



Report and Financial Statements

Supershoes

For the year ended 31 August 2023

Supershoes

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Charity information

For the year ended 31 August 2023

Trustees:	Gill Long Jane Steer Jeanette Hawkins Sabiene North Sarah White Lucas Tyler (Retired)
Charity number:	1163157
Registered office and principal address:	49 Weathercock Close Woburn Sands Milton Keynes MK17 8SR
Banker:	The Co-operative Bank Plc
Independent Examiner:	Kevan Findlay FCCA 19 Golden Hinde Gardens Milton Keynes MK10 7JU

The Trustees have pleasure in presenting their second report, together with the financial statements for the year to 31 August 2023.

Structure, governance and management

Supershoes is a Charitable Incorporated Organisation, registered number 1163157, governed by a Foundation document dated 14 August 2015 and an updated constitution of 28th June 2019.

The Trustees are actively involved in the CIO. The existing Trustees have a policy to look for new Trustees, with the necessary skillset as and when required, to take Charity forward from the existing contacts they have, who are like-minded people. When new Trustees join, they are given an informal induction to their role within the Trust and their legal responsibilities.

The day-to-day management of the Charity is delegated to the Trustee, Sarah White.

Supershoes

Trustees' report For the year ended 31 August 2023

Objective

The aim of the Charity is to provide activities and items to give comfort to children and young people who are receiving treatment/palliative care for paediatric cancer.

In fulfilment of the above aim, the Trustees believe that the assets of the Charity should be used to support the beneficiaries through art workshops and/or other art-related gifts, where eligibility is met and the person has been referred by our referring partners such as Young Lives vs Cancer (Formally CLIC Sargent). A pair of "Supershoes" will be designed and hand-painted specifically for a child or young person to express all the things they hold dear,

The "Supershoes" are as unique as the child or young person that wears them and acts as reminder to the child of who they are despite their illness, challenges and treatment.

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 Trust's aims and objectives and in planning future activities.

Investment policy

The Charity's investment policy is to retain cash so that there is the flexibility to support urgent immediate needs.

Reserves

The Trustees will aim to increase reserves to allow the Charity to give support to beneficiaries as and when the need arises. They are aware of the requirement to keep reserves under review. Total reserves held at 31 August 2023 were in a satisfactory position to allow the Charity to continue delivering "Supershoes" to nominated children and young people.

Risk assessment

The Trustees have experience of risk assessment exercises and have reviewed the activities of the Charity and the risks it faces. From time to time the risks are re-assessed and managed as appropriate.

Fundraising policy

We do not use professional or commercial fundraisers nor approach individuals directly. Donations are received through raising awareness of the Charity through our website and personal invitations to speak at corporate events. We have received no complaints about fundraising for the Charity.

Supershoes

Highlights of activities and achievements 22/23.

This year, Supershoes reached 564 children with the gift of Supershoes: each pair created and designed specifically for a child by a volunteer Super Artist. The feedback we receive from parents, children and medical staff continues to be incredibly positive with stories of how Supershoes have provided a much-needed boost to wellbeing and confidence; how they encourage mobility, raise a smile or give a child the feeling of control. Many parents remark how Supershoes are used to continually reassure their child with a positive message, when facing challenges with treatment and tests. Many children choose to wear their Supershoes when facing hospital visits. Super Caps are still available as an option for children who prefer a cap or who are unable to wear shoes.

Supershoes continually strives to add further value to the families we support by working collaboratively with other charities, businesses and organisations. Some of these are highlighted below for this financial year:

In September 2022 we met with a team from John Lewis & Partners and discussed how the cost of cancer on top of the cost-of-living crisis was having a significant impact on children and their families, especially in the lead up to Christmas. The Partners put together a giving scheme in their distribution centre where members of their team donated a small gift that would accompany every pair of Supershoes we posted out in November and December. This resulted in 200 gifts being distributed alongside our Supershoes, bringing more joy to families just when they needed it most. The project outlined to us how, by working with businesses, we can achieve more for families facing cancer.

In January 2023, we signed a collaboration agreement with the charity Young Lives Vs Cancer (YLvsC) Reg Charity No: 1107328, formalising and further strengthening a relationship that has been in place since early 2016, when YLvsC started to refer children in their care, for the gift of Supershoes. This agreement clearly outlines our shared values and how we will continue to work together to benefit children in treatment for cancer.

In March 2023, we reached our 6000th recipient with the gift of Supershoes. These were delivered by our Charity founders, alongside the fundraising director of Young Lives Vs Cancer, so they could see firsthand what receiving Supershoes means to a family. Supershoes were presented to 17-year-old Tabitha, whose design featured a portrait of her pet cat! They came at a difficult time for Tabitha and her family and her obvious joy in seeing her pet cat painted on her Supershoes was overwhelming.

In April 2023 a meeting took place with Converse who offered to supply Supershoes with hi-top trainers at a significantly favourable discount, thus enabling Supershoes to benefit from a higher discounted rate, even when purchasing small quantities of Converse trainers, and allowing Supershoes to reach more children in the future.

In June 2023, we worked with Exeter University and welcomed two post graduate interns to work alongside the CEO for a set number of hours, on projects centred on a business fundraising strategy and social media/influencer strategy. The partnership worked very well with the Charity benefiting from new ideas and understanding.

Also in June 2023, Supershoes was featured in CCLG (Children's Cancer & Leukaemia Group) in Contact Magazine, Physical Activity themed edition in summer 2023.

<https://www.cclg.org.uk/Contact-magazine/Empowering-children-and-young-people-to-move-again-after-a-cancer-diagnosis> This piece raises awareness of the impact of Supershoes to a wide audience of professionals, and families affected by childhood cancer throughout the UK.

Supershoes

Art Related Events:

With the challenges of an increasing waiting list for Supershoes and a poor fundraising climate, the Trustees decided to concentrate on the Charity's core activity of creating and delivering art-related gifts: Supershoes.

The Charity holds dear the belief of the significant benefit to very poorly children participating in art and creativity and sees the provision of art-related events such as the Super Art in Hospital program and Super Arty Parties, an area in which we feel we can make a real difference. Supershoes will look to pursue these initiatives in the future when fundraising streams are secure and the waiting list for Supershoes is manageable. The Trustees will continue to review this. In the meantime, the Trustees voted to seek the release of restricted funds (which was granted) that were ringfenced for a Super Arty Party and diverted the funds which were used to fund Supershoes for children on our waiting list which grew to over 200 children at one point.

A statement from our CEO:

Boosting the wellbeing of over 550 children and young people whilst they endure treatment for cancer has been both humbling and rewarding for my incredible volunteer team who see firsthand the impact of a pair of hand-painted shoes: a simple gift made with such love, care and kindness, that has become part of a cancer journey for so many children. The volunteer team have worked tirelessly, and I am indebted to their unwavering commitment to our mission though their selfless generosity in giving their time and talent.

The year ending August 2023 was not without its challenges; we navigated a downturn in donations hampered by the difficult economic climate and rising costs; as a Charity we navigated rising costs ourselves in postage and utilities which significantly impacted our reach; but nonetheless we have continued, strong in our mission to boost the wellbeing of children who are in treatment for cancer. We managed to continue our mission by keeping our costs to a minimum and reviewing and re-budgeting spend every month, according to income; taking a conservative approach to spending has been imperative. Whilst we recognise that we did not reach as many children as we would have liked, we continue to strive to grow our funding to enable us to reach more children in subsequent years.

A highlight of 22/23 was welcoming two new Trustees to the Board: Sabiene North and Jeanette Hawkins. Sabiene brings with her a wealth of skills and experience having worked for years as a successful fundraiser and who is now CEO of the local Oxford charity Be Free Young Carers.

Jeanette has worked clinically in paediatric oncology for 35 years and in addition in the charity sector, in paediatric oncology nursing management for a further 10 years. Jeanette also has experience in clinical governance and strategic planning. Both Trustees are a huge asset to our Charity and continue to strengthen the Board, with their clinical leadership and fundraising expertise.

The need for our support has been welcomed more than ever, as we provide a positive moment on a difficult journey and for some families, we recognise especially the difficulties they face bearing not only the cost-of-living crisis but the cost of cancer too. Supershoes bring a sense of joy to all the family, a positive step on a difficult journey and a boost of positivity, whilst also providing a beautifully personal yet practical gift that the family might not normally be able to afford.

Looking to the year ahead, I do so with positivity and remain confident that Supershoes will continue its mission and thrive, allowing us to reach more children next year. The new additions to our Trustees team and ongoing work to strengthen our Board and underpinning policies will ensure our Charity is guided into the next chapter with success. We continue to strengthen income streams to allow us to fulfil our mission and I remain completely committed to serving our Charity.

Supershoes

As we move forward, I want to assure our supporters that we remain committed to our mission of providing hope and comfort to children who are enduring treatment for cancer. I wholeheartedly believe in collaboration and in demonstrating and inspiring others to help make a difference for those who are central to our mission.

In conclusion, I want to thank our volunteer team, and all those who support our mission, helping us make a positive impact in the lives of those who need it most. Your continued support and dedication are what makes our work possible, and we are grateful for all that you do.

Sincerely,

Sarah White

CEO

Future Plans:

- Continue to broaden our Board of Trustees
- Develop income streams to support increase in
 - grant applications streams
 - fundraising campaigns
 - expand the online charity shop
- Upgrade accounting system to allow for greater reporting and analysis
- Update our reporting functionality to facilitate Trustees overview of charitable activities incorporating more periodic reviews of policies and associated documents.

Supershoes

Trustees' report For the year ended 31 August 2023

Financial Review

The Charity has sustained another challenging year, like many other charities. We have retained the same level of donations of comparative unrestricted donations to the previous year, totalling £55,237 in donation income and gift aid receipts for the 12 months compared to the previous year. (2022: £55,258). With a third year of reduced income, we were able to remove restrictions on funds previously ringfenced to assist the Charity to continue its operation. In addition, the Charity received donations of mobile telephone costs totalling £265 (2022: £271).

Total expenditure of £65,329 before the donated costs of £265 (2022: £3,240) is primarily represented by the purchase of Converse shoes and postage to send them out to the artists and then the child/young person, closely followed by property costs and salary costs. (Restricted to the CEO and Admin Assistant only. The artists do not receive any money for painting the shoes.)

Statement of Trustees' responsibilities

The Trustees are aware of their responsibilities to prepare accounts for each financial year which give a true and fair view of the state of affairs of the Charity and of its financial activities for that period. In preparing the accounts the Trustees have accepted the requirement to:

- select suitable accounting policies and then apply them consistently;
- 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 business.

The Trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with the Charities Act 2011. They accept responsibility 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 current Trustees on 28th June 2024 and signed on their behalf by Sarah White:

Katie Warren

Jane Steer

Gill Long

Sabiene North

Sarah White

Jeanette Hawkins

Supershoes

Statement of financial activities (Including income and expenditure account) For the year ended 31 August 2023

Prepared by: A Kent

		2023			2022		
	Notes	Restricted Funds £	Unrestricted Funds £	Total Funds £	Restricted Funds £	Unrestricted Funds £	Total Funds £
Income							
Voluntary Income:							
Gifts and Donations	2		62,502			70,492	
Restricted Donations	2	-7,000		55,502	-12,000		58,492
Total Income				55,502			58,492
Expenditure							
Charitable Activities	3	0	63,801		0	71,123	
Costs of Generating Funds	4	0	1,793	65,594	0	2,229	73,352
Total Expenditure				65,594			73,352
Net income for the year		-7,000	-3,092	-10,092	-12,000	-2,860	-14,860
Balance brought forward	9	10,883	42,309	53,192	22,883	45,169	68,052
Fund balances carried forward							
At 31st August	9	3,883	39,217	43,100	10,883	42,309	53,192

The charitable company had no recognised gains or losses other than the net movement of funds for the year. The net outgoing resources and resulting net movements in funds arrive from continuing activities.

The notes on pages 6 to 12 form part of these financial statements.

Supershoes

Balance sheet As at 31 August 2023

			2023		2022
	Notes	£	Total £	£	Total £
Fixed assets					
Tangible assets	7a		1,426		2,151
Current assets					
Stock	7b	7,083		9,008	
Debtors	7c	845		1,986	
Bank & cash	7d	37,785		43,936	
		45,712		54,930	
Current liabilities					
Trade creditors	8	3,976		3,889	
Other creditors	8	63		0	
		4,039		3,889	
Net current assets			41,673		51,041
Total net assets			43,100		53,192
Funds & reserves					
Restricted Funds	9		3,883		10,883
Unrestricted Funds	9		39,217		42,309
			43,100		53,192

The notes on pages 6 to 12 form part of these financial statements.

Approved by the board on and authorised for issue on and signed on its behalf by

Sarah White

Supershoes

Notes to the financial statements For the year ended 31 August 2023

1. Accounting policies

Accounting convention

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the Charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable in the UK and Republic of Ireland (FRS102) issued on 16 July 2014.

Going concern

These accounts have been prepared on the going concern basis as the Trustees consider that there are sufficient reserves available to meet the Charity's liabilities as they fall due.

Incoming resources

All income is included in the SOFA in the year in which it becomes receivable.

Donated services and facilities are included in the SOFA when received at the value of the gift to the Charity provided the value of the gift can be measured reliably.

Resources expended

All expenditure is included on an accruals basis and is recognised when there is a legal or constructive obligation to do so.

Governance costs include those incurred in the governance of the Charity and its assets and primarily associated with constitutional and statutory requirements.

All other expenditure is directly attributed to one of the functional categories of resources expended in the SOFA, on a basis consistent with the use of the resources.

Assets with a value of £400 or less are expended.

Fund accounting

The charitable company's unrestricted funds consist of funds which the charitable company may use for its purposes at its discretion.

Judgements in applying accounting policies and key sources of estimation uncertainty

In applying the Charity's accounting policies, the Trustees may be required to make judgements, estimates and assumptions in determining the carrying amounts of assets and liabilities.

Due to the nature of the Charity's activities and financial statements, the Trustees do not consider there to be any significant judgements or sources of estimation uncertainty which could influence the reader's understanding of the financial statements.

Supershoes

Notes to the financial statements For the year ended 31 August 2023

2. Gifts and Donations	Restricted	Unrestricted	2023 £ Total	2022 £ Total
Donations				
Restricted	-7,000	7000	0	0
Gift Aid		942	942	3,128
Unrestricted		54,095	54,095	51,830
Fees / Sales/ Raffle Contra		200	200	300
	-7,000	62,237		
	D1	D1	55,237	55,258
Donated Assets and Services				
Event donations		0	0	2,963
Mobile Phone - S White		265	265	271
	-7,000	62,502		
	D1	D1	265	3,233
			55,502	58,492

3. Charitable activities	2023 £ Total	2022 £ Total
Shoes, caps and materials	10,337	13,489
Fundraising Events	0	0
Mission Events	0	0
Third Party Events	0	0
Postage & packaging	9,520	13,670
Support Costs	5 D1	43,964
	63,801	71,123

Supershoes

Notes to the financial statements For the year ended 31 August 2023

4. Costs of generating funds	2023	2022
	£	£
	Total	Total
Fundraising (General)	57	78
Merchandise	895	773
Marketing	571	1,031
Fees / Sales/ Raffle Contra	200	300
Online Giving Fees	70	47
	<u>1,793</u>	<u>2,229</u>
D1		

5. Support Costs	2023	2022
	£	£
	Total	Total
Salary	23,578	23,392
Computer / IT and website	2,794	3,197
Property Costs	13,900	12,663
Office Furniture	30	153
Travel	180	159
Telecommunications	1,048	1,000
Office Consumables and Cleaning services	1,636	2,716
Depreciation	724	684
Loss on Disposal of Fixed Assets	0	0
Governance Costs - trustee meetings	54	0
	<u>43,944</u>	<u>43,964</u>
6		
7a		

The Charity has an Admin Assistant to support the Charity on an ongoing basis.

6. Trustees

The Board of Trustees received no emoluments for their services as Trustees and have delegated the day-to-day management of the Trust to the Trustee, Sarah White. Sarah White received £15,795 in remuneration for management of the Charity.

The Board of Trustees received reimbursement for travel expenses totalling £0.00 (2022: £0.00).

The Charity does not hold Trustee indemnity insurance at present.

Supershoes

Notes to the financial statements For the year ended 31 August 2023

7a. Fixed Assets

			2023 £ Plant & equipment	2022 £ Plant & equipment
Cost				
	At 1 September 2022		4,272	4,272
	Additions	a	0	0
	Disposals		0	0
	At 31 August 2023		<u>4,272</u>	<u>4,272</u>
Depreciation				
	At 1 September 2022		2,121	1,437
	Charge	20% SL	724	684
	Disposal		0	0
	At 31 August 2023		<u>2,845</u>	<u>2,121</u>
Net book value				
	At 31 August 2023		<u>1,426</u>	<u>2,151</u>

Supershoes

Notes to the financial statements For the year ended 31 August 2023

7b. Stock

	2023 £	2022 £
Unallocated Shoes & Caps	6,111	8,037
Fundraising Stock	0	0
Merchandise	972	972
	<hr/>	<hr/>
	7,083	9,008
	<hr/>	<hr/>

7c. Debtors – amounts falling due within one year

	2023 £	2022 £
Debtors		
PAYE	0	960
Gift Aid - HMRC	6 845	1,027
	<hr/>	<hr/>
D2	845	1,986
	<hr/>	<hr/>

8. Creditors – amounts falling due within one year

	2023 £	2022 £
Trade Creditors		
MKC Rent	2,500	2,500
Utilities	573	266
Royal Mail	903	1,123
	<hr/>	<hr/>
D2	3,976	3,889
	<hr/>	<hr/>
Accruals		
PAYE - HMRC	6 63	0
	<hr/>	<hr/>
D2	63	0
	<hr/>	<hr/>

Supershoes

Notes to the financial statements For the year ended 31 August 2023

9. Funds and reserves

	Restricted Funds £	Unrestricted Funds £		Total Funds £
Balance at 1 September 2022	10,883	42,309	D1	53,192
Net incoming resources	<u>-7,000</u>	<u>-3,092</u>		<u>-10,092</u>
Balance at 31 August 2023	<u>3,883</u> D1	<u>39,217</u> D1		<u>43,100</u>

10. Related party transactions

In the year ended 31 August 2023, a Trustee's supplied; mobile phone services valued at £265 (2022: £271).

In the year ended 31 August 2023, a Trustee's donated income valued at £500 (2022: £0).

Supershoes

Independent Examiner's Report to the Trustees of Supershoes

I report on the financial statements of the Trust for the year ended 31 August 2023, which are set out on pages 5 to 12.

Respective responsibilities of Trustees and examiner

The Charity's Trustees are responsible for the preparation of the financial statements. The Charity's Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the financial statements under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission as covered in *Independent examination of Charity accounts: Directions and guidance for examiners (CC32)*

An examination includes a review of the accounting records kept by the Charity and a comparison of the financial statements presented with those records.

It also includes consideration of any unusual items or disclosures in the Accounts, seeking explanations from you as Trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Supershoes

Independent Examiner's Report to the Trustees of Supershoes

Independent examiner's report to the Trustees of Supershoes

I report to the Trustees on my examination of the accounts of Supershoes for the year ended 31 August 2023.

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.

I report that I undertook an independent examination in June 2024 of Supershoes, registered Charity #1163157, and confirm the following;

- Supershoes is a charitable enterprise;
- The review period was for the year 1 September 2022 through 31 August 2023;
- The accounts do not require a full audit in accordance with Part 16 of the Companies Act 2006;
- Gross income does not exceed £250,000;
- I am a current Fellow of the Chartered Association of Accountants;
- My review was carried out in accordance with section 145 of the 2011 Charities Act.
- I gave my time to voluntarily and for no commercial consideration.

In concluding my review I report that no material matters were brought to my attention or identified during my review to give any cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Charities Act 2011; 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 therefore give confidence that the work undertaken by Supershoes does not represent any public concern and that their activities are in-line with the applicable requirements of the Charities Act 2011.

In summary I have no concerns that there are nor have come I across 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.

Kevan Findlay FCCA

19 Golden Hinde Gardens, Milton Keynes, MK10 7JU

25th June 2024