
Pyjama Fairies

Partners' Annual Report

Year ended 31 March 2021

Pyjama Fairies

Partners' Annual Report *(continued)*

Year ended 31 March 2021

Pyjama Fairies

Notes to the Financial Statements *(continued)*

Year ended 31 March 2021

The partners present their report and the unaudited financial statements of the charity for the year ended 31 March 2021.

Reference and administrative details

Registered charity name	Pyjama Fairies
Charity registration number	1166993/SC049459
Principal office	PO BOX 267
	Manchester
	M41 4DU

The partners

	Miss A Chadwick	
	Miss C Coulson-Williams	
	Miss K Whitton	

Accountants	Francis Gray Chartered Accountants
	Chartered accountants
	Ty Madog
	32 Queens Road
	Aberystwyth
	Ceredigion
	SY23 2HN

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Notes to the Financial Statements *(continued)*

Year ended 31 March 2021

Structure, governance and management

Pyjama Fairies was formed as a charity on 4 May 2015 by way of a signed Constitution and registered with the Charity Commission on 9 May 2016. The charity is now registered in Scotland with the OSCR (SC049459).

Objectives and activities

The aims of Pyjama Fairies are:

- To create and distribute pyjamas and surgical gowns specially designed and approved by hospitals, sewn by volunteers, both to hospitals and children in the UK on request
- To help children and families feel more comfortable whilst the associated child is undergoing surgeries and or associated treatments in hospital, other health facility or home
- Each initial gown and/or pair of pyjamas will be provided free of charge to the family subject to a postage charge

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Achievements and performance

Covid 2020

Over this period Covid 19 had a huge impact on our performance. We were completely closed from 22 March 2020 to 21 June 2020 and then restarted very slowly following strict hygiene protocols for everyone to follow. During this period we focused on retention and support for all our volunteers.

Parent/Guardian Orders

The charity has provided over 2120 orders to parents/guardians and their children since March 2020 totalling over 3568 garments. Our emergency stock system has been very busy, sending garments out daily for families with short notice orders. Following Covid the uptake of orders was cautious but steady increasing until we are back to our supply numbers pre-Covid

Hospital Orders

The charity has successfully provided large orders to over 30 hospitals since March 2020 totalling over 3000 garments to hospitals in this time. We have hospital orders booked throughout 2021 and more coming on board every month. We are meeting our goal to provide a minimum of 3 hospital orders of 100 garments every month. We have been unable to hand deliver all of our hospital orders during this period as the protocols for Covid meant extraneous people going to hospitals was an unnecessary risk, both to the hospital and our own volunteers. As soon as it practicable to resume hand delivery we will discuss with the hospital and our volunteers

Volunteers

The number of volunteers for our charity has grown steadily this year. The growth in volunteers

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continues to be vital for the success and sustainability of the charity to be able to continue providing our wonderful garments to poorly children across the UK. We are still looking to gain more volunteers as the demand for our garments is forever increasing. Volunteers currently registered on the website is 233 fairies, this is a flexible figure compared to previous years as we have removed inactive accounts from our website and keep a close eye on volunteers achieving Wings and then continuing on to actively sew for us, this creates a more accurate picture of our active volunteers. Appointing a social media manager has really been successful in many ways. Our reach has increased and we have a much more visible presence on our own page as well as Facebook, Instagram and Twitter

Website

The website has helped to reduce admin work and improved automation. We are still working on a few bugs and continue to pay for maintenance to update plugins and create backups. On the whole the website provides a professional shop front for parents to access, find out who we are and order garments. The website also now holds a pdf of our comprehensive Fairy Handbook that every one must follow and has helped to standardise our garments across the board.

Health and Safety

Alongside our handbook, as mentioned above, we have tightened up our Wings process so that everyone is adhering to the required standard. We have introduced size labels and added labels into our Pyjama tops too so it is clear on each item now who they belong to and the size made. During the next year we will increase our knowledge and awareness of compliance and conformance to ensure that the required health and safety standards are met at all times and our paperwork is always current and relevant.

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Promotional Materials

This year, as planned, we developed further promotional materials including fundraising packs, these were developed by our newly appointed volunteer design fairy. We released a fantastic video of our volunteer fairies, recorded at the fairy meet up event. Moving forward we will be looking at official thankyou letters for anyone that donates in any way.

Fundraising

Golden Giving continues to raise some money for us. We also have had some great fundraising support this year from Amazon Smile and this will be ongoing. The recycling schemes (stamps and inks) are going well and are great passive fundraising sources. The Christmas Sleigh in Partington which was a great opportunity to advertise the charity and also raised vital funds. Our merchandise has been limited to trolley tokens and wristbands but we are currently looking for a new supplier for our clothing and hoping to offer other items too. We had hoped to develop fundraising ideas further but the closure of every during Covid has greatly affected us and we will need to restart our efforts in this regard to ensure that the funds continue to be available to ensure the charity is sustainable.

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Events

We have been unable to attend or run any events during this period but we are hoping that later in the year we will be able to run our Away with Fairies day again and with the support of our fundraising volunteer we will be able to plan in some events and fundraising activities

Financial review

Reserves

The charity reserves currently stand at £46,013 (2020: £44,550), the charity have little fixed or recurring costs therefore the trustees believe a reserve level of £5,000 is sufficient.

The partners' annual report was approved on 27 August 2021 and signed on behalf of the board of trustees by:

Miss A Chadwick	Miss C Coulson-Williams
Partner	Partner

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