



Report and Financial Statements

Supershoes

For the year ended 31 August 2024

Supershoes

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Charity information

For the year ended 31 August 2024

Trustees: Gill Long
Jeanette Hawkins
Katie Warren
Sabiene North
Sarah White
Jane Steer (Now retired)

Charity number: 1163157

Registered office and principal address: Bowood
Huntshaw
Devon
EX38 7HD

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 2024.

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 2024

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 2024 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 23/24.

Supershoes is proud to report another impactful and positive year, with continued delivery on our core mission: to empower children and young people undergoing cancer treatment by gifting them personalised, hand-painted Supershoes. These shoes are not only works of art but deeply personal symbols of strength, identity, and hope. During the financial year 2023/2024, we strengthened our operations, improved financial sustainability, and reached several major milestones, ensuring our charitable work continues to make a real difference in the lives of young people and their families.

One of the most significant moments in our history took place in April 2024, when we proudly celebrated the delivery of our 7,000th pair of Supershoes. This milestone represents 7,000 individual children who have received a unique, artist-designed gift during an unimaginably difficult time in their lives. Each pair is carefully created with details that reflect the child's personality and passions often providing a vital emotional boost during long and challenging treatments. Reaching this milestone is not just a marker of scale—it is a celebration of the incredible volunteers, artists, fundraisers, and supporters who help us fulfil our mission. It is also a reaffirmation of why Supershoes exists: to remind each child that they are seen, supported, and celebrated. This achievement has re-energised our community and reinforced our commitment to reaching the next 1,000 children and beyond!

Our financial stability was significantly boosted by a generous unrestricted donation of £10,000 from a corporate business supporter. These donations are particularly valuable allowing us the flexibility to allocate resources where they are most needed, whether that be toward fulfilling new Supershoes requests, or strengthening our operational infrastructure. We are extremely grateful for this show of trust and belief in our work.

Also this year we saw a wonderful demonstration of dedication and bravery, one of our supporters organised a charity skydive, which raised an impressive £2,681. Fundraisers like this bring fresh energy and visibility to Supershoes, and we are always humbled by the lengths—sometimes quite literally—that individuals will go to in order to support us. Every pound raised contributes directly to helping us reach more children with a gift of empowerment and joy.

Continuing with the co-founder's drive to inspire others into the charity sector, we gave a work experience opportunity of 35 hours to a young student currently studying Art and Design. This experience not only provided them with valuable insight into the day-to-day operations of a creative charity but also reflected our belief in inspiring the next generation. It was a rewarding exchange of ideas, as we see the world through the next their eyes taking on new ideas and learning new ways of thinking, it really is insightful for

Supershoes

the charity volunteers, and we will be certain to continue to encourage young people to get involved in future years.

Our leadership was further strengthened this year with the appointment of Katie Warren to our Board of Trustees. Katie brings a wealth of experience from fundraising with her PTFA including grant applications and event organisation skills. Katie has a deep commitment to our mission and her perspective has already contributed meaningfully to board discussions and strategic planning; we are thrilled to have her join our team.

During the year, we also made the strategic decision to pause the operations of the Supershoes online eBay shop. Although the shop raised approximately £1,000, the resources, time, and logistical demands required to manage it outweighed the financial and operational benefit. After careful review, we concluded that for now, our limited staff and volunteer time would be better invested in activities that directly support our core charitable objectives.

On the operational side, we successfully implemented Xero accounting software, which has enhanced our financial systems considerably. This upgrade has improved our reporting accuracy and can see how it will streamline day-to-day financial tasks and increase our ability to plan with greater confidence. It marks an important step toward a more robust and sustainable administrative framework, allowing us to spend less time on manual tasks and more time focused on our mission.

Together, these achievements highlight a year of meaningful growth, reflection, and forward-thinking. Supershoes continues to evolve in thoughtful and strategic ways, always with the children and families we serve at the heart of every decision we make.

Supershoes

Art Related Events:

While art remains central to everything we do at Supershoes, there were no formal or external art-related events held during the 2023/2024 period as we directed funds towards and focus firmly on fulfilling requests for Supershoes as we worked at reducing our wait times and waiting list.

A statement from our CEO:

As we reflect on the financial year 2023/2024, I am filled with immense pride, gratitude, and hope. Supershoes has always been about bringing joy, strength, and individuality to children and young people facing cancer — and this year, we marked a truly special milestone: we reached our 7,000th recipient with the gift of Supershoes. Each pair tells a unique story of a child's courageous journey, and reaching this milestone reminds us of the deep impact our mission continues to have.

One of the defining challenges of the past year was the significant waiting list we experienced the end of autumn 2023. The demand for Supershoes was greater than ever, and we found ourselves stretched! Thanks to the extraordinary dedication of our volunteer artists, team members, and community, we saw this waiting list substantially reduced by early spring 2024. This was a testament to the passion and resilience that define Supershoes.

We were also thrilled to welcome Katie Warren to our Board of Trustees. Katie brings a wealth of fundraising expertise and an undeniable passion for our cause. Her appointment has added further depth to a strong, well-rounded, and complementary Trustee Board that continues to guide our strategic direction with vision and care.

Another theme of this year has been the incredible sense of support and inspiration from our wider community. Whether through donations, partnerships, fundraising events, or simply sharing our stories, our supporters have lifted us up in so many ways. Your belief in what we do allows us to reach more children, empower more families, and remind every young recipient that they are seen, celebrated, and not alone.

Looking ahead, we remain committed to innovation, inclusion, and impact. There are always more children to reach, more families to support, and more stories to tell. With your continued support, we know we can rise to the challenge.

Thank you — from the bottom of my heart — for walking this journey with us.

With gratitude and hope,

Sincerely,

Sarah White BEM

CEO

Supershoes

Future Plans:

As we look ahead to 2024/2025, Supershoes remains committed to its core mission and approach. We do not anticipate making significant changes to the way we operate in terms of frontline delivery, as the current model is both effective and meaningful.

A key area of development will be in our internal systems and infrastructure, particularly focusing on improving the efficiency of our back-end operations. We plan to invest in and streamline our IT systems, with the aim of reducing administrative burden and freeing up more capacity for strategic, creative, and direct impact work. This includes better use of digital tools to manage our artist network, track deliveries, communicate with hospitals and families, and report on our work in a more data-driven and timely manner.

We also plan to explore new ways of engaging with our existing supporter base and expanding awareness of our work to reach new communities. Although the closure of the shop has freed up resources, we are continually looking for innovative, sustainable ways to fundraise without compromising staff or volunteer time.

One ongoing consideration is the broader economic climate, particularly considering the continued cost-of-living crisis affecting many families across the UK. We are conscious that charitable giving may come under pressure, and we approach the next financial year with both realism and resilience. While we remain hopeful about ongoing support, we also recognise the importance of diversifying income streams and increasing efficiency to future-proof the charity.

Supershoes will continue to stand firmly by its values: compassion, creativity, empowerment. Our plan is simple—do more of what we do best, while continuing to improve behind the scenes so that we can reach even more children with even greater impact.

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Trustees' report For the year ended 31 August 2024

Financial Review

The Charity has strived hard to increase its donation income and fundraising over the year, like many other charities. We have benefitted from an increased level of donations of comparative unrestricted donations to the previous year, totalling £92,054 in donation income and gift aid receipts for the 12 months compared to the previous year. (2023: £55,237). 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 and CCTV services totalling £1285 (2023: £265).

Total expenditure of £73,241 before the donated costs of £1285 (2023: £265) 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 29th June 2025 and signed on their behalf by Sarah White:

Katie Warren

Jane Steer (Now retired)

Gill Long

Sabiene North

Sarah White

Jeanette Hawkins

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Statement of financial activities (Including income and expenditure account) For the year ended 31 August 2024

Prepared by: A Kent

		2024			2023		
	Notes	Restricted Funds £	Unrestricted Funds £	Total Funds £	Restricted Funds £	Unrestricted Funds £	Total Funds £
Income							
Voluntary Income:							
Gifts and Donations	2	0	89,690			62,502	
Income from other trading activities		0	3,650				
Restricted Donations	2	0	0	93,339	-7,000		55,502
Total Income				93,339			55,502
Expenditure							
Charitable Activities	3	2,849	68,138		0	63,801	
Costs of Generating Funds	4	0	3,539	74,526	0	1,793	65,594
Total Expenditure				74,526			65,594
Net income for the year		-2,849	18,012	18,813	-7,000	-3,092	-10,092
Balance brought forward	9	3883	39,217	43,100	10883	42,309	53,192
Fund balances carried forward							
At 31st August	9	1,034	57,229	61,913	3,883	39,217	43,100

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 10 to 15 form part of these financial statements.

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Balance sheet As at 31 August 2024

			2024		2023
	Notes	£	Total £	£	Total £
Fixed assets					
Tangible assets	7a		661		1,426
Current assets					
Stock	7b	6,023		7,083	
Debtors	7c	1,626		845	
Bank & cash	7d	54,952		37,785	
		<u>62,600</u>		<u>45,712</u>	
Current liabilities					
Trade creditors	8	1,098		3,976	
Historical Adj		30			
Other creditors	8	221		63	
		<u>1,348</u>		<u>4,039</u>	
Net current assets			61,252		41,673
			<u>61,913</u>		<u>43,100</u>
Funds & reserves					
Restricted Funds	9		1,034		3,883
Unrestricted Funds	9		57,229		39,217
			<u>58,264</u>		<u>43,100</u>

The notes on pages 10 to 15 form part of these financial statements.

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

Sarah White

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Notes to the financial statements For the year ended 31 August 2024

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.

The financial year ending 2024 also included Charity Shop Sales and Merchandise sales for a short time and has been demonstrated in the Accounts as Income from other trading activities. This was a short term project not expected to continue into other years.

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.

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Notes to the financial statements For the year ended 31 August 2024

2. Gifts and Donations	Restricted	Unrestricted	2024 £ Total	2023 £ Total
Donations				
Restricted	0	0	0	0
Gift Aid	0	2,437	2,437	942
Unrestricted	0	85,968	85,968	54,095
Income from other trading activities	0	3,650	3,650	0
Fees / Sales/ Raffle Contra	0	0	0	200
	0	92,054		
	D1	D1	92,054	55,237
Donated Assets and Services				
CCTV Installation		1,020	1,020	0
Mobile Phone - S White		265	265	265
	0	93,339		
	D1	D1	1,285	265
			93,339	55,502

3. Charitable activities	2024 £ Total	2023 £ Total
Shoes, caps and materials	7,447	10,337
Fundraising Events	0	0
Mission Events	2,849	0
Third Party Events	0	0
Postage & packaging	14,292	9,520
Support Costs	5	43,944
	D1	63,801

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Notes to the financial statements For the year ended 31 August 2024

4. Costs of generating funds	2024 £ Total	2023 £ Total
Fundraising (General)	678	57
Merchandise	282	895
Marketing	1,603	571
Fees / Sales/ Raffle Contra	537	200
Online Giving Fees	439	70
	D1 3,539	1,793

5. Support Costs	2024 £ Total	2023 £ Total
Salary	6 24,195	23,578
Computer / IT and website	3,040	2,794
Property Costs	14,099	13,900
Office Furniture	1,541	30
Travel	91	180
Telecommunications	1,097	1,048
Office Consumables and Cleaning services	1,570	1636
Depreciation	7a 604	724
Loss on Disposal of Fixed Assets	0	0
Governance Costs - trustee meetings	0	54
	46,399	43,944

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 £16,537 in remuneration for management of the Charity.

The Board of Trustees received reimbursement for travel expenses totalling £0.00 (2023: £0.00).

The Charity does not hold Trustee indemnity insurance at present.

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Notes to the financial statements For the year ended 31 August 2024

7a. Fixed Assets

			2024 £ Plant & equipment	2023 £ Plant & equipment
Cost				
	At 1 September 2023		4,272	4,272
	Additions	a	0	0
	Disposals		-344	0
	At 31 August 2024		<u>3,928</u>	<u>4,272</u>
Depreciation				
	At 1 September 2023		2,845	2,121
	Charge	20% SL	604	684
	Disposal		-182	0
	At 31 August 2024		<u>3,267</u>	<u>2,121</u>
Net book value				
	At 31 August 2024		<u>661</u>	<u>1,426</u>

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Notes to the financial statements For the year ended 31 August 2024

7b. Stock

	2024 £	2023 £
Unallocated Shoes	4,383	6,111
Unallocated Caps	93	0
Merchandise	1,546	972
	<hr/>	<hr/>
	6,023	7,083
	<hr/>	<hr/>

7c. Debtors – amounts falling due within one year

	2024 £	2023 £
Debtors		
PAYE	0	0
Gift Aid - HMRC	6 1,626	845
	<hr/>	<hr/>
	D2 1,626	845
	<hr/>	<hr/>

8. Creditors – amounts falling due within one year

	2024 £	2023 £
Trade Creditors		
MKC Rent	0	2,500
Utilities	0	573
Royal Mail	1,098	903
	<hr/>	<hr/>
	D2 1,098	3,976
	<hr/>	<hr/>
Accruals		
PAYE - HMRC	6 221	63
	<hr/>	<hr/>
	D2 221	63
	<hr/>	<hr/>

Supershoes

Notes to the financial statements For the year ended 31 August 2024

9. Funds and reserves

	Restricted Funds £	Unrestricted Funds £	Total Funds £
Balance at 1 September 2023	3,883	39,217 D1	43,100
Net incoming resources	<u>-2,849</u>	<u>18,012</u>	<u>15,163</u>
Balance at 31 August 2024	<u>1,034</u> D1	<u>57,229</u> D1	<u>58,264</u>

10. Related party transactions

In the year ended 31 August 2024, a Trustee's supplied; mobile phone services valued at £265 (2023: £265).

In the year ended 31 August 2024, a Trustee's donated income valued at £0 (2023: £500).

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Independent Examiner's Report to the Trustees of Supershoes

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

The 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 2024.

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

19th June 2024