during all meetings. In between meetings, individuals communicated mainly via email and telephone calls.

During the accounting period, all Trustees had input into the direction and decisions of the charity with some of them involved in the delivery. Charity activities were reviewed in quarterly Trustee meetings to ensure we continue to fulfil our mission, to improve the lives of those affected by alopecia.

Trustees have considered the major risks to which the charity may be exposed; have reviewed them and approved systems and procedures to manage appropriately. Meetings are minuted and include governance responsibilities, alongside operational content.

During this period, we have been working on the development of our Governance model; we are moving towards having Committees with specific responsibilities for key issues so that we can improve our strategic thinking and oversight. The Trustees recognise that they can delegate authority to the Committees, but not their individual responsibilities, as such the Trustee Board retains overall responsibility for everything.

**Staff**
There were several staff changes during this period. Two staff members left during the period, and five new staff members were welcomed. The staff changes increased the core staff team from 6 to 8 during this period. Two of the new staff members were recruited to provide maternity cover fulfilling the Events Manager and Support Coordinator roles for one team member. Excluding maternity leave the team is the equivalent of 5.7 full time employees.

**Volunteers**
We were supported by 130 volunteers during the financial year, including Event Volunteers. Support Group Leaders, Facebook Group Moderators, Lay Research Panel, and professional supporters who give their time, skills and expertise pro-bono. Volunteers are given general training, safeguarding deep dives and DBS checks as appropriate to their role. Support Group Leaders and Facebook Moderators are also offered quarterly supervision to debrief on any concerns and to receive support from their peers. We are very grateful for the time and commitment of our volunteers who allow us to deliver much of the work we do. Alongside bringing their passion and skills, they make a valuable contribution to the Charity by helping us reduce the costs of delivering our aims. Our volunteers are strong advocates of our work and make a difference to the lives of people affected by alopecia.

**Charitable Activities**

**Support**
Primary activities: Education and peer experiences via our website and newsletters, online peer support via our Facebook groups, face-to-face peer support group meetings (in person and online), national events, one-to-one support (calls and emails).

Supported by: Volunteer management, the impact of our Awareness and Research Aims work to those people who meet and treat people with alopecia with a more educated understanding.

Key achievements

Education and peer experiences via our website and newsletters
We aim for our website to be packed full of relevant information for people at all stages of their alopecia journey. To do this the website is a continuous work in progress. We add new pages, blogs, and news items year-round.

Of note in this period is the introduction of an ‘Advocate for yourself’ section, including details of our Charter for Best Practice for NHS Wig Provision, how to contact your MP, how to share your story with the media and understanding legal protection from discrimination at work.

During this period, we also redesigned the layout of our section of the website which includes details of 'Living well with alopecia'. We created a new page in partnership with Anxiety UK, helping people to understand and manage stress and anxiety.

We have plans to continue to develop new content for the 'Advocate for yourself' and 'Living well with alopecia' sections of the website in the months ahead.

Our newsletter mailing list has increased to from 3,423 recipients to 3,936 at the end of the financial period. 64 businesses paid to be listed on our Service Directory for the 2023/24 period. As well as providing information about products and services helpful to those with alopecia, the Service Directory contributes to our charitable income. Thank you to all the companies who pay to be listed on our Service Directory.

### Online peer support via our Facebook groups

We facilitate 4 private and volunteer-moderated Facebook Groups, enabling peer support and peer-education (our main Alopecia UK group, Products and Services Chat Group, Men's Chat and Parents Chat). Our Facebook Groups continue to be a popular way for people to connect with others with Alopecia UK. We had 10% more members compared to year-end 2023, with a total membership of 21,535 across all 4 groups.

### Face-to-face peer support group meetings (in person and online)

During this period, our volunteer support group leaders held 92 group meetings (an increase of 27%), welcoming 712 attendees (an increase of 55%).

Alongside these face-to-face meetings we ran 6 online support groups for adults affected by alopecia, which provided a space for 90 attendees to connect with others affected by hair loss. These online groups had stopped in September 2022, due to volunteer drop-off. We were delighted to reintroduce these in October 2023.

Online meetings were first introduced during the pandemic and continue to serve people in our community who either cannot get along to a face-to-face meeting or prefer the option to chat online.

At these meetings people can meet others with hair loss and share experiences, knowledge, advice, and information thereby increasing feelings of support and reducing feelings of isolation.

Following the National Lottery Award we received in June 2022 to reinvigorate children's face-to-face support, we continued to pilot the children's activity sessions led by paid sessional workers. During this accounting period, we held 14 activity sessions which welcomed 404 attendees, including 114 children with alopecia. This has been a tremendous success, resulting in us offering double the number of opportunities to meet than the previous year and 5 x the number of attendees.

Following the success of the pilot scheme, our plan is to continue to offer regional activity sessions for children and young people led by volunteers.

### Youth Voice Board

Our Youth Voice Board (YVB) held 6 meetings during this period. This group of young people aged between 13 and 21 help to guide the charity to help create new resources for teens. In April, the YVB gave a presentation to attendees of our Alton Towers event. Members of the YVB each picked a letter from the word ALOPECIA and chose an adjective which described what the YVB means to them. The presentation was well-received by our attendees. The YVB have continued to create engaging content on the YVB's Instagram account during this period, including school advice, getting your first wig, and even a poem from one YVB member.

### Youth Network

Our Youth Network held its first meeting in September 2023. The Youth Network us a new resource grown out of input from our YVB, along with feedback and learning from previous online meetings and conversations with young people and parents in our community. The Youth Network is available to young people affected by alopecia aged 13-17, with those signing up receiving a welcome pack and invitations to online sessions.

The first Youth Network online session was held in September 2023 and was themed around experiences in school. A further 3 sessions were held: a self-belief and confidence webinar, a playwriting workshop and a chat session. We look forward to continuing the Youth Network sessions in the following year.

National events

In April 2023, we hosted our 8th trip to the Alton Towers theme park. We welcomed 319 attendees, to the theme park for a day of awareness, support and fun, including a 16 person-strong event team made up of staff and volunteers. Of the 319 in the group, 113 were people with alopecia, with the rest being family and friends.

This event continues to help those who join, as demonstrated in some feedback from the 2023 event:

*"It was the first alopecia event we have attended so didn't know what to expect and our 9-year-old daughter is still coming to terms with it all, as it is only a recent development in her life. It was great for her to see so many others with alopecia and she proudly walked round with no wig on and her t-shirt all day! She was a little anxious to join groups etc but enjoyed the meet up and group photo.*
*It was a great day and a big help for her!"*

*"From start to finish it was just amazing, the volunteers go above and beyond to help. The event helps us as a family every year, to see my child run around carefree with children like her is incredible although she tends to gravitate towards the adults, this year she spoke with teenagers and she was commenting on how beautiful they are, it was precious."*

We were delighted to host our Kingswood residential weekend event for children aged 7-17 for the second time in August 2023. We welcomed 103 attendees from 25 families. All those who provided feedback said that they'd recommend this event to others, with feedback including:

*"Overall the weekend was brilliant, and I was emotional to hear comments like "I feel like I belong here". Everyone was so friendly and supportive."*

London and Edinburgh Socials

Following feedback from our community, we were pleased to offer two social events during this period. A social was held in London in February 2024, and one in Edinburgh in March 2024, attended by close to 100 people affected by alopecia in total.

One-to-one support (calls and emails)

Approximately 85% of our support contacts were from first-time callers. Queries range from questions about wig provision, lack of understanding from GPs or family members, how to help children with alopecia and questions about treatments and prognosis.

During this period, we continued to see an increase in questions about the availability of JAK inhibitor drugs, particularly peaking in February 2024 with the news in the media of NICE's recommendation of ritlecitinib for routine commissioning on the NHS. This year we have also seen more people come to us in distress regarding long dermatology waiting times, NHS Trusts refusing dermatology referrals and/or withdrawing wig provision for patients with alopecia.

Our calls and emails continue to come from a place of seeking peer support and we continue to operate a signposting service to other charities that offer professional one-to-one support as a core part of their provision.

**Awareness**

Primary activities with the general public: Website content, social media presence, media, newsletter, ambassador partnerships, September alopecia awareness month, merchandise sales.

Primary activities as experts: Networking and attendance at conferences, patient advocacy with healthcare bodies and related organisations, provision of resources and expertise (externally and on our website).

**Key achievements**

Website and social media presence

Our reach is important for raising awareness and normalising alopecia with the public. For many, our website is the first source of education. During this period 211,927 website users viewed 485,336 webpages in 277,016 sessions – all representing an increase on website usage from the previous period.

We continue to facilitate active and engaging social media platforms, with regular content providing support and awareness to over 40,000 followers across all platforms (Facebook, Instagram, Twitter (now called X) and LinkedIn), reaching over 1 million people.

### Media

We have continued to support coverage of alopecia in the press and for TV pieces by finding case studies for journalists and provided charity quotes when requested. During this period, members of the staff and trustee team took part in 5 radio interviews, supported 8 national media articles, and 2 BBC TV appearances.

In addition, there was a flurry of media coverage in February 2024, with multiple national media outlets quoting directly from our press release on the ritlecitinib approval news.

### Ambassadors

Thank you to Joanna Rowsell MBE, Joelle, John Altman, Fateh Singh, Will Smallbone and Zoe Lyons for their ongoing support of Alopecia UK. Special thanks to Joanna for attending our Alton Towers event, to John for attending our London Social, to Will for organising for a young person with alopecia to be a Southampton F.C. mascot, and to Zoe for using her appearance on BBC's The Weakest Link to raise funds and awareness for Alopecia UK.

### Supporting others as they raise awareness

We are grateful to have awarded a fourth Hannah Dennis Alopecia Awareness Award to Cameron, who raised awareness by appearing in a pantomime without her wig, being interviewed by BBC and regional press, organising a bake sale and awareness presentation in school and writing a blog for the Alopecia UK website. Well done Cameron!

Also in this period, we advertised media opportunities to our community and continued to provide individuals with resources to do their own awareness activities in school, colleges and workplaces.

### September - Alopecia Awareness Month – Charity Champions

For our fourth year, we recruited 'Charity Champions' to raise awareness during Alopecia Awareness Month (September) and raise funds for Alopecia UK. 30 Charity Champions raised over £25,000 for Alopecia UK through a mixture of challenges including star-jumping, skipping, swimming, running, walking and haircuts/ headshaves. More than 500 people visited our website in September to donate.

We created a social media campaign for the month with the hashtag #AUKHeaducation, sharing a combined total of over 600 posts on our social media challenges, including the words of more than 30 people in our community sharing their 'One thing I want everyone to know about alopecia'. We also had 6 new blogs for the month.

### Networking, conferences and speaking

Alongside the research memberships outlined later in this report, we maintain positive relationships and, where available, have memberships with NCVO (The National Council for Voluntary Organisations), The VTCT Foundation, British Association of Dermatologists (BAD), The Dermatology Council for England (DCE), British Dermatological Nursing Group (BDNG), British Hair and Nail Society (BHNS), Centre for Appearance Research (CAR), Primary Care Dermatology Society (PCDS), College of Trichological Science and Practice (CTSP), Psychodermatology UK and The National Institute for Health and Care Excellence (NICE).

We were excited to play a big part at the European Hair Research Society's conference in Sheffield in June. Over 250 delegates from 26 countries heard Alopecia UK CEO Sue Schilling deliver a heartfelt address in the opening talks. In addition, we sponsored two early career researchers to attend the conference, had a stand at the event, gave a talk about the psychology of hair loss, as well as awarding a poster prize for the research project most likely to impact patients.

We were delighted to attend the British Association of Dermatologists' conference once again, also held in June, in Liverpool. Many conversations were had with dermatologists, with us continuing to advocate strongly for wig provision and new treatment pathways. We also attended the British Hair and Nail Society's National Symposium on Hair and Scalp Disorders in Manchester, which aimed to update dermatologists with the latest knowledge on hair diseases. At our stand, we spoke to dermatologists about wig provision and patient experiences, learning more about the state of wig provision in different NHS Trusts.

The team continues to respond to opportunities to speak and run workshops, and in this period, we delivered to;

- AXA insurance, as part of an international staff wellbeing meeting
- British Hair and Nail Society, in their Paediatric Educational Meeting and also at their National Symposium on Hair and Scalp Disorders.
- Division of Health Psychology Conference, talking about the psychosocial impact of alopecia
- World Congress of Trichology, speaking about the psychosocial impact
- A pharmaceutical company, as part of an all-staff town hall meeting
- UK Symposium of Hair Disorders
- Centre for Appearance Research, contributed to their 'Living with alopecia' podcast episode

### Patient advocacy with healthcare bodies and related organisations

During the financial year, we have represented the patient voice at several forums with the above groups. Notably, we have taken part in appraisal meetings with NICE and Scottish Medicines Consortium (SMC) regarding the JAK inhibitor medicines baricitinib and ritlecitinib. We were disappointed that baricitinib was rejected by NICE and SMC, and we were the only organisation to appeal NICE's decision. Even though the appeal was to no avail, we remain proud that we represented the patient voice, and the feelings shared in our community that new treatment options for alopecia areata are long overdue. We were pleased that it was a different outcome for ritlecitinib, with this medicine being recommended by NICE, in March 2024, for the routine commissioning of severe alopecia areata for patients aged 12 and over. (SMC reached the same decision, in April 2024). We would like to formally acknowledge the efforts, and emotional toll, on the staff and volunteers who were involved in the appraisal processes in 2023/24.

We continued to contribute to the BAD's project to refresh clinical guidelines for the treatment of alopecia areata. We had hoped this would be published in 2023/24 but it is now due to be published in 2024/25.

During this period, we introduced the 'Advocate for yourself' section on our website, including details of our Charter for Best Practice for NHS Wig Provision, how to contact your MP, how to share your story with the media and understanding legal protection from discrimination at work.

### Merchandise

Charity merchandise is a great way to build awareness. Selling merchandise serves three purposes. To create a long-lasting positive impression with fundraisers and their donors, to raise awareness of Alopecia UK with the public, and to generate a small amount of income to support the work of the charity. This year we had a merchandise income of £2,912.

**Research**

Primary activities: Research Pots Grant Scheme, run an advisory expert Research Committee and Lay Research Panel, network and build relationships to drive researchers towards alopecia, communicate our impact, supporting researchers, attend research relevant forums to stay abreast on trends.

Secondary activity: Collaborate or lead on commissioned research

Alopecia UK became involved in research via the Hair Loss Priority Setting Partnership (PSP) in 2013. We have funded research projects with a range of aims including understanding causes, finding new paths to treatments, and helping people manage the psychological burden of hair loss. Every project is approved by our Research Committee and our Lay Research Panel of people affected by alopecia, to make sure we are supporting research of the highest scientific quality and relevance to patients.

Since our merger with AAR-UK in 2017, up to March 2024, we have awarded a total of 15 Research Pots grants. In addition, we took over one project (the Glasgow Alopecia Areata Biobank) funded by AAR-UK. This grant is now completed but the Biobank continues to operate with further funding from other sources. From the projects directly funded by AUK, 7 are now completed, with final reports received. Some projects funded in previous years experienced delays due to COVID and staffing issues, but those that are still active are expected to still reach completion. 7 projects were ongoing, and we awarded funds to one further project this year, which has already started. In 2022, we awarded our first ever PhD bursary. This 3-year studentship started at the University of Manchester in October 2023.

*Prof. Simon Milling, immunologist at the University of Glasgow, and Chair of the Alopecia UK Research Committee, said: "Alopecia UK has helped to accelerate the pace of research into alopecia, and I am very much looking forward to seeing this continue into the future. With effective new treatments becoming available, the pace of research into alopecia will continue to accelerate. I am delighted that Alopecia UK is well-positioned to fund some of this work, and to provide superb patient-driven support for researchers. Importantly, Alopecia UK has championed the patient voice, ensuring that this is central to all of our projects, both during their development, and when making funding decisions."*

### Research Pots Grant Scheme

In 2023/24, Alopecia UK held a Research Pots funding round for projects on alopecia areata (up to £30,000 per project) and other types of alopecia (up to £10,000). The following project was funded in the other types of alopecia category (success rate 50%):

- A clinical-pathological digital imaging approach to improve diagnosis of alopecia. Dr Nihull Jakharia-Shah. Award £10,000.00. For the alopecia areata category, the Research Pots round was extended due to a low volume of applications, and the maximum application budget was increased to £60,000. A Research Committee meeting was held to agree the awards, which will be made in the next financial year. The following projects were selected for funding in the alopecia areata category (success rate 66%): Platelet hyperactivity in alopecia areata. Dr Matt Hindle. £14,387.00.
- Systematic development of a complex psychosocial intervention to improve wellbeing and quality of life in Alopecia Areata. Dr Miglena Campbell. £59,910.00.

The two alopecia areata awards were granted from the legacy funds restricted for alopecia areata research.

We continue to track our existing grant holders to ensure they are making progress, and whilst some are experiencing delays, we understand the rationale and remain supportive of their work.

### PhD Bursary

In 2022/23, Alopecia UK awarded its first ever PhD bursary. A total of £107,470.00 will be awarded over a three-and-a-half-year period to a team led by Dr Matthew Harries at the University of Manchester and the Northern Care Alliance NHS Foundation Trust, for a project titled: 'The Alopecia Areata Rapid Access Clinic: Can early access improve outcomes in patients with recent-onset AA?'
The project started in October 2023. The first of four annual payments consisted of £31,310.00 to cover the PhD student's stipend, tuition fees, and project consumables, and was made in Q4. We successfully applied to the UK Government Post-Covid Recovery Medical Research Charity Support Fund, securing £31,310.00 to cover our year-1 award to the University of Manchester, for this project.

### Research Committee

In 2023/24, 2 members of the scientific advisory Research Committee stepped down, and 3 new members joined. Rotation of membership of grant review committees is a requirement of the guidelines on peer review by the Association of Medical Research Charities (AMRC), of which we are a member. We will continue to rotate membership of this committee whilst ensuring all relevant expertise is represented on the committee, to continue funding research of the highest quality.

### Supporting Researchers

We have also continued to support researchers who get in touch looking for help with their research and supported 14 projects across the year. This included Patient and Public Involvement for 7 projects, which saw Lay Research Panel volunteers provide lay review of documentation and being involved in study advisory groups; we also supported recruitment of participants to research studies, including surveys, interviews and randomised controlled trials. The type of people getting in touch were Masters and PhD students, Research Fellows, dermatologists, and psychologists, and a pharmaceutical company.

Network and build relationships to drive researchers towards alopecia

We continue to link in with any Research Networks and opportunities where possible. This involves membership of the Association of Medical Research Charities (AMRC), AMRC Research Management Working Group, Charities Research Involvement Group (CRIG), European Hair Research Society (EHRS), and International Alliance of Dermatology Patient Organisations (IADPO), and associate membership of the Connect Immune Research (CIR) consortium. We also try to link with other alopecia charities worldwide when possible, this year notably we held discussions with the US National Alopecia Areata Foundation (NAAF). We are a National Institute for Health Research (NIHR) non-commercial Partner.

We were delighted to be invited to exhibit and speak at the EHRS research conference, which was held in Sheffield this year, giving us a unique opportunity to engage with the European hair research community. The three-day conference included 40 speakers from a wide range of European countries, and many more research posters. We provided a travel bursary to two early career researchers and awarded a 'patient impact prize' for the poster presentation most likely to benefit patients. Following the conference, the organisers decided to donate some of the profits of the conference to Alopecia UK, seeing us receive £8,000 to invest into alopecia research.

We continued to take part in the development of the Global Registry of Alopecia Areata Severity and treatment Safety (GRASS), as members of the UK steering committee. This UK arm of this registry project is now entering its pilot phase. The project will monitor the effectiveness and safety of treatments for alopecia areata in the real-world setting.

Commissioned Research

*Socioeconomic impact of alopecia areata:* Following our work in partnership with the Centre of Appearance Research, 'Establishing the financial burden of alopecia areata and its predictors' was published open access in the Journal Skin Health and Disease in October 2023.

*Patients' experiences of primary healthcare and dermatology provision for alopecia areata:* results from a survey, distributed by Alopecia UK in 2019, were analysed by independent researchers and published open access in the Journal Skin Health and Disease, in December 2023.

***Equality, diversity and inclusion***

We are committed to eliminating discrimination and encouraging diversity and inclusion within our organisation, and ensuring we help create a fairer and more inclusive community for those affected by alopecia. Achieving fair treatment, opportunity, and access to services and research for all, particularly for those who are from diverse backgrounds, or different circumstances can be difficult, but not impossible. We want to improve our culture of inclusivity in the way we support our communities regardless of age, gender, marital status, race, ethnic group, skin colour, religion, sexual orientation, geographical location, digital access, or any other factor. This is especially important since in the UK, alopecia can affect anyone, but incidence is marginally higher in women, in non-white ethnicities, and in socially deprived and urban environments. Currently our community does not represent all of these characteristics as much as we'd like.

We are pleased to have submitted a paper called to the South Asian Health Federation about health inequalities for alopecia patients, and we hope that this will be published in their 'Health Inequalities: Full Stop' report in the coming financial year. Raising the profile of alopecia with health care professionals serving South Asian communities.

We recognise this is just the start and that there is much more to do. We know that connecting with and supporting new communities will take time, skill and financial investment.

**Plans and priorities**

Continuation of Support Amid Changing Healthcare Access

In the past year, Alopecia UK has heard about notable decline in access to dermatology services and wig provision from our community. This is reflected in our support calls and emails where we are hearing from increasingly distressed people and frustration in our community. Once again, we are highlighting the importance of our support model, building connections among individuals with alopecia remains at the heart of our mission. So, during the next period our regional kids' activity groups and the youth network which were piloted this year will continue, alongside our adult face to face support groups and restarting our online adults' meetings.

We will also run the Alton Towers and family residential event again and are in early stages of planning our Big Weekend research event for 2025. This event aims to bring together researchers, healthcare professionals, and individuals with alopecia to discuss the latest advancements and share knowledge, further strengthening the connection between the community and ongoing research.

The recent approval of the first treatment for alopecia, Ritlecitinib, by the NHS, while a milestone, will introduce more variability in patient access based on geographic location. This "postcode lottery" in treatment availability underscores the importance of our advocacy efforts and weremain committed to advocating for equitable access to treatments and services. We strive to make an impact for the broader community, so in 2024/25 our advocacy work with health care bodies and industry partners remains a priority, albeit it often in the background and invisible to our community at large.

In parallel, we strongly believe that people with alopecia should be able to live well and with confidence. We know this is as legitimate a life choice as access to a medicalised treatment. In 2024/25 Alopecia UK will continue to celebrate those who are living well with their alopecia by way of blogs, social media and commercial media. We want to champion patient choice.

Strategic Review and Future Goals

Alopecia UK is in a relatively strong position with its reserves, but we face ongoing challenges related to fundraising income, rising costs, and increasing demand for our services. As a small charity with limited financial, human and material resources we need to prioritise initiatives that align with the charity's mission and goals.

Looking forward, we are undertaking a review and update of our charity-wide strategy. All elements of our work are included in the review including where we focus of our day-to-day work, and refreshed strategies related to our aims and how we will fundraise for them. Our review will also look at our legal structure and technological infrastructure, it is crucial that we have the foundations right for long term sustainability. We aim to enhance our effectiveness and ensure that our efforts are aligned with the evolving needs of the alopecia community, whilst not spreading ourselves too thinly.

We are determined to help people with alopecia navigate the challenges posed by changing and inconsistent healthcare access and to continue making a meaningful impact in the lives of those we serve.

**Financial Review**

The annual income generated by the Charity is to be applied for charitable purposes in accordance with the Trust's objective. Year on year the trustees intend to make a significant distribution of available income, subject to making adequate reserves for known and potential liabilities and commitments, where applicable. Any amounts not so distributed are accumulated in the unrestricted fund.

- Net movement: The charity incurred a net expenditure of £55,306 for the year.

- Reserves: At year-end, the charity held £691,097 in total reserves, with £297,574 in unrestricted funds and £393,523 in restricted funds, 27% of this is already committed to universities and researchers for awards that were granted prior to this year end, including the PhD which will be drawn down over a further three years.

Income highlights

Total income: £283,803, which is a slight decrease from the previous period (£262,947). 14% (£40,262) our income this was assigned as restricted and was largely made up of an £8,000 donation from the European Hair and Research Society (EHRS) and £31,310 from the Medical Research Council.
Our unrestricted income was £243,541, down from £282,649, compared to the previous year that ended March 2023. This decrease is a result of not running a Big Weekend event in 2023/24 and the significant corporate donation we received in the previous financial year.

### Donations

- Donations and legacies: £79,721, with a drop compared to the previous year (£102,741).

Our unrestricted donations decreased by 40% to £49,210, due to a reduction in the level of corporate donations. Excluding corporate donations, other unrestricted donations increased 16% year on year.

We received £5,800 from Zoe Lyons' winning performance on the BBC The Weakest Link. Thanks also to Altralaw for their donation of £2,000 and Medicash for their donation of £1,000. We are grateful to Drapers Charitable Fund who awarded £2,000 and Foundation Scotland for their award of £1,000.
Thanks to the continued support of Lyndsey Brack of Diamond North East Wig Bank. We received donations totalling £2,016 from Lyndsey's wig bank during this period.

### Charitable activities

- Charitable activities: £170,815, which included fundraising events and grants.

Our professional services income increased by 152% to £10,315. During this period income was received through supporting the recruitment of patients for several studies, and in the provision of speaking appointments, and consultancy and input for educational modules.

Our fundraising increased by 7% to £116,219. We believe the increase is due to the ongoing steady resurgence in the popularity of challenge events following the covid pandemic. Thanks to everyone who sponsored a friend or family member and to everyone who took part in a fundraising event this year. They include 10 runners at the 2023 Great North Run raising a combined total of over £8,000, Harry Brunt who ran the London Marathon raising £3,916, Eliza and her mum Hannah White who raised £5,691 by organising and hosting a festival in July 2023 and Emma Hickinbotham, one of our trustees, who raised £6,997 during her Wig Free Week in September 2023.

Our events income decreased to £23,286, due to this not being a "Big Weekend" year. We did however see the return of our popular Alton Towers event in April 2023 and Kingswood Residential in August 2023.

Our income is largely driven by individual givers and our Alopecia Awareness Month appeal in September is an important contributor, this year we attribute over £25,000 to that campaign.

We are grateful to those people who support us with regular giving. During this period the number of regular givers increased by 37%. By the end of March 2024, 171 individuals regularly donated a total of £1,490 a month, representing a 35% increase in regular monthly donations. Regular donations are an important income source for the charity, and we are encouraged by the growth we have seen this year, this is something we would like to continue to increase.

We have reported a 20% decrease in our unrestricted income for the year, potentially due to various economic pressures that affect charity donations. [Other charities in similar sectors also report similar pressures.] Our reserve policy provides some comfort in respect of meeting our ongoing obligations however we hope that our loyal supporters continue to support us. We also hope that our impact will attract new advocates for the charity.

### Use of funds

- Total expenditure: £339,109, a decrease from the previous year (£379,907).

Our expenditure during the year was £339,109, 16% (£53,756) of this was assigned as restricted, details are shown in section 19 of the financial accounts. Unrestricted expenditure increased by 3% to £285,353.

As a service organisation, staff salaries are our biggest expenditure. Of our staff costs (£195,311), the following percentages show the allocation of resources to our charitable aims:

- Awareness 20%
- Support 54%
- Research 26%

Technology, office costs and insurances were as expected year-on-year, except for a small amount of expenditure on replacing aged equipment and on providing equipment for new members of staff. Our governance costs are minimal.

As well as using our charitable funds to deliver the activities described within these accounts, we have also used funds for:

- Generating voluntary income by pre-purchasing places for the 2023 Great North Run and for paying for those who Skydive for as a fundraiser. Combined these places cost £1,202.
- Maintaining a presence on the main fundraising platforms (like JustGiving) cost us £2,258 this year.
- Working with a fundraising consultancy to improve our case for support for fundraising bids cost us £3,300 this year.

### Looking forward to 2024/25

As we look to the next financial year, the impact of ongoing cost of living pressures on our community alongside and rising overhead costs continue to be a concern and challenge for many in the third sector, including Alopecia UK. As a result, the behaviour of donors and fundraisers is something we will continue to monitor closely. Whilst we expect we will need to draw upon reserves again in the coming financial year, we are also aware of our need to increase and diversify our income streams to ensure financial health and sustainability for the future. This will require us to bring in specific skills to support our fundraising and advocacy work. This year is a time for the charity to refresh its overall strategy, to do this we expect to invest a small amount of funds to complete this project.

We will continue the rollout of the remaining National Lottery Funded Awards for All programme to provide region activity sessions for children and young people with alopecia and their families. Following the success of last year's events and feedback from attendees we want to continue to deliver more of these events going forward, we plan to run 14 events in the coming year. We will look to apply for funding opportunities to make these events possible.

We plan to invest in our fundraising and advocacy work this year. Looking at ways we can diversify our income streams and to ensure sustainability for the future. Following last year's increase in fundraising income we expect that this will continue to grow steadily over the next 12 months, we will purchase places for the Great North Run again and ask our community to fundraise for us via these. We will also look for opportunities to invest in expanding the range of challenge events available to our fundraising community. We have increased our awareness budget to take advantage of media and other awareness opportunities as they arise. This year, investing in our advocacy work, may include consultancy work or a small Investment in the necessary expertise and skills to further our advocacy efforts. Considering this, we have budgeted for staff costs of £246,500 for the next financial year, some of which may be used by consultants with programme specific skills. With the expansion of our staff team, we also plan to invest resources to improve staff benefits, primarily with the introduction of Employee Assistance Programme provision.

We will continue to deliver our regional support groups and plan to increase the number of groups across the UK. Our team of committed volunteers is crucial to the success, effectiveness and growth of our support groups. We will continue to invest in supporting and training our current volunteers as well as recruiting and onboarding new volunteers. The costs of running a support group (e.g. room hire, refreshments, provision of Alopecia UK literature) are relatively linear to the number of groups we have running at any one time.

With the continued success and popularity of our regular Support and Awareness events, including Kingswood and Alton Towers, we plan to deliver these again this year. We will look to several campaigns and source fundraising, corporate donations and grants to help fund some aspects of these events to reduce costs. Work will begin to plan and organise our next Big Weekend which is scheduled for September 2025.

We expect our income from our Cardholder Scheme to decrease as we made the decision last year to change this from an annual subscription to a one-time subscription. We expect a small increase to our income from our Service Directory as we hope to attract more businesses to sign up.

We are in the process of refreshing our research strategy, decisions made in the 24/25 financial year will determine how and when we plan to spend the areata legacy funds over the next 3-5 years. For example, any decisions made to commit to funding PhD projects during this financial year won't be spent until the next financial year, in line with academic norms. This coming year we will be releasing the second instalment of the PhD bursary we have already committed to. This funds a team led by Dr Matthew Harries at the University of Manchester and the Northern Care Alliance NHS Foundation Trust. The third instalment will be made in the following year. We look forward to representing the patient voice and our community at the World Hair Congress in Dallas in April 2024 and will insure we have a presence and voice at other key conferences throughout the year. We expect our travel and accommodation costs to increase because of this.

As we look further ahead towards the next three years we expect the strategic planning, taking place this coming year, to begin to dictate financial decisions into those years.

Compared to other national charities of a similar size in the UK, Alopecia UK is in a relatively strong financial position, especially given its healthy reserves. However, the charity shares common challenges with its peers, including relative decline in fundraising income versus increasing costs and a reliance on events and individual donations. The deficit in our Accounts this year, while not uncommon, will be monitored closely, and strategies to diversify income will be critical moving forward.

### Reserve Policy

As a charity, Alopecia UK, relies almost entirely on the generosity of our supporters through voluntary donations, grants and fundraising activities. As a result, the trustees believe that it is essential to have significant funds to ensure the charity can continue to operate in the event of a temporary reduction in income. Our policy is that unrestricted funds should be maintained at a level equivalent to 12 months running costs. The Trustees consider that this level will ensure that in the event of a material drop in funding they will be able to continue the charity's activities while looking at other ways to raise funds.

As a result, the Trustees have implemented a prudent accounting method to establish an annualised budget, on a rolling basis, to quantify the costs of meeting the charity's needs for the forthcoming 12 months.

Many charities of similar size to Alopecia UK struggle to maintain 6-12 months of reserves, with the NCVO's Charity Almanac reporting that over 50% of small and medium charities have less than 6 months of reserves. In this respect, Alopecia UK is in a stronger-than-average financial position, which gives it some flexibility in managing potential shortfalls in the short to medium term, at least.

Additionally, the budget we have set will see these reduce to below 12 months of running costs over the next 18 months, or so. As a Charitable Trust, we feel that 12 months of running costs is an appropriate level of risk for our Trustees who have personal liability. Given our reliance on individual giving the charity will continue to work on a strategy for more diverse and long-term income streams. This will improve our ability to forecast spending.

The trustees' report was approved by the Board of Trustees.

Emma Hickinbotham (Dec 11, 2024 20:21 GMT)

**Ms E Hickinbotham**
Co-Chair of Trustees
Dated: 11/12/2024

# ALOPECIA UK

## INDEPENDENT EXAMINER'S REPORT

## TO THE TRUSTEES OF ALOPECIA UK

I report to the trustees on my examination of the financial statements of Alopecia UK (the charity) for the year ended 31 March 2024.

**Responsibilities and basis of report**

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. You are satisfied that the financial statements of the charity are not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the charity's financial statements carried out under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and section 145 of the Charities Act 2011. In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 and the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

**Independent examiner's statement**

Since the charity has prepared its financial statements on an accruals basis and is also registered in Scotland, or the charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 and section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn. I understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 44(1)(a) of the Charities and Trustee Investment (Scotland) Act 2005, Regulation 4 of the Charities Accounts (Scotland) Regulations 2006 and section 130 of the Charities Act 2011.

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 and the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Steven Kirkbride BFP ACA ATT MAAT
Armstrong Watson LLP
Carleton House
136 Gray Street
Workington
Cumbria
CA14 2LU

Steven Kirkbride

Steven Kirkbride (Dec 11, 2024 21:45 GMT)

Dated: 11/12/2024....

# ALOPECIA UK

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

### *FOR THE YEAR ENDED 31 MARCH 2024*

| | Notes | Unrestricted funds 2024 £ | Restricted funds 2024 £ | Total 2024 £ | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ |
|---|---|---|---|---|---|---|---|
| **Income from:** | | | | | | | |
| Donations and legacies | **3** | 71,601 | 8,120 | 79,721 | 102,621 | 120 | 102,741 |
| Charitable activities | **4** | 139,505 | 31,310 | 170,815 | 158,109 | 9,520 | 167,629 |
| Other trading activities | **5** | 30,954 | - | 30,954 | 21,186 | - | 21,186 |
| Investments | **6** | 1,481 | 832 | 2,313 | 733 | 658 | 1,391 |
| **Total income** | | 243,541 | 40,262 | 283,803 | 282,649 | 10,298 | 292,947 |
| **Expenditure on:** | | | | | | | |
| Raising funds | **7** | 6,725 | - | 6,725 | 2,834 | - | 2,834 |
| Charitable activities | **8** | 277,477 | 53,696 | 331,173 | 269,937 | 102,814 | 372,751 |
| Other expenditure | **11** | 1,151 | 60 | 1,211 | 4,266 | 56 | 4,322 |
| **Total expenditure** | | 285,353 | 53,756 | 339,109 | 277,037 | 102,870 | 379,907 |
| **Net expenditure** | | (41,812) | (13,494) | (55,306) | 5,612 | (92,572) | (86,960) |
| Transfers between funds | | (469) | 469 | - | - | - | - |
| **Net movement in funds** | | (42,281) | (13,025) | (55,306) | 5,612 | (92,572) | (86,960) |
| **Reconciliation of funds:** | | | | | | | |
| Fund balances at 1 April 2023 | | 339,855 | 406,548 | 746,403 | 334,243 | 499,120 | 833,363 |
| **Fund balances at 31 March 2024** | | 297,574 | 393,523 | 691,097 | 339,855 | 406,548 | 746,403 |

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

# ALOPECIA UK

## BALANCE SHEET

### *AS AT 31 MARCH 2024*

| | Notes | 2024 £ | £ | 2023 £ | £ |
|---|---|---|---|---|---|
| **Current assets** | | | | | |
| Stocks | **15** | 2,500 | | 2,500 | |
| Debtors | **16** | 37,044 | | 20,869 | |
| Cash at bank and in hand | | 683,396 | | 752,374 | |
| | | 722,940 | | 775,743 | |
| **Creditors: amounts falling due within one year** | **17** | (31,843) | | (29,340) | |
| **Net current assets** | | | 691,097 | | 746,403 |
| **The funds of the charity** | | | | | |
| Restricted income funds | **19** | | 393,523 | | 406,548 |
| Unrestricted funds | | | 297,574 | | 339,855 |
| | | | 691,097 | | 746,403 |

The financial statements were approved by the trustees on .....

.....
Emma Hickinbotham (Dec 13, 2024 10:45 GMT)
Ms E Hickinbotham
**Co-Chair of Trustees**

**1 Accounting policies**

**Charity information**

Alopecia UK is a an unincorporated charity registered in England, Wales and Scotland. The principal address is 10-12 Commercial Street, Shipley, West Yorkshire, BD18 3SR.

**1.1 Accounting convention**

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

**1.2 Going concern**

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

**1.3 Charitable funds**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

**1 Accounting policies** **(Continued)**

**1.4 Income**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Interest is recognised on a receivable basis.

**1.5 Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Fundraising costs are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

The Charity is very fortunate in receiving substantial amounts of voluntary unpaid help however this cannot be quantified and is therefore not included in the financial statements.

**1.6 Stocks**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell.

**1.7 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts.

**1.8 Financial instruments**

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**1 Accounting policies** **(Continued)**

***Basic financial assets***

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

***Basic financial liabilities***

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

***Derecognition of financial liabilities***

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

**1.9 Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**1.10 Employee benefits**

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

**1.11 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

## 2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The trustees do not believe there are any significant areas of estimation or judgement which should be brought to the reader's attention.

## 3 Donations and legacies

| | **Unrestricted funds** | **Restricted funds** | **Total** | Unrestricted funds | Restricted funds | Total |
|---|---|---|---|---|---|---|
| | **2024** | **2024** | **2024** | 2023 | 2023 | 2023 |
| | **£** | **£** | **£** | £ | £ | £ |
| Appeals and donations | 49,210 | 8,120 | 57,330 | 82,625 | 120 | 82,745 |
| Gift aid reclaimed | 22,391 | - | 22,391 | 19,996 | - | 19,996 |
| | 71,601 | 8,120 | 79,721 | 102,621 | 120 | 102,741 |

## 4 Charitable activities

| | **Unrestricted funds** | **Restricted funds** | **Total 2024** | **Unrestricted funds** | **Restricted funds** | **Total 2023** |
|---|---|---|---|---|---|---|
| | **2024** | **2024** | | **2023** | **2023** | |
| | **£** | **£** | **£** | **£** | **£** | **£** |
| Events | 23,286 | - | 23,286 | 49,846 | - | 49,846 |
| Fundraising | 116,219 | - | 116,219 | 108,263 | - | 108,263 |
| Trusts and grants | - | 31,310 | 31,310 | - | 9,520 | 9,520 |
| | 139,505 | 31,310 | 170,815 | 158,109 | 9,520 | 167,629 |

## 5 Income from other trading activities

| | Unrestricted funds 2024 £ | Unrestricted funds 2023 £ |
|---|---|---|
| Non-charitable trading activities | 2,926 | 2,524 |
| Membership subscriptions and sponsorships | 53 | 142 |
| Fundraising events | 14,150 | 11,420 |
| Shop income | 3,510 | 3,000 |
| Other income | 10,315 | 4,100 |
| Other trading activities | 30,954 | 21,186 |

## 6 Income from investments

| | Unrestricted funds 2024 £ | Restricted funds 2024 £ | Total 2024 £ | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ |
|---|---|---|---|---|---|---|
| Interest receivable | 1,481 | 832 | 2,313 | 733 | 658 | 1,391 |

## 7 Raising funds

| | Unrestricted funds 2024 £ | Unrestricted funds 2023 £ |
|---|---|---|
| Staging fundraising events | 4,467 | 1,045 |
| Fundraising agents | 2,258 | 1,789 |
| Fundraising and publicity | 6,725 | 2,834 |

**8 Charitable activities**

| | Unrestricted funds 2024 | Restricted funds 2024 | Total 2024 | Unrestricted funds 2023 | Restricted funds 2023 | Total 2023 |
|---|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ | £ |
| Staff costs | 195,311 | - | 195,311 | 172,797 | 11,666 | 184,463 |
| Rent and rates | 6,877 | - | 6,877 | 5,827 | - | 5,827 |
| Insurance | 244 | - | 244 | 855 | - | 855 |
| Website costs | 6,121 | - | 6,121 | 4,569 | - | 4,569 |
| Platform fees | 2,279 | - | 2,279 | 2,132 | - | 2,132 |
| Computer software and maintenance costs | 6,410 | - | 6,410 | 8,603 | - | 8,603 |
| Printing, postage and stationary | 2,164 | 3 | 2,167 | 1,882 | - | 1,882 |
| Support groups | 2,533 | 7,100 | 9,633 | 2,993 | 2,851 | 5,844 |
| Sundry expenses | 3,730 | 60 | 3,790 | 2,317 | 469 | 2,786 |
| Research committee costs | 2,895 | 10,220 | 13,115 | 922 | 225 | 1,147 |
| Travel and accommodation | 9,421 | 444 | 9,865 | 8,273 | 87 | 8,360 |
| Events | 31,934 | - | 31,934 | 50,012 | 690 | 50,702 |
| General awareness and promotional costs | 2,022 | 5,204 | 7,226 | 3,399 | 1,000 | 4,399 |
| | 271,941 | 23,031 | 294,972 | 264,581 | 16,988 | 281,569 |
| Grant funding of activities | - | 30,665 | 30,665 | - | 85,826 | 85,826 |
| Share of governance costs (see note 10) | 5,536 | - | 5,536 | 5,356 | - | 5,356 |
| | 277,477 | 53,696 | 331,173 | 269,937 | 102,814 | 372,751 |

## 9 Grants payable

| | Restricted funds 2024 £ | Restricted funds 2023 £ |
|---|---|---|
| Research grants: | | |
| Other | 30,665 | 85,826 |

## 10 Support costs

| | 2024 £ | 2023 £ |
|---|---|---|
| Accountancy fees | 3,216 | 2,630 |
| Legal and professional fees | 2,320 | 2,726 |
| | 5,536 | 5,356 |
| Analysed between | | |
| Charitable activities | 5,536 | 5,356 |

## 11 Other

| | Unrestricted funds 2024 | Restricted funds 2024 | Total 2024 £ | Unrestricted funds 2023 | Restricted funds 2023 | Total 2023 £ |
|---|---|---|---|---|---|---|
| Merchandise | 959 | - | 959 | 3,739 | - | 3,739 |
| Bank charges | 192 | 60 | 252 | 527 | 56 | 583 |
| | 1,151 | 60 | 1,211 | 4,266 | 56 | 4,322 |

## 12 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, but trustees were reimbursed expenses relating to travelling totalling £721 (2023 - £528) and general operational expenses totalling £2,180 (2023 - £179).

## 13 Employees

The average monthly number of employees during the year was:

| | 2024 Number | 2023 Number |
|---|---|---|
| | 7 | 6 |

**13 Employees** **(Continued)**

| Employment costs | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Wages and salaries | 179,540 | 169,933 |
| Other pension costs | 15,771 | 14,530 |
| | 195,311 | 184,463 |

There were no employees whose annual remuneration was more than £60,000.

**14 Taxation**

The charity is a registered charity and therefore exempt from taxation.

**15 Stocks**

| | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Finished goods and goods for resale | 2,500 | 2,500 |

**16 Debtors**

| Amounts falling due within one year: | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Other debtors | 4,510 | 1,925 |
| Prepayments and accrued income | 32,534 | 18,944 |
| | 37,044 | 20,869 |

**17 Creditors: amounts falling due within one year**

| | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Other taxation and social security | 4,327 | 3,315 |
| Accruals and deferred income | 27,516 | 26,025 |
| | 31,843 | 29,340 |

**18 Retirement benefit schemes**

| Defined contribution schemes | 2024 | 2023 |
|---|---|---|
| | £ | £ |
| Charge to profit or loss in respect of defined contribution schemes | 15,771 | 14,530 |

**18 Retirement benefit schemes** **(Continued)**

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

Contributions totalling £1,489 (2023 - £1,163) were payable to the scheme at the end of the year and are included in creditors.

**19 Restricted funds**

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

| | At 1 April 2023 | Incoming resources | Resources expended | Transfers | At 31 March 2024 |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ |
| Research Funds | 9,922 | 952 | (9,669) | - | 1,205 |
| Bad School Pack | - | - | (469) | 469 | - |
| VCT Men | 3,569 | - | (1,761) | - | 1,808 |
| Alopecia Areata Research | 376,092 | 31,310 | (30,665) | - | 376,737 |
| Norwich Support Group | 500 | - | (60) | - | 440 |
| Northern Ireland Activities | 2,159 | - | (493) | - | 1,666 |
| Pfizer Socioecono | 6,003 | - | (4,107) | - | 1,896 |
| National Lottery Award – Children & YP Sessional Workers Project | 8,303 | - | (6,141) | - | 2,162 |
| Research Fund - Non-AA | - | 8,000 | (391) | - | 7,609 |
| | 406,548 | 40,262 | (53,756) | 469 | 393,523 |

| Previous year: | At 1 April 2022 | Incoming resources | Resources expended | Transfers | At 31 March 2023 |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ |
| Birmingham Adult's Group | 690 | - | (690) | - | - |
| Research Funds | 8,801 | 778 | 343 | - | 9,922 |
| Bad School Pack | 469 | - | (469) | - | - |
| VCT Men | 5,290 | - | (1,721) | - | 3,569 |
| Alopecia Areata Research | 460,745 | - | (84,653) | - | 376,092 |
| NHS Charter | 1,000 | - | (1,000) | - | - |
| Norwich Support Group | 500 | - | - | - | 500 |
| Northern Ireland Activities | 2,159 | - | - | - | 2,159 |
| Pfizer Socioecono | 19,466 | - | (13,463) | - | 6,003 |
| National Lottery Award – Children & YP Sessional Workers Project | - | 9,520 | (1,217) | - | 8,303 |
| | 499,120 | 10,298 | (102,870) | - | 406,548 |

## 20 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

| | At 1 April 2023 | Incoming resources | Resources expended | Transfers | At 31 March 2024 |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ |
| General funds | 339,855 | 243,541 | (285,353) | (469) | 297,574 |

| Previous year: | At 1 April 2022 | Incoming resources | Resources expended | Transfers | At 31 March 2023 |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ |
| General funds | 334,243 | 282,649 | (277,037) | - | 339,855 |

## 21 Analysis of net assets between funds

| | Unrestricted funds 2024 | Restricted funds 2024 | Total 2024 |
|---|---|---|---|
| | £ | £ | £ |
| **At 31 March 2024:** | | | |
| Current assets/(liabilities) | 297,574 | 393,523 | 691,097 |
| | 297,574 | 393,523 | 691,097 |

| | Unrestricted funds 2023 | Restricted funds 2023 | Total 2023 |
|---|---|---|---|
| | £ | £ | £ |
| **At 31 March 2023:** | | | |
| Current assets/(liabilities) | 339,855 | 406,548 | 746,403 |
| | 339,855 | 406,548 | 746,403 |

## 22 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

# Alopecia UK - Final Accounts for YE 31 March 2024

Final Audit Report 2024-12-13

| | |
|---|---|
| Created: | 2024-12-13 |
| By: | Jo-Anna Cubby (Jo-Anna.Cubby@armstrongwatson.co.uk) |
| Status: | Signed |
| Transaction ID: | CBJCHBCAABAAjIR2yOHCg1rVQCl4DWRW42hmT1Q7CoqM |

## "Alopecia UK - Final Accounts for YE 31 March 2024" History

Document created by Jo-Anna Cubby (Jo-Anna.Cubby@armstrongwatson.co.uk)
2024-12-13 - 09:59:46 GMT- IP address: 149.50.169.1

Document emailed to emma.hickinbotham@alopecia.org.uk for signature
2024-12-13 - 10:00:19 GMT

Email viewed by emma.hickinbotham@alopecia.org.uk
2024-12-13 - 10:44:54 GMT- IP address: 172.226.0.13

Signer emma.hickinbotham@alopecia.org.uk entered name at signing as Emma Hickinbotham
2024-12-13 - 10:45:23 GMT- IP address: 31.94.72.213

Document e-signed by Emma Hickinbotham (emma.hickinbotham@alopecia.org.uk)
Signature Date: 2024-12-13 - 10:45:25 GMT - Time Source: server- IP address: 31.94.72.213

Agreement completed.
2024-12-13 - 10:45:25 GMT

**ALOPECIA UK**

England & Wales - Charity number 1111304

# Accounts

Charity registration number 1111304 (England and Wales)

Charity registration number SCO44702 (Scotland)

# ALOPECIA UK

# ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2023

Gibbons

Chartered Accountants & Tax Advisers

SERVICE · SOLUTIONS · VALUE

# ALOPECIA UK

## LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|---|---|---|
| **Trustees** | Mr Simon Ray (Chair to 17/08/2023) | |
| | Mr Christopher Edwin Philipsborn (Chair from 17/08/2023) | (Appointed 17 August 2023) |
| | Miss Lucy Rogers (Treasurer) | |
| | Ms Ruth McPhearson | |
| | Ms Lynn Wilks | |
| | Ms Emma Hickinbotham | |
| | Ms Shalini Vaghela | |
| | Mr Damian Hamber | |
| | Mr Steve Lindsey | |
| | Ms Kimberly Brown | (Appointed 4 February 2023) |
| **Charity number (England and Wales)** | 1111304 | |
| **Charity number (Scotland)** | SCO44702 | |
| **Principal address** | 10-12 Commercial Street<br>Shipley<br>West Yorkshire<br>BD18 3SR | |
| **Independent examiner** | Gibbons<br>Chartered Accountants<br>Carleton House<br>136 Gray Street<br>Workington<br>Cumbria<br>CA14 2LU | |

# ALOPECIA UK

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# ALOPECIA UK

## CHAIR'S STATEMENT

## *FOR THE YEAR ENDED 31 MARCH 2023*

I am pleased to present the charity's Report and Accounts for the financial year ending 31 March 2023, my first as Chair of Trustees, having joined the Board in August 2023.

The financial climate remained uncertain during this period, as the cost-of-living crisis continued to challenge many in our community.

Given the continued challenges, revenue decreased from £305,325 last year to £292,947 this year on a like-for-like basis (prior year figure being total revenue of £358,345 less the exceptional restricted legacy donation received in that year of £53,020). More positively, our unrestricted income was £282,649, up from £248,020 compared to the previous year which is testament to our loyal volunteers and supporters.

As well as my own appointment to the Trustee Board, Alopecia UK welcomed Kimberly Brown as a new trustee in February 2023. I am pleased to have such skilled and knowledgeable colleagues on the Board.

When I joined, I was impressed to see how impactful the charity was with such a small staff team. The number of people attending events and support groups is inspiring at over 1,400. When I consider the 19,500 strong Facebook membership alongside the quality of the website, the social media and newsletter reach I can clearly see how this blend of activities provides direct support to many people affected by alopecia alongside generating awareness in the locations they take place.

Despite being small, Alopecia UK has long-term thinking at its core. The funding of the first ever PhD Bursary aims to directly answer one of the top ten priorities from the Hair Loss Priority Setting Partnership work in 2013 "Can progression of alopecia areata be prevented by early diagnosis and treatment?".

This bodes well as we sit on the precipice of the massive change and potential that the new innovative JAK Inhibitor treatments promise to bring to the hair loss sector. I can see why increasing the charity's presence as an expert patient advocate is going to be increasingly important in the coming years.

The Alopecia UK staff team have continued to work with focus and passion on the charity's aims of Support, Awareness and Research. I am proud of the way they have managed the day-to-day running of the charity in the current financial climate, and I look forward to supporting in the years to come.

Mr Christopher Edwin Philipsborn (Chair from 17/08/2023)
**Chair of Trustees**

Date: 15 December 2023

# ALOPECIA UK

## TRUSTEES' REPORT

## *FOR THE YEAR ENDED 31 MARCH 2023*

The Trustees of Alopecia UK present their report and the financial statements for the year ended 31 March 2023. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005 in preparing the annual report and financial statements of the charity.

Reference and administrative information about Alopecia UK (Charity registration number, names of Trustees, *etc.*) is set out in the preface to this report.

The Trustees have complied with the duty in Section 7 of the Charities Act 2011, giving due regard to public benefit guidance published by the Commission.

**About Us**

Alopecia UK (AUK) was started in 2004. Official charitable status was granted in September 2005.

The charity continues to develop, and we continue to progress our aims of Support, Awareness and Research with the overall mission statement of 'working to improve the lives of those affected by alopecia'.

**Our aims**

- **Support** - We will provide impartial information, advice, and support to help people feel less isolated
- **Awareness** - We will raise awareness to the general public and healthcare professionals about alopecia and its psychological impact
- **Research** - We will provide hope and confidence to people with alopecia by funding research into its causes, with the aim of finding treatments, and ultimately, a cure.

**Our values**

- To be open, honest and act with integrity
- To work productively in partnership with others
- To be passionate and motivated to make a change
- To appreciate the skills, expertise and commitment of our Staff, Trustees and Volunteers, many of whom have personal experience of alopecia.

**Governing Document**

The Trust is an unincorporated trust, constituted under a Declaration of Trust dated 09 Apr 2005, as amended by Deed, dated 21 Aug 2005, and is registered Charity Number 1111304, and Scottish registered charity SC044702.

**Trustees**

S Ray (Chair to 17/08/2023), C Philipsborn (Chair from 17/08/2023), R McPherson, L Rogers (Treasurer), L Wilks, S Vaghela, E Hickinbotham, D Hamber, S Lindsey, K Brown (appointed February 2023)

Trustees are appointed by the Trustees, following the consideration of applications received from individuals. The charity tries to ensure our Trustees have a varied background, each bringing a different skill to the board. All Trustees are DBS checked. Before appointing a new trustee, the board obtains a declaration that they are not disqualified, searches the register of removed trustees, and checks the insolvency register. Once appointed, Trustees receive a Code of Conduct document and are given information on their roles and responsibilities.

**Oversight**
The Trustee Board and Lead Managers held Trustee Meetings in May 2022, August 2022, November 2022 and February 2023. The May and November meetings were held face-to-face, with the August and February meetings held digitally over Microsoft Teams. All Trustees could see and hear each other during all meetings. In between meetings, individuals communicated mainly via email and telephone calls.

During the accounting period, all Trustees had input into the direction and decisions of the charity with some of them involved in the delivery. Charity activities were reviewed in quarterly Trustee meetings to ensure we continue to fulfil our mission, to improve the lives of those affected by alopecia.

Trustees have considered the major risks to which the charity may be exposed; have reviewed them and approved systems and procedures to manage appropriately. Meetings are minuted and include governance responsibilities, alongside operational content.

**Staff**
There were several staff changes during this period. Three staff members left during the period, and two new staff members were welcomed. The staff changes reduced the core staff from 7 to 6 during this period. Team member role profiles were reviewed and agreed. One of the staff departures was the planned departure of Jen Chambers who left in May 2022 after being involved with Alopecia UK as either volunteer or staff member since 2012.

**Volunteers**
We were supported by 96 volunteers during the financial year, including Event Volunteers, Support Group Leaders, Facebook Group Moderators and Lay Research Panel. Volunteers are given general training, safeguarding deep dives and DBS checks as appropriate to their role. Support Group Leaders and Facebook Moderators are also offered quarterly supervision to debrief on any concerns and to receive support from their peers. We are very grateful for the time and commitment of our volunteers who allow us to deliver much of the work we do. Alongside bringing their passion and skills, they make a valuable contribution to the Charity by helping us reduce the costs of delivering our aims. Our volunteers are strong advocates of our work and make a difference to the lives of people affected by alopecia.

**Charitable Activities**

**Support**
Primary activities: Education and peer experiences via our website and newsletters, online peer support via our Facebook groups, face-to-face peer support group meetings (in person and online), national events, one-to-one support (calls and emails).

Supported by: Volunteer management, the impact of our Awareness and Research Aims work to those people who meet and treat people with alopecia with a more educated understanding.

Key achievements

Education and peer experiences via our website and newsletters
We aim for our website to be packed full of relevant information for people at all stages of their alopecia journey. To do this the website is a continuous work in progress. We add new pages, blogs, and news items year-round. Of note in this period is the introduction of a Men's Resources section, with specialised resources for men. This followed research which showed that men required resources specifically focused on the male experience of hair loss.

During this period, we also redesigned the layout of our Blogs section of the website, making it easier to navigate and bringing greater visibility to the peer experience stories shared on our website. During this period, we also moved the Children & Young People and Research sections of our website to be 'subsites'. This allows us to have a greater amount of content within these areas and improves the user experience for those interested in these two areas.

Our newsletter mailing list has increased to from 2,866 recipients to 3,423 at the end of the financial period. 64 businesses paid to be listed on our Service Directory for the 2022/23 period. As well as providing information about products and services helpful to those with alopecia, the Service Directory contributes to our charitable income. Thank you to all the companies who pay to be listed on our Service Directory.

### Online peer support via our Facebook groups

We facilitate 4 private and volunteer-moderated Facebook Groups, enabling peer support and peer-education (our main Alopecia UK group, Products and Services Chat Group, Men's Chat and Parents Chat). Our Facebook Groups continue to be a popular way for people to connect with others with Alopecia UK. We had 13% more members compared to year-end 2022, with a total membership of 19,514 across all 4 groups.

### Face-to-face peer support group meetings (in person and online)

During this period, we saw the continued return of our face-to-face peer support groups. Our adult groups welcomed 460 attendees to 67 meetings in 18 towns and cities. Our children's & teens groups welcomed 79 attendees to 7 meetings in 5 towns and cities. Alongside this we ran 26 online support groups for adults, teens, children and parents with 201 attendees.

At these meetings people can meet others with hair loss and share experiences, knowledge, advice, and information thereby increasing feelings of support and reducing feelings of isolation.

In June 2022, we received a National Lottery Award to reinvigorate our face-to-face support for children and teens. The money received will allow us to pay sessional workers to support delivery of activity sessions for young people. We hosted the first sessional worker meet-ups in November 2022, with science parties in London and Manchester, welcoming 17 families. This project is planned to roll into the next financial year.

### Youth Voice Board

Our Youth Voice Board (YVB) held 11 meetings during the period. Recruitment videos were created by the YVB to encourage new people to sign up, leading to 11 new members (8 of whom are still involved). The YVB focused on raising awareness via their Instagram page and created 24 unique posts during this period, supported by visible difference campaigner Laura Mathias who ran workshops on raising awareness and sharing your alopecia story. The YVB also contributed to feedback sessions where members shared their thoughts and improvement suggestions for Alopecia UK's online resources. In addition, the YVB pulled together creative ideas for their first in-person presentation at Alton Towers in April 2023.

### National events

In April 2022, we hosted our 7th trip to the Alton Towers theme park. We welcomed our biggest group to date, 332 people, to the theme park for a day of awareness, support and fun. 100% of those who provided feedback rated the event as good or great. We received lots of incredible feedback but perhaps none more powerful than this:

*"I saw a genuine smile from my son which I hadn't seen in the two years since he lost his hair. It was wonderful."*

We were delighted to host our Kingswood residential weekend event for children aged 7-15 for the second time in August 2022. We welcomed 113 attendees from 28 families and received positive feedback.

In March 2023, we brought our Big Weekend event to Birmingham, more than 2 years after our last Big Weekend in Bristol in 2019. The total number of attendees to join us at the event was 176. However, on our Saturday conference, we brought together nearer to 270 people when including all our exhibitors, speakers, session facilitators and event team. For 98 people who joined us, it was their first time at an Alopecia UK event. 100% of attendees who provided us with feedback told us that they would recommend the event to others. This feedback quote stands out as a reminder that some of those who benefit from our events are people who have lived with alopecia for a long time:

*"32 + years with alopecia it was good to be at an event with people with the same condition who understood and shared stories. The talks were informative, the demonstrations helpful and the Exhibitors so friendly, understanding and helpful."*

### One-to-one support (calls and emails)

Approximately 85% of our support contacts were from first-time callers. Queries range from questions about wig provision, lack of understanding from GPs or family members, how to help children with alopecia and questions about treatments and prognosis. During this period, we started to see an increase in questions about the availability of JAK inhibitor drugs and people seeking help with where to go for a diagnosis and/or treatment in the face of long dermatology waiting times.

We also respond to support requests from direct social media messages, we do not track these at the current time.

We operate a signposting service to other charities that offer professional one-to-one support as a core part of their provision.

**Awareness**

Primary activities with the general public: Website content, social media presence, media, newsletter, ambassador partnerships, September alopecia awareness month, merchandise sales.

Primary activities as experts: Networking and attendance at conferences, patient advocacy with healthcare bodies and related organisations, provision of resources and expertise (externally and on our website).

**Key achievements**

Website and social media presence

Our reach is important for raising awareness and normalising alopecia with the public. For many, our website is the first source of education. During this period 202,339 website users viewed 478,289 webpages in 254,236 sessions.

We continue to facilitate active and engaging social media platforms, with regular content going out to provide support and awareness to over 38,000 followers across all platform, reaching 1.5million accounts during the period.

Media

We have continued to support coverage of alopecia in the press and for TV pieces by finding case studies for journalists and provided charity quotes when requested.

Ambassadors

Thank you to Joanna Rowsell MBE, Joelle, and John Altman for their ongoing support of Alopecia UK. We were also delighted to welcome three new ambassadors to the charity during this period; cricketer Fateh Singh, footballer Will Smallbone and comedian Zoe Lyons.

Supporting others as they raise awareness

We are grateful to have awarded a third Hannah Dennis Alopecia Awareness Award to Delena, who raised awareness by writing a book, speaking on TV and podcasts and holding a 'School's Out Summer Party' to raise funds for Alopecia UK. Well done, Delena!

We awarded our second Alopecia Awareness Fund (AAF) to Sam in May 2022. Our funds helped Sam to add live music to his alopecia-related theatre piece (which has since gone on to feature at the Edinburgh Fringe). The AAF was a pilot scheme which we have subsequently stopped due to a lack of engagement from our community.

September - Alopecia Awareness Month – Charity Champions

For our third year, we recruited 'Charity Champions' to raise awareness during Alopecia Awareness Month (September) and raise funds for Alopecia UK. 48 people signed up to be Charity Champions, of which 24 went on to raise funds for Alopecia UK.

We attribute £18,080 to our September Charity Champions, a meaningful percentage of our annual income, but a big drop on the previous September (£43,587). Of the 24 Charity Champions who raised funds, 12 were people who were raising awareness and funds for the first time and 12 were people who had previously supported us. We had over nearly 500 people visit our website to donate in September.

We created a social media campaign for the month with the hashtag #AlopeciaMyWay, sharing images and words from 36 men, women and children in the alopecia community. We had 14 new blogs on our website and also 15 information graphics/videos on our socials.

Networking, conferences and speaking

Alongside the research memberships outlined later in this report, we maintain positive relationships and, where available, have memberships with NCVO (The National Council for Voluntary Organisations), The VTCT Foundation, British Association of Dermatologists (BAD), The Dermatology Council for England (DCE), British Dermatological Nursing Group (BDNG), British Hair and Nail Society (BHNS), Centre for Appearance Research (CAR), Primary Care Dermatology Society (PCDS), College of Trichological Science and Practice (CTSP) and this year developed our relationship with Psychodermatology UK and The National Institute for Health and Care Excellence (NICE).

We were excited to attend the British Association of Dermatologists' conference in Glasgow in July, their first face to face meeting since the Covid-19 pandemic. We exhibited at the First Barcelona Meeting for the hair research community in September, which presented a good opportunity to hear about the progress of innovative research in person. We also exhibited at the annual Trendco Fashion Show and National Sales Conference.

The team continues to respond to opportunities to speak and run workshops, and in this period we delivered to;

- The Appearance Collective members of the VTCT Foundation; Men's experiences of alopecia areata: A qualitative study
- A Pfizer led symposium; Sue's personal alopecia story
- An EADV webcast on Hair and Nail Disorders; Patient experience of living with alopecia
- The British Association of Hair Restoration Surgeons: How Alopecia UK can support people with hair loss.
- Southampton University: Skin Health and Mental Wellbeing Academic Workshop

Patient advocacy with healthcare bodies and related organisations,

During the financial year, we have represented the patient voice at several forums with the above groups. Notably, we have continued our meetings with NICE and pharmaceutical companies ahead of upcoming appraisals for new licenced treatments in 2023/24. We continued to contribute to the BAD's project to refresh clinical guidelines for the treatment of alopecia areata (due to be published in 2023/24). This has also led to invitations for us to provide consultancy input on external projects, which has generated a small amount of professional services income.

Provision of resources and expertise (externally and on our website),

In June 2022, we were proud to publish the Charter for Best Practice for NHS Wig Provision. We were supported by a number of professional bodies to produce the Charter, which we hope will lead to fairer access to wigs. The Charter was included with a supporting article in the Autumn 2022 PCDS Bulletin.

We produced a Level 5 module for CTSP, 'The Psychology of Hair Loss'. The aim is that this will also generate a small amount of income for the charity by way of a small fee per learner. The module will launch in 2023/24.

Alopecia UK developed an alopecia eLearning course hosted on the Royal College of GPs' (RCGP) eLearning Management System (LMS), and since its launch in May 2019 1,126 GPs have completed the module (38% increase this period). We are continuing to consider how to best engage health care professionals. This is increasingly important given the new emerging treatments for alopecia areata.

Merchandise

Charity merchandise is a great way to build awareness. Selling merchandise serves three purposes. To create a long-lasting positive impression with fundraisers and their donors, to raise awareness of Alopecia UK with the public, and to generate a small amount of income to support the work of the charity. This year we had a merchandise income of £2,524.

**Research**

Primary activities: Research Pots Grant Scheme, run an advisory expert Research Committee and Lay Research Panel, network and build relationships to drive researchers towards alopecia, communicate our impact, supporting researchers, attend research relevant forums to stay abreast on trends.

Secondary activity: Collaborate or lead on commissioned research

Alopecia UK became involved in research via the Hair Loss Priority Setting Partnership (PSP) in 2013. We have funded a variety of projects, from psychology to basic science. Every project is approved by our Research Committee and our Lay Research Panel of people affected by alopecia, to make sure we are supporting research of the highest scientific quality and relevance to patients.

Since our merger with AAR-UK in 2017, up to March 2023, we have awarded a total of 14 Research Pots grants. In addition, we took over one project (the Glasgow Alopecia Areata Biobank) funded by AAR-UK. This grant is now completed but the Biobank continues to operate with further funding from other sources. From the projects directly funded by AUK, 3 were completed. Some of the other projects that were funded in previous years experienced delays due to COVID and staffing issues. One project is to start in October 2023 and 10 projects were ongoing.

*Prof. Andrew Messenger, Semi-retired Consultant Dermatologist, leader in field of research in hair biology and disorders of hair growth with over 218 research works and 10,000 citations, said; "In the last few years Alopecia UK has played an increasingly important role in supporting research into hair disease. As well as providing grants in what has been a branch of medicine where research funding has been scarce, they have played key roles in identifying research priorities in hair disease, in providing input into the design and running of research projects and in recruitment into clinical trials. These activities have led to the development of a close relationship between the charity and the research and clinical communities which, as a member of the latter group, I have found of great value."*

### Research Pots Grant Scheme

In 2022/23, Alopecia UK awarded Research Pots funding (up to £30,000 per project) to three new projects (success rate 43%. The following projects were funded in 2022/23:

- Determining the key components of psychological support to facilitate adjustment in individuals with alopecia areata. Dr Fabio Zucchelli. Award £29,975.00.
- Immunometabolism in alopecia areata. Dr Talveen Purba. £28,932.00.
- Global Registry of Alopecia Areata disease Severity and treatment Safety (GRASS) UK. Dr Matthew Harries. £25,746.00.

All three awards were granted from the legacy funds restricted for alopecia areata research.

We continue to track our existing grant holders to ensure they are making progress, and whilst some are experiencing delays, we understand the rationale and remain supportive of their work.

### PhD Bursary

In 2022/23, Alopecia UK awarded its first ever PhD bursary. One high-quality application was received and underwent a peer review process identical to that of our Research Pots. The research award Terms and Conditions were updated for this award. A total of £107,470.00 will be awarded over a **three-and-a-half-year** period to a team led by Dr Matthew Harries at the University of Manchester and the Northern Care Alliance NHS Foundation Trust, for a project titled: 'The Alopecia Areata Rapid Access Clinic: Can early access improve outcomes in patients with recent-onset AA?'

The contract for this bursary was signed in January 2023, and the project is set to start in October 2023. The first of four annual payments will consist of £29,672 to cover the PhD student's stipend, tuition fees, and project consumables, and will be made in Autumn 2023.

### Supporting Researchers

We have also continued to support researchers who get in touch looking for help with their research and supported 15 projects across the year. This included Patient and Public Involvement, which saw Lay Research Panel volunteers provide lay review of documentation and being involved in study advisory groups; we also supported recruitment of participants to research studies, including surveys, interviews and randomised controlled trials. The type of people getting in touch were Masters and PhD students, Research Fellows, dermatologists, psychologists, and a research agency.

During this financial year we noticed an increase in projects funded by pharmaceutical companies, as they are building their evidence to persuade the NHS to pay for people with alopecia to have JAK inhibitor drugs.

Network and build relationships to drive researchers towards alopecia

We continue to link in with any Research Networks and opportunities where possible. This involves membership of the Association of Medical Research Charities (AMRC), AMRC Pharma Working Group, Charities Research Involvement Group (CRIG), European Hair Research Society (EHRS), and International Alliance of Dermatology Patient Organisations (IADPO), and associate membership of the Connect Immune Research (CIR) consortium. We also try to link with other alopecia charities worldwide when possible. We are a National Institute for Health Research (NIHR) non-commercial Partner. We continued to take part in the development of the Global Registry of Alopecia Areata Severity and treatment Safety (GRASS).

We were delighted to attend the first ever Barcelona Hair Meeting in September 2022. The two-day conference included 60 speakers and nearly 500 professionals from 51 countries, presenting information on research and treatments for alopecia areata, androgenetic alopecia and scarring alopecia's.

Commissioned Research

*Men's Experiences:* Following our work in partnership with Centre of Appearance Research, our study "Men's experiences of alopecia areata: A qualitative study" was published in August 2022.

*Socioeconomic impact of alopecia areata: We continued our work on this project, funded by Pfizer, and had a fabulous response from the community with 829 survey completions, one of the biggest response rates for such a survey. The study will be published in an academic journal in 2023/24.*

Our Research Aim continues to be guided by our Research Committee.

**Equality, diversity and inclusion**

We are committed to eliminating discrimination and encouraging diversity and inclusion within our organisation, and ensuring we help create a fairer and more inclusive community for those affected by alopecia. Achieving fair treatment, opportunity, and access to services and research for all, particularly for those who are from diverse backgrounds, or different circumstances can be difficult, but not impossible. We want to improve our culture of inclusivity in the way we support our communities regardless of age, gender, marital status, race, ethnic group, skin colour, religion, sexual orientation, geographical location, digital access, or any other factor.

We recognise this is just the start and that there is much more to do.

**Plans and priorities**

We are in a critical moment of alopecia care. For the first time, an innovative JAK inhibitor, Baricitinib, has been licensed to treat alopecia areata - an unprecedented development which could have life-changing consequences for some of the thousands of people diagnosed each year. With the support of skilled volunteers Alopecia UK has been advocating with NICE for routine commissioning on the NHS. But today only those who can afford private care can safely access this treatment.

This health inequality is nothing new; historic treatment pathways for alopecia on the NHS have been inconsistent and uneven. Only 1 in 4 patients receive a referral to a dermatologist, with increasing numbers of NHS Trusts no longer accepting referrals from alopecia patients. The main support offered is a wig, yet provision depends on which Trust a patient falls under, with access frequently determined by a postcode lottery. What is more, in a post-covid context with increasing financial pressures, many Trusts are slashing budgets for wigs as alopecia is de-prioritised amongst healthcare practitioners. While wigs are offered on prescription to all cancer patients as a prosthetic treatment, this provision does not exist for all people with alopecia, whose hair loss is lifelong.

In the coming years we expect to see more of our community accessing JAK inhibitors. But it is not a cure-all; the rate of success is only 40-50% and relapse is possible if a patient stops treatment.

Alopecia UK's support model is crucial; we need to be where patients are, running in-person support groups to catch people at a time of distress, creating community, offering emotional support, and building resilience. This support is even more vital for those who cannot access treatment, who are already feeling more marginalised.

And outside of baricitinib we know there are trails for other drugs, not just for alopecia areata. And while patients wait for treatment to become available, Alopecia UK needs to be on the ground to help. We need to respond to our community's request for face to face, peer-support, in the areas where they live, in the moment when they need it, and not according to the current NHS timelines.
Alopecia UK is fighting for fair and equal treatment pathways which do not depend on socioeconomic status. We are championing the patient voice at committees and decision-making tables, amplifying the message that alopecia is life-limiting with serious psychological impact and patients need access to treatment.

So a priority for the next few years is to continue our advocacy work. We must take advantage of the focus that the pharmaceutical sector has in alopecia areata at the moment and learn a new role, not just as a patient support group, but as a skilled and technical voice at the most influential tables. For our work at NICE and SMC, and in advance of any funding, we will rely on the expert volunteers, as preparing and representing the patient voice with the national appraisal bodies is highly technical. We risk volunteer fatigue and loss with this interim strategy, but strongly believe that Alopecia UK must represent the patient voice at this pivotal time.

We must also ensure our support model is maintained and robust enough to catch those most in need. And, to do this we must develop a diverse funding strategy, because we will need more core staff if we want to meet the demands of our community. This is an especially tough ask in the current economic landscape of the cost-of-living crisis.

**Financial Review**

The annual income generated by the Charity is to be applied for charitable purposes in accordance with the Trust's objective. Year on year the trustees intend to make a significant distribution of available income, subject to making adequate reserves for known and potential liabilities and commitments, where applicable. Any amounts not so distributed are accumulated in the unrestricted fund.

**Income highlights**

Our income during the year was £292,947, 3.5% (£10,298) of this was assigned as restricted and was largely made up of a National Lottery Award of £9,520.

Our unrestricted income was £282,649, up from £248,020 compared to the previous year that ended March 2022.

**Donations**

Our unrestricted donations increased by 59% to £82,625. During this period we received corporate membership donations in the form of £20,000 from Lilly, £4,100 from Concert Pharmaceuticals, and a one off donation of £2,000 from CCAM Asia.

We received donations from one individual who prefers to remain anonymous totalling £8,317 we thank them for their donation. Thanks also goes to Richard Paton for his donation of £5,250 and Phil Jones for forgoing a £1,500 speaking fee resulting in a donation of the same amount to Alopecia UK.

Thanks to the continued support of Lyndsey Brack of Diamond North East Wig Bank. We received donations totalling £2,200 from Lyndsey's wig bank during this period.

We are grateful to ShareGift and the PTL Foundation for their awards, which totalled £3,000.

**Charitable activities**

Our professional services income of £4,100 was gained through supporting the recruitment of patients for several studies, and in the provision of educational modules and talks.

Fundraising decreased by 18% to £108,263. We believe the drop is due to the combined factors of people prioritising activities they have missed out on during the pandemic over fundraising, such as holidays and re-scheduled events, along with the cost-of-living crisis meaning many feel uncomfortable asking others for financial support. Our events income increased by £42,395, due to the return of our popular Big Weekend event in March 2023 and our Alton Towers event in April 2022 attracting record numbers.

Our income is largely driven by individual givers and our Alopecia Awareness Month appeal in September is an important contributor, this year we attribute £18,080 to that campaign.

We are grateful to those people who can support us with regular giving, with 125 individuals donating a total of £1,104 a month as at the end of this financial period. Regular donations are an important income source for the charity and we would like to increase our regular supporters.

While we have reported increases in our unrestricted income for the year, we are very conscious of the various pressures in the economy at present and the impact that this has on the public's ability and appetite to support charities. Our reserve policy provides some comfort in respect of meeting our ongoing obligations however we hope that our loyal supporters continue to support us. We also hope that our impact will attract new advocates for the charity.

**Use of funds**

Our expenditure during the year was £379,907, 27% (£102,870) of this was assigned as restricted, details are shown in section 19 of the financial accounts. As a service organisation, staff salaries are our biggest expenditure. Following a salary benchmarking exercise we provided four staff members salary increases from 1st Jan 2022.

Technology, office costs and insurances were as expected year-on-year, except for a small amount of expenditure on replacing aged equipment and on providing equipment for our new joiner, Sue. Our governance costs are minimal.

As well as using our charitable funds to deliver the activities described within these accounts, we have also used funds for:

- Generating voluntary income by pre-purchasing places for the 2022 Great North Run and for paying for those who Skydive for as a fundraiser. Combined these places cost £1,440.
- Maintaining a presence on the main fundraising platforms (like JustGiving) cost us £1,876 this year.
- Working with a fundraising consultancy (£5,220) to improve our case for support for fundraising bids.
- Setting up our Kingswood event, £10,693.

**Looking forward to 2023/24.**

As we look to the next financial year the ongoing cost of living pressure coupled with charity-sector wide recruitment challenges poses a considerable worry for many in the sector, and for Alopecia UK. We are watching inflation and the cost-of-living increase with concern; we expect that our suppliers will increase some of their costs this year. Alongside, and because of the squeeze on an individual's disposable income, we anticipate a drop in individual giving this year. This will likely create a bigger draw on our reserves than we have seen in previous years.

Our success at events and in our adult Support activities relies heavily on our engaged and committed volunteers, so we will continue to invest in onboarding and training. The costs of running a support group (e.g. room hire, refreshments, provision of Alopecia UK literature) are relatively linear to the number of groups we have running at any one time. The stability of our volunteer network depends on having a skilled volunteer manager, and whilst we do not predict this role will grow in the next financial year, we are looking at it for future years.

We plan to deliver our regular Support and Awareness events including Kingswood and Alton Towers, the latter event includes a mini campaign to fund some aspects of the event to reduce costs. We will be initiating work for our next Big Weekend, scheduled for autumn 2025. We will continue the rollout of the National Lottery Funded Awards for All programme to provide support events for children in various locations in England, and we hope to replicate this at least once in Northern Ireland and Scotland out of our unrestricted funds in the next financial year. Following feedback from our community to run more activities in the places that they are, we are also planning two adult social events, one in England and one in Scotland. We try to run our events so that income and expenses balance as close to zero as possible, the true cost to the charity is a significant percentage of our core staff salary, and core resources like our website and sundry organisational costs.

We expect our income from our Service Directory to be maintained at this year's levels, and that merchandise may drop a little as this is so closely tied to our organised events, and this is not a "Big Weekend" year. We will purchase places for the Great North Run again and ask our community to fundraise for us via these.

We have budgeted to award £60,000 of research grants on alopecia areata from our restricted funds and a further £10,000 on other types of alopecia from our unrestricted reserves. We look forward to representing the patient voice at various clinical and research settings and conferences. We expect our travel costs to increase because of this. We are especially involved with European Hair Research Society 2023 Congress, in Sheffield as exhibitors and speakers.

We have budgeted for a small increase in headcount to bolster our foundations which will increase capacity in our communications activities directly supporting all our Aims. We have budgeted for staff costs of £215,000 compared to £184,563 this year. We also plan to invest in new laptops for some staff as their current ones are no longer fit for purpose, and with more staff we have budgeted to spend an extra £5,200 on IT in the next period.

And, despite having strong reserves to allow us to continue as is, we will need to fundraise if we wish to grow the team significantly, to bring in specific skills to support our advocacy work and to respond to the changing landscape outlined earlier in this report.

The competitive labour market means that even with funding finding suitable candidates is hard, as we discovered when trying to hire into the team this year. It is an applicant's market, and this means that charities, including Alopecia UK, will need adapt to maintain a competitive position as an employer of choice. For this reason, alongside inflationary pressures, we expect that staff benefits and salaries will need to rise again in the next financial year.

### Reserve Policy

Our policy is that unrestricted funds should be maintained at a level equivalent to 12 months running costs. The Trustees consider that this level will ensure that in the event of a material drop in funding they will be able to continue the charity's activities while looking at other ways to raise funds.

As a result, the Trustees have implemented a prudent accounting method to establish an annualised budget, on a rolling basis, to quantify the costs of meeting the charity's needs for the forthcoming 12 months.

Whilst reserves are at healthy levels, it is expected that the financial crisis will continue to have an impact on income in the year ahead as people's spending habits adjust. Given our reliance on individual giving the Charity needs a strategy for more diverse and long-term income streams. This will improve our ability to forecast spending.

The trustees' report was approved by the Board of Trustees.

**Mr Christopher Edwin Philipsborn (Chair from 17/08/2023)**
Trustee
Dated: 15 December 2023

# ALOPECIA UK

## INDEPENDENT EXAMINER'S REPORT

## TO THE TRUSTEES OF ALOPECIA UK

I report to the trustees on my examination of the financial statements of Alopecia UK (the charity) for the year ended 31 March 2023.

**Responsibilities and basis of report**

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 (the 2011 Act). You are satisfied that your charity is not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the charity's financial statements carried out under section 44 (1) ( c) of the 2005 Act and section 145 of the 2011 Act. In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent examiner's statement**

Since the charity has prepared its accounts on an accruals basis and is also registered in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 44 (1) (a) of the 2005 Act and Regulation 4 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and section 130 of the 2011 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

## INDEPENDENT EXAMINER'S REPORT (CONTINUED)

## TO THE TRUSTEES OF ALOPECIA UK

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Tony Hindmoor FCA
Gibbons
Chartered Accountants
Carleton House
136 Gray Street
Workington
Cumbria
CA14 2LU

Dated: 15 December 2023

# ALOPECIA UK

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

### *FOR THE YEAR ENDED 31 MARCH 2023*

**Current financial year**

| | Notes | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ | Total 2022 £ |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and legacies | 3 | 102,621 | 120 | 102,741 | 126,570 |
| Charitable activities | 4 | 158,109 | 9,520 | 167,629 | 196,021 |
| Other trading activities | 5 | 21,186 | - | 21,186 | 35,612 |
| Investments | 6 | 733 | 658 | 1,391 | 142 |
| **Total income** | | 282,649 | 10,298 | 292,947 | 358,345 |
| **Expenditure on:** | | | | | |
| Raising funds | 7 | 2,834 | - | 2,834 | 8,536 |
| Charitable activities | 8 | 269,937 | 102,814 | 372,751 | 292,320 |
| Other | 13 | 4,266 | 56 | 4,322 | 1,917 |
| **Total resources expended** | | 277,037 | 102,870 | 379,907 | 302,773 |
| **Net income/(expenditure) for the year/ Net movement in funds** | | 5,612 | (92,572) | (86,960) | 55,572 |
| Fund balances at 1 April 2022 | | 334,243 | 499,120 | 833,363 | 777,791 |
| **Fund balances at 31 March 2023** | | 339,855 | 406,548 | 746,403 | 833,363 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

# ALOPECIA UK

## STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

### *FOR THE YEAR ENDED 31 MARCH 2023*

**Prior financial year**

| | Notes | Unrestricted funds 2022 £ | Restricted funds 2022 £ | Total 2022 £ |
|---|---|---|---|---|
| **Income from:** | | | | |
| Donations and legacies | 3 | 73,430 | 53,140 | 126,570 |
| Charitable activities | 4 | 138,836 | 57,185 | 196,021 |
| Other trading activities | 5 | 35,612 | - | 35,612 |
| Investments | 6 | 142 | - | 142 |
| **Total income** | | 248,020 | 110,325 | 358,345 |
| **Expenditure on:** | | | | |
| Raising funds | 7 | 8,536 | - | 8,536 |
| Charitable activities | 8 | 174,303 | 118,017 | 292,320 |
| Other | 13 | 1,796 | 121 | 1,917 |
| **Total resources expended** | | 184,635 | 118,138 | 302,773 |
| **Net income/(expenditure) for the year/ Net movement in funds** | | 63,385 | (7,813) | 55,572 |
| Fund balances at 1 April 2021 | | 270,858 | 506,933 | 777,791 |
| **Fund balances at 31 March 2022** | | 334,243 | 499,120 | 833,363 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

# ALOPECIA UK

## BALANCE SHEET

### *AS AT 31 MARCH 2023*

| | Notes | 2023 £ | £ | 2022 £ | £ |
|---|---|---|---|---|---|
| **Current assets** | | | | | |
| Stocks | **15** | 2,500 | | - | |
| Debtors | **16** | 20,869 | | 48,364 | |
| Cash at bank and in hand | | 752,374 | | 806,591 | |
| | | 775,743 | | 854,955 | |
| **Creditors: amounts falling due within one year** | **17** | (29,340) | | (21,592) | |
| Net current assets | | | 746,403 | | 833,363 |
| **Income funds** | | | | | |
| Restricted funds | **19** | | 406,548 | | 499,120 |
| Unrestricted funds | | | 339,855 | | 334,243 |
| | | | 746,403 | | 833,363 |

The financial statements were approved by the Trustees on 15 December 2023

Mr Christopher Edwin Philipsborn (Chair from 17/08/2023)
**Trustee**

## 1 Accounting policies

### Charity information

Alopecia UK is a an unincorporated charity registered in England, Wales and Scotland. The principal address is 10-12 Commercial Street, Shipley, West Yorkshire, BD18 3SR.

### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

**1 Accounting policies** **(Continued)**

**1.4 Income**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Interest is recognised on a receivable basis.

**1.5 Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Fundraising costs are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

The Charity is very fortunate in receiving substantial amounts of voluntary unpaid help however this cannot be quantified and is therefore not included in the financial statements.

**1.6 Stocks**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell.

**1.7 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts.

**1.8 Financial instruments**

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**1 Accounting policies** **(Continued)**

***Basic financial assets***

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

***Basic financial liabilities***

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

***Derecognition of financial liabilities***

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

**1.9 Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**1.10 Employee benefits**

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

**1.11 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

## 2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The trustees do not believe there are any significant areas of estimation or judgement which should be brought to the reader's attention.

## 3 Donations and legacies

| | **Unrestricted funds** | **Restricted funds** | **Total** | Unrestricted funds | Restricted funds | Total |
|---|---|---|---|---|---|---|
| | **2023** | **2023** | **2023** | 2022 | 2022 | 2022 |
| | **£** | **£** | **£** | £ | £ | £ |
| Appeals and donations | 82,625 | 120 | 82,745 | 51,918 | 120 | 52,038 |
| Legacies receivable | - | - | - | - | 53,020 | 53,020 |
| Gift aid reclaimed | 19,996 | - | 19,996 | 21,512 | - | 21,512 |
| | 102,621 | 120 | 102,741 | 73,430 | 53,140 | 126,570 |

## 4 Charitable activities

| | **Unrestricted funds** | **Restricted funds** | **Total 2023** | **Unrestricted funds** | **Restricted funds** | **Total 2022** |
|---|---|---|---|---|---|---|
| | **2023** | **2023** | | **2022** | **2022** | |
| | **£** | **£** | **£** | **£** | **£** | **£** |
| Events | 49,846 | - | 49,846 | 7,451 | - | 7,451 |
| Fundraising | 108,263 | - | 108,263 | 131,385 | 2,159 | 133,544 |
| Trusts and grants | - | 9,520 | 9,520 | - | 55,026 | 55,026 |
| | 158,109 | 9,520 | 167,629 | 138,836 | 57,185 | 196,021 |

## 5 Other trading activities

| | Unrestricted funds 2023 £ | Unrestricted funds 2022 £ |
|---|---|---|
| Merchandise sales | 2,524 | 1,596 |
| Support groups | 142 | 65 |
| Suppliers directory | 11,420 | 23,971 |
| Cardholder scheme | 3,000 | 4,180 |
| Professional services | 4,100 | 5,800 |
| Other trading activities | 21,186 | 35,612 |

## 6 Investments

| | Unrestricted funds 2023 £ | Restricted funds 2023 £ | Total 2023 £ | Unrestricted funds 2022 £ |
|---|---|---|---|---|
| Interest receivable | 733 | 658 | 1,391 | 142 |

## 7 Raising funds

| | Unrestricted funds 2023 £ | Unrestricted funds 2022 £ |
|---|---|---|
| Staging fundraising events | 1,045 | 1,440 |
| Fundraising agents | 1,789 | 1,876 |
| Fundraising consultancy | - | 5,220 |
| Fundraising and publicity | 2,834 | 8,536 |

## 8 Charitable activities

| | Unrestricted funds 2023 | Restricted funds 2023 | Total 2023 | Unrestricted funds 2022 | Restricted funds 2022 | Total 2022 |
|---|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ | £ |
| Staff costs | 172,797 | 11,666 | 184,463 | 135,599 | 38,472 | 174,071 |
| Rent and rates | 5,827 | - | 5,827 | 5,775 | - | 5,775 |
| Insurance | 855 | - | 855 | 820 | - | 820 |
| Website costs | 4,569 | - | 4,569 | 3,678 | - | 3,678 |
| Platform fees | 2,132 | - | 2,132 | 2,088 | - | 2,088 |
| Computer software and maintenance costs | 8,603 | - | 8,603 | 4,698 | - | 4,698 |
| Printing, postage and stationary | 1,882 | - | 1,882 | 1,921 | - | 1,921 |
| Support groups | 2,993 | 2,851 | 5,844 | 1,279 | - | 1,279 |
| Sundry expenses | 2,317 | 469 | 2,786 | 1,826 | 50 | 1,876 |
| Research committee costs | 922 | 225 | 1,147 | 1,282 | 2,100 | 3,382 |
| Travel and accommodation | 8,273 | 87 | 8,360 | 2,176 | - | 2,176 |
| Events | 50,012 | 690 | 50,702 | 8,160 | 1,819 | 9,979 |
| General awareness and promotional costs | 3,399 | 1,000 | 4,399 | 2,533 | - | 2,533 |
| | 264,581 | 16,988 | 281,569 | 171,835 | 42,441 | 214,276 |
| Grant funding of activities | - | 85,826 | 85,826 | - | 66,576 | 66,576 |
| Share of governance costs (see note 10) | 5,356 | - | 5,356 | 2,468 | 9,000 | 11,468 |
| | 269,937 | 102,814 | 372,751 | 174,303 | 118,017 | 292,320 |

## 9 Grants payable

| | Restricted funds 2023 £ | Restricted funds 2022 £ |
|---|---|---|
| Research grants: | | |
| Other | 85,826 | 66,576 |

## 10 Support costs

| | 2023 £ | 2022 £ |
|---|---|---|
| Accountancy fees | 2,630 | 2,468 |
| Legal and professional fees | 2,726 | 9,000 |
| | 5,356 | 11,468 |
| Analysed between | | |
| Charitable activities | 5,356 | 11,468 |

## 11 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, but trustees were reimbursed expenses relating to travelling totalling £528 (2022- £196) and general operational expenses totalling £179 (2022- £nil).

## 12 Employees

The average monthly number of employees during the year was:

| | 2023 Number | 2022 Number |
|---|---|---|
| | 6 | 6 |

| Employment costs | 2023 £ | 2022 £ |
|---|---|---|
| Wages and salaries | 169,933 | 159,444 |
| Other pension costs | 14,530 | 14,627 |
| | 184,463 | 174,071 |

There were no employees whose annual remuneration was more than £60,000.

## 13 Other

| | Unrestricted funds | Restricted funds | Total | Unrestricted funds | Restricted funds | Total |
|---|---|---|---|---|---|---|
| | | | £ | | | £ |
| | **2023** | **2023** | **2023** | 2022 | 2022 | 2022 |
| Merchandise | 3,739 | - | 3,739 | 1,389 | - | 1,389 |
| Bank charges | 527 | 56 | 583 | 407 | 121 | 528 |
| | 4,266 | 56 | 4,322 | 1,796 | 121 | 1,917 |

## 14 Taxation

The charity is a registered charity and therefore exempt from taxation.

## 15 Stocks

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| Finished goods and goods for resale | 2,500 | - |

## 16 Debtors

| | 2023 | 2022 |
|---|---|---|
| **Amounts falling due within one year:** | £ | £ |
| Other debtors | 1,925 | 26,968 |
| Prepayments and accrued income | 18,944 | 21,396 |
| | 20,869 | 48,364 |

## 17 Creditors: amounts falling due within one year

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| Other taxation and social security | 3,315 | 3,389 |
| Accruals and deferred income | 26,025 | 18,203 |
| | 29,340 | 21,592 |

## 18 Retirement benefit schemes

**Defined contribution schemes**

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £14,530 (2022 - £14,627).

Contributions totalling £1,163 (2022 - £145) were payable to the scheme at the end of the year and are included in creditors.

## 19 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

| | | Movement in funds | | | Movement in funds | | |
|---|---|---|---|---|---|---|---|
| | Balance at 1 April 2021 | Incoming resources | Resources expended | Balance at 1 April 2022 | Incoming resources | Resources expended | Balance at 31 March 2023 |
| | £ | £ | £ | £ | £ | £ | £ |
| Birmingham Adult's Group | 690 | - | - | 690 | - | (690) | - |
| Birmingham Kid's Group | 93 | - | (93) | - | - | - | - |
| Research Funds | 13,498 | 120 | (4,817) | 8,801 | 778 | 343 | 9,922 |
| Yorkshire Kid's Group | 497 | - | (497) | - | - | - | - |
| Bad School Pack | 469 | - | - | 469 | - | (469) | - |
| VCT Men | 14,981 | - | (9,691) | 5,290 | - | (1,721) | 3,569 |
| VTCT Reg Cor | 23,270 | - | (23,270) | - | - | - | - |
| VTCT Small Grant | 15,252 | - | (15,252) | - | - | - | - |
| Alopecia Areata Research | 426,225 | 53,020 | (18,500) | 460,745 | - | (84,653) | 376,092 |
| NHS Charter | 10,000 | - | (9,000) | 1,000 | - | (1,000) | - |
| Avast Kids Camping | 1,458 | - | (1,458) | - | - | - | - |
| Norwich Support Group | 500 | - | - | 500 | - | - | 500 |
| Northern Ireland Activities | - | 2,159 | - | 2,159 | - | - | 2,159 |
| Pfizer Socioecono | - | 55,026 | (35,560) | 19,466 | - | (13,463) | 6,003 |
| National Lottery Award – Children & YP Sessional Workers Project | - | - | - | - | 9,520 | (1,217) | 8,303 |
| | 506,933 | 110,325 | (118,138) | 499,120 | 10,298 | (102,870) | 406,548 |

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### *FOR THE YEAR ENDED 31 MARCH 2023*

**20 Analysis of net assets between funds**

| | Unrestricted funds 2023 | Restricted funds 2023 | Total 2023 | Unrestricted funds 2022 | Restricted funds 2022 | Total 2022 |
|---|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ | £ |
| Fund balances at 31 March 2023 are represented by: | | | | | | |
| Current assets/(liabilities) | 339,855 | 406,548 | 746,403 | 334,243 | 499,120 | 833,363 |
| | 339,855 | 406,548 | 746,403 | 334,243 | 499,120 | 833,363 |

**21 Related party transactions**

There were no disclosable related party transactions during the year (2022 - none).

**ALOPECIA UK**

England & Wales - Charity number 1111304

# Accounts

Charity registration number 1111304 (England and Wales)

Charity registration number SCO44702 (Scotland)

# ALOPECIA UK

# ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2022

# ALOPECIA UK

## LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|---|---|---|
| **Trustees** | Mr Simon Ray (Chair) | |
| | Ms Ruth McPhearson | |
| | Miss Lucy Rogers (Treasurer) | |
| | Ms Lynn Wilks | |
| | Ms Emma Hickinbotham | |
| | Ms Shalini Vaghela | |
| | Mr Damian Hamber | (Appointed 27 April 2021) |
| | Mr Steve Lindsey | (Appointed 7 May 2021) |
| **Charity number (England and Wales)** | 1111304 | |
| **Charity number (Scotland)** | SCO44702 | |
| **Principal address** | 10-12 Commercial Street<br>Shipley<br>West Yorkshire<br>BD18 3SR | |
| **Independent examiner** | Gibbons<br>Chartered Accountants<br>Carleton House<br>136 Gray Street<br>Workington<br>Cumbria<br>CA14 2LU | |

# ALOPECIA UK

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# ALOPECIA UK

## CHAIR'S STATEMENT

## *FOR THE YEAR ENDED 31 MARCH 2022*

I am pleased to present the charity's Report and Accounts for the financial year ending 31st March 2022.

The financial climate remained uncertain during this period, as the Covid-19 pandemic continued and towards the end of the period it became clear a cost-of-living crisis was fast-approaching.

Despite the continued challenges, revenue increased from £241,043 last year to £305,325 this year on a like-for-like basis (i.e., total revenue excluding the generous and restricted legacy donation for which the receipts have spanned three years).

I have been delighted to welcome Damian Hamber and Steve Lindsey to the Trustee Board, bringing not only their professional expertise but also the male experience of alopecia to the board at a time when expanding our resources for men affected by alopecia.

Following the 2020 postponement of our first Kingswood activity camp weekend for children and their families due to the Covid-19 pandemic, we were pleased to finally host the event in August 2021. The event was such a success that we are bringing it back in August 2022. We were unable to host our Alton Towers and Big Weekend events in this financial period, but we look forward to bringing them back in 2022/23.

The Alopecia UK staff team have continued to work with focus and passion on the charity's aims of Support, Awareness and Research. I am proud of the way they have managed the day-to-day running of the charity, reintroducing face to face activities as pandemic restrictions are lifted. I also want to highlight the staff team's fantastic response to the incident at the 2022 Oscars which brought huge media attention to Alopecia UK. Words from Alopecia UK's official blog about the incident were quoted by media organisations across the world. It is not easy when a small charity is brought into a media storm, and I am proud of the professional and calm manner adopted by the staff team.

This period has seen Alopecia UK work hard to hear the experiences of underrepresented groups. In 2021, following a series of discussions with focus groups, we developed our first Equality, Diversity, and Inclusion (EDI) Strategy, and from this our new Alopecia Awareness Fund aimed at support hyper-local awareness initiatives.

Our Youth Voice Board has gone from strength to strength and contributed greatly to our successful Alopecia Awareness Month campaign in September. It is inspiring to see young people with alopecia speak about their own experiences and help and support each other.

Despite the continued uncertainty with the national financial climate, as we look ahead, we will continue to build firm foundations and will draw on our financial reserves to do so. We will, as ever, strive to meet our charity objects and continue to be the charity the alopecia community needs, and be here for as long as we are needed.

Simon Ray
**Chair of Trustees**

Date: 13th December 2022

# ALOPECIA UK

## TRUSTEES' REPORT

## *FOR THE YEAR ENDED 31 MARCH 2022*

The Trustees of Alopecia UK present their report and the financial statements for the year ended 31 March 2022. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005 in preparing the annual report and financial statements of the charity.

Reference and administrative information about Alopecia UK (Charity registration number, names of Trustees, etc.) is set out in the preface to this report.

The Trustees have complied with the duty in Section 7 of the Charities Act 2011, giving due regard to public benefit guidance published by the Commission.

**About Us**

Alopecia UK (AUK) was started in 2004. Official charitable status was granted in September 2005.

The charity continues to develop, and we continue to progress our aims of Support, Awareness and Research with the overall mission statement of 'working to improve the lives of those affected by alopecia'.

**Our aims**

- **Support** - We will provide impartial information, advice, and support to help people feel less isolated
- **Awareness** - We will raise awareness to the general public and healthcare professionals about alopecia and its psychological impact
- **Research** - We will provide hope and confidence to people with alopecia by funding research into its causes, with the aim of finding treatments, and ultimately, a cure.

**Our values**

- To be open, honest and act with integrity
- To work productively in partnership with others
- To be passionate and motivated to make a change
- To appreciate the skills, expertise and commitment of our Staff, Trustees and Volunteers, many of whom have personal experience of alopecia.

**Charity structure, governance and management**

**Governing Document**
The Trust is an unincorporated trust, constituted under a Declaration of Trust dated 09 Apr 2005, as amended by Deed, dated 21 Aug 2005, and is registered Charity Number 1111304, and Scottish registered charity SC044702.

**Trustees**
S Ray (Chair), R McPherson, L Rogers (Treasurer), S Schilling (resigned October 2021, see note in staff section), L Wilks, S Vaghela, E Hickinbotham, D Hamber (appointed April 2021) S Lindsey (appointed May 2021) H Brunt (resigned November 2021), K Green (resigned June 2021).

Trustees are appointed by the Trustees, following the consideration of applications received from individuals. The charity tries to ensure our Trustees have a varied background, each bringing a different skill to the board. All Trustees are DBS checked. Before appointing a new trustee, the board obtains a declaration that they are not disqualified, searches the register of removed trustees, and checks the insolvency register. Once appointed, Trustees receive a Code of Conduct document and are given information on their roles and responsibilities.

**Oversight**
The Trustee Board and Lead Managers held Trustee Meetings in May 2021, August 2021, November 2021 and February 2022. The November meeting was held face-to-face, the rest were held digitally over Zoom. All Trustees could see and hear each other during all meetings. In between meetings, individuals communicated mainly via email and telephone calls.

During the accounting period, all Trustees had input into the direction and decisions of the charity with some of them involved in the delivery. Charity activities were reviewed in quarterly Trustee meetings to ensure we continue to fulfil our mission, to improve the lives of those affected by alopecia.

Trustees have considered the major risks to which the charity may be exposed; have reviewed them and approved systems and procedures to manage appropriately. Meetings are minuted and include governance responsibilities, alongside operational content.

**Staff**
Alopecia UK employed seven staff during this period. With approval from the Charity Commission, Sue Schilling resigned from the Trustee Board in October 2021 and joined as a part-time employee to co-lead alongside Jen Chambers. There were no other changes to the staff team. Team member role profiles have been reviewed and agreed.

**Volunteers**
We were supported by 89 volunteers during the financial year. Volunteers are given general training, safeguarding deep dives and DBS checks as appropriate to their role. Those volunteers running support groups are also offered quarterly supervision to debrief on any concerns and to receive support from their peers. We are very grateful for the time and commitment of our volunteers. Alongside bringing their passion and skills, they make a valuable contribution to the Charity by helping us reduce the costs of delivering our aims. Our volunteers are strong advocates of our work and make a difference to the lives of people affected by alopecia.

**Charitable Activities**

**Support**
Primary activities: Education and peer experiences via our website and newsletters, online peer support via our Facebook groups, face-to-face peer support group meetings (in person and online), national events, one-to-one support (calls and emails).

Supported by: Volunteer management, the impact of our Awareness and Research Aims work to those people who meet and treat people with alopecia with a more educated understanding.

Key achievements

Education and peer experiences via our website and newsletters
We aim for our website to be packed full of relevant information for people at all stages of their alopecia journey. To do this the website is a continuous work in progress. We add new pages, blogs, and news items year-round. Of note in this period is the increase in materials for children, young people, and parents, as well as a pack for schools.

Our newsletter mailing list has increased to 2,866 recipients. We also recorded 6 new podcast episodes, recruiting 20 contributors. Our Service Directory had 64 business sign up. As well as providing information for people with alopecia the Service Directory contributes to our income. Thank you to all the companies who pay to be listed on our Service Directory, who purchased advertising in our newsletter and to those who have provided prizes for the monthly draws for our VIP Scheme Cardholders.

Online peer support via our Facebook groups
We facilitate 4 private and volunteer-moderated Facebook Groups, enabling peer support and peer-education. Our Facebook Groups continue to be a popular way for people to connect with others with Alopecia UK. Across our 4 groups (our main group, our Products and Services Chat Group, Men's Chat and Parents Chat), we had 17% more members compared to year-end 2021.

During this period, we have refreshed the onboarding processes for volunteer moderators, and we continue to have an actively engaged team who review membership requests and approve posts according to a pre-agreed set of rules.

Face-to-face peer support group meetings (in person and online)
All face-to-face groups were suspended during the pandemic, and we are delighted to have restarted some of these Support Groups this year. At these meetings people can meet others with hair loss and share experiences, knowledge, advice, and information thereby increasing feelings of support and reducing feelings of isolation.

We ran a blended model, continuing the online groups that were introduced for the pandemic alongside the face-to-face meetings.

**High-level Data**

| | Face-to-face Adult | Face-to-face Kids | Online Kids | Online Young people | Online Alopecia Café | Online Parents | Total |
|---|---|---|---|---|---|---|---|
| No. of Groups | 25 | 7 | 1 | 1 | 1 | 1 | 36 |
| Meetings | 78 | 2 | 17 | 4 | 22 | 11 | 134 |
| Hours | 170 | 57.5 | 18.5 | 6 | 22 | 11 | 285 |
| Percentage of registrants identifying as male | 5% | 38% | Not collected | Not collected | 8% | 11% | - |
| Percentage of registrants identifying as female | 95% | 63% | Not collected | Not collected | 92% | 89% | - |
| New to the group | 123 | 15 | Not collected | Not collected | Not collected | Not collected | - |
| Attendees | 537 | 36 | 47 | 18 | 165 | 48 | 851 |

Across all groups, the most prevalent form of alopecia was alopecia areata, at approximately 50%. In the Adult groups, 24% reported having Frontal Fibrosing Alopecia and 7.7% reported Androgenetic Alopecia. This is useful information for helping us understand what resources to focus on and to consider if we are serving our smaller communities well enough.

Our model is that volunteers run the face-to-face groups, and as the country re-opened post-pandemic, we found that several of our volunteers had understandably decided to step back from running their group. As a result of this, we revisited how we engage volunteers and updated how we train them, aiming to simplify onboarding. There is more work to do here, but we are developing relationships and are hopeful that we will continue to recruit enthusiastic support group leaders.

At Alopecia UK we are keen to meet the needs of all affected by alopecia. Over the last few years, we identified that our services do not quite meet the needs of young people with alopecia and decided we needed to fix that. So, in 2021 we recruited a board of young people who will help steer Alopecia UK in providing further services for their peers. This will ensure we begin to establish a process that enables the youth voice to come through and be heard at the strategic level. It is important to us that young people living with alopecia can guide what happens at Alopecia UK, sharing their views on how things can be improved and getting involved with the creation of new projects. Our 'Youth Voice Board' was initiated in June 2021, and the 14 members met once a month to discuss, strategise and advise us how we can be more relevant to teenagers.

### National events

The Kingswood residential camp event for children aged 7-16 and their families was originally booked for 2020. The event was postponed until August 2021 due to the pandemic. The event was a big success with 31 families attending and 136 attendees in total. We plan to repeat this event in 2022. We are also looking forward to reviving our annual Alton Towers event and our research conference and support event, The Big Weekend, in the next financial year.

### One-to-one support (calls and emails)

Approximately 85% of our support contacts were from first-time callers. Queries range from questions about wig provision, lack of understanding from GPs or family members, how to help children with alopecia and questions about treatments and prognosis. We also respond to support requests from direct social media messages, we do not track these at the current time.

Last year we piloted a deeper wellbeing programme offering certain individuals four one-to-one calls with our Psychological Wellbeing Lead. This has not developed during this financial year. We believe there is a small appetite for this and making sure we have enough staff to deliver this is a concern. We operate a signposting service to other charities that do offer one-to-one support as a core part of their provision.

**Awareness**

Primary activities with the general public: Website content, social media presence, media, newsletter, ambassador partnerships, September alopecia awareness month, merchandise sales.

Primary activities as experts: Networking and attendance at conferences, patient advocacy with healthcare bodies and related organisations, provision of resources and expertise (externally and on our website).

**Key achievements**

Website and social media presence

Our reach is important for raising awareness and normalising alopecia with the public. For many, our website is the first source of education. Analytics show our growing reach - we had 259,000 website sessions during the year, and 88% were new visitors.

We facilitate active and engaging social media platforms, with regular content going out to provide support and awareness. Our social media following across all platforms increased in the year, particularly on Instagram where our followers almost doubled from 6,900 to 13,900. We attribute this to some posts from our community that went viral and attracted new followers. Across all public social media platforms, we have 36,000 followers and estimate a reach of nearly a million people per year.

Media

We have continued to support coverage of alopecia in the press by finding case studies for journalists and provided charity quotes when requested. In the final days of March 2022, following an incident at the Oscars ceremony, there was a vast increase in awareness of alopecia, what it is, and people who have it. As a result of this incident, alopecia hit the news cycle for several weeks into the next financial year. Google searches for the word "alopecia" increased by 600%. This resulted in a huge increase in attention for the Charity and we responded to over 70 media requests in the 48 hours that followed the Oscars. We had direct quotes on all major news outlets including radio, newspapers, and online. Our website had 17,889 new visitors in a 24-hour period compared to 364 the previous day. We are proud of the way our staff team handled this unexpected situation, capitalising on the moment to build awareness and remaining professional in their communications.

Ambassador partnerships

Thank you to Joanna Rowsell Shand MBE, Tom Spencer, Joelle, and John Altman for their ongoing support of Alopecia UK.

Supporting others as they raise awareness

We are grateful to have awarded a second Hannah Dennis Award for inspiring young people to Jessica, who spread awareness with her school and by writing letters to authors asking them to include bald people in their literature. Well done, Jessica!

We awarded our first Alopecia Awareness Fund (AAF) to Shaday in January 2022. We are piloting the AAF as a way to actively support new, innovative projects, events and initiatives that raise awareness of alopecia within our local communities across the UK and to showcase these new initiatives across our different communications channels. We aim to pilot quarterly applications of awards up to £500 for grassroots awareness activities. Well done, Shaday!

September - Alopecia Awareness Month – Charity Champions

As with 2020's AUK15for15 campaign, this year we ran with 'Charity Champions' again. Ninety-two people signed up to be Charity Champions including 8 social media influencers. Of these 47 people fundraised for Alopecia UK. We divided the month into four themed weeks, with webinars and social media content around each theme. We offered webinars for the first time in 2021. We created six webinars to fit the themes of three of the four themed weeks; Get Talking Week, Wellbeing Week and Research Week. Compared to the webinars which were offered for free there was a higher attendance rate and recording viewings for the webinars for which we charged a fee. The staff time and effort required meant it was extremely difficult to provide webinars whilst also maintaining our other charitable activities. This needs to be considered for future years.

We attribute £43,587 to our September awareness activities, a meaningful percentage of our annual income. New people engaged with awareness and fundraising for the first time, and we had repeat supporters too. We had over 1,000 people visit our website to donate in September, and the page views on our website increased by 53%.

### Networking, conferences and speaking

Alongside the research memberships outlined later in this report, we maintain positive relationships and, where available, have memberships with NCVO (The National Council for Voluntary Organisations), The VTCT Foundation, British Association of Dermatologists (BAD), The Dermatology Council for England (DCE), British Dermatological Nursing Group (BDNG), British Hair and Nail Society (BHNS), Centre for Appearance Research (CAR), Primary Care Dermatology Society (PCDS), College of Trichological Science and Practice (CTSP) and this year developed our relationship with Psychodermatology UK and The National Institute for Health and Care Excellence (NICE).

We were excited to attend the first face-to-face conference since the Covid-19 pandemic in September, the BDNG's annual meeting in Harrogate.

The team continues to respond to opportunities to speak and run workshops, and in this period delivered;

- *'The Psychological Impact of Alopecia'* at the International Trichology Congress
- *'Men and Visible Difference'*, with the Centre of Appearance Research at the Appearance Matters Conference.
- *'Hair Loss and Mental Health'* for Blackpool IAPT (Improving Access to Psychological Therapy)
- *'Impact of Skin Conditions on Mental Health'* at the Skin Health Conference

### Patient advocacy with healthcare bodies and related organisations,

During the financial year, we have represented the patient voice at several forums with the above groups. Notably, we attended training with NICE to develop the charity's role as the primary patient voice for people with alopecia at their technology assessments. This is important as the first-ever licensed treatment for alopecia areata, JAK (Janus Kinase) inhibitors, will be progressed through NICE in the next financial year. We are also contributing to the BAD's project to refresh clinical guidelines for the treatment of alopecia areata (due in 2022/ 23).

### Provision of resources and expertise (externally and on our website),

As well as the materials noted in the support section of this report, we delivered a Level 4 training module to the College of Trichological Science and Practice (CTSP) on the psychology of hair loss. This is a stand-alone course to be hosted on their learning management system. Take-up for this course is currently low and we do not have year-end data. We are also working on a Level 5 module for CTSP, the aim is that this will also generate a small amount of income for the charity by way of a small fee per learner.

Alopecia UK developed an alopecia eLearning course hosted on the Royal College of GPs' (RCGP) eLearning Management System (LMS), and since its launch in May 2019 812 GPs have completed the module. We will continue to consider how to best engage GPs, especially given the impact of Covid on hair loss, and the development of new treatments.

### Merchandise

Charity merchandise is a great way to build awareness. Selling merchandise serves three purposes. To create a long-lasting positive impression with fundraisers and their donors, to raise awareness of Alopecia UK with the public, and to generate a small amount of income to support the work of the charity. This year we had a merchandise income of £1,596.

**Research**

Primary activities: Research Pots Grant Scheme, run an advisory expert Research Committee and Lay Research Panel, network and build relationships to drive researchers towards alopecia, communicate our impact, supporting researchers, attend research relevant forums to stay abreast on trends.

Secondary activity: Collaborate or lead on commissioned research

Alopecia UK became involved in research via the Hair Loss Priority Setting Partnership (PSP) in 2013. We have funded a variety of projects, from psychology to basic science. Every project is approved by our research committee and our panel of people affected by alopecia, to make sure we are supporting research of the highest scientific quality.

Since our merger with AAR-UK in 2017, up to March 2022, we have awarded a total of 12 Research Pots grants: four of these projects have been completed (with one, the alopecia areata biobank continuing with further funding from other sources). Two of these have led to three new research publications so far, acknowledging the support of Alopecia UK.

Research Pots Grant Scheme

In 2021, Alopecia UK awarded Research Pots funding (up to £20,000 per project) to two new projects (success rate 25%), although one of the successful researchers decided to not progress their project and the award was returned to Alopecia UK. The following project is in progress:

- Award £18,500. Identification of key immunogenic post-translational modifications in Trichohyalin: a potential major autoantigen in Alopecia Areata. Dr Shahnawaz Jadeja & Prof Desmond Tobin

Application for our 2022 Research Pots Grant Round also launched in early 2022 for at least 2 larger awards of up to £30,000, these to be granted from the legacy funds restricted for alopecia areata research.

We continue to track our existing grant holders to ensure they are making progress, and whilst some are experiencing delays, we understand the rationale and remain supportive of their work.

Supporting Researchers

We have also continued to support researchers who get in touch looking for help and supported 9 across the year. This included participant recruitment for surveys and interviews, Patient and Public Involvement (PPI) providing lay review and participants for a clinical trial. The type of people getting in touch were BSc, MSc and PhD students, psychologists, and a research agency.

During this financial year we noticed an increase in projects funded by pharmaceutical companies, as they are building their evidence to persuade the NHS to pay for people with alopecia to have JAK inhibitor drugs.

We set up and hosted 2 research-focused webinars in September 2021, with panels of expert speakers on the science and medicine of alopecia areata. The panellists included researchers and dermatologists and were attended by audiences of 40-50 people.

We continue to follow and support the Global Registry for Alopecia Areata (GRASS UK and GRASS International project), providing input when asked.

Network and build relationships to drive researchers towards alopecia

We continue to link in with any Research Networks and opportunities where possible. This involves associate membership of the Connect Immune Research consortium, the Association of Medical Research Charities (AMRC), Charities Research Involvement Group (CRIG) and AMRC Pharma Working Group, European Hair Research Society (EHRS), and International Alliance of Dermatology Patient Organisations (IADPO). We also try to link with other alopecia charities worldwide when possible. We are a National Institute for Health Research (NIHR) non-commercial Partner. We continued to take part in the development of Global Alopecia Areata Registry.

## Commissioned Research

*Men's Experiences:* The work in partnership with Centre of Appearance Research has continued from the last financial year. Results of the study "Men's experiences of alopecia areata: A qualitative study" will be published in 2022/23.

*NHS data:* In 2019 we collected a large amount of data relating to the patient experience of NHS Pathways. The Centre of Appearance Research analyses this data for us during 2020 to inform an ongoing 'NHS Charter for Best Practice' in relation to wig provision for those with dermatology-related hair loss. One of our Trustees, Lynn Wilkes, took ownership of the project gathering support from health care professionals from the primary clinical stakeholders in the following organizations to build credibility for our proposed Charter. The Charter for Best Practice for Wig Provision will be published in the 2022/23.

> Supporting Organisations; British Association of Dermatology (BAD), British Dermatological Nursing Group (BDNG), British Hair and Nail Society (BHNS), Centre for Appearance Research (CAR), Primary Care Dermatology Society (PCDS), Psychodermatology UK

*Socioeconomic impact of alopecia areata:* We developed a funding application to Pfizer, including feedback from the Lay Research Panel, and were successfully awarded £55,026 to study the socioeconomic impact of alopecia areata (including alopecia totalis and alopecia universalis). This is a 1-year project, starting in January 2022. The project will be led by Alopecia UK in collaboration with the Centre for Appearance Research, Dr Matthew Harries (Consultant Dermatologist) and Professor Andrew Messenger (Consultant Dermatologist). This project aims to study the costs associated with hair loss, to understand more about the impact alopecia has on everyday life.

Our Research Aim continues to be guided by our Research Committee.

**Equality, diversity and inclusion**
In 2021, following a series of discussions with focus groups, AUK developed its first Equality, Diversity and Inclusion Strategy, and from this our new Alopecia Awareness Fund aimed at support hyper-local awareness initiatives. A new EDI Advisory Group will help the charity meet the needs of our community moving forward.

We are committed to eliminating discrimination and encouraging diversity and inclusion within our organisation, and also to ensuring we help create a fairer and more inclusive community for those affected by alopecia. Achieving fair treatment, opportunity, and access to services and research for all, particularly for those who are from diverse backgrounds, or different circumstances can be difficult, but not impossible. We want to improve our culture of inclusivity in the way we support our communities regardless of age, gender, marital status, race, ethnic origin, colour, religion, sexual orientation, geographical location, or any other factor.

We recognise this is just the start and that there is much more to do.

**Plans and priorities**
In February 2022 we reviewed the strategic plans for the period up to March 2024 and agreed on a set of goals centred around our 3 aims and the core activities needed to run a charity. At the highest level these were to:

Support
- Revive the face-to-face aspects of our peer support and events (partially paused due to Covid).
- Assess and refine our support proposition.
- Be active in the communities we have currently got commitments to (adults, men, children and young people, parents), and be transparent about our EDI progress and where we still have work to do.
- Develop our volunteer base to support our work.

Awareness
- Focus new resource development on the communities we currently serve.
- Target our networking and visibility where there is most impact.
- Remain responsive to the media and related opportunities.
- Advocate for patients at various forums and committees e.g., British Association of Dermatologists for patient support groups. Dermatological Council of England, NICE, etc in order to develop our influence.
- Increase our awareness of the patient experience with the key Corporates who are interested in patients with alopecia.
- Seek opportunities to showcase our expertise.
- Revive our attendance at relevant conferences (paused due to Covid).

Research
- Refresh our approach to research grants.
- Run a research sandpit to direct our areas of interest.
- Focus on AA and fund through the legacy donation, (for details see page 13).
- Deepen our relationships with universities/ scientists.
- Capacity allowing, seek funding and lead our own research (e.g., the current Pfizer project).

Income generation, monitoring and evaluation
- Improve our knowledge and targeting of funding pipelines.
- Establish our fundraising strategy and initiate it.
- Develop corporate partnerships to support projects related to our core aims.
- Improve our monitoring and evaluation processes.
- Develop the Service Directory.

Running the charity
- The right people in the right places in roles that are right for them.
- Maintain good governance, both day to day and at a Board level.
- Ensure our charitable registration status is fit for our purposes today.
- Invest our cash in the bank appropriately.
- Assess our current tech (hardware and software) against the needs of the charity and improve where feasible (e.g., phones and SharePoint).
- Assess the website, and our data to truly understand our needs.

**Financial Review**

The annual income generated by the Charity is to be applied for charitable purposes in accordance with the Trust's objective. Year on year the trustees intend to make a significant distribution of available income, subject to making adequate reserves for known and potential liabilities and commitments, where applicable. Any amounts not so distributed are accumulated in the unrestricted fund

Income highlights

Our income during the year was £358,345, 31% (£110,325) of this was assigned as restricted and was largely made up of two awards. The Research Grant Award from Pfizer of £55,026 as covered earlier in this report. Also, as reported in the last two sets of accounts Alopecia UK has been the recipient of a generous legacy from an individual's estate. We have received the final tranche of £53,020 and the Trustees have agreed to focus our Research spending on the restricted institutions of this gift for the next two to three financial years.

Our unrestricted income was £248,020, up from £202,468 compared to the previous year that ended March 2021. We saw an increase in income from our Service Directory and VIP card at £11,785. Our professional services income of £5,800 was gained through supporting the recruitment of patients for several studies, and in the provision of educational modules and talks.

We are grateful to the PTL Foundation, the Albert Hunt Charitable Trust, and the FP Foundations Scotland for their awards, which totalled £2,500.

Fundraising increased by £15,390, much of this from fundraisers taking part in the London Marathon and other events that were affected by the pandemic in previous years. Our events income increased by £7,243, largely attributed to our Kingswood event.

Our income is largely driven by individual givers and our Alopecia Awareness Month appeal in September is an important contributor, this year we attribute £43,587 to that campaign.

We are grateful to those people who are able to support us with regular giving, with 117 individuals donating a total of £1,111 a month as at the end of this financial period. Regular donations are an important income source for the charity and we would like to increase our regular supporters.

Other than the research grant outlined within, no new major grants were awarded, which is a concern. We perceive that funders who may be willing to support Alopecia UK are perhaps focussed on supporting those who have been impacted by the Covid-19 pandemic. Last year, an award granted to cover 50% of two staff salaries has ended, and the charity will need to cover these from its usual income in this financial year.

While we have reported increases in our income for the year, we are very conscious of the various pressures in the economy at present and the impact that this has on the public's ability and appetite to support charities. Our reserve policy provides some comfort in respect of meeting our ongoing obligations however we hope that our loyal supporters continue to support us. We also hope that our impact will attract new advocates for the charity.

Use of funds

Our expenditure during the year was £302,773, 39% (£118,138) of this was assigned as restricted, details are shown in section 18 of the financial accounts. As a service organisation, staff salaries are our biggest expenditure. We provided our team with a small salary increase of 3% from 1st Jan 2022.

Technology, office costs and insurances were as expected year-on-year, except for a small amount of expenditure on replacing aged equipment and on providing equipment for our new joiner, Sue. Our governance costs are minimal.

As well as using our charitable funds to deliver the activities described within these accounts, we have also used funds for:

- Generating voluntary income by pre-purchasing places for the 2022 Great North Run and for paying for those who Skydive as a fundraiser (total cost £1,440).
- Maintaining a presence on the main fundraising platforms (like JustGiving) cost us £1,876 this year.
- Working with a fundraising consultancy (£5,220) to improve our case for support for fundraising bids.
- Setting up our Kingswood event, £10,693.

### Looking forward to 2022/23.

For our events, tickets are already being sold for our Alton Towers event. Kingswood runs at a small loss each year (net cost this year £3,450), and we already know that the supplier has almost doubled its charges for the Aug 2023 event, which is driving a discussion about ticket prices and the possibility of charity absorbing more of the costs than in previous years. We have budgeted for a loss of £7,500 on the Big Weekend.

Events have become a meaningful part of our delivery and we may need to consider hiring more resource to solely focus these activities.

We expect an increase in travel-related costs due to the world opening to face-to-face meetings, conferences, and our events. We are especially involved with representing the views of patients and supporting researchers at the European Hair Research Society 2023 Congress, in Sheffield. We are watching the cost-of-living increase with concern as this is likely to impact our staff team's wellbeing who mostly work from home.

Alongside, and because of the squeeze on an individual's disposable income, we anticipate a drop in individual giving this year.

The costs for all the above, and staff salaries will come out of our reserves which have been stored for an eventuality like this.

If we wish to maintain our work at its current levels, then we need to diversify our income streams to remove the risk of a sharp decline in individual giving. We are working on a plan to do this, which is likely to include hiring more resource, at least for an interim period, to investigate and plan a more diversified funding strategy.

### Reserve Policy

Our policy is that unrestricted funds should be maintained at a level equivalent to 12 months running costs. The Trustees consider that this level will ensure that in the event of a material drop in funding they will be able to continue the charity's activities while looking at other ways to raise funds.

As a result, the Trustees have implemented a prudent accounting method to establish an annualised budget, on a rolling basis, to quantify the costs of meeting the charity's needs for the forthcoming 12 months.

Whilst reserves are at healthy levels, it is expected that the COVID-19 pandemic will continue to have an impact on income in the year ahead as people's spending habits adjust. Given our reliance on individual giving the Charity needs a strategy for more diverse and long-term income streams. This will improve our ability to forecast spending.

The trustees' report was approved by the Board of Trustees.

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**Mr Simon Ray (Chair)**
Trustee
Dated: 13th December 2022

# ALOPECIA UK

## INDEPENDENT EXAMINER'S REPORT

## TO THE TRUSTEES OF ALOPECIA UK

I report to the trustees on my examination of the financial statements of Alopecia UK (the charity) for the year ended 31 March 2022.

**Responsibilities and basis of report**

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 (the 2011 Act). You are satisfied that your charity is not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the charity's financial statements carried out under section 44 (1) ( c) of the 2005 Act and section 145 of the 2011 Act. In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent examiner's statement**

Since the charity has prepared its accounts on an accruals basis and is also registered in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 44 (1) (a) of the 2005 Act and Regulation 4 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and section 130 of the 2011 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

## INDEPENDENT EXAMINER'S REPORT (CONTINUED)

## TO THE TRUSTEES OF ALOPECIA UK

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

T. Hindmoor

Tony Hindmoor FCA
Gibbons
Chartered Accountants
Carleton House
136 Gray Street
Workington
Cumbria
CA14 2LU

Dated: 13 December 2022

# ALOPECIA UK

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

### *FOR THE YEAR ENDED 31 MARCH 2022*

**Current financial year**

| | Notes | Unrestricted funds 2022 £ | Restricted funds 2022 £ | Total 2022 £ | Total 2021 £ |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and legacies | 3 | 73,430 | 53,140 | 126,570 | 134,122 |
| Charitable activities | 4 | 138,836 | 57,185 | 196,021 | 154,849 |
| Other trading activities | 5 | 35,612 | - | 35,612 | 17,574 |
| Investments | 6 | 142 | - | 142 | 48 |
| **Total income** | | 248,020 | 110,325 | 358,345 | 306,593 |
| **Expenditure on:** | | | | | |
| Raising funds | 7 | 8,536 | - | 8,536 | 3,287 |
| Charitable activities | 8 | 174,303 | 118,017 | 292,320 | 226,750 |
| Other | 13 | 1,796 | 121 | 1,917 | 928 |
| **Total resources expended** | | 184,635 | 118,138 | 302,773 | 230,965 |
| **Net income/(expenditure) for the year/ Net movement in funds** | | 63,385 | (7,813) | 55,572 | 75,628 |
| Fund balances at 1 April 2021 | | 270,858 | 506,933 | 777,791 | 702,163 |
| **Fund balances at 31 March 2022** | | 334,243 | 499,120 | 833,363 | 777,791 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

## STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

### *FOR THE YEAR ENDED 31 MARCH 2022*

**Prior financial year**

| | Notes | Unrestricted funds 2021 £ | Restricted funds 2021 £ | Total 2021 £ |
|---|---|---|---|---|
| **Income from:** | | | | |
| Donations and legacies | 3 | 66,484 | 67,638 | 134,122 |
| Charitable activities | 4 | 118,362 | 36,487 | 154,849 |
| Other trading activities | 5 | 17,574 | - | 17,574 |
| Investments | 6 | 48 | - | 48 |
| **Total income** | | 202,468 | 104,125 | 306,593 |
| **Expenditure on:** | | | | |
| Raising funds | 7 | 3,287 | - | 3,287 |
| Charitable activities | 8 | 136,355 | 90,395 | 226,750 |
| Other | 13 | 859 | 69 | 928 |
| **Total resources expended** | | 140,501 | 90,464 | 230,965 |
| Gross transfers between funds | | (26,037) | 26,037 | - |
| **Net income/(expenditure) for the year/ Net movement in funds** | | 35,930 | 39,698 | 75,628 |
| Fund balances at 1 April 2020 | | 234,928 | 467,235 | 702,163 |
| **Fund balances at 31 March 2021** | | 270,858 | 506,933 | 777,791 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

# ALOPECIA UK

## BALANCE SHEET

### *AS AT 31 MARCH 2022*

| | Notes | 2022 £ | £ | 2021 £ | £ |
|---|---|---|---|---|---|
| **Current assets** | | | | | |
| Debtors | **15** | 48,364 | | 2,557 | |
| Cash at bank and in hand | | 806,591 | | 791,838 | |
| | | 854,955 | | 794,395 | |
| **Creditors: amounts falling due within one year** | **16** | (21,592) | | (16,604) | |
| Net current assets | | | 833,363 | | 777,791 |
| **Income funds** | | | | | |
| Restricted funds | **18** | | 499,120 | | 506,933 |
| Unrestricted funds | | | 334,243 | | 270,858 |
| | | | 833,363 | | 777,791 |

The financial statements were approved by the Trustees on 13th December 2022

.....

Mr Simon Ray (Chair)
**Trustee**

**1 Accounting policies**

**Charity information**

Alopecia UK is a an unincorporated charity registered in England, Wales and Scotland. The principal address is 10-12 Commercial Street, Shipley, West Yorkshire, BD18 3SR.

**1.1 Accounting convention**

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

**1.2 Going concern**

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

**1.3 Charitable funds**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

**1 Accounting policies** **(Continued)**

**1.4 Income**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Interest is recognised on a receivable basis.

**1.5 Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Fundraising costs are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

The Charity is very fortunate in receiving substantial amounts of voluntary unpaid help however this cannot be quantified and is therefore not included in the financial statements.

**1.6 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts.

**1.7 Financial instruments**

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**1 Accounting policies** **(Continued)**

***Basic financial assets***

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

***Basic financial liabilities***

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

***Derecognition of financial liabilities***

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

**1.8 Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**1.9 Employee benefits**

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

**1.10 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

## 2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The trustees do not believe there are any significant areas of estimation or judgement which should be brought to the reader's attention.

## 3 Donations and legacies

| | **Unrestricted funds** | **Restricted funds** | **Total** | Unrestricted funds | Restricted funds | Total |
|---|---|---|---|---|---|---|
| | **2022** | **2022** | **2022** | 2021 | 2021 | 2021 |
| | **£** | **£** | **£** | £ | £ | £ |
| Appeals and donations | 51,918 | 120 | 52,038 | 35,426 | 2,088 | 37,514 |
| Legacies receivable | - | 53,020 | 53,020 | - | 65,550 | 65,550 |
| Coronavirus job retention scheme grant | - | - | - | 14,930 | - | 14,930 |
| Gift aid reclaimed | 21,512 | - | 21,512 | 16,128 | - | 16,128 |
| | 73,430 | 53,140 | 126,570 | 66,484 | 67,638 | 134,122 |

## 4 Charitable activities

| | **Unrestricted funds** | **Restricted funds** | **Total 2022** | **Unrestricted funds** | **Restricted funds** | **Total 2021** |
|---|---|---|---|---|---|---|
| | **2022** | **2022** | | **2021** | **2021** | |
| | **£** | **£** | **£** | **£** | **£** | **£** |
| Events | 7,451 | - | 7,451 | 208 | - | 208 |
| Fundraising | 131,385 | 2,159 | 133,544 | 118,154 | - | 118,154 |
| Trusts and grants | - | 55,026 | 55,026 | - | 36,487 | 36,487 |
| | 138,836 | 57,185 | 196,021 | 118,362 | 36,487 | 154,849 |

## 5 Other trading activities

| | Unrestricted funds 2022 £ | Unrestricted funds 2021 £ |
|---|---|---|
| Merchandise sales | 1,596 | 1,208 |
| Support groups | 65 | - |
| Suppliers directory | 23,971 | 14,073 |
| Cardholder scheme | 4,180 | 2,293 |
| Professional services | 5,800 | - |
| Other trading activities | 35,612 | 17,574 |

## 6 Investments

| | Unrestricted funds 2022 £ | Unrestricted funds 2021 £ |
|---|---|---|
| Interest receivable | 142 | 48 |

## 7 Raising funds

| | Unrestricted funds 2022 £ | Unrestricted funds 2021 £ |
|---|---|---|
| Staging fundraising events | 1,440 | 925 |
| Fundraising agents | 1,876 | 2,362 |
| Fundraising consultancy | 5,220 | - |
| Fundraising and publicity | 8,536 | 3,287 |

## 8 Charitable activities

| | Unrestricted funds 2022 | Restricted funds 2022 | Total 2022 | Unrestricted funds 2021 | Restricted funds 2021 | Total 2021 |
|---|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ | £ |
| Staff costs | 135,599 | 38,472 | 174,071 | 110,190 | 50,789 | 160,979 |
| Rent and rates | 5,775 | - | 5,775 | 5,879 | - | 5,879 |
| Insurance | 820 | - | 820 | 736 | - | 736 |
| Website costs | 3,678 | - | 3,678 | 3,408 | - | 3,408 |
| Platform fees | 2,088 | - | 2,088 | 1,921 | - | 1,921 |
| Computer software and maintenance costs | 4,698 | - | 4,698 | 3,131 | - | 3,131 |
| Printing, postage and stationary | 1,921 | - | 1,921 | 1,587 | - | 1,587 |
| Support groups | 1,279 | - | 1,279 | 2,171 | 7,282 | 9,453 |
| Sundry expenses | 1,826 | 50 | 1,876 | 1,441 | 361 | 1,802 |
| Research committee costs | 1,282 | 2,100 | 3,382 | 635 | - | 635 |
| Travel and accommodation | 2,176 | - | 2,176 | (350) | 366 | 16 |
| Events | 8,160 | 1,819 | 9,979 | (532) | - | (532) |
| General awareness and promotional costs | 2,533 | - | 2,533 | 1,523 | - | 1,523 |
| | 171,835 | 42,441 | 214,276 | 131,740 | 58,798 | 190,538 |
| Grant funding of activities | - | 66,576 | 66,576 | - | 31,597 | 31,597 |
| Share of governance costs (see note 10) | 2,468 | 9,000 | 11,468 | 4,615 | - | 4,615 |
| | 174,303 | 118,017 | 292,320 | 136,355 | 90,395 | 226,750 |

## 9 Grants payable

| | Restricted funds 2022 £ | Restricted funds 2021 £ |
|---|---|---|
| Research grants: | | |
| Other | 66,576 | 31,597 |

## 10 Support costs

| | 2022 £ | 2021 £ |
|---|---|---|
| Accountancy fees | 2,468 | 2,490 |
| Legal and professional fees | 9,000 | 2,125 |
| | 11,468 | 4,615 |
| Analysed between | | |
| Charitable activities | 11,468 | 4,615 |

## 11 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, but one of them were reimbursed a total of £196 travelling expenses (2021- £nil).

## 12 Employees

The average monthly number of employees during the year was:

| | 2022 Number | 2021 Number |
|---|---|---|
| | 6 | 6 |

| Employment costs | 2022 £ | 2021 £ |
|---|---|---|
| Wages and salaries | 159,444 | 147,708 |
| Other pension costs | 14,627 | 13,271 |
| | 174,071 | 160,979 |

There were no employees whose annual remuneration was more than £60,000.

## 13 Other

| | Unrestricted funds | Restricted funds | Total | Unrestricted funds | Restricted funds | Total |
|---|---|---|---|---|---|---|
| | | | £ | | | £ |
| | 2022 | 2022 | 2022 | 2021 | 2021 | 2021 |
| Merchandise | 1,389 | - | 1,389 | 636 | - | 636 |
| Bank charges | 407 | 121 | 528 | 223 | 69 | 292 |
| | 1,796 | 121 | 1,917 | 859 | 69 | 928 |

## 14 Taxation

The charity is a registered charity and therefore exempt from taxation.

## 15 Debtors

| | 2022 | 2021 |
|---|---|---|
| **Amounts falling due within one year:** | £ | £ |
| Other debtors | 26,968 | 2,500 |
| Prepayments and accrued income | 21,396 | 57 |
| | 48,364 | 2,557 |

## 16 Creditors: amounts falling due within one year

| | 2022 | 2021 |
|---|---|---|
| | £ | £ |
| Other taxation and social security | 3,389 | 3,365 |
| Accruals and deferred income | 18,203 | 13,239 |
| | 21,592 | 16,604 |

## 17 Retirement benefit schemes

**Defined contribution schemes**

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £14,627 (2021 - £13,271).

Contributions totalling £145 (2021 - £1,228) were payable to the scheme at the end of the year and are included in creditors.

## 18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

| | Movement in funds | | | | | Movement in funds | | |
|---|---|---|---|---|---|---|---|---|
| | Balance at 1 April 2020 | Incoming resources | Resources expended | Transfers | Balance at 1 April 2021 | Incoming resources | Resources expended | Balance at 31 March 2022 |
| | £ | £ | £ | £ | £ | £ | £ | £ |
| Birmingham Adult's Group | 690 | - | - | - | 690 | - | - | 690 |
| Birmingham Kid's Group | 93 | - | - | - | 93 | - | (93) | - |
| Research Funds | 35,247 | 130 | (21,879) | - | 13,498 | 120 | (4,817) | 8,801 |
| Yorkshire Kid's Group | 497 | - | - | - | 497 | - | (497) | - |
| Bad School Pack | 7,763 | - | (7,294) | - | 469 | - | - | 469 |
| VCT Men | 24,768 | - | (9,787) | - | 14,981 | - | (9,691) | 5,290 |
| VTCT Reg Cor | 26,116 | 15,721 | (33,838) | 15,271 | 23,270 | - | (23,270) | - |
| VTCT Small Grant | 11,386 | 10,766 | (17,666) | 10,766 | 15,252 | - | (15,252) | - |
| Alopecia Areata Research | 360,675 | 65,550 | - | - | 426,225 | 53,020 | (18,500) | 460,745 |
| NHS Charter | - | 10,000 | - | - | 10,000 | - | (9,000) | 1,000 |
| Avast Kids Camping | - | 1,458 | - | - | 1,458 | - | (1,458) | - |
| Norwich Support Group | - | 500 | - | - | 500 | - | - | 500 |
| Northern Ireland Activities | - | - | - | - | - | 2,159 | - | 2,159 |
| Pfizer Socioecono | - | - | - | - | - | 55,026 | (35,560) | 19,466 |
| | 467,235 | 104,125 | (90,464) | 26,037 | 506,933 | 110,325 | (118,138) | 499,120 |

**19 Analysis of net assets between funds**

| | Unrestricted funds 2022 | Restricted funds 2022 | Total 2022 | Unrestricted funds 2021 | Restricted funds 2021 | Total 2021 |
|---|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ | £ |
| Fund balances at 31 March 2022 are represented by: | | | | | | |
| Current assets/(liabilities) | 334,243 | 499,120 | 833,363 | 270,858 | 506,933 | 777,791 |
| | 334,243 | 499,120 | 833,363 | 270,858 | 506,933 | 777,791 |

**20 Related party transactions**

There were no disclosable related party transactions during the year (2021 - none).

**ALOPECIA UK**

England & Wales - Charity number 1111304

# Accounts

Charity Registration No. 1111304 (England and Wales)

Charity Registration No. SCO44702 (Scotland)

# ALOPECIA UK

# ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2021

Gibbons

Chartered Accountants & Tax Advisers

SERVICE · SOLUTIONS · VALUE

# ALOPECIA UK

## LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|---|---|---|
| **Trustees** | Mr Simon Ray (Chair) | |
| | Ms Ruth McPhearson | |
| | Miss Lucy Rogers (Treasurer) | |
| | Ms Lynn Wilks | (Appointed 27 January 2021) |
| | Ms Emma Hickinbotham | (Appointed 28 January 2021) |
| | Ms Shalini Vaghela | (Appointed 30 January 2021) |
| **Charity number (England and Wales)** | 1111304 | |
| **Charity number (Scotland)** | SCO44702 | |
| **Principal address** | 10-12 Commercial Street<br>Shipley<br>West Yorkshire<br>BD18 3SR | |
| **Independent examiner** | Gibbons<br>Chartered Accountants<br>Carleton House<br>136 Gray Street<br>Workington<br>Cumbria<br>CA14 2LU | |

# ALOPECIA UK

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# ALOPECIA UK

## CHAIRMAN'S STATEMENT

## *FOR THE YEAR ENDED 31 MARCH 2021*

I am pleased to present the charity's Report and Accounts for the financial year ending 31st March 2021.

It goes without saying that the last financial year has presented Alopecia UK (AUK) with many challenges; as has been the case for a good number of us. As forecast in last year's report, the pandemic has impacted the charity financially, with fund raising events having been cancelled and our loyal supporters have, not unreasonably, been distracted by the direct impact of Covid-19 to their personal lives.

As mentioned in my previous statement, we moved swiftly as events unfolded to prudently review our position and dramatically revise down our budget for this financial year. So, despite revenue falling from £324,300 last year to £238,780 this year (on a like for like basis), we still managed to cover our expenses for the year; thereby maintaining our reserves for this year ahead. As has been mentioned many times we are grateful to be a very well supported charity and the limited 26% drop in revenue during the pandemic is, I believe, a testament to the Alopecia community's talent for fundraising; and for that I thank you all.

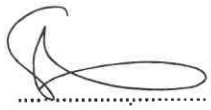
The Trustee board remains vigilant to the current delicate economic recovery and how this will, in all likelihood, continue to impact the finances of the charity. We remain guarded in our approach but also reassured that the existing reserve structure has kept AUK on a stable footing throughout what has proved to be a once in a generation event.

At this point, I would like to highlight the fantastic way in which our charity employees collectively stepped up to the mark when we needed them most. Not only have they kept the charity operational throughout but have used this opportunity to adapt AUK to new ways of working; thereby accelerating future plans for digitisation and breaking down regional and national barriers. As a result, we have seen no end of innovative ways for us to meet our charity objects on a remote basis. The Trustees believe this provides an excellent template for the future development of the charity and many of these new ways of working, and helping those with Alopecia, are now here to stay. Your Trustees are extraordinarily grateful to the team at AUK for all they have done in the last 12 months and continue to do on our behalf as I write.

The last twelve months has also seen AUK expand its Trustee Board considerably. I am grateful to Ruth McPherson and Jen Chambers for creating an extremely professional recruitment process to find our new Trustees; that has led to some exceptional individuals being added to our governance structure. In addition to bringing unique experience, and varied skills to the board, each new Trustee has already proven themselves in setting the direction of the charity. I would like to formally welcome all our new Trustees and say a very special thank you to Audrey Ball and Karen Green who have stepped down following many years of extraordinary contribution.

The new enhanced Trustee Board is part of the ongoing development of AUK. We continue to look at what we do, how we do it and our aspirations for future development. It is important that we do not stand still and continue to provide support, increase awareness of alopecia and expand research. The events of the last year have both stretched the charity but also inspired positive change.

Despite the current uncertainty, AUK has a real air of positivity about it and we are tentatively looking forward to the future and the new, and exciting, ways we can continue to strive towards our charity objects and continue the process of building a charity of the future. Of course, none of this is possible without the unstinting support of the Alopecia community around us and I, and my fellow Trustees, continue to be grateful and full of admiration.



**Simon Ray**
Chair of Trustees
Dated: 21 December 2021

# ALOPECIA UK

## TRUSTEES' REPORT

## *FOR THE YEAR ENDED 31 MARCH 2021*

The Trustees of Alopecia UK present their report and the financial statements for the year ended 31 March 2021. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005 in preparing the annual report and financial statements of the charity.

Reference and administrative information about Alopecia UK (Charity registration number, names of Trustees, *etc.*) is set out in the preface to this report.

The Trustees have complied with the duty in Section 7 of the Charities Act 2011, giving due regard to public benefit guidance published by the Commission.

**About Us**
Alopecia UK (AUK) was started in 2004. Official charitable status was granted in September 2005.

The charity continues to develop and we continue to progress our aims of Support, Awareness and Research with the overall mission statement of 'working to improve the lives of those affected by alopecia'.

**Our aims**

- **Support** - We will provide impartial information, advice and support to help people feel less isolated
- **Awareness** - We will raise awareness to the general public and healthcare professionals about alopecia and its psychological impact
- **Research** - We will provide hope and confidence to people with alopecia by funding research into its causes, with the aim of finding treatments, and ultimately, a cure.

**Our values**

- To be open, honest and act with integrity
- To work productively in partnership with others
- To be passionate and motivated to make a change
- To appreciate the skills, expertise and commitment of our Staff, Trustees and Volunteers, many of whom have personal experience of alopecia.

**Objectives and activities**
**Support Services**
We require a diverse range of services and support including: administration, event management, finance and accounts, insurance, governance, reporting, IT support, funding support and communications. These areas are vital for the charity to run effectively. All services are currently delivered by the AUK Staff and carefully selected third party support companies as required.

**Trustees**
S Ray (Chair), A Ball (resigned December 2020), H Brunt (resigned November 2021), K Green, R McPherson, L Rogers (Treasurer), S Schilling (appointed 29th January 2021, resigned October 2021), L Wilks (appointed 27th January 2021), S Vaghela (appointed 30th January 2021), E Hickinbotham (appointed 28th January 2021)

**Facebook Group Volunteers**
I MacLaren, E Ulrich, N Wilson, S Barrowes, C Bedwell, H Pickering, M Nicholson

**Resource Volunteers**
C Partington, R Alder

**Online Support Groups and General Peer Support (Adult and Children)**
H Pickering, S Smith, G Hurry, D Hamber, S Banks, P Vaja, E Rusher

**Adult Support Group Volunteers**
A Wright, V Hennesey-Jones, S Smith, C Twomey, M Swift, M Smith, G Thomas, C Bedwell, A Grip, G Hurry, P Muir, A Craig, V Jordan, C Robinson, K Mills, R Brown, E McGowan, C Cane, S Fletcher, S Knight, P Newcombe, R Wadsworth, C Tether, E Cottrell, D Alford, L Weir, D Spooner

**Children Support Group Volunteers**
*Leads*
S Knight, C Meldrum, A MacLean, K Hayden, A Harmsworth, M Flint, L Wright, M Nicholson, S Jones
*Helpers*
R Mayo, M Flint, J Parkinson, M Conway, A Robinson, K Winter, D Spooner

**Event Volunteers**
T Spencer

**Research Committee**
S Milling, M Harries, F Henriquez, D Tobin, A Astrand, A Messenger, A Macbeth, D Harcourt, N Hunt (plus two Trustees)

**Research Lay Panel**
C Kennedy, N Fleming, M Cray, H Panther, C Hatcher, M Pancaldi, J Earley, E Sothern, E Miller, A Roger, I Hastings, L Filby, S Murphey, C Hiles, N Dhalla

**Staff**
Alopecia UK employed seven staff during this period. Existing members of staff continued: J Chambers as Charity Development Manager, A Johnson as Operations Manager, N Hall as Support & Development Officer, K Montgomery as Support Project Manager (starting as Psychological Wellbeing Lead from 1st January 2021), K Young as Regional Events & Support Coordinator (starting as Volunteer & Resource Manager from 1st January 2021). C Johnson as Research Manager (left post 11th September 2020), J Clayton as Research Manager (started 1st February 2021).

During the accounting period, all Trustees had input into the direction and decisions of the charity with many of them involved in the delivery. The Trustee Board and the Charity Managers held Trustee Meetings in June 2020, August 2020, November 2020 and February 2021. Due to Covid-19 all meetings were held digitally over Zoom. All Trustees could see and hear each other on all meetings. In between meetings, individuals communicated mainly via email and telephone call.

**Trustees**
Trustees sign up for a three-year term. The charity tries to ensure our Trustees have a varied background, each bringing a different skill to the board. All Trustees are DBS checked. Before appointing a new trustee, the board obtains a declaration that they are not disqualified, searches the register of removed trustees, and checks the insolvency register. Once appointed, Trustees receive a Code of Conduct document and are given information on their roles and responsibilities.
Four new Trustees joined the board during this accounting period.

**Achievements and highlights**

***Support***

With regard to public benefit and achievement, Alopecia UK undertook the following in relation to our aim of 'Support':

Website

We aim for our website to be packed full of relevant information for people at all stages of their alopecia journey. To do this the website is a continuous work in progress. We add new pages, blogs, and news items year round.

Our website contains a huge amount of information and advice for those with alopecia.
From 1 April 2020 to 31 March 2021 there were:

- 236,458 sessions (an increase of 38% on the 2019/20 accounting period)
- Visitors were split 12% repeat visitors and 88% new visitors
- During the period we received 465,820 page views (an increase of 22.57% from 2019/20)
- The number of individual users of the website over the period is 186,378 (up 47% from 2019/20). Of this number 182,181 are new users and 4197 are regular users.

Online Peer Support

During this year we facilitated multiple online peer support spaces. These spaces are an opportunity for many people to share their experiences of alopecia and ask about anything alopecia related from emotional advice on how to cope, practical tips with wigs and make up to thoughts about treatments and reactions from family members.

| | | End of March 2021 | End of March 2020 | Increase/decrease |
|---|---|---|---|---|
| Alopecia UK Facebook Group | Group Membership | 9529 | 7695 | Increase 24% |
| | Active Members | 7147 | 6283 | Increase 14% |
| | Total Posts during Year | 3910 | 4876 | Decrease 20% |
| | Average number of monthly posts | 326 | 406 | Decrease 20% |
| | Average number of monthly comments | 6470 | 5482 | Increase 18% |
| Alopecia UK Products and Services Chat Facebook Group | Group Membership | 4128 | 2775 | Increase 49% |
| | Active Members | 3426 | 2481 | Increase 38% |
| | Total Posts during Year | 3697 | 2939 | Increase 26% |
| | Average number of monthly posts | 308 | 245 | Increase 26% |
| | Average number of monthly comments | 5156 | 2802 | Increase 84% |
| AUK Parents' Chat | Group Membership | 645 | 486 | Increase 33% |
| | Active Members | 564 | 439 | Increase 28% |
| | Total Posts during Year | 280 | 360 | Decrease 22% |
| | Average number of monthly posts | 23 | 30 | Decrease 23% |
| | Average number of monthly comments | 197 | 225 | Decrease 12% |
| AUK Men's | Group Membership | 175 | 103 | Increase 70% |
| | Active Members | 145 | x | x |
| | Total Posts during Year | x | x | x |
| | Average number of monthly posts | 3 | x | x |
| | Average number of monthly comments | 26 | x | x |

*NB:*

- *Facebook no longer provides us with an 'engagement' total which we have reported on in previous years.*
- *Not all data is available for the Men's Group due to small membership and Facebook only providing this information once the group is over a certain size.*

All of our Facebook Groups continue to grow at a steady and consistent rate. Total posts across all groups remains at a consistent level. When looking at the individual groups there are less posts in our primary Facebook group compared to the previous year however there are more posts in our increasingly popular Products and Services Chat Group. There are also more comments in both groups, particularly so in our Products and Services Group, showing that more people are increasingly engaging with and providing that peer support with a keen interest in finding out more about Products and Services to help cope with alopecia.

Alopecia UK moderates all four Facebook groups on a daily basis seven days a week. We aim to approve or decline any posts made between 9am and 9pm as a minimum, but frequently moderate outside of these hours too. Moderation is shared between five staff members and seven volunteers. Our Team of Admins and Moderators (a mix of staff and volunteers) check every single member request and then either approve the individual into the group or decline. They also approve or decline every single post in our two larger groups. We do this to maintain the quality of the groups, keeping them as safe and friendly as we can and free of spam. It also means we are able to flag any Safeguarding concerns more easily.

This means our team checked and approved 3418 Member Requests across all four groups during this financial year (average 9 per day). They also checked and approved 7910 posts into the four groups throughout the year (average 22 per day). These were then responded to by the alopecia community with 142,000 comments (average 18 peer support comments per post).

Both our Parents' Chat Group and our Men's Chat Group remain much quieter than our bigger two groups but we are committed to having separate spaces for both these groups.

Additional to our Facebook Groups, during 2020/21 we also had a forum on HealthUnlocked however content is minimal in comparison to our Facebook Groups.

Newsletter

We continue to produce a regular email newsletter to our mailing list subscribers. Our number of subscribers at 31 March 2021 is 2283 subscribers (2019/20: 1720) an increase of 33% (compared to 31% in the previous year). Our newsletter provides information on our latest charitable activities around our aims Support, Awareness & Research and features stories about fundraisers and ways that people can get involved with the charity.

Support Groups

A network of 33 Alopecia UK adult and child support groups across the UK facilitate regular meetings for those affected by alopecia. At these meetings people are able to meet others with hair loss and share experiences, knowledge, advice and information thereby, increasing feelings of support and reducing feelings of isolation. The groups are run by volunteers, with the exception of the groups run by our staff members, A Johnson (Leeds, Yorkshire Kids and Birmingham Kids) and K Young (London).

We continue to implement data collection from our Support Group Leads in order to ascertain the reach and effectiveness of the groups. We usually report on our Support Groups based on the calendar year. However, we are using the interruptions by Covid as an opportunity to move to financial year reporting. Below we will report on the period January to March 2020 (when face to face groups ran) and then April 2020 to March 2021. Due to Covid-19 our face-to-face Support Group Network did not run during this financial period. While for periods of the year government restrictions would allow support groups we took the decision to cancel all as many of our group leads were not comfortable to run groups. Some of our groups did run online Zoom meetings and it is this data that we will report on below.

*Adult Alopecia UK Support Groups*
During January 2020 to March 2021:

- There were 25 groups *(2019: 23)* – with new groups in Plymouth, Kent, Norwich and Northern Ireland.
- A total of 122 meetings were delivered (2019: 152). This breaks down as 41 face to face meetings (Jan to March 2020) and 81 online meetings (April 2020 to March 2021).
- Most face-to-face meetings last at least two hours and online meetings one hour meaning that the network provided at least 163 hours of peer support space *(2019: 304)*.

For the period between January 2020 to March 2020:

- For this period data was submitted from 33 of these meetings. From this data we can see that:
    - There were 250 support 'contacts'*, 80% of which were those with alopecia. The other 20% were friends and family of those with alopecia. 88% were female and 12% were male.
    - 59 of those contacts were first time attendees in 2020.
    - The average number of attendees at each meeting was 8.

During this three month period, Support Group Leaders gave 240.5 *(2019 full year: 867)* hours to their volunteer role which averages out at 10 hours a quarter per volunteer group lead. Communication exchanges were also recorded. Each communication exchange was equated to one support contact. As a result the following support contact figures were given:

- 30 – telephone calls
- 72 – text exchanges
- 209 – email exchanges
- 42 – Facebook Message exchanges
- 17 – Face to face meetings (one to ones)

*Including group figures this equates to a 'support contacts' total of 620 (2019 full year: 2485) across the whole Adult Support Group Network from January to March 2020.***

During April 2020-March 2021:

- For this period data was submitted from 61 of these meetings. From this data we can see that:
    - There were 366 support group 'contacts'* recorded, 98% of which were those with alopecia. The other 2% were friends and family of those with alopecia. 92% were female and 8% were male.
    - 53 of those contacts were first time attendees in 2020/2021.
    - The average number of attendees at each meeting was 6.

During this period, Support Group Leaders gave 565 hours to their volunteering role which averages out at 22 hours per group lead during this timeframe. Communication exchanges were also recorded. Each communication exchange was equated to one support contact. As a result the following support contact figures were given:

- 72 – telephone calls
- 207 – text exchanges
- 771 – email exchanges
- 73 – Facebook Message exchanges
- 28 – Face to face meetings (one to ones)

*Including group figures this equates to a 'support contacts' total of 1,517 across the whole Adult Support Group Network.***

*Children Alopecia UK Support Groups (also for teens and parents)*
During January 2020 to March 2021:

- There were 10 groups *(2019:10)*
- A total of 9 meetings were delivered *(2019: 16). This breaks down to 7 face to face meetings (Jan to March 2020) and 2 online meetings (April 2020 to March 2021).*
- Most face to face meetings last 2-3 hours and online meetings one hour meaning at least 16 hours of peer support space was provided *(2019: 32)*

For the period between January 2020 to March 2020:

- For this period data was submitted from 7 of these meetings. From this data we can see that:
    - There were 126 attendees across 7 different groups (35% children with alopecia, 49% parents, 5% siblings, 11% were volunteers also with alopecia). 56% were female and 44% were male. 44 were new to the group.
    - Children with alopecia breaks down as 18% aged 8 and under, 57% aged 9-12, 23% aged 13-15, 2% aged 16-18.
    - Average number of total attendees at each meeting was 21.

Our Children's Support Group Leaders told us that they have given 81.5 hours *(2019 for the full year: 152)* to their volunteer role which averages out at 8 hours per volunteer group lead for this quarter. Communication exchanges were also recorded. Each contact exchange was equated to one support contact. As a result the following support contact figures were given:

- 0 – telephone calls
- 3 – text exchanges
- 72 – email exchanges
- 9 – Facebook Message exchanges
- 2 – Face to face meetings (one to ones)

Including group figures this equates to a 'support contacts' total of 212 *(2019: 423)* across the whole Children & Teen Support Network.**

For the period between March 2020 to April 2021:

- For this period data was submitted from 3 meetings. From this data we can see that:
    - There were 14 support 'contacts' (86% children with alopecia, 0% parents, 0% siblings, 14% were volunteers also with alopecia). 81% were female and 19% were male. 1 was new to the group.
    - Children with alopecia breaks down as 41% aged 8 and under, 50% aged 9-12, 8% aged 13-15, 0% aged 16-18.
    - Average number of total attendees at each meeting was 5.

Our Children's Support Group Leaders told us that they have given 63.5 hours *(2019 for full year: 152)* to their volunteer role which averages out at 8 hours a year per volunteer group lead.

Communication exchanges were also recorded. Each contact exchange was equated to one support contact. As a result the following support contact figures were given:

- 6 – telephone calls
- 1 – text exchanges
- 104 – email exchanges
- 3 – Facebook Message exchanges
- 0 – Face to face meetings (one to ones)

Including group figures this equates to a 'support contacts' total of 128 *(2019: 423)* across the whole Children & Teen Support Network.**

*support contacts – this is the sum of the attendee number for each meeting. It does not reflect the number of individuals at the groups as some individuals may be repeat attendees.

** It is the bespoke nature of this area that we cannot be sure that all group leads are interpreting their support exchanges in a manner that is consistent with one another; however we do feel that these figures highlight some of the great work that is being carried out by our volunteer support group leads on a very regular basis.

Online Zoom Peer Support Meetings - NEW
In addition to any online Zoom meetings run by our volunteers, we also ran meetings that were facilitated by the staff team. We ran separate sessions for children with alopecia, adults with alopecia, and parents of children with alopecia.

*Kids Age 7-11*
These meetings ran through the 2020 Summer Holidays, 2021 February Half Term 2021 March Easter Holidays.

| | **2020-21** |
|---|---|
| No. of meetings delivered | 7 |
| Total number of hours delivered | 7 |
| Number of volunteers used | 2 |
| Total cumulative number of meeting registrants | 80 |
| Total number of individuals registered | 44 |
| Total cumulative number of meeting attendees | 54 |
| Total number of individuals attended | 29 |

Teens Age 12-14
These meetings ran during the 2020 Summer Holidays

| | **2020-21** |
|---|---|
| No. of meetings delivered | 3 |
| Total number of hours delivered | 3 |
| Number of volunteers used | 0 |
| Total cumulative number of meeting registrants | 15 |
| Total cumulative number of meeting attendees | 10 |
| Total number of individuals registered | 8 |
| Total number of individuals attended | 6 |

*Adults*
These meetings started in November 2020 and take place monthly.

| | 2020-21 |
|---|---|
| No. of meetings delivered | 8 |
| Total number of hours delivered | 8 |
| Number of volunteers used | 4 |
| Total cumulative number of meeting registrants | 192 |
| Total number of individuals registered | 158 |
| Total cumulative number of meeting attendees | 107 |
| Total number of individuals attended | 84 |

*Parents*
These meetings started in December 2020 and take place monthly.

| | 2020-21 |
|---|---|
| No. of meetings delivered | 4 |
| Total number of hours delivered | 5 |
| Number of volunteers used | 3 |
| Number of volunteer hours | 8 |
| Total cumulative number of meeting registrants | 64 |
| Total number of individuals registered | 42 |
| Total cumulative number of meeting attendees | 38 |
| Total number of individuals attended | 21 |

Podcasts - NEW
In response to Covid-19 we wanted to develop new ways of reaching people with alopecia with relevant content. As such we started piloting some podcasts towards the end of the year. Starting in January 2021 we have released a monthly podcast episode which go out on Soundcloud, Spotify and Apple. Average number of listeners per episode at the time of data collection was 102.

Events
Due to Covid-19 no face-to-face events were held during the 2020/21 accounting period. This provided us with an opportunity to try and do more digitally.

*Birthday Bonanza Video Series - NEW*
In lieu of not having any face-to-face events we created a month-long digital based campaign, our Birthday Bonanza, to celebrate our 15th Birthday as a Charity. This included elements of fundraising, awareness and support. The support element included the development of an 'All About Alopecia' video series, designed to provide support through the provision of information and advice relevant to those with alopecia. The series consisted of 15 videos as listed below:

| | |
|---|---|
| 1 | Make-up options for those with eyebrow and eyelash loss |
| 2 | Experiences of men with alopecia |
| 3 | Treatment options for alopecia areata |
| 4 | Experiences of parents |
| 5 | Coping with alopecia – body image and self esteem |
| 6 | Experiences of young people |
| 7 | A chat about alopecia areata research |
| 8 | Meeting others with alopecia |
| 9 | Coping with alopecia – 15 tips for success |
| 10 | Headwear options |
| 11 | Alternative hair options: wigs |
| 12 | Dating with alopecia |
| 13 | 15 years of Alopecia UK |
| 14 | Live Birthday Bash |
| 15 | A poem celebrating Alopecia UK |

The videos totalled 11 hours and 48 minutes of content. Across Facebook and YouTube the videos had 22809 views and reached over 78,000 people on Facebook alone.

*Birthday Bonanza Livestream, September 2020 - NEW*
This was the team 15for15 challenge going live for 150 minutes on the Alopecia UK Facebook Page for our 'Birthday Bash'. This livestream was a celebration of 15 years of Alopecia UK including celebrity birthday messages, interviews with Charity Champions, celebration of Charity Champions, and challenges for the team. This aim was to be a positive and uplifting video for those with alopecia.

Livestream stats:
- 2 hours and 55 minutes of live content
- 5.6k views
- 806 Reactions, comments and shares
- 36.3k people reached

*2.6 challenge Livestream, April 2020 - NEW*
Earlier in the year we trialled our first livestream event as part of the national 2.6 Challenge campaign. We went live for 2.6 hours celebrating fundraisers who had taken part in the 2.6 Challenge for Alopecia UK, videos and interviews with our ambassadors, silly live challenges and memorable charity moments from the team. With it being during the first lockdown when the world felt a bit upside down our aim was to create a fun, silly and uplifting 2.6 hours which we did.

Livestream stats:
- 3 hours 11 minutes
- 7.2k views
- 1.2k reactions, comments and shares
- 18.7k people reached

*Workshop Event*
As the opportunity arose with a volunteer offer of facilitation we also trialled a Cognitive Hypnotherapy taster session. This was for adults only and had 27 attendees.

Individual Support
Individual support is provided to those who contact the charity via email, telephone and social media private message; queries range from questions about wig provision, lack of understanding from GPs or family members, how to help children with alopecia and questions about treatments and prognosis. We estimate that we have handled over 300 individual support requests in 2020/21 with the average support request taking 20 minutes (but ranging from a few minutes to over an hour). Alopecia UK is looking to improve how it records the support contacts it receives in the future however this is difficult due to staff workloads and time constraints.

*Wellbeing sessions - NEW*
There are instances where some people need a bit of extra time and this year (starting in January 2021) we piloted some one-to-one sessions with our Psychological Wellbeing Lead whereby individuals could have up to four sessions with the aim being to give them some extra time to help identify problems in order that more effective signposting could be given to services that could give them the psychological support they need. So far 5 individuals have benefit from this pilot service.

Service Directory
The Service Directory provides an online search facility on products and services, thus enabling us to provide information and support to those affected with alopecia. The Service Directory works in conjunction with our Facebook Products & Services Chat Group as well as a VIP Card Scheme for those affected by alopecia who can then access the various VIP discounts on offer by businesses. In 2020/21 we had 79 businesses listed on our Service Directory.

**Financial review**
***Support for Children & Young People***

We continued to support the following ten children's support groups:

- Birmingham Children's Support Group
- Liverpool Children's Support Group
- London Children's Support Group
- North East Children's Support Group
- Yorkshire Children's Support Group
- Berkshire (Teen's) Support Group
- Essex Children's Support Group
- Glasgow Children's Support Group
- Manchester Teens' Support Group
- South West Children Support Group

Unfortunately these were unable to run during this financial year however some Volunteer Group Leads ran zoom sessions as reported on earlier.

Support Resources for Children:
*Schools Pack - NEW*
This year saw the completion of our Schools Pack project which launched in March 2021.

Completing this resource involved engaging with children with alopecia, parents and schoolteachers as below:

| | Age | Meetings / workshops | No. of individuals |
|---|---|---|---|
| **Children engagement** | 4 – 16 years | 3 | 14 |
| **Animation workshops** | 4 – 16 years | 3 | 12 |
| **Parents engagement** | N/A | 1 face to face meetings<br>Multiple zoom meetings<br>5 1:1 sessions<br>6 via email survey | 24 |
| **Teachers** | N/A | | 5 |

Part of the Schools Pack involved the creation of a digital animation video, 'Talking About Alopecia'. This involved children with alopecia talking about alopecia to an animation. The video is a great support and awareness resource. The video has reached 35000 people, with 12300 views and 1700 reactions, comments and shares.

We also continue to provide our Story Booklets resource for children at cost price in our online shop.

*Digital meetings - NEW*
Again, as already mentioned in an earlier section, we ran Zoom meetings from AUK HQ for children. We also ran Zoom meetings for parents and have a Parents Chat Facebook Group for parents of children with alopecia. We know that parents are often affected by alopecia as well and so need these spaces for support in order that they can better support their children.

*Kids Camp - NEW*
Our Kids Camp due to go ahead in August 2020 had to be postponed to August 2021.

***Awareness***
With regard to public benefit and achievement, Alopecia UK undertook the following in relation to our aim of 'Awareness':

Promoting Awareness to Medical Professionals
We promote the understanding of the patient experience of alopecia to medical professionals as well as awareness of the charity and the work we do in order that medical professionals can point their patients in our direction for support. By doing this, we increase understanding and empathy within the medical profession and improve patient experience.

We were unable to facilitate any AUK stands at events as usual this year due to Covid-19 and we had no speaking opportunities this year.

*Networks*
We are members of the following groups and regularly attend meetings:
- British Association Dermatologists Patient Support Groups
- Dermatology Council England

We are also members of the following groups and link in where possible:
- The European Hair Research Society
- All Party Parliamentary Group on Skin Disease
- International Alliance of Dermatology Patient Organisations

*Education – some NEW*
Our collaborative CPD accredited module with the Royal College of General Practitioners continues to run with 696 having now completed it as at 25th February 2021 (643 as at September 2020). The module aims to educate GPs on the different types of alopecia, including treatment options, and most importantly convey to GPs the psychological impact of hair loss including what they can do to support their patients.

This year also saw the beginning of a working relationship between Alopecia UK and a new body called the College of Trichological Science and Practice (CTSP). The CTSP aim to improve the educational standards within the profession of Trichology with a new EduQual accredited Level 4 Certificate in Hair and Scalp Science. Alopecia UK provided the CTSP with content for a module on the Psychological Impact of Hair Loss. Content was provided in this financial year however the course was not launched until the 2021/22 financial year.

*Advisory - NEW*
Our Psychological Wellbeing Lead has been approached by multiple professionals for discussions and advice around Quality of Life scales, support options for patients, and data collection in clinics.

Promoting Awareness to the General Public

Media
We have continued to support coverage of alopecia in the press by finding case studies for journalists and provided charity quotes when requested. In 2020-21, this included mentions of alopecia and the charity in both national and local media – printed press, radio and TV.

Alopecia Awareness Month, September 2020

As mentioned this year we ran our Birthday Bonanza across Awareness Month which involved, support awareness and fundraising. In relation to awareness we recruited 100 Birthday Champions, providing them with a Charity Champion kit in order to raise funds and awareness on their own social media platforms to friends and family. Some even went on to feature in magazines and newspapers with one featuring on Channel 4's 'Steph's Packed Lunch'. We supported the Champions throughout the month via a dedicated Facebook Group knowing that it can be a significant experience telling your alopecia story. We also featured lots of content on our own social media channels throughout the month that people could share.

Ambassadors & Celebrities – some NEW

We work with our ambassadors and other celebrities to help raise the profile of both the charity and alopecia. Alopecia UK's ambassador team in 2020/21 includes four passionate individuals committed to raising the profile of alopecia and the charity; Joanna Rowsell Shand MBE, John Altman, Tom Spencer and Joelle. All of our ambassadors took part in our 2.6 Challenge Livestream event along with Heather Fisher & Sue Hampton. Our 15for15 Birthday Bonanza Livestream saw birthday messages come in from a variety of celebrities who have alopecia; Matt, Lucas, Gail Porter, Ranvir Singh, Shaun Ryder, & Nell Bryden.

*Matt Lucas Video*

We were incredibly lucky to have comedian and TV presenter Matt Lucas take part in an interview session with some mini Alopecia UK journalists. 15 children with alopecia from all over the country joined Matt Lucas for a Zoom session where they interviewed him with a variety of questions about life in general as well as alopecia. We recorded the session to be shared publicly to raise awareness. This heart-warming video was released in February 2021 and currently has 1654 views on YouTube and 2,900 views on Facebook. Some of the children who took part also used it as a resource to raise awareness in their schools amongst their school friends.

Merchandise

We continue to sell items designed to raise awareness of alopecia. These include wristbands, badges and tube scarves. Our shop was closed for a period of time due to Covid-19 and staff not being able to access the office however it is now up and running again.

***Research***

With regard to public benefit and achievement, Alopecia UK undertook the following in relation to our aim of 'Research':

Unfortunately our Research Manager moved on to pastures new as a result of an enticing job offer. As such, this year we were without a research manager between mid-September and January with our new Manager in post from 1st February 2021.

During this time we delivered on the following areas:

Funding Research

Our second grant funding call took place with three types of grants available:

- Research Pots (up to £10,000)
- Small Grants (up to £1500)
- Patient and Public involvement (up to £500)

Four projects were funded as a result:

- Genome-wide meta-analysis and comprehensive functional annotation of susceptibility loci in female frontal fibrosing alopecia, run by Dr Christos Tziotzios at St John's Institute of Dermatology
- Microbiota signature of alopecia, run by Dr Claire Higgins at Imperial College
- Do you see you? Impact of media representation on woman with alopecia, run by Dr Shruti Narayaswamy at University of St Andrews
- Molecular exploration of male frontal fibrosing alopecia, run by Dr Tuntas Rayinda at King's College

Application for our 2021 Research Pots Grant Round also launched in early 2021.

Collaborative Commissioned Research

*Men's Experiences*

We teamed up with researchers at the Centre of Appearance Research to source funding to investigate men's experiences of alopecia and how Alopecia UK could better meet the needs of men with alopecia. The project has been ongoing throughout the year with data collection over the winter months.

*NHS data*

In 2019 we collected a large amount of data relating to the patient experience of NHS Pathways. We again teamed up with the Centre of Appearance Research who agreed to analyse this data for us during 2020 in order that it could inform an ongoing 'NHS Charter for Best Practice' in relation to wig provision for those with dermatology related hair loss that we are working on with NHS England.

Supporting Research

We have also continued to support any researchers who get in touch looking for help and supported 17 across the year. This was for things like participant recruitment for surveys and interviews, Patient and Public Involvement (PPI) providing lay review, and participants for sample collection for biobanks and research studies. The type of people getting in touch were BSc, MSc and PhD students, clinicians, trichologists, and psychologists.

Research Networks

We continue to link in with any Research Networks and opportunities where possible. This involves the Association of Medical Research Charities (AMRC), Charities Research Interests Group (CRIG), European Hair Research Society (EHRS), and International Alliance of Dermatology Patient Organisations (IADPO). We also try to link with other alopecia charities worldwide when possible.

We are a National Institute for Health Research (NIHR) non-commercial Partner.

We continued to take part in the development of Global Alopecia Areata Registry standards.

Our Research Aim continues to be guided by our Research Committee.

**Future developments**

'Uncertain times ahead' continues to be the general feeling throughout the world. While Covid-19 presented us at Alopecia UK with some challenges and fears it also allowed us some breathing space, time for reflection and exploration of new opportunities.

Going forwards, investment in digital output feels sensible for a small charity with limited staff resource operating at a national level. Digitally we have the potential to connect with larger numbers more easily than if they had to travel to 'in person' events. There is therefore much to consider in relation to the 'type' of event we do and the best way to deliver it. We plan to bring our Alton Towers event back in 2022 along with some 'Kids Camp' events however there is much to be considered in relation to our Big Weekend conference (and information sharing) event. We will assess the success of our digital provision along with the needs and wants of the alopecia community, capacity of funds and staff resource over the coming months, ahead of planning any further Big Weekend events in their traditional form.

Covid-19 has also allowed us to invest time in developing the beginning of an Inclusion Strategy. We have long been aware of several demographics where we know Alopecia UK doesn't quite meet the need as engagement isn't as high. This includes teenagers, men with alopecia, and people from ethnic minority communities, underrepresented groups and those experiencing racial inequity. This coming year we look forward to the completion of the Men's Project with the Centre for Appearance Research and then rolling out new information and/or services as per the recommendations. We also look forward to the launch of our Youth Voice Board where a group of teenagers will come together to help steer more appropriate provision and projects for teenagers. We look forward to delivering some Equality and Diversity focus groups exploring the impact of culture, ethnicity and racial identity on the alopecia experience in order to establish differences in need and what we can do differently at Alopecia UK to better meet those needs.

We are expanding on how we meet our awareness aim with better education of professionals that those with alopecia come into contact with such as hairdressers, wig suppliers, trichologists and more. There are plans to develop our Level 4 module with the CTSP into a standalone course in order that it is more accessible to more people. This will also generate income for the charity.

We are hopeful that our collaboration with NHS England will progress significantly this year with the driving force of a new Trustee who has a lot of experience in this area hoping to bring the Charter of Best Practice for Wig Provision to fruition.

We look forward to our Support Group Network getting back on its feet with face-to-face meetings getting started again for children and adults. We are continuing to invest into this Network to help make it the best it can be with improved training and frameworks surrounding it.

We had further legacy funds (from the same donor) come into the charity this year restricted to research projects relating to alopecia areata. We also look forward to implementing a brand-new funding stream whereby we can fund PhD students.

Overall, we are looking forward to a busy year ahead alongside a predominantly new Board of Trustees who will be settling in and finding their feet. Some of them will also be participating in our newly established working groups which have been set up for some areas of the charity that need a bit of extra thought and guidance such as Communications, Research & Healthcare, and Income Generation.

We are extremely pleased and proud to report the results for what has been a particularly challenging year resulting from the impact of the global pandemic. On a like-for-like basis (ie, excluding the legacy income of £360,675 last year and £65,550 this year) our income has reduced by £82,582 (26%) which is less of a decline than we had budgeted for. We are sincerely grateful to everyone who has continued to support the charity throughout the year when we have not been in a position to put on any significant face-to-face events.

Throughout the year we have kept a close eye on our cost base and with our costs falling by 12% we have been able to report an increase in our closing reserves of £75,628. This provides comfort that while the impact of COVID-19 continues to cause so many unknowns, the charity is in a strong position to continue to provide its vital services for the foreseeable future. We are fortunate to have a strong reserve position and we have several exciting projects that we are budgeting to take place over the next couple of years and beyond.

***Raising funds***

Fundraising: Our fundraising income decreased by £7,424 (6%) . Given the extremely challenging fundraising climate due to the COVID-19 pandemic, a drop in fundraising income was expected. We were however encouraged to see that this was not as drastic as expected in the year to March 2021, albeit a particular area of vulnerability as the pandemic continues. Thanks to the continued support of some in the alopecia community, who have continued to rally around us, the decrease in fundraising income was not as big as we feared it might be. In particular, fundraisers embraced the national '2.6 challenge' in April/May 2020 and our 'Birthday Bonanza' campaign in September 2020.

Donations: We are grateful to our regular donors who continue to provide a consistent source of income via various routes, including regular Direct Debits, Standing Orders, Payroll Giving, and Give as you Earn. Our income from regular donors remained pretty much the same between 2019/20 and 2020/21 (approximately £6,800 pa). Alopecia UK would really benefit from an increase in additional regular donors and will attempt to recruit new regular donors in future years.

AUK VIP Scheme: Our VIP scheme has provided additional income to the charity and we are extremely grateful to everyone who chooses to become an AUK VIP.

Businesses: Suppliers continue to provide a consistent source of income through Alopecia UK's Service Directory.

Merchandise: Income from sales of merchandise dropped during this accounting period. This was expected, due to the closure of our online shop during lockdowns and the absence of face-to-face events.

Events: No face-to-face events were held during this accounting period due to the global pandemic meaning any events that were planned for this accounting period were cancelled. We hope events will return in 2021/22.

Grants: During this year we were grateful to receive funds from the Vocational Training Charitable Trust Foundation (VTCTF) to support 50% of the staff costs of our Psychological Wellbeing Lead and our Regional Events & Support Coordinator (subsequently Volunteer and Resource Manager).

During this accounting period, we received a £10,000 grant from NHS England to support the creation of a Best Practice Charter for the Provision of Wigs. We mistakenly reported that this award was given to us in the 2019/20 accounting period when in fact it was received in April 2020.

Legacy: As reported in 2019/20 accounts the expected £360,675 from a legacy arrived in our bank account this financial year. Amazingly, we have also seen a further £65,550 of funds come in this year from the same legacy. This leaves us with a significant sum of money that is restricted to alopecia areata research *'for research into causes and cures (not for ongoing administrative support or experimental topical treatments)'.* This restriction was at the request of the donor. The Trustees have proposed a spending plan for the funds which was documented in last year's accounts.

***Use of funding***

Charitable activities: Funds spent on charitable activities during 2020-21 included (but were not limited to) increasing our digital provision via Facebook Lives, online Zoom meetings and video content, ongoing costs to manage and deliver our peer support spaces (online, email & telephone, and local support group network – some of whom ran online meetings), ongoing costs to manage and deliver our awareness activity on social media and national media, and ongoing management costs relating to research activity as well as research grants given.

Generating voluntary income: During this accounting period, we paid for a London Marathon place and 10 x Virtual London Marathon places. We also paid for some t-shirts to support the fundraising efforts of our Charity Champions.

Support costs: The support costs for the charity continue to grow as we invest more in a staff team. This has enabled the charity to have better resource in place in order to deliver our charitable activities, work towards sustainability and continue to develop the charity in line with its aims.

Governance: Our governance costs are minimal and we strive to ensure that these are maintained.

The charity continues to work towards sustainability, improve organisationally and continue to develop in line with its aims.

***Reserve Policy***

The trustees of Alopecia UK have agreed that a reserves policy is necessary to ensure the future of the charity. The reasons why the charity needs reserves are listed below:

- Should fundraising dry up, reserves are needed to cover the day to day running of the charity, i.e. basic staffing costs, office consumables, IT and webhosting for example.
- There is the risk of unexpected pulls on the charity funds, for example problems with the website.
- To cover or part cover future projects.

As a result, the Trustees have implemented a prudent accounting method to establish an annualised budget, on a rolling basis, to quantify the costs of meeting the charities needs for the forthcoming 12 months. It is the Trustees intention to maintain an amount equal to at least 1 year's costs as a reserve and review this on a quarterly basis.

**Thank you to all our donors...**

***Fundraisers and donors***
A huge thank you to the many individuals and groups who fundraised or donated to us in this accounting period. It is due to the enthusiasm and commitment of fundraisers that Alopecia UK has weathered the storm that the COVID-19 pandemic has inflicted on small charities, including Alopecia UK.

***Volunteers***
Thank you to all of our volunteers for their hard work and commitment, in particular our Facebook group admins and moderators who provide so much of their spare time to ensure the smooth operation of our Facebook groups. Thank you also to those who volunteered their time to give to our various charity projects.

***Support Group Leads***
Thank you to all of our support group leads for volunteering their time to provide support and facilitate online support group meetings allowing people to meet others with hair loss and share experiences, knowledge, advice and information. The work you do with your groups is invaluable to many with alopecia all across the UK.

***Ambassadors***
Thanks to Joelle, Joanna Rowsell Shand MBE, Tom Spencer and John Altman for their ongoing support of Alopecia UK.

***Corporate Supporters***
Thank you to all the companies who pay to be listed on our Service Directory & also to those who have provided prizes for our VIP Card scheme prize draws. Thank you to Parrucche Wig & Hair Boutique, Trendco Wigs and Suburban Turban for their additional donations/fundraising for our Birthday Bonanza campaign. Thank you to Lyndsey Brack of Diamond Hair Solutions and Michelle Moffatt of MiMo Wigs for supporting Alopecia UK with their wig banks.
Finally thank you to AVAST and their employee referral grant scheme as well as the companies who have given us funds through matched funding for employee fundraising.

***Grant Funders***
Thank you to the VTCT Foundation for their generous grant towards our Support Project. Thank you to NHS England for the grant of £10,000 to support our work on a Charter for Best Practice for Wig Provision.

The trustees' report was approved by the Board of Trustees.

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**Mr Simon Ray (Chair)**
Trustee
Dated: 21 December 2021

# ALOPECIA UK

## INDEPENDENT EXAMINER'S REPORT

## TO THE TRUSTEES OF ALOPECIA UK

I report to the trustees on my examination of the financial statements of Alopecia UK (the charity) for the year ended 31 March 2021.

**Responsibilities and basis of report**

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 (the 2011 Act). You are satisfied that your charity is not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the charity's financial statements carried out under section 44 (1) ( c) of the 2005 Act and section 145 of the 2011 Act. In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent examiner's statement**

Since the charity has prepared its accounts on an accruals basis and is also registered in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 44 (1) (a) of the 2005 Act and Regulation 4 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and section 130 of the 2011 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

## INDEPENDENT EXAMINER'S REPORT (CONTINUED)

## TO THE TRUSTEES OF ALOPECIA UK

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

T. Hindmoor

Tony Hindmoor FCA
Gibbons
Chartered Accountants
Carleton House
136 Gray Street
Workington
Cumbria
CA14 2LU

Dated: 23 December 2021

# ALOPECIA UK

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

### *FOR THE YEAR ENDED 31 MARCH 2021*

**Current financial year**

| | Notes | Unrestricted funds 2021 £ | Restricted funds 2021 £ | Total 2021 £ | Total 2020 £ |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and legacies | 3 | 66,484 | 67,638 | 134,122 | 428,599 |
| Charitable activities | 4 | 118,362 | 36,487 | 154,849 | 236,759 |
| Other trading activities | 5 | 17,574 | - | 17,574 | 17,809 |
| Investments | 6 | 48 | - | 48 | 1,133 |
| **Total income** | | 202,468 | 104,125 | 306,593 | 684,300 |
| **Expenditure on:** | | | | | |
| Raising funds | 7 | 3,287 | - | 3,287 | 3,193 |
| Charitable activities | 8 | 136,355 | 90,395 | 226,750 | 256,462 |
| Other | 13 | 859 | 69 | 928 | 3,299 |
| **Total resources expended** | | 140,501 | 90,464 | 230,965 | 262,954 |
| **Net incoming resources before transfers** | | 61,967 | 13,661 | 75,628 | 421,346 |
| Gross transfers between funds | | (26,037) | 26,037 | - | - |
| **Net income for the year/ Net movement in funds** | | 35,930 | 39,698 | 75,628 | 421,346 |
| Fund balances at 1 April 2020 | | 234,928 | 467,235 | 702,163 | 280,817 |
| **Fund balances at 31 March 2021** | | 270,858 | 506,933 | 777,791 | 702,163 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

# ALOPECIA UK

## STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

### *FOR THE YEAR ENDED 31 MARCH 2021*

**Prior financial year**

| | Notes | Unrestricted funds 2020 £ | Restricted funds 2020 £ | Total 2020 £ |
|---|---|---|---|---|
| **Income from:** | | | | |
| Donations and legacies | 3 | 56,184 | 372,415 | 428,599 |
| Charitable activities | 4 | 165,517 | 71,242 | 236,759 |
| Other trading activities | 5 | 17,809 | - | 17,809 |
| Investments | 6 | 1,133 | - | 1,133 |
| **Total income** | | 240,643 | 443,657 | 684,300 |
| **Expenditure on:** | | | | |
| Raising funds | 7 | 3,193 | - | 3,193 |
| Charitable activities | 8 | 204,262 | 52,200 | 256,462 |
| Other | 13 | 3,249 | 50 | 3,299 |
| **Total resources expended** | | 210,704 | 52,250 | 262,954 |
| **Net incoming resources before transfers** | | 29,939 | 391,407 | 421,346 |
| Gross transfers between funds | | (24,452) | 24,452 | - |
| **Net income for the year/ Net movement in funds** | | 5,487 | 415,859 | 421,346 |
| Fund balances at 1 April 2019 | | 229,441 | 51,376 | 280,817 |
| **Fund balances at 31 March 2020** | | 234,928 | 467,235 | 702,163 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

# ALOPECIA UK

## BALANCE SHEET

### *AS AT 31 MARCH 2021*

| | Notes | 2021 £ | £ | 2020 £ | £ |
|---|---|---|---|---|---|
| **Current assets** | | | | | |
| Debtors | **15** | 2,557 | | 365,056 | |
| Cash at bank and in hand | | 791,838 | | 353,772 | |
| | | 794,395 | | 718,828 | |
| **Creditors: amounts falling due within one year** | **16** | (16,604) | | (16,665) | |
| Net current assets | | | 777,791 | | 702,163 |
| **Income funds** | | | | | |
| Restricted funds | **18** | | 506,933 | | 467,235 |
| Unrestricted funds | | | 270,858 | | 234,928 |
| | | | 777,791 | | 702,163 |

The financial statements were approved by the Trustees on 21 December

.....

Mr Simon Ray (Chair)
**Trustee**

## 1 Accounting policies

**Charity information**

Alopecia UK is a an unincorporated charity registered in England, Wales and Scotland. The principal address is 10-12 Commercial Street, Shipley, West Yorkshire, BD18 3SR.

### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

### 1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

**1 Accounting policies** **(Continued)**

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Interest is recognised on a receivable basis.

**1.5 Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Fundraising costs are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

The Charity is very fortunate in receiving substantial amounts of voluntary unpaid help however this cannot be quantified and is therefore not included in the financial statements.

Research and development expenditure is written off as incurred.

**1.6 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

**1.7 Financial instruments**

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**1 Accounting policies** **(Continued)**

***Basic financial assets***

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

***Basic financial liabilities***

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

***Derecognition of financial liabilities***

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

**1.8 Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**1.9 Employee benefits**

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

**1.10 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

**2 Critical accounting estimates and judgements**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

## 3 Donations and legacies

| | Unrestricted funds | Restricted funds | Total | Unrestricted funds | Restricted funds | Total |
|---|---|---|---|---|---|---|
| | **2021** | **2021** | **2021** | 2020 | 2020 | 2020 |
| | **£** | **£** | **£** | £ | £ | £ |
| Appeals and donations | 35,426 | 2,088 | 37,514 | 24,019 | 1,740 | 25,759 |
| Legacies receivable | - | 65,550 | 65,550 | - | 360,675 | 360,675 |
| Coronavirus job retention scheme grant | 14,930 | - | 14,930 | - | - | - |
| Gift aid reclaimed | 16,128 | - | 16,128 | 16,439 | - | 16,439 |
| Merger income from Helping Alopecia Trust | - | - | - | 15,726 | 10,000 | 25,726 |
| | 66,484 | 67,638 | 134,122 | 56,184 | 372,415 | 428,599 |

## 4 Charitable activities

| | Unrestricted funds | Restricted funds | Total | Unrestricted funds | Restricted funds | Total |
|---|---|---|---|---|---|---|
| | **2021** | **2021** | **2021** | **2020** | **2020** | **2020** |
| | **£** | **£** | **£** | **£** | **£** | **£** |
| Events | 208 | - | 208 | 39,939 | 30 | 39,969 |
| Fundraising | 118,154 | - | 118,154 | 125,578 | - | 125,578 |
| Trusts and grants | - | 36,487 | 36,487 | - | 71,212 | 71,212 |
| | 118,362 | 36,487 | 154,849 | 165,517 | 71,242 | 236,759 |

## 5 Other trading activities

| | Unrestricted funds | Unrestricted funds |
|---|---|---|
| | **2021** | 2020 |
| | **£** | £ |
| Merchandise sales | 1,208 | 2,138 |
| Support groups | - | 12 |
| Suppliers directory | 14,073 | 11,692 |
| Cardholder scheme | 2,293 | 3,967 |
| Other trading activities | 17,574 | 17,809 |

## 6 Investments

| | **Unrestricted funds** | Unrestricted funds |
|---|---|---|
| | **2021** | 2020 |
| | **£** | £ |
| Interest receivable | 48 | 1,133 |

## 7 Raising funds

| | **Unrestricted funds** | Unrestricted funds |
|---|---|---|
| | **2021** | 2020 |
| | **£** | £ |
| Staging fundraising events | 925 | 971 |
| Fundraising agents | 2,362 | 2,222 |
| Fundraising and publicity | 3,287 | 3,193 |

## 8 Charitable activities

| | Unrestricted funds 2021 | Restricted funds 2021 | Total 2021 | Unrestricted funds 2020 | Restricted funds 2020 | Total 2020 |
|---|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ | £ |
| Staff costs | 110,190 | 50,789 | 160,979 | 110,890 | 23,289 | 134,179 |
| Rent and rates | 5,879 | - | 5,879 | 4,784 | - | 4,784 |
| Insurance | 736 | - | 736 | 619 | - | 619 |
| Website costs | 3,408 | - | 3,408 | 3,300 | - | 3,300 |
| Platform fees | 1,921 | - | 1,921 | 1,113 | - | 1,113 |
| Computer software and maintenance costs | 3,131 | - | 3,131 | 6,123 | 1,045 | 7,168 |
| Promotional expenses | - | - | - | 1,286 | - | 1,286 |
| Printing, postage and stationary | 1,587 | - | 1,587 | 3,268 | - | 3,268 |
| Support groups | 2,171 | 7,282 | 9,453 | 2,630 | 341 | 2,971 |
| Sundry expenses | 1,441 | 361 | 1,802 | 3,365 | 15 | 3,380 |
| Research committee costs | 635 | - | 635 | 543 | - | 543 |
| Travel and accommodation | (350) | 366 | 16 | 6,575 | 1,717 | 8,292 |
| Events | 991 | - | 991 | 50,157 | 1,631 | 51,788 |
| Conference expenses | - | - | - | 636 | 162 | 798 |
| | 131,740 | 58,798 | 190,538 | 195,289 | 28,200 | 223,489 |
| Grant funding of activities | - | 31,597 | 31,597 | 6,000 | 24,000 | 30,000 |
| Share of governance costs (see note 10) | 4,615 | - | 4,615 | 2,973 | - | 2,973 |
| | 136,355 | 90,395 | 226,750 | 204,262 | 52,200 | 256,462 |

## 9 Grants payable

| | Restricted funds 2021 | Total 2021 | Unrestricted funds 2020 | Restricted funds 2020 | Total 2020 |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ |
| Grants to institutions: | | | | | |
| Other | 31,597 | 31,597 | 6,000 | 24,000 | 30,000 |

## 10 Support costs

| | Support costs | Governance costs | 2021 | Support costs | Governance costs | 2020 |
|---|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ | £ |
| Accountancy fees | - | 2,490 | 2,490 | - | 1,984 | 1,984 |
| Legal and professional fees | - | 2,125 | 2,125 | - | 989 | 989 |
| | - | 4,615 | 4,615 | - | 2,973 | 2,973 |
| Analysed between | | | | | | |
| Charitable activities | - | 4,615 | 4,615 | - | 2,973 | 2,973 |

## 11 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

## 12 Employees

The average monthly number of employees during the year was:

| | 2021 Number | 2020 Number |
|---|---|---|
| | 6 | 5 |

| Employment costs | 2021 £ | 2020 £ |
|---|---|---|
| Wages and salaries | 147,708 | 123,460 |
| Other pension costs | 13,271 | 10,719 |
| | 160,979 | 134,179 |

## 13 Other

| | Unrestricted funds | Restricted funds | Total | Unrestricted funds | Restricted funds | Total |
|---|---|---|---|---|---|---|
| | | | £ | | | £ |
| | 2021 | 2021 | 2021 | 2020 | 2020 | 2020 |
| Merchandise | 636 | - | 636 | 3,102 | - | 3,102 |
| Bank charges | 223 | 69 | 292 | 147 | 50 | 197 |
| | 859 | 69 | 928 | 3,249 | 50 | 3,299 |

## 14 Taxation

The charity is a registered charity and therefore exempt from taxation.

## 15 Debtors

| Amounts falling due within one year: | 2021 £ | 2020 £ |
|---|---|---|
| Other debtors | 2,500 | 361,134 |
| Prepayments and accrued income | 57 | 3,922 |
| | 2,557 | 365,056 |

## 16 Creditors: amounts falling due within one year

| | 2021 £ | 2020 £ |
|---|---|---|
| Other taxation and social security | 3,365 | 3,883 |
| Accruals and deferred income | 13,239 | 12,782 |
| | 16,604 | 16,665 |

## 17 Retirement benefit schemes

**Defined contribution schemes**

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £13,271 (2020 - £10,719).

## 18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

| | Movement in funds | | | | | Movement in funds | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Balance at 1 April 2019 | Incoming resources | Resources expended | Transfers | Balance at 1 April 2020 | Incoming resources | Resources expended | Transfers | Balance at 31 March 2021 |
| | £ | £ | £ | £ | £ | £ | £ | £ | £ |
| Birmingham Adult's Group | 750 | 30 | (90) | - | 690 | - | - | - | 690 |
| Birmingham Kid's Group | 378 | - | (285) | - | 93 | - | - | - | 93 |
| Research Funds | 49,696 | 10,120 | (24,569) | - | 35,247 | 130 | (21,879) | - | 13,498 |
| Yorkshire Kid's Group | 552 | - | (55) | - | 497 | - | - | - | 497 |
| Avast Alton Towers | - | 1,620 | (1,620) | - | - | - | - | - | - |
| Bad School Pack | - | 7,774 | (11) | - | 7,763 | - | (7,294) | - | 469 |
| VCT Men | - | 24,768 | - | - | 24,768 | - | (9,787) | - | 14,981 |
| VTCT Reg Cor | - | 38,670 | (12,554) | - | 26,116 | 15,721 | (33,838) | 15,271 | 23,270 |
| VTCT Small Grant | - | - | (13,066) | 24,452 | 11,386 | 10,766 | (17,666) | 10,766 | 15,252 |
| Alopecia Areata Research | - | 360,675 | - | - | 360,675 | 65,550 | - | - | 426,225 |
| NHS Charter | - | - | - | - | - | 10,000 | - | - | 10,000 |
| Avast Kids Camping | - | - | - | - | - | 1,458 | - | - | 1,458 |
| Norwich Support Group | - | - | - | - | - | 500 | - | - | 500 |
| | 51,376 | 443,657 | (52,250) | 24,452 | 467,235 | 104,125 | (90,464) | 26,037 | 506,933 |

**19 Analysis of net assets between funds**

| | Unrestricted funds 2021 | Restricted funds 2021 | Total 2021 | Unrestricted funds 2020 | Restricted funds 2020 | Total 2020 |
|---|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ | £ |
| Fund balances at 31 March 2021 are represented by: | | | | | | |
| Current assets/ (liabilities) | 270,858 | 506,933 | 777,791 | 234,928 | 467,235 | 702,163 |
| | 270,858 | 506,933 | 777,791 | 234,928 | 467,235 | 702,163 |

**20 Related party transactions**

There were no disclosable related party transactions during the year (2020 - none).