

ANNUAL REPORT

2021/22



**SPREAD
A SMILE**



‘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-

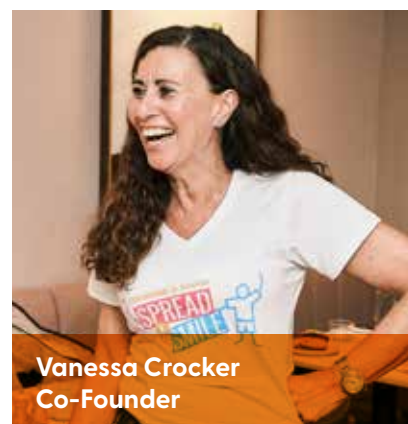
anticipated families outing to see The Lion King and our Brigit's Bakery Afternoon Tea on a London Bus. We know just how meaningful it is for our families to come together, to forget about the daily pressures of hospitals and treatment plans and to feel moments of true joy.

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

J Segal



Vanessa Crocker
Co-Founder

V. Crocker

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

Lucy Jackson



Paul Godfrey
Chair of Trustees

P. Godfrey



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

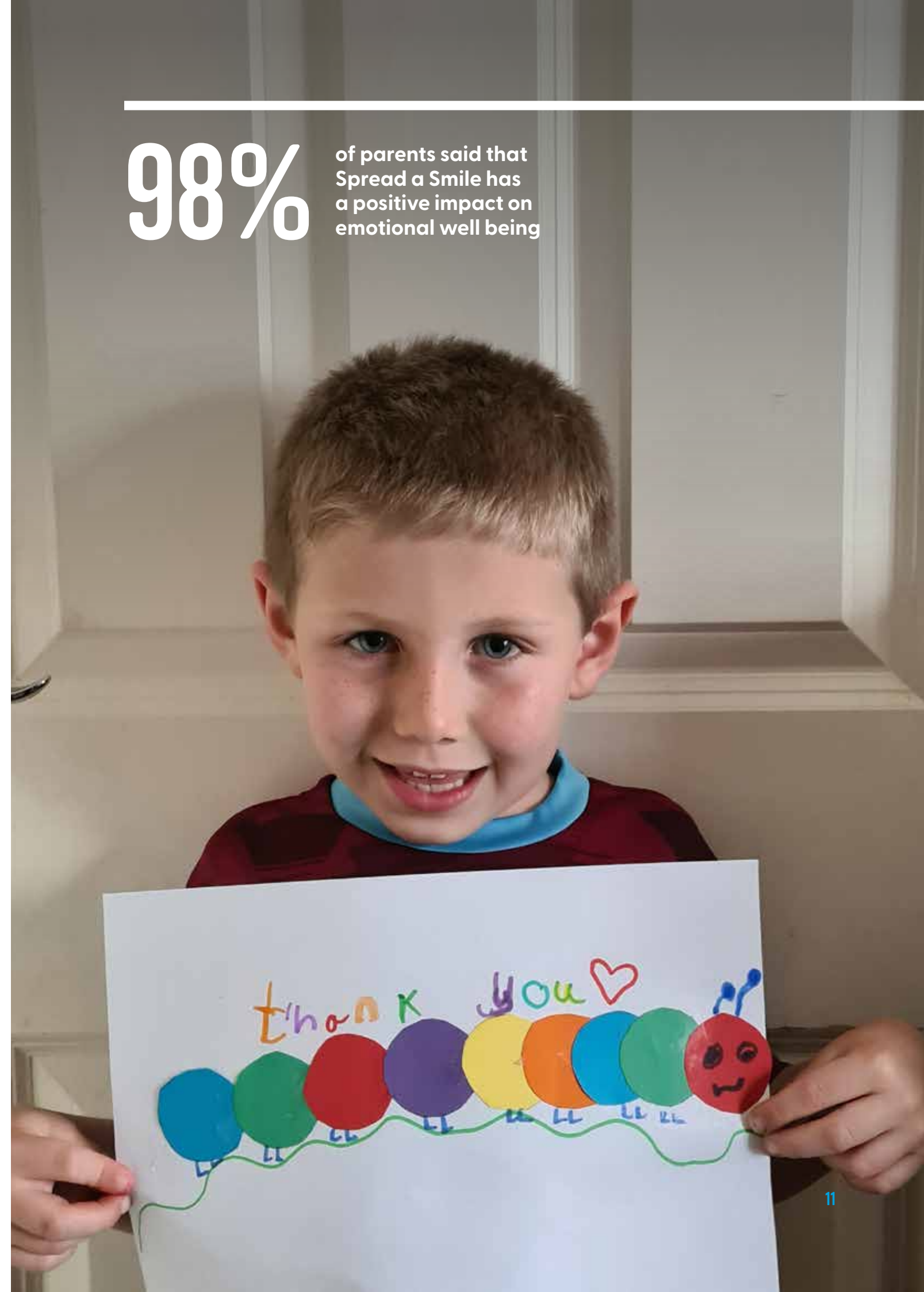
To continue to build relationships with each and every family we support by understanding their child's unique situation and needs

MEASURE

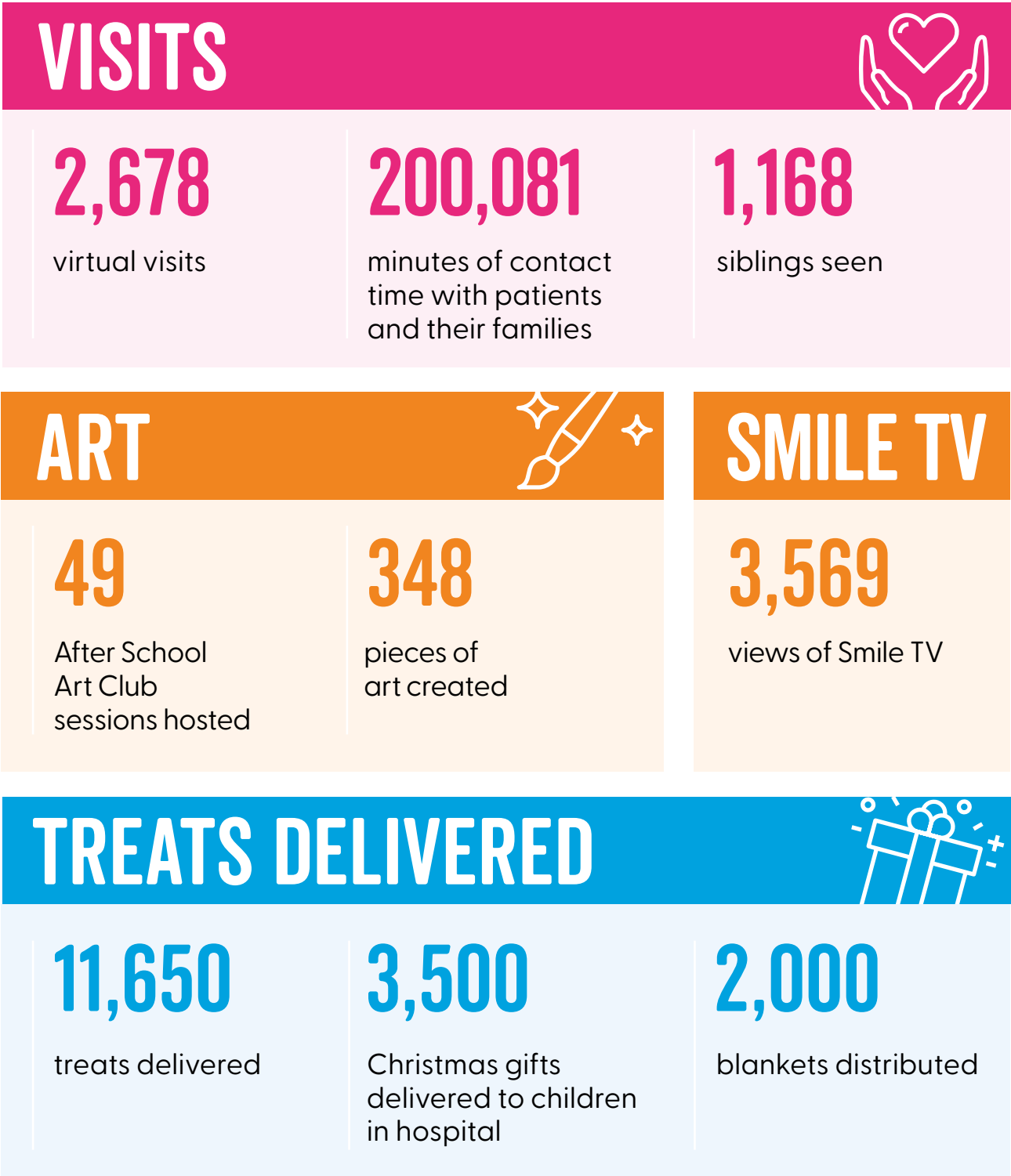
To measure, evaluate and evolve our work and strive to be efficient and effective

98%

of parents said that Spread a Smile has a positive impact on emotional well being



OUR YEAR IN NUMBERS



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



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.

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



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.

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.

'Spread a Smile has become part of the daily fabric of our lives'

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

'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

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

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).

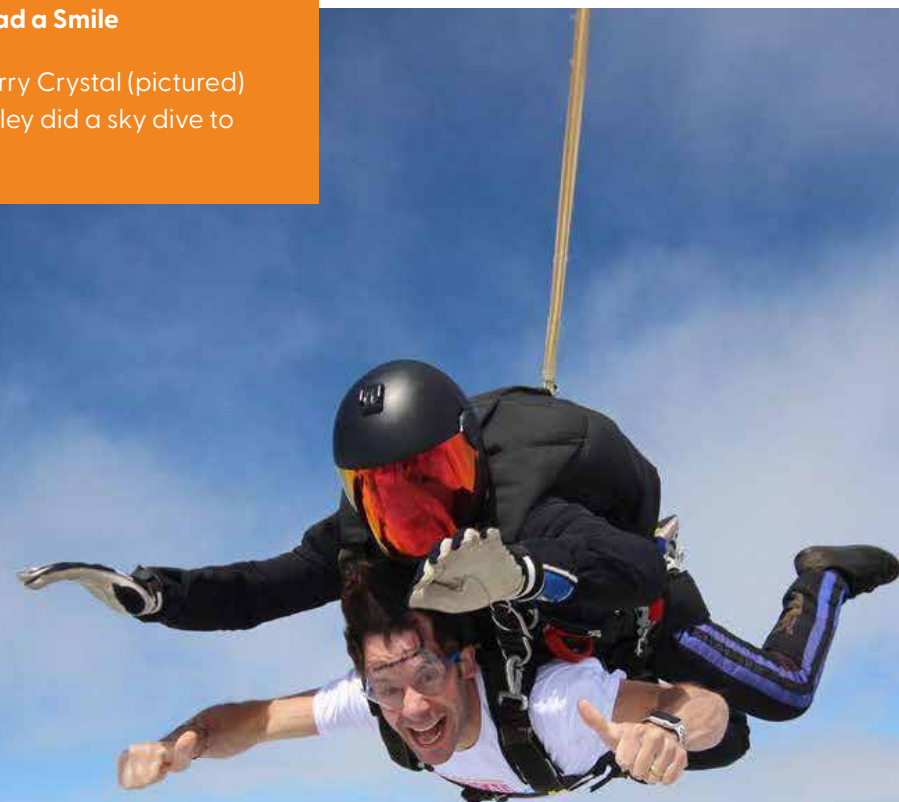
Over the year, knowing that our income and events programme would continue to be impacted by the pandemic, we continued to work hard to strengthen relationships with supporters across all income streams, keeping them informed of our work and their role in enabling it.



150 staff from Unibail-Rodamco-Westfield UK walked 13 miles from Westfield Stratford to Westfield London in White City

Falling for Spread a Smile

Marc Lester, Garry Crystal (pictured) and Oliver Bradley did a sky dive to raise funds



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 Campaign

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%

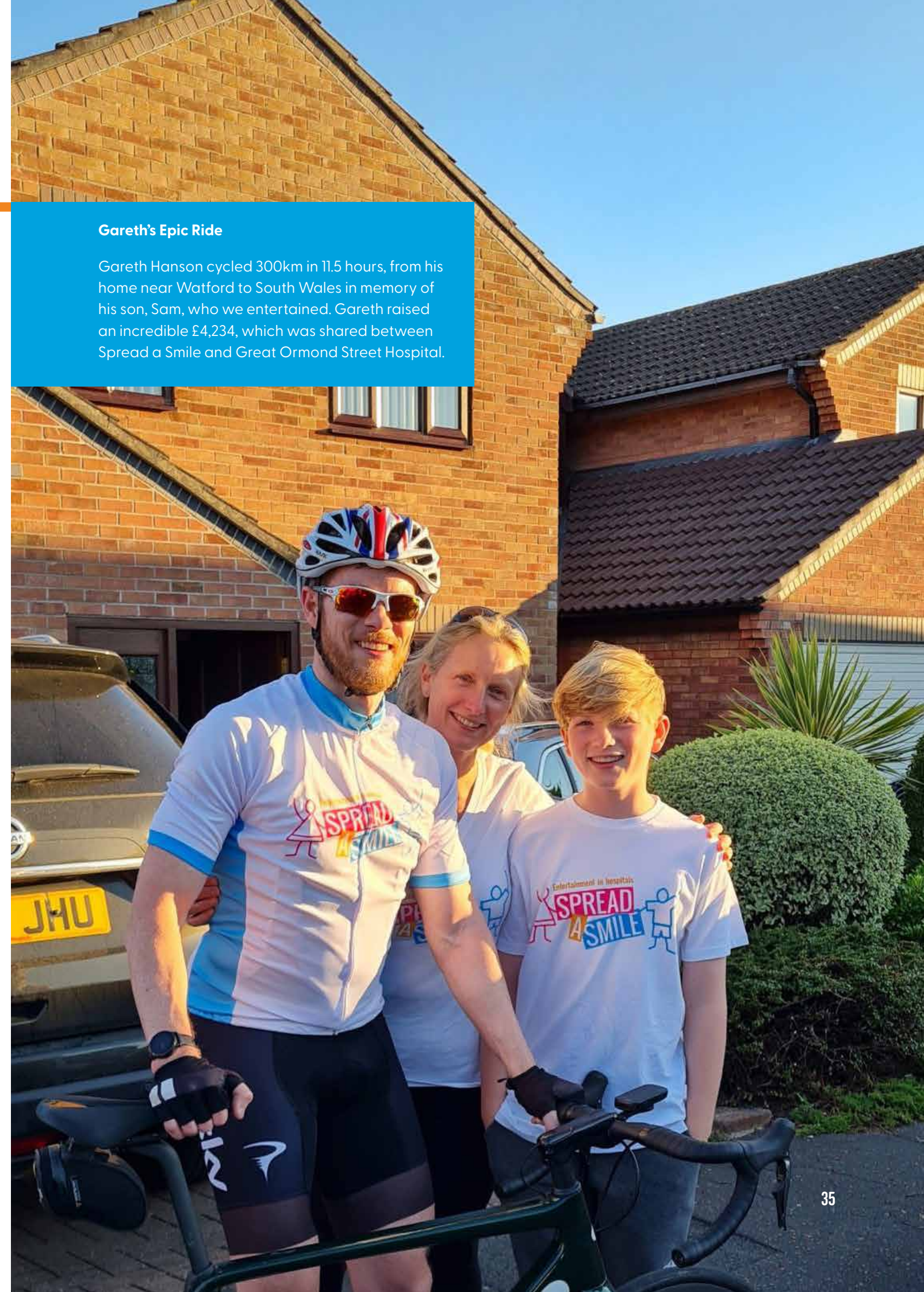
Of medical professionals said that Spread a Smile visits improve the hospital experience for patients and families

'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

'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

'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

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 registrar, 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

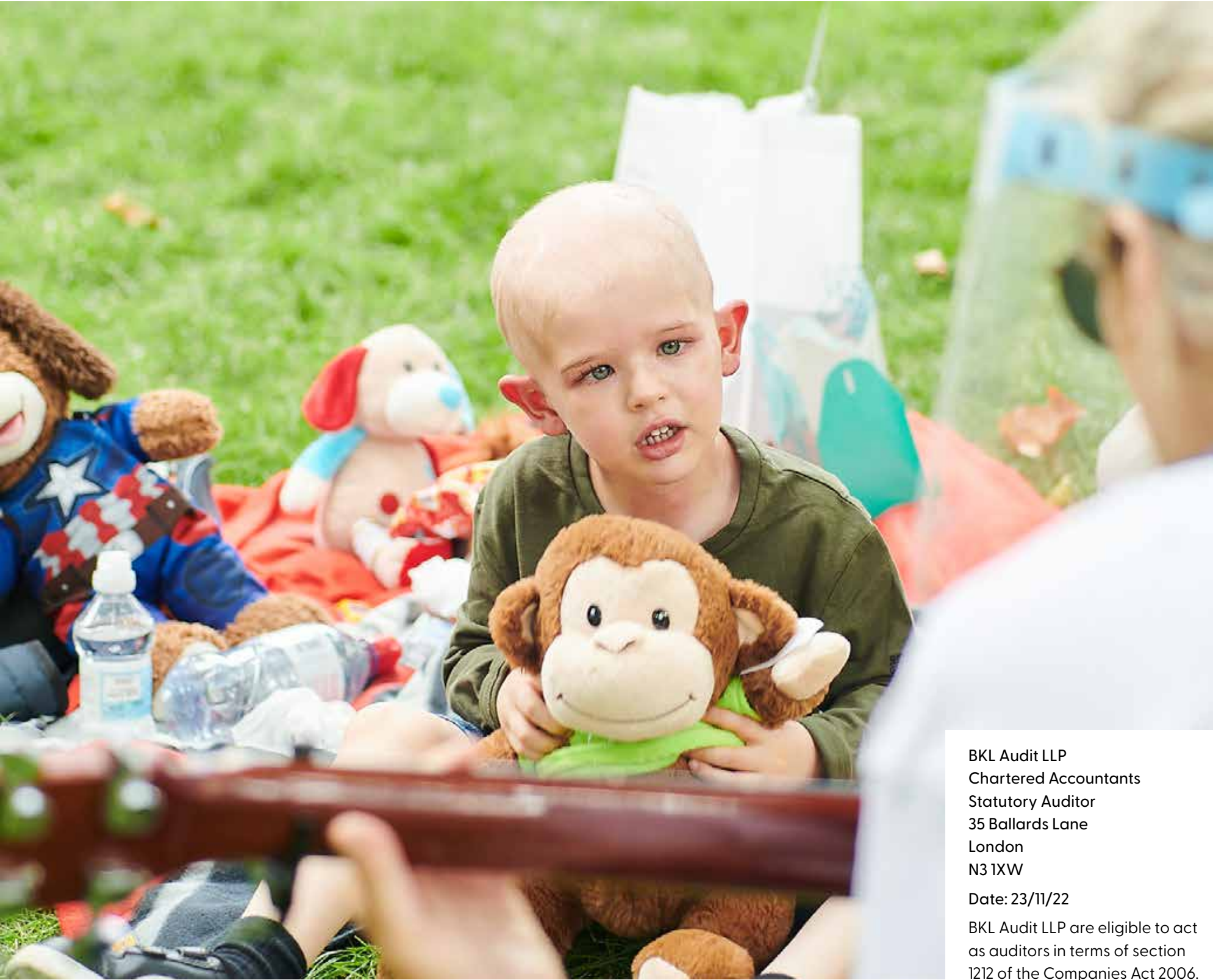
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting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

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

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

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

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

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

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 remuneration 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

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

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

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 march 2022

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
	<u>959,629</u>	<u>1,160,089</u>	<u>(1,147,417)</u>	<u>(379)</u>	<u>971,922</u>

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
	<u>599,699</u>	<u>1,181,335</u>	<u>(821,405)</u>	<u>-</u>	<u>959,629</u>

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	<u>92,689</u>	<u>879,233</u>	<u>971,922</u>

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	<u>48,360</u>	<u>911,269</u>	<u>959,629</u>

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

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