

**THE ALEXANDRA SALES TRUST**  
**REPORT AND FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 31 MARCH 2025**

**Registered Charity No. 1161811**

**Azets Audit Services**  
**River House**  
**1 Maidstone Road**  
**Sidcup**  
**Kent**  
**DA14 5RH**

# THE ALEXANDRA SALES TRUST

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## THE ALEXANDRA SALES TRUST

### REFERENCE AND ADMINISTRATIVE DETAILS

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**Trustees**

T Sales  
GM Sales  
AJ Delderfield  
GL Lowry  
TJ Lowry  
D Richards  
DW Richards  
M Saunders

**Charity Registration Number**

1161811

**Principal Office**

Crofton, Platt Common  
Platt  
Sevenoaks  
Kent  
TN15 8JX

**Banker**

Barclays Bank PLC  
1 Churchill Place  
London  
E14 5HP

**Independent Examiner**

M A Wilkes  
Azets Audit Services  
River House  
1 Maidstone Road  
Sidcup  
Kent  
DA14 5RH

## THE ALEXANDRA SALES TRUST

### REPORT OF THE TRUSTEES

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The Trustees present their report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's trust deed, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

#### OBJECTIVES

The main objective of the charity is to assist with the relief of cancer sufferers aged 1 to 24 years and their families and carers in particular but not exclusively by:

- a. Providing financial assistance for their benefit in either the children's ward or at the teenage cancer trust at the Royal Marsden, Surrey;
- b. Providing grants to families and carers of those children and assist their emotional wellbeing or providing the means for a respite break for the whole family;
- c. Providing funding to the Royal Marsden, Surrey for equipment or other facilities required in the teenage cancer Trust unit; or
- d. By funding any other charities or charitable organisations that provide support or care to children and young people suffering with cancer.

#### REVIEW OF THE YEAR

The Alexandra Sales Trust has entered its 11<sup>TH</sup> Year in 2025, and the Trustees continue to hold true to our original goal of raising "Smile money" for young people suffering with cancer. Our work is dedicated to the lasting memory of Alexandra and we are immensely proud of the fact that close members of Alex's family continue to lead and drive our Charity forward. We are also grateful for the continued support of our Trustees, sponsors, and donors.

During 2025 we have concentrated our fundraising efforts into our core events including Golf Day, Race Nights, and Quiz Nights. Special thanks must again go to the Pierson family who operate the catering facilities at Poul Wood where we run our annual Golf Day. This event continues to be our major single biggest fundraising activity with over £9000 being raised in 2024. A significant amount of work goes into organising the Golf Day and the Trustees would also like to thank our participating teams, volunteers, and sponsors in making this event such a success. Unfortunately, we did not run our Craft Fair in the 2024/25 Financial Year due to difficulties around finding a suitable location. We however will be bringing back our Afternoon Tea event in the 2025/26 year.

A special thanks to our major donors in the 2024/25 Financial Year including Jordan Dawes Football Tournament, Charitable Giving, Rolvenden Music Festival and Cazenove Group who again match-funded our Golf Event. Thanks also to J Hughes, T Lowry (Trustee) and J Reagan who all participated the Three Peaks Challenge raising over £2,200 through the Just Giving platform.

Our main activities with regards to donations is maintained through our key partner Young Lives vs Cancer who nominate the majority of the recipients of our "Smile" gifts, trips, vouchers, and tutoring. We also maintain a good relationship with Pembury Hospital to provide support for their nominated recipients.

We have experienced a considerable increase in the number of nominations from our Charitable Partners during the 2024/25 Financial Year. This is due to the cost-of-living crisis adversely affecting people's and families' finances, especially those attempting to deal with cancer diagnosis and treatment. Our donations in the Financial Year totalled £35,944, an increase of 34% on the previous year. With monies raised for the year falling by 22% the Trustees have taken the decision to support expenditure through use of Deposit Account funds. The Charity's available funds have consequently reduced by £11,729 to £57,428 over the 2024/25 Financial Year. We expect this trend to continue through the 2025/26 Year.

Here are a few examples of what we have spent our money on:

Trips to Peppa Pig World  
Nintendo Switches  
Trips to the theatre  
Clothing vouchers

## **THE ALEXANDRA SALES TRUST**

### **REPORT OF THE TRUSTEES**

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We all remain focused and proud to continue to raise “Smile” money in Alexandra’s name and look forward to another successful and fruitful year in 2025/26.

#### **PUBLIC BENEFIT**

The Trustees confirm that they have referred to the guidance contained in the Charity Commission’s general guidance on public benefit when reviewing the Fund’s aim and objectives and in planning future activities and setting the grant making policy for the year.

#### **FINANCIAL REVIEW**

Total income for the year was £24,431 (2024 : £31,468) and total expenditure for the year was £36,160 (2024 : £26,887). Of this, £35,944 (2024 : £26,671) was distributed as donations to individuals. The funds at 31 March 2025 were £57,428 (2024 : £69,157).

#### **RESERVES POLICY**

On an ongoing basis the Trustees aim to hold minimal reserves as the general cost base is low and funds will not be distributed to beneficiaries until they are received.

#### **GOING CONCERN**

The Trustees review nominations received and approve these in line with funds available. Funds are not committed ahead of being received. On this basis the Trustees consider the charity to be a going concern.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### ***Constitution***

The Charity is a Charitable Incorporated Organisation, registered with the Charity Commission on 26 May 2015. It is a registered charity, number 1161811. The charity began operating on 15 June 2015.

##### ***Trustees***

The following Trustees have served during the year to date:

T Sales  
GM Sales  
AJ Delderfield  
GL Lowry  
TJ Lowry  
DW Richards  
D Richards  
M Saunders

## THE ALEXANDRA SALES TRUST

### REPORT OF THE TRUSTEES

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#### STATEMENT OF TRUSTEES' RESPONSIBILITIES

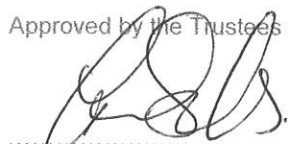
The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales 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 charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- 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 charity will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf:



G Sales  
Trustee

12 January 2026

## **INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ALEXANDRA SALES TRUST**

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I report to the Trustees on my examination of the accounts of the Alexandra Sales Trust for the year ended 31 March 2025.

### **Responsibilities and basis of report**

As the charity Trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounts records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



**M A Wilkes (FCA)**  
**For and on behalf of Azets Audit Services**  
River House, 1 Maidstone Road  
Sidcup, Kent, DA14 5RH

12 January 2026.....

**THE ALEXANDRA SALES TRUST**

**STATEMENT OF FINANCIAL ACTIVITIES**

**FOR THE YEAR ENDED 31 MARCH 2025**

	<b>Unrestricted funds</b>	
	<b>2025 £</b>	<b>2024 £</b>
<b>Income from:</b>		
Donations	4,752	13,499
Fundraising events	18,842	17,301
Interest	837	668
<b>Total income</b>	<b>24,431</b>	<b>31,468</b>
<b>Expenditure on:</b>		
Raising funds	216	216
Charitable activities – donations to individuals	35,944	26,671
<b>Total expenditure</b>	<b>36,160</b>	<b>26,887</b>
<b>Net movement in funds</b>	<b>(11,729)</b>	<b>4,581</b>
<b>Funds brought forward at 1 April 2024</b>	<b>69,157</b>	<b>64,576</b>
<b>Fund balance carried forward at 31 March 2025</b>	<b>57,428</b>	<b>69,157</b>

All transactions are derived from continuing activities.  
All transactions in both years were derived from unrestricted funds.



THE ALEXANDRA SALES TRUST

BALANCE SHEET

AS AT 31 MARCH 2025

	2025 £	2024 £
Current assets		
Cash at bank and in hand	57,428	69,157
Net assets	<u>57,428</u>	<u>69,157</u>
FUNDS		
Unrestricted funds	<u>57,428</u>	<u>69,157</u>

The financial statements were approved on 12 January 2026 and signed on behalf of the Board by:

  
G Sales  
Trustee

  
DW Richards  
Trustee

## THE ALEXANDRA SALES TRUST

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

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#### 1. ACCOUNTING POLICIES

##### 1.1 Basis of preparation

The Alexandra Sales Trust is a Charitable Incorporated Organisation. The address of the principal office is given in the charity information on page 1 of these financial statements. The nature of the charity's operations and principal activities are set out on page 2.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019, the Charities Act 2011 and UK Generally Accepted Practice.

The financial statements are prepared on a going concern basis under the historical cost convention. The financial statements are prepared in sterling which is the functional currency of the charity.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

##### 1.2 Income

All income is included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

##### 1.3 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds includes those costs incurred by the charity when marketing and fundraising to raise fund for the charity; and
- Expenditure on charitable activities comprises those costs incurred by the charity in the delivery of donations to its beneficiaries. It includes both costs allocated directly to such activities and those costs of an indirect nature necessary to support them, where applicable.

##### 1.5 Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

##### 1.7 Going Concern

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

**THE ALEXANDRA SALES TRUST**

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

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**1.8 Judgements and key sources of estimation uncertainty**

Accounting estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

No judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have had the most significant effect on amounts recognised in the financial statements:

There are no key assumptions concerning the future and other key sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

**2. STAFF COSTS AND TRUSTEES' REMUNERATION**

None of the Trustees received any remuneration or reimbursed expenses during the year (2024 : none).