



**SPREAD
A SMILE**

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

Lucy Jackson
Chief Executive



Paul

Paul Godfrey
Chairman



Vanessa

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* | Oxford Children's Hospital (John Radcliffe Hospital site)* |
| Alder Hey Children's Hospital, Liverpool* | Princess Alexandra Hospital* |
| Barnet Hospital* | Queen's Hospital, Romford* |
| Bristol Royal Hospital for Children | Queen Elizabeth Hospital, Woolwich* |
| Chelsea and Westminster Hospital* | Queen Mary's Hospital for Children* |
| The Christie Hospital, Manchester* | The Royal Brompton Hospital* |
| Croydon University Hospital* | The Royal London Hospital* |
| Great Ormond Street Hospital (GOSH)* | The Royal Marsden Hospital* |
| East Surrey Hospital, Redhill* | The Royal National Orthopaedic Hospital* |
| Epsom Hospital* | St George's Hospital* |
| Evelina London Children's Hospital | St Mary's Hospital* |
| King's College Hospital* | St Peter's Hospital, Chertsey* |
| Kingston Hospital* | Southampton Children's Hospital |
| Leicester Children's Hospital | University College Hospital (UCLH)* |
| The National Hospital for Neurology and Neurosurgery (NHNN)* | Watford General Hospital* |
| Newham Hospital* | West Middlesex University Hospital* |
| North Middlesex University Hospital* | Whipps Cross Hospital* |
| Northwick Park Hospital* | The Whittington Hospital* |
| Nottingham Children's Hospital | William Harvey Hospital, Ashford* |
| | Wrexham Maelor Hospital |



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."

"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."

"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."

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

"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

"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."

*Collated from the Spread a Smile Healthcare Professional Survey 2024

*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

7,134

gifts delivered for children in hospital

1,875

festive Smile Hampers delivered to patients and siblings

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 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**



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."

- ☆ **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

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 Teagan'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.



Spread a Smile

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.

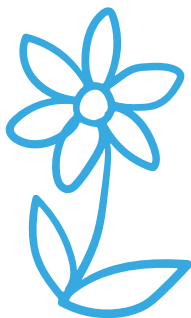


SUPPORTING THE WHOLE FAMILY

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/carers 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, these 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 Flynn'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.



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.

"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

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.

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**

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

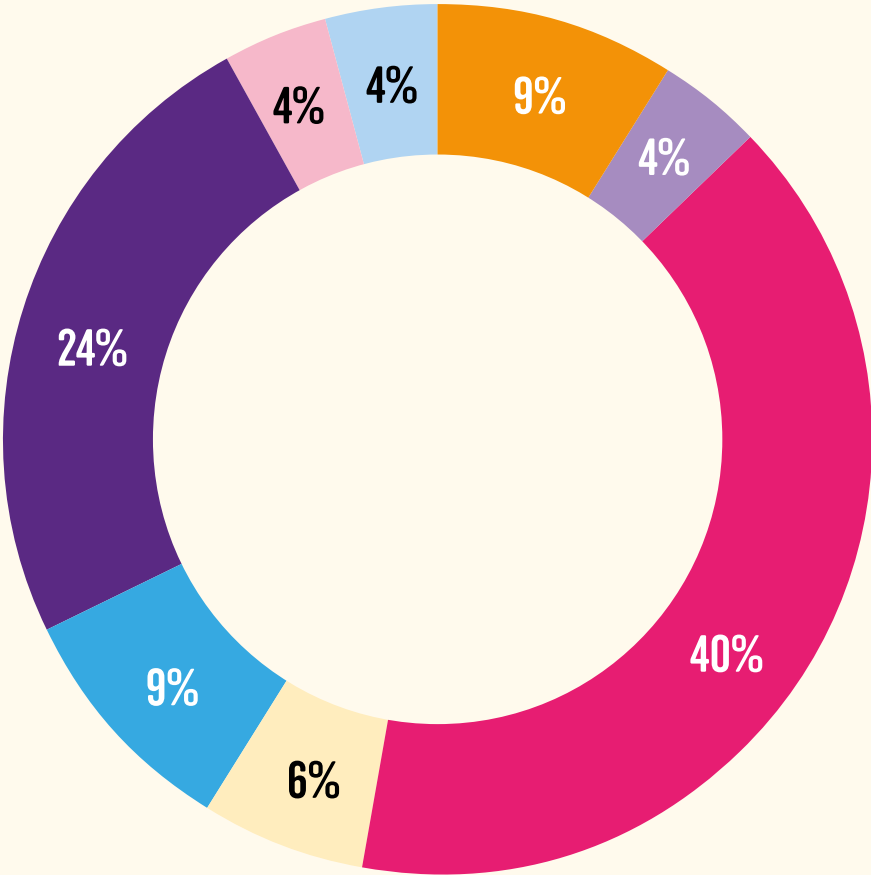
"We recently moved the patients temporarily to an adult ward whilst work was being carried out to our usual young person's ward and being able to have the window art by Spread a Smile made the rooms feel less clinical and allowed the young patients to make it more of their own."

Hospital Partner



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
- COMMUNITY FUNDRAISING
- CORPORATE PARTNERSHIPS
- INDIVIDUALS AND PHILANTHROPY
- SPECIAL EVENTS
- TRUSTS AND FOUNDATIONS
- GIFTS IN KIND
- 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					
Unrestricted funds	16			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
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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



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