SPREAD A SMILE

England & Wales · Charity number 1152205

Details

Other names	-
Status	Registered
Legal form	Charitable company
Company number	08443236
Registered	2013-05-29
Register	View on the Charity Commission register

Contact

Address	Spread a Smile Uncommon 25 Horsell Road London N5 1XL
Phone	020 7482 5191
Email	admin@spreadasmile.org
Website	www.spreadasmile.org

Activities

Objects: To relieve the needs of children receiving hospital treatment for critical, life-limiting and long-term conditions, those in end-of-life care and their families through the provision of entertainment in hospital and family events.

Activities: To enhance the wellbeing of seriously ill children, their siblings and families. Through the provision of entertainment and family events, we help young patients and their families cope with the pain and anxiety of serious illness and hospitalisation.

Classification

- **How:** Provides Services
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People

Downloaded from opencharities.uk/ew/1152205

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£2,160,340	£2,084,055	£1,178,390	21
2024-03-31	£2,079,053	£1,801,423	£1,102,105	18
2023-03-31	£1,160,334	£1,307,780	£824,475	15
2022-03-31	£1,160,089	£1,147,417	£971,922	20
2021-03-31	£1,181,335	£821,405	£959,629	18

Trustees

Name	Role	Appointed
Paul Godfrey	Chair	2013-04-04
Andrew Bloom		2022-07-31
Dr Fiona Hikmet		2022-03-09
Dr Sanjiv Patel		2025-05-14
Edward James Stanton Gordon-Hall		2025-11-25
Elizabeth Gould		2020-03-05
PAUL CROCKER		2013-04-05
Vanessa Crocker		2013-04-05

Downloaded from opencharities.uk/ew/1152205

SPREAD A SMILE

England & Wales - Charity number 1152205

Accounts



Annual Report 2024 – 2025



Trustees

Paul Godfrey, Chairman

Andrew Bloom

Paul Crocker

Vanessa Crocker MBE

Elizabeth Gould

Dr Fiona Hikmet

Jon Hall (appointed Treasurer September 2025)

Louise Jacobs (resigned July 2025)

Dr Sanjiv Patel (appointed May 2025)

Josephine Segal MBE (resigned September 2025)

Richard Segal (resigned November 2025)

Independent Auditors

Knox Cropper, 153-155 London Road,
Hemel Hempstead, Hertfordshire HP3 9SQ

Registered Office

153-155 London Road, Hemel Hempstead,
Hertfordshire, HP3 9SQ

Principal Office

Uncommon, 25 Horsell Road, London N5 1XL

Bankers

NatWest, Waterside Court, Chatham Maritime,
Chatham, Kent ME4 4RT

HSBC, 12 Hampstead High Street, London NW3 1PY

Registered Company Number: 08443236

Registered Charity Number: 1152205

Welcome

We are delighted to share this Annual Report and reflect on Spread a Smile's journey over the past 12 months.

We've delivered more visits to more hospitals and hospices than ever before, reaching a growing number of seriously ill children. Each visit represents a moment of connection, laughter and light for a child and their family during some of their toughest times, and we are so proud of the impact our team continues to make.

This year saw a major milestone with the launch of our pilot project in the Northwest – our first steps in bringing smiles beyond London on a regular basis. We're proud to now be supporting more children outside the capital, building towards our goal of delivering a more equitable service to seriously ill children and families nationwide.

At a time when children's mental health and emotional wellbeing have never been more vital, we remain committed to the belief that play, joy, distraction and creativity are as important as medical care in helping children cope and recover.

Looking ahead, we're excited to embark on our new five-year strategy. Our plan will focus our efforts and expand our reach across England, ensure consistent service everywhere we work, build a sustainable organisation, and further demonstrate the powerful impact of what we do.

Our latest impact data highlights the strength of our work. Of parents surveyed, 96% said our visits positively affect their child's mental health and wellbeing, 98% of children said we made their time in hospital better, and 100% of healthcare professionals said our visits improve their patients' mood and experience.

We are immensely grateful to co-founder Josephine as she stands down as a trustee after 13 years of extraordinary service. Her passion, vision and leadership have been instrumental in shaping Spread a Smile into the strong, caring and ambitious charity it is today. We are profoundly grateful for everything she has achieved and delighted that she will remain connected to us as our *Lifetime President*, continuing to inspire and champion our work in the years ahead.

None of this would be possible without the incredible support of our donors, corporate partners, trustees, dedicated staff and, of course, our brilliant entertainers. Thank you for everything you do. And to the children and families we support – your courage, resilience and spirit inspire us every single day.

TO OUR 2024-25 ANNUAL REPORT





Lucy Jackson
Chief Executive



Paul Godfrey
Chairman



Vanessa Crocker MBE
Co-Founder and Trustee

Thank You to Josephine

After much reflection, co-founder Josephine made the difficult decision to step down as a trustee and from daily involvement with Spread a Smile - the charity that has been at the centre of her life for the past 13 years. She does so with immense pride in all that has been created and achieved, and with full confidence in the charity's continued strength and growth.

From the very beginning, Josephine's vision, commitment, compassion and drive have been at the heart of Spread a Smile. The joy, comfort and cherished memories the charity has brought to thousands of children and families are a testament to her remarkable legacy. Her influence and passion for delivering our services with professionalism, empathy and warmth will always remain woven into the fabric of everything we do.

Josephine's resignation took effect on 30 September 2025, and in recognition of her extraordinary contribution, she becomes Co-Founder and Lifetime President of Spread a Smile.

We extend our deepest gratitude and heartfelt thanks to Josephine for her outstanding leadership, achievements and lasting impact on everyone touched by the charity.

We would also like to acknowledge two further trustee departures during the year.

Richard Segal, one of the charity's original founders, stepped down after many years of extraordinary service. Richard's guidance, generosity and steadfast support have been instrumental in shaping Spread a Smile since its earliest days. From the invaluable introductions he made to the advice, encouragement and care he offered our co-founders and team, Richard's contribution has played a vital role in the charity's growth and success. We are deeply grateful for everything he has done.

Louise Jacobs also stepped down as a trustee during the year. Louise brought energy, insight and unwavering commitment to her role, helping to strengthen our governance and champion our mission. We extend our sincere thanks to Louise for her dedication and for the positive impact she made during her time with us.







What we do

Spread a Smile brings joy and laughter to seriously ill babies, children and young people across the country.

Through visits, family support and art initiatives, Spread a Smile's entertainers – from magicians to musicians, artists, fairies and therapy dogs – enhance wellbeing and help young patients and their families cope with the pain and anxiety of serious illness and hospitalisation.

Since our founding in 2013, we have built a reputation for developing personal relationships with each family we meet and each health setting we support. Our goal is to deliver a highly personalised service that genuinely meets their needs.

In 2024-25, Spread a Smile delivered 13,437 in-person hospital bedside visits and 2,342 virtual visits, in partnership with 39 NHS hospitals and six hospice partners.

Our impact goes beyond a smile. We provide vital opportunities for distraction from pain and treatment, relief from anxiety and boredom, and the chance for seriously ill children going through the most challenging times to simply enjoy being a child again.

Why our work is so important

Serious illness, even if short-term, can provoke a great deal of anxiety in children and their families. A diagnosis can be traumatic, treatment can bring fear and pain and chronic health problems may persist for months or forever, creating significant changes to and limitations in usual activity. Children and families can often feel isolated and alone.

The importance of play

In hospitals, play brings a sense of normality to a setting that can otherwise feel overwhelming for children. It helps them understand and cope with hospitalisation, illness, and treatment, and research in both the UK and USA shows that children describe it as the "best thing" about being in hospital.

Play is essential for healthy development, supporting children's cognitive, physical, social, and emotional wellbeing, while giving parents and carers valuable opportunities to connect. So important is play that the United Nations recognises it as a fundamental right of every child.

What we do

At Spread a Smile, we bring the power of play, laughter, and creativity to children facing serious illness. Through hospital visits, virtual sessions, and family events, we create moments of joy and normal childhood experiences that ease anxiety, lift mood, build resilience, and restore a sense of control when so much has been taken away.



MOMENTS THAT MATTER

"We first met Spread a Smile at GOSH and it couldn't have been at a better time. Brett (pictured) often found treatment very distressing, and we'd had a particularly difficult time, with him getting very upset and his sister Ella getting scared by what was happening. Then Spread a Smile knocked on our door and helped to distract them both from what was happening. They sang and did some magic and made little bracelets with the children. The mood lifted and it was such a relief."

Victoria, Brett and Ella's Mum

What sets us apart

At Spread a Smile, what sets us apart is the depth of our personal connection with every child, sibling, parent and carer we support. We don't just drop in with a bit of entertainment; we build relationships, create moments of real magic, and become a trusted, joyful presence during some of the most difficult times in a family's life.

We **support the whole family,** recognising that serious illness affects everyone – not just the child receiving treatment. Siblings, in particular, can often feel forgotten or overwhelmed, and we work hard to make sure they feel seen, valued and included, offering tailored experiences that bring them joy, comfort and attention when they need it most.

We also bring a **deep understanding of the hospital environment** and the unique emotional and practical challenges faced by seriously ill children and their families. Because of this, hospital teams trust us to be present in even the most sensitive of moments – knowing we will always act with empathy, care and professionalism. Our entertainers and team members are trained, experienced and attuned to the needs of the families we support, and we work closely with medical staff to ensure our visits are safe, welcome and meaningful.

We **tailor everything we do** to the individual child, their needs, interests and circumstances, from bedside visits to virtual sessions, family outings and seasonal parties. Whether it's sending a child their favourite entertainer, arranging a surprise visit or creating a party in a hospital room, we go the extra mile every time.

Our strength lies not just in what we do, but in **how we make people feel.** We bring light into the hospital environment through laughter, creativity and warmth. We offer comfort, connection and joyful distraction at a time when families need it most, helping to lift spirits and create lasting, positive memories.

We're proud to work in **close partnership** with NHS hospitals, medical teams and families, making sure we're a consistent and trusted part of a child's care journey.

And our **support doesn't end when treatment does.** We continue to be there for families through recovery and beyond, offering a sense of community, connection and ongoing joy even after hospital life has ended.

At every stage, we bring kindness, imagination and heart – always with a smile.



MOMENTS THAT MATTER

"Each time we attend one of your events we are blown away and humbled by the kindness of everyone at Spread a Smile, and all the volunteers who come together simply to give our seriously ill child an experience they won't forget. So much of our lives are made up of hospital stays, visits, ambulance lights and sirens, surgeries, doctors, nurses, medication and more. Having an outlet with Spread a Smile is often the one thing that helps keep us sane, keeps us going and keeps us from falling apart when the tears are right there. Thank you for caring and giving our child experiences to remember for however long we are privileged to have. To include siblings is for us the most touching aspect of everything you do, when so often the siblings are left out and side lined. So, another big thank you for also caring about them too."

Mum, Amy

Our values

At Spread a Smile, our values are more than just words, they're the heart of who we are. They shape how we work together as a team, how we connect with the children and families we support, and how we build meaningful relationships with our partners and supporters.

They remind us every day why we do what we do and how we want to do it.

Whether we're sharing a magical moment with a child in hospital, planning a fundraising event, or simply supporting one another behind the scenes, our values keep us grounded, connected and inspired. They help us bring joy with compassion, lead with kindness, and always act with integrity and purpose.

We're incredibly proud of what we stand for. Our values help us stay true to ourselves and ensure that everyone who engages with Spread a Smile feels seen, respected and part of something truly special.

AT THE HEART OF EVERYTHING WE DO



Bringing a positive energy

- We aim to start interactions with enthusiasm, expecting a positive outcome.
- We are quick to celebrate individual and collective successes.
- We strive to build on each other's strengths and identify our weaknesses to help us grow.

Being adaptable

- We are open minded to change.
- We don't let politics or ego get in the way of doing what's right for the charity.
- We get stuck in and do whatever needs to be done.

Going above and beyond

- We listen first and seek to understand what's really needed.
- We see every situation as an opportunity to exceed expectations.
- We approach life with generosity of spirit, empathy and a personal touch.

MOMENTS THAT MATTER

"Spread a Smile is a truly special place to work – nurturing, supportive, positive, creative, honest and adaptable. Everyone approaches their roles and our mission with such commitment and enthusiasm and that is a testimony to the roots of the charity – as a family that strives to help and support others, learning together to be the best we can be."

Susie Baxter, Spread a Smile Head of Marketing

Behaving professionally

- We pay attention to the details so that we can be consistent in everything we do.
- We do what we say we will do.
- We stay calm and considered even in the most difficult and testing situations.
- We come prepared!

Showing ambition

- We are always looking for ways to improve ourselves and the charity.
- We nurture each other and collaborate selflessly
- We have courageous and honest conversations with each other.
- We aren't afraid to ask for help - it isn't a sign of weakness.



Our NHS hospital and hospice partners

* = we visit in person
● = new partners this year

HOSPITALS

Addenbrooke's Children's Hospital, Cambridge*

Alder Hey Children's Hospital, Liverpool*

Barnet Hospital*

Bristol Royal Hospital for Children

Chelsea and Westminster Hospital*

The Christie Hospital, Manchester*

Croydon University Hospital*

Great Ormond Street Hospital (GOSH)*

East Surrey Hospital, Redhill*

Epsom Hospital*

Evelina London Children's Hospital

King's College Hospital*

Kingston Hospital*

Leicester Children's Hospital

The National Hospital for Neurology and Neurosurgery (NHNN)*

Newham Hospital*

North Middlesex University Hospital*

Northwick Park Hospital*

Nottingham Children's Hospital

Oxford Children's Hospital (John Radcliffe Hospital site)*

Princess Alexandra Hospital*

Queen's Hospital, Romford*

Queen Elizabeth Hospital, Woolwich*

Queen Mary's Hospital for Children*

The Royal Brompton Hospital*

The Royal London Hospital*

The Royal Marsden Hospital*

The Royal National Orthopaedic Hospital*

St George's Hospital*

St Mary's Hospital*

St Peter's Hospital, Chertsey*

Southampton Children's Hospital

University College Hospital (UCLH)*

Watford General Hospital*

West Middlesex University Hospital*

Whipps Cross Hospital*

The Whittington Hospital*

William Harvey Hospital, Ashford*

Wrexham Maelor Hospital



Spread a Smile

HOSPICES

Alexander Devine Children's Hospice, Maidenhead

Demelza Hospice Care for Children, Sittingbourne, Kent*

Forever Colours, Buckinghamshire

Helen & Douglas House, Oxford

Noah's Ark Children's Hospice, London

The Pepper Foundation at Rennie Grove Hospice Care, St Albans

MOMENTS THAT MATTER

In 2024-25 we increased the number of hospital and hospice partners we support from 36 to 45.

"Patients appreciate the Spread a Smile visits and sessions as they help normalise the hospital environment, encourage interaction and distract from the reasons they are in hospital. Spread a Smile has a huge impact not only on our patients and families, but also the staff."

Healthcare Professional

What our hospital and hospice partners say*

"Spread a Smile is fantastic and they offer families a welcome distraction to being in hospital. They go above and beyond to meet requests made by patients and staff."

"Everyone is extremely professional and truly understands how the hospital works. They do not add any pressures. They are adaptable and all-round the best of the best."

"Spread a Smile literally do what it says on the tin and spread smiles wherever they go on the ward. They are kind, caring and funny and treat all our patients as individuals. They also are very adaptable to the needs of the patients as things can change pretty quickly on their visits."

"We get lots and lots of positive feedback from patients and parents. They tell us about the time going quickly and children having fun, having a chance to do something together with peers."

"Spread a Smile's creativity and thoughtfulness have benefited many of our patients at the Macmillan Cancer Centre. Children and young adults engage in a variety of activities and are left cheerful."

*Collated from the Spread a Smile Healthcare Professional Survey 2024

What our families say*

"All the things I have been lucky enough to do with Spread a Smile are smiles and memories I treasure and hold close to me, especially on tough days or times of increased uncertainty. They take a bleak day and fill it with so much colour. It is this colour which I remember now, it has almost completely replaced the bleakness."

Mila

"Spread a Smile doesn't just spread smiles, they spread confidence and create a safe space for children and families to become so comfortable no matter the venue, that barriers drop and families support each other."

"Hospitals and treatments in their nature create isolation which can hinder children in their ability to interact with their peers. They can lose out on forming and building these key skills, but Spread a Smile helps to rebuild their resilience."

"Over the last year we have seen our shy and reserved child blossom into a more confident pre-teen. To see her supporting the magician and leading the room in a song was monumental. We are very lucky to have you all championing each child to remember that childhood should and can be – FUN!"

Mum, Claire

*Feedback sent directly by parents, carers and patients

The year in numbers

VISITS

17% increase on 2023-24

13,437
in-person bedside visits

3,962
patients joined 2,342 virtual visits

FAMILY SUPPORT

2,318
children, family members and healthcare professionals joined

41
in-person events

150
Online Smile Parties hosted

1,875
festive Smile Hampers delivered to patients and siblings

7,134
gifts delivered for children in hospital

ART

523
virtual art visits and workshops delivered to children at home and in hospital

160
immobilisation masks hand-painted for children undergoing radiotherapy treatment

138
artworks created for hospital walls and windows

OUR REACH

60,312
connections with patients, siblings, family members and hospital staff across all our services

8,175
hours of contact time with patients

21,447
adult family members and

4,576
siblings engaged and involved

6,848
Hospital staff engaged and involved

3,281
Smile TV views

45
hospital and hospice partners

Achievements and Performance

Entertainer Visits

IN-PERSON VISITS

Our entertainer visits are at the heart of who we are and what we do and provide moments of distraction, engagement, fun and joy during difficult times.

- **Our visits are delivered in-person in the hospital or hospice setting, or virtually,** meaning children and their siblings can access support and entertainment wherever they are.
- **Our visits are carried out by our talented team of professional entertainers, including musicians, magicians, therapy dogs, artists, balloon modellers, storytellers and poets.** They are supported by a Spread a Smile Visit Manager and tailored with each child in mind. We are culturally aware and thoughtful of ages, gender and interests, and consider what will engage and support each child best.

In 2024/25 we supported more seriously ill children through our in-person hospital visits than ever before.

- **We delivered in-person visits** to **32 of our 39** NHS hospital partners
- Making **836 visits in total**
- Visiting **13,437 children** at their bedsides
- Spending an average of **10-15 minutes with each child,** spreading smiles and joy.
- **We also expanded our in-person visits** to the Northwest of England, developing new partnerships with The Christie Hospital in Manchester and Alder Hey Children's Hospital in Liverpool. This marked the first step in our plans to establish a Northwest hub, enabling us to support seriously ill children and their families across the North of England.







MOMENTS THAT MATTER

"During our journey, whilst Alexia was receiving treatment for a tumour on her pituitary gland, we would notice the Spread a Smile entertainers visiting. They would attend the Proton Beam Therapy department at UCLH every Friday and all the children, especially Alexia, would look forward to seeing them.

"The visits from Buddy the therapy dog were one of the things that impacted Alexia the most. Many times, when she was admitted to hospital and was so weak that she could not move much, she would ask for the therapy dog to lie next to her on the bed and she would stroke him. His warmth and gentle nature provided Alexia with great comfort during times of distress and helped to give her the strength that she could get through it.

"We also met Buddy's owner, Josephine, one of Spread a Smile's co-founders and she was so encouraging. It made such a difference to connect with someone that could relate to how much life changes after a cancer diagnosis.

"Spread a Smile provided a much-needed and welcome distraction whilst Alexia was in hospital. She would try so hard to be brave all the time and keep a smile on her face, but I knew that she missed being at home with her siblings and friends. We would often hear the singing and laughter before we saw the familiar Spread a Smile t-shirts and she would be eagerly staring at her door waiting for the opportunity to see one of the entertainers.

"In one of her admissions when she was in isolation, they even stood at her door and did a performance just for her. It really made her feel special and reminded her that life wasn't always going to be this hard and maybe there was a light at the end of the tunnel.

"It really brought tears to my eyes to see how much effort the Spread a Smile team put into making each child feel special and putting a smile on their faces. It really made a huge difference to me as a parent to see how happy it made Alexia whenever she spent time with one of the Spread a Smile team. The sound of her laughter and the smile on her face gave me hope and reminded me that one day our family would be back together, and Lexi would be ok."

Alana, Alexia's Mum

Partnership in focus: Evelina London Children's Hospital

Since April 2018, Spread a Smile has supported Evelina London Children's Hospital, part of Guy's and St Thomas' NHS Foundation Trust. Evelina London is one of the UK's leading specialist paediatric hospitals, providing expert treatment to almost 70,000 children in London, South East of England and even further afield every year. It is widely recognised as a world-leading centre for complex children's care, offering pioneering treatments in areas such as foetal cardiology, neurosciences, and renal transplantation.

In 2024-25 we delivered in-person entertainer visits every other week to children across the wards whilst also developing our service to include visits to the Paediatric Intensive Care Unit (PICU).

"At Evelina London we have been lucky to have enjoyed regular Spread a Smile entertainer visits to our inpatient, outpatient and PICU areas. Each visit fully immerses our patients into a fun zone, supports wellbeing and creates memories. The arts and craft sessions are especially popular with all, which are delivered in our atrium area. It encourages patients to come away from their bedspace and ward area and engage with others. Each one of the visits brings something new and the unpredictability is something Spread a Smile do so well. We are lucky to receive gifts throughout the year that truly make a difference and allow us to reward patients who have had a difficult procedure or visit. Keep up the great work and thank you". **Sue Pruden, Therapeutic Play Service Manager**

"At Evelina London, we are dedicated to ensuring that children have the best possible experience in hospital. Our visits from Spread a Smile help create a relaxing environment and bring so much joy to all the patients, families and staff on our wards." **Janet Powell, Director of Nursing**



MOMENTS THAT MATTER

As part of our Intensive Care Library Project, Spread a Smile delivered two special libraries, full of books suitable for all ages and abilities, for families with children on the intensive care and high dependency units to use and enjoy.

For World Book Day on 6 March, acclaimed British author, poet, and broadcaster, Michael Rosen joined Spread a Smile on a visit to Evelina London to launch the project (pictured bottom left), which saw us donate 20 libraries to 14 NHS hospitals.

Families and staff enjoyed a special reading by Michael of his famous book 'We're Going on a Bear Hunt' and it was such a special moment.







VIRTUAL VISITS

Offering virtual visits ensures we can reach seriously ill children, wherever they might be and however isolated they are in hospital or at home. Our virtual visits include one-to-one entertainer visits such as magic, music, storytelling or fairy time, art sessions and group sessions. Both patients and siblings are welcome, and we often hear how these sessions have enabled families to find connections online at a time when they might be feeling isolated or disconnected.

"Spread a Smile has really helped with Ciara's recovery from illness. Their virtual sessions have felt like therapy for both Ciara and me as they are something special to join in with. It's been a real treat for her and for me to see her actually enjoying herself. Ciara, (pictured top right), often finds it hard to leave the house and is anxious around other kids, so having regular Zoom sessions and getting to know a few of the Spread a Smile fairies and staff has been a godsend for our neurodivergent young person." **Deborah, Ciara's Mum**

- **In 2024/25 we supported more children through our virtual visits than ever before, delivering…**
- **2,342 virtual visits** to **3,962 patients** and **2,179 siblings**
- **445 virtual music lessons,** including singing, piano and guitar lessons – helping children to learn new skills and build confidence
- **534 virtual art sessions,** including weekly art clubs



MOMENTS THAT MATTER

Mum, Victoria said: *"When Brett started homecare treatment it meant he didn't have to go to hospital so regularly which is brilliant. But the downside was that we didn't get to see Spread a Smile! I wanted to do something just for Brett, so I reached out to them to ask about guitar lessons. He already had a guitar, and he now has virtual lessons with Al and Cassie from Spread a Smile every two weeks. They are absolutely fantastic and Brett loves them. They give him something to look forward to and focus on and are also a break for me at the same time. It has made such a difference to both of us and brought so much joy."*

Brett said: *"When I was little, I had to have lots of blood tests in my hand which were painful. Now I have homecare I don't have the medicine trolley and can wear my backpack and play just like other children. I have an assistance dog called Eevee and she helps me when I need my medicine. I love learning to play the guitar with Spread a Smile."*

BESPOKE VISITS

Sometimes a family, hospital or hospice partner reaches out for support for a child who is going through a particularly difficult time. In these situations, we do all we can to bring a little bit of light and happiness to the child and their family, helping to make special memories together.

A bespoke visit is a highly personalised experience tailored to a child's specific needs, interests or circumstances. For example, when a child is nearing the end of their life and unable to leave their bed, we arrange a gentle visit with a singer and a therapy dog to bring calm and comfort to both the child and their family. These moments have a deep and lasting emotional impact.

MOMENTS THAT MATTER

"Spread a Smile regularly organises fantastic entertainment and events for children in hospitals and are always offering their support wherever they can. Recently, we reached out to see if they had any connection to Iron Man, in the hope of arranging a visit for a very unwell child. Incredibly, they were able to make it happen. The visit was truly special – the happiness it brought to the child was immeasurable, and it created a beautiful memory for the family to cherish".

Alanna, Play Specialist at GOSH

By enabling this special visit, the family enjoyed a wonderful moment with their son, taking lots of photos that they showed during his funeral because of the positive impact it had. It gave them special memories to cherish forever.

- ☆ **Makeup session** for a teenage patient at UCH who was nearing the end of her life and celebrating her 16th birthday
- ☆ **Manicure and pedicure** for a long-term patient who had been in PICU for months, as well as a foot massage which helped with her pain
- ☆ **Bespoke visit** from Spiderman for a patient ringing the bell after a long journey of cancer treatment





Pamper Days

Our hospital Pamper Days give parents and carers of seriously ill children a rare chance to pause, breathe and focus on their own wellbeing. Caring for a child in hospital is emotionally and physically exhausting, and parents often spend long hours at the bedside while putting their own needs last.

Working with hospitals, we create a calm space on or near the ward where trained therapists and beauticians provide hand massages, nail painting, mini facials and other gentle treatments. Just 15 minutes of care can help parents relax and feel recharged, ease tension and lift spirits - often for the first time in months.

"I just wanted to send my thanks for Priya delivering a truly amazing Pamper Day to our parents on Friday. We had a few long term families who significantly benefit from having this time and space to decompress, and I know each parent left feeling much lighter. The difference Priya makes with these sessions is beyond words, and we are truly grateful."

Jade Sanders, Play Specialist at GOSH



Specialist Support

We continued our support for the Mildred Creak Unit (MCU), an inpatient unit for mental health and eating disorders at Great Ormond Street Hospital.

Delivering our services at MCU is especially important, as many of the young people there are experiencing significant emotional distress and benefit greatly from meaningful, trusted connections. Our visits provide a rare opportunity for joy, creativity and self-expression in a clinical setting that can otherwise feel isolating or overwhelming, helping to build confidence and support emotional wellbeing during a very challenging time.

We delivered **14 art and entertainment workshops** and we ran a **six-week Summer Art Programme** for children aged 10–16, during which they participated in sessions with professional artists, covering themes including Piaget clocks and Pointillism.

MOMENTS THAT MATTER

"My daughter Teagan was diagnosed with T-cell acute lymphoblastic leukaemia in September 2024 when she was just five years old. We were referred to Great Ormond Street Hospital (GOSH) and travelled from Ireland for a stem cell transplant in January 2025, with Teagan spending 112 nights in GOSH in total.



"My husband and I rented a small apartment close to the hospital so we could be with her as much as possible during and after the transplant. Teagan spent most of the time isolated in her room with no visitors apart from us and the medical professionals.

"The impact on us as parents has been huge. Your world gets ripped from underneath you. You are in shock, going from one day to the next and there have been a lot of sleepless nights. It is exhausting emotionally, and you find yourself living in a bubble of illness, treatment and hospital.

"Meeting Spread a Smile has been wonderful for Teagan and for me. She has loved all of the entertainers in hospital and it was such a treat for me to get invited to the Pamper Day in hospital. It was lovely to step away for a bit and just relax. After a night of very little sleep and not eating properly and all the stress, just having time for me – with no nurses, no beeping machines and no questions – was amazing. I was able to relax, find some peace, quiet and calm. It was a very special moment.

"As much as Taegan's illness has taken from us, it's changed our perspective on life completely. You realise what's important more than ever before. We now live for the moment as much as possible, and I can't thank Spread a Smile enough for giving me time and space to just be me again for a short time."

Tarien, Teagan's Mum



- In 2024/25 we delivered **55 Pamper Days in five different NHS hospitals** (GOSH, East Surrey Hospital, St George's Hospital, St Mary's Hospital and UCLH)
- **We offered massage, hairstyling and manicures**
- We supported **157 parents and carers** and **50 healthcare professionals** through our pamper days

Patient & Family Support

In 2024-25, we introduced a new approach to help ensure that families receive the most appropriate support from our team. It enables us to offer more personalised, responsive care, while also helping us to allocate our resources where they are needed most.

Understanding the family

Initially, our Visit Managers carry out an informal support call when a new referral is made. This allows us to understand what is happening in the child's life beyond their diagnosis. We ask about the intensity and frequency of their treatment, including how much time they are spending in hospital, how often they have medical appointments and how demanding their treatment is. We also explore how their condition is affecting their mental health, their ability to access education, and how the wider family is coping.

Check-ins and updates

Next, after a family is registered with us, regular check-ins are a crucial part of how we work. They help us build a complete picture of the child's circumstances, which allows us to tailor our support accordingly and ensure it remains appropriate, timely and deeply personal. Two children may have the same illness, but very different lived experiences. One might be attending school regularly and spending time with friends, while another may be isolated, emotionally distressed or struggling physically.

Our support is never fixed or uniform and these personal touchpoints are more than just a courtesy. They are often how we learn if a child has relapsed, if treatment plans have changed, or if the family is going through a particularly difficult period and needs additional care. Our check-ins help us respond quickly and appropriately to what a family needs at any given time, whether that's arranging a bespoke entertainer visit, offering virtual sessions for a child back in isolation, or providing emotional support to siblings or parents.





Ongoing support

Once a family is part of Spread a Smile, they remain part of our wider community. Whether that means receiving Smile Hampers at Christmas, attending our Summer and Winter Parties, celebrating with an annual Smile Party on their birthday, joining an ad hoc virtual session with a favourite entertainer, or receiving continued care and attention as a bereaved family – we are there, for as long as we are needed.

As we continue to grow and demand for our work increases, this approach allows us to target our time and services to where they are most needed. We are able to prioritise the children and families who are most in need of our support, ensuring we are making the best use of our resources and delivering meaningful impact.



SUPPORTING THE WHOLE FAMILY

When a child is seriously unwell, it can have a profound impact on their entire family - siblings, parents, carers and extended loved ones. It's an extremely stressful and emotionally draining time, often dictated by hospital visits, treatment cycles and uncertainty. Families may be separated for long periods, daily routines are disrupted, and precious time together can feel out of reach.

That's why we are committed to supporting the whole family, wherever and however they need us. We offer experiences and entertainment that bring joy and relief to siblings, create space for parents to relax and recharge, and help families make treasured memories together during some of the most difficult times of their lives.

Many of the families we support are also living in financial hardship. Serious illness can force a parent to give up work, increasing pressure at a time when energy and attention are focused on survival and care. In these circumstances, a day out or fun activity becomes a distant luxury, yet moments of joy and connection are more vital than ever. Our support helps make those moments possible.

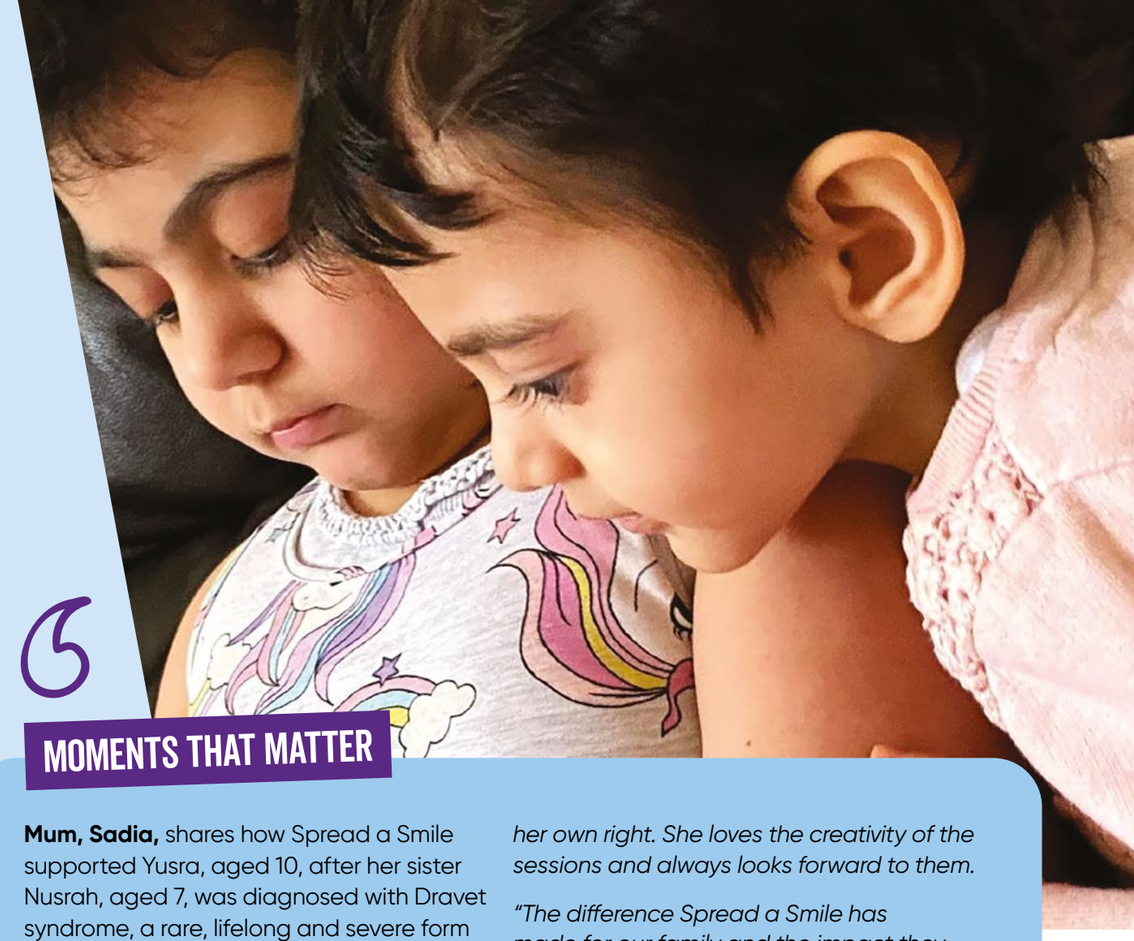


We are also there in the most painful times. When a child passes away, we continue to stand alongside families, offering ongoing comfort, especially for siblings, helping them navigate grief and loss in an age-appropriate and compassionate way.

By supporting the whole family, before, during and after a child's treatment, we aim to bring strength, smiles and hope when they are needed most.

We do this through our:

- **Bespoke visits and virtual sessions,** including our Smile Parties, to help children and families make memories together.
- **Family events** which give opportunities for the whole family to enjoy a fun day out together away from the worries and stress of hospitals and treatment.
- **Parent/carer pamper days, treat drops** to hospital and our **Christmas Smile Hampers.**
- **Online clubs and sessions for siblings** to enjoy and make their own connections with others going through similar experiences.
- **Regular family e-newsletters** which keep our community informed about the services, events and opportunities available to them, making sure no one misses out on the joy and connection we can provide.



MOMENTS THAT MATTER

Mum, Sadia, shares how Spread a Smile supported Yusra, aged 10, after her sister Nusrah, aged 7, was diagnosed with Dravet syndrome, a rare, lifelong and severe form of epilepsy. (Both pictured above).

"Yusra's experience as a sibling is one of the most beautiful aspects of Spread a Smile and how they include and support siblings. Yusra adores her sister, but there are moments when the reality of having a sibling with complex needs can be tough for her. Spread a Smile has given Yusra something just for her, something that acknowledges her feelings, gives her joy, and allows her to be a child without the weight of responsibility.

"Yusra has taken part in online group sessions, interactive activities, and fun virtual events such as arts and crafts, singing, storytelling, magic sessions, LEGO games, drama games and spending time with entertainers who make her laugh. These moments have given her an escape, a space where she is seen and valued in her own right. She loves the creativity of the sessions and always looks forward to them.

"The difference Spread a Smile has made for our family and the impact they have had goes beyond the activities. They have provided us with moments of normality, joy, and respite, things that can be hard to come by when dealing with a complex medical condition. Seeing Nusrah and Yusra smile together, engaged in something fun, is priceless.

"The charity has given Yusra a sense of belonging, helping her understand that she is not alone in her experiences as a sibling of a child with additional needs. She has learnt to be social, creative and outspoken when it comes to taking part in the group sessions as well as the one to one sessions.

"In a world where much of the attention naturally goes to Nusrah's care, Spread a Smile has ensured that Yusra also feels important, loved, and celebrated. And for parents, that means everything."

FAMILY EVENTS

Our family events offer a joyful escape and a safe, welcoming space where seriously ill children and their families can connect, laugh, and make special memories together.

Completely free of charge, fhese events include everything from exciting theatre trips and relaxed brunches to seasonal celebrations, creative activity sessions and one-of-a-kind experiences.

In 2024-25 we hosted 2,318 children and their family members at 41 in-person events.

- We introduced **new events to support teenagers and their families** including an incredible event at the Met Lounge in Fitzrovia, London and at the beautiful vegan restaurant, Mallow.
- We **organised 8 theatre trips** including to Disney's The Lion King, Sister Act and Mamma Mia!
- Our **Summer and Winter Parties were the biggest yet**, welcoming nearly 1,300 children and their family members.
- We teamed up with **robotic LEGO company, Beyond Blocks.**
- We went the extra mile during the October half-term, welcoming an incredible **240 children and family members** to four family events including a visit to London Zoo, generously sponsored by Downing, a trip to Everyman Cinema to see Inside Out 2, a Halloween themed creative workshop at the Brunswick Art Gallery and a Creative Hospital Play Day at the LEGO London Hub.
- **We hosted families for afternoon teas** at Corinthia London, Riding House Café and Mildreds, plus a chocolate making workshop at MyChocolate.
- **We organised our second residential trip** to Flynne's Barn in the heart of the Cumbrian mountains.
- **We held a brilliant Valentine's Party** at the Brunswick Art Gallery, and a fun afternoon of virtual racing at F1 Arcade and welcomed families to LEGO workshops and a Derwent Art event at the Oxo Tower.
- We joined forces with The Brain Tumour Charity to **host our first family event for young patients affected by a brain tumour,** along with their families at the Allianz Stadium in Twickenham.



MOMENTS THAT MATTER

"We went to the Spread a Smile Summer Party for the first time in July 2023 whilst Amari (pictured) was still an inpatient at GOSH. It was amazing to leave the hospital for a bit and go to the party to meet the entertainers and enjoy all the activities. It was brilliant that it was so close to the hospital and both Amari and I had the best time. Amari had built a lovely connection with Kiri, one of the Spread a Smile Visit Managers and Daniel, the magician, through some online magic sessions and he got to meet them in person at the party. It was like meeting a celebrity for him and he was over the moon. It was a very special day which brought so much happiness and fun. He loves them both so much!

"Spread a Smile is a wonderful charity that brings so much joy to your day. They bring laughter, warmth and a sense of normality and fun which helps distract your child from what they are going through. Amari looks forward to seeing Spread a Smile so much and they make everything just that little bit better.

"As a parent it's so tough when your child is really unwell. You look for the happy moments and nice memories to hold on to. And Spread a Smile definitely helps with that. They give you the space to remove yourself from what you're going through and just enjoy the little things and those beautiful moments that they share with your child. It really is a wonderful thing, and we are so grateful for all that they do."

Sebrina, Amari's Mum



FAMILY SUPPORT INITIATIVES

Alongside our family events, in 2024-25 we offered a range of family support initiatives to spread smiles and provide care and support to the whole family when it's needed most.

- This year we sent out **1,875 festive Smile Hampers** to seriously ill children and their siblings, each one packed full of gifts hand-picked with each child in mind.
- We delivered **7,134 gifts for children in hospital** through our treat drops, including Christmas gifts, Easter treats and Spread a Smile activity books.
- We organised **150 Smile Parties** to help families recognise and mark special occasions and make memories together.

MOMENTS THAT MATTER

Spreading Smiles at Christmas

Our Christmas Smile Hampers are filled with festive treats, gifts, and comforting items designed to bring a little magic to seriously ill children and their families during what can be an especially difficult time of year. We also create individual hampers for siblings, recognising the challenges they face.

These hampers offer families a moment of joy, togetherness and surprise, whether they're spending the holidays in hospital or at home navigating treatment. Each one helps spread the joy of the Christmas season and is a reminder that they're not alone.

The hampers are made possible thanks to the incredible support of gift in kind donors and 560 volunteers from our corporate partners, who generously give their time to help us pack and prepare every single box with love and care. They are then delivered across the country by our very generous supporter, DPD, ensuring smiles are spread far and wide just in time for Christmas.



"Spread a Smile doesn't just spread smiles, they spread confidence and create a safe space no matter the venue for children and families to become so comfortable that barriers drop and families support each other.

"Hospitals and treatments in their nature create isolation which can hinder children in their ability to interact with their peers. They can lose out on forming and building these key skills, but Spread a Smile helps to rebuild their resilience."

Claire, Eva's Mum

MOMENTS THAT MATTER

A time to remember

In March 2024, we held our first memorial ceremony to remember children and young people supported by the charity who have sadly died. We were joined by 13 bereaved families for a non-religious ceremony, led by Judge the Poet, followed by lunch and time to connect and reflect.

As one mum said, *"this event was the first time I've been able to think about a positive memory of my daughter since she passed away."*

We are grateful to The Clarkson Foundation for generously hosting this special event at their beautiful office in St Katherine Docks and also to Children with Cancer UK for their support.

Art Initiatives

Art is important in every child's development. It encourages children to express their creativity, develop motor skills and heightens their ability to communicate and problem solve. For children in hospital, art related projects and activities also provide a welcome distraction from treatment and the hospital environment.

In 2024-25 Spread a Smile delivered a range of innovative and exciting art projects, once again expanding our art programme, including bespoke virtual and in-person group sessions, and the development of a new art initiative at The Christie Hospital in Manchester, delivering in-person art sessions and hand-painted radiotherapy masks.

MOMENTS THAT MATTER

This year we...

Hosted
17
art Smile Parties

Held
65
virtual after school art club sessions

Hosted
162
virtual art workshops

"The online art sessions are brilliant - my daughter creates the most amazing pictures following the step by step instructions from the Spread a Smile artist. Although she has only ever met one of the other children in hospital, the others in the group are now part of her weekly friends. She recognises them. It's been good for her to see children joining in from hospital too, she instantly recognises that is where they are and we talk about why they might be there, like she has been in the past."

Pippa, Amber's Mum



ART CLUBS, VIRTUAL SESSIONS AND MORE

MOMENTS THAT MATTER

In 2024-25 we:

Delivered
357
one to one virtual art sessions

Delivered weekly virtual after school art clubs during term time - one for children aged 5-10 and one for teenagers

Supported children with artificial eyes and their siblings at The Royal London Hospital's specialist Eye Treatment Centre through their 'Eye Club' and 'Sib Squad'

Spread a Smile's art initiatives, from one-to-one sessions, art clubs and parties, enable the children we support to learn new skills, explore different art mediums, express themselves creatively and meet other children online with similar interests.

"I really love the sessions that I do with Spread a Smile. I like how they always include me when I am helping my sister. I also really enjoy the sessions that I join when I am on my own and my favourite is the virtual Art Club on a Thursday. The team are always so friendly and I always enjoy joining these knowing that they understand me and my sister Maisy."

Poppy, aged 12

PERSONALISATION OF RADIOTHERAPY MASKS





When children undergo radiotherapy treatment for head, brain or neck cancer, they need to wear an immobilisation mask to ensure the treatment is delivered as precisely as possible. These masks are frightening, and can cause distress and anxiety.

Spread a Smile supports children undergoing radiotherapy treatment at both of the Proton Beam Therapy Centres in the UK: UCLH in London and more recently in 2024-25, at The Christie Hospital in Manchester. Our artists Marina and Esther (pictured) hand-paint bespoke masks using designs chosen by each child,

"Jacob wanted his mask painted with a space theme and every time he was put to sleep for his treatment, he told us he would dream he was going off to a different planet. It helped to make it a positive experience and give him happy memories, and he now proudly displays the mask. It wasn't a scary mask because it was his space mask."

Donna, Jacob's Mum.



MOMENTS THAT MATTER

Spread a Smile artist, Esther, (pictured left), joined Spread a Smile at the end of 2024 with a focus on bringing our art initiatives into The Christie Hospital, Manchester, including personalising radiotherapy masks for patients undergoing treatment for cancer in The Proton Beam Therapy Centre.

"The Christie Hospital is such a bright place, with a positive energy and atmosphere. I set up art activities in the playroom and it feels like a privilege to spend time with the children receiving treatment. They might come in feeling unwell or a bit unsure meeting new people, but the next minute they can be chatting and laughing with you. It is very inspiring.

"By taking art into hospital, we help entertain and pass the time, bringing some joy, relief and distraction from what the patients are going through. It feels like such a privilege.

"During the art sessions, I provide different options suitable for different ages, so I might take line drawings for children to colour in, stickers to make pictures, bracelet making, wreath making, decorating pumpkin drawings or materials to create Christmas cards.

"I love the work I do helping to personalise radiotherapy masks, which can initially look so clinical and intimidating. The child or their parents let me know what they would like on the mask – a character or something they love or enjoy. So far, I have been asked for Teletubbies, boxing, Fortnite, Pokemon, Spiderman and Jo Jo & Gran Gran. I use paint pens to illustrate the mask and create something really personal for each child."



ENRICHING HOSPITAL AND HOSPICE SPACES

By decorating hospital wards, windows, treatment rooms, playrooms and communal spaces with uplifting murals and artworks, our team of artists help improve the look and feel of what can be a very unsettling place, benefitting patients, families and staff alike.

In 2024-25, our artists created 138 incredible artworks on windows and walls across 11 of our hospital and hospice partner settings, brightening spaces and spreading smiles.

MOMENTS THAT MATTER

"The families see the artwork on the windows as they come into the building, and it gives the hospice life and happiness."

Hospice Partner

"We recently moved the patients temporarily to an adult ward whilst work was being carried out to our usual young person's ward and being able to have the window art by Spread a Smile made the rooms feel less clinical and allowed the young patients to make it more of their own."

Hospital Partner



In the lead up to Christmas 2024, our Head of Art, Marina Constantinou (pictured), was invited into Great Ormond Street Hospital (GOSH) to help brighten up the wards by painting festive murals on the ward windows and corridors.

Christmas can be an extremely difficult time of year for young patients receiving treatment in hospital, meaning time spent away from family and friends, not able to do the festive things that other children do.

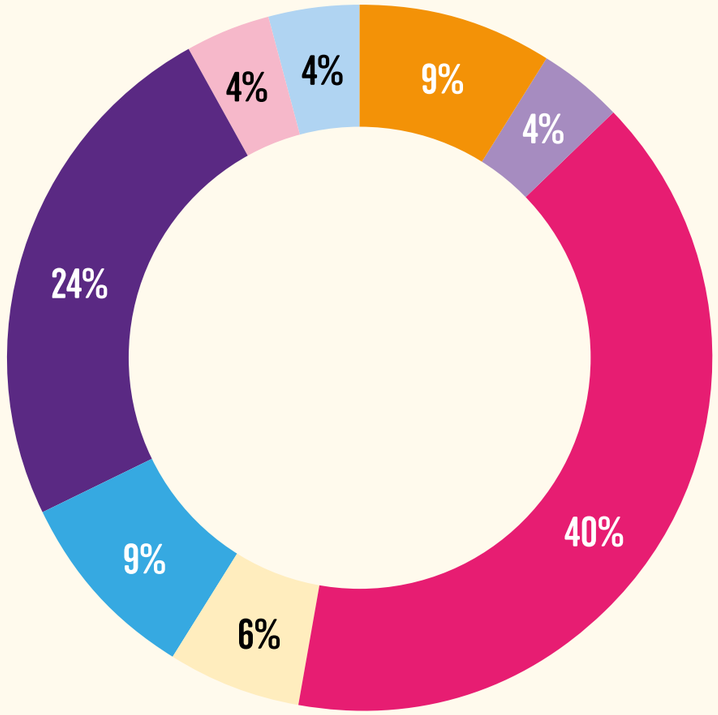
Marina worked closely with the hospital and play teams to bring a little bit of Christmas cheer to a clinical setting, spending three days hand-painting characters and messages to help bring the spirit of Christmas onto the wards.

"Going into GOSH in the lead-up to Christmas is always one of my favourite things to do. As the mural starts to take shape on the hospital walls, it's wonderful to see the children's faces light up with curiosity and excitement. Many of them stop to chat, make suggestions about what I should paint next, or simply enjoy watching the colours and characters come to life.

"It's more than just decoration – it's a powerful distraction during a really difficult time. The murals turn clinical spaces into something warmer, more joyful and less frightening. I often see parents take a deep breath and smile too, and staff have told me how much it lifts the mood on the ward. It's a privilege to know that something as simple as a painting can help make a hospital feel just a little bit more like home, even for a moment." **Marina**

Fundraising

In 2024-25 we raised a record breaking £2,160,340. This would not have been possible without the incredible generosity of our supporters – thank you! Our income was generated from:



- CHALLENGE EVENTS
- SPECIAL EVENTS
- COMMUNITY FUNDRAISING
- TRUSTS AND FOUNDATIONS
- CORPORATE PARTNERSHIPS
- GIFTS IN KIND
- INDIVIDUALS AND PHILANTHROPY
- GIFT AID AND MISCELLANEOUS

OUR FUNDRAISING HIGHLIGHTS

81 RUNNERS IN THE ROYAL PARKS HALF MARATHON





OVER **£30,000** RAISED FROM THE LONDON MARATHON



176 GOLFERS AT OUR ANNUAL GOLF DAYS



48 PLAYERS AT OUR TWO PADEL TOURNAMENTS



47 AMAZING CORPORATE PARTNERS

£35,000 RAISED FROM OUR COMEDY NIGHTS HOSTED BY OUR INCREDIBLE AMBASSADOR, SUZI RUFFELL

Challenge Events

Year after year, we're seeing more incredible people take on amazing challenges to support Spread a Smile.

ROYAL PARKS HALF MARATHON

Spread a Smile's biggest ever team of 81 runners took on the Royal Parks Half Marathon, with participants from corporate partners including Corinthia London, Mildreds and BC Partners, plus dedicated individuals like Andy, dad to young Emmie, who has been supported by Spread a Smile. Team Smile raised an incredible £50,000.

"It was such a pleasure to take part in the Royal Parks Half Marathon... Seeing the Spread a Smile cheerleaders around the course really helped and it was such a wonderful atmosphere, doing something positive for a great cause." **Rosie Nixon**

LONDON MARATHON

In April 2024, nine dedicated runners joined Team Smile for the TCS London Marathon, raising over £30,000.

2024 was Dylan Kessel's first London Marathon. Dylan (pictured right) said,

"What I really love is how much light Spread a Smile brings into such difficult times. Whether it's a virtual visit, a magic show, live entertainment, or just a moment of fun – the reactions say it all. Knowing I'd just run 26.2 miles and raised over £10,000 for such an incredible charity was one of the most fulfilling and rewarding moments of my life. It was physically and mentally tough, but the sense of purpose behind it made it all so worth it. When I first shared the fundraising link, I never imagined I'd come close to raising even a few thousand pounds, let alone reaching over £10,000. Seeing the support build and realising how many people believed in the cause was just incredible."

LONDON LANDMARKS HALF MARATHON

In March 2025, 18 wonderful runners proudly completed the London Landmarks Half Marathon. Together, they raised an incredible £16,000.

Twelve runners also took part in the Vitality 10k in September 2024.







INDIVIDUAL CHALLENGES

A fantastic example of how the Spread a Smile community comes together to take on personal challenges came from the Fintern (Abound) team, who completed the gruelling Three Peaks Challenge. In just 24 hours, 12 staff members climbed the UK's three highest peaks, Ben Nevis, Scafell Pike and Mount Snowdon, battling tough weather and covering 26 miles. **Mark London, Chief Risk Officer at Fintern** said, *"This was the second time I've undertaken the Three Peaks Challenge in support of Spread a Smile, and it was brilliant to do it again, this time with colleagues as a team building exercise and to raise even more funds for our charity partner."*







Special Events





GOLF DAYS

Our Golf Days at Brocket Hall, sponsored by LMAC Group, brought together 44 teams across two days.

"We have really enjoyed the Spread a Smile Golf Days over the past 5 years and each year they seem to get better with small iterations. Ultimately, it's another way to support the amazing charity that we love whilst bringing in new people through playing at lovely golf courses for a great cause."

Sam Sloma, Engage Financial Services



PADEL

In 2024, we launched our Padel events, hosting two tournaments at Stratford Padel Club.

"A lot of craziness, a lot of running around, and a great team day out. The fact that our efforts were also contributing to such a worthy cause made it even more enjoyable."

Alex Mann at XO3D, our event sponsor



COMEDY NIGHT

In 2024, we were thrilled to host two unforgettable Comedy Nights, hosted by our amazing Ambassador, Suzi Ruffell. A huge thank you to Canary Wharf Contractors Fund and Texel Foundation for sponsoring both events held at The Comedy Store in London.

VARIETY SHOW

Our inaugural Variety Show at The Bedford in Balham was a celebration of the talent and spirit of our entertainers. Performing on the night were our singers, magicians, ventriloquists, bubbleologists, poets, musicians, balloon artists, and illusionists.

CORPORATE PARTNERSHIPS

Our incredible corporate partners go above and beyond to support our work.

In 2024, we were honoured to be chosen as winner of the EMEA Blackstone Gives Back Initiative, where employees pitch for their favourite charities to receive grants. Represented by Antonia Voss, Laura Troy, Rebecca Flower, and Georgie Bannister (pictured), the team secured first place for Spread a Smile.





LMAC Group Golf Day

In September, our incredible partners at LMAC Group Ltd hosted their annual Golf Day at the Heron Country Club in Brentwood in Essex. Over 120 golfers plus former Premier League players Anton Ferdinand and Marlon Harewood, came together in support of Spread a Smile.

A heartfelt thank you to Lee McDowell, Managing Director/CEO of LMAC Group. **Lee** said:

"We are thrilled to announce we raised £13,000 on our Golf Day in September for Spread a Smile. If we add this to our Football Day and crowdfunding event, we've raised a huge total of £48,000 for this wonderful charity."

VOLUNTEERING

For our supporters and corporate partners, volunteering offers a unique opportunity to engage directly with our mission and see first-hand the impact we make to the lives of seriously ill children and their families.

Volunteering with us is not only a great team-building exercise, but also a chance to develop deeper, long-lasting partnerships with Spread a Smile, become part of our vibrant and compassionate family, and understand our values and what drives us.

Last year, we welcomed over 900 volunteers. **Emily Dickinson** from Bain Capital, who volunteered at our Summer Party said, *"I just wanted to say thank you for having us as volunteers at the Summer Party, it was truly such a joy to have been able to soak it all up. You guys make such positive impact and every family I spoke to was hugely complimentary about the work Spread a Smile does."*

TRUSTS AND FOUNDATIONS

The support from Trusts and Foundations significantly contributes to our fundraising target. We are incredibly grateful to all who have funded our work over the past year. These generous contributions have helped us expand our reach, develop new services, and respond to the growing needs of the families we support. Many of our programmes simply wouldn't be possible without this vital funding. We look forward to building on these partnerships and developing new relationships to ensure we can continue spreading smiles where they are needed most.

COMMUNITY FUNDRAISING

We're so grateful to brilliant individuals like 9-year-old Jess (pictured below), who raised an amazing £236 by running a sweet stall outside her home. Inspired by her dad Shaun Simons, Chair of our Real Estate Committee, Jess chose Spread a Smile because she admires the charity's work. As **Shaun** shared, *"She did everything herself... it was a brilliant achievement."*

Our incredible fundraisers span generations, and one beautiful example is Howard, grandfather of Darcy, who we supported in hospital. In December, Howard brought joy to Borough Market in London, with a Christmas concert performed by his saxophone quartet, raising £223.

A member of the band wrote, *"We were absolutely delighted to raise money for Spread a Smile, especially given all the smiles you have given Howard's granddaughter Darcy and her family at such challenging times! We hope you'll be able to continue with your mission for a long time to come!"*



Our partnership with Garden House School

We were thrilled that Garden House School chose us as their annual charity for 2024-25. The school's Parents' Association organised a Quiz Night, Cocktail Evening, Summer Fair, and the school community generously ran numerous gift drives at Halloween, Valentine's Day, Easter, and to help fill our Christmas Smile Hampers. Garden House's ongoing generosity truly embodies the spirit of community that helps us bring smiles to those who need them most.

"It has been an incredibly special and heartwarming experience supporting Spread a Smile this year at Garden House. From the very beginning, the energy, kindness, and joy this charity brings has been truly inspiring. Our children were more engaged than we've ever seen them!!! They didn't just participate; they took ownership, running their own fundraisers with creativity and determination, all to support a cause they genuinely believe in.

"The magicians are nothing short of extraordinary. Their talent, enthusiasm, and ability to connect with each and every child left us in awe. You can feel the passion behind everything they do and it's contagious and uplifting, and it brought so much magic into our school. These aren't just performances or visits; they are moments of joy that our children will carry with them forever.

"What's been most powerful, though, is the sense of community that's grown from this partnership. We've made lifelong friends through Spread a Smile, meeting people whose kindness and dedication have touched our hearts. This year has reminded us of the power of smiles, of giving, and of standing together for something meaningful. We are so proud to have been part of this journey and look forward to continuing our support for many years to come."

Lindsay Cowie, Head of PA at Garden House School

OUR FUNDRAISING COMMITTEES

So much of our success and growth is down to the support of our dedicated committees who support our fundraising, events and opportunities to grow our networks. We'd like to express our gratitude to the Spread a Smile Business Advisory Board, Real Estate Committee and Young Committee and our Ambassadors.

Rob Threadgold is COO – Group Head, Customer Operations at London Stock Exchange Group (LSEG). We met Rob at Great Ormond Street Hospital when his son was undergoing treatment for cancer and he has been chair of our Business Advisory Board since 2018. The Committee helps to leverage professional networks, expertise, and influence to support our strategic growth, income generation, and awareness through fundraising, introductions, and advocacy. We are incredibly grateful to Rob and all the committee members who support Spread a Smile. **Rob** said:

"My role at Spread a Smile has been an incredibly rewarding experience. Through fundraising events, corporate partnerships, and encouraging others to get involved, I've seen firsthand how much can be achieved when people come together for a shared purpose. It's a cause that resonates deeply, and I'm proud to champion their work in spreading joy to children and families facing unimaginably tough times."



Our Business Advisory Group:
Rob Threadgold, Colin Becker, Richard Behan, Lee McDowell, Neil Taylor, Charlotte Weatherall, Mark London, Nick Stewart, Liz Gould

Our Real Estate Committee:
Shaun Simons, Chris Davies, James Lass, Michael Mirelman, Nicky Barker, Lee Jackson

Our Young Committee:
James Segal, Nicole Segal, Benji Gubbay, Ella Lewis, Ellie Rinsler, Harriet Pinder, Jodie Dacosta, Leanne Cohen, Sophie Bergman, Tom Goldstein

Our Ambassadors:
Suzi Ruffell, Richard Jones

Our Young Ambassadors:
Aaron Maurice, Varun Shradhanand Mahtatme

Looking Ahead

Spread a Smile has updated its vision and mission and has a new strategy in place to guide our work for the next ten years.

OUR VISION

Spread a Smile envisions a world where every seriously ill child and their family has access to joy, connection, and play. We believe that play is not a luxury, it is essential to a child's emotional wellbeing, development, and recovery. Our vision is a future where no child feels alone in their journey, and emotional wellbeing and play are valued as highly as physical health.

OUR MISSION

To provide a bespoke programme of play and entertainment that brings joy, laughter, and meaningful connection to seriously ill babies, children, and young people. Through our dedicated work in NHS hospitals and hospices, we aim to enhance emotional wellbeing, inspire moments of happiness, and restore the vital role of play in childhood, especially where illness has taken it away. We are equally committed to supporting the families of seriously ill children to ease their journey and ensure they never face it alone.



THREE STRATEGIC GOALS

1

Our ambition is to deliver a regular and high-quality range of entertainment services (hospital visits, virtual visits, family events, and art initiatives), supporting more seriously ill babies, children, young people and their families across the UK. By 2030, we will deliver regular in-person visits to all 23 dedicated specialist children's hospitals in England, and by 2035 to all 28 across the UK. During the next two years, we will focus on consolidating our London hospital visits.

In 2025/2026 we will:

- **Deliver over 15,000** in person bedside hospital visits at **45 hospitals and hospices** across England and Wales.
- **Deliver 2,600 virtual visits** across the UK.
- **Host 36 family events,** including Summer and Winter Parties.
- **Provide 2,000 Smile Hampers** to seriously ill children and siblings at Christmas.

2

We will work with researchers and partner with universities and hospitals to deliver compelling research and evidence our impact.

In 2025/26, we will:

- **Continue to run, analyse and publish our annual surveys** with children, parents and carers and health care professionals to gather feedback on the impact of our services.
- **Carry out a new monthly snapshot survey in hospitals** to reach new audiences and increase our data pool.
- **Work with an academic institution and one of our flagship hospital partners** to design an independent observational research study to evidence the impact of our work in hospitals.

3

We will build a sustainable future for our charity.

In 2025/26, we will:

- **Fundraise £2.3m** and create a five-year fundraising strategy.
- **Strengthen and grow a vibrant, inclusive team** committed to excellence and purpose.
- **Refresh our brand and website** and raise awareness of our work and charity.
- **Establish an ESG plan.**

By 2030

we will deliver regular in-person visits to all 23 dedicated specialist children's hospitals in England

Accounts Year Ended 31 March 2025



REPORT OF THE TRUSTEES

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of 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).

STRATEGIC REPORT

Structure, Governance and Management

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Financial Review

Income from all sources for the year totalled £2,160,340, reflecting strong and sustained support across fundraising, corporate partnerships, trusts and foundations, and gifts in kind. Total expenditure for the period was £2,084,055, with the majority invested directly in delivering our core charitable activities, including hospital visits, virtual sessions, family events, art initiatives and the wider support we provide to children, young people and their families.

We continue to prioritise careful financial management to ensure donations are used where they have the greatest impact. After meeting all expenditure, the charity ended the year with a surplus of £76,285, which strengthens our reserves and supports the long-term sustainability and planned growth of our services.

Reserves policy

At Spread a Smile, we take financial sustainability seriously. Our reserves policy is designed to ensure we can continue delivering vital services to seriously ill children and their families, even in the face of unexpected challenges. Holding around six months of unrestricted reserves is consistent with sector best practice and Charity Commission guidance.

There are several reasons why this level is appropriate for us:

- Continuity of care: The children and families we support often depend on us during extremely vulnerable periods. We have a moral responsibility to ensure that services are not disrupted due to funding gaps or unforeseen circumstances.
- Funding volatility: As a charity reliant on voluntary income, we are exposed to fluctuations in donations and grant income. A robust reserve allows us to plan confidently and avoid reactive decisions that could compromise quality or impact.
- Forward planning and growth: We're ambitious about expanding our reach and deepening our impact. A healthy reserve gives us the flexibility to invest in new programmes or respond to urgent needs, without risking our core operations.
- Responsible employer: We have a duty of care to our staff team. Reserves give us the ability to meet contractual obligations and manage any transitional periods responsibly if major funding were delayed or lost.

We regularly review our reserves position to ensure it's proportionate and in line with our policy.

Risk Statement

The Board of Trustees manages risk to safeguard people, assets, and reputation while enabling responsible growth. We have very low tolerance for risks to safeguarding, reputation, and compliance, but accept moderate risks in areas such as innovation and organisational development where these are well-governed. This approach ensures resilience and long-term impact for our beneficiaries.

Our Approach to Fundraising

Spread a Smile is committed to fundraising with integrity, transparency and care. We are proud to be registered with the Fundraising Regulator and follow the Code of Fundraising Practice for

the UK, ensuring that all our fundraising activity complies with the highest standards.

We did not engage any professional third-party fundraisers during the reporting period. All fundraising activity was carried out by our staff team or trusted volunteers, under the direct oversight of the Charity.

We uphold the key principles of the Code of Fundraising Practice, with particular attention to ensuring that vulnerable individuals are treated fairly and respectfully. All staff involved in fundraising receive appropriate training when they join the organisation, and we regularly review our processes to ensure compliance with best practice.

We are pleased to report that we received no complaints relating to fundraising during the year, and there were no breaches of the Code of Fundraising Practice.

Environmental, Social and Governance (ESG) Statement

At Spread a Smile, we are committed to operating in a way that reflects strong ethical standards and contributes positively to society. As a charity dedicated to improving the emotional wellbeing of seriously ill children and their families, our work is inherently aligned with key Environmental, Social and Governance (ESG) principles.

Social

Social impact is at the heart of our mission. Through in-person and virtual visits, entertainment, and family engagement, we bring joy and distraction to thousands of seriously ill children each year. We are committed to delivering our services equitably, expanding beyond London to ensure that more families across the UK can access our support. We take care to uphold the dignity, safety and individual needs of every child and family we support.

We promote a positive and inclusive culture for our staff, volunteers, and entertainers. We are an equal opportunities employer and aim to foster a compassionate, respectful and supportive working environment. Our safeguarding policies are robust and regularly reviewed, and all relevant staff and volunteers are trained accordingly.

Environmental

While our environmental impact as a service-based charity is relatively low, we are mindful of our responsibilities. We minimise unnecessary travel where possible, make use of virtual delivery where appropriate, and are actively working to reduce waste and improve the sustainability of our materials, events and day-to-day operations. We encourage environmentally conscious choices in our office and with our suppliers.

Governance

We are governed by a committed and experienced Board of Trustees who provide strategic oversight and ensure strong governance across all areas of our work. We comply with all relevant legislation and regulatory frameworks, including those set out by the Charity Commission and the Fundraising Regulator. Our risk management, financial reporting, safeguarding, and data protection policies are regularly reviewed and updated to reflect best practice.

We recognise the importance of continuous improvement across all ESG areas and are committed to building on these foundations as we grow.

Statement of trustees' responsibilities

The trustees (who are also the directors of Spread a Smile for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures
- disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Auditors

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on **26 November 2025** and signed on the board's behalf by **Paul Godfrey,** Chair of Trustees.







REPORT OF THE INDEPENDENT AUDITORS

Opinion

We have audited the financial statements of Spread a Smile (the 'charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with both company law and charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

There are inherent limitations in the audit procedures described above and, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. The risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Stephen Anderson (Senior Statutory Auditor)
for and on behalf of Knox Cropper LLP
Chartered Accountants and Statutory Auditors
153 -155 London Road
Hemel Hempstead
Hertfordshire
HP3 9SQ
Date: **Date: 26 November 2025**

STATEMENT OF FINANCIAL ACTIVITIES

Company Registration number : 08443236

For the Year Ended 31 March 2025

	Notes	Unrestricted funds £	Restricted funds £	**2025 Total funds £**	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	**1,684,454**	**244,987**	**1,929,441**	1,621,387
Other trading activities	3	**184,708**	**-**	**184,708**	423,082
Investment income	4	**46,191**	**-**	**46,191**	34,584
Total		**1,915,353**	**244,987**	**2,160,340**	2,079,053
EXPENDITURE ON					
Raising funds	5	**498,289**	**-**	**498,289**	495,759
Charitable activities Expenditure on hospital visits, events and art initiatives	6	**1,342,848**	**242,918**	**1,585,766**	1,305,664
Total		**1,841,137**	**242,918**	**2,084,055**	1,801,423
NET INCOME		**74,216**	**2,069**	**76,285**	277,630
RECONCILIATION OF FUNDS Total funds brought forward		**1,096,366**	**5,739**	**1,102,105**	824,475
TOTAL FUNDS CARRIED FORWARD		**1,170,582**	**7,808**	**1,178,390**	1,102,105

BALANCE SHEET

Company Registration number : 08443236

31 March 2025

	Notes	Unrestricted funds £	Restricted funds £	**2025 Total funds £**	2024 Total funds £
FIXED ASSETS					
Tangible assets	12	**5,398**	**-**	**5,398**	4,182
CURRENT ASSETS					
Debtors	13	**89,637**	**-**	**89,637**	76,550
Cash at bank and in hand		**1,255,167**	**7,808**	**1,262,975**	1,141,020
		1,344,804	**7,808**	**1,352,612**	1,217,570
CREDITORS					
Amounts falling due within one year	14	**(179,620)**	**-**	**(179,620)**	(119,647)
NET CURRENT ASSETS		**1,165,184**	**7,808**	**1,172,992**	1,097,923
TOTAL ASSETS LESS CURRENT LIABILITIES		**1,170,582**	**7,808**	**1,178,390**	1,102,105
NET ASSETS		**1,170,582**	**7,808**	**1,178,390**	1,102,105
FUNDS	16				
Unrestricted funds				**1,170,582**	1,096,366
Restricted funds				**7,808**	5,739
TOTAL FUNDS				**1,178,390**	1,102,105

The financial statements were approved by the Board of Trustees and authorised for issue on **26 November 2025** and were signed on its behalf by **Paul Godfrey,** Chair of Trustees.

CASH FLOW STATEMENT

For the Year Ended 31 March 2025

	Notes	2025 £	2024 £
Cash flows from operating activities			
Cash generated from operations	1	**79,732**	263,421
Net cash provided by operating activities		**79,732**	263,421
Cash flows from investing activities			
Purchase of tangible fixed assets		**(3,968)**	(4,366)
Interest received		**46,191**	34,584
Net cash provided by investing activities		**42,223**	30,218
Change in cash and cash equivalents in the reporting period		**121,955**	293,639
Cash and cash equivalents at the beginning of the reporting period		**1,141,020**	847,381
Cash and cash equivalents at the end of the reporting period		**1,262,975**	1,141,020

NOTES TO THE CASH FLOW STATEMENT

For the Year Ended 31 March 2025

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES		2025 £	2024 £
Net income for the reporting period (as per the Statement of Financial Activities)		**76,285**	277,630
Adjustments for:			
Depreciation charges		**2,752**	1,190
Interest received		**(46,191)**	(34,584)
(Increase)/decrease in debtors		**(13,087)**	112,256
Increase/(decrease) in creditors		**59,973**	(93,071)
Net cash provided by operations		**79,732**	263,421

2. ANALYSIS OF CHANGES IN NET FUNDS	At 1.4.24 £	Cash flow £	At 31.3.25 £
Net cash			
Cash at bank and in hand	**1,141,020**	**121,955**	**1,262,975**
TOTAL	**1,141,020**	**121,955**	**1,262,975**

NOTES TO THE FINANCIAL STATEMENTS

For the Year Ended 31 March 2025

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expendable during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Donated facilities are included at the value to the company where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers. Donated services or facilities related to the provision of entertainment (including theatre tickets, toys, gifts and books etc.), are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised; refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Company which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 33% on cost

Computer equipment - 33% on cost

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds can only be used for particular restricted purposes within the objects of the charity.

Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Going concern

The Trustees consider that based on the circumstances existing at the date of signature, the charity has adequate resources to continue its operations for the next 12 months, and the accounts have therefore been prepared on a going concern basis.

2. DONATIONS AND LEGACIES

	2025 £	2024 £
Gifts	**95,109**	93,628
Donations	**1,331,308**	1,061,461
Grants	**503,024**	466,298
	1,929,441	1,621,387

Grants received, included in the above, are as follows:

Grants	**503,024**	466,298

3. OTHER TRADING ACTIVITIES

	2025 £	2024 £
Fundraising events	**184,708**	423,082

4. INVESTMENT INCOME

	2025 £	2024 £
Deposit account interest	**46,191**	34,584

5. RAISING FUNDS

Raising donations and legacies	**2025 £**	2024 £
Staff costs	**274,194**	216,125
Fundraising expenses	**209,569**	251,665
Marketing and database costs	**14,526**	27,969
	498,289	495,759

6. CHARITABLE ACTIVITIES COSTS

	Direct costs £	Support costs (see note 7) £	Totals £
Expenditure on hospital visits, events and art initiatives	**1,355,415**	**230,351**	**1,585,766**

7. SUPPORT COSTS

	Management £	**Governance costs £**	**Totals £**
Expenditure on hospital visits, events and art initiatives	**222,023**	**8,328**	**230,351**

8. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):	**2025 £**	2024 £
Auditors' remuneration	**8,328**	7,980
Depreciation - owned assets	**2,752**	1,189
Rent	**61,776**	61,882

9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 March 2025 nor for the year ended 31 March 2024.

10. STAFF COSTS

	2025 £	2024 £
Wages and salaries	**798,424**	636,141
Social security costs	**77,523**	55,421
Other pension costs	**18,157**	13,879
	894,104	705,441

The average monthly number of employees during the year was as follows:

	2025 £	2024 £
Average number of employees	**21**	18

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2025 £	2024 £
£60,001 - £70,000	**1**	1
£80,001 - £90,000	**1**	1
	2	2

The aggregate remuneration of key management personnel, including Employer's National Insurance and Pension contributions, was £246,190 (2024: £186,229).

11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	1,429,880	191,507	1,621,387
Other trading activities	423,082	-	423,082
Investment income	34,584	-	34,584
Total	1,887,546	191,507	2,079,053
EXPENDITURE ON			
Raising funds	495,753	6	495,759
Charitable activities			
Expenditure on hospital visits, events and art initiatives	1,022,984	282,680	1,305,664
Total	1,518,737	282,686	1,801,423
NET INCOME/(EXPENDITURE)	368,809	(91,179)	277,630
RECONCILIATION OF FUNDS			
Total funds brought forward	727,556	96,919	824,475
TOTAL FUNDS CARRIED FORWARD	1,096,365	5,740	1,102,105

12. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2024	**634**	**7,894**	**8,528**
Additions	**-**	**3,968**	**3,968**
At 31 March 2025	**634**	**11,862**	**12,496**
DEPRECIATION			
At 1 April 2024	**513**	**3,833**	**4,346**
Charge for year	**117**	**2,635**	**2,752**
At 31 March 2025	**630**	**6,468**	**7,098**
NET BOOK VALUE			
At 31 March 2025	**4**	**5,394**	**5,398**
At 31 March 2024	121	4,061	4,182

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025 £	2024 £
Trade debtors	**54,844**	31,968
Other debtors	**13,325**	10,296
Prepayments and accrued income	**21,468**	34,286
	89,637	76,550

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025 £	2024 £
Trade creditors	**49,499**	45,641
Social security and other taxes	**21,623**	17,238
Other creditors	**4,236**	3,416
Accruals and deferred income	**104,262**	53,352
	179,620	119,647

DEFERRED INCOME

Deferred income comprises grant and donation income for which entitlement to the income does not exist at the balance sheet date as well as fundraising event income received for events which have not yet taken place at the balance sheet date.

	£
Balance as at 31 March 2024	45,330
Amount released to income from charitable activities	(45,330)
Amount deferred in the year	96,281
Balance at 31 March 2025	96,281

15. LEASING AGREEMENTS

	2025 £	2024 £
Within one year	**10,296**	10,296

During the year 12 operating lease payments totalling £61,776 were recognised as an expense.

16. MOVEMENT IN FUNDS

	At 1.4.24 £	Net movement in funds £	At 31.3.25 £
Unrestricted funds			
General fund	**1,096,366**	**74,216**	**1,170,582**
Restricted funds			
Family Events	**-**	**6,000**	**6,000**
In-person visits	**5,739**	**(3,931)**	**1,808**
	5,739	**2,069**	**7,808**
TOTAL FUNDS	**1,102,105**	**76,285**	**1,178,390**

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**1,915,353**	**(1,841,137)**	**74,216**
Restricted funds			
Christmas/Easter Fund	**4,700**	**(4,700)**	**-**
Family Events	**103,600**	**(97,600)**	**6,000**
Sensory provision	**4,980**	**(4,980)**	**-**
In-person visits	**88,267**	**(92,198)**	**(3,931)**
Treat drops and festive celebrations	**41,440**	**(41,440)**	**-**
Radiotherapy Masks	**2,000**	**(2,000)**	**-**
	244,987	**(242,918)**	**2,069**
TOTAL FUNDS	**2,160,340**	**(2,084,055)**	**76,285**

Comparatives for movement in funds	At 1.4.23 £	Net movement in funds £	At 31.3.24 £
Unrestricted funds			
General fund	727,556	368,810	1,096,366
Restricted funds			
iPads Fund	5,431	(5,431)	-
Virtual visits	25,030	(25,030)	-
Sensory provision	25,000	(25,000)	-
In-person visits	41,458	(35,719)	5,739
	96,919	(91,180)	5,739
TOTAL FUNDS	824,475	277,630	1,102,105

Comparative net movement in funds, included above	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,887,546	(1,518,736)	368,810
Restricted funds			
Art Initiatives	12,500	(12,500)	-
Christmas/Easter Fund	17,600	(17,600)	-
iPads Fund	-	(5,431)	(5,431)
Family Events	55,453	(55,453)	-
Virtual visits	8,000	(33,030)	(25,030)
Sensory provision	-	(25,000)	(25,000)
In-person visits	97,954	(133,673)	(35,719)
	191,507	(282,687)	(91,180)
TOTAL FUNDS	2,079,053	(1,801,423)	277,630

Art initiatives: To fund wall and window murals in hospitals, the personalisation of radiotherapy masks, and the delivery of bedside art sessions in hospitals.

iPads Fund: To fund iPads for use in hospitals, enabling children and young people to access virtual visits and Smile TV.

Family Events: To fund events held outside of hospital settings for seriously ill children, young people, and their families.

Virtual visits: To fund one-to-one and group virtual visits with entertainers for seriously ill children and young people receiving treatment in hospital or at home.

Sensory provision: To fund specialist virtual and in-person visits, as well as sensory toys and equipment for children with additional needs.

In-person visits: To fund scheduled and bespoke in-person visits by entertainers to NHS hospitals and hospices.

Virtual and in-person visits: To fund the delivery of both virtual and in-person visits by entertainers for seriously ill children and young people.

Digital fund: To fund all of Spread a Smile's online activities, including virtual visits, online school holiday activity days, Facebook Live sessions, and Smile TV content.

BBC Children in Need fund: Grant funding to support the core costs of a Hospital Visit Manager, administration support, and hospital visits.

Entertainment fund: To fund the provision of entertainment in hospitals, including visits from Spread a Smile entertainers, therapy dogs, and the associated delivery costs.

Digital Manager: To fund a manager responsible for overseeing the delivery of all of Spread a Smile's online activities.

Digital art: To fund the delivery of one-to-one and group online art sessions for seriously ill children in hospital and at home.

Christmas/Easter fund: To fund the delivery of festive gifts to seriously ill children, including in-person Christmas-themed hospital visits, Easter egg deliveries, and themed virtual and in-person visits with entertainers.

Treat drops and festive celebrations: To fund the delivery of treats and special items to seriously ill children in hospital throughout the year.

Radiotherapy Masks: To fund the personalisation of immobilisation masks and moulds for children undergoing radiotherapy treatment.

17. RELATED PARTY DISCLOSURES

During the year the charity received donations of £20,262 (2024: £28,742) from the trustees of the charity.

During the year, the charity received donations of £37,500 (2024: £63,537) from a company with a common director.

During the year, the charity received donations of £830 (2024: £9,367) from trustees' family members.



Spread a Smile, Uncommon,
25 Horsell Road, London N5 1XL

020 7482 5191

info@spreadasmile.org

spreadasmile.org

SPREAD A SMILE® and are registered trade marks in the name of Spread a Smile, a company registered in England and Wales with the Company No: 08443236

Registered Office: 153-155 London Road, Hemel Hempstead, Hertfordshire HP3 9SQ

Registered as a Charity No: 1152205

Photo Credits Suzan Moore, James Mason Photography, Hettie Pearson Photography and Paul Meyler

Designed by Hutch Agency

SPREAD A SMILE

England & Wales - Charity number 1152205

Accounts



SPREAD A SMILE

Annual Report 2023 – 2024



Trustees

Paul Godfrey, Chairman

Andrew Bloom

Paul Crocker

Vanessa Crocker MBE

Elizabeth Gould

Fiona Hikmet

Louise Jacobs

Josephine Segal MBE

Richard Segal

Independent Auditors

Knox Cropper, 153-155 London Road, Hemel Hempstead, Hertfordshire HP3 9SQ

Registered Office

153-155 London Road, Hemel Hempstead, Hertfordshire HP3 9SQ

Principal Office

Uncommon, 25 Horsell Road, London N5 1XL

Bankers

NatWest, Waterside Court, Chatham Maritime, Chatham, Kent ME4 4RT

HSBC, 12 Hampstead High Street, London NW3 1PY

Registered Company Number 08443236

Registered Charity Number 1152205

Welcome to our 2023-24 Annual Report

We were incredibly proud to celebrate our 10th anniversary in April 2023. This was a huge milestone for us and we would like to take this opportunity to say an enormous thank you to everyone who has been on the journey with us. To our team in the office, our trustees, entertainers, volunteers and supporters, some of whom have been there from day one: we couldn't have spread all those smiles without you.

We would also like to say an enormous congratulations to our co-founders, Josephine Segal MBE and Vanessa Crocker MBE, who were **awarded MBEs in the King's 2024 New Year Honours.** Since the charity started ten years ago, they have **helped thousands of children and families,** making an unimaginably difficult time that bit better and **giving so many families an opportunity to find some happiness during their darkest times.** Their selflessness, kindness and compassion know no bounds. They founded an organisation of which both of us feel privileged and proud to be a part.

During the year, we saw a **significant uplift in the number of smiles** we were able to spread, **delivering a 35% increase** in both our in-person visits and numbers attending our family events. All of this was made possible by a **79% increase in funds raised,** compared to the prior year (£2,079,053 in 23/24 / £1,160,334 in 22/23).

Thank you

We will continue to **work towards our goal of supporting more seriously ill babies, children and young people across the country** but this will not be at the expense of what we've achieved so far. We will continue to provide a **high-quality personalised service** to all our existing NHS partners, whilst moving towards more evidence-based practice to demonstrate the impact of our work. We recognise the importance of our strong organisational culture, which enables us to provide truly personalised support to all our families and (we hope you would agree) excellent stewardship to all our donors.

Thank you to everyone who has supported our work in the past year. We remain indebted to you.

With our warmest regards,

Lucy

Lucy Jackson, Chief Executive

Paul

Paul Godfrey, Chairman



Lucy Jackson, Chief Executive



Paul Godfrey, Chairman

10 Years

Celebrating our ten year anniversary in April 2023 was incredibly special for us as co-founders. The charity has changed considerably since 2013, but what has not changed is the support we are able to offer to seriously ill children and their families.

When we are at a hospital bedside and we see a child respond to our entertainers with unadulterated smiles and laughter, that's what it's all about. Parents often tell us that the Spread a Smile visit is the only time they see their child happy in hospital and the only time they see them as a child again. Their illness takes so much away from them and we believe their childhood shouldn't be one of those things.

We are so **proud of our achievements** this year, especially when we think back to April 2013, when we had **one hospital partner, compared to the 36** we had at the end of March 2024. Back then, we went on all the hospitals visits.

That's not possible now but we are so proud to have the most wonderful team join us on the visits, who are so dedicated and committed to our **mission to bring joy and laughter** to seriously ill children and their families.

Siblings can be profoundly affected by a serious illness in the family; over the years, we've seen this so many times. This is why **siblings are included in everything we do,** and this will remain so in the future.

We feel incredibly humbled to have **received MBEs in the King's New Year Honours,** especially during our **10th anniversary year.** We'd like to dedicate this award to all the brave and inspirational families we've met over the years and to our team in the office, our entertainers and our trustees.



Josephine Segal MBE
Co-Founder and Trustee



Vanessa Crocker MBE
Co-Founder and Trustee

We are very excited about what the future holds for Spread a Smile and ensuring we can bring our unique support to more seriously ill children. But, despite our growth, our commitment is to continue to see **every single child as an individual** and know that **every single family is unique**. We will continue to offer a truly **personalised service,** doing everything with the love and care we instilled from day one.

Thank you to everyone who has been on this journey with us over the last ten years. We are so incredibly grateful to you all and can't wait to see what the next ten years will bring.

With love,

Josephine

Josephine Segal MBE
Co-Founder and Trustee

Vanessa

Vanessa Crocker MBE
Co-Founder and Trustee

WHAT WE DO

Spread a Smile brings joy and laughter to seriously ill babies, children and young people in NHS hospital and hospices across the country.

We offer a host of activities and entertainment to support seriously ill babies, children and young people, their siblings and family while a child is in hospital or at home. Through in-person and virtual visits and events, our entertainers, including magicians, musicians, artists, fairies and therapy dogs, enhance wellbeing and help young patients and their families cope with the pain and anxiety of serious illness and hospitalisation.

Since our founding in 2013, we have built a reputation for developing bespoke relationships with each family and each health setting so that we can offer the most impactful support.



VISITS

35% increase on 22/23

11,539

in-person bedside visits

3,277

patients joined 1,729 virtual visits

EVENTS AND CELEBRATIONS

1,728

children joined our in-person events

Delivered

1,450

festive hampers to patients and their siblings

ART

Delivered

570

virtual art visits and workshops to children at home or in hospital

Created

205

artworks for hospital walls and windows

Hand-painted

129

masks for children undergoing radiotherapy treatment

REACH

45,098

Connections with patients, siblings, family members, hospital staff through all our services

36

Hospital and hospice partners

7,123

Hours of contact time with patients

17,997

Family members engaged and involved

7,278

Hospital staff engaged and involved

2,363

Smile TV views

Timeline



APRIL

Delivered **3,500 chocolate Easter eggs** to **27 hospitals and hospices** and held an Easter Tea Party at Riding House Café. Welcomed families to Spread a Smile HQ for a LEGO® build and celebrated our 10th birthday with a party at Great Ormond Street Hospital. **380 guests** joined us for a spectacular 10th anniversary gala dinner at the Nobu Hotel. **We launched our Young Committee** who hosted their first event.

3,500

Easter eggs delivered to 27 hospitals and hospices

MAY

Families joined us for theatre trips to The Play That Goes Wrong, Wicked and Frozen the Musical and afternoon tea on a Brigit's Bakery Paddington-themed London bus. We delivered our first in-person visit to Bristol Children's Hospital and were the grateful beneficiaries of the LMAC football tournament. **Fourteen brave people** joined us on our first international trek to Mount Toubkal in Morocco and we launched our partnership with Downing.

JUNE

We welcomed over **400 children and young people and their families plus NHS colleagues** to our annual Summer Party at Coram's Fields. Thank you to the Children's Welfare and Research Foundation for their generous support of this event and to our volunteers from BlackRock, Hasbro, Convex Insurance, Corinthia London, Derwent, Downing, Enra Specialist Finance, Hain Celestial UK, ICAP, the LEGO® Group, McVitie's, Opticore IT, Pan-n-Ice, Spring Finance and Uncommon.

Alesha Dixon launched a new partnership with Crayola at St Mary's Hospital and we started visits at Croydon University Hospital. We hosted families on a Horrible Histories Terrible Thames boat trip, launched our new Spread a Smile Activity Book, joined the Canary Wharf Contractors annual golf day and hosted a day of volunteering with Clarksons.



"The boys had such a fabulous time today and enjoyed themselves very much. Our younger son said to his Mum whilst waiting in one of the queues, 'Look Mum, they are spreading smiles on everyone's faces – everyone is so happy!'"

Parent

JULY

Hosted families at Disney's Newsies and started visits at William Harvey Hospital in Kent and a monthly Saturday visit at GOSH. 11 teams joined us for our annual football tournament and BlackRock hosted a Spread a Smile Padel Tournament.

AUGUST

Hosted our second residential at Flynne's Barn in the Lake District. Started visits at Helen and Douglas House Hospice in Oxfordshire and new monthly sensory play sessions for toddlers at GOSH, with Little Learners UK. **Delivered treat boxes to our NHS partners packed full of rewards** for patients to enjoy post-treatment, as well as sensory boxes to Paediatric Intensive Care Units (PICU), thanks to funding from The Toy Trust. Pan-n-Ice launched the Spread a Smile ice-cream rolls and Downing sponsored our first family day at ZSL London Zoo.



SEPTEMBER

Received the Martin Chapender Award from The Magic Circle, in recognition of services to the community using magic. Received a donation from CJC IT of 10 iPads for use by our NHS partners so children and young people can participate in virtual visits. Held our annual Golf Days at Brocket Hall in Hertfordshire, the Hibberd family held their annual Golf Day in memory of Louie and we were the grateful beneficiaries of the LMAC Golf Day. Compass Carter Osborne supported us through their annual 100 Cycle Challenge. We were the chosen charity at the annual B&C Awards and joined the BGC Charity Day with amazing supporter Jenna Coleman and we hosted families at Disney's The Lion King in the West End. Launched our Real Estate Committee and our partnership with BN Happy Face biscuits with an on-pack promotion.

> **"The way you make them laugh is like no other, thank you so so so so much. Another 'best day' ever."**
>
> Lindsay, Emmie's mum

OCTOBER

Celebrated 'Play in Hospital Week' with a **record 19 visits to 17 hospitals.** Following visits to Nottingham Children's Hospital and Leicester Children's Hospital, families saw Peter Pan Goes Wrong in Nottingham, making it our **first family event outside of London.** Families joined us at Disney's The Lion King in the West End with a VIP lunch and party before the show and at two Harry Potter-themed LEGO® workshops. We started visits to Kingston Hospital.

67 runners joined us for the Royal Parks Half Marathon with runners from the Corinthia London Hotel, Mishcon de Reya, Hamilton Court Foreign Exchange, Downing, BlackRock and Convex Insurance.



NOVEMBER

Announced partnerships with Whipps Cross Hospital in East London, Epsom Hospital in Surrey and Queen Mary's Hospital in Roehampton and delivered our first parent pamper day at the Evelina London Children's Hospital. Entertained 100 children and their families at a spectacular Christmas party at the Corinthia London Hotel. **Over 540 volunteers** visited our office to pack **1,450 Smile Hampers** for seriously ill children, to be delivered by our friends at DPD.

DECEMBER

Exceeding last year's record-breaking Christmas, we reached over **6,000 children. 290 children, patients and their siblings** visited our virtual Santa's Grotto; **1,450 received personalised hampers and 3,000 gifts** were delivered. Our thanks go to all our corporate partners who volunteered their time. A special thanks goes to Spring Finance, Flat Iron Fund, Downing, Hilco Capital and Think Jam for their support at Christmas. One of the UK's finest magical talents, Magic Singh, joined us on a hospital visit to St Mary's and we started visiting the Alexander Devine Hospice in Maidenhead. Our Ambassador, Suzi Ruffell, hosted another sold-out comedy night at London's Comedy Store sponsored by Canary Wharf Contractors.

JANUARY

320 children and their families joined our Winter Party at St Mary's Marylebone in London, the first one held since 2019 due to the Covid pandemic. Thank you to Children with Cancer UK and the Children's Welfare and Research Foundation for making this event possible and to our friends from BlackRock, Bregal Milestone, Brigit's Bakery, Hasbro, the LEGO Group, LMAC Group, Lola's Cupcakes, Opticore IT, Stanmore Rotary Club, Sidekick Management and McVitie's for volunteering. Also in January, we announced a two-year partnership with SCOR Insurance.

Our Co-Founders, **Josephine Segal and Vanessa Crocker, were awarded MBEs** in the King's New Year Honours for services to seriously ill children and their families. Josephine and Vanessa said: **"We dedicate this to all the brave children and their families we have met over the years.** It is always an honour and privilege to be a small part of their journey."

"The Spread a Smile Winter Party was awesome. So many great activities for the kids to do and everyone volunteering was so kind. Hugo loved the Play-Doh table and spent ages on the gingerbread house table too. Thank you so much for a fantastic day of treats and such a magical day. Hugo will be talking about this day for a long, long time."

Morgan, Hugo's Mum



350

children and their families joined our Winter Party

FEBRUARY

West Middlesex Hospital was added as a new partner, and we started entertaining children in person at Addenbrooke's Hospital in Cambridge. Delivered Valentine's balloons to St Mary's Hospital and Valentine's-themed biscuit decorating kits to King's College Hospital. Hosted an event for teenagers at The Underground Cookery School in partnership with Teens Unite Fighting Cancer.



"We dedicate our MBEs to all the brave children and their families we have met over the years. It is always an honour and privilege to be a small part of their journey."

Josephine Segal MBE
and Vanessa Crocker MBE

MARCH

Families joined us at Clarksons head office for **our first memorial event,** for children we have supported who have sadly passed away. Launched our PICU (Paediatric Intensive Care Unit) visits trial at St Mary's, The Royal London and The Evelina.

Families joined us at the Everyman Cinema for a special screening of *Trolls Band Together,* a team of intrepid explorers returned from an incredible five-day trek across the Sahara Desert and nine amazing runners took part in the London Marathon.

Our NHS Hospital Partners and Hospices

By the end of the year, we were supporting patients and their families in 32 NHS hospitals and 4 hospices...

HOSPITALS

● = new partners this year
* = we visit in person

Barnet Hospital
Chelsea and Westminster Hospital*
Croydon University Hospital*
Great Ormond Street Hospital (GOSH)*
Epsom Hospital*
The Evelina London Children's Hospital*
King's College Hospital*
Kingston Hospital*
Newham Hospital*
North Middlesex University Hospital*
Northwick Park Hospital*
Princess Alexandra Hospital*
Queen Mary's Hospital for Children*
The Royal Brompton Hospital*
The Royal London Hospital*
The Royal National Orthopaedic Hospital*
St George's Hospital*
St Mary's Hospital*
The Royal Marsden Hospital*
University College Hospital (UCLH)*
Watford General Hospital*
West Middlesex University Hospital*
Whipps Cross Hospital*
The Whittington Hospital*
Southampton Children's Hospital*
William Harvey Hospital*
Leicester Children's Hospital
Nottingham Children's Hospital
Bristol Royal Hospital for Children
Addenbrooke's Hospital*
Christie Hospital
Wrexham Maelor Hospital

HOSPICES

Alexander Devine Children's Hospice
Demelza Hospice Care for Children
Helen & Douglas House
Noah's Ark Children's Hospice







Talulah's Story

Talulah has a rare genetic disorder called Wiedemann-Steiner Syndrome (WSS), which affects physical, intellectual and emotional development.

After discovering that Talulah had hip dysplasia in both hips, she underwent five operations and it was during this time that the family was introduced to Spread a Smile.

Mum Rebecca said, "Talulah spent a lot of time in hospital, in pain, recovering from her operations, using a wheelchair and learning to walk again. It was during the pandemic and so we found ourselves stuck in hospital, with no access to playrooms and not able to see the rest of the family. This is when we started having virtual sessions with one of the Spread a Smile fairies and they **completely changed the surgery experience** for Talulah, **bringing so much excitement and happiness.** We would count down the hours until each session and it was always a light at the end of a horrible day.

"To Spread a Smile – the best charity ever. Thanks for always helping me in hospital. You always make me feel very happy and smiley and you cheer me up when I'm in hospital and you also cheer everyone up. Love Talulah."

Another symptom associated with WSS is increased hair growth, with Talulah's hair growing at a considerable rate. "We'd spent a lot of time on the wards at GOSH meeting other children, some with cancer, who had lost their hair during treatment, and we decided we wanted to do what we could to help other children going through such awful things. As Talulah's hair grows so long so quickly, we started to cut it every year and donate it to be made into wigs for children who had lost their hair to cancer."

In 2023 and 2024, by cutting her hair, Talulah and her family raised **nearly £12,000** to support Spread a Smile and the Little Princess Trust.

"We are so grateful for everything Spread a Smile has done for us. It's been so wonderful to meet all the amazing Spread a Smile entertainers who have not only helped and entertained Talulah but her siblings as well. We have built wonderful relationships with them all which has **helped with Talulah's anxiety**. Spread a Smile provided us with a **joyous, happy and a safe place**. They have **helped to bring our family together** for some very special moments and **hearing my three kids giggle together has been one of the best things."**

Achievements and Performance

VISITS

Visits to children in hospitals and hospices are at the core of our offering: whether in-person or virtual, our professional entertainers, supported by Visit Managers, provide much-needed moments of laughter and distraction at the hospital bedside. A personalised visit, whether from an entertainer or a calm, gentle therapy dog, can make all the difference to that child's day and their response to treatment.

With a wonderful team of professional entertainers, including magicians, musicians, fairies and artists, we take pride in being able to respond to each child's individual needs.



IN-PERSON VISITS

Our entertainers made **669 visits to hospitals** enabling us to visit the bedsides of **11,539 children,** spending an average of 10-15 minutes at each bedside. Our entertainment includes magic, storytelling, singing, spontaneous poetry and fairy magic.

Play is essential for helping children cope effectively with hospital admissions and traumatic treatments and procedures but play services around the country are overstretched and under-resourced, which is why our work is so incredibly important. Our support makes a big difference to a child's acceptance of treatment, pain management and recovery.

This year, we delivered

11,539

in-person bedside visits

3,277

patients joined 1,729 virtual visits.



Of our **36 hospital and hospice partners, we visit 25 of them in-person**. Of those, **11 provide specialist services** and include **15** Paediatric Oncology Shared Care Units (POSCU sites) where children who have cancer may receive treatment or shared care with a specialist hospital. **During the year, we worked hard to extend our support in POSCU sites.**

We have been delivering dedicated Paediatric Intensive Care Unit (PICU) visits at GOSH since 2020 with our singers, who provide soothing songs, which are suitable for such a sensitive environment. Patients in PICU can be highly complex, often ventilated and unable to communicate, and require high levels of care and intervention. Being able to provide music and singing is important for their stimulation. Staff often comment that a **patient's heart rate has decreased in a distressed or unsettled patient after our singers have visited.** We aim to implement these PICU visits as a permanent offering next year.

Of our 36 hospital and hospice partners, we visit 25 in-person

Our Partnership with Northwick Park Hospital

Spread a Smile started to visit and entertain children at Northwick Park Hospital, a POSCU site and District General Hospital, in September 2023, attending during their busiest, monthly oncology clinic.

Entertainers support anxious patients coming to clinic, end of treatment celebrations and bell rings (where patients ring a bell on the ward at the end of their cancer treatment). Members of our team are also regularly booked for bespoke visits for palliative and end-of-life patients. We support parents too with aromatherapy and massage. We painted all the windows on the children's ward (Jack's Place) and on the oncology clinic windows. Oncology patients regularly attend our family events.

> "The impact of Spread a Smile during their visits to the hospital is hugely positive and uplifting."

Miriam Sager and Tenneh Koroma are Oncology Clinical Nurse Specialists at Northwick Park Hospital.

"The impact of Spread a Smile during their visits to the hospital is hugely positive and uplifting. Whether Spread a Smile has attended and supported in clinic, initiated play on the ward or delivered virtual visits to families at home, the parents have been extremely grateful and re-energised from seeing the happiness and laughter in their children's faces.

"We don't have dedicated play specialists most of the time, so Spread a Smile helps fill the gap for us and allows treatments such as chemo, infusions and transfusions to be given in a fun, joyous environment, full of silliness, happiness and giggles.

"Initially, Spread a Smile were there to help support us and enhance the celebrations when children finish treatment. The first child was a four-year-old girl who was very shy and never spoke to us during treatment. On this special day, we had Ellie come as a fairy singing songs from Frozen and



> "There wasn't a dry eye in the clinic; pure happiness was shared all around."

Mr Magic with his wonderful magic tricks and balloons, and suddenly this shy little girl came to life and engaged with everyone, ringing the bell so loudly and proudly. There wasn't a dry eye in the clinic; pure happiness was shared all around.

"Another little boy, who was often very unwell after his chemo, spent long periods of time in the hospital. His dad received a call from Spread a Smile to invite the whole family to go and see Frozen in the West End. On their return, his face and recollection of his outing was truly heart-warming.

"A beautiful 12-year-old young lady was nearing the end of her life and had spent a lot of time in hospital. Her mobility and eyesight had deteriorated. Two Spread a Smile entertainers gently massaged her arms and sang Disney songs to her, creating a special video memory that her parents will treasure forever.

"When hearing these children laugh alongside the Spread a Smile entertainers, knowing that for a brief period they can just be children, this brings a smile to our faces, and it makes the tough times that bit easier."

Bespoke Visits

Bespoke visits are for patients who have been in hospital for a long time, for those having a particularly challenging time, or nearing the end of their life.

These visits create special and positive memories. We also get requests, particularly from oncology teams, to support 'end of treatment' celebrations.

We received a request to see a child at Noah's Ark Hospice who was nearing the end of his life and he wanted to celebrate his birthday with his family. The child was bedbound and immobile. He and his sister both loved dogs, so the children were able to spend time stroking **our therapy dog who lay on the bed, providing soothing reassurance and comfort.**

We also received a request to visit a **three-year-old girl who had been in hospital for over a year,** with a very complex heart condition and who was celebrating her birthday in hospital. She loved Frozen and all things Disney, so **we sent two of our beautiful fairies who sang all her favourite songs** and provide some magic for her and her family in the hospital playroom. The play team closed the playroom as she was unable to socialise with other patients due to her condition.



"I just want to say a big thank you for D's party, she loved it and loved the fairies, it was so special letting her be three again and creating such special memories for her and her family."

Clare Perrett, Play Specialist at Evelina London



Mildred Creak Unit

We run art sessions at Mildred Creak (MCU), an inpatient unit for mental health and eating disorders at GOSH. The patients greatly benefit from the sessions as they help normalise the environment, help them connect and socialise together, and boost their confidence.

"Having Spread a Smile come into MCU so consistently has been such a great thing for the young people. I've come to think of Spread a Smile as such a dependable, successful service, I don't know what I would have done without you this summer!"

Tilly Woodhouse, Children and Young People's Participation Officer at GOSH

Pamper Days

We continue to provide in-hospital support for parents/carers and NHS staff. Over the year, we organised **26 parent and staff pamper days** at UCLH, GOSH and the Evelina London with aromatherapy and massage, hairstyling and nails. It's so important for us to look after the parents to help them better look after their children.



Virtual Visits

We delivered **1,729 virtual visits** to **3,277 children** and continued to offer one-to-one and group virtual visits.

We see amazing bonds forming on these sessions between patients and siblings, which **helps combat some of the loneliness and isolation they are facing.**

"We can't thank you enough as we know you have had a hugeeeeee impact on E, the art, the inspiration and her love for creativeness."

VIRTUAL MUSIC LESSONS

We delivered **326 virtual music lessons.** Our singing, piano and guitar lessons are excellent at building confidence in children and are particularly popular with children who have lost a sibling.

VIRTUAL ART LESSONS

We ran **436 sessions,** including our weekly art clubs, for children aged 4-10 years old and for those 11 plus.

Spread a Smile

Folakemi's Story

"I love Spread a Smile, the people, the art and all the fun things. They make me happy."

Folakemi

When Folakemi (pictured top left with her sister Tempitope) was one year old she was diagnosed with a large hole in her heart (VSD) and a serious heart defect where the two main blood vessels leaving the heart are swapped. This resulted in irreversible damage to her lungs, causing difficulties with mobility and breathing and considerably reducing her life expectancy.

The family were told that Folakemi would receive palliative care, and she was also referred to Great Ormond Street Hospital (GOSH). Although Folakemi's heart could not be fully repaired, she underwent successful surgery to switch the arteries and is still monitored every three months at GOSH to check that she remains stable. It was during one of these appointments, when Folakemi was seven, that the family first met Spread a Smile.

Mum Anita said, "We were waiting for our appointment and some of the Spread a Smile entertainers came by doing magic tricks and other fun things. Folakemi absolutely loved it, and it really cheered us both up. So, when we left the hospital, I went online and got in touch with the charity to find out more.

"We signed up for all sorts of virtual online sessions, from magic to storytelling and art and **the distraction was amazing.** It was nice to see Folakemi **do something just for herself, that was fun and not something medical.** Because of Folakemi's condition, I was homeschooling her and we were able to sign up to an online tutor through Spread a Smile as well. They did some science sessions together which is one of her favourite subjects and it was so nice to have someone else help teach her for a bit.

"The online sessions give Folakemi something really happy to do. She does guitar lessons with Andy and Kiri every other Monday and she absolutely loves them. She also does a weekly art session together with her sister which is really lovely. Spread a Smile sends out the arts and crafts pack to us in advance and the children love getting stuck in. For me, it's nice to see them doing something together and sometimes I even get a chance to just sit quietly and have a cup of tea. **It means a lot to watch my daughters being happy, doing something they love and interacting with other people, just like other children.** They are about her and no one can take them away from her. **We come away feeling so great every time and Folakemi is proud of everything she achieves and creates with Spread a Smile.**

"Spread a Smile shines a little light through all the worry and darkness, particularly at Christmas time. Folakemi and her sister Tempitope look forward to receiving their Smile Hampers. The excitement and joy are wonderful, and it brings a tear to my eye watching them laugh and unwrap their gifts. **It means the world to all of us."**

Family Support

Providing support to families lies at the heart of our offering. Whether it's hosting a family event to help make happy memories during a family's darkest of times, to offering something for parents/carers and siblings, to make sure they don't feel overwhelmed and anxious, we'll do it.

We endeavour to provide personalised support to each family we meet, recognising that no matter the illness, each family experiences their own set of challenges that can negatively impact on their quality of life. Whether it's providing virtual art or music lessons to boost confidence and self-esteem, joining our virtual group sessions to encourage socialisation and connection, or attending a special event to have some much-needed family time, our team of Visit Managers regularly checks in with families to ensure our support is tailored appropriately to enhance wellbeing and quality of life in each individual child, sibling and family.

Research[1] tells us that the needs of siblings are often overlooked when there's a serious illness in the family and they reported particularly high anxiety, which is why everything we offer for children with illness, we also offer to their siblings.



"At The Lion King event, every child was made to feel like they were the most important person in the room."

"I really love the sessions that I do with Spread a Smile. I like how they always include me. I also really enjoy the sessions that I join when I am on my own. My favourite is the Teen Art Club on a Thursday, and the makeup tutorials.

"The team are always so friendly, and I always enjoy joining knowing that they understand me and my sister Maisy. I also really like the family sessions, the magic shows, Judge the Poet and games sessions! They make my Mum laugh lots too!

"My absolute favourite are my one-to-one sessions I have with Andy and Kiri for piano. I have learnt lots, and they are always so much fun. Thank you, Spread a Smile, for always being there for us."

Poppy, sister of Maisy

We also know when treatment is over, support decreases suddenly and significantly, and young people and families, often feel isolated especially if the outcome is not positive. We continue to be involved to help children, and their families adjust to life post-treatment.

1) Understanding the needs and wellbeing of children and young people with cancer and their families: Applying systems thinking for transformational change, June 2024



Family Events

Last year we hosted over **1,700** seriously ill children, their siblings, parents and other family members at almost **50 Spread a Smile events.**

Bringing together children with their families provides some valuable normality and time together outside of a hospital environment and offers a distraction from intense and serious treatment schedules.

Our Summer and Winter parties are our two annual flagship family events. Our Summer Party, held at Coram's Fields in London, attracted over **400 guests** and over **320 people** came to our Winter Party at St Mary's Church in Marylebone.

Our Summer Party attracted over 400 guests

"This event was the first time I've been able to think about a positive memory of my daughter since she passed away."

We organised **20 theatre trips** including to Disney's The Lion King and The Play That Goes Wrong. **52 people** joined us for our first event at the F1 Arcade in St Paul's. Our friends at Riding House Café organised a fabulous Easter-themed party (pictured on page 33) and Mildreds hosted **7 family tea parties.** Forty people joined us for a spectacular LEGO® build session and we hosted **73 people** at ZSL London Zoo, sponsored by Downing.

In March, **13 families** joined us for our first memorial event for families where a child has passed away. It was a chance for families to remember their loved ones, share and talk openly with others. We'd like to say a huge thank you to Clarksons for hosting this event.





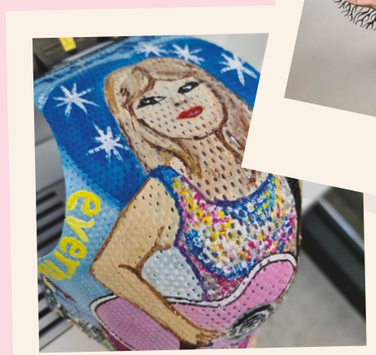


Art

During the year we expanded our art programme, producing 205 beautiful artworks and murals for hospital wards, rooms and communal spaces in collaboration with eight hospital and hospice partners, transforming spaces that can often be frightening and anxiety-inducing for children.

On Eagle Ward, the renal ward at Great Ormond Street Hospital, we painted all **26 windows** with characters from A-Z. The most loved was Hulk having haemodialysis. We then went on to replicate this at three other wards at GOSH.





"I decided on the design for the 'welcome to theatre' mural when I walked into the theatre corridor and saw the wall. It was facing the reception and was a blank white wall which desperately needed colour. All of the children waiting here for surgery were coming from a specific ward so it was my idea to incorporate as many wards as I could in the painting. It distracted them because they would try and find the ward they were going back to, and it brightened up the area for the surgeons and their staff too."

Marina Constantinou,
Head of Art

We also paint immobilisation masks for children undergoing radiotherapy treatment for head, brain or neck cancers. We know that wearing a mask can be extremely frightening for children, and they can find it difficult to cope with the process. Painting the masks helps to make the experience more child friendly and less scary, gives children a bit of control back, and also enables connections between patients and staff, as the mask is a real talking point that helps to normalise a difficult experience. Each child is able to choose what they would like painted on their mask, and our Head of Art, Marina, brings their vision to life. At UCLH this past year, some of the mask designs were characters such as Bluey, Princess Elsa, Marvel, Coco Melon and scenes of nature, such as sunsets, rainbows and flowers.

THIS YEAR, WE ...

Delivered
424
Virtual Art Visits

Hosted
146
Art Workshops

Hosted
19
Art Smile Parties

Hand-painted
129
immobilisation masks for children undergoing radiotherapy treatment

Held
77
After School Art Club sessions

Created
205
window and wall artworks

Freddie's Story

When Freddie was 8 years old, he became very unwell with tonsillitis. His symptoms got progressively worse, and his family noticed that the palate inside his mouth was extremely enlarged.

A trip to A&E led to Freddie being referred to Great Ormond Street Hospital (GOSH) where he was diagnosed with rhabdomyosarcoma nasopharyngeal, an aggressive soft tissue cancer. Surgeons removed most of the tumour, starting with chemotherapy two days later.

Freddie's Mum, Charmaine, said, "Freddie went through 9 rounds of chemotherapy and 7 weeks of daily intensive radiotherapy at GOSH and UCLH due to the aggressive nature of the tumour. It was during this time that we met the Spread a Smile team. Freddie met therapy dogs, singers and artists and he particularly loved Abi, the graffiti artist. She would write his name, and he would colour it in and she showed him how to do spray art and use acrylic art. He absolutely loved it and it helped to distract him from his treatment so much. He carried on with one-to-one sessions with Abi online to learn even more. Art is his therapy, and he loves doing an art club with Spread a Smile along with his siblings every week.

"On the first day we went to UCLH for proton beam therapy (PBT) we met Marina, one of the Spread a Smile artists. Freddie had to wear a mask during his treatment, and it was an incredibly scary thing for him. Marina told us that she could paint his mask, and Freddie created an A3 sketch of what he wanted on it. He drew so many things and Marina literally put everything on the mask for him. It was amazing.

"It took a huge amount for Freddie to put the mask on. The whole process of PBT and fitting the mask is really scary. But for Freddie, being able to design something for the mask and have his say in what it looked like changed that for him. It became more fun and less scary. When Freddie was given his mask, he was mesmerised by it. It helped change how he saw the mask and helped him to accept it.

"He didn't mind wearing his mask once it was painted and enjoyed talking with other children about what they had on their masks. We now have it home and it is a prized possession on his desk which he proudly shows to everyone who comes in."





"Spread a Smile has been there for the whole family and it's wonderful. It was such a hard time for Freddie's siblings as it's easy to feel on the outside of everything he is going through. Spread a Smile helped to bring us all together through their family events, giving us such happy, amazing times together. They brought a smile to Freddie's face – to all of our faces. We really can't thank them enough."

Looking Forward

In 2024/25 we will:

Reach **45 hospitals and hospices** across England and Wales, including more paediatric intensive care units (PICU) and POSCU (paediatric oncology shared cared units) sites and DGHs (district general hospitals)

Expand our fundraising team to ensure we are meeting growing income targets and demand for our services

Move towards more evidence-based practice by **establishing a research think tank**

Start to deliver **regular in-person visits** in the Northwest of England, initially at the Christie Hospital in Manchester, Manchester Children's Hospital and Alder Hey Children's Hospital in Liverpool

Develop our **quality-of-life criteria** to ensure our services are reaching those most in need and continue to support children and their families post-treatment

Deliver **30 Family Events,** plus Summer and Winter Parties and **1,750** Festive Hampers

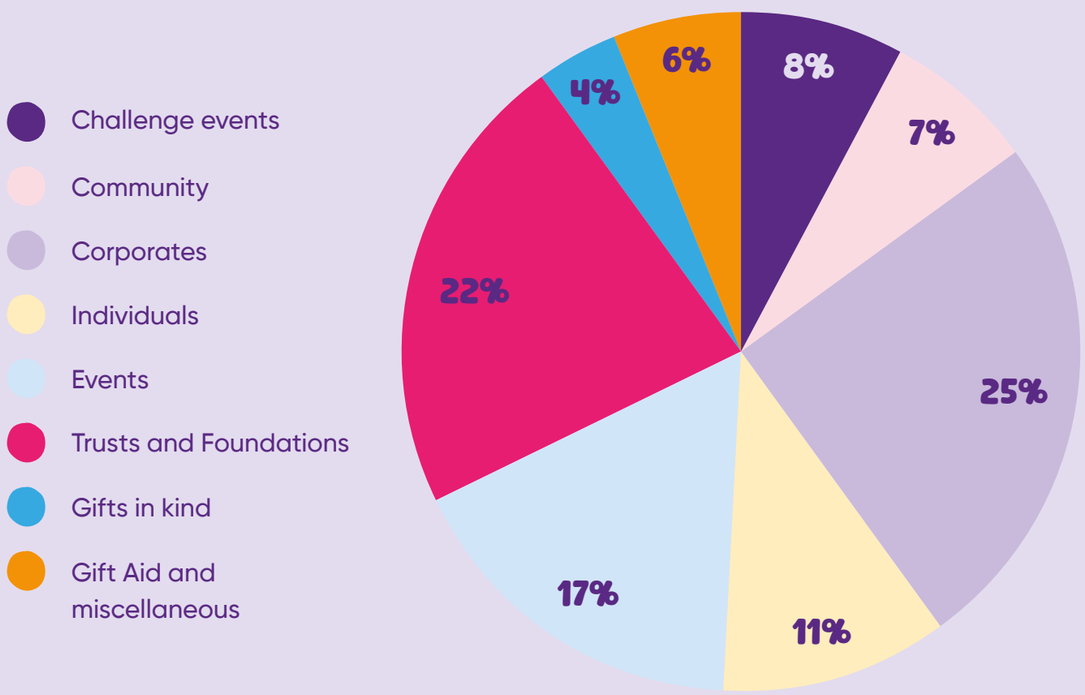
Deliver **2,600 virtual visits**

WoW

Fundraising

As an organisation that does not receive any statutory funding, we are wholly reliant on the generosity of our supporters to fund our work. This year, we raised a total of £2,079,053 (2022–23 £1,160,334), making it our biggest year ever.

This income was derived from:





Fundraising highlights

EVENTS

Our warm thanks go to the participants, guests, and sponsors of Spread a Smile's fundraising events:

We welcomed 380 people to our 10th Anniversary Gala Dinner in April at The Nobu Hotel London Portman Square.

117 golfers joined us for our sixth annual Golf Days in September, sponsored by Canary Wharf Contractors.

£22,000 was raised at our third comedy night at The Comedy Store, hosted by our amazing Ambassador Suzi Ruffell and sponsored by Canary Wharf Contractors.



"We wanted to give something back and really make a difference to children in hospital, hopefully helping to make other families' lives a bit more manageable"

Stuart Hibberd, Louie's Dad

We are very grateful to everyone who hosts their own events and chooses to donate to Spread a Smile.

For the last few years, the Hibberd family has generously supported Spread a Smile by organising a Golf Day in memory of their son Louie, who sadly lost his life to a brain tumour three years ago.

Spread a Smile supported Louie and his family whilst he was receiving treatment and it was the family's aim to create a day that would act as a lasting tribute to Louie, bringing together family and friends and helping to keep Louie's memory alive.

Stuart Hibberd, Louie's Dad said, "We wanted to support Spread a Smile as it's not a huge charity and yet it does such important work. We wanted to give something back and really make a difference to children in hospital, hopefully helping to make other families' lives a bit more manageable during some of the most difficult times."

This year's Golf Day was an incredible event, bringing together **100 keen golfers** for a fun and relaxed day of golf. One of Spread a Smile's magicians was on hand on the course to spread some smiles and bring a little bit of extra fun to proceedings.

An amazing **£11,408** was raised for Spread a Smile's work bringing joy to seriously ill children in hospital, with additional donations going to the Paul Linger Foundation and the Golf Club's charity.

This year, we had more challenge event participants and community fundraisers than ever before. We are so grateful to all those who took part in a challenge.

We were delighted to partner with Camp Beaumont for a third consecutive summer at their London-based summer camps. They raised more than £8,000 by throwing parties at several of their school sites.



ROYAL PARKS HALF MARATHON

67 runners took part in the Royal Parks Half Marathon in October, raising **£30,000.** This was our largest team to date with runners supporting us from Corinthia London, Mishcon de Reya, Hamilton Court Foreign Exchange, Downing, BlackRock and Convex Insurance.

"I loved every second of running the Royal Parks Half Marathon in aid of Spread a Smile. It was an endurance test which I would 100% do all over again. The route throughout central London and Hyde Park was absolutely beautiful. The team cheered me on along the way which made a huge difference, and I am really proud of taking part and raising vital funds for seriously ill children and their families." Megan Capstick, Corinthia London.

A huge thank you to everyone who took part.

21 brave Spread a Smile supporters abseiled down the ArcelorMittal Orbit at Queen Elizabeth Olympic Park, raising **£9,600.**

"I loved every second of running the Royal Parks Half Marathon in aid of Spread a Smile."

Megan Capstick, Corinthia London



MOUNT TOUBKAL

14 people joined us for a spectacular **climb of Mount Toubkal** in Morocco, raising **over £30,000.** This tough but incredibly rewarding challenge pushed the team mentally and physically, taking in peaks dotted with Berber villages before tackling northern Africa's tallest peak – Jebel Toubkal, standing at a whopping 4,167m.

A HUGE Spread a Smile thank you and shout out to Aron, Danielle, Ernest, Janet, Joanna, Lisa, Liz, Lucy, Matthew, Natalie, Nicole, Rachel, Richard and Sammy. Also, to our trek partners Charity Challenge.

"You have a picture in your mind of how the trek is going to go and then as you start to climb higher and higher, that picture fades away and reality kicks in. It was so much harder than we thought it would be. However you have two choices; to stop, turn around and return to something comfortable or to push yourself past what you thought was your limit and reach that summit stronger than you ever believed you could be.

At all times in the back of our minds are the families and children in hospital. Thinking about them spurred us on. Every step we took, we took for them. As a group we could not have done this without each other. The support and camaraderie were amazing. It was an experience never to be forgotten, making us stronger as individuals and hopefully spreading more smiles to the wonderful children who deserve only happiness in their lives."

Natalie Gubbay-Jackson



SAHARA DESERT

In March 2024, **10 intrepid explorers embarked on a 5-day trek across the Sahara Desert,** covering a remarkable 100km and raising **£25,000.**



"I love the desert – it's so vast and open and it's a wonderful place to go and be at one with yourself. Living in London with all the noise and craziness, it's good to find a place and time to think and reflect. I saw the trek mentioned on Instagram and I knew I wanted to do it. Life and work are always so busy and full, and I instantly felt like it was what I needed to do – to support this wonderful charity and find space for myself. It felt like such an exciting adventure, and it reminded me of all the stuff I loved doing when I was a boy – hiking, caving, being outdoors all the time – I felt a pull to get out there in the wild again. Being able to support an amazing charity like Spread a Smile at the same time makes the experience complete."

Simon Webb



Partnerships

We simply couldn't do what we do without the incredible support of so many companies and trusts and foundations.

Our partners get involved and support our work in a huge variety of ways and we always ensure that we work hard to tailor each partnership to keep them personal and original.

RIDING HOUSE CAFÉ

We are hugely grateful to our friends at Riding House Cafés for their continued support and for raising an incredible **£26,632.99** this year by adding 25p to the bill of every diner.

Together, we also host regular tea parties at their restaurants for the families we support, helping to provide respite and moments of relaxation and enjoyment in amongst the pressures of hospitals and treatment for serious illness.

VOLUNTEERING

We know that volunteering is hugely important for our partners, and we are so proud to have been able to welcome **800 volunteers** over the past year. Volunteers packed festive Smile Hampers and goodie bags and helped out at family events.

"We are so proud to support Spread a Smile and it's wonderful to know that we can make a difference to seriously ill children and young people. We're looking forward to doing even more together in the coming years."

Jane Moore,
Riding House Café

IN-KIND SUPPORT

We are very proud to be supported by a wide range of companies, a growing number of which are choosing to show huge generosity through in-kind donations. These are integral to our work and enable us to give tens of thousands of gifts to children in hospital every year. This year we are embarking on our fifth year of partnership with Hasbro – a company without whom we would never have been able to meet the ever-growing demand for our festive Smile Hampers.

TRUSTS AND FOUNDATIONS

We are incredibly grateful to all the trusts and foundations who have believed in and supported our work.



WORKING WITH OTHER CHARITIES

We are proud to have partnered with several charities and would like to say a particular thank you to Children with Cancer UK. By supporting a programme of in-person and virtual visits and events, their support has enabled us to make a meaningful and positive difference to thousands of children with cancer and their families over the past year.



"I deeply admire the incredible work that Spread a Smile does. Their unwavering dedication to bringing joy, hope, and much-needed relief to seriously ill children and their families in hospitals is truly remarkable. Through shared initiatives like Christmas hampers, seasonal parties, and bereavement events, we have witnessed firsthand the profound impact they have on families facing unimaginably difficult times. The inspiration they provide is immeasurable, and together, we are strengthening our shared mission to bring comfort and care to those who need it most. We are proud to collaborate with Spread a Smile on this journey, as it perfectly aligns with our own commitment to supporting children and young people throughout their cancer journeys."

Amar Naher,
CEO, Children with Cancer



We'd like to express our thanks to the Spread a Smile Business Group, Communications Committee, Real Estate Committee and Young Patrons Committee, whose members continue to introduce us to their networks, support our events and help us to build strong partnerships.

Our Business Committee
Rob Threadgold, Colin Becker, Richard Behan, Lee McDowell, Neil Taylor, Charlotte Weatherall, Mark London, Nick Stewart

Our Medical Committee
Sanjiv Patel, Dr Ray Ackwerh, Eleanor Tyrrell, Yen-Ching Chang, Irene O'Donnell, Fiona Hikmet, Miriam Sager, Dr Jane Elfer

Our Communications Committee
Phil Caplin, Laura Fox, Zoe Sobol

Our Real Estate Committee
Shaun Simons, Chris Davies, Richard Fine, Daniel Uzan, James Lass, Michael Mirelman, Nicky Barker and Lee Jackson

Our Young Committee
James Segal, Nicole Segal, Benji Gubbay, Ella Lewis, Ellie Rinsler, Harriet Pinder, Jodie Dacosta, Leanne Cohen, Sophie Bergman and Tom Goldstein

Values

Our values remain at the heart of everything we do at Spread a Smile, and we are very proud to share them.

Bring a positive energy

- We start interactions with enthusiasm, expecting a positive outcome
- We are quick to celebrate individual and collective successes
- We build on each other's strengths and identify our weaknesses to help us grow

We are adaptable

- We are open-minded to change
- We don't let politics or ego get in the way of doing what's right for Spread a Smile
- We get stuck in and do whatever needs to be done

We go above and beyond

- We listen first and seek to understand what's needed
- We see every situation as an opportunity to exceed expectations
- We approach life with generosity of spirit, empathy and a personal touch

We behave professionally

- We pay attention to the details so we can be consistent in everything we do
- We do what we say we would do
- We stay calm and considered, even in the most difficult and testing situations
- We always come prepared

We show ambition

- We are always looking for ways to improve ourselves and the charity
- We nurture each other and collaborate selflessly
- We have courageous and honest conversations
- We aren't afraid to ask for help – we know it isn't a sign of weakness

Report of the Trustees

For the Year Ended 31 March 2024

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2024.

The trustees have adopted the provisions of 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).



STRATEGIC REPORT

Structure, Governance and Management

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Trustees meet as a full board four times a year and agree the broad strategy and areas of activity for the Charity.

All trustees give of their time freely and no trustee remuneration was paid in the year. Trustees are required to disclose all relevant interests and register them with the Chief Executive and, in accordance with the Charity's policy, withdraw from any decisions where a conflict of interest arises.

Day to day operations and management are delegated to the Chief Executive who provides regular reports to the trustees on performance and operations.

The charity benefits from committees which have been established to advise on areas of activity including: Fundraising, Communications and Medical.



Approach to Fundraising

The Charity is a member of the Fundraising Regulator, who holds the Code of Fundraising Practice for the UK.

Our approach is to ensure that we comply with the standards as set out in the Code across all our fundraising activity. We did not engage with any third-party fundraisers during the year. We comply with the key principles and behaviours of the Code to ensure that any vulnerable persons are treated fairly. All staff undergo training when they join the Charity. We received no complaints this year related to fundraising. There have been no breaches of the Code of Practice during the year.

Reserves policy

The charity maintained unrestricted funds of at least six months' operational costs to ensure the long-term sustainability of our services for our beneficiaries. Our annual operational costs were £1,801,423. The level of total funds at 31 March 2024 was £1,102,105, consisting of restricted funds of £5,740 and unrestricted general reserves of £1,096,365.

Statement of Trustees' Responsibilities

The trustees (who are also the directors of Spread a Smile for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Auditors

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 11th December 2024 and signed on the board's behalf by:

Paul Godfrey

Report of the Independent Auditors to the Members of Spread A Smile

Opinion

We have audited the financial statements of Spread a Smile (the 'charitable company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.



Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with both company law and charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.

- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

There are inherent limitations in the audit procedures described above and, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. The risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at **www.frc.org.uk/auditorsresponsibilities.** This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Stephen Anderson
(Senior Statutory Auditor)
for and on behalf of Knox Cropper LLP
Chartered Accountants and
Statutory Auditors
153 -155 London Road
Hemel Hempstead
Hertfordshire
HP3 9SQ

Date: 11th December 2024



Statement of Financial Activities

For the Year Ended 31 March 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	**1,429,880**	**191,507**	**1,621,387**	980,022
Other trading activities	3	**423,082**	**-**	**423,082**	173,970
Investment income	4	**34,584**	**-**	**34,584**	6,342
Total		**1,887,546**	**191,507**	**2,079,053**	1,160,334
EXPENDITURE ON					
Raising funds	5	**495,753**	**6**	**495,759**	307,288
Charitable activities Expenditure on hospital visits, events and art initiatives	6	**1,022,984**	**282,680**	**1,305,664**	1,000,492
Total		**1,518,737**	**282,686**	**1,801,423**	1,307,780
NET INCOME/(EXPENDITURE)		**368,809**	**(91,179)**	**277,630**	(147,446)
RECONCILIATION OF FUNDS Total funds brought forward		**727,556**	**96,919**	**824,475**	971,921
TOTAL FUNDS CARRIED FORWARD		**1,096,365**	**5,740**	**1,102,105**	824,475

The notes form part of these financial statements.

Balance Sheet

Company Registration number 08443236

31 March 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Tangible assets	12	**4,182**	**-**	**4,182**	1,005
CURRENT ASSETS					
Debtors	13	**76,550**	**-**	**76,550**	188,806
Cash at bank		**1,135,281**	**5,739**	**1,141,020**	847,381
		1,211,831	**5,739**	**1,217,570**	1,036,187
CREDITORS					
Amounts falling due within one year	14	**(119,647)**	**-**	**(119,647)**	(212,717)
NET CURRENT ASSETS		**1,092,184**	**5,739**	**1,097,923**	823,470
TOTAL ASSETS LESS CURRENT LIABILITIES		**1,096,366**	**5,739**	**1,102,105**	824,475
NET ASSETS		**1,096,366**	**5,739**	**1,102,105**	824,475
FUNDS	15				
Unrestricted funds				**1,096,346**	727,556
Restricted funds				**5,739**	96,919
TOTAL FUNDS				**1,102,105**	824,475

The financial statements were approved by the Board of Trustees and authorised for issue on 11th December 2024 and were signed on its behalf by: **Paul Godfrey**

The notes form part of these financial statements.

Cash Flow Statement

For the Year Ended 31 March 2024

	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	**263,421**	(166,325)
Net cash provided by/(used in) operating activities		**263,421**	(166,325)
Cash flows from investing activities			
Purchase of tangible fixed assets		**(4,366)**	(150)
Interest received		**34,584**	6,342
Net cash provided by investing activities		**30,218**	6,192
Change in cash and cash equivalents in the reporting period		**293,639**	(160,133)
Cash and cash equivalents at the beginning of the reporting period		**847,381**	1,007,514
Cash and cash equivalents at the end of the reporting period		**1,141,020**	847,381

The notes form part of these financial statements.

Notes to the Cash Flow Statement

For the Year Ended 31 March 2024

1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES		2024 £	2023 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)		**277,630**	(147,446)
Adjustments for:			
Depreciation charges		**1,190**	825
Interest received		**(34,584)**	(6,342)
Decrease/(increase) in debtors		**112,256**	(133,649)
(Decrease)/increase in creditors		**(93,071)**	120,287
Net cash provided by/(used in) operations		**263,421**	(166,325)

2. ANALYSIS OF CHANGES IN NET FUNDS	At 1.4.23 £	Cash flow £	At 31.3.24 £
Net cash			
Cash at bank	**847,381**	**293,639**	**1,141,020**
TOTAL	**847,381**	**293,639**	**1,141,020**

The notes form part of these financial statements.

Notes to the Financial Statements

For the Year Ended 31 March 2024

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expendable during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Donated facilities are included at the value to the company where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers. Donated services or facilities related to the provision of entertainment (including theatre tickets, toys, gifts and books etc.), are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised; refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Company which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings – 33% on cost
Computer equipment –33% on cost

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Going concern

The Trustees consider that based on the circumstances existing at the date of signature, the charity has adequate resources to continue its operations for the next 12 months, and the accounts have therefore been prepared on a going concern basis.



2. DONATIONS AND LEGACIES

	2024 £	2023 £
Gifts	**93,628**	56,902
Donations	**1,061,461**	674,337
Grants	**466,298**	248,783
	1,621,387	980,022
Grants received, included in the above, are as follows:		
Grants	**466,298**	248,783

3. OTHER TRADING ACTIVITIES

	2024 £	2023 £
Fundraising events	**423,082**	170,972
Gifts and online sales	**-**	2,998
	423,082	173,970

4. INVESTMENT INCOME

	2024 £	2023 £
Deposit account interest	**34,584**	6,342

5. RAISING FUNDS

Raising donations and legacies	2024 £	2023 £
Staff costs	**216,125**	134,203
Fundraising expenses	**251,665**	138,169
Marketing and database costs	**27,969**	34,916
	495,759	307,288

6. CHARITABLE ACTIVITIES COSTS

	Direct costs £	Support costs (see note 7) £	Totals £
Expenditure on hospital visits, events and art initiatives	**1,110,585**	**195,079**	**1,305,664**

7. SUPPORT COSTS

	Management £	Finance £	Governance costs £	Totals £
Expenditure on hospital visits, events and art initiatives	**180,992**	**6,107**	**7,980**	**195,079**

8. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging:	2024 £	2023 £
Auditors' remuneration	**7,980**	7,980
Depreciation - owned assets	**1,189**	825
Rent	**61,882**	61,822

9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2024 nor for the year ended 31 March 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 March 2024 nor for the year ended 31 March 2023.

10. STAFF COSTS

	2024 £	2023 £
Wages and salaries	**636,141**	479,588
Social security costs	**55,421**	42,518
Other pension costs	**13,879**	10,218
	705,441	532,324

The average monthly number of employees during the year was as follows:

	2024 £	2023 £
Average number of employees	**18**	15

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024 £	2023 £
£60,001 - £70,000	**1**	-
£80,001 - £90,000	**1**	1
	2	1

The aggregate remuneration of key management personnel, including Employer's National Insurance and Pension contributions, was £186,229 (2023: £143,018).

11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds
INCOME AND ENDOWMENTS FROM			
Donations and legacies	731,739	248,283	980,022
Other trading activities	173,970	-	173,970
Investment income	6,342	-	6,342
Total	912,051	248,283	1,160,334
EXPENDITURE ON			
Raising funds	307,288	-	307,288
Charitable activities			
Expenditure on hospital visits, events and art initiatives	756,438	244,054	1,000,492
Total	1,063,726	244,054	1,307,780
NET INCOME/(EXPENDITURE)	(151,675)	4,229	(147,446)
RECONCILIATION OF FUNDS			
Total funds brought forward	879,231	92,690	971,921
TOTAL FUNDS CARRIED FORWARD	727,556	96,919	824,475

12. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2023	**634**	**3,528**	**4,162**
Additions	**-**	**4,366**	**4,366**
At 31 March 2024	**634**	**7,894**	**8,528**
DEPRECIATION			
At 1 April 2023	**301**	**2,856**	**3,157**
Charge for year	**212**	**977**	**1,189**
At 31 March 2024	**513**	**3,833**	**4,346**
NET BOOK VALUE			
At 31 March 2024	**121**	**4,061**	**4,182**
At 31 March 2023	333	672	1,005

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade debtors	**31,968**	103,108
Other debtors	**10,296**	10,296
Prepayments and accrued income	**34,286**	75,402
	76,550	188,806

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade creditors	**45,641**	43,424
Social security and other taxes	**17,238**	10,410
Other creditors	**3,416**	3,703
Accruals and deferred income	**53,352**	155,180
	119,647	212,717

15. MOVEMENT IN FUNDS

	At 1.4.23 £	Net movement in funds £	At 31.3.24 £
Unrestricted funds			
General fund	**727,556**	**368,810**	**1,096,366**
Restricted funds			
iPads Fund	**5,431**	**(5,431)**	**-**
Virtual visits	**25,030**	**(25,030)**	**-**
Sensory provision	**25,000**	**(25,000)**	**-**
In-person visits	**41,458**	**(35,719)**	**5,739**
	96,919	**(91,180)**	**5,739**
TOTAL FUNDS	**824,475**	**277,630**	**1,102,105**

15. MOVEMENT IN FUNDS – continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**1,887,546**	**(1,518,736)**	**368,810**
Restricted funds			
Art Initiatives	**12,500**	**(12,500)**	**-**
Christmas/Easter Fund	**17,600**	**(17,600)**	**-**
iPads Fund	**-**	**(5,431)**	**(5,431)**
Family Events	**55,453**	**(55,453)**	**-**
Virtual visits	**8,000**	**(33,030)**	**(25,030)**
Sensory provision	**-**	**(25,000)**	**(25,000)**
In-person visits	**97,954**	**(133,673)**	**(35,719)**
	191,507	**(282,687)**	**(91,180)**
TOTAL FUNDS	**2,079,053**	**(1,801,423)**	**277,630**

Comparatives for movement in funds	At 1.4.22 £	Net movement in funds £	At 31.3.23 £
Unrestricted funds			
General fund	879,231	(151,675)	727,556
Restricted funds			
Digital Fund	9,026	(9,026)	-
Art Initiatives	19,560	(19,560)	-
iPads Fund	-	5,431	5,431
BBC Children In Need Fund	1,314	(1,314)	-
Entertainment Fund	45,290	(45,290)	-
Digital Manager	7,500	(7,500)	-
Digital Art	10,000	(10,000)	-
Virtual visits	-	25,030	25,030
Sensory provision	-	25,000	25,000
In-person visits	-	41,458	41,458
	92,690	4,229	96,919
TOTAL FUNDS	971,921	(147,446)	824,475

15. MOVEMENT IN FUNDS – continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	912,051	(1,063,726)	(151,675)
Restricted funds			
Digital Fund	-	(9,026)	(9,026)
Art Initiatives	2,000	(21,560)	(19,560)
iPads Fund	6,790	(1,359)	5,431
BBC Children In Need Fund	-	(1,314)	(1,314)
Entertainment Fund	-	(45,290)	(45,290)
Digital Manager	-	(7,500)	(7,500)
Digital Art	-	(10,000)	(10,000)
Family Events	2,000	(2,000)	-
Virtual visits	93,827	(68,797)	25,030
Sensory provision	50,000	(25,000)	25,000
In-person visits	60,400	(18,942)	41,458
Treat drops and festive celebrations	11,000	(11,000)	-
Virtual and in person visits	22,266	(22,266)	-
	248,283	(244,054)	4,229
TOTAL FUNDS	1,160,334	(1,307,780)	(147,446)

Art initiatives: To fund wall and window murals in hospitals, personalisation of radiotherapy masks and delivery of art sessions at the hospital bedside

iPads Fund: To fund iPads for use in hospitals so children and young people can access virtual visits and Smile TV

Family Events: To fund events outside of hospital for seriously ill children, young people and their families

Virtual visits: To fund one to one and group virtual visits with entertainers for seriously ill children and young people receiving treatment in hospital or at home

Sensory provision: To fund specialist virtual and in-person visits and sensory toys and equipment for children with additional needs

In-person visits: To fund scheduled and bespoke in-person visits of entertainers to NHS hospitals and hospices

Virtual and in-person visits: To fund the delivery of virtual and in-person visits of entertainers for seriously children and young people

Digital fund: To fund all of Spread a Smile's online activity including virtual visits, online school holiday activity days, Facebook Live sessions and Smile TV content

BBC Children in Need fund: Grant funding that covers the core costs of a Hospital Visit Manager, administration support and hospital visits

Entertainment fund: Provision of entertainment in hospital including visits from Spread a Smile entertainers, therapy dogs and the associated costs required to deliver this

Digital Manager: To fund a manager to oversee the delivery of all of Spread a Smile's online activities

Digital art: To fund the delivery of one to one and group online art sessions for seriously ill children in hospital and at home

16. RELATED PARTY DISCLOSURES

During the year the charity received donations of £28,742 (2023: £17,614) from the trustees of the charity.

During the year, the charity received donations of £63,537 (2023: £49,850) from a company with a common director.

During the year, the charity received donations of £9,367 (2023: nil) from trustees' family members.

Spread a Smile, Uncommon,
25 Horsell Road, London N5 1XL

020 7482 5191

info@spreadasmile.org

spreadasmile.org

SPREAD A SMILE® and are registered trade marks in the name of Spread a Smile, a company registered in England and Wales with the Company No: 08443236

Registered Office: 153-155 London Road, Hemel Hempstead, Hertfordshire HP3 9SQ

Registered as a Charity No: 1152205

Photo Credits Suzan Moore, James Mason Photography, Hettie Pearson Photography and Paul Meyler

Designed by Hutch Agency

SPREAD A SMILE

England & Wales - Charity number 1152205

Accounts



SPREAD A SMILE

Annual Report 22/23



“

What Spread a Smile does is truly wonderful and I can't thank them enough for helping my daughter to find happiness amongst the pain.

Parent

“

When you are going through such a hard, draining and emotional time, seeing your child smile, even if very briefly, can mean everything.

Parent

Trustees

Paul Godfrey, Chair
Andrew Bloom
Paul Crocker
Vanessa Crocker
Elizabeth Gould
Fiona Hikmet
Louise Jacobs
Josephine Segal
Richard Segal

Independent Auditors
Knox Cropper LLP, 153-155 London Road, Hemel Hempstead, Hertfordshire HP3 9SQ

Registered Office
153-155 London Road, Hemel Hempstead, Hertfordshire HP3 9SQ

Principal Office
Uncommon, 25 Horsell Road, London N5 1XL

Bankers
HSBC, 12 Hampstead High Street, London NW3 1PY
Natwest, 1 Abbey Road, London NW10 7YQ

Registered Company Number
08443236

Registered Charity Number
1152205

10 years on:
A Message from our Co-Founders





Ten years ago, when we founded Spread a Smile from our kitchen tables, we didn't have a mission statement, a Board of Trustees with the perfect mix of skills or a three-year plan - we didn't even have a three-week plan. But we had seen first-hand, from personal experience, what a seriously unwell child and their family has to go through: another needle, another cannula, another round of chemotherapy.

Now, in the charity's tenth year, we want to express our deepest thanks to the hundreds of people who have helped to bring joy, laughter and hope to so many families across the country. Supporting the whole family has been at our core since our earliest days: parents, grandparents and siblings have their lives turned upside down with changes of routine, emotional rollercoasters and the huge anxiety that accompanies an unwell child's treatment. We remain humbled by and proud of the many families we have supported this last year and over the whole decade. It has been a privilege to bring joy to so many, each time with our unique individual approach and an ability to respond to each family's different needs.

We have been thrilled over this past year to continue our hybrid way of working, supporting families both in-person and virtually. From bedside visits to virtual music lessons, we continue to see that smiles are more than just smiles. Bringing joy, laughter and colour to a child, whether at their bedside, at a theatre or at a picnic in the park, can do more than just break the monotony - it can inspire hope, generate a sense of normality, and support the family's emotional wellbeing.

Thank you to everyone who has supported Spread a Smile across 2022-23: we are grateful beyond words to our team and volunteers, our supporters and fundraisers, our Trustees, our NHS hospital partners and our entertainers. We hope that in reading our annual report you will be inspired by our work and impact; thank you for enabling us to grow from a single hospital visit to supporting thousands of children across the country every year.

Josephine

Josephine Segal
Co-Founder

Vanessa.

Vanessa Cocker
Co-Founder



Our NHS Hospital and Hospice Partners

By the end of the year, we were supporting patients and their families in 25 NHS hospitals and 2 hospices...

Addenbrooke's Children's Hospital, Cambridge
Barnet Hospital
Bristol Royal Children's Hospital
Chelsea & Westminster Hospital, London
Demelza Hospice, London
Great Ormond Street Hospital, London
King's College Hospital, London
Leicester Children's Hospital
Newham University Hospital, London
Noah's Ark Hospice, London
Nottingham Children's Hospital
North Middlesex Hospital
Northwick Park Hospital, Middlesex
Southampton Children's Hospital
St George's Hospital, London
St Mary's Hospital, London
The Christie NHS Foundation Trust, Manchester
The Evelina Children's Hospital, London
The Princess Alexandra Hospital, Essex
The Royal Brompton Hospital, London
The Royal London Hospital
The Royal Marsden Hospital, London
The Royal National Orthopaedic Hospital, Middlesex
University College London Hospital
Watford General Hospital, Middlesex
Whittington Hospital, London
Wrexham Maelor Hospital, Wales

"Thank you so much for everything you do. We feel privileged to have you as part of our Play and Youth service. You complete our team.

Health Play Specialist Team Coordinator, King's College Hospital, London



A Message from our Chief Executive and Chair of Trustees

Welcome to our 2022-23 Annual Report, in which we highlight our achievements and impacts.

We write this note as we enter Spread a Smile's milestone tenth year. It is extraordinary to look back, reflect on and celebrate our charity's journey. To quote a colleague at St Mary's Hospital, from whom you'll read more in this report, 'I've seen Spread a Smile grow in both size and scope, but it hasn't lost its heart at the core.'

We create meaningful connections with and between patients, their families and NHS professionals. In our recent annual survey of medical professionals who have experienced our services, 100% of respondents told us that Spread a Smile visits have a positive impact on their patients' mental health. And given what we all know about how physical, mental and emotional health are so closely intertwined, our work matters.

In today's 'new normal', our hybrid programme of in-person plus virtual delivery allows us to work with a far wider cohort of young people than ever before. Our strategy allows us to operate both virtually and in-person for the foreseeable future, in a way where each element complements the other. We are excited to be able to spread smiles to children wherever they may be in the country. As of the end of March 2023, we had grown to support 25 NHS hospitals and two hospices, from Southampton Children's Hospital to Leicester Children's Hospital, from Wrexham Maelor Hospital in Wales to The Princess Alexandra Hospital in Essex. We are on track to hit our strategic target of 48 partnerships by the end of 2024-25; we're excited to be an increasingly national charity, and to be able to work towards our long-term goal of providing our unique entertainment to all seriously ill children in all UK hospitals.

Looking ahead to the coming year, we are excited to work towards our goals: increase our hospital and hospice partners from 27 to 38, make over 12,000 personalised bedside visits, deliver over 2,000 virtual visits and welcome over 2,000 people to our family events.

Our Fundraising team has worked hard to strengthen existing relationships and build new ones: our diverse income streams allow us to look to the future with confidence. We are immensely grateful to all those who have supported our charity over the past year, and who will continue to enable our vital work over the months and years to come. We couldn't do it without you.

Thank you to you all.







Lucy Jackson
Chief Executive

Paul Godfrey
Chair of Trustees

What we do



Bring smiles to the faces of seriously ill and hospitalised children through in-person and virtual visits through our team of professional entertainers



Engage and entertain the whole family through joyful trips, activities and parties



Bring creativity and colour to young patients and their families through art activities and child-focused art workshops in hospitals

“Spread a Smile is amazing! Thank you so much to everyone for helping me and really making a difference during such a horrible time.

Alyssa, aged 14

Our Strategy

Lead

To become a leading voice in hospital play and entertainment

Collaborate

To deliver our services in 48 NHS hospitals and hospices by the end of 2024-25, in close collaboration with medical professionals

Understand

To continue to build relationships with each and every family we support by understanding their child’s unique situation and needs

Celebrate

To recognise and celebrate our team’s extraordinary commitment to the families we support

Measure

To measure, evaluate and evolve our work and strive to be compassionate, responsive and impactful

Our year in numbers

8,571
in-person bedside visits

5,554
hours of contact time with patients

3,576
patients joined 1,840 virtual visits

1,465
children joined our in-person and virtual celebration events

4,500
children supported over Christmas

15,372
family members supported

4,872
hospital staff engaged and involved

> **You've made it possible for my daughter to stay positive throughout her long treatment. Our happy Thursdays will forever be remembered and they made every week bearable. Those were magical moments that allowed her to forget about pain, doctors, unpleasant procedures and just try to enjoy the moment.**



Partnerships and achievements

April

Celebrated Easter by hosting virtual meet-and-greets with the Easter Bunny, wreath-making classes and delivering over 2,700 Easter eggs to hospitalised children. Thanks to all those who donated including Mars UK, His Church Charity, All Aboard, Enra Finance, Bregal Milestone, Binfield Road Surgery, E Imagination Store, Little Learners UK and Chancellor's School.

Announced comedian and writer Suzi Ruffell as our first ever Spread a Smile Ambassador.

May

Launched a partnership with Mildreds Restaurants, with a tea party and a lunch at their Covent Garden venue.

'We are proud to be working with such a special charity which does amazing work. It has been great to be involved and to experience the impact that Spread a Smile has in helping others.' - Sam Anstey, Managing Director at Mildreds

Announced our 17th hospital partnership with Northwick Park Hospital, a major NHS facility in Harrow, North West London.

'The Spread a Smile team has been invaluable already. We've been truly blown away by their amazing input, thought and care into wanting to support our children and their families. There truly was pure happiness and joy in the air during their visits.' - Miriam Sager, Paediatric Oncology Clinical Nurse Specialist at Northwick Park Hospital

Hosted young oncology patients from University College London Hospital at a Craig David concert at the O2 Arena, in partnership with Rays of Sunshine.

'Love that you all had a great time. I enjoyed signing the tees at home before the show, putting all my love into them so they would be felt in the heart when worn.' - Craig David

June

In partnership with the Birmingham Stage Company and volunteers from Goldman Sachs, took 17 families on a Horrible Histories-themed 'Terrible Thames' tour, followed by afternoon tea at The Tower Hotel.

'Thank you to Spread a Smile staff, entertainers, and volunteers for making it a memorable day full of love, fun, and light.' - Parent

Announced a new ambassador for Spread a Smile: Lance Corporal Richard Jones, a world-renowned magician and former winner of Britain's Got Talent.

'The most noble art is of course making others smile, and the inspiringly brave children I have met during visits always put a big smile onto my face too.'



July

Hosted eight families at The Tiger Who Came to Tea and artist Charlotte Posner at University College London Hospital, for a 'pop doll' art workshop for 10 teenagers undergoing treatment for cancer.

August

Welcomed over 600 guests to our first ever Summer Party, in Coram's Fields in London, with support from IKEA, Derwent Art, Staedtler UK, Hunter Price International, Morrisons, Rainbow Designs, Spin Master, Costa Coffee, Swizzels, Tesco, Hasbro, Under the Canvas, City Scaffolding, Greggs, Valeo Foods Group, Lola's Cupcakes, Ocado, Play in Choc and Crosstown Doughnuts.

September

Hosted a tea party for 11 young people and their families at Riding House Café in Bloomsbury.

October

Marked Play in Hospital Week with a record number of visits: 17 sets of visits in total to 14 hospitals, spreading smiles to over 400 children and young people.

November

Held our first joint venture with the LEGO Group, welcoming 11 patients, their siblings and families for a LEGO Masterclass. Children used LEGO to create their own buildings, playgrounds and hospitals showing how they would brighten and develop the spaces around them.

Started to visit and entertain children at Barnet Hospital, Princess Alexandra Hospital in Harlow, Essex and Watford General Hospital.

'Spread a Smile has already had a huge impact on the Starfish Ward. Your lovely entertainers certainly cheer up all our patients and their families too and they are rays of sunshine! Their positivity really does rub off on all the patients they meet.' - Helen Cripps, Play Specialist at Watford General Hospital

Partnerships and achievements

December

A record Christmas for Spread a Smile, where we reached over 4,500 children. 218 volunteers gave up 763 hours of their time to pack gifts; hundreds more donated towards our Christmas activities or gave us gifts to pass on. Our thanks go to our partners for their donations of gifts: Aurora World, Barry M, BlackRock, Casetify UK, Cheatwell Games, Derwent Art, Ginger Fox UK, Hasbro, Hunter Price International, Insurance Claims Accommodation Bureau (ICAB), Lush, Men Kind, OTL Technologies, Rainbow Designs Ltd, Spin Master, Swizzels and Wicked Uncle Toys. We are grateful to the teams of volunteers from our corporate partners: 1 to 3 Coffee Ltd, BlackRock, Blink, Bregal Milestone, Camp Beaumont, Cedar Recruitment, CJC IT, Hasbro, Hain Daniels, Hilco Capital, Hunter Price, JNE Partners, LEGO group, LMAC Group, OSB Group, Sharesy, Texel Foundation and Uncommon. Thank you also to our partners who helped with deliveries: WC Hackney Carriage Drivers, Kinetic IT Ltd and DPD.

Welcomed Newham Hospital, an NHS hospital in Plaistow in London, to the Spread a Smile family, with monthly in-person visits to its Oncology Clinics and wards.

February

Organised a multitude of engaging activities during the half-term holiday, including decorating Valentine's Day cupcakes, a TikTok workshop, a make-up masterclass, story-writing, balloon modelling, a sensory show, party time with Sharky and George and even an online visit to a zoo.

March

Launched an exciting partnership with Spring Finance.

'We at Spring Finance are proud to be associated with this special charity that makes a real difference to thousands of seriously ill children and their families in hospitals every year. We are hopeful that our partnership will allow them to reach an increasing number of children and we look forward to supporting them with both fundraising and volunteers.'
- Andrew Bloom, Spring Finance

Spread a Smile Ambassador Suzi Ruffell made her first visit to UCLH, together with fellow comedian Dinesh Nathan.

Welcomed 16 young patients and 10 siblings to Formula 1's F1 Arcade in London, where even the children with mobility challenges could enjoy the full-motion racing simulators, while having delicious treats from Lola's Cupcakes and entertainment from our magicians and face-painters.



Visits

Visits to children in hospitals and hospices are at the core of our offering: whether in-person or virtual, our professional entertainers, supported by Visit Managers, provide much-needed moments of happiness, optimism and childlike wonder.

This year, we delivered

8,571
in-person bedside visits

1,840
virtual visits



Having carefully built a team of 82 professional entertainers, including magicians, musicians, fairies and artists, we take pride in being able to respond to each child's needs. A personalised visit whether from an entertainer or a calm, gentle therapy dog, can make all the difference to that child's day and their response to treatment over the longer term.

With the gradual return to in-person visits in hospitals and hospices, we worked closely with our colleagues at each hospital to provide the best possible support for them. We were proud to be the first external charity partner to be invited back through the doors of some of our large partner hospitals, including Great Ormond Street, St Mary's, UCLH, Evelina London Children's Hospital and King's College Hospital. Across the year, we were warmly welcomed into the wards of a total of 18 NHS hospitals. Not only did this include one-to-one interactions, but also visits where groups of children and families could come together, socialise and share their experiences with each other. Our return to in-person visits started with the Whittington, UCLH and St Mary's. Whereas in the month of April 2022 we delivered 15 in-person hospital visits, in March 2023 this had increased to 40 visits.

We delivered over 160 virtual visits each month (over 40 each week), both 1:1 and in groups, spending time with young people in hospital and at home between treatments. Many of the long-term patients we support have a scheduled 1:1 virtual session every fortnight or month, depending on the individual child and their needs. We also ran regular group virtual sessions for patients and siblings, providing an opportunity for children and young people to interact and connect in a safe environment.

> **'I'm so proud of how Spread a Smile supports seriously unwell teenagers as well as younger children. Missing out on socialising and going to school can be really challenging, so our regular visits to those having gruelling, lengthy treatments at the teenage cancer ward and the Macmillan Centre at UCLH are a valuable and joyful distraction. We tailor our visits to meet the needs, age and interests of each and every young person, who then tell us how much they love their time with our artists, magicians and musicians.'**
>
> Vanessa Crocker, Co-Founder and Trustee



We recruited additional Visit Managers and Entertainers to accommodate our new hybrid model of working, ensuring that both in-person and virtual services were effectively resourced and supported.

> ***'You literally spread a smile whether it's virtually or face-to-face. Children and their families forget what they are going through for a while and their hospital experience turns into something positive from something negative, painful and stressful.'***
>
> Play Co-ordinator, Leicester Royal Infirmary

> ***'Spread a Smile has given a tired, 'full' mummy a short space to think and breathe. To watch her son smile and laugh instead of having to think how to create those moments.'***
>
> Parent

> ***Virtual working has allowed us to see children at all stages of their treatment pathway, from their first admission through to recovery at home, from local hospital visits to clinic appointments. We're a consistent part of their life fabric, and countless families have told us that being able to see our entertainers online provides their child with immeasurable comfort and normality.***
>
> Laura Walter, Head of Services

We continued to generate content through Smile TV, our secure online platform, allowing children across the country to enjoy magic shows, sing-a-longs, storytelling, art tutorials and more, at whatever time of the day or night that suits them. We know that treatments such as chemotherapy can lead to insomnia, so offering hundreds of hours of creative, colourful and entertaining programming is hugely appreciated by many families in the darkest hours of the night.

Support for siblings

At the core of our ethos is support for the whole family

This year, siblings have joined us for art sessions, theatre outings and our Summer Party, received Christmas gifts, joined our Santa's Grotto, sung in our Siblings' Choir and lots more.

"Siblings need emotional support, respite and periods of normality from the challenges they face when their sister or brother is seriously unwell. Through our events and activities, we help siblings cope with their emotions, spend quality time with their ill sibling and interact with other children facing similar circumstances. The trials and tribulations of siblings are often overlooked. Their parents focus on their ill sibling, so typically aren't present after school, aren't there to help with homework and aren't able to take them on outings. Siblings are frequently left with members of the family or family friends in the knowledge that their parents are with their sibling in hospital; they witness their parents coping with the often-uncertain journey of their sick child (including procedures, operations and gruelling treatment) and have to deal with closed-door conversations and seeing their sibling and parents in physical and/or emotional pain. That's why it's so important that Spread a Smile provides siblings with a positive and supportive environment, ensuring they feel cared for, valued and understood during such difficult times."

Josephine Segal, Co-Founder and Trustee



Alyssa [who was in isolation at Great Ormond Street Hospital for over three months] is really close to her brother and it was perhaps hardest on him as he had to carry on his day-to-day life, going to school, travelling every weekend to GOSH and only being able to see Alyssa through a glass window. He wanted to keep her safe, so it was really lovely for him to be able to join in with some of her Zoom sessions with Spread a Smile. It was something they could do together.

Kiona, Alyssa's Mum



Family events

Our highly successful programme of family events this year were the result of careful planning, responsiveness to requests and the generosity of many supporters.

Bringing together children with their families provides some valuable normalcy and time together outside of a hospital environment. Many also relish the distraction from intense and serious treatment schedules.

In addition to wonderful occasions such as Afternoon Tea on a London Bus with Brigit's Bakery, highlights from our events calendar include:

Virtual Smile Parties -

Each of the **90 children** who had a virtual smile party can choose their theme - from art to magic, from story-telling to poetry - and can then invite friends and family to celebrate virtually with them.

Theatre Visits

An outing with **55 people** from **14 families** to see The Lion King at the Lyceum Theatre. Not only were the children treated like VIPs in the Disney Ambassador Lounge, but we also brought some of our own magicians and entertainers to enhance the experience. Our young guests relished the face painting, animal balloon making, and goodie bags to take home.

Summer Party

Our first ever Summer Party in sunny Coram's Fields in London, with an incredible **613 guests**: **330 patients** and their siblings, **261 family members and carers plus 22 play specialists**. For many, the party was a rare opportunity to leave the hospital and have fun with their family. Guests had no shortage of things to do, with stations for face-painting, teddy bear t-shirt decorating, sensory play, aromatherapy for parents, arts and crafts, magic, animals and much more. Energised by bountiful sweet treats on the main stage our entertainers performed and wowed the crowd.

Virtual Activity Days -

150 young patients and their siblings were engaged in our Virtual Activity Days during school holidays, where we provided full days of entertainment for children at our NHS hospital partners, relieving the monotony of the day and bringing laughter where it may be in short supply.

Frozen the Musical

14 young patients, and a total of **55 guests**, joined us for a performance of Frozen the Musical in the West End in September. Entertainment was provided by Spread a Smile performers, as well as face painting and delicious refreshments, with thanks to Nunosh and Lola's Cupcakes.

> "
>
> **'JJ's Smile Party was absolutely amazing as the whole class got to enjoy JJ in a positive and understanding way and celebrate his birthday with him. Everyone loved it so much and talked about it for ages afterwards. He was King for the day.**
>
> Peter, JJ's Dad



Events: Seasonal Celebrations

For children and young people battling serious or terminal illness, Christmas can mean time spent in hospital, undergoing treatment and separated from family and friends. We make it our mission to bring the magic of Christmas to the children and families we support, and in 2022 we shared more Christmassy smiles than ever before...

5,600
gifts in 700 personalised Smile Hampers were distributed across the UK for children and their siblings

4,500
children enjoyed Christmas activities

3,500
additional gifts were delivered to children in hospital

400+
children met Santa in our Virtual Christmas Grotto

17
brilliant volunteer taxi drivers hand-delivered Christmas Smile Hampers with our Entertainers



scan to watch our Smile Hampers film



Easter

We loved spreading Easter joy in April 2022: an incredible **2,700 seriously ill children** across our hospital and hospice partners received an Easter egg. We also delivered a brilliant week of virtual Easter-themed sessions for the children we support and their siblings, including virtual meet-and-greets with the Easter Bunny, and children were able to get creative with Easter wreath-making classes.

> **“Easter holidays spent in hospital when other children are out enjoying the holiday can be really challenging for young people on the wards. Receiving an Easter egg from Spread a Smile can make such a difference. It helps make the children feel included and special, bringing Easter fun into hospital so they don’t miss out.**
>
> Laura Walter, Head of Services

Our Partnership with St Mary's Hospital, London



Spread a Smile has supported seriously ill children and young people at St Mary's Hospital in London since 2014. We asked Tina Halton, Play Service Team Lead, to reflect on our partnership and its development over the years. 'I've seen Spread a Smile grow in both size and scope, but it hasn't lost its heart; the team has always been focused first and foremost on the child. Spread a Smile's impact on the patients cannot be underestimated.

'Their entertainers are chosen with care and it shows; they are the best of the best. Being able to engage and impress a teenager who's having a terrible time in a magic trick, or singing a calm song to a baby who would otherwise be listening to the beeps on a machine, is worth its weight in gold.

'The range of entertainment and events continues to be unique to Spread a Smile, but all possess the same personal touch. The hospital programme is expertly planned and delivered by people who understand the healthcare field well and really care. What they do appears effortless but in fact takes a lot of effort and dedication. Love goes into every virtual session, gift drop and visit. Nothing is too much – if they can make it happen, they will!

'One of my most memorable moments was during a session with a poorly young girl with additional needs. She was in an isolation room as she had low immunity and so wasn't allowed visitors. She had begun feeling very unwell and her Mum, who was staying by her bedside, was completely exhausted. The little girl joined a virtual session using Makaton (expertly aimed right at her level) and the Spread a Smile team got her to join in the group session. She laughed for the first time in days and her Mum took a video of her eagerly signing back to the magician.

'Unfortunately, our hospital Wi-Fi cut out towards the end of one of the tricks and she was in tears for missing it. A quick phone call to Spread a Smile and they arranged for the child to have a 1:1 mini session with some magic just for her. She was delighted. Sadly, this little girl was very poorly and passed away not long after the session. I feel confident that the video and memories of the smiles during this precious moment are priceless for the family.'

> **"What they do appears effortless but in fact takes a lot of effort and dedication. Love goes into every virtual session, gift drop and visit. Nothing is too much – if they can make it happen, they will.**

Looking after our families

Back in February 2020, we started working with Priya Ganatra, a talented and sensitive aromatherapist, to offer a Parent Pamper Day at Great Ormond Street Hospital (GOSH). Though the pandemic halted further in-person sessions, we instead hosted virtual aromatherapy sessions, with pre-delivered materials, at University College London Hospital (UCLH). Even over Zoom, parents found that being able to take part in mindfulness and breathing exercises was a highly welcome respite.

With the easing of restrictions, we were excited to return to face-to-face sessions again in May. Priya now offers parent aromatherapy days twice a month, alongside virtual and bespoke sessions for families. As well as continuing our sessions at GOSH and UCLH, we have offered aromatherapy to parents and also children in Northwick Park Hospital, bringing much-needed moments of relaxation and calm.

In her sessions with children, Priya asks them to guess the plant, fruit, or tree from which the essential oil comes, and shows them how to make their own aroma sticks. Parents and carers are treated to a bespoke session with specially chosen oils and relaxation techniques. Parents often tell us that caring for their sick child in hospital has a huge impact, and that staying 'strong' for the family can be exhausting. The opportunity for self-care in a safe space allows them to talk about anything they choose and receive a therapeutic session just for them.



“Spread a Smile supported me hugely and I won’t ever forget the time when thanks to this amazing charity, I was able to relax for just a little while when they organised for me to have a hand massage, haircut and a facial in hospital.

Parent

Art

We were proud to create a wide variety of artworks for hospital wards, rooms and communal spaces, sparking imaginations and enhancing spaces. Themes ranged from Batman to Princess Jasmine, from Trolls to a wildflower garden.

Colour, creativity and imaginative imagery can bring calm, light and distraction to children, families and medical professionals.

We continued to create beautiful, hand-painted masks for children receiving radiotherapy treatment. The 118 masks we delivered this year were designed according to each child's interests and requests, and spanned Lewis Hamilton, Henry the Hoover, the solar system and Louis Vuitton.



"

There was a child who didn't like looking in the mirror because his meds had bloated him. He was so anxious about having radiotherapy treatment, but once he saw the mask, he couldn't wait to look in the mirror.

Marina Constantinou, Head of Art



"

The way Spread a Smile artist, Belinda, managed the art for so many different characters and abilities is outstanding. She knows the children so well, encourages and manages to help them create amazing masterpieces!

NHS Nurse

This year, we delivered...

240
virtual art visits to individual children at home or in hospital

108
Art workshops for children at their hospital bedside or in the hospital playroom

48
after school art club sessions, providing children of all ages with an exciting schedule of creative activities for on average 8 patients and two siblings each session

121
joyful window and wall artworks for our NHS hospital partners

71
colourful window transfers sent to hospitals



Spread a Smile's First Residential Trip

By Laura Walter, Director of Services

In August, a team of seven wonderful Spread a Smile colleagues and I set off on a six-hour journey to the Lake District with three young people – Lily, Joy, and Kayla – who had recently finished cancer treatment, together with their families. It was our charity's very first residential trip.

We were hosted at Flynne's Barn, established and named in memory of our hosts' 17-year-old daughter, who died of cancer in 2016. The Barn is a place where young people living with cancer can come together to find peace and forge friendships in beautiful surroundings. Flynne's parents, Katherine and Robin, are dedicated to promoting a love of nature, fearless positivity and meaningful connections with other young people with cancer. We were so thankful to them for hosting us.

Lily, Joy, Kayla and their eight siblings joined in with forest school activities where they made beautiful artwork using trees, grass and flowers, as well as magic wands, potions and jewellery. They met search and rescue dogs, played games, went on beautiful nature walks, and even learned how to make a fire, despite the pouring rain! During the evening campfires we sang and roasted marshmallows. It was truly moving to see the children and their siblings leave their cancer and treatments behind and just be children.

While the children were kept busy, their parents - who had not been able to share their experiences with others in the same position due to the pandemic - were able to spend time together, connecting and supporting each other, as well as playing games and doing group puzzles. Everyone was also able to find relaxation and restoration in aromatherapy and massages provided by our caring therapist, Priya.

Thank you to the Spread a Smile team, the families who came with us on the journey, Katherine, Robin, and most importantly, to Flynne. It was an extraordinary trip, and I saw smiles that I will never forget.



During the evening campfires we sang and roasted marshmallows. It was truly moving to see the children and their siblings leave their cancer and treatments behind and just be children.



Our Partnership with The Proton Beam Therapy Centre at UCLH

One of only two NHS proton beam centres in the UK, this new centre which opened at UCLH in 2022 brings together some of the world's leading specialists in complex cancers, offering a relatively new treatment which limits the usual side-effects and long-term consequences associated with conventional radiotherapy treatment. Around a third of the patients at the Centre are children and teenagers.

Since its opening, Spread a Smile has visited every Friday. Many families travel long distances to receive treatment and staying far away from home can be isolating, lonely and emotionally challenging. It can be incredibly meaningful to attend our special events, and to receive an in-person visit from an entertainer.

A focus of our offering at this new Centre is the provision of bespoke, hand-painted masks for those receiving treatment. These masks required a different structure and set of materials from those used in more 'standard' radiotherapy masks, and our artist worked hard to ensure that she could produce images that were just as detailed and colourful.

"

Receiving radiotherapy or proton therapy is a daunting prospect for the child or teenager with a profound impact on parents and siblings. Spread a Smile provides a valuable service in trying to make this experience more positive, from bespoke decorating of radiotherapy immobilisation masks, visits from entertainers as well as arranging activities that involve the whole family so that they can create some positive memories during a very challenging and difficult period of their lives. I am so grateful for Spread a Smile's work with our patients and families.

Yen-Ching Chang, Consultant in Clinical Oncology and Clinical Lead for Proton Beam Therapy and Member of the Spread a Smile Medical Committee

Our Trustees share a story from the year...



Vanessa Crocker

'I accompanied a fairy, magician, musician and a therapy dog to visit young patients and families at UCLH on Christmas Day. It's always a tough day for families if their child isn't well enough to be at home. Due to Covid restrictions, it was our first Christmas Day visit since 2019, so it was particularly special for me. Seeing just how uplifted the children, teenagers and medical staff were was so moving, and they were also thrilled to receive a special Christmas cupcake courtesy of Lola's Cupcakes. We were able to lift the whole atmosphere on the wards we visited.'



Josephine Segal

'One encounter that remains etched in my memory happened a few months ago: we had been visiting on a regular basis an endearing, bright-eyed 6-year-old girl who had been confined to hospital in palliative care for months while courageously battling her illness. I arrived at the hospital with our entertainers for another routine visit to be told this darling girl had been given the green light to go home that very day for a brief period of respite, but she had made it clear she would not leave the hospital until the Spread a Smile entertainers had visited her. The entertainers knew her well and had sadly seen her in considerable pain many times. It was moving to see her captivated by the entertainment and to hear her laughter fill the room. Her resolve to experience the magic they brought before heading for home was testament to the profound impact Spread a Smile had on her.'



Louise Jacobs

Louise's German Shepherd Zara became a Spread a Smile therapy dog this year.
'Mine and Zara's first visit for Spread a Smile was to the Proton Beam Therapy Centre and paediatric ward at UCLH. We met in-patients and several children who were visiting for treatment on the day. We were led by the patients, what they needed and how they wanted to be with Zara. Some children were a little nervous to start with, but when they saw other children spend time with Zara and saw how gentle she is, they would tentatively approach to say hello and before long, they would be firm friends. It was so lovely to see the calming effect Zara had. It was a great distraction, particularly for those who were waiting for treatment and perhaps a little anxious or worried. I've always been so proud to be part of Spread a Smile and it's wonderful to have the opportunity to experience our work first hand.'



Richard Segal

'I spoke to a mother at the Spread a Smile Summer Party, who told me she couldn't recall seeing such happiness in her little boy's face; it was such a moving moment which made me feel immensely proud of this incredible charity.'



Andrew Bloom

'Whether through a hospital visit, a family event or a virtual session with an entertainer, the Spread a Smile team are always able to make an overwhelmingly positive difference to seriously ill children and their families. They bring smiles and laughter when they are needed the most. I greatly enjoyed volunteering at Spread a Smile's inaugural Summer Party, seeing how the team successfully managed to spread smiles to 600 guests was a sight to behold.'



Paul Godfrey

'I am continually proud of the team whose ambition, professionalism, adaptability and positive energy never fail to deliver smiles and laughter to seriously ill children. Packing Smile Hampers at Christmas was a real highlight: knowing that each set of gifts had been picked out specifically for each child, and that each Hamper would be packed by a supporter and hand-delivered by a volunteer taxi driver, was a wonderful expression of the sense of teamwork that Spread a Smile has created.'



Liz Gould

'I so enjoyed joining a virtual art session with a group of young people, who clearly received so much pleasure and respite from this sensitively run and creative activity. I continue to be inspired by the Spread a Smile team who always go above and beyond to bring joy and laughter to seriously ill children and their families.'



Paul Crocker

'I'm so proud that in spite of our growth, the personal touch has remained at the core of what we do at Spread a Smile and the team continues to deliver our services with sensitivity and care.'



Dr Fiona Hikmet

'I am in the privileged position, as Consultant Paediatrician and POSCU (Paediatric Oncology Shared Care Unit) Lead at The Princess Alexandra Hospital NHS Trust, of seeing the amazing impact of Spread a Smile visits for my patients. Luckily for us, the visits coincide with the chemotherapy clinic. We have a 3-year-old boy who comes in every four weeks and today he came through the door asking where the 'funny balloon man' is. They make such a difference to the clinic as patients are often anxious. Having Spread a Smile makes that all the easier.'

Fundraising

We are immensely grateful to the individuals, companies and trusts and foundations whose generosity across the year enabled us to expand and deepen our reach. The support we have received for specific projects, the unrestricted gifts and the thousands of in-kind product donations is so appreciated: thank you.

During 2022-23 we raised £1,160,334 (2021-22 £1,160,089). Given that we receive no statutory income, we are wholly reliant on our fundraising activities to continue to spread smiles to families across the country.

We'd like to express our thanks to the Spread a Smile Business Group, Communications Committee, Real Estate Committee and Young Committee, whose members continue to introduce us to their networks, support our events and help us to build strong partnerships.



Our warm thanks go to the participants, guests, and sponsors of Spread a Smile fundraising events across the year:

Golf Days

160 golfers joined us across two days in September at Brocket Hall, Hertfordshire for our Golf Days - now a flagship event in our annual calendar, and generously sponsored by Canary Wharf Contractors.

Comedy Night

Over £20,000 was raised for Spread a Smile at our second annual Comedy Night at The Comedy Store, London, hosted by our amazing Ambassador Suzi Ruffell and sponsored by Canary Wharf Contractors. Guests were treated to sets from Alan Carr, Rosie Jones, Jen Brister, Seann Walsh and Dinesh Nathan.

Football Tournament

11 teams came together for a friendly 5-a-side football tournament in May, as teams battled it out for the Plate and the Cup. Many thanks to both LMAC Group and Canary Wharf Contractors for generously sponsoring the event.



Our programme of community fundraising was highly successful; we were so grateful to those in our community and the staff at our corporate partners who volunteered or raised funds for Spread a Smile through taking part in an array of challenges and activities:

Gift

Tamar, Orli, Daniella and Isabel from Hasmonean High School partnered with the charity GIFT to make special gifts for teenage girls in hospital. The result was 50 beautifully packed tie-dye kits, all with a gorgeous soft bobble hat and a hand-written note, which we gave out to patients at University College London Hospital.

'Teenagers receiving treatment at our teenage cancer ward and at the Macmillan Cancer Centre have had the opportunity to get creative and colourful using the kits to create their own fabulous designs. Activities like these give precious moments of distraction to our patients, offering space to focus on something different from their condition and treatment.' - Linda, Youth Support Coordinator from UCLH

Expedition

Two daring supporters, Andrew Bloom and Jon Benton, kayaked 100km across the Greenlandic fjords over a tough seven-day expedition of camping in the wild, rowing the icy waters, and then hiking across the craggy Qaleralig glacier. They surpassed their **£10,000** fundraising target, and were most grateful for the blankets, hot chocolates and smiles from Spread a Smile that awaited them on their return.

7-a-side

A high-octane **7-a-side football tournament** took place at Billericay Town F.C. in May, organised by LMAC Group and DNA Insurance, raising over £7,000 for Spread a Smile.

Camp Beaumont

We were delighted to partner with **Camp Beaumont** for a second consecutive summer, throwing parties to raise awareness of and funds for Spread a Smile at five of their school sites across London

Fundraising

Working Together

We were proud to be supported across the year by a total of **45 companies**: we take great pride in working together to achieve shared objectives, and to provide engagement opportunities which ensure a truly meaningful partnership. Some partners, like Mischon de Reya, Convex and Downing LLP, choose us as their **Charity of the Year**; others, such as **Riding House Cafes** and **Mildreds** support us through hosting events at their venues and adding donations to our charity onto customers' bills. Some supported us through creatively promoting us to their customers and sharing their products with our children and families, as did **Hartley's** through on-pack promotions, donations and amazing jelly-related activities in hospitals.

Our Partners

We couldn't bring joy to children in hospital and at our events without the extraordinary in-kind donations from partners such as **Hasbro, Wall's, Lola's Cupcakes, Pan-n-Ice** and **Micro Scooters UK**. And Christmas is made magical for over **4,000 children** each year through the generosity of companies including **Cheatwell Games**, **Hunter Price, Staedtler, Swizzels** and **Playmobil**.

"

At the end of March, we said a fond farewell to our charity partner for the past five years, ICBC Standard Bank plc. ICBC has raised an incredible £90,000 for Spread a Smile through a range of activities and initiatives. We extend our heartfelt thanks to all of our friends at ICBC: you've helped us to reach more families and bring even more joy and happiness into the lives of families during some of their darkest times.

Lucy Jackson,
Chief Executive, Spread a Smile



Thank you to **all** of our partners and supporters



How do you do it?

Spread a Smile's team of Entertainers are the face of our organisation, and bring joy to hundreds of children each year. We asked two children to choose one of their favourite Entertainers, and interview them for our Annual Review.

Lizzy & Grace



Lizzy, aged 19, has been supported by Spread a Smile since we met her during her treatment at University College Hospital, when she came along to our afternoon tea event on a London Bus. We have supported her with virtual singing lessons every fortnight for the past year, some of which were with our Entertainer Grace Galloway. We asked Lizzy to interview Grace.

Lizzy What inspired you to become a Spread a Smile entertainer?

Grace Music and singing make people feel amazing. I saw Spread a Smile and thought, isn't that an amazing thing - to spread joy through something that I love to do. So, I thought I would help other people and make them smile through something that makes me smile too.

Lizzy What do you get from being a Spread a Smile Entertainer?

Grace When I started, I was hoping to gain confidence in singing in front of new people. It's very different to performing on stage in the dark where you don't get to see people. Here, I get to be around new people and have new conversations. And I get a lot of joy from this job: I love it. I always feel really good when I've finished a session; it sets me up for my day!

Lizzy Have you done anything like this before, either with children or adults?

Grace Yes, I am a singing teacher, as one of my many jobs. I have been giving lessons on Zoom since lockdown and I teach people all over the world. But I've never been in what I like to call an 'on the spot jukebox', which is what it feels like sometimes! When people say 'Can you sing this one?' I sometimes think, 'Oh, I've not heard that or sung it in ages!'. So that's something I've definitely learnt since starting this job.

Lizzy Would you say your musical repertoire has expanded?

Grace Oh yes definitely! When I know that somebody likes specific music that I might not know, I always go away and learn that repertoire so that that person feels extra special.

Lizzy Would you say being a part of Spread a Smile will help you to grow as a person in the singing industry?

Grace Yes, definitely! My stamina has increased: I have to sing non-stop sometimes for up to an hour. It also helps me to meet people who have had really different experiences, so I can learn from them and be grateful that I'm meeting wonderful, fantastic children and young people.

Lizzy Would you say Spread a Smile is very important personally to you because of lots of the people that you've met?

Grace Absolutely! You're a fantastic example of that, Lizzy. Every time I see one of your virtual sessions come through on my email, I always get really excited and I really look forward to it because we have such a wonderful time and we sing such great songs – but it's like that with everyone! I love working with Spread a Smile, and seeing how it brings joy to so many. So yes, I absolutely love it and I have a great time working for them.

Mikaeel & Laura





Mikaeel, aged 9, has been supported by Spread a Smile since early in 2022, through virtual one-to-one and group visits, Art Club, Smile Parties for two birthdays, Smile Hampers at Christmas and several special family events. He chose to interview artist Laura MacDonald for us.

Mikaeel What made you want to work for Spread a Smile?

Laura That is a very good question! I had a friend who worked for Spread a Smile and she had told me about it and it seemed like such a good charity to get involved with - just the whole idea of going into hospitals and making people smile when they needed it the most, I thought that's something that I really want to do. I had never heard of it before and now it's everywhere. I don't know if you've seen but we [Spread a Smile] keep popping up all over the place. I went and bought some jelly once and we were on the jelly! We're growing all the time.

Mikaeel How long does it take to prepare a drawing?

Laura It depends. Something that I do for you, Mikaeel, is probably a little bit more complicated because I have to think about the ways that I can teach it, but then also I know that you're so good that you'll be able to pick it up quickly. It can take anywhere from 10 minutes to half an hour of practising to make sure I get it right. But I'd usually say about 15 minutes.

Mikaeel What do you like about your job?

Laura I like that I get to meet lots and lots of different people. I only do virtual sessions now, so I sit in my office and draw and get to see people like you, who challenge me to draw things that I would never draw otherwise – I like that! My role with Spread a Smile is partly a job and partly a hobby: I am very lucky!

Mikaeel What else do you like to do apart from drawing?

Laura That's a great question. One of my favourite things is to go for a walk on the beach with my dogs, especially when it's nice enough weather that I can take my shoes and socks off and feel the sand between my toes.

Mikaeel What's the best picture you've drawn?

Laura That is a really hard question Mikaeel! Under my shelf I have probably got about 20 books that are all filled with drawings, so to even try and remember all of the ones that I've drawn is tricky. So, I think you know that I turn absolutely everything into a unicorn, so it's definitely going to be something [a drawing] that's really random that I've turned into a unicorn.

Mikaeel If you could do something else for a job, what would it be?

Laura Well I'm actually starting a new job very soon as a radio presenter. You might be surprised to hear that I like to talk a lot? You're not surprised at all?! So, I now get to talk for a job. So yes, I would want to be a radio presenter.

Mikaeel I have one more question: why do you like unicorns?

Laura As I get older, I feel it's important to embrace my young side but also, I just love the bright colours of rainbows and sparkly things that come along with unicorns, and I also have Scottish family and the unicorn is the national animal of Scotland. So, it's partly my Scottish heritage and partly the fact that I want to be a child forever - and I love things with sparkles and rainbows!

> "My role with Spread a Smile is partly a job and partly a hobby: I am very lucky!

Our Ambassadors

Over the year, we were thrilled to welcome our first two official Ambassadors to the Spread a Smile family. We are so grateful for their support and are thrilled that they'll be continuing to spread smiles over the coming years.



In April, we announced that the awesome comedian, writer, and actress Suzi Ruffell had become our inaugural Ambassador. From hosting our annual comedy night to visiting children in hospital and raising funds through appearances on TV game shows, she has brought hundreds of families her unique sense of joy and light, and has helped us to raise funds to enable our work.

"I'm honoured to become an Ambassador of Spread a Smile, the work they do is incredible, bringing joy and laughter to children and their families in the hardest of times. I'm very proud to be part of the Spread a Smile family and I look forward to helping raise more money for their wonderful work.



In June, we were over the moon to announce that internationally renowned magician and Britain's Got Talent winner, Lance Corporal Richard Jones, had become a Spread a Smile Ambassador. Having brought his spellbinding magic to children in hospital since 2019 we are delighted that he has chosen to deepen his connection with us as an Ambassador.

"My experiences performing in hospitals with Spread a Smile are among my most cherished memories; seeing how big an impact it makes is truly magical. The most noble art is of course making others smile, and the inspiringly brave children I have met during visits always put a big smile onto my face too. To be chosen as an ambassador is such an honour. Thank you, Spread a Smile, for all the inspiring work you do.

How We Supported Our Team

Working with and supporting seriously ill children and their families can be challenging and emotionally exhausting. Providing virtual entertainment adds a new element by which entertainers/managers develop closer relationships with families. At Spread a Smile, we take our responsibility to emotionally safeguard, and encourage good mental health for our team and our entertainers.

This year we offered...

Regular support for visit managers	1:1 support for entertainers and visit managers if there is a traumatic event or emergency	Group support sessions for entertainers
Peer support	Regular access to Spread a Smile's counsellor for all members of the team	Opportunities to debrief and share experiences together



Jane Elfer is a child and adolescent psychotherapist who has 20 years of experience at University College Hospital, working mainly with children and young people with cancer and their families. At Spread a Smile, Jane delivers one to one sessions and monthly support sessions to our entertainers and managers.

> **“I started working with Spread a Smile in 2021, to offer support to their entertainers, having worked at a major London hospital as a Child and Adolescent Psychotherapist for 20 years and I have seen the impact on staff of working with very sick children. I offer Spread a Smile entertainers a reflective, safe and non-judgmental space to talk, think and process their work through ad hoc reflective practice meetings and occasional individual sessions. This can be particularly useful with cases that are especially challenging, such as the death of a patient whether expected or unexpected, families that through their anxiety are especially complex or for those times when, out of the blue, an incident connects in your mind to something of your own life. Offering a space for entertainers who have been affected helps them to keep offering Spread a Smile’s vital service for children, young people and their families in hospital.**
>
> Dr Jane Elfer, Child & Adolescent Psychotherapist



In 2023/24 we will...

Grow

our hospital and hospice partnerships from 27 to 38, allowing us to spread smiles to more children and young people across the country.

Deepen

our supporter relationships across all income streams, to ensure a sustainable basis for our future growth.

Listen

and respond to feedback we received from our surveys to parents, medical professionals and - for the first time - children and young people.





Support

the wellbeing and resilience of our team, through training, group and individual supervision and support, and space to reflect and learn together based on what is evoked by our work.

Host

more celebration events and special occasions for families, including parties and workshops, both in and beyond London.

Focus

on delivering more in-person support in addition to our continued virtual provision through our hybrid programme.

Collaborate

with healthcare teams to utilise therapeutic entertainment in creative ways to improve patient experience and enhance clinical practice.

Our Entertainers share their memories from the year

We asked a few of our entertainers to tell us about a moment from their year where they saw that their work really matters...



Louise Andrée Douglas-Mirza (Magician)

One experience from this year that really jumps out for me was with a teenager at St Mary's Hospital in the ICU [Intensive Care Unit]. She was so poorly, couldn't really speak or move very much and it was very tiring for her to engage, but the Play Specialist Tina knew that she needed a boost. I showed her some visual magic which wouldn't require too much effort and expected to maybe just show her one or two tricks. Each time I showed her something, her eyes would widen in awe; she tried so hard to talk to me and she wanted more!

Fast forward a month and, for her birthday, Spread a Smile gave her a special party in hospital with some of her family and friends. She had made such an improvement and was going to be moved out of ICU. She told me that she remembered every single thing I had shown her even though she had been so poorly, and that the magic had really broken up the day for her when she'd been unable to move or talk. She loved how Spread a Smile had included her as a teenager when activities in hospital can often be 'for little kids'. I will never forget the impact we had on her and equally the impact that she had on me.



Judge the Poet

The play specialist said the young man may not want to see us because he was extremely down and sad at being back on the teenage cancer ward... again. But we tried and, by the time we'd finished, he was smiling broadly and gave us a big thumbs up. His mother was smiling and crying too. Spread a Smile really does so much more than it says on the tin and it's an honour to help make these moments happen.



Tara Sanders, with therapy dog Harry

At St. Mary's Hospital, as Harry and I were walking along a corridor, we came across a young boy sitting on a chair, shouting 'no!' and crying. His mother and a physiotherapist were with him but he was refusing to budge. I walked straight up to him and asked if he would like to meet Harry. The boy leaned forward to stroke him and stopped crying. I then asked him if he'd like to give Harry a treat and maybe a little groom and he said yes and got off the chair. His mother was mouthing 'thank you' to me. A couple of minutes later we left the boy walking with his walker down the corridor. It was very special to see what a difference our being there made to this young boy and his carers.



Paul Megram (Magician)

I met a lovely 12-year-old lad, sat on his own during dialysis, who was almost at the end of a 4-hour session. The nurses had suggested he might like some magic to cheer him up.

He did his best to raise his head and open his eyes fully, wanting desperately to enjoy the moment despite having a serious headache. Within seconds his frown turned to a smile and the laughter followed soon after.

In the 10 minutes I spent with him, his whole demeanour had changed and the pain had gone. But it was the last few seconds of our meeting that made this visit quite special. 'One last thing,' I said, clicking my fingers and announcing that his headache had gone. Sure enough, at that moment, he realised that his discomfort had vanished. His eyes grew even wider, knowing that at last the pain had gone.



Betty Jones (Fairy and Visit Manager)

A nurse asked if I would see an 8-year-old boy who was having a tough day. He was initially a bit reluctant, but in the end was suggesting 'cool songs' that we could sing together, and he was smiling and laughing. When I said goodbye, he said to me 'thank you for making me feel happier'. Seeing that transformation (in a child that wasn't necessarily 'into fairies') just highlighted to me the privilege of what we do.

Report of the Trustees

For the Year Ended 31 March 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2023. The trustees have adopted the provisions of 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).



STRATEGIC REPORT

Structure, Governance and management

Governing document

Spread a Smile is a registered charity, no. 1152205, which was incorporated in May 2013 and is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Trustees meet as a full board four times a year and agree the broad strategy and areas of activity for the Charity.

All trustees give of their time freely and no trustee remuneration was paid in the year. Trustees are required to disclose all relevant interests and register them with the Chief Executive and, in accordance with the Charity's policy, withdraw from any decisions where a conflict of interest arises.

Day to day operations and management are delegated to the Chief Executive who provides regular reports to the trustees on performance and operations.

The charity benefits from committees which have been established to advise on areas of activity including:

- Fundraising
- Communications
- Medical
- Real Estate

Approach to Fundraising

The Charity is a member of the Fundraising Regulator, who holds the Code of Fundraising Practice for the UK.

Our approach is to ensure that we comply with the standards as set out in the Code across all our fundraising activity. We did not engage with any third-party fundraisers during the year. We comply with the key principles and behaviours of the Code to ensure that any vulnerable persons are treated fairly. All staff undergo training when they join the Charity.

We received no complaints this year related to fundraising.

There have been no breaches of the Code of Practice during the year

Reserves policy

The charity maintained unrestricted funds of at least six months' operational costs to ensure the long-term sustainability of our services for our beneficiaries. Our annual operational costs were £1,307,780. The level of total funds at 31 March 2023 was £824,475, consisting of restricted funds of £96,919 and unrestricted general reserves of £727,556.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of Spread a Smile for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Auditors

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, and signed on the board's behalf by:

Paul Godfrey Date: 06/12/23

OPINION

We have audited the financial statements of Spread A Smile (the 'charitable company') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with both company law and charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

There are inherent limitations in the audit procedures described above and, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. The risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Stephen Anderson (Senior Statutory Auditor) for and on behalf of Knox Cropper LLP Chartered Accountants and Statutory Auditors 153 -155 London Road, Hemel Hempstead Hertfordshire, HP3 9SQ.

Stephen Anderson Date: 06/12/23

Statement of Financial Activities

For the Year Ended 31 March 2023

	Notes	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
Income and ednowments from					
Donations and legacies	2	731,739	248,283	980,022	996,550
Other trading activities	3	173,970	-	173,970	163,472
Investment income	4	6,342	-	6,342	67
Total income		912,051	248,283	1,160,334	1,160,089
Expenditure on					
Raising funds	5	307,288	-	307,288	247,581
Charitable activities: Expenditure on hospital visits, events and art initiatives	6	756,438	244,054	1,000,492	900,216
Total expenditure		1,063,726	244,054	1,307,780	1,147,797
Net income / (Expenditure)		(151,675)	4,229	(147,446)	12,292
Reconciliation of funds Total funds brought forward		879,231	92,690	971,921	959,629
Total Funds carried forward		727,556	96,919	824,475	971,921

Balance Sheet

31 March 2023

	Notes	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
Fixed Assets					
Tangible assets	12	1,005	-	1,005	1,680
Current assets	13				
Debtors		188,806	-	188,806	55,157
Cash at bank		750,462	96,919	847,381	1,007,514
		939,268	96,919	1,036,187	1,062,671
Creditors					
Amounts falling due within one year	14	(212,717)	-	(212,717)	(92,430)
Net current assets		726,551	96,919	823,470	970,241
Net assets		727,556	96,919	824,475	971,921
Funds	15				
Unrestricted funds				727,556	879,231
Restricted funds				96,919	92,690
Total Funds				824,475	971,921

The financial statements were approved by the Board of Trustees and authorised or issue and were signed on its behalf by:

Paul Godfrey Date: 06/12/23

Cash Flow Statement

For the Year Ended 31 March 2023

	Notes	2023 £	2022 £
Cash flows from operating activities			
Cash generated from operations	1	**(166,325)**	**(295)**
Net cash used in operating activities		**(166,325)**	**(295)**
Cash flows from investing activities			
Purchase of tangible fixed assets		**(150)**	**(1,628)**
Sale of tangible fixed assets		**-**	**379**
Interest received		**6,342**	**(1,182)**
Net cash provided by/(used in) investing activities		**6,192**	**(1,182)**
Change in cash and cash equivalents in the reporting period		**(160,133)**	**(1,477)**
Cash and cash equivalents at the beginning of the reporting period		**1,007,514**	**1,008,991**
Cash and cash equivalents at the end of the reporting period		**847,381**	**1,007,514**

Notes to the Cash Flow Statement

For the Year Ended 31 March 2023

1. Reconciliation of net (expenditure)/income to net cash flow from operating activities

	2023 £	2022 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	**(147,446)**	**12,292**
Adjustments for:		
Depreciation charges	**825**	**793**
Interest received	**(6,342)**	**(67)**
Increase in debtors	**(133,649)**	**(46,850)**
Increase in creditors	**120,287**	**33,537**
Net cash used in operations	**(166,325)**	**(295)**

2. Analysis of changes in net funds

	At 1.4.22 £	Cash flow £	At 31.3.23 £
Net cash			
Cash at bank	**1,007,514**	**(160,133)**	**847,381**
Total	**1,007,514**	**(160,133)**	**847,381**

Notes to the Financial Statements

For the Year Ended 31 March 2023

1. Accounting Policies

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expendable during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Donated facilities are included at the value to the company where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers. Donated services or facilities related to the provision of entertainment (including theatre tickets, toys, gifts and books etc.), are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised; refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Company which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.





Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Tangible fixed assets
Fixtures and fitting **33% on cost**
Computer equipment **33% on cost**

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Hire purchase and leasing commitments
Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Going concern
The Trustees consider that based on the circumstances existing at the date of signature, the charity has adequate resources to continue its operations for the next 12 months, and the accounts have therefore been prepared on a going concern basis.

Notes to the Financial Statements

For the Year Ended 31 March 2023

2. Donations and legacies

	2023 £	2022 £
Gifts	**56,902**	**45,975**
Donations	**674,337**	**787,370**
Grants	**248,783**	**163,205**
	980,022	**996,550**

3. Other trading activities

	2023 £	2022 £
Fundraising events	**170,972**	**163,472**
Gifts and online sales	**2,998**	**-**
Total	**173,970**	**163,472**

4. Investment income

	2023 £	2022 £
Deposit account interest	**6,342**	**67**

5. Raising donations and legacies

	2023 £	2022 £
Staff costs	**134,203**	**108,343**
Fundraising expenses	**138,169**	**134,537**
Marketing and database costs	**34,916**	**4,701**
	307,288	**247,581**

During the year, we implemented a new fundraising database. Expenditure shown here includes costs for migration, implementation and training.

6. Charitable activities costs

	Direct costs £	Support costs (see note 7) £	Totals £
Expenditure on hospital visits, eventsand art initiatives	**845,475**	**155,017**	**1,000,492**

7. Support costs

	Management £	Finance £	Governance costs £	Totals £
Expenditure on hospital visits, events and art initiatives	**140,486**	**6,551**	**7,980**	**155,017**

Notes to the Financial Statements

For the Year Ended 31 March 2023

8. Net income/(expenditure)

Net income/(expenditure) is stated after charging/(crediting):

	2023 £	2022 £
Auditors' remuneration	**7,980**	**6,500**
Depreciation - owned assets	**825**	**793**
Rent	**61,822**	**15,296**

9. Trustees' remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31 March 2023 nor for the year ended 31 March 2022.

Trustees' expenses

During the year ended 31 March 2023, nil Trustee expenses have been incurred (2022 - £257).

10. Staff costs

	2023 £	2022 £
Wages and salaries	**479,588**	**500,272**
Social security costs	**42,518**	**42,117**
Other pension costs	**10,218**	**10,542**
	532,324	**552,931**

The average monthly number of employees during the year was as follows:

	2023 £	2022 £
Average number of employees	**15**	**20**

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023 £	2022 £
£60,001 - £70,000	**-**	**1**
£80,001 - £90,000	**1**	**-**
	1	**1**

The aggregate remuneration of key management personnel, including Employer's National Insurance and Pension contributions, was £143,018 (2022: £182,534).

Notes to the Financial Statements

For the Year Ended 31 March 2023

11. Comparatives for the statement of financial activities

	Unrestricted funds £ 2022	Restricted funds £ 2022	Total funds £ 2022
Income and endowments from			
Donations and legacies	**823,468**	**173,082**	**996,550**
Other trading activities	**163,472**	**-**	**163,472**
Investment income	**67**	**-**	**67**
Total	**987,007**	**173,082**	**1,160,089**
Expenditure on			
Raising funds	**244,591**	**2,990**	**247,581**
Charitable activities			
Expenditure on hospital visits, events and art initiatives	**774,454**	**125,762**	**900,216**
Total	**1,019,045**	**128,752**	**1,147,797**
Net income/(expenditure)	**(32,038)**	**44,330**	**12,292**
Reconciliation of funds			
Total funds brought forward	**911,269**	**48,360**	**959,629**
Total funds carried forward	**879,231**	**92,690**	**971,921**

12. Tangible fixed assets

	Fixtures and fittings £	Computer equiptment £	Totals £
Cost			
At 1 April 2022	**484**	**3,528**	**4,012**
Additions	**150**	**-**	**150**
At 31 March 2023	**634**	**3,528**	**4,162**
Depreciation			
At 1 April 2022	**94**	**2,238**	**2,332**
Charge for year	**207**	**618**	**825**
At 31 March 2023	**301**	**2,856**	**3,157**
Net book value			
At 31 March 2023	**333**	**672**	**1,005**
At 31 March 2022	**390**	**1,290**	**1,680**

13. Debtors: amounts falling due within one year

	2023 £	2022 £
Trade debtors	103,108	6,367
Other debtors	10,296	45,492
Prepayments and accrued income	75,402	3,298
	188,806	55,157

14. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	43,424	42,234
Social security and other taxes	10,410	11,910
Other creditors	3,703	3,687
Accruals and deferred income	155,180	34,599
	212,717	92,430

15. Movement in funds

	At 1.4.22 £	Net movement in funds £	At 31.3.23 £
Unrestricted funds			
General fund	879,231	(151,675)	727,556
Restricted funds			
Digital Fund	9,026	(9,026)	-
Art Initiatives	19,560	(19,560)	-
iPad Fund	-	5,431	5,431
BBC Children In Need Fund	1,314	(1,314)	-
Entertainment Fund	45,290	(45,290)	-
Digital Manager	7,500	(7,500)	-
Digital Art	10,000	(10,000)	-
Virtual visits	-	25,030	25,030
Sensory provision	-	25,000	25,000
In-person visits	-	41,458	41,458
	92,690	4,229	96,919
Total Funds	971,921	(147,446)	824,475

15. Movement in funds (continued)

Net movement in funds, included in the above are as follows:

	Incoming rescources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**912,051**	**(1,063,726)**	**(151,675)**
Restricted funds			
Digital Fund	**-**	**(9,026)**	**(9,026)**
Art Initiatives	**2,000**	**(21,560)**	**(19,560)**
iPad Fund	**6,790**	**(1,359)**	**5,431**
BBC Children In Need Fund	**-**	**(1,314)**	**(1,314)**
Entertainment Fund	**-**	**(45,290)**	**(45,290)**
Digital Manager	**-**	**(7,500)**	**(7,500)**
Digital Art	**-**	**(10,000)**	**(10,000)**
Events	**2,000**	**(2,000)**	**-**
Virtual visits	**93,827**	**(68,797)**	**25,030**
Sensory provision	**50,000**	**(25,000)**	**25,000**
In-person visits	**60,400**	**(18,942)**	**41,458**
Treat drops and festive celebrations	**11,000**	**(11,000)**	**-**
Virtual and in person visits	**22,266**	**(22,266)**	**-**
	248,283	**(244,054)**	**4,229**
Total Funds	**1,160,334**	**(1,307,780)**	**(147,446)**

15. Movement in funds (continued)

Comparatives for movement in funds

	At 1.4.21	Net movement in funds £	At 31.3.22
Unrestricted funds			
General fund	**611,269**	**(32,038)**	**579,231**
Expansion Fund	**300,000**	**-**	**300,000**
	911,269	**(32,038)**	**879,231**
Restricted funds			
Digital Fund	**-**	**9,026**	**9,026**
Art Initiatives	**6,060**	**13,500**	**19,560**
BBC Children In Need Fund	**-**	**1,313**	**1,313**
Entertainment Fund	**42,300**	**2,991**	**45,291**
Digital Manager	**-**	**7,500**	**7,500**
Digital Art	**-**	**10,000**	**10,000**
	48,360	**44,330**	**92,690**
Total funds	**959,629**	**12,292**	**971,921**

15. Movement in funds (continued)

Comparative net movement in funds, included in the above are as follows:

	Incoming rescources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**987,007**	**(1,019,045)**	**(32,038)**
Restricted funds			
Digital Fund	**37,456**	**(28,430)**	**9,026**
Art Initiatives	**41,000**	**(27,500)**	**13,500**
Halloween/Easter Fund	**895**	**(895)**	**-**
iPad Fund	**5,000**	**(5,000)**	**-**
BBC Children In Need Fund	**29,153**	**(27,840)**	**1,313**
Entertainment Fund	**5,981**	**(2,990)**	**2,991**
Digital Manager	**30,000**	**(22,500)**	**7,500**
Digital Art	**20,000**	**(10,000)**	**10,000**
Coronavirus Job Retention Schem Fund	**3,597**	**(3,597)**	**-**
	173,082	**(128,752)**	**44,330**
Total Funds	**1,160,089**	**(1,147,797)**	**12,292**

15. Movement in funds (continued)

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.21	Net movement in funds £	At 31.3.22
Unrestricted funds			
General fund	**611,269**	**(183,713)**	**427,556**
Expansion Fund	**300,000**	**-**	**300,000**
	911,269	**(183,713)**	**727,556**
Restricted funds			
Art Initiatives	**6,060**	**(6,060)**	**-**
Ipads Fund	**-**	**5,431**	**5,431**
BBC Children In Need Fund	**-**	**(1)**	**(1)**
Entertainment Fund	**42,300**	**(42,299)**	**1**
Virtual visits	**-**	**25,030**	**25,030**
Sensory provision	**-**	**25,000**	**25,000**
In-person visits	**-**	**41,458**	**41,458**
	48,360	**48,559**	**96,919**
Total funds	**959,629**	**(135,154)**	**824,475**

Notes to the Financial Statements

For the Year Ended 31 March 2023

15. Movement in funds (continued)

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming rescources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**1,899,058**	**2,082,771**	**183,713**
Restricted funds			
Digital Fund	**37,456**	**(37,456)**	**-**
Art Initiatives	**43,000**	**(49,060)**	**(6,060)**
Halloween/Easter Fund	**895**	**(895)**	**-**
iPad Fund	**11,790**	**(6,359)**	**5,431**
BBC Children In Need Fund	**29,153**	**(29,154)**	**(1)**
Entertainment Fund	**5,981**	**(48,280)**	**(42,299)**
Digital Manager	**30,000**	**(30,000)**	**-**
Digital Art	**20,000**	**(20,000)**	**-**
Coronavirus Job Retention Schem Fund	**3,597**	**(3,597)**	**-**
Events	**2,000**	**(2,000)**	**-**
Virtual visits	**93,827**	**(68,797)**	**25,030**
Sensory provision	**50,000**	**(25,000)**	**25,000**
In-person visits	**60,400**	**(18,942)**	**41,458**
Treat drops and festive celebrations	**11,000**	**(11,000)**	**-**
Virtual and in person visits	**22,266**	**(22,266)**	**-**
	421,365	**(372,806)**	**48,559**
	2,320,423	**(2,455,577)**	**135,154**

16. Related party disclosures

During the year the charity received donations of £17,614 from the Trustees of the charity (2022: £41,287).

During the year, the charity received donations of £49,850 (2022: £5,600) from a company with a common director.

During the year, the charity received donations of £nil from Trusts (2022: £10,000), where the beneficiaries of the Trust are also Trustees of the charity

During the year, the charity incurred rental fees of nil (2022: £5,000) to Romandus Properties Limited, a company with a common director.



Detailed Statement of Financial Activities

For the Year Ended 31 March 2023

INCOME AND ENDOWMENTS

	2023 £	2022 £
Donations and legacies		
Gifts	**56,902**	**45,975**
Donations	**674,337**	**787,370**
Grants	**248,783**	**163,205**
	980,022	**996,550**
Other trading activities		
Fundraising events	**170,972**	**163,472**
Gifts and online sales	**2,998**	**-**
	173,970	**163,472**
Investment income		
Deposit account interest	**6,342**	**67**
Total incoming resources	**1,160,334**	**1,160,089**

EXPENDITURE

	2023 £	2022 £
Raising donations and legacies		
Wages	**121,725**	**99,930**
Social security	**10,256**	**8,413**
Pensions	**2,222**	**-**
Fundraising expenses	**138,169**	**134,537**
Marketing and database costs	**34,916**	**4,701**
	307,288	**247,581**
Charitable activities		
Wages	**341,409**	**385,782**
Social security	**35,570**	**32,478**
Pensions	**7,749**	**-**
Advertising	**23,643**	**-**
Database costs	**107**	**28,430**
Hospital entertainment for sick children	**204,037**	**304,415**
Art initiatives	**1,714**	**13,508**
IPADS	**1,359**	**5,000**
Halloween/Easter	**1,064**	**-**
Carried forward	**616,652**	**769,613**

Detailed Statement of Financial Activities

For the Year Ended 31 March 2023

	2023 £	2022 £
Charitable activities		
Brought forward	**616,652**	**769,613**
Miscellaneous costs	**26,781**	**-**
After School Clubs	**7,408**	**-**
Family Outings	**19,394**	**-**
Summer party	**12,845**	**-**
Zoom costs	**91,293**	**-**
Playing cards	**5,066**	**-**
Hamper costs	**2,520**	**-**
Training costs	**6,614**	**-**
Gifts in kind given	**56,902**	**-**
	845,475	**769,613**
Finance		
Telephone	**1,337**	**-**
Postage and stationery	**5,214**	**-**
	6,551	**-**
Governance costs		
Auditors' remuneration	**7,980**	**6,500**
Total resources expended	**1,307,780**	**1,147,797**
Net (expenditure)/income	**(147,446)**	**12,292**

This page does not form part of the statutory financial statements

	2023 £	2022 £
Support costs		
Management		
Wages	**16,454**	**14,560**
Social security	**(3,308)**	**1,226**
Pensions	**247**	**10,542**
Rent	**61,822**	**15,296**
Rates	**-**	**672**
Insurance	**2,481**	**2,363**
Office costs	**(1,255)**	**12,473**
Computer and phone costs	**10,697**	**8,486**
Stationery	**-**	**2,838**
Sundries	**7,684**	**-**
Consultancy	**-**	**6,943**
Bank charges	**2,048**	**799**
Professional fees	**42,167**	**44,722**
Training costs	**624**	**2,390**
Depn of fixtures and fittings	**207**	**793**
Computer equipment	**618**	**-**
	140,486	**124,103**

This page does not form part of the statutory financial statements

“

What Spread a Smile does is truly wonderful and I can’t thank them enough for helping my daughter to find happiness amongst the pain.

Spread a Smile, Uncommon, 25 Horsell Road, London N5 1XL

020 7482 5191 • info@spreadasmile.org • spreadasmile.org •

Spread a Smile is a company limited by guarantee registered in England and Wales under Company No: 08443236
Registered Office: 153-155 London Road, Hemel Hempstead Hertfordshire HP3 9SQ • Registered as a Charity No: 1152205

Photo Credits
Suzan Moore, James Mason Photography and Paul Meyler

SPREAD A SMILE

England & Wales - Charity number 1152205

Accounts

ANNUAL REPORT
2021/22





‘Spread a Smile are incredible at responding quickly to requests to book virtual visits for our patients. You are an invaluable resource to us at the Brompton. Our long term patients always request to have another Spread a Smile session when they are admitted for treatment - it’s one of the first things they ask for!’

- Romilly Cuthbert, Senior Play Specialist, Royal Brompton Hospital

‘I just wanted to say a huge THANK YOU to you and the team for everything you do for Elsa. You do not realise how you have helped her on her hardest days, not only with her medical issues but with her mental issues too. I feel as a family we can never repay you all enough for the kindness you have shown her. Thank you again from the bottom of my heart.’

- Parent

Trustees

Josephine Segal

Vanessa Crocker

Richard Segal

Paul Godfrey, Chair

Paul Crocker

Louise Jacobs

Elizabeth Gould

Fiona Hikmet
(appointed 9 March 2022)

Andrew Bloom
(appointed 31 July 2022)

Independent Auditors
BKL Audit LLP, 35 Ballards Lane, London N3 1XW

Registered Office
35 Ballards Lane, London N3 1XW

Principal Office
Uncommon, 25 Horsell Road, London N5 1XL

Bankers
Natwest, 1 Abbey Road, London NW10 7YQ
HSBC, 12 Hampstead High Street, London NW3 1PY

Registered Company Number
08443236

Registered Charity Number
1152205

A MESSAGE OF THANKS FROM OUR CO-FOUNDERS

As we approach the tenth year since the founding of Spread a Smile, we remain humbled by and proud of the many families we support each year. We are privileged to bring joy to each and every family member, whether in hospital, at home, in a hospice or virtually. Thank you, from us both, to you all.

The challenges of COVID-19 continued over this last year and as always Spread a Smile responded with vigour to our changing world. Despite not always being able to come together in-person, we still developed relationships and connected with thousands of children, siblings and parents. Thank goodness for Zoom!

We were so thrilled to be able to start on the road back to face-to-face activity and loved welcoming our young guests to events such as the summertime Teddy Bear's Picnic, the much-anticipated families outing to see The Lion King and our Brigit's Bakery Afternoon Tea on a London Bus. We know just how meaningful it is for our families to come together, to forget about the daily pressures of hospitals and treatment plans and to feel moments of true joy.

The year to come, we hope, promises a continued expansion of our hybrid way of working, offering both in-person and virtual visits and events. Thank you to everyone who has enabled Spread a Smile to make such a difference over the past year, particularly our dedicated and hard-working team, our valued supporters and fundraisers, our Trustees, our NHS hospital partners both old and new, our entertainers and our volunteers. We are beyond proud of how, with warmth and love, we continue to bring light and magic across the UK.



Josephine Segal
Co-Founder

Vanessa Crocker
Co-Founder

100% of parents said that our interactions create positive memories

98% of parents said that Spread a Smile takes the time to understand individual needs

100%

of medical professionals said that Spread a Smile understands their needs as a healthcare professional

A MESSAGE FROM OUR CHIEF EXECUTIVE AND CHAIR OF TRUSTEES

Welcome to our 2021-22 Annual Report, in which we highlight our achievements and impacts from the past year and look to the coming year with confidence.

The Spread a Smile team has worked with extraordinary commitment to ensure that we continue to support young people and their families, despite the pressures of the pandemic. We are proud that, rather than cutting our outputs, we have grown in so many ways, retaining our unique personal touch and the relationships we build with each family we support. We now enjoy more partnerships with NHS hospitals across the country than ever before, as part of our strategic vision of fostering 56 such relationships by 2024. We are on target to hit our goal and to become a truly national charity.

Our 36-hour fundraising campaign in March was our most successful to date; nearly 3,000 amazing supporters allowed us to beat our stretch target. The funds raised will help us to spread more smiles.

As we look to the coming year, we are excited to enter a new phase of growth and development, as we strive to deliver our new strategy of 'hybrid' work: Spreading Smiles Across the UK. In the early days of the pandemic, we anticipated that our virtual activity would be temporary, as we had considered that face-to-face connections with children were the most powerful. We were, however, delighted by both the positive reception we received from our virtual visits and events and by the demand from hospitals and hospices across the country to access our work. As a result and following an internal review, we have designed a long-term strategy which allows us to operate both virtually and in-person for the foreseeable future, in a way where each element complements the other. We are excited to be able to spread smiles to children wherever they may be in the country through an expanded virtual programme, whilst continuing to bring our entertainers to hospitals for face-to-face bedside visits.

We know that this strategy of virtual and in-person delivery will be costly to deliver and our challenge for the coming year is to increase our fundraising income, through both building new relationships and nurturing those with our current supporters. We are excited to build new, sustainable income streams and engage our donors closely in our work.

We are grateful to everyone who has supported our work and enabled our growth.
Thank you.



Lucy Jackson
CEO



Paul Godfrey
Chair of Trustees

95%

of parents agreed that our visits help to boost confidence and self-esteem

WHAT WE DO

Bring smiles to the faces of seriously ill & hospitalised children through in-person & virtual visits, both as individuals & in groups, through our therapeutic entertainment programme

Engage and entertain the whole family through joyful trips, activities & parties

Bring creativity & colour to a young person through participation in art activities & the enjoyment of child-focused artworks in hospitals

'We have had Spread a Smile virtual visits for six months now and my disabled daughter loves the sessions. They have allowed her to enjoy her love of music in a unique way, encouraged her to express her personality and use all her communication skills (she is non-verbal) to develop such lovely relationships with the session leaders. It has made a huge difference to her quality of life.'

- Parent

'I have seen the Spread a Smile team interact with my child when he was so ill that he lost all interest in play, but they managed to re-engage the magic.'

- Parent

'My daughter has some very low days where she does not have many friends so to see her beaming smile whilst she is with you melts my heart.'

- Parent



OUR STRATEGY

COLLABORATE

To deliver our services in 56 NHS hospitals & hospices by 2024, in collaboration with play teams, doctors and nursing staff

LEAD

To become a leading voice in hospital play and entertainment

CELEBRATE

To recognise and celebrate our team's extraordinary commitment to the families we support

BUILD

To continue to build relationships with each and every family we support by understanding their child's unique situation and needs

MEASURE

To measure, evaluate and evolve our work and strive to be efficient and effective



OUR YEAR IN NUMBERS

VISITS

2,678
virtual visits

200,081
minutes of contact time with patients and their families

1,168
siblings seen

ART

49
After School Art Club sessions hosted

348
pieces of art created

SMILE TV

3,569
views of Smile TV

TREATS DELIVERED

11,650
treats delivered

3,500
Christmas gifts delivered to children in hospital

2,000
blankets distributed

HOSPITAL PARTNERS

21 NHS hospital partners

10 new NHS hospital partners

1 new hospice partner

By the end of the year, we were supporting patients and their families in 21 NHS hospitals and 2 hospices...

Great Ormond Street Hospital,
University College Hospital,
The Royal London Hospital,
St Mary's Hospital,
The Evelina Children's Hospital,
The Royal National Orthopaedic Hospital,
King's College Hospital,
The Royal Brompton Hospital,
St George's Hospital,
The Royal Marsden Hospital,
Northwick Park Hospital,
Whittington Hospital,
Chelsea and Westminster Hospital,
North Middlesex University Hospital,
Southampton Children's Hospital,
Nottingham Children's Hospital,
Leicester Children's Hospital,
Bristol Royal Hospital for Children,
Addenbrooke's Children's Hospital Cambridge,
Christie Hospital, Manchester,
Wrexham Maelor Hospital, Wales,
Noah's Ark Children's Hospice,
Demelza Hospice,



OUR YEAR IN IMPACTS

Some of our highlights from the last year

March 2022

Partnered with Character World to gift 2,000 blankets to children in hospital across the UK.

‘ Character World is proud to support such an important and inspirational organisation.’ - Danny Schweiger, Character World Joint Managing Director



December 2021

Leading art suppliers Derwent supported our festive art activities, donating pencil sets to all of our young participants.

‘ We are delighted and proud to support such a worthy charity.’ - Charlotte Watson, Global Brand Manager, Derwent

November 2021

Started to visit and entertain children at the Christie Hospital, Manchester.

Launched an exciting new partnership with Riding House Cafes, kicking off our new collaboration with a special afternoon tea at The Riding House Café in Fitzrovia.

Our partner Brigit’s Bakery helped us to deliver a magical day on their Peppa Pig Afternoon Tea Bus, for 30 children and their families.

‘ Credit to Brigit’s Bakery and Spread a Smile. Helping to create fun and precious memories to cherish forever. We had an amazing time, thank you so much.’ - Parent



February 2022

Launched a new partnership with Demelza House Children’s Hospice.

‘ Since Spread a Smile started visiting, it feels as though we all have our sparkle back.’ - Bethany Harris, Senior Healthcare Assistant at Demelza Hospice

Welcomed Chelsea and Westminster Hospital to the Spread a Smile family.

‘ We’ve seen the youngest patients light up through song and dance, whilst older patients (and their families!) are left puzzling over amazing magic! Each visit from Spread a Smile brightens a day and helps improve a young person’s hospital experience.’ - Abigail Balkitis, Arts Officer at CW+

Our biggest Christmas to date: thanks to our extraordinary supporters, 3,500 children in hospital received a Christmas gift, 1,000 chocolate treats were enjoyed, 425 children in outpatient care received a Smile Hamper and 400 children met Santa in our virtual Christmas Grotto. Particular thanks to Hasbro, Spin Master, Cheatwell Games, Alligator Books, The Paper Box, Hunter Price, Character Options, Staedtler, Aurora World, OTL Technologies, Playmonster, Acamar Films, Swizzels, Playmobil, Grant & Bowman, Derwent, LUSH, SEGA Europe and Mattel, Moonpig, Hain Daniels, BlackRock, ICBC Standard Bank, Masthaven Bank, Blink and Tulchan Communications LLP.



October 2021

With the support of Disney, Lola’s Cupcakes and the team and cast of The Lion King, the Lyceum Theatre hosted a group of families for a wonderful reception and performance.

Announced a new partnership with Leicester Children’s Hospital.

‘ We are so grateful to Spread a Smile for the wonderful work that they do – it has made our job so much easier!’ - Sally Shepherd, Leicester Children’s Hospital Play Coordinator

Started our support for children at North Middlesex Hospital.

September 2021

Launched our partnership with Northwick Park Hospital.

‘ The Spread a Smile team has been invaluable already. We’ve been truly blown away by their amazing input, thought and care’ - Miriam Sager, Paediatric Oncology Clinical Nurse Specialist

Initiated a partnership with Micro Scooters UK. Young patients on the Oncology ward at UCLH were the first to benefit, with children scooting into the radiotherapy room.

‘ We are in awe of the team at Spread a Smile and are delighted we can help them achieve their ambitions in any way we can.’ - Ben Gibson, Managing Director at Micro Scooters UK





August 2021

Began to spread smiles to children and teenagers under the care of our new NHS partner, Nottingham Children’s Hospital, with a weekly magic session, treats and regular virtual activities.

‘ The work they have done to get all of their virtual sessions up and running has been incredible. It is such a great achievement seeing how they are still able to bring children of all ages so much joy through a screen.’ - Jamie-Lee Phillipson, Play Specialist Team Lead, Nottingham Children’s hospital

July 2021

Started to support young patients at Bristol Royal Hospital for Children.

Held our renowned Teddy Bears’ Picnic in Coram’s Fields - our first face-to-face event of the year, with support from Hartley’s, Morrisons Camden, KP Snacks, Metcalfe’s Snacks, Marine Ices and Bregal Milestone.

‘ This was the first party my son Jacob had ever been to and he absolutely loved the bubbles!’ - Parent

Launched a partnership with Rosie Fortescue’s luxury jewellery brand; her beautiful rainbow bracelets were soon sold out, raising funds for our work.

‘ I chose to donate 100% of the profits of this bracelet to Spread a Smile because they are the most fantastic charity that truly makes the lives of children and their families better at the most difficult times.’ - Rosie Fortescue

Marked National Ice Cream Day with our partners Wall’s and Marine Ices, delivering ice creams to every child in our network of NHS hospitals in London and further afield.

Nominated as the official Charity Partner for Blink, the world’s first enterprise app designed exclusively for frontline workers.

‘ We cannot think of a more worthy charity to be associated with.’ - Barry McDonagh, COO of Blink

Launched our partnership with Addenbrooke’s Hospital in Cambridge.



June 2021

Partnered with Gold Key Media, Immediate Media, Topps, Kelsey Media and Metcalfe’s to bring the excitement of Euro 2020 to young people in hospital, delivering 750 football-themed activity packs with magazines, trading cards, games and popcorn.

May 2021

Ran entertaining sessions for all ages over half-term, including a Festival Make-Up session with thanks to Go Get Glitter and Lottie London, a virtual workshop of the Terrible Tudors performance with thanks to the Birmingham Stage Company and virtual character visits from PAW Patrol and Paddington with thanks to Rainbow Productions.

Welcomed Southampton Children's Hospital to our growing list of partner hospitals.

> The group sessions have been fantastic for the interaction between the children and it's been lovely to see. We feel incredibly lucky to have them.' - Claire Pickett, Play Specialist, Southampton Children's Hospital

Fashion brand Wyse London teamed up with us to launch their new Spread a Smile t-shirt; all profits went directly to funding our work.

> I wanted to design a spirit-lifting t-shirt so I used our signature Wyse sparkle and colour to make it as joyful as possible. I hope it puts a smile on the face of whoever wears it.' - Marielle Wyse, Founder

Started to spread smiles to young patients at the Whittington Hospital in London.

> The recent delivery of strawberry balloons went down a treat. The children passed through the corridors and tears naturally turned into smiles. It is so lovely to have such an amazing charity by our side, working with us to support our patients and their families.' - Sonal Patel, Clinical Nurse Specialist for Haematology and Oncology, Whittington Hospital



Announced our partnership with Opticore IT, which included sponsorship of our golf day in October, a gaming marathon, volunteering and participation in the virtual London Marathon.

> Everyone at Opticore cannot wait to help add a little more magic to these children and young people.' - Neil Taylor, Co-Founder and Managing Director of Opticore

Kicked off a new two-year partnership with Hartley's, with on-pack promotions, donations and amazing jelly-related activities in hospitals!

> It's brilliant that Hartley's can use its national presence to take Spread a Smile into hundreds of stores and millions of households. We look forward to growing both our corporate and brand partnerships over time.' - David Atkinson, Managing Director at Hain Daniels.

With thanks to our partner Bregal Milestone, we distributed over 40 iPads to our network of NHS hospital partners, to distract and entertain children during extended hospital stays and treatment.

> We hope these tablets will allow children in hospital to stay connected to their loved ones, to enjoy Spread a Smile's entertainment and to feel much love and companionship from friends, family and Spread a Smile.' - Jan Bruennler, Philippe Lautenberg and Cyrus Shey, Managing Partners at Bregal Milestone





April 2021

Marked our 8th birthday in partnership with Lola's Cupcakes, hosting cake-decorating workshops at Great Ormond Street Hospital and UCLH.

London-based IT support and consultancy WWCS chose Spread a Smile as its charity partner, working with us on joint projects and fundraising plans, including a 24-hour gaming marathon and skydive.

> Spread a Smile brings happiness, laughter and a welcome distraction to children and their families in hospital. The staff at WWCS voted unanimously and we are proud to partner with Spread a Smile.' - Marc Lester, CEO at WWCS

Shared the joy of Easter with numerous activity sessions and by delivering over 1,000 chocolate eggs to children in hospital, with the support of Hain Daniels Group, ICBC Standard Bank London, Morrisons Camden, Sainsbury's Camden and Tesco.

> Our daughter is in and out of GOSH for the next month and has another operation coming up so we are laying low, that means other than going for long walks we have been very boring. Thank you for making today more exciting for the children, they loved it!' - Parent

OUR YEAR IN STORIES

ELLIE WALKER - SPREAD A SMILE VISIT MANAGER

'An entertainer and I recently went for a very special visit to see a little girl whose dream was to meet Spiderman. We were told she was unable to speak or move and that we therefore might not get any response from her. I was dressed as Elsa from Frozen; her mum put my hair into a long plait so I looked the part. I cannot describe to you the change in her face when Spiderman and I walked into her room: her whole face lit up and she gave us the most beautiful smile. I started singing 'Let it Go' and to everyone's amusement she lifted her hand up ever so slightly to signal to me to stop singing, she only wanted to talk to Spiderman! The whole room, me, Spiderman, Mum, Uncle and nurses were all laughing and the smile on her face is something I will never forget.

'It is so lovely to meet new patients, get to know them and see them grow in confidence. We do a lot of sessions over Zoom since the pandemic and they work really well in getting to know the patient and for them to get to know us.

'I also recently met a patient in his early teens who was interested in singing. He didn't want to sing with us, so the entertainer just chatted to him for the whole session! By the end of the session he had got the confidence to sing us one of his favourite songs, it was such a privilege to listen to him and see the joy in his face that he was able to sing to us.'

- Ellie Walker, Visit Manager and Entertainer

'The smile on her face is something I will never forget.'





ADITI'S STORY

'Age five, Aditi was diagnosed with Nephrotic Syndrome and Renal Failure. She requires dialysis in hospital three times a week.

Her whole family's life, including that of her older brother, Aditya, turned in a different direction when Aditi was first diagnosed. There is little opportunity to make plans with friends or to see family due to the amount of hospital visits Aditi requires for dialysis and she is only able to attend school for two hours a day on non-dialysis days.

'Spread a Smile has become part of the daily fabric of our lives'

We first met Aditi and her family at Great Ormond Street Hospital in 2020 and have been supporting her with one-to-one virtual visits ever since. Aditi's father, Uday, said Spread a Smile has become "part of the daily fabric of our lives".

Our singing sessions have been a significant part of Aditi's hospital experience. Being able to provide some fun and creative activities while she was undergoing treatment and isolation brought joy and variety into the family's life, especially as she is unable to properly experience school. It also helped take away from the anxiety and terrible boredom and monotony which comes with a hospital stay.

Uday says our Terrible Thames boat tour was one of their most cherished memories. He remembered Aditi and her mum, Divya, spending days leading up to the trip picking out clothes and hair accessories! Taking the family to the Theatre Royal to see The Tiger Who Came to Tea was also special, as they were able to have a whole family day out, including Adithya.

While they weren't able to attend our summer party, due to it clashing with one of Aditi's procedures, we delivered a teddy bear to Aditi in hospital, which Uday says made her feel special and loved.

OUR YEAR IN VISITS

Entertainer visits are at the core of our work. Our team of professional entertainers includes magicians, musicians, fairies and artists; their visits offer much-needed distraction, moments of joy and a chance for young patients to escape from the day-to-day pressures and be children again. An interaction with an entertainer, or one of our therapy dogs, can provide a chance to smile even on the most difficult of days.

Responding to the continuing challenges of COVID, we grew our 'hybrid' (in-person plus virtual) programme - Spreading Smiles Across the UK - and delivered an extraordinary 2,678 virtual visits. We were frequently told by parents that these visits were the highlight of their child's week. Group visits brought opportunities to socialise with other young children on the ward, as well as family and friends. One-to-one visits allowed children to become immersed in another world, where the entertainer could respond to wishes and requests and bring laughter where it may have been in short supply.

We also gradually began to increase our visits in hospital and hospice settings again. We worked closely with NHS hospital play teams to provide the best possible direct support to young patients and their families. By the end of the year, we had delivered 865 in-person visits.

We were proud to continue to create and share bespoke content through Smile TV, our secure platform delivered by Kaltura, featuring pre-recorded magic shows, sing-a-longs, storytelling, art tutorials, messages of support and celebrity interviews. Through this platform, we were able to create, curate, edit and share a total of over 150 entertainer videos and were thrilled to welcome CBeebies presenters Andy Day (Andy's Dinosaur Adventures) and Mr Maker.

'Having a singer sing nursery rhymes at her bedside filled us with joy, as it just felt like some normality amongst all of the chaos and heartbreak.'

- Parent

'The Spread a Smile hospital visits transport children from a world of sadness into a world of magical fun, where children can be just that - children. Laughing, smiling and beaming with excitement. I will be eternally grateful to Spread a Smile for the happiness and belly-aching laughs they gave my son. I will carry those moments of utter joy with me forever.'

- Parent



WE ALSO DELIVERED

20

Virtual Activity Days, providing full days of entertainment for 195 children during the school holidays

'Your warmth brings energy where there is very little. To see our girl smile when dealing with pain and long hospital stays has and will continue to make our stays and challenges more bearable.'

- Parent

60

Virtual Smile Parties, giving children in hospital an amazing celebration to share with their friends and family

3,569

views of Smile TV, with videos from singing to magic shows, religious festivals to animals



It costs us...

£37

to deliver one in-person bedside visit and...

£179

to deliver one virtual visit to one child or a group of children

OUR YEAR IN STORIES

Luke's Story

In 2015, at nearly two years-old, Luke was diagnosed with leukaemia. He subsequently had a bone marrow transplant, donated by his sister Lauren and went into a two-year remission.

Luke relapsed two years later and he met Spread a Smile during his radiotherapy treatment at UCLH, when he was visited by Donny the Therapy dog as part of our pet therapy programme, which helps to reduce anxieties in children. Soon we were visiting Luke and Lauren every week, with a range of activities from pet therapy to magic shows. During his weekly radiotherapy, visits from Mr Magic would put Luke at ease, distracting him from his treatment; soon, rather than dreading his hospital visits, Luke was excited to see which entertainer from Spread a Smile would be there.

With the next stage of his treatment taking place at Great Ormond Street Hospital, Luke's mother Julia said Spread a Smile's 'weekly visits to GOSH would lift Luke immensely'. They helped him to reclaim his childhood from the illness. Seeing Luke laugh with Mr Magic took some of the pressure off his parents and carers by bringing smiles and laughter during his hospital stays and helping to create positive memories and rare moments of joy.

After relapsing again in 2019, Luke sadly passed away at the age of just five.

Since then, Lauren has been part of the siblings group at Noah's Ark Children's Hospice, which Spread a Smile supports. She has also enjoyed weekly virtual one-to-one singing lessons with our wonderful entertainer, Kirsten. Both these strands have helped to boost Lauren's confidence and remind her of how much fun she had with Luke and the Spread a Smile entertainers.

91%

of medical professionals said that the services Spread a Smile provides help to make their job easier





'This year has seen more innovative virtual working, as well as a gradual re-introduction to in-person visits at some of our partner hospitals in London, such as UCLH, St Mary's, King's College Hospital and the Whittington. Our team of 77 entertainers continued to expand: we now offer new ways to spread smiles to children and young people in hospital, such as singing and piano lessons, make-up tutorials, aromatherapy and mindfulness for parents and teens, virtual quizzes and games.

'Our incredible team of talented professionals allows us to work with patients, families and hospital teams in a bespoke manner, being sensitive to individual needs rather than providing a 'one-size-fits-all' approach. As a result, Spread a Smile is one of the first ports of call to provide support at short notice for a child or young person who is struggling in hospital, needing a pick-me-up or regular ongoing input. Hospital teams know they can rely on us to provide support in a timely and sensitive manner that is appropriate to the child or young person's needs and abilities.'

- Laura Walter, Director of Services

OUR YEAR IN EVENTS

In addition to visits, a core part of Spread a Smile's work is our events and activities programme. Families tell us that joining together with others going through similar experiences can be immensely reassuring and joyful, against a background that can include huge stresses, major life upheavals, challenges for siblings and financial pressures.

We love seeing the joy on the faces of children and their families at our special events and we were delighted over the year to slowly reintroduce more in-person events, in addition to our virtual activities. We were particularly proud of our family outings to see The Lion King and Six, tea at the Riding House Café for patients being treated at UCLH and our Christmas activities across the country. Guests loved joining us for our Teddy Bear's Picnic in Coram's Fields, to which we welcomed 25 families, some of whom hadn't left the hospital in over two years.

63

children and young people plus their siblings joined us at our in-person events

'When our daughter was stable, we were fortunate to enjoy a trip to see Peppa Pig Live in the West End which she absolutely loved. It was a very personal experience and for me it was a joy to see her smiling and laughing again. We still talk about that day and how special we felt.'

- Parent

50+

children joined us for cake-decorating workshops for Spread a Smile's birthday, in partnership with 4 NHS hospitals



SEASON'S GREETINGS!

3,500+

children in hospital received wonderful age-appropriate gifts over the Christmas period - an increase of 2,050 from the previous year

Our Spread a Smile Choir, made up of patients, siblings, friends and relatives performed in Doorstep Carols outside GOSH, as part of a national initiative to bring people together through song and reduce feelings of isolation

264

children and 63 siblings visited our virtual Santa's Grotto over 149 different sessions, meeting Father Christmas and his magical elves, our magicians and singers

'Just wanted to let you know how amazing the Santa's Grotto has been; Santa and his fairy will be exhausted! It has brought a lump to my throat to see the interaction of the children, some of whom haven't spoken for days. Their eyes have lit up and you really have made them (and all of us) smile! All the staff have said how the elf, Santa, the fairy and Judge and all the helpers have personalised each session to the needs of the child, it is simply amazing that you do this in such a unique way. Thank you so much to every one of you who have made the biggest difference to our patients and their families not just today but throughout this year – you are truly amazing.'

- Sally Shepherd, UHL Play Team at Leicester Children's Hospital

400+

children and siblings, received a Smile Hamper at home

OUR YEAR IN ART

We know that art and creativity are fundamental to children's development and mental health. Since 2019, we have expanded and honed our Art programme, working with a team of talented artists and we are proud of what we delivered this year.

During the year, we created 79 personalised Radiotherapy Masks for children and teenagers undergoing treatment for brain, head and neck cancer at UCLH and The Royal Marsden. Painted masks have been shown to make the process less frightening and help children better manage their treatment.

In December, UCLH opened its Proton Beam Therapy Centre. Proton Beam targets tumours precisely while reducing the long-term side effects of treatment. Building on our partnership with UCLH, our Head of Art, Marina Constantinou, (pictured below) was invited into the Centre to paint her first trial mask for a young person embarking on this therapy.

We know that works of art bring a sense of calm and comfort to patients, families and staff. As part of our Enriching Spaces initiative, our team decorated hospital wards, treatment rooms, playrooms and communal spaces with uplifting murals and artworks. Based on feedback from hospital partners, we continued to paint Bespoke Window Art in wards to celebrate special occasions and cultural festivals as well as artworks painted specially for individual children to decorate their hospital spaces. During the year, 348 pieces of art were created to spread smiles in hospitals to young people and those caring for them.

48

Virtual After School Art Club sessions, each attended weekly during term-time by an average of 9 children



'I wanted to thank you all so much! Layla absolutely loved all the workshops!! I was apprehensive, as well as her medical diagnosis she also has Autism and ADHD and so struggles not to shout out or keep engaged but the 'presenters' were amazing!!! They didn't care about the noise and shouting and took it in their stride. So thank you. Thank you for the arts and crafts bits too. I love the cotton bud idea as Layla struggles with fine motor skills so that's such a great tool to know.'

- Parent

'She loved the last art session, I'm glad she plucked up the courage to share her work!'

- Parent

'We are proud to now be working with UCLH to support their patients going through proton beam therapy treatment, helping to reduce their anxieties and make a very clinical environment more child friendly.'

- Laura Walter, Director of Services

'We honed and built our art initiatives, with personalised radiotherapy masks, uplifting window art for hospitals and inspiring art workshops.'

- Marina Constantinou, Head of Art

613

Engaging, upbeat Virtual Art Workshops for children to enjoy in their beds or in communal play areas, with each child receiving an art pack in advance.

'I have seen children express their feelings, fears and hopes through art in a way they never could with words. Watching these young people, many of whom are going through the toughest times, utterly distracted from their treatment and hospital environment is a total joy. I'm so grateful to everyone who has enabled us to grow our Art initiatives over this year: thank you.'

- Marina Constantinou, Head of Art

OUR YEAR OF FEELING PROUD

We asked our staff, volunteers, partners and supporters what has made them most proud about Spread a Smile during the year and this is what they told us...

'We're working with an amazing 21 NHS hospital partners, which is a huge increase from a few years ago and is testament to the close relationships we build with each and every one.'

- Jasmin Minjoot, Operations Manager

'It is such a privilege to support Spread a Smile. The Canary Wharf Contractors Fund have loved building a relationship with the team there over the last few years and we always jump at an opportunity to support and attend their brilliant events. Their work supporting seriously ill children and their families speaks for itself, and it's a no brainer for colleagues and our supply chain to engage in our partnership with them.'

- Alec Vallintine, Chairman, Canary Wharf Contractors Fund

'I was really proud of the work that went on behind the scenes to make the hospital drops possible. A real highlight for me was seeing the Valentine's Day balloons arrive in the office to be distributed, imagining the magical smiles they would bring to children.'

- Simone Herman, Executive Assistant



'One of the many things that amazes me about our work this past year is the impact we have on everyone in the child's room: Siblings, Parents/Carers and Grandparents see their family member smile and brighten up. I am very grateful I get to play a small part in that.'

- Daniel Brisco, Magician

'We established three expert groups to advise on our work and help us to grow, each chaired by a passionate supporter of our work: a Business Committee chaired by Rob Threadgold, a Communications Committee chaired by Phil Caplin and a Medical Committee chaired by Sanjiv Patel.'

- Lucy Jackson, Chief Executive

'I was so proud of our Christmas activity. 450 children across the country received a personalised Christmas Hamper - twice as many as the year before.'

- Natalie Donaldson, Head of Family Events

'I was so proud of our Comedy Night in December; Suzi Ruffell brought together an incredible group of comics, who spread much laughter among our audience of 400 guests and raised over £14,000 in the process.'

- Rosie Perkins, Fundraising & Events Officer

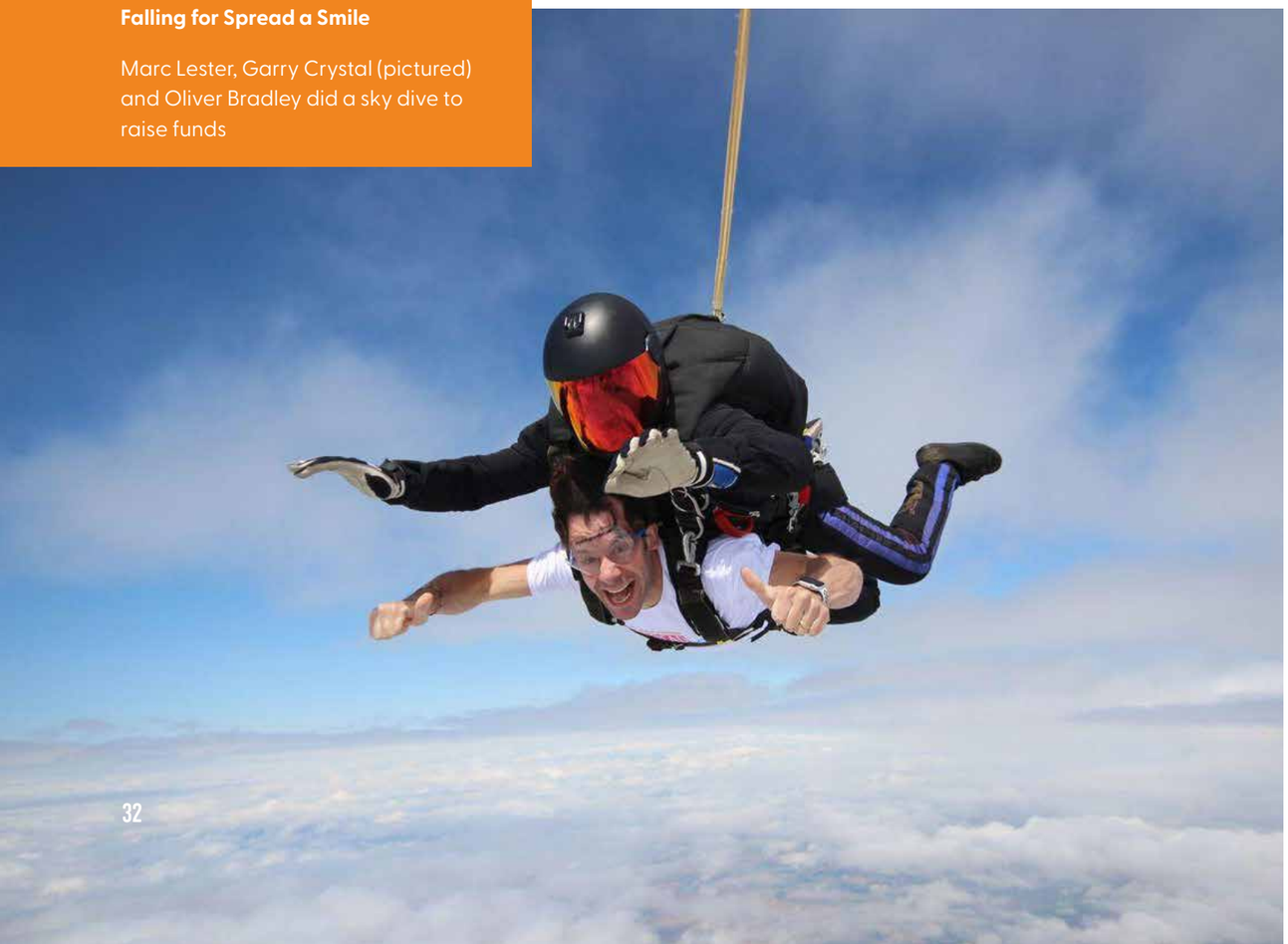
OUR YEAR IN FUNDRAISING

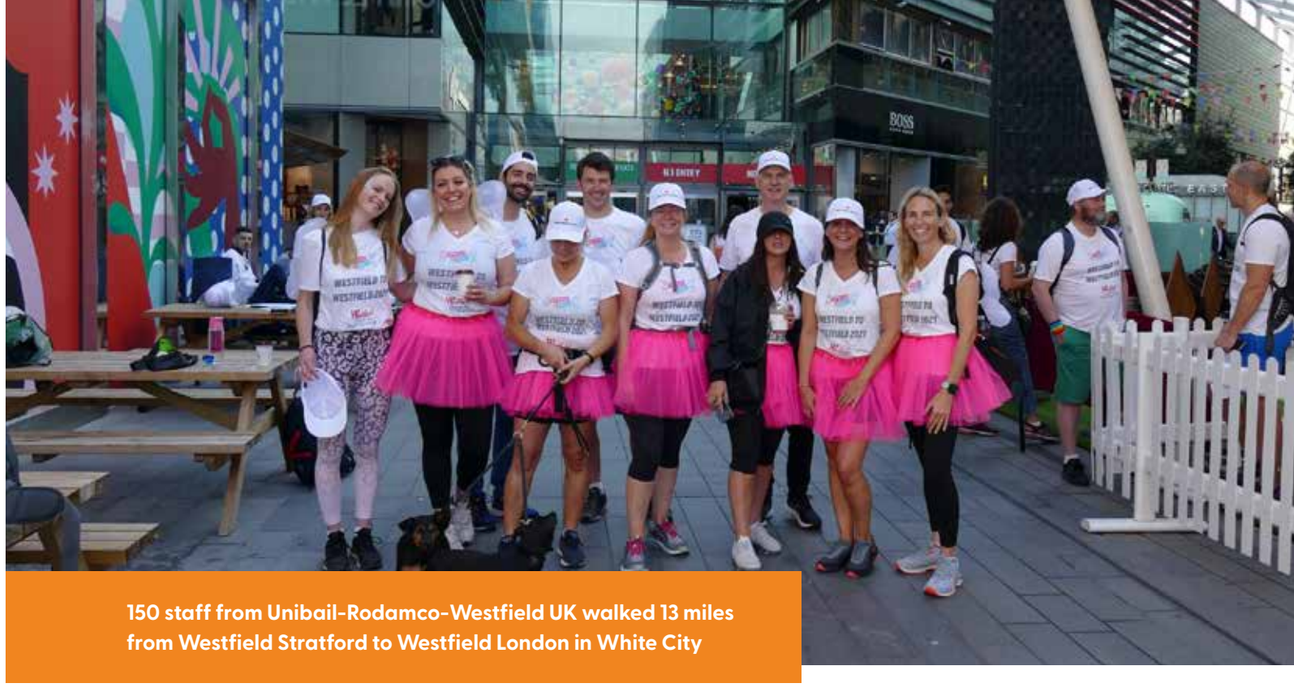
Against a background of uncertainty in fundraising for so many charities, we couldn't be more grateful to each person and organisation that supported our work. Thanks to their combined commitment to bring joy to seriously unwell children and their families, we raised an incredible £1,160,089 during 2021-22 (2020/21 £1,181,335).

Over the year, knowing that our income and events programme would continue to be impacted by the pandemic, we continued to work hard to strengthen relationships with supporters across all income streams, keeping them informed of our work and their role in enabling it.

Falling for Spread a Smile

Marc Lester, Garry Crystal (pictured) and Oliver Bradley did a sky dive to raise funds





150 staff from Unibail-Rodamco-Westfield UK walked 13 miles from Westfield Stratford to Westfield London in White City

In March, we held our most successful crowdfunding campaign to date. Over a high-octane 36 hours, thousands of supporters donated to our online appeal, with every donation doubled through the generosity of our matchers.

Crowdfunding Campign

Thank you to the 2,890 supporters who donated

The 35 matchers who helped us to double our fundraising total

The 140 Champions who encouraged friends and family to donate

The extraordinary children and families who shared their Spread a Smile stories to encourage support for the campaign



OUR YEAR IN FUNDRAISING

As ever, donations from charitable trusts and our corporate partners played a huge part in our fundraising success; we are hugely grateful to the extraordinary contribution from each and every organisation. In particular, gifts in these income streams allowed us to continue to grow our virtual work, supporting children across the country with visits, workshops and an expanded programme of activity.

Gifts in Kind were gratefully received by thousands of young people and included sweet treats, books and magazines, blankets and toys.

We wish to offer particular acknowledgement to those who gave us unrestricted and core cost funding, providing security and flexibility for growth and development.

Without the generosity and passion of all of our supporters, Spread a Smile would just not be able to ensure that so many children can be supported during their most challenging times. Thank you for making a lasting difference.

We would also like to thank all of the friends of Spread a Smile who attended our fundraising events, as well as the event sponsors:

48 teams joined us for two highly enjoyable Spread a Smile Golf Days at Brocket Hall, in Hertfordshire. 'Thank you for another fantastic Spread a Smile golf day. The entertainers were brilliant and very good at telling the charity's story. Well done!' - Daniel Abrahams, Memery Crystal Ltd

13 teams kicked off our inaugural 5-a-side football tournament, which was won by the team from LMAC Group.

Leading comedian Suzi Ruffell hosted our amazing inaugural Stand Up Comedy Night at the Comedy Store, Leicester Square, sponsored by our partner Canary Wharf Contractors.

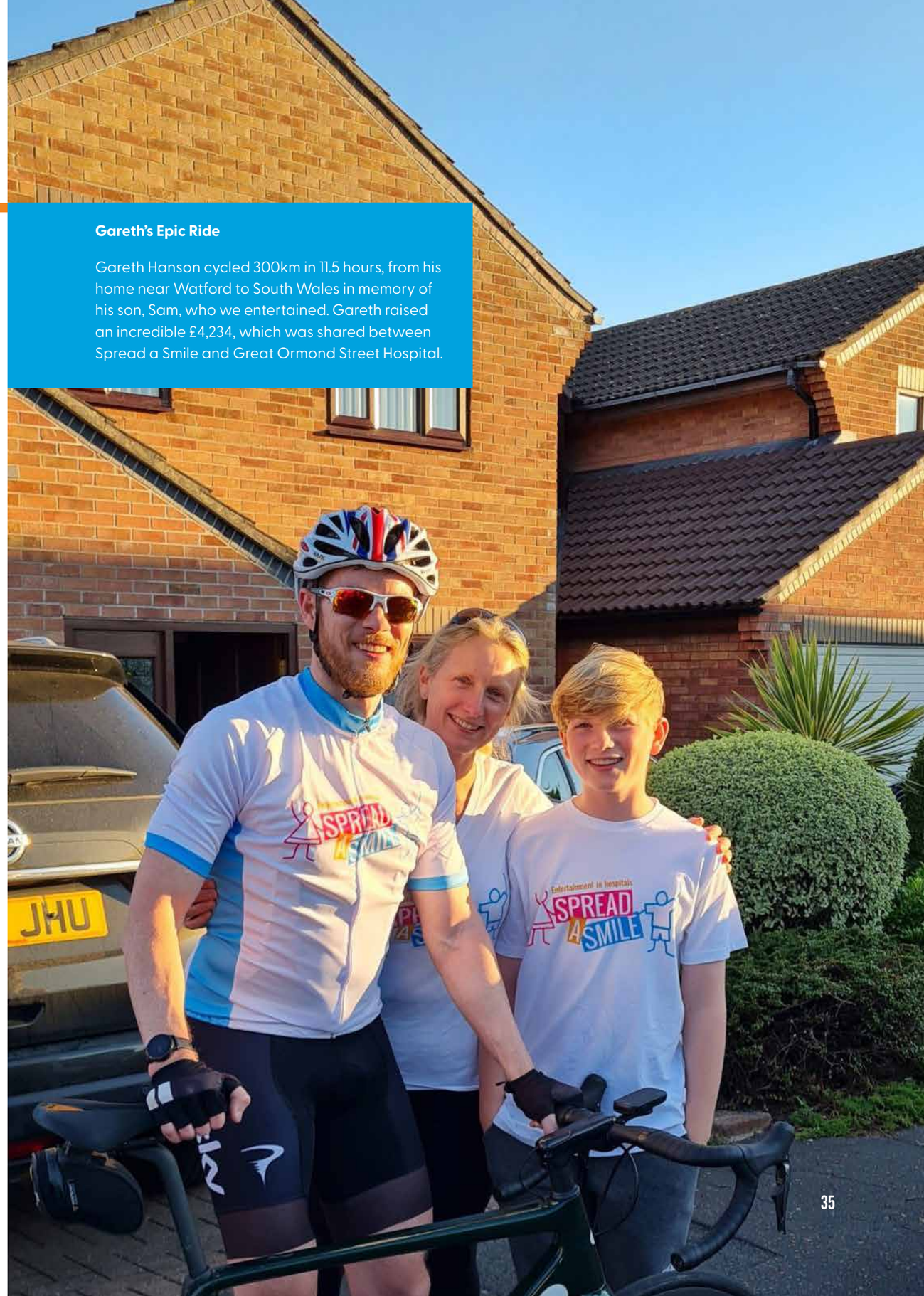
Over 400 guests raised over £14,000 for Spread a Smile and loved the acts from Joel Dommett, Darren Harriott, Iain Stirling, Maisie Adam, Daniel Foxx and Kerry Godliman.

100%

Of medical professionals said that Spread a Smile visits improve the hospital experience for patients and families

'We love the fact that Spread a Smile doesn't just provide fun activities for seriously ill and hospitalised children but also for their families. They are all impacted by the sadness and pain so it's fantastic that they can all benefit from the joy Spread a Smile brings too!'

- Katy Beechey, Programme Director, Texel Foundation



Gareth's Epic Ride

Gareth Hanson cycled 300km in 11.5 hours, from his home near Watford to South Wales in memory of his son, Sam, who we entertained. Gareth raised an incredible £4,234, which was shared between Spread a Smile and Great Ormond Street Hospital.

OUR YEAR OF COMMUNITY AND CORPORATE FUNDRAISING

We are hugely grateful to all those in the community and the staff at our corporate partners, who took part in a range of amazing challenges and activities to raise funds on our behalf.

We are especially grateful to the families and friends of children we have supported, for their fundraising efforts. While we cannot name everyone, we would like to make special mention of the Kwan family, the Rose family, the Hibberd family, the Hanson family and the Jarvis family.

Here are just some of the highlights from the year.

Running for Spread a Smile

We were bowled over by the number of people who ran to raise funds for Spread a Smile: amongst other challenges, 30 people took on the Royal Parks Half Marathon, 8 people ran the Virgin Money London Marathon in-person or virtually, and an intrepid bunch of 10 from corporate supporter Hain Daniels took part in the Cambridge Half Marathon. Congratulations and thank you to you all!







Sophie's Ceramics

We entertained a wonderful little girl called Sophie both during her radiotherapy treatment at UCLH and once she was back home. Having particularly enjoyed taking part in regular virtual art sessions, she started to paint ceramics to sell at a local gallery with all proceeds going to charity, including £500 to Spread a Smile. Her mum Charlotte told us, 'When Sophie started painting her ceramics and raising money she wanted to make sure children weren't bored in hospital. We're so pleased we could help Spread a Smile to support many more children.' Sadly, Sophie passed away in September of 2021.



Ben's New Forest Rattler

Family and friends of Ben Jarvis, whom we entertained during his treatment for cancer, took part in the New Forest Rattler, which included a 5km run, a half marathon and a 130km bike ride. The family raised close to £60,000 for three charities including Spread a Smile: 'Mr Magic would make Ben howl with laughter during his darkest chemo days. Really belly-deep laughs that are pure joy to hear and lift your heart. They even put on a Santa's Grotto for him before his last radiotherapy treatment on Christmas Eve. No child should have to go through the sort of treatment plans that cancers like Ben's require. But, if they do, it should be with the support of people like the Spread a Smile team – because it's the smiles and laughter that get them through it.'









Lavender Smiles

We were thrilled to hear about 10-year-old friends Pearl and Izzy, who after reading about Spread a Smile in The Week Junior, were inspired to fundraise for us. As part of their school's Citizenship Award, they raised a wonderful £125 for us by making and selling fragrant lavender bags. 'We think we made a difference in a lot of people's lives. We are so happy we did this.'

IN 2022-23 WE WILL...

VISITS

- Expand our Spreading Smiles Across the UK programme, through a hybrid model which combines in-person and virtual visits
- Deliver 1,920 virtual entertainer visits to patients in hospital and at home, either one-to-one or in groups
- Deliver over 400 in-person entertainer visits, to see on average 15 children on each visit
- Reach 8,600 young people in person
- Expand and deepen the relationships with our hospital partners, working across the country to respond to the increased demand for our services
- Continue to respond quickly and effectively to children's changing needs, whether individually in terms of their circumstances, interests or treatment plans, or more broadly with the continuing evolution of the healthcare sector post-pandemic

EVENTS

- Generate joy at our annual Summer Party and at Christmas through our Santa's Grotto
- Organise boredom-busting activities during school holidays, including meet-and-greets with animals and make-up masterclasses for teens
- Mark special occasions and festivals with in-person celebrations
- Invite families to a special boat trip to watch Horrible Histories' Terrible Thames
- Host a tea party at Riding House Cafe, Mildreds and an afternoon tea with a special bus trip with Brigit's Bakery
- Bring some sparkle to London's West End, with theatre trips to see Frozen, The Tiger who Came to Tea and The Lion King
- Organise an inaugural event for teens with charity partner Teens Unite

ART

- Host over 100 art sessions across the year
- We will continue to enrich clinical hospital spaces by painting colourful murals in many of our hospital partners, such as Great Ormond Street Hospital, St Mary's Hospital, King's College Hospital, and The Whittington Hospital, increasing to more partners in line with interest capacity and resources
- Host art tutorials on Smile TV for children to watch at any time and record and upload videos to complement the existing 121 tutorials currently online
- Support individual children at their bedside in hospital with One-to-One Art Workshops
- Deliver 5 in-person hospital-specific Group Workshops each month, tailored to suit children's particular needs



WITH THANKS TO OUR CORPORATE PARTNERS

Our friends at ICBC Standard Bank held a virtual painting class to raise funds.

Some of the incredible staff at Hain Celestial rode 874 miles (the distance from Land's End to John O'Groats) for Spread a Smile and also completed a 72-hole golf marathon, raising close to £1,390



Jacob, Tess and Leni, the children of our partners at Engage Financial Services, took part in The Vitality Mile at Hatfield Park. Proud mum and COO, Stevie Uddin, said of their experience, 'We had lots of fun together and the kids were really proud of themselves for running the whole race and, most importantly, we helped raise lots of money to help spread more smiles to those who really need them.'





Our partner Camp Beaumont held a 'Big Blue Bash' at five of their largest summer camps in August and raised just over £6,000 for Spread a Smile.

At our partner Opticore IT, Max Dewing ran the Brighton Marathon in aid of Spread a Smile and raised an incredible £1,260.



'We first crossed paths with Spread a Smile a few years ago. We had supported numerous charities in the past but this one felt special; the amazing work the team does is very heart-warming.'

- Lee McDowell, Group CEO & Managing Director, LMAC Group Ltd

WITH GRATITUDE FROM OUR BOARD OF TRUSTEES

'I'll never forget the families' trip to see The Lion King and the looks of pure joy on the faces of the young children as every moment it seemed another surprise was unfolding, from face-painting to sweet treats, to magic tricks. Thank you to everyone who made the trip and all our events, so meaningful and joyful.'

- Paul Godfrey

'Spread a Smile has undergone a significant amount of change over the last couple of years and I am so incredibly proud of everything the team has achieved on behalf of all of the brave young people and families we support, at all times staying true to our values and continuing to spread much-needed smiles.'

- Vanessa Crocker

'It's hard to believe just how brilliantly the charity has adjusted to our new post-COVID world and it's a testament to the entire team that we're not just surviving but flourishing. Thank you.'

- Paul Crocker

'I'm so proud of everything we accomplished this year; what an amazing team, supporting our amazing families. Thank you.'

- Louise Jacobs

'Hearing from parents whose children have benefited from Spread a Smile and how they are so grateful for the laughter and smiles our entertainers bring, is incredibly humbling and makes me very proud to be associated with such a wonderful charity.'

- Liz Gould

'As Spread a Smile enters its tenth year, I would like to honour the brave and inspiring children, as well as their families that we have had the privilege of meeting, who have allowed us into their lives through their most challenging and painful of times. I would like to thank every single person who has enabled, supported and encouraged Spread a Smile to grow and develop. Every entertainer, team member, donor and partner has played an important role, thank you to you all.'

- Josephine Segal

'I'm grateful to have the opportunity to thank Spread a Smile's talented entertainers who are the face of the charity; the Spread a Smile Team who are the heartbeat of the charity; and, of course, every donor, partner and supporter who enable this incredible charity to spread smiles.'

- Richard Segal

'It's been an honour to join the Trustee Board this year. Through my work as a paediatrician, I have seen first-hand what a difference Spread a Smile makes to the lives of so many young patients and their families and I am really looking forward to working closely with the team.'

- Fiona Hikmet

INDEPENDENT AUDITORS' REPORT

For the year ending 31 March 2022



TRUSTEES' REPORT

Reserves policy

The trustees aim for the charity to maintain free reserves equivalent to a minimum of six months of operational costs. Our Board and Senior Management Team have taken the strategic decision to err on the side of caution as we enter a cost-of-living crisis and potential two-year recession. It is our hope that our current levels of reserves will help to mitigate any financial risks from the challenging fundraising sector and that we will be more likely to be able to withstand unforeseen pressures on future income, especially during a period of growth for the organisation.

Methods of appointment or election of Trustee

The management of the Company is the responsibility of the Trustees who are elected and co-opted under the terms of the Memorandum of Understanding.

Organisational structure and decision-making policies

The trustees meet once each quarter, and at additional times where necessary, to direct the activities of the charity.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

During the year, Berg Kaprow Lewis LLP acted as auditor to the company until 31 March 2022. On 31 March 2022, Berg Kaprow Lewis LLP transferred its audit business to a new LLP, BKL Audit LLP. The Trustees consented to treating the appointment of Berg Kaprow Lewis LLP as extending to BKL Audit LLP with effect from 1 April 2022. Under section 487 (2) of the Companies Act 2006, BKL Audit LLP will be deemed to have been reappointed as auditors 28 days after these financial statements were sent to members or 28 days after the latest date prescribed for filing the accounts with the registrat, whichever is earlier.

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

Paul Godfrey Date: 23/11/22

INDEPENDENT AUDITORS' REPORT

Opinion

We have audited the financial statements of Spread a Smile (the 'charitable company') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance sheet, the Statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 145 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

INDEPENDENT AUDITORS' REPORT



Auditors' responsibilities for the audit of the financial statements continued

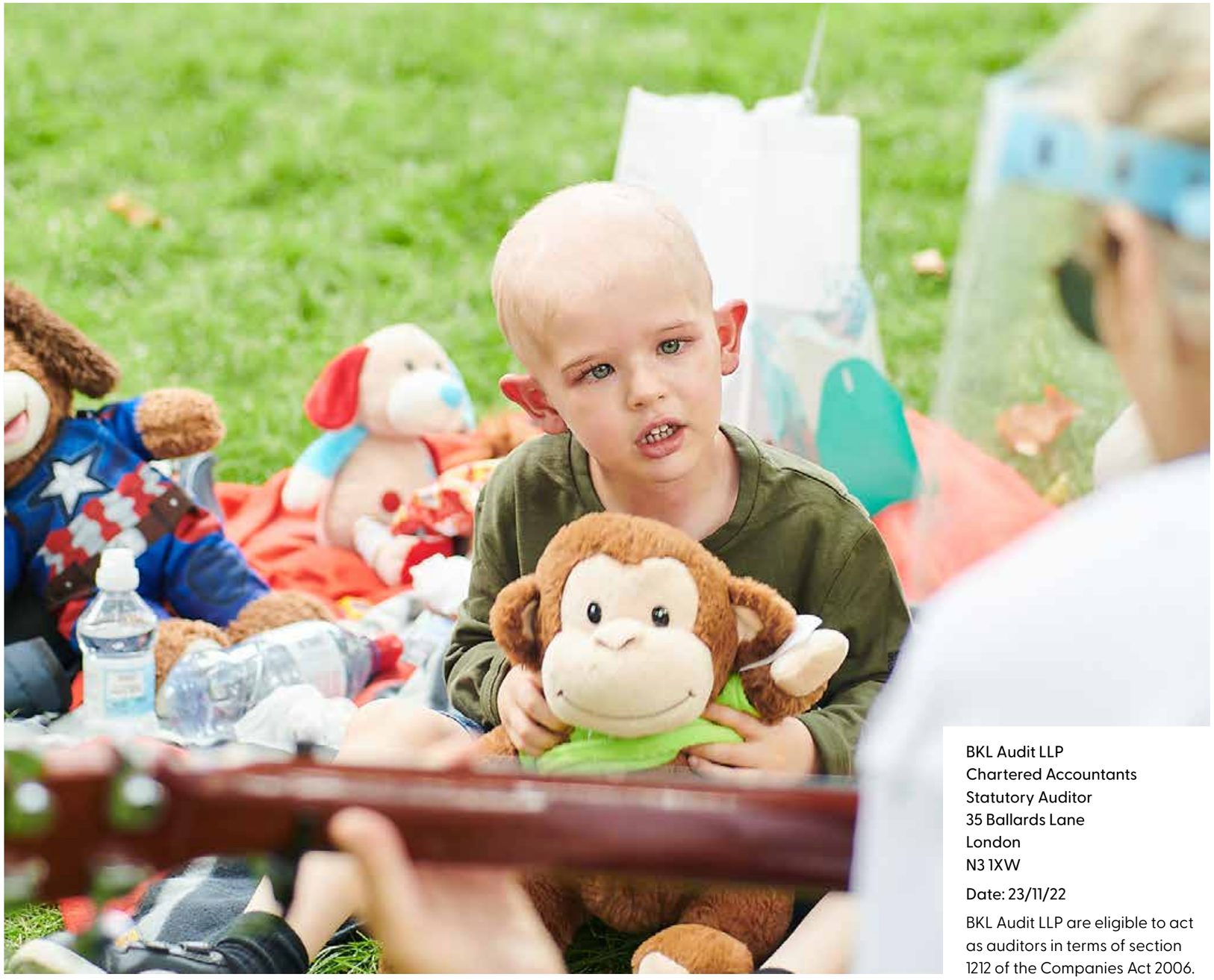
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Enquiring of management around actual and potential litigation and claims;
- Reviewing board meeting minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.
- Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

INDEPENDENT AUDITORS' REPORT



BKL Audit LLP
Chartered Accountants
Statutory Auditor
35 Ballards Lane
London
N3 1XW

Date: 23/11/22

BKL Audit LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

STATEMENT OF FINANCIAL ACTIVITIES

(Incorporating income and expenditure amount) for the year ended 31 March 2022

	Note	Restricted Funds 2022 £	Unrestricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Income from					
Donations and legacies and other fundraising	3	**173,081**	**823,468**	**996,549**	1,147,321
Fundraising activities	4	**-**	**163,473**	**163,473**	33,713
Investments	5	**-**	**67**	**67**	301
Total income		**173,081**	**987,008**	**1,160,089**	1,181,335
Expenditure on					
Raising funds	6	**2,990**	**246,692**	**249,682**	112,694
Charitable activities	7	**125,762**	**771,973**	**897,735**	708,711
Total expenditure		**128,752**	**1,018,665**	**1,147,417**	821,405
Net movement in funds before other recognised gains/(losses)		**44,329**	**(31,657)**	**12,672**	359,930
Other recognised gains/(losses): Loss on disposal of fixed assets		**-**	**(379)**	**(379)**	**-**
Net movement in funds		**44,329**	**(32,036)**	**12,293**	**359,930**
Reconciliation of funds:					
Total funds brought forward		**48,360**	**911,269**	**959,629**	599,699
Net movement in funds		**44,329**	**(32,036)**	**12,293**	359,930
Total funds carried forward		**92,689**	**879,233**	**971,922**	959,629

The Statement of Financial Activities includes all gains and losses recognised in the year.
The notes on pages 55 to 66 form part of these financial statements.

BALANCE SHEET

As at 31 March 2022

	Note	2022 £	2021 £
Fixed assets			
Tangible assets	12	**1,680**	1,224
		1,680	1,224
Current assets			
Debtors	13	**55,158**	8,307
Cash at bank and in hand		**1,007,515**	1,008,991
		1,062,673	1,017,298
Creditors: amounts falling due within one year	14	**(92,431)**	(58,893)
Net current assets		**970,242**	958,405
Total net assets		**971,922**	959,629
Charity funds			
Restricted funds	15	**92,689**	48,360
Unrestricted funds	15	**879,233**	911,269
Total funds		**971,922**	959,629

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.
The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.
However, an audit is required in accordance with section 144 of the Charities Act 2011.
The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.
The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.
The financial statements were approved and authorised for issue by the Trustees on and signed on their behalf by:

Paul Godfrey Date: 23/11/22

The Statement of Cash Flows on page 52 and the notes on pages 55 to 66 form part of these financial statements.

STATEMENT OF CASH FLOWS

For the year ended 31 March 2022

	Restricted Funds 2022	Unrestricted Funds 2022
	£	£
Cash flows from operating activities		
Net cash used provided by Operating Activities	**464**	385,237
Cash flows from investing activities		
Dividends, interests and rents from investments	**67**	301
Proceeds from the sale of tangible assets	**(379)**	-
Purchase of tangible fixed assets	**(1,628)**	(1,419)
Net cash used in investing activities	**(1,940)**	**(1,118)**
Cash flows from financing activities		
Net cash provided by financing activities	**-**	**-**
Change in cash and cash equivalents in the year	**(1,476)**	**384,119**
Cash and cash equivalents at the beginning of the year	**1,008,991**	624,872
Cash and cash equivalents at the end of the year	**1,007,515**	1,008,991

The notes on pages 55 to 66 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

1. General information

Spread a Smile is a private company limited by guarantee incorporated in England and Wales and a Registered Charity. The members of the company are the Trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company. The registered office is 35 Ballards Lane, London, N3 1XW.

2. Accounting policies

2.1 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 Companies Act 2006.

Spread a Smile 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.

2.2 Going concern

The Trustees consider that based on the circumstances existing at the date of signature, the charity has adequate resources to continue its operations for the next 12 months, and the accounts have therefore been prepared on a going concern basis.

2.3 Income

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

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Donated facilities are included at the value to the company where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers. Donated services or facilities related to the provision of entertainment (including tickets, toys, gifts and books etc.), are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised; refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Company which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

STATEMENT OF CASH FLOWS

For the year ended 31 March 2022

2.4 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. Direct costs attributable to a single activity are allocated directly to that activity. 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 charitable activities is incurred on directly undertaking the activities which further the Company's objectives, as well as any associated support costs. All expenditure is inclusive of irrecoverable VAT.

2.5 Government grants

Furlough income is receivable as compensation for salary expenses already incurred and to give immediate financial support to the Company with no future related costs. This income is recognised in the Statement of Comprehensive Income in the same period as the related expenditure.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings - 33% Straight line Office equipment - 33% Straight line

2.7 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.

2.8 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.

2.9 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 Company 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.

2.10 Financial instruments

The Company 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.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

2.11 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 Company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Company 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.

3. Income from donations

	Restricted Funds 2022	Unrestricted Funds 2022	Total Funds 2022
	£	£	£
Donations and other fundraising	11,876	775,493	**787,369**
Gifts and services in kind	-	45,975	**45,975**
Grants from Trusts & Foundations	157,608	2,000	**159,608**
Government grants	3,597	-	**3,597**
	173,081	823,468	**996,549**

	Restricted Funds 2021	Unrestricted Funds 2021	Total Funds 2021
	£	£	£
Donations and other fundraising	287,459	720,772	1,008,231
Gifts and services in kind	-	35,480	35,480
Grants from Trusts & Foundations	37,120	-	37,120
Government grants	40,866	25,624	66,490
	365,445	781,876	1,147,321

As outlined by SORP FRS 102, donated goods and services are to be included in the accounts valued at the amount that the charity would have spent on similiar goods or services, should they not have been received as donations. Included in the above figures are £14,981 (2021: £19,570) of donated goods and services relating to the entertainment of children and toy donations; and £30,994 (2021: £15,910) of donated presents.

4. Income from fundraising activities

Income from fundraising events

	Unrestricted Funds 2022	Total Funds 2022
	£	£
Fundraising activities	163,473	**163,473**

	Unrestricted Funds 2021	Total Funds 2021
	£	£
Fundraising activities	33,713	33,713

5. Investment income

	Unrestricted Funds 2022	Total Funds 2022
	£	£
Investment income	67	**67**

	Unrestricted Funds 2021	Total Funds 2021
	£	£
Investment income	301	301

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

6. Expenditure on raising funds

Expenditure on raising funds

	Restricted Funds 2022	Unrestricted Funds 2022	Total Funds 2022
	£	£	£
Central fundraising and governance costs	2,990	246,692	**249,682**

	Restricted Funds 2022	Unrestricted Funds 2022	Total Funds 2022
	£	£	£
Central fundraising and governance costs	5,721	106,973	112,694

Analysis of expenditure on raising funds

	2022	2021
	£	£
Fundraising expenses	**136,368**	54,066
Marketing and database costs	**4,701**	-
Wages and salaries	**99,930**	54,375
National insurance	**8,413**	4,253
	249,412	112,694

7. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted Funds 2022	Unrestricted Funds 2022	Total Funds 2022
	£	£	£
Direct costs	125,762	647,218	**772,980**
Support costs	-	124,755	**124,755**
	125,762	771,973	**897,735**

	Restricted Funds 2021	Unrestricted Funds 2021	Total Funds 2021
	£	£	£
Direct costs	310,138	307,363	617,501
Support costs	1,226	89,984	91,210
Direct costs - fundraising	-	106,973	106,973
	311,364	397,347	708,711

8. Analysis of expenditure by activities

	Activities undertaken directly 2022	Support costs 2022	Total Funds 2022
	£	£	£
Direct costs	772,980	-	**772,980**
Support costs	-	124,755	**124,755**
	772,980	124,755	**897,735**

	Activities undertaken directly 2021	Support costs 2021	Total Funds 2021
	£	£	£
Direct costs	617,501	-	617,501
Support costs	-	91,210	91,210
	617,501	91,210	708,711

Analysis of direct costs

	Total Funds 2022	Total Funds 2021
	£	£
Staff costs	**418,260**	347,580
Database costs	**28,430**	-
Hospital entertainment for sick children	**293,737**	269,921
Art Initiatives	**27,500**	-
iPads	**5,000**	-
Halloween / Easter	**53**	-
	772,980	617,501

Analysis of support costs

	Total Funds 2022	Total Funds 2021
	£	£
Staff costs	**15,786**	12,562
Depreciation	**810**	630
Rent	**15,296**	5,000
Office costs	**22,123**	11,344
Computer and phone costs	**4,914**	4,622
Insurance	**2,363**	848
Consultancy	**10,888**	10,578
Stationery	**2,070**	878
Bank charges	**799**	633
Rates	**672**	-
Professional fees	**29,602**	22,468
Pension costs	**10,542**	8,744
Training costs	**2,390**	6,403
Audit fee	**6,500**	6,500
	124,755	91,210

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

9. Auditors' remuneration

	2022	2021
	£	£
Fees payable to the Company's auditor for the audit of the Charity's annual accounts	**6,500**	6,500

10. Staff costs

	2022	2021
	£	£
Wages and salaries	500,272	388,391
Social security costs	42,117	30,379
	542,389	418,770

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

	2022	2021
	No.	No.
Average number of employees	**20**	18

The number of employees whose employee benefits (excluding employer pension costs) exceeded£60,000 was:

	2022	2021
	No.	No.
In the band £60,001 - £70,000	**1**	-

The aggregate renumeration of key management personnel, including Employer's National Insurance and Pension contributions, was £182,534 (2021: £159,491).

11. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2021 - £NIL).

During the year ended 31 March 2022, £257 Trustee expenses have been incurred (2021 - £NIL).

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

12. Tangible fixed assets

	Fixtures and Fittings	Office Equipment	Total
	£	£	£
Cost or valuation			
At 1 April 2021	**-**	**13,993**	**13,993**
Additions	**484**	**1,144**	**1,628**
Disposals	**-**	**(11,609)**	**(11,609)**
At 31 March 2022	**484**	**3,528**	**4,012**
Depreciation			
At 1 April 2021	**-**	**12,769**	**12,769**
Charge for the year	**94**	**699**	**793**
On disposals	**-**	**(11,230)**	**(11,230)**
At 31 March 2022	**94**	**2,238**	**2,332**
Net book value			
At 31 March 2022	**390**	**1,290**	**1,680**
At 31 March 2021	-	1,224	1,224

13. Debtors

	2022	2021
	£	£
Due after more than one year		
Other debtors	**10,296**	-
	10,296	-
Due within one year		
Trade debtors	**6,368**	-
Prepayments and accrued income	**3,298**	3,125
Gift Aid recoverable	**35,196**	5,182
	55,158	8,307

14. Creditors: Amounts falling due within one year

	2022	2021
	£	£
Trade creditors	**42,234**	39,693
Other taxation and social security	**11,910**	8,032
Other creditors	**3,687**	3,355
Accruals and deferred income	**34,600**	7,813
	92,431	58,893

15. Statement of funds Current year

	Balance at 1 April 2021	Income	Expenditure	Gains/Losses	Balance at 31 March 2022
	£	£	£	£	£
Unrestricted funds					
Designated funds					
Expansion fund	**300,000**	**-**	**-**	**-**	**300,000**
General funds					
General Funds - all funds	**611,269**	**987,008**	**(1,018,665)**	**(379)**	**579,233**
Total Unrestricted funds	**911,269**	**987,008**	**(1,018,665)**	**(379)**	**879,233**
Restricted funds					
Digital fund	**-**	**37,456**	**(28,430)**	**-**	**9,026**
Art fund	**6,060**	**41,000**	**(27,500)**	**-**	**19,560**
Halloween/Easter fund	**-**	**895**	**(895)**	**-**	**–**
iPads fund	**-**	**5,000**	**(5,000)**	**-**	**–**
BBC Children in Need fund	**-**	**29,153**	**(27,840)**	**-**	**1,313**
Entertainment fund	**42,300**	**5,980**	**(2,990)**	**-**	**45,290**
Digital manager	**-**	**30,000**	**(22,500)**	**-**	**7,500**
Digital art	**-**	**20,000**	**(10,000)**	**-**	**10,000**
Coronavirus Job Retention scheme fund	**-**	**3,597**	**(3,597)**	**-**	**-**
	48,360	**173,081**	**(128,752)**		**92,689**
Total of funds	959,629	1,160,089	(1,147,417)	(379)	971,922

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

15. Statement of funds (continued)

Prior year

	Balance at 1 April 2020	Income	Expenditure	Gains/Losses	Balance at 31 March 2021
	£	£	£	£	£
Unrestricted funds					
Designated funds					
Expansion fund	-	-	-	300,000	300,000
General funds					
General Funds - all funds	599,699	815,890	(504,320)	(300,000)	611,269
Total Unrestricted funds	599,699	815,890	(504,320)	-	911,269
Restricted funds					
Digital fund	-	195,863	(195,863)	-	-
Art fund	-	15,340	(9,280)	-	6,060
Halloween/Easter fund	-	2,918	(2,918)	-	-
iPads fund	-	16,873	(16,873)	-	-
Smile Hampers fund	-	6,465	(6,465)	-	-
Entertainment fund	-	50,000	(7,700)	-	42,300
BBC Children in Need fund	-	37,120	(37,120)	-	-
Coronavirus Job Retention scheme fund	-	40,866	(40,866)	-	-
	-	365,445	(317,085)	-	48,360
Total of funds	599,699	1,181,335	(821,405)	-	959,629

16. Summary of funds

Current year

	Balance at 1 April 2021	Income	Expenditure	Gains/Losses	Balance at 31 March 2022
	£	£	£	£	£
Designated funds	300,000	-	-	-	**300,000**
General funds	611,269	987,008	(1,018,665)	(379)	**579,233**
Restricted funds	48,360	173,081	(128,752)	-	**92,689**
	959,629	1,160,089	(1,147,417)	(379)	**971,922**

Prior year

	Balance at 1 April 2020	Income	Expenditure	Gains/Losses	Balance at 31 March 2021
	£	£	£	£	£
Designated funds	-	-	-	300,000	300,000
General funds	599,699	815,890	(504,320)	(300,000)	611,269
Restricted funds	-	365,445	(317,085)	-	48,360
	599,699	1,181,335	(821,405)	-	959,629

The Charity have maintained a designated fund of £300,000 that was established in the year ended 31 March 2021. This fund will support their ambitious growth plans in 2022-23, enabling them to support more seriously ill children in additional NHS hospitals.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

17. Analysis of net assets between funds

Current year

	Restricted Funds 2022	Unrestricted Funds 2022	Total Funds 2022
	£	£	£
Tangible fixed assets	-	1,680	**1,680**
Debtors due after more than one year	-	10,296	**10,296**
Current assets	92,689	959,688	**1,052,377**
Creditors due within one year	-	(92,431)	**(92,431)**
Total	92,689	879,233	**971,922**

Prior year

	Restricted Funds 2021	Unrestricted Funds 2021	Total Funds 2021
	£	£	£
Tangible fixed assets	-	1,224	1,224
Current assets	48,360	968,938	1,017,298
Creditors due within one year	-	(58,893)	(58,893)
Total	48,360	911,269	959,629

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

18. Reconciliation of net movement in funds to net cash flow from operating activities

	2022	2021
	£	£
Net income for the year (as per Statement of Financial Activities)	**12,672**	359,930
Adjustments for:		
Depreciation charges	**793**	630
Dividends and interests from investments	**(67)**	(301)
Loss on the sale of fixed assets	**379**	-
Decrease/(increase) in debtors	**(40,851)**	6,594
Increase/ (decrease) in creditor	**33,538**	18,384
Net cash provided by operating activities	**6,464**	385,237

19. Analysis of cash and cash equivalents

	2022	2021
	£	£
Cash in hand	**1,007,515**	1,008,991
Total cash and cash equivalents	**1,007,515**	1,008,991

The cash balance at 31 March 2022 benefited from the online campaign held in March 2022.

20. Analysis of changes in net debt

	At 1 April 2021	Cash flows	At 31 March 2022
	£	£	£
Cash at bank and in hand	**1,008,991**	**(1,476)**	**1,007,515**
	1,008,991	**(1,476)**	**1,007,515**

BALANCE SHEET

As 31 March 2022

21. Pension commitments

The Charity operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions paid by the Charity to the fund and amounted to £10,542 (2021: £8,744). Contributions totalling £2,167 (2021: £1,568) were payable to the fund at the balance sheet date and are included in creditors.

22. Operating lease commitments

At 31 March 2022 the Company had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2022	2021
	£	£
Not later than 1 year	**51,480**	-
Later than 1 year and not later than 5 years	**47,190**	-
	98,670	-

23. Related party transactions

During the year the charity received donations of £41,287 from the Trustees of the charity (2021:£16,000).

During the year, the charity received donations of £5,600 (2021: £30,000) from a company with a common director.

During the year, the charity received donations of £10,000 from Trusts (2021: £6,000), where the beneficiaries of the Trust are also Trustees of the charity

During the year, the charity incurred rental fees of £5,000 (2021: £5,000) to Romandus Properties Limited, a company with a common director.

SPREAD A SMILE

T: 020 7482 5191 E: FUNDRAISING@SPREADASMILE.ORG
CHARITY REG NO. 1152205

Registered with FUNDRAISING REGULATOR

@SPREADASMILEUK

SPREAD A SMILE

England & Wales - Charity number 1152205

Accounts











Entertainment in hospitals
SPREAD A SMILE

ANNUAL REPORT
2020/21

CONTENTS

01 Welcome and Introduction

04 Achievements and Performance

17 Our Future Plans

18 Fundraising Summary

20 Thank you to our supporters

22 Financial Review

22 Statement of Trustees' Responsibilities

26 Statement of Financial Activities

27 Balance Sheet

28 Statement of Cash Flows

29 Notes to the Financial Statements

Independent Auditors
Berg Kaprow Lewis LLP
Chartered Accountants
35 Ballards Lane
London N3 1XW

Registered Office
35 Ballards Lane
London N3 1XW

Principal Office
51 Chalk Farm Road
London NW1 8AN

Bankers
HSBC
12 Hampstead
High Street
Hampstead
London NW3 1PY

Natwest
1 Abbey Road
London
NW10 7YQ

Registered Company Number 08443236 **Registered Charity Number** 1152205

There are currently 86,000 children in England living with life-limiting or life-threatening conditions under the care of the NHS. Spread a Smile provides critically ill children with access to enhanced play and entertainment during some of the darkest times of their lives. Our teams of entertainers including fairies, magicians, singers, artists, face-painters and therapy dogs make regular bedside visits.

Hospital play and entertainment must be seen as essential for helping sick children to cope effectively with illness and hospitalisation. From the moment of diagnosis, Spread a Smile has a direct impact on the wellbeing of these children by delivering services that reduce anxiety, build confidence and self-esteem and provide a distraction from difficult treatments and painful procedures.

Spread a Smile is there to support families throughout all stages of illness and treatment, taking the pressure off parents and carers by bringing smiles and laughter during long hospital stays and helping to create positive memories and rare moments of joy. Our holistic family-first approach means that parents and siblings are not forgotten during these difficult times.

We partner with NHS hospitals to enhance their play provision and provide much needed support which would otherwise not be available.

A YEAR LIKE NO OTHER

OUR RESPONSE

10 MARCH
Spread a Smile stops all in-person hospital visits in response to Covid-19 outbreak.

18 MARCH
Launch of Smile TV– a 24/7 secure platform featuring inspiring and engaging pre-recorded videos by our professional entertainers and artists allowing us to continue to entertain children as hospitals implemented lockdown measures.

20 MARCH
Bespoke videos – introduction of personalised recordings for children in need of additional support through a difficult treatment, procedure or struggling with the implications of long term hospitalisation.

2 APRIL
Launch of Virtual Visits – one-to-one entertainer visits via video conferencing enabling us to entertain children at their hospital bedsides or while they were isolating at home between treatments.

3 APRIL
Hosted our first Smile Party via video conference enabling children isolating in hospital or at home to celebrate their birthday with family and friends with their choice of entertainer.

6 MAY
Team training delivered on how to use video conferencing effectively with patients.

19 MAY
Our artists returned to hospitals to restart painting radiotherapy masks for children in treatment for head & neck cancers.

6 APRIL
Delivery of hundreds of Easter eggs to children in hospital.

12 APRIL
Delivery of thousands of boredom-busting art & craft packs to children in hospital.

30 APRIL
We host our first group virtual visit – an entertainer joins a group of children on the same hospital ward, aimed at increasing connectivity and peer support for children isolating in their beds.

16 JUNE
Our artist paints first mural at St Mary's Hospital to brighten paediatric wards and waiting rooms.

MARCH | APRIL | MAY | JUNE | JULY | AUGUST

GOVERNMENT RESPONSE

2 MARCH
The government holds a COBRA meeting to discuss its preparations and response to the Covid-19 virus.

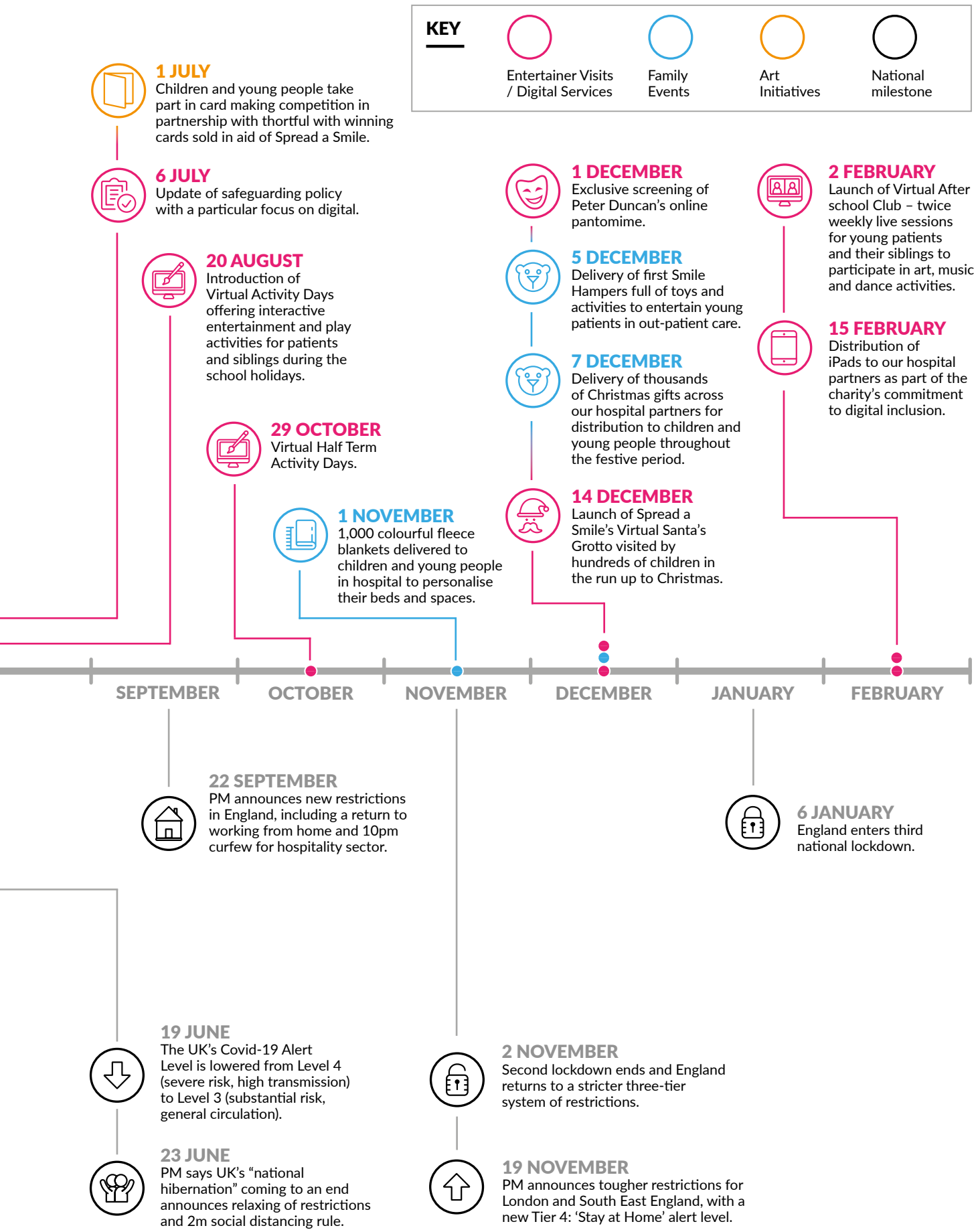
16 MARCH
UK government introduces official lockdown. Prime Minister Boris Johnson advises everyone in the UK against "non-essential" travel and contact with others.

26 MARCH
Lockdown regulations come into effect, significantly extending the range of businesses that are required by law to close with immediate effect including all retail businesses not on an approved list. These regulations also include significant restrictions on freedom of movement.

3 APRIL
NHS Nightingale Hospital London, the first temporary hospital to treat COVID-19 patients, opens at the ExCel centre in East London.

5 APRIL
Prime Minister Boris Johnson is admitted to hospital after testing positive for Covid-19.

30 APRIL
The UK stages its first weekly round of applause for NHS staff and key workers.


KEY
Entertainer Visits / Digital Services
Family Events
Art Initiatives
National milestone
1 JULY
Children and young people take part in card making competition in partnership with thortful with winning cards sold in aid of Spread a Smile.
6 JULY
Update of safeguarding policy with a particular focus on digital.
20 AUGUST
Introduction of Virtual Activity Days offering interactive entertainment and play activities for patients and siblings during the school holidays.
29 OCTOBER
Virtual Half Term Activity Days.
1 NOVEMBER
1,000 colourful fleece blankets delivered to children and young people in hospital to personalise their beds and spaces.
1 DECEMBER
Exclusive screening of Peter Duncan's online pantomime.
5 DECEMBER
Delivery of first Smile Hampers full of toys and activities to entertain young patients in out-patient care.
7 DECEMBER
Delivery of thousands of Christmas gifts across our hospital partners for distribution to children and young people throughout the festive period.
14 DECEMBER
Launch of Spread a Smile's Virtual Santa's Grotto visited by hundreds of children in the run up to Christmas.
2 FEBRUARY
Launch of Virtual After school Club – twice weekly live sessions for young patients and their siblings to participate in art, music and dance activities.
15 FEBRUARY
Distribution of iPads to our hospital partners as part of the charity's commitment to digital inclusion.
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER
JANUARY
FEBRUARY
22 SEPTEMBER
PM announces new restrictions in England, including a return to working from home and 10pm curfew for hospitality sector.
6 JANUARY
England enters third national lockdown.
19 JUNE
The UK's Covid-19 Alert Level is lowered from Level 4 (severe risk, high transmission) to Level 3 (substantial risk, general circulation).
23 JUNE
PM says UK's "national hibernation" coming to an end announces relaxing of restrictions and 2m social distancing rule.
2 NOVEMBER
Second lockdown ends and England returns to a stricter three-tier system of restrictions.
19 NOVEMBER
PM announces tougher restrictions for London and South East England, with a new Tier 4: 'Stay at Home' alert level.

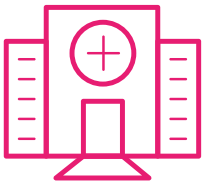
2020–21 IN NUMBERS



97,070 minutes of contact time with children and their families.



3,297 young patients and **628** siblings enjoyed virtual entertainer visits.



Partnered with **12** leading NHS hospitals and one children's hospice.



1,450 children received Christmas gifts.



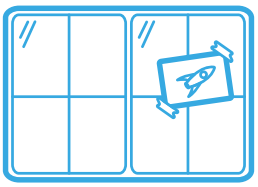
6,495 hospitalised children received a boredom-busting activity pack.



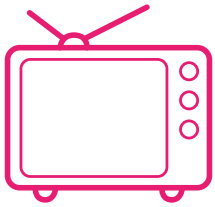
193 children and families met Santa in our virtual Christmas Grotto.



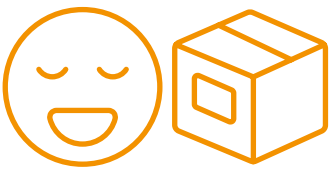
88 children received hand painted radiotherapy masks.



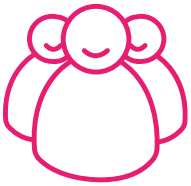
294 window artworks produced for children to personalise their space while in hospital.



Smile TV recevied **8,541** views.



12,845 children benefited from our treat drops.



23,921 smiles spread across all our services.

A MESSAGE FROM OUR CHIEF EXECUTIVE AND CHAIR OF TRUSTEES

The past year has been one that has been truly like no other. Our financial year began in April 2020, two weeks into the first national lockdown. We immediately knew that Spread a Smile's services would be needed more than ever and that, despite being unable to visit hospitals in person, we absolutely had to continue to deliver smiles.

The impact of the Covid-19 pandemic on the families we support was devastating. The children, young people and families became more isolated than ever. Only one parent could be with their child on the wards, siblings and extended family could no longer visit and play services were stretched almost to breaking point.

We adapted with incredible speed, launching Smile TV in March 2020 and virtual visits in April. We transformed the way we worked, setting up our team with equipment so that they could film themselves at home as well as training our team to use Zoom and rapidly upgrading our digital safeguarding procedures.

What we thought would be a short-term solution has enabled us to deepen the support we provide. We are now able to deliver our entertainment to the children who are most isolated in hospital, who we previously couldn't reach; we can see children who might not have been in hospital on the set days we'd visit; and, we entertain children and young people whilst they are at home.

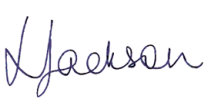


We will return to a full schedule of in-person hospital visits as soon as we are able to, but digital has transformed the charity and it is here to stay. Digital means we can spread smiles further afield and work with hospitals around the country. We have ambitious plans that will see us continue to grow to deliver our much-needed services to every major children's hospital throughout the country by 2024. We are proud to have strengthened our relationships with the play teams within our NHS hospital partners and work closely with them, enabling them to provide an enhanced service to their patients.

Our fundraising strategy was significantly affected by Covid-19. Our fundraising team worked incredibly hard to find new ways to raise money and the results you can see in this report speak for themselves. The funds we raised this year will put us on track to achieve our ambitious growth plans to spread smiles to seriously ill children across the country.

All of this is only possible thanks to our incredible donors. This year you rallied round to find new and innovative ways to support us during such a tough time and we have never been more proud or grateful. Thank you to all our partners, volunteers, our professional office team, our talented entertainers and our dedicated trustees, who guide us to advance our services.

Thank you.



Lucy Jackson
Chief Executive



Paul Godfrey
Chair of Trustees

LILY'S STORY

In December 2020 Lily was diagnosed with a rare form of cancer. Lily, who is now 10, went through long periods in hospital and due to Covid-19 restrictions, wasn't allowed any visitors.

Following her diagnosis, Lily spent time at Southampton Children's Hospital, UCLH for radiotherapy and The Royal National Orthopaedic Hospital for surgery on her leg. Only her mum could be with her in hospital so this has meant huge amounts of time away from her dad, brother and sister and lots of time spent in different hospitals far away from home. Quite early on in her treatment, the play specialist at Southampton Children's Hospital arranged for Lily to have regular entertainment sessions with Spread a Smile. Lily said, *"Spread a Smile took my mind off being in hospital or feeling sick. One session was art and the artist, Laura and me drew owls. Now I'm drawing loads of cartoon superheroes – Wonder Woman, Batman and Spiderman."*

Lily's brother and sister would often join her Spread a Smile sessions from home, or join in when Lily was at home in between treatment. Lily said, *"They even managed to get Daddy dancing!"*. Lily also joined in lots of sessions when she was staying in London for six weeks for radiotherapy at UCLH. From there, Lily joined in with a half term festival make up session, Horrible Histories and so much more.

> "Spread a Smile took my mind off being in hospital or feeling sick."



A MESSAGE FROM OUR CO-FOUNDERS

The past year has seen so much change for Spread a Smile. As always, we are continuously inspired by the strength of the families we support who demonstrated so much resilience and determination during what was the toughest of years. Families were faced not only with devastating diagnoses and ongoing treatment, but also the challenges of the Covid-19 pandemic which meant they were more isolated than ever before. Long hospital stays meant being cut off from the rest of their family and fear of the unknown or how the pandemic would affect them.

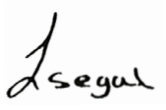
We knew from the start of lockdown that our services were needed more than ever before and we are particularly proud of our team who innovated and pulled together to ensure that we could continue to spread the smiles we've been spreading since 2013.



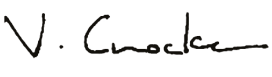
Spread a Smile is there to support families throughout all stages of illness and treatment, taking the pressure of parents and carers by bringing smiles and laughter during long hospital stays and helping to create positive memories and rare moments of joy. Our holistic, family-first approach means that parents and siblings are not forgotten during these difficult times. During the Covid-19 pandemic, it became clear that our support for siblings was needed more than ever. Siblings of children in hospital could feel ignored or side-lined whilst one of their parents was living in the hospital and they were unable to visit their other children. Our virtual visits meant that siblings at home could join in with our entertainment sessions. We also ensured they were included in our Christmas gift delivery and treat drops.

Throughout the year and in response to the needs of the families we support, we have increased the range of entertainment on offer to include music lessons, art sessions, a twice-weekly after school club, wellbeing sessions for parents and lots more. We are always talking with and listening to parents and their children about what they want and what will make a difference to them. We know one size never fits all. Every child is different and we continue to pride ourselves on the personal approach we take.

We would like to take this opportunity to thank all of you who support our work. We are always blown away by the innovative fundraising that you do to help us continue to spread smiles – particularly during the pandemic. From virtual bike rides and runs to tea parties and toy sales, each contribution is so appreciated. Thank you also to our dedicated trustees, office team, volunteers and our entertainers. Together you make each smile a reality and we couldn't be more grateful for your contribution.



Josephine Segal
Co-founder and Trustee



Vanessa Crocker
Co-founder and Trustee

OUR AIM

Spread a Smile's aim is to support the wellbeing of seriously ill and hospitalised children through the provision of enhanced play and entertainment that distracts from pain and treatment, alleviates the monotony of long and repeated hospital stays and creates positive experiences at the most challenging of times.

To meet our aim we provide three core services

1. Entertainer Visits – scheduled in-person and virtual visits to children and young people under the care of all our NHS hospital partners from our team of professional entertainers including artists, magicians, musicians, fairies, poets and more. Also includes therapy dog visits.

2. Family Events – an extended programme of family-focused theatre trips and in-person and virtual family, sibling and teenage events plus regular treat drops across all our hospital partners.

3. Art Initiatives – Creating colourful murals on hospital wards and windows to make the hospital environment a more welcoming place for young patients and their families. Our hand-painted, bespoke masks and moulds support young patients undergoing radiotherapy treatment.

Prolonged and repeated hospitalisation raises the chances of patients experiencing increased anxiety and upset, loss of self-confidence and feelings of isolation and sadly, most children and young people will experience some degree of emotional distress during long and repeated hospital stays. We believe play and interactive entertainment are essential in helping them cope effectively with their illness and hospitalisation and in maintaining a sense of normality in an abnormal environment. The benefits of a more positive experience can reduce anxiety, build self-confidence, lead to greater cooperation with medical staff and procedures, as well as improving recovery time and reducing time spent in hospital.

Every year we support the wellbeing of thousands of seriously ill young patients during their hospital stays, periods of recuperation and respite at home. Our services are available free of charge to all children and teenagers up to and including the age of 18 and under the care of our growing network of NHS partners.

> "We have been in/out of hospital for the last five years. During this time there have been highs and lows. During some of the lows your entertainers took time to stay with our son and interact with him when he has been so ill that he has lost all interest in play, but they managed to re-engage the magic. Without you it would have been a negative spiral and we could have ended up in a scary place."
>
> **Parent**

DAYA AND JASMINE'S STORY

Twins Daya and Jasmine were born prematurely at 32 weeks and started life in intensive care.

Jasmine was born profoundly deaf and disabled with multiple complex issues.

Daya was diagnosed with stage 4 metastatic neuroblastoma, a very rare and aggressive type of cancer, at the age of 11 months. She has had nine rounds of chemotherapy, major surgery in New York which lasted 12 and a half hours, six months of painful immunotherapy and three weeks of daily radiation. She has had multiple infections, scans, procedures and five different central lines during this time. In all she has had over 60 general anaesthetics and has spent the vast majority of her life living in isolation be it in hospital or at home.

Most of the time Jasmine and Daya were in isolation due to infection risks so could not see their sister, Anaya.



Initially, Daya would watch the Spread a Smile entertainers from behind the door of her hospital room. She was weak and thin due to treatment and her suppressed immune system meant she needed to remain in isolation. Eventually she was well enough for her door to be opened. Since then Daya and her sisters have enjoyed playing with our fairies, laughing with our magicians, singing nursery rhymes and showtunes with our musicians, meeting characters such as Paw Patrol and Peppa Pig, visiting Santa's Grotto and family trips to the theatre.

The pandemic brought an additional period of protracted isolation for the family. Daya's immune system remains severely compromised and she continues to spend repeated and extended periods of time in hospital. Joining in virtual visits with our entertainers has enabled her to continue to sing, laugh and smile, supported her emotional wellbeing and provided invaluable shared experiences with her parents and sisters.

Pam explains, *"Spread a Smile allows children to be children. You bring in the magic and wonder that enables families to make positive memories in what are, more often than not, life threatening situations for their children. I could only entertain my daughter as a mother who was carrying the heavy burden of responsibility, potential loss and relentless fatigue. Your entertainers continue to make us all smile, they distract us and bring joy. Everyone is uplifted after your visits."*

OUR SERVICES

ENTERTAINER VISITS

When children are first diagnosed with a life-threatening illness, the focus is primarily on treatment and keeping them safe and alive. Hospitals, operations and treatments can be very frightening. Sadly, long-term hospitalisation can have an overwhelmingly negative impact on their emotional wellbeing and they can become anxious, scared, isolated and lonely.

Entertainer visits are at the very heart of our services. Our professional entertainers including magicians, musicians, fairies and artists are there throughout a child's hospital stays to offer much-needed distraction, to help them reclaim their childhoods and to provide an opportunity to smile, laugh and have fun, even on the most difficult of days. In March 2020, we were delivering 34 monthly in-person visits, making hundreds of bedside visits.

We work in close partnership with NHS hospital play teams to provide direct support to young patients and their families. We also support play team projects and initiatives that enhance their practice and assist in the development of new and essential services for young patients and which help children and young people manage and make sense of their illness and healthcare journey.

The national lockdown in March 2020 meant the immediate suspension of our programme of in-person visits to children in hospital. Knowing the adverse effect the new hospital restrictions would have on young patients, we immediately invested in new infrastructure to allow us to continue to support critically vulnerable children who now found themselves more isolated than ever before. The solution was Spread a Smile Digital, a blend of live and pre-recorded entertainment which incorporated:

3,925 virtual entertainer visits – one-to-one visits and group visits for all the children on a hospital ward with an entertainer and providing young patients the opportunity to socialise and interact with their families, friends and peers

8,541 views of Smile TV - a secure platform, delivered by Kaltura, available 24/7 featuring pre-recorded entertainment created by our entertainers and including magic shows, sing-a-longs, storytelling, art & craft tutorials, messages of support and interviews from celebrities

116 attended our Virtual Activity Days – a full day's entertainment with multiple activity sessions during the school holidays

118 children attended Virtual After School Club – regular sessions offering a host of online activities and interactive play for children from different hospitals and at home to come together

13 children and 117 of their friends had a Virtual Smile Party – the opportunity to celebrate their birthday from home or their hospital bed, joined by friends and family and entertained by us

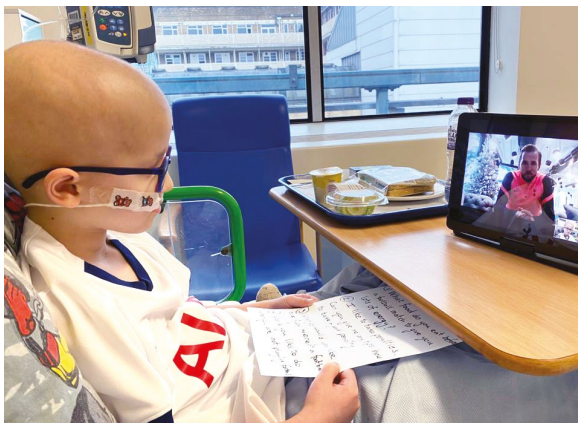
91 children and young people received bespoke pre-recorded videos and messages – to support those struggling with treatment, anxiety and issues of separation

"During lockdown Spread a Smile has been a godsend. With no visitors allowed, hospital days were dragging but your sessions made the day more structured. The sheer smile and delight when a session was in progress was priceless."

Parent

What had initially been considered a short-term solution has become an integral part of the charity's service. Spread a Smile Digital has proved an invaluable resource in supporting young patients and its flexibility allows children and teenagers to choose the time and place. It is also spearheading our national ambitions, enabling us to form new partnerships with NHS trusts outside of London and will complement our face-to-face visits as and when it is safe for us to return to hospitals.









97%
of parents/carers believe our services had a **positive impact on their child's emotional wellbeing**

90%
of parents/carers believe our services **provided their child with a distraction** from treatment

69%
of parents/carers believe our services **improved their child's compliance with medical procedures**

Spread a Smile Survey September 2021

OUR SERVICES

FAMILY EVENTS

Having a seriously ill child in the family has incredibly far-reaching implications. In many cases a family member may have to leave their job or make other major changes to their lives to care for their child. The impact of long-term treatment and hospitalisation can lead to additional pressures on family life, including strained sibling relationships, marital stress and financial difficulties.

That is why Spread a Smile hosts regular family events such as theatre trips and parties, which allow children and their families the opportunity to spend precious time together outside of the hospital environment and away from the day-to-day pressures serious illness can bring. These events were not possible during the pandemic and over various lockdowns, so we found new and innovative ways to offer shared experiences, peer support and rare moments of joy to create lasting memories to sustain families through incredibly difficult times. We continued to provide activities that could be enjoyed by all the family, relieved the pressure on parents to entertain their children and with a particular focus on sibling inclusion. This resulted in:

12,845 children and their siblings received boredom-busting activity packs, ice creams on National Ice Cream Day, trick & treat buckets at Halloween and regular treat drops such as popcorn, jellies and magazines

1,450 children and their siblings received age-appropriate gifts over the Christmas period

193 patients and their families visited our virtual Santa's Grotto over Christmas to meet Father Christmas and his elves, our magicians and singers

141 patients and their siblings participated in activity days, held during school holidays and enjoyed a range of sessions including art, baking, dancing, animal fun and more. Feedback from children led to our most popular sessions including Wild Science (with animals) and Festival Make-Up

28 patients and their siblings participated in cake decorating workshops

19 children met virtually on a regular basis as part of the Spread a Smile Choir

"I am very grateful for all the support that you have given to my daughter, each activity is a motivation for her that helps her to forget a little about the difficult situation she is living with her illness. Thank you very much for the impressive work of bringing a smile or just a gesture of joy to these young people who need it so much. With all my heart... thank you"

Parent













90%
of parents/careers believe our services **engaged** their child to **socialise and connect with others**

80%
of parents/carers believe our services **reduced their child's pain and anxiety**

90%
of parents/carers believe our services **boosted their child's confidence and self esteem**

Spread a Smile Survey September 2021

OUR SERVICES

ART INITIATIVES

Art is an important part of every child's development. It encourages them to express their creativity, develop motor skills and heightens their ability to communicate and problem solve. For children in hospital, art related projects and activities provide a welcome distraction from treatment, alleviate the monotony of the hospital environment and make the hospital a more welcoming place.

Radiotherapy Masks
For most types of radiotherapy for brain, head or neck cancers, patients must wear a mask during each treatment. The purpose of the mask is to hold the head and neck in exactly the right position for the accurate delivery of the radiation beam.

Radiotherapy can be incredibly frightening and traumatic for young patients. Hand-painting radiotherapy masks in a design of their choice helps to alleviate some of their fears, reduce anxieties and help children and teenagers feel more in control of their treatment.

In March 2020, following the national lockdown, we had to temporarily pause our mask design programme. This was reinstated on 19 May 2021. During the year we supported 88 children and teenagers with their masks. We also painted 14 mini masks for children's teddy bears which are used by medical professionals to demonstrate what will happen during a child's treatment.

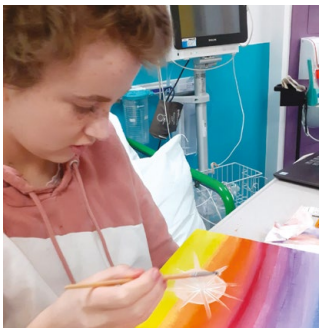
Enriching hospital spaces
As the pandemic hit, hospital playrooms and waiting areas were stripped of shared toys and activities which provided a distraction to children. These rooms suddenly looked scary and uninviting. We were approached by our NHS partners to help make hospitals more welcoming places to be. During the year, and in collaboration with young patients and hospital play teams, our talented artists painted five colourful and imaginative murals at St Mary's Hospital, and created 294 pieces of window art for GOSH, UCLH, King's College Hospital, St George's Hospital, The Evelina and St Mary's for the benefit of patients, families and staff.

Art & Craft Workshops
We provided 264 group and individual virtual art workshops to 404 children and young people during the year with special sessions running to celebrate different days including Mother's Day, Christmas, Diwali, Chanukah, Valentine's Day and more.

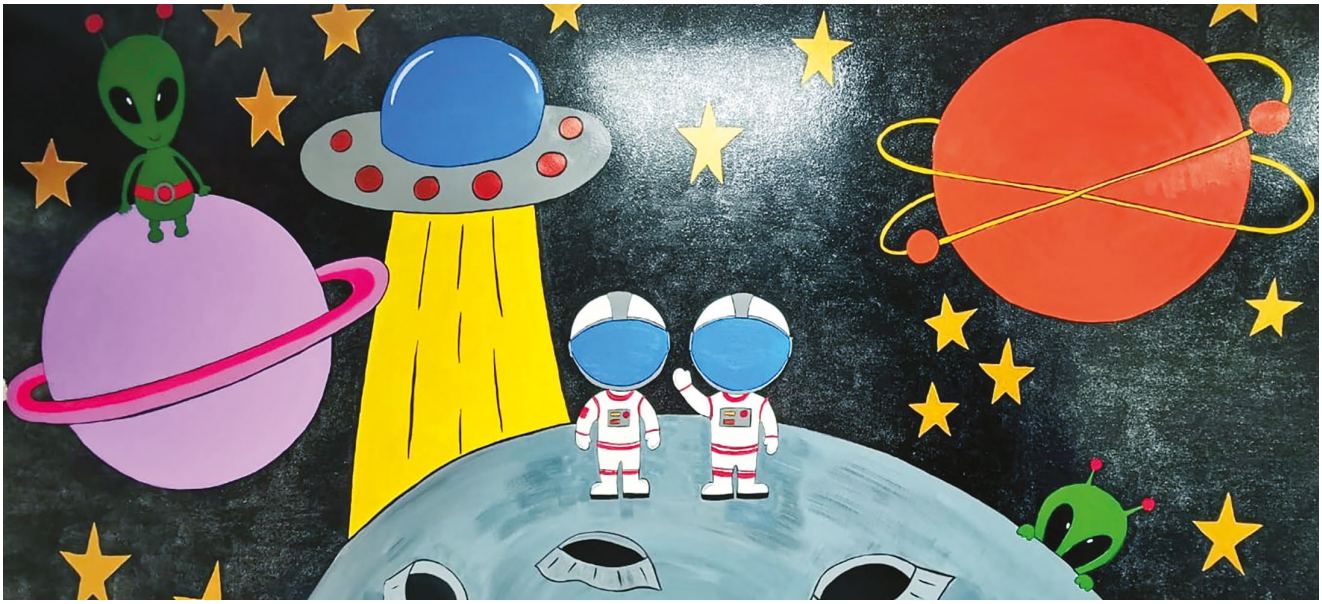
> "Your initiatives bring bright sparks at the most difficult times and completely dominate the memories of the treatment, ensuring they are not tragic or traumatic and making them a more bearable experience."
>
> **Parent**











100%
of parents/carers believe that **our services created positive memories** for their child in hospital

90%
of parents/carers believe **our services make the hospital less frightening** for their children

95%
of parents/carers believe **our services improved their child's hospital experience**

Spread a Smile Survey September 2021

LYDIA'S STORY

At the age of four, Lydia was diagnosed with Multiple Endocrine Neoplasia Type 1, an extremely rare disorder that causes tumours in glands and parts of the small intestine and stomach.

Eight years later, aged 12, Lydia was diagnosed with Metastatic Neuroendocrine Cancer, which had progressed at an unexpected rate. Lydia has had to endure multiple invasive surgeries to remove tumours, daily medication and ongoing hospital treatment to control the spread of the tumours in her liver. One of her most recent medical treatments involved a dose of radiation so intense that she had to remain in her hospital room alone behind lead lined doors, to prevent any radiation contamination.

Lydia's diagnosis, treatment and long and repeated hospital stays have dominated her life. She's missed so much of her young life and so much of what other young people take for granted. The need to isolate during the Covid-19 pandemic has further impacted her feelings of separation and isolation. However, meeting Spread a Smile has made a positive difference for Lydia and her family. Our in-person and virtual visits have provided much needed interactions, activities and peer support that have helped transform her emotional wellbeing.

Her mother, Suzanne, said: "*When your child doesn't feel well and they are very vulnerable and you can't hug them, it is the hardest thing. It goes completely against a mother's natural instincts. This all changed the moment Spread a Smile visited. Magicians doing magic tricks, fairies singing and artists face painting with glitter and gems - it brightened up our day. They lifted Lydia's mood and gave us something else to think and talk about.*

"During her time in hospital, in isolation and when recovering at home, you have provided Lydia with many vital distractions. You have been a lifeline to both Lydia and her brother, Samuel, during such difficult times. When you have a child going through cancer treatment, your support means so much more."



OUR FUTURE PLANS

By 2024 Spread a Smile aims to support the wellbeing of thousands of children under the care of NHS Hospitals nationally and become a leading voice in hospital play and entertainment.

Our Strategy:

To become a leading voice in hospital play and entertainment by 2024 by engaging in the national debate regarding the importance of play and entertainment in hospital, championing the role of play teams and play specialists and influencing policy, provision and practice.

To foster partnerships with a minimum of 27 leading NHS paediatric hospitals in England by 2024 plus those medical and support services that provide community/ outpatient care and who support the most critically ill children and young people in the country.

To develop a patient-focused approach for all children and young people who access our services and one that maintains the bespoke methodology for which we are renowned.

To increase our collaboration with NHS play teams, enhance their practice and provide them with the additional resources required to support the emotional wellbeing of children and young people in their care.

To invest in our people. Our employees and entertainers are our most valuable asset and we are committed to investing in them to provide an inclusive, creative, diverse and supportive workplace.

To advance the monitoring and evaluation of our services to ensure they remain relevant to children, young people, their families and the individuals and organisations involved in their care and treatment.

To uphold all our policies to ensure the highest level of care, safeguarding and sustainability whilst reducing our impact on the environment.

To adopt a robust fundraising strategy that facilitates sustainable growth and invest in our systems and processes to ensure an ongoing high level of donor care.

> “You have been absolutely instrumental in helping us get back on our feet as we finish treatment and try and return to normal life. We cannot thank you enough for your support. You are absolute stars. May your charity shine bright and continue to help other poorly children.”

Parent

FUNDRAISING SUMMARY

Income
In the financial year 2020/2021 our income was £1,181,335 (2019/20 £989,512).

Recognising the impact the pandemic would have on our income, we moved swiftly to develop a new fundraising strategy to mitigate the loss of income anticipated from the cancellation of events and challenges. Our agile approach took advantage of emergency Covid-19 funding from companies, trusts and foundations and harnessed the support of our incredible patrons, regular donors and existing supporters. We also introduced the first major online fundraising appeal in the charity's history, in December 2020, which exceeded all expectations. The generosity of so many individuals and organisations was truly heart-warming.

Over the course of the year, our donors and partners implemented many new and imaginative ways to generate funds including school fundraisers, corporate virtual raffles, salary round up schemes, asking friends to donate in lieu of gifts on birthdays, anniversaries and bar/bat mitzvahs, cake and sticker sales and so much more.

Despite the lockdowns, our enthusiastic supporters participated in numerous challenge events, including some incredible children and young people such as Chloe and Lottie who baked and sold biscuits, 10 year old Dolly-Rae, who cut 20cm off her hair, 13 year old Aran and friends were sponsored to go 48 hours without devices, a 7 year old who took on a cycling challenge post chemotherapy, and Ben who did the coast to coast challenge in 3 days.

We are especially thankful to the families and friends of children we have supported for their fundraising efforts.











While we cannot name everyone, we would like to make special mention this year of the Char family, the Hibberd family, the Hanson family and the Jarvis family.

Many of you took part in your own challenge events or those linked to London Landmarks, Prudential Ride London, marathons and 10Ks, running, walking and cycling around your own neighbourhoods. Others, encouraged by windows of opportunity, took on well-known challenges such as Land's End to John O'Groats, the Coast to Coast Walk, The Chiltern 50 Challenge, the Spartan Race and the London to Brighton cycle ride. And those setting their own personal challenges achieved extraordinary goals including a 1,000-mile run by Jez Allinson dressed as a Stormtrooper and a 2,020 mile run by Jason Finch and Matt Newman which included an eight hour, 36 mile run visiting each of our London hospital partners.

We adapted our events calendar to bring supporters together both in-person and online. In May, 30 teams attended our inaugural virtual quiz night, hosted by Carl Peters. In September, by adopting a one-tee start and outdoor hospitality, we welcomed more than 100 golfers to our annual golf day at The Shire London. Fitness fans participated in a virtual Spinathon in partnership with North London spin studio, Override.

The focus on our provision of digital services led to multiple grants and donations to advance our virtual entertainer visits, art initiatives and Smile TV and included a generous donation from Bregal Milestone to purchase iPads to instigate a programme of digital inclusion for children and young people across our hospital partners.













Luxury designer womenswear, Wyse London, created and sold an exclusive t-shirt in aid of Spread a Smile, initially selling out and prompting an immediate reprint. We were also the beneficiary of fundraising activities by eBloggers and fashion influencers, Hannah Strafford-Taylor, Laura Wills and Louise Roe, sales of *Thank you Baked Potato*, courtesy of actor and comedian, Matt Lucas and TV appearances by comedian, Suzi Ruffell.

The increase in Gifts in Kind throughout the year including books, blankets, magazines, toys, games, art & craft materials, sweet treats, ice creams and chocolates, enabled us to deliver an increased programme of virtual events and treat drops for hospitalised children and young people.

Expenditure
In the financial year 2020/2021 our expenditure was £821,405 (2019/20 £896,021).

In March 2020, we immediately moved all our services online. Our investment in Spread a Smile Digital developed over the year as we worked out how to best meet the needs of seriously ill and hospitalised children and young people.

In 2020/2021, 86p in every pound spent went directly to funding our services and spreading smiles to seriously ill and hospitalised children and their families.

Expansion Fund
We have allocated £300,000 towards an expansion fund. As we work towards national status in 2024, the fund will ensure sustainable growth and meet the planned expansion of our NHS hospital partnerships while maintaining the quality and quantity of existing services over the next few years.











THANK YOU

We would like to thank everyone who has so generously supported our work throughout the year. In the most challenging of times, we would not have been able to spread so many smiles without you. Your commitment has been truly incredible. Please know how much we value every donation and offer of support. Whilst it not possible to list every individual, business, trust or organisation that has fundraised, donated or volunteered their time or services, we would like to make special mention of the following individuals and organisations.

Anonymous
Alligator Books
Mr J Allinson
Alphabet Pie
Amaze Marketing
AR & V Investments Ltd
Mr & Mrs J Benton
Mr & Mrs A Bloom
Aurora World Ltd
BBC Children in Need
Blackrock
Bregal Milestone
Canary Wharf Contractors
Character Options Ltd
Cheatwell Games
Craft Buddy
Mrs E Crocker
Mr & Mrs H Crocker
Mr & Mrs P Crocker
Ms L Da Costa
Direct Line
DPD Group
Dyrham Golf Club
Engage Financial Services
Mr J Finch
Mr & Mrs P Godfrey
Mr & Mrs L Gould
Gold Key Media
Hama Beads
Hans & Gretel
Mr & Mrs G Hanson
Mr & Mrs A Harris
Hasbro
Mr & Mrs S Hibberd
Hunter Price
ICAP
ICBC Standard Bank
Irwin Mitchell
Mr & Mrs A Jacobs
Kaltura
Kettle Foods Ltd
Mr & Mrs D Krok
Ms S Krok
Lantum
Learning Resources Ltd
Little Gold Collection
Lola's Cupcakes
London Stock Exchange Group
Loudmouth Music Ltd
Mr M Lucas
Marine Ices
Masthaven Bank
Mattel
Mr & Mrs F J McGilloway
Michael Watson Charitable Trust
Moonpig
Mr M Newman
Meyer Oppenheim Trust
OTL Brands
Pan-n-Ice
Pass the Parcel
Dr and Dr S Patel
Paul Lamond Games
Postcode Neighbourhood Trust
Mr & Mrs D Rubin
Mr & Mrs R Segal
SEGA Europe
SFC Academy
Sir Clive Bourne Family Trust
Skinny Dip
Spin Master
Staedtler
Mr & Mrs S Sterling
Swizzels
The Basil Samuel Charitable Trust
The David Family Foundation
The Entertainer
The Heathside Charitable Trust
The Inflexion Foundation
The J Isaacs Charitable Trust
The Lake House Charitable Trust
The Leathersellers' Company Charitable Fund
The Langham, London
The Paper Box
The Tides Foundation
The Toy Trust
The Worshipful Company of Hackney Carriage Drivers
TNL Community Fund
Troika Talent Agency
Unilever UK
Wanstead Golf Club
Mr G Wills
Wyse London
Yavneh College

Our Trustees

Paul Crocker
Vanessa Crocker
Paul Godfrey (Chair)
Elizabeth Gould
Louise Jacobs
Josephine Segal
Richard Segal

Our NHS hospital partners

Great Ormond Street Hospital (GOSH)
King's College Hospital
St Mary's Hospital
Royal National Orthopaedic Hospital
The Evelina Children's Hospital
The Royal London Hospital
The Royal Marsden Hospital
University College Hospital (UCLH)
The Royal Brompton Hospital
St George's Hospital
Southampton Children's Hospital
Noah's Ark Children's Hospice

TRUSTEES' REPORT

For the year ended 31 March 2021

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Berg Kaprow Lewis LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

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

Paul Godfrey

Date: **25 January 2022**

AUDITOR'S REPORT AND CHARITY ACCOUNTS

For the year ended 31 March 2021



INDEPENDENT AUDITORS' REPORT

Opinion
We have audited the financial statements of Spread a Smile (the 'charitable company') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance sheet, the Statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion
We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern
In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information
The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the Trustees' responsibilities statement, the Trustees (who are

also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 145 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Enquiring of management around actual and potential litigation and claims;
- Reviewing board meeting minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' report.

Other matters

The comparative figures shown in the financial statements were not audited.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Berg Kaprow Lewis LLP
Chartered Accountants & Statutory Auditor
35 Ballards Lane, London N3 1XW

Date: **25 January 2022**

Berg Kaprow Lewis LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES

(Incorporating income and expenditure account) for the year ended 31 March 2021

	Note	Restricted funds 2021 £	Unrestricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income from					
Donations and legacies	3	**365,445**	**781,876**	**1,147,321**	420,925
Fundraising activities	4	-	**33,713**	**33,713**	565,401
Investments	5	-	**301**	**301**	3,186
Total income		**365,445**	**815,890**	**1,181,335**	**989,512**
Expenditure on					
Raising funds	6	**5,721**	**106,973**	**112,694**	273,861
Charitable activities	7	**311,364**	**397,347**	**708,711**	622,160
Total expenditure		**317,085**	**504,320**	**821,405**	**896,021**
Net movement in funds		**48,360**	**311,570**	**359,930**	**93,491**
Reconciliation of funds					
Total funds brought forward		-	**599,699**	**599,699**	506,208
Net movement in funds		**48,360**	**311,570**	**359,930**	93,491
Total funds carried forward		**48,360**	**911,269**	**959,629**	**599,699**

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

The notes on pages 29 to 44 form part of these financial statements.

BALANCE SHEET

As at 31 March 2021

	Note		2021 £		2020 £
Fixed assets					
Tangible assets	12		**1,224**		435
			1,224		435
Current assets					
Debtors	13	**8,307**		14,901	
Cash at bank and in hand		**1,008,991**		624,872	
		1,017,298		639,773	
Creditors: amounts falling due within one year	14	**(58,893)**		(40,509)	
Net current assets			**958,405**		599,264
Total net assets			**959,629**		599,699
Charity funds					
Restricted funds	15		**48,360**		-
Unrestricted funds	15		**911,269**		599,699
Total funds			**959,629**		599,699

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476. However an audit has been performed in accordance with the requirements of the Charities Act 2011.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on and signed on their behalf by:
Paul Godfrey
Date: **25 January 2022**

“The Statement of Cash Flows on page 28 and the notes on pages 29 to 44 form part of these financial statements.

STATEMENT OF CASH FLOWS

For the year ended 31 March 2021

	2021 £	2020 £
Cash flows from operating activities		
Net cash used in operating activities	**385,237**	114,941
Cash flows from investing activities		
Dividends, interests and rents from investments	**301**	3,186
Purchase of tangible fixed assets	**(1,419)**	-
Net cash (used in)/provided by investing activities	**(1,118)**	3,186
Cash flows from financing activities		
Net cash provided by financing activities	-	-
Change in cash and cash equivalents in the year	**384,119**	118,127
Cash and cash equivalents at the beginning of the year	**624,872**	506,745
Cash and cash equivalents at the end of the year	**1,008,991**	624,872

The notes on pages 29 to 44 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

1. GENERAL INFORMATION

Spread a Smile is a private company limited by guarantee incorporated in England and Wales a private company limited by guarantee incorporated in England and Wales and a Registered Charity. The members of the company are the Trustees named on page 21. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

The registered office is 35 Ballards Lane, London, N3 1XW.

2. ACCOUNTING POLICIES

2.1 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 Companies Act 2006.

Spread a Smile 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.

2.2 Going concern

At the year end the charity had net assets of £959,629, including a healthy cash balance of £1,008,991. The Trustees therefore consider that based on the circumstances existing at the date of signature, the company has adequate resources to continue its operations for the next 12 months, and the accounts have therefore been prepared on a going concern basis.

2.3 Income

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

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Donated facilities are included at the value to the company where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers. Donated services or facilities related to the provision of entertainment (including tickets, toys, gifts and books etc.), are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised; refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Company which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

2.4 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. Direct costs attributable to a single activity are allocated directly to that activity. 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.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

Expenditure on raising funds includes all expenditure incurred by the Company 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 Company's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.5 Government grants

Government grants are credited to the Statement of financial activities as the related expenditure is incurred.

Furlough income is receivable as compensation for salary expenses already incurred and to give immediate financial support to the Company with no future related costs. This income is recognised in the Statement of Comprehensive Income in the same period as the related expenditure.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:
Office equipment - 33%

2.7 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.

2.8 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.

2.9 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 Company 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.

2.10 Financial instruments

The Company 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.

2.11 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 Company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Company 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.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

3. INCOME FROM DONATIONS

	Restricted funds 2021 £	Unrestricted funds 2021 £	Total funds 2021 £
Donations	287,459	720,772	**1,008,231**
Gifts and services in kind	-	35,480	**35,480**
Grants	37,120	-	**37,120**
Government grants	40,866	25,624	**66,490**
	365,445	781,876	**1,147,321**

	Restricted funds 2020 £	Unrestricted funds 2020 £	Total funds 2020 £
Donations	165,217	182,954	348,171
Gifts and services in kind	-	34,022	34,022
Grants	33,951	-	33,951
Government grants	-	4,781	4,781
	199,168	221,757	420,925

As outlined by SORP FRS 102, donated goods and services are to be included in the accounts valued at the amount that the charity would have spent on similiar goods or services, should they not have been received as donations Included in the above figures are £Nil (2020: £18,866) of donated goods and services relating to the Winter Party; £19,570 (2020: £13,156) of donated goods and services relating to the entertainment of children and toy donations; £15,910 (2020: £Nil) of donated presents; and £Nil (2020: £2,000) of donated accounting services.

During the year, Spread a Smile launched an online fundraising campaign through Charity Extra. All the income generated from the campaign has been included within 'Income from Donations'. In the prior year there was a gala dinner instead of an online campaign and the funds from this event were recorded as 'Fundraising Income' (See Note 4). Therefore, compared to prior year, 'Income from Donations' was considerably higher and 'Fundraising Income' materially lower.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

4. INCOME FROM FUNDRAISING ACTIVITIES

INCOME FROM FUNDRAISING EVENTS

	Unrestricted funds 2021 £	Total funds 2021 £
Fundraising income	33,713	**33,713**

	Unrestricted funds 2020 £	Total funds 2020 £
Fundraising income	565,401	565,401

5. INVESTMENT INCOME

	Unrestricted funds 2021 £	Total funds 2021 £
Investment income	301	**301**

	Unrestricted funds 2020 £	Total funds 2020 £
Investment income	3,186	3,186

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

6. EXPENDITURE ON RAISING FUNDS

EXPENDITURE ON RAISING FUNDS

	Restricted funds 2021 £	Unrestricted funds 2021 £	Total funds 2021 £
Expenditure on raising funds	5,721	106,973	**112,694**

	Unrestricted funds 2020 £	Total funds 2020 £
Expenditure on raising funds	273,861	273,861

ANALYSIS OF EXPENDITURE OF RAISING FUNDS

	2021 £	2020 £
Fundraising expenses	**54,066**	164,543
Marketing and database costs	**-**	1,944
Wages and salaries	**54,375**	99,882
National insurance	**4,253**	7,492
	112,694	273,861

Fundraising costs in 2020 were higher due to the cost of a biennial fundraising dinner.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

SUMMARY BY FUND TYPE

	Restricted funds 2021 £	Unrestricted funds 2021 £	Total funds 2021 £
Direct costs	310,138	307,363	**617,501**
Support costs	1,226	89,984	**91,210**
	311,364	397,347	**708,711**

	Restricted funds 2020 £	Unrestricted funds 2020 £	Total funds 2020 £
Direct costs	200,369	306,644	507,013
Support costs	-	115,147	115,147
	200,369	421,791	622,160

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

8. ANALYSIS OF EXPENDITURE BY ACTIVITIES

	Activities undertaken directly 2021 £	Support costs 2021 £	Total funds 2021 £
Direct costs	617,501	-	**617,501**
Support costs	-	91,210	**91,210**
	617,501	91,210	**708,711**

	Activities undertaken directly 2020 £	Support costs 2020 £	Total funds 2020 £
Direct costs	507,013	-	507,013
Support costs	-	115,147	115,147
	507,013	115,147	622,160

ANALYSIS OF DIRECT COSTS

	Support costs 2021 £	Total funds 2021 £
Staff costs	347,580	**347,580**
Online delivery of services to sick children	147,741	**147,741**
Hospital entertainment for sick children	122,180	**122,180**
	617,501	**617,501**

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

8. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

ANALYSIS OF DIRECT COSTS (CONTINUED)

	Support costs 2020 £	Total funds 2020 £
Staff costs	222,164	222,164
Hospital entertainment for sick children	25,759	25,759
Theatre visits for children & families	238,780	238,780
Parties for children & families	18,866	18,866
Database costs	1,444	1,444
	507,013	507,013

ANALYSIS OF SUPPORT COSTS

	Activities 2021 £	Total funds 2021 £
Staff costs	12,562	**12,562**
Depreciation	630	**630**
Rent	5,000	**5,000**
Office costs	11,344	**11,344**
Computer and phone costs	4,622	**4,622**
Insurance	848	**848**
Consultancy	10,578	**10,578**
Stationery	878	**878**
Bank charges	633	**633**
Professional fees	8,644	**8,644**
Accoutancy fees	13,824	**13,824**
Pension costs	8,744	**8,744**
Training costs	6,403	**6,403**
Audit fee	6,500	**6,500**
	91,210	**91,210**

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

8. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

ANALYSIS OF SUPPORT COSTS (CONTINUED)

	Activities 2020 £	Total funds 2020 £
Staff costs	40,728	40,728
Depreciation	478	478
Rent	5,000	5,000
Office costs	17,643	17,643
Computer and phone costs	11,091	11,091
Insurance	2,806	2,806
Consultancy	11,640	11,640
Stationery	747	747
Bank charges	141	141
Rates	1,849	1,849
Professional fees	9,121	9,121
Accountancy fees	7,766	7,766
Pension costs	6,137	6,137
	115,147	115,147

9. AUDITORS' REMUNERATION

	2021	2020
	£	£
Fees payable to the Company's auditor for the audit of the Charity's annual accounts	**6,500**	-
Fees payable for the Independent Examination of the Charity's annual accounts	-	2,000

The reason for the increased fee is due to this being the first year that Spread a Smile are required to undertake an audit.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

10. STAFF COSTS

	2021 £	2020 £
Wages and salaries	**388,391**	344,430
Social security costs	**30,379**	25,836
	418,770	370,266

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

	2021 No.	2020 No.
Average number of employees	**18**	16

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

The aggregate renumeration of key management personnel, including Employer's National Insurance and Pension contributions, was £159,491.

11. TRUSTEES' REMUNERATION AND EXPENSES

During the year, no Trustees received any remuneration or other benefits (2020 - £NIL).

During the year ended 31 March 2021, no Trustee expenses have been incurred (2020 - £257). This was fully reimbursed.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

12. TANGIBLE FIXED ASSETS

	Office equipment £
Cost or valuation	
At 1 April 2020	**12,574**
Additions	**1,419**
At 31 March 2021	**13,993**
Depreciation	
At 1 April 2020	**12,139**
Charge for the year	**630**
At 31 March 2021	**12,769**
Net book value	
At 31 March 2021	**1,224**
At 31 March 2020	435

13. DEBTORS

	2021 £	2020 £
Due within one year		
Prepayments and accrued income	**3,125**	5,376
Gift Aid recoverable	**5,182**	4,744
Grants receivable	**-**	4,781
	8,307	14,901

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

14.CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	**39,693**	8,429
Other taxation and social security	**8,032**	9,081
Other creditors	**3,355**	19,286
Accruals and deferred income	**7,813**	3,713
	58,893	40,509

15.STATEMENT OF FUNDS

STATEMENT OF FUNDS - CURRENT YEAR

	Balance at 1 April 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2021 £
Unrestricted funds					
Designated Funds					
Expansion fund	-	-	-	**300,000**	**300,000**
General funds					
General Funds - all funds	**599,699**	**815,890**	**(504,320)**	**(300,000)**	**611,269**
Total Unrestricted funds	**599,699**	**815,890**	**(504,320)**	-	**911,269**
Restricted funds					
Digitial fund	-	**195,863**	**(195,863)**	-	-
Art fund	-	**15,340**	**(9,280)**	-	**6,060**
Halloween/Easter fund	-	**2,918**	**(2,918)**	-	-
iPads fund	-	**16,873**	**(16,873)**	-	-
Smile Hampers fund	-	**6,465**	**(6,465)**	-	-
Coronavirus Job Retention Scheme fund	-	**40,866**	**(40,866)**	-	-
BBC Children in Need fund	-	**37,120**	**(37,120)**	-	-
Entertainment fund	-	**50,000**	**(7,700)**	-	**42,300**
	-	**365,445**	**(317,085)**	-	**48,360**
Total of funds	**599,699**	**1,181,335**	**(821,405)**	-	**959,629**

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

15. STATEMENT OF FUNDS (CONTINUED)

STATEMENT OF FUNDS - PRIOR YEAR

	Balance at 1 April 2019	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2020 £
Unrestricted funds					
Designated Funds					
Hospital Playroom fund	80,000	-	-	(80,000)	-
General funds					
General Funds - all funds	390,845	837,662	(708,808)	80,000	599,699
Total Unrestricted funds	470,845	837,662	(708,808)	-	599,699
Restricted funds					
Restricted Funds - all funds	35,363	151,850	(187,213)	-	-
Total of funds	**506,208**	**989,512**	**(896,021)**	**-**	**599,699**

Expansion fund - Spread a Smile has ambitious growth plans which will see expenditure rising in the future. £300,000 has been set aside to allow the Charity to achieve that growth over the next few years.

Digital – Spread a Smile's digital services include all services delivered online - virtual entertainer visits, smile parties, activity days and after school clubs plus Facebook live sessions and pre recorded content for our entertainment platform, Smile TV.

Arts & Masks – Spread a Smile's art initiatives including the Enriching Spaces Programme which sees the charity painting hospital wards, treatment rooms, playrooms and communal spaces with uplifting murals/ artworks; the personalisation of radiotherapy masks for children undergoing radiotherapy treatment; art & craft workshops and memory portraits to support families of children who have passed away.

Halloween and Easter activities – Spread a Smile activities focused around these specific calendar events and including the purchase and distribution of trick & treat buckets at Halloween and support of our treat drops, gift drive and Santa's Grotto at Christmas.

iPads – Spread a Smile's digital inclusion project that distributes centrally managed iPads to our NHS hospital partners for use by children in hospital who do not have access to their own devices thus increasing access to our services to all children under their care.

Smile Hampers – personalised gift hampers distributed at Christmas to seriously ill children under the care of our NHS hospital partners.

Coronavirus Job Retention Scheme - furlough income is receivable as compensation for salary expenses already incurred and to give immediate financial support to the Company with no future related costs. This income is recognised in the Statement of Comprehensive Income in the same period as the related expenditure.

BBC Children In Need – grant funding that covers the core costs of a Hospital Visit Manager, administration support and hospital visits.

Entertainment fund - provision of entertainment within the hospital environment including visits from professional entertainers and therapy dogs as well as the support needed to facilitate this.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

16.SUMMARY OF FUNDS

SUMMARY OF FUNDS - CURRENT YEAR

	Balance at 1 April 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2021 £
Designated funds	-	-	-	300,000	300,000
General funds	599,699	815,890	(504,320)	(300,000)	611,269
Restricted funds	-	365,445	(317,085)	-	48,360
	599,699	1,181,335	(821,405)	-	959,629

SUMMARY OF FUNDS - PRIOR YEAR

	Balance at 1 April 2019 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2020 £
Designated funds	80,000	-	-	(80,000)	-
General Funds	390,845	837,662	(708,808)	80,000	599,699
Restricted Funds	35,363	151,850	(187,213)	-	-
	506,208	989,512	(896,021)	-	599,699

17. ANALYSIS OF NET ASSETS BETWEEN FUNDS

ANALYSIS OF NET ASSETS BETWEEN FUNDS - CURRENT YEAR

	Restricted funds 2021 £	Unrestricted funds 2021 £	Total funds 2021 £
Tangible fixed assets	-	1,224	1,224
Current assets	48,360	968,938	1,017,298
Creditors due within one year	-	(58,893)	(58,893)
Total	48,360	911,269	959,629

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

17. ANALYSIS OF NET ASSETS BETWEEN FUNDS (CONTINUED)

ANALYSIS OF NET ASSETS BETWEEN FUNDS - PRIOR YEAR

	Unrestricted funds 2020 £	Total funds 2020 £
Tangible fixed assets	435	435
Current assets	639,773	639,773
Creditors due within one year	(40,509)	(40,509)
Total	599,699	599,699

18. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
Net income for the year (as per Statement of Financial Activities)	**359,930**	93,491
Adjustments for		
Depreciation charges	**630**	478
Dividends and interests from investments	**(301)**	(3,186)
Decrease/(increase) in debtors	**6,594**	20,582
Increase/ (decrease) in creditors	**18,384**	3,576
Net cash provided by operating activities	**385,237**	**114,941**

19. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2021 £	2020 £
Cash in hand	**1,008,991**	624,872
Total cash and cash equivalents	**1,008,991**	**624,872**

The cash balance at 31 March 2021 benefitted from the recently held Charity Extra campaign.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

20. ANALYSIS OF CHANGES IN NET DEBT

	At 1 April 2020 £	Cash flows £	At 31 March 2021 £
Cash at bank and in hand	**624,872**	**384,119**	**1,008,991**
	624,872	**384,119**	**1,008,991**

21. PENSION COMMITMENTS

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions paid by the company to the fund and amounted to £8,744 (2020: £6,137). Contributions totalling £1,568 (2020: £2,499) were payable to the fund at the balance sheet date and are included in creditors.

22. RELATED PARTY TRANSACTIONS

During the year the charity received donations of £16,000 from the Trustees of the charity (2020: £24,007).

During the year, the charity received donations of £30,000 (2020: £Nil) from a company with a common director.

During the year, the charity received donations of £6,000 from Trusts, where the beneficiaries of the Trust are also Trustees of the charity.

During the year, the charity incurred rental fees of £5,000 (2020: £5,000) to Romandus Properties Limited, a company with a common director.

“I am very grateful for all the support that you have given to my daughter, each activity is a motivation for her that helps her to forget a little about the difficult situation she is living with her illness. Thank you very much for the impressive work of bringing a smile or just a gesture of joy to these young people who need it so much. With all my heart.... thank you very much to all the Spread Smile team.”

Parent

020 7482 5191
info@spreadasmile.org
spreadasmile.org
@spreadasmileuk

51 Chalk Farm Road
London
NW1 8AN

Registered Company Number 08443236 **Registered Charity Number** 1152205