

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) Manisha Chana (appointed 24 May 2024) Victoria Coombes Catriona Kelly Kimberly Brown Steve Lindsey Emma Hickinbotham Lynn Wilks
Charity registered number	1111304 (England and Wales) SCO44702 (Scotland)
Principal office	10-12 Commercial Street Shipley West Yorkshire 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).

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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...

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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 newsletters

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.

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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 cancellation 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.

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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. It's 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."

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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 on 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).

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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.

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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."

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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.

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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.

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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

ALOPECIA UK

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

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.

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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 Charity, this is something we will continue to promote and utilise with our fundraisers.

We will continue to 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.

**TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025**

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:


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

Ian Barney
Chair of Trustees
Date: 12 December 2025

ALOPECIA UK

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 £	2024 £
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.

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

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.

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

12. Accounting policies (continued)

12.1 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.

12.1.1 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
	<hr/> 78,672 <hr/>	<hr/> 120 <hr/>	<hr/> 78,792 <hr/>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Appeals and Donations	49,210	8,120	57,330
Gift Aid reclaimed	22,391	-	22,391
	<hr/> 71,601 <hr/>	<hr/> 8,120 <hr/>	<hr/> 79,721 <hr/>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

ALOPECIA UK

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

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
	<u>144,955</u>	<u>28,642</u>	<u>173,597</u>
	<u><u>144,955</u></u>	<u><u>28,642</u></u>	<u><u>173,597</u></u>
	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Events and Fundraising	139,505	-	139,505
Trusts and grants	-	31,310	31,310
	<u>139,505</u>	<u>31,310</u>	<u>170,815</u>
	<u><u>139,505</u></u>	<u><u>31,310</u></u>	<u><u>170,815</u></u>

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
	<u>27,563</u>	<u>27,563</u>
	<u><u>27,563</u></u>	<u><u>27,563</u></u>

ALOPECIA UK

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)

	<i>Unrestricted funds 2024 £</i>	<i>Total funds 2024 £</i>
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
	<u>30,954</u>	<u>30,954</u>

16. Investment income

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Interest receivable	<u>1,576</u>	<u>744</u>	<u>2,320</u>

	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Interest receivable	<u>1,481</u>	<u>832</u>	<u>2,313</u>

ALOPECIA UK

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

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
	<hr/> 6,998 <hr/>	<hr/> 6,998 <hr/>
	<i>Unrestricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Staging fundraising events	4,467	4,467
Fundraising agents	2,258	2,258
	<hr/> 6,725 <hr/>	<hr/> 6,725 <hr/>

ALOPECIA UK

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

18. Analysis of grants payable

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

	<i>Grants to Institutions 2024 £</i>	<i>Total funds 2024 £</i>
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

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

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

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
	<u>313,313</u>	<u>21,803</u>	<u>335,116</u>

ALOPECIA UK

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

19. Analysis of expenditure by activities (continued)

Analysis of direct costs (continued)

	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
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
	<u>278,628</u>	<u>23,091</u>	<u>301,719</u>

20. Staff costs

	2025 £	2024 £
Wages and salaries	203,984	179,540
Contribution to defined contribution pension schemes	19,879	15,771
	<u>223,863</u>	<u>195,311</u>

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

	2025 No.	2024 No.
Employees	<u>9</u>	<u>7</u>

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 £	2024 £
Finished goods and goods for resale	2,500	2,500

23. Debtors

	2025 £	2024 £
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 £	2024 £
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

ALOPECIA UK

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

ALOPECIA UK

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

25. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 April 2023 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 March 2024 £</i>
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
	<u>406,548</u>	<u>40,262</u>	<u>(53,756)</u>	<u>469</u>	<u>393,523</u>
Total of funds	<u>746,403</u>	<u>267,438</u>	<u>(322,744)</u>	<u>-</u>	<u>691,097</u>

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
	<u>691,097</u>	<u>282,272</u>	<u>(413,439)</u>	<u>-</u>	<u>559,930</u>

ALOPECIA UK

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

26. Summary of funds (continued)

Summary of funds - prior year

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

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	<u>234,632</u>	<u>325,298</u>	<u>559,930</u>

Analysis of net assets between funds - prior year

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











76564L Alopecia UK 2025 03 31 - Final Accounts preparation

Final Audit Report

2025-12-14

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