

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

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 Shipley West Yorkshire BD18 3SR	
Independent examiner	Gibbons Chartered Accountants Carleton House 136 Gray Street Workington Cumbria 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

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Adult Support Group Volunteers

A Wright, V Hennessey-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.

ALOPECIA UK

TRUSTEES' REPORT (CONTINUED) **FOR THE YEAR ENDED 31 MARCH 2021**

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.

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TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

		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.

ALOPECIA UK

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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.

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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.***

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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.

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TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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

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TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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:

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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.

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TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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 Multiple zoom meetings 5 1:1 sessions 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.

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TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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 UK

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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 Narayanaswamy 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.

ALOPECIA UK

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 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.

ALOPECIA UK

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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.

ALOPECIA UK

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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.

ALOPECIA UK

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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.

ALOPECIA UK

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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

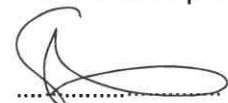
Thank you to all the companies who pay to be listed on our Service Directory & also to those who have provided prizes for our VIP Card scheme prize draws. Thank you to Parrucche Wig & Hair Boutique, Trendco Wigs and Suburban Turban for their additional donations/fundraising for our Birthday Bonanza campaign. 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.



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.

ALOPECIA UK

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: 23 December 2021

ALOPECIA UK

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2021

Current financial year

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Total 2020 £
	Notes				
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

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
	Notes			
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	
		<u>794,395</u>		<u>718,828</u>	
Creditors: amounts falling due within one year	16	(16,604)		(16,665)	
Net current assets			<u>777,791</u>		<u>702,163</u>
Income funds					
Restricted funds	18	506,933		467,235	
Unrestricted funds		270,858		234,928	
		<u>777,791</u>		<u>702,163</u>	

The financial statements were approved by the Trustees on 21 December



 Mr Simon Ray (Chair)
 Trustee

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

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.

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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.

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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.

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

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
	<u>66,484</u>	<u>67,638</u>	<u>134,122</u>	<u>56,184</u>	<u>372,415</u>	<u>428,599</u>

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
	<u>118,362</u>	<u>36,487</u>	<u>154,849</u>	<u>165,517</u>	<u>71,242</u>	<u>236,759</u>

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	<u>17,574</u>	<u>17,809</u>

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

6 Investments

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
Interest receivable	48	1,133
	<u> </u>	<u> </u>

7 Raising funds

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
Staging fundraising events	925	971
Fundraising agents	2,362	2,222
	<u> </u>	<u> </u>
Fundraising and publicity	3,287	3,193
	<u> </u>	<u> </u>

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

8 Charitable activities

	Unrestricted funds		Restricted funds	Total	Unrestricted funds		Restricted funds	Total
	2021	£	2021	£	2020	£	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

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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
	<u>859</u>	<u>69</u>	<u>928</u>	<u>3,249</u>	<u>50</u>	<u>3,299</u>

14 Taxation

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

15 Debtors

	2021 £	2020 £
Amounts falling due within one year:		
Other debtors	2,500	361,134
Prepayments and accrued income	57	3,922
	<u>2,557</u>	<u>365,056</u>

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
	<u>16,604</u>	<u>16,665</u>

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).

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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:

	Balance at 1 April 2019 £	Movement in funds			Balance at 1 April 2020 £	Movement in funds			Balance at 31 March 2021 £
		Incoming resources £	Resources expended £	Transfers £		Incoming resources £	Resources expended £	Transfers £	
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

ALOPECIA UK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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
	<u>270,858</u>	<u>506,933</u>	<u>777,791</u>	<u>234,928</u>	<u>467,235</u>	<u>702,163</u>

20 Related party transactions

There were no disclosable related party transactions during the year (2020 - none).

