

WIGS FOR HEROES

England & Wales · Charity number 1177051

Details

Status Registered

Legal form CIO

Registered 2018-02-07

Register [View on the Charity Commission register](#)

Contact

Address The Heroes Haven
549 Greenlanes
Haringey
London
N8 0RL

Phone 07940373023

Email Info@wigsforheroes.org

Website www.wigsforheroes.org

Activities

Objects: FOR THE PUBLIC BENEFIT, TO RELIEVE THE NEEDS OF WOMEN IN NORTH LONDON WHO ARE RECEIVING TREATMENT FOR CANCER AND HAVE FACED HAIR LOSS, IN PARTICULAR WOMEN WHO ARE TREATED AT NORTH MIDDLESEX UNIVERSITY HOSPITAL

Activities: Wigs for Heroes is a registered UK charity founded in 2018 who aim to support women currently undergoing cancer treatment and provide grants to women at North MidUniversity Hospital, we also run events to raise awareness of the charities work.

Classification

- **How:** Makes Grants To Individuals, Provides Other Finance, Provides Services
- **What:** General Charitable Purposes, Disability
- **Who:** Children/young People, Elderly/old People, Other Defined Groups

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£64,835	£112,243	-	-
2023-12-31	£74,256	£27,154	-	-
2022-12-31	£55,470	£44,322	-	-
2021-12-31	£14,796	£11,424	-	-
2020-12-31	£23,916	£4,209	-	-

Trustees

Name	Role	Appointed
MRS M FONCETTE	Chair	2017-12-01
MR D WILLIAMS		2017-12-01
MR J ATIASE		2017-12-01
MR M FONCETTE		2017-12-01

WIGS FOR HEROES

England & Wales - Charity number 1177051

Accounts



Trustees' Annual Report for the period

From 01/01/2024 Period start date To

31/12/2024 Period end date

Charity name: Wigs For Heroes

Charity registration number: 1177051

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	For the public benefit, to relieve the needs of women in North London who are receiving treatment for cancer and have faced hair loss, in particular women who are treated at North Middlesex University Hospital
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Coffee mornings, support groups and multiple activities for those affected by Cancer ran as on site events in our community space. Issuance of grants for wigs, running bra fittings and and offering community volunteering in our charity shop and providing pamper bags to NMUH
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees are aware of the Charity Commission's guidance on public benefit and take it into account in their decision-making and oversight responsibilities.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	This is defined in a separate policy which is available upon request
Policy on social investment including program related investment	Para 1.38	N/A
Contribution made by volunteers	Para 1.38	This is maintained and is defined in number of hours and events ran.

Other		
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Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>Wigs for Heroes and The Heroes Haven have created a transformative support network for individuals affected by cancer, particularly those experiencing treatment-related hair loss. Through the provision of medical-grade wig grants, pamper bags, and emotional support workshops, they've helped restore confidence and dignity to countless patients.</p> <p>The opening of The Heroes Haven—the UK's first charity boutique and cancer support centre—has further expanded their reach. This unique space blends sustainable fashion with community care, offering services like post-surgery bra fittings, creative workshops, and peer support groups. Funded in part by a £70,000 National Lottery grant, it has become a vital hub for healing, connection, and empowerment in Haringey and beyond.</p> <p>Together, these initiatives have not only alleviated financial burdens for cancer patients but also fostered a compassionate, inclusive environment where people feel seen, supported, and uplifted</p>

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	We received a grant from the Peoples Project as part of the The National Lottery Community Fund, this was for a value of just under £70,000 pounds and was based upon a pre defined budget that included lease, capex and opex costs that would suffice for a small startup for a period of 1 year.
Performance of fundraising activities against objectives set	Para 1.41	We have been fortunate enough to maintain ample cash reserves to continue offering our services to free in our community.
Investment performance against objectives	Para 1.41	N/A

Other		Considerable effort has been dedicated to restructuring the accounts to enhance the accuracy and clarity of liability and income reporting. This has involved recategorising assets and correcting original opening balances within Xero, as well as ensuring the integrity of automatically imported transactions from both retail and online sales channels. These measures are intended to establish robust, efficient, and consistently documented accounting practices going forward.

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	Considerable expenditure occurred in 2024 in starting up our community centre and charity shop but this did not create a deficit in reserves which are intended to be able to fund the charity and its purpose for at least a year with no income
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves must be adequate enough to fund the charity's core grant making objective for a minimum period of 1 year.
Amount of reserves held	Para 1.22	10'000 gbp plus
Reasons for holding zero reserves	Para 1.22	
Details of fund materially in deficit	Para 1.24	
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Our principle course of funding has diversified away from donations and or grants to self funding through sales of donated clothing.
Investment policy and objectives including any social investment policy adopted	Para 1.46	We are focused upon creating jobs for those who are disadvantaged in the community or returning to work through volunteering after cancer.
A description of the principal risks facing the charity	Para 1.46	Lack of donations from the public.
Other		

Structure, Governance and Management

Description of charity's trusts:		CIO
Type of governing document (trust deed , royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association , CIO)	Para 1.25	By agreement of existing members of the board of trustees subject to confirmatory vote.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	By invitation and agreement of existing members of the board of trustees

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	N/A
The charity's organisational structure and any wider network with which the charity works	Para 1.51	N/A
Relationship with any related parties	Para 1.51	N/A
Other		

Reference and Administrative details

Charity name	Wigs For Heroes
Other name the charity uses	The Heroes Haven
Registered charity number	1177051
Charity's principal address	The Heroes Haven 549 Greenlanes Haringey N8 0RL

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Meryem Foncette	Founder		Wigs For Heroes Board of Trustees
2	Matthew Foncette			Wigs For Heroes Board of Trustees
3	Dale Williams			Wigs For Heroes Board of Trustees
4	Joseph Atiase			Wigs For Heroes Board of Trustees
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Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
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Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	<i>Matthew Foncette</i>	
Full name(s)	Matthew Foncette	
Position (eg Secretary, Chair, etc)	Trustee	
Date	09/03/2026	



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CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Wigs For Heroes	No (if any) 1177051
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Receipts and payments accounts

For the period from	Period start date 01/01/2024	To	Period end date 31/12/2024
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Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Sales	39,631	-	-	39,631	1,078
Other Revenue	9,690	-	-	9,690	113
CAF Donate	2,270	-	-	2,270	818
Direct donation	6,044	-	-	6,044	10,654
Restricted Grants funds - Flower Crown	-	-	-	-	62,784
Restricted grant funds - NL	-	7,200	-	7,200	-
Sub total (Gross income for AR)	57,635	7,200	-	64,835	75,447
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	57,635	7,200	-	64,835	75,447
A3 Payments					
Direct Expenses	1,201	-	-	1,201	3,524
Overheads	92,989	7,200	-	100,189	27,733
Sub total	94,190	7,200	-	101,390	31,257
A4 Asset and investment purchases, (see table)					
Fixed Assets	10,853	-	-	10,853	-
Sub total	10,853	-	-	10,853	-
Total payments	105,043	7,200	-	112,243	31,257
Net of receipts/(payments)	- 47,408	-	-	- 47,408	44,190
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	84,380	-	-	84,380	37,754
Cash funds this year end	36,972	-	-	36,972	81,944

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Unrestricted funds - BANK	36,032	-	-
	Unrestricted funds - paypal	940	-	-
			-	-
	Total cash funds	36,972	-	-

(agree balances with receipts and payments account(s))

OK OK

	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	-	-	-

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Prepayment and Other monetary assets	798	-	-
	Rent deposit	8,750	-	-
	Prepayment of Lease (2 weeks carry over)	1,458	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Leasehold Improvements	Unrestricted fund	1,080	1,080
	Heroes Haven Fixtures	Unrestricted fund	9,773	9,773
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	HMRC – PAYE/NIC payable (current liability)	Unrestricted fund	220	19 January 2025
	Pensions Payable (Current liability)	Unrestricted fund	305	01 January 2025
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature 	Print Name Mr Matthew Focette	Date of approval 13/02/2026
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Independent Examiner's Report

For a CIO (England & Wales) — receipts & payments accounts

Independent Examiner's Report to the trustees of Wigs For Heroes

I report to the trustees on my examination of the accounts of Wigs For Heroes for the year ended 31 December 2024, which are set out in the attached receipts and payments accounts and statement of assets and liabilities.

As the charity trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011.

I report in respect of my examination of the charity's accounts carried out under section 145 of the 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 have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records.

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.

Other matter

Delakazzi Accountants Limited assisted the trustees with limited accounting support relating to historical corrections and opening balances as at 1 January 2024. Day-to-day bookkeeping for the year ended 31 December 2024 was maintained by the charity. The trustees remain responsible for the preparation of the accounts and for all accounting judgements. I have applied the FRC Revised Ethical Standard and remain independent for the purposes of this examination.



Tarique Dublin MAAT
AAT Member No. 10023425
For and on behalf of Delakazzi Accountants Limited
8 Walton Rd
London
N15 4PP

Date: 13/03/2026



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Document generated Fri, 13th Mar 2026 10:05:57 GMT

Document fingerprint 867fbfa3bd6b374aa5f4bb81c12b2c56

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WIGS FOR HEROES

England & Wales - Charity number 1177051

Accounts



Trustees' Annual Report for the period

	Period start date				Period end date		
From	01	01	2023	To	31	12	2023

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Charity's principal address

Wigs For Heroes	
71-75 Shelton Street, Covent Garden	
London	
Postcode	WC2H 9JQ

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Meryem Foncette	Founder		Wigs For Heroes Board of Trustees
2	Matthew Foncette			Wigs For Heroes Board of Trustees
3	Dale Williams			Wigs For Heroes Board of Trustees
4	Joseph Atiase			Wigs For Heroes Board of Trustees
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Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	By agreement of existing members of the board of trustees subject to confirmatory vote.
Trustee selection methods (eg. appointed by, elected by)	By invitation and agreement of existing members of the board of trustees

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

<p>We have focused on auditing our policies and have now also put in place the below polices or updated previous versions</p> <p>Social media Media Consent Volunteer forms</p>

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

For the public benefit, to relieve the needs of women in North London who are receiving treatment for cancer and have faced hair loss, in particular women who are treated at North Middlesex University Hospital.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

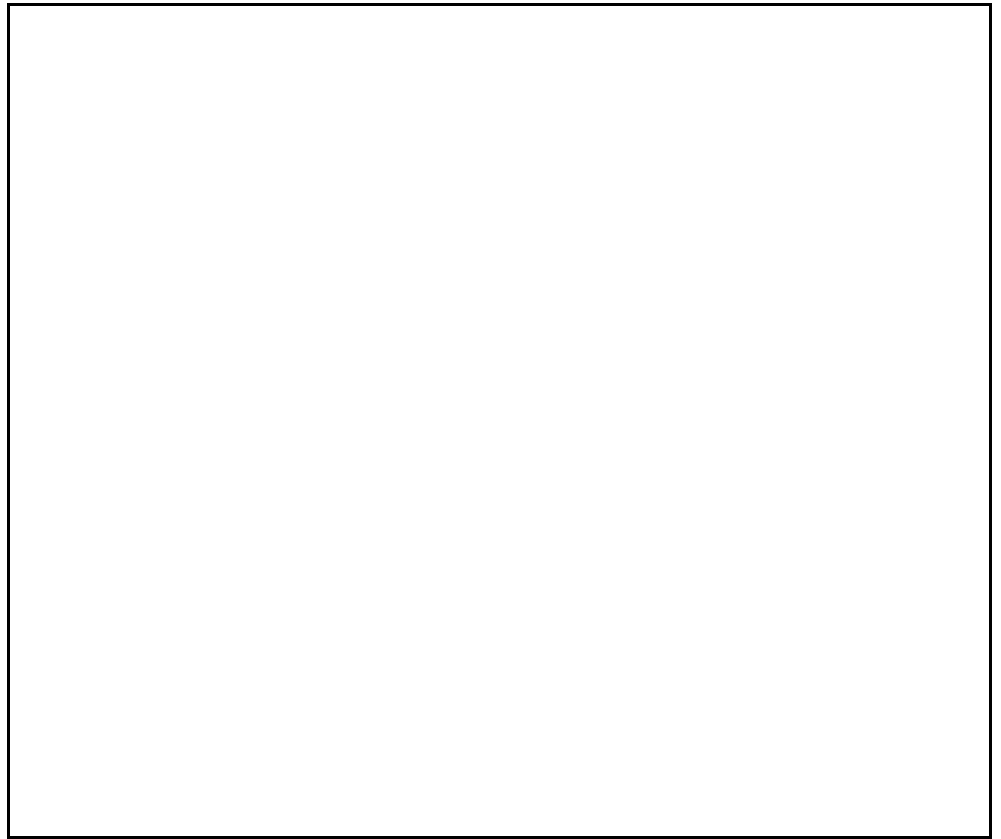
1. Coffee Mornings
We saw a continued need for online coffee mornings that we run and we continued these throughout 2023 with an emphasis on ensuring that we have facilitators in place who are able to comfortably handle the difficult subject matter either through professional experience or lived experiences.

This has also meant that we have had to structure the sessions to ensure that we can follow an agenda that fosters conversation and allows us to signpost to relevant organisations that can provide support outside of our remit.
2. Information stalls at events run by other third party charity organisations – we have begun showcasing our offering at other events within our community to ensure that we can spread awareness and share details of how we provide free pamper boxes, wig grants and other online support to widen our reach and ensure that we can grow the service delivery into other areas of the UK.
3. We have continued to develop a community online that has a large following on both Instagram and Facebook with a combined reach of over 5000 followers on both platforms, we have been able to use these platforms to build positive relationships with other charities such as Breast Cancer Care UK, McMillan and Future Dreams, working with these groups has allowed us to create events with mainstream brands such as MAC Cosmetics and more importantly with large organisations such as the Dilly group where we have been hosting quarterly events for the cancer community located in the heart of central London in a stunning location.
4. Wigs for Heroes has been very active in building our relationship with Hair to Ware and are now also engaged in offering grants to those who are not being treated in NMUH.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Key achievements of the year were the successful progress towards the below stated aims have been and are not limited to the below;

- We now operate across multiple fundraising platforms and are also a member of the fundraising regulator.
- Pamper boxes have continued and we have increased weekly deliveries to our specified local hospital and also onboarded volunteers to co-ordinate the collection of donations.

The total number of bags given out in 2023 exceeded over 450 with each one being provided to a new patient starting chemotherapy at NMUH.

- Connecting and implementing social media campaigns with other larger notable charities has continued and we are now participating in larger campaigns and seeing a significant increase in community awareness and uptake of our services. Being able to be signposted to and also signpost back has significantly increased our user base and also the number of volunteers that are willing to spend time aiding our service delivery.
- We have a fully fledged and detailed website with information resources and built in donation platform that has allowed us to embed content including tutorials and beneficiary feedback for people to access.
- We were the victim of burglary at our previous premises and have since been able to leverage enough support to recover from the loss and have seen a positive result through the courts of two individuals being charged and convicted for burglary with reparation orders issued to hopefully close the matter fully.

Section E

Financial review

Brief statement of the charity's policy on reserves

Wigs For Heroes utilises a model of growth that has little to no impact on cash reserves and seeks to find partners and organisations that can fund through service provision and donations the required liquidity to fund future projects.

We see having a strong cash reserve as being intrinsically linked to our future ability to provide financial grants. Ensuring that our outgoings can be regulated strictly enough to allow this to happen is our key priority in enabling our continued growth and future existence within our community.

Details of any funds materially in deficit

The charity has no deficits and no outstanding debts of any kind.

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Wigs for Heroes key source of funds is fundraising, this is via online platforms, CAF online, Just giving, Paypal funds and direct donations on other online platforms now including the like of Donr and community group action which will result in a greater sum of gift aid to be collected against donations.

Grant applications are also a new area of focus with successful bid writing course being utilised to allow our core group of volunteers with copy writing experience to work alongside the trustees in the grant writing process.

Section F

Other optional information

We have now moved to a fully documented ERP platform that also links with our employer record with HMRC, This has allowed us to document all income and expenditure in significant detail including placing funds in reserve that can be tracked back to specific nominal ledgers in our system.

It is also linked directly to our banking system so records all donations against source whilst also allowing us to record all purchases with a valid purchase requisition.

Profit and loss

Profit and Loss

Wigs For Heroes

For the year ended 31 December 2023

2023

Turnover

Other Revenue	112.99
Sales	1,077.67
Total Turnover	1,190.66

Cost of Sales

Direct Expenses	2,958.95
Direct Wages	6,226.10
Total Cost of Sales	9,185.05

Gross Profit

(7,994.39)

Administrative Costs

Advertising & Marketing	2,750.97
Charitable and Political Donations	4,571.36
Employers National Insurance	500.50
Entertainment-100% business	109.70
General Expenses	502.97
Insurance	393.20
IONOS EMAIL & WEBSITE	552.33
IT Software and Consumables	518.40
Legal Expenses	1,488.33
Office rental	6,750.00
Postage, Freight & Courier	251.14
Rent	720.00
Salaries	6,546.75
Subscriptions	942.20
Telephone & Internet	113.48
Travel - International	175.23
Travel - National	267.67
Total Administrative Costs	27,154.23

Operating Profit

(35,148.62)

Other Income

CAF DONATE	817.87
Direct donations	10,654.63
Restricted Grant funds - Flower Crown	62,784.00
Total Other Income	74,256.50

Profit on Ordinary Activities Before Taxation

39,107.88

Profit after Taxation

39,107.88

Balance Sheet

Balance Sheet

Wigs For Heroes
As at 31 December 2023

31 DEC 2023

Fixed Assets

Tangible Assets

Computer Equipment	1,220.00
Heroes Haven Fixtures	12.49
Office Equipment	3,515.47
Total Tangible Assets	4,747.96

Total Fixed Assets

4,747.96

Current Assets

Cash at bank and in hand

Santander CurrentAccount ...50	67,378.14
Total Cash at bank and in hand	67,378.14

Total Current Assets

67,378.14

Creditors: amounts falling due within one year

NIC Payable	258.84
PAYE Payable	325.20
Rounding	0.11
Suspense	(59.35)
VAT	(8,338.49)
Wages Payable - Payroll	6,823.55
Total Creditors: amounts falling due within one year	(990.14)

Net Current Assets (Liabilities)

68,368.28

Total Assets less Current Liabilities

73,116.24

Net Assets

73,116.24

Capital and Reserves

Current Year Earnings	39,107.88
Retained Earnings	34,008.36
Total Capital and Reserves	73,116.24

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	<i>Matthew Foncette</i>	
Full name(s)	Matthew Foncette	
Position (eg Secretary, Chair, etc)	Finance Director	
Date	15/10/2024	

WIGS FOR HEROES

England & Wales - Charity number 1177051

Accounts



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	01	2022		31	12	2022

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Charity's principal address

Wigs For Heroes	
71-75 Shelton Street, Covent Garden	
London	
Postcode	WC2H 9JQ

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Meryem Foncette	Founder		Wigs For Heroes Board of Trustees
2	Matthew Foncette			Wigs For Heroes Board of Trustees
3	Dale Williams			Wigs For Heroes Board of Trustees
4	Joseph Atiase			Wigs For Heroes Board of Trustees
5				
6				
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17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	By agreement of existing members of the board of trustees subject to confirmatory vote.
Trustee selection methods (eg. appointed by, elected by)	By invitation and agreement of existing members of the board of trustees

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

<p>We have focused on auditing our policies and have now also put in place the below polices or updated previous versions</p> <p>Social media Media Consent Volunteer forms</p> <p>Enhanced DBS and background vetting for volunteers</p>

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

For the public benefit, to relieve the needs of women in North London who are receiving treatment for cancer and have faced hair loss, in particular women who are treated at North Middlesex University Hospital.

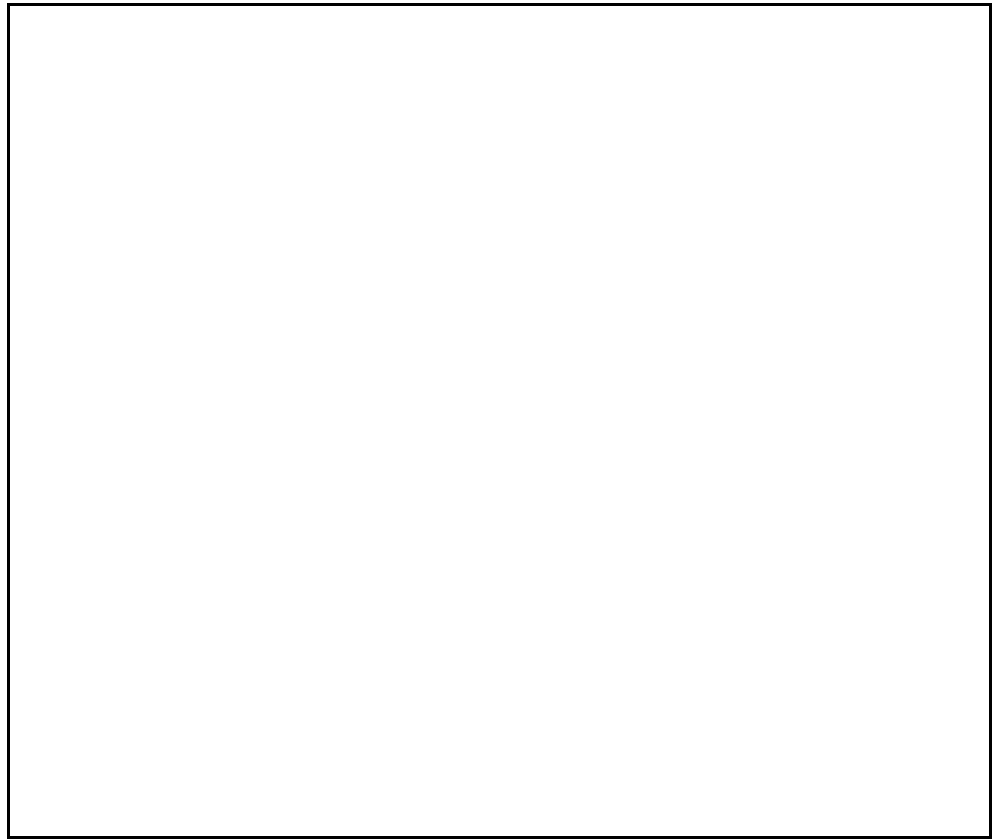
Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

1. Coffee Mornings
We have continued our on-line support groups and increased the number of facilitators to ensure that we have a defined structure in place to support not just attendees but also the facilitators.
This has also meant that we have had to structure the sessions to ensure that we can follow an agenda that fosters conversation and allows us to signpost to relevant organisations that can provide support outside of our remit.
2. Information stalls at events run by other third party charity organisations – we have begun showcasing our offering at other events within our community to ensure that we can spread awareness and share details of how we provide free pamper boxes, wig grants and other on-line support to widen our reach and ensure that we can grow the service delivery into other areas of the UK.
3. We have continued to develop a community on-line that has a large following on both Instagram and Facebook with a combined reach of over 5000 followers on both platforms, we have been able to use these platforms to build positive relationships with other charities such as Breast Cancer Care UK, McMillan and Future Dreams, working with these groups has allowed us to create events with mainstream brands such as MAC Cosmetics that are free to attend and help those who follow us on line to build friendships that spill out of social media and into daily life.
4. Wigs for Heroes has been very active in building our relationship with Hair to Ware and are now also engaged in offering grants to those who are not being treated in NMUH.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Key achievements of the year were the successful progress towards the below stated aims have been and are not limited to the below;

- We now operate across multiple fundraising platforms and are also maintained our fundraising regulator approved status
- Pamper boxes have continued and we have increased weekly deliveries to our specified local hospital and also onboarded volunteers to co-ordinate the collection of donations from a much wider area.

The total number of bags given out in 2022 exceeded over 450 with each one being provided to a new patient starting chemotherapy at NMUH this represents a increase in the previous year.

- Connecting and implementing social media campaigns with other larger notable charities has continued and we are now participating in larger campaigns and seeing a significant increase in community awareness and uptake of our services. Being able to be signposted to and also signpost back has significantly increased our user base and also the number of volunteers that are willing to spend time aiding our service delivery.
- We have a fully fledged and detailed website with information resources and built in donation platform that has allowed us to embed content including tutorials and beneficiary feedback for people to access, we have also implemented a members areas which is now live.
- We have retained staff from the kickstart program and are now fully paying one staff member.

Section E

Financial review

Brief statement of the charity's policy on reserves

Wigs For Heroes utilises a model of growth that has little to no impact on cash reserves and seeks to find partners and organisations that can fund through service provision and donations the required liquidity to fund future projects.

We see having a strong cash reserve as being intrinsically linked to our future ability to provide financial grants.

Ensuring that our outgoings can be regulated strictly enough to allow this to happen is our key priority in enabling our continued growth and future existence within our community.

Details of any funds materially in deficit

The charity has no deficits and no outstanding debts of any kind.

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Wigs for Heroes key source of funds is fundraising, this is via Amazon Smile, CAF online, Just giving, Paypal funds and direct donations on other online platforms now including the like of Donr and community group action which will result in a greater sum of gift aid to be collected against donations.

Grant applications are also a new area of focus with successful bid writing course being utilised to allow our core group of volunteers with copy writing experience to work alongside the trustees in the grant writing process.

Section F

Other optional information

We have now moved to a fully documented ERP platform that also links with our employer record with HMRC, This has allowed us to document all income and expenditure in significant detail including placing funds in reserve that can be tracked back to specific nominal ledgers in our system.

It is also linked directly to our banking system so records all donations against source whilst also allowing us to record all purchases with a valid purchase requisition.

Profit and loss

Profit and Loss

Wigs For Heroes

For the year ended 31 December 2022

Accrual Basis

	2022	TOTAL
Turnover		
Other Revenue	4.02	4.02
Sales	1,093.46	1,093.46
Total Turnover	1,097.48	1,097.48
Cost of Sales		
Cost of Goods Sold	0.59	0.59
Direct Expenses	473.14	473.14
Total Cost of Sales	473.73	473.73
Gross Profit	623.75	623.75
Administrative Costs		
Advertising & Marketing	252.24	252.24
Bank Fees	9.88	9.88
Charitable and Political Donations	1,566.32	1,566.32
Employers National Insurance	163.30	163.30
Entertainment-100% business	913.26	913.26
Funded NHS purchases	25,275.00	25,275.00
General Expenses	1,041.47	1,041.47
Insurance	317.00	317.00
IONOS EMAIL & WEBSITE	431.13	431.13
IT Software and Consumables	474.30	474.30
Office rental	500.00	500.00
Postage, Freight & Courier	422.00	422.00
Rent	3,783.33	3,783.33
Salaries	7,851.75	7,851.75
Staff Training	95.00	95.00
Subscriptions	419.60	419.60
Telephone & Internet	735.60	735.60
Travel - National	71.35	71.35
Total Administrative Costs	44,322.53	44,322.53
Operating Profit	(43,698.78)	(43,698.78)
Other Income		
CAF DONATE	5,269.68	5,269.68
Direct donations	34,486.00	34,486.00
Kickstart	8,213.67	8,213.67
Restricted Grant funds - Flower Crown	300.00	300.00
Restricted grant funds - NL	7,200.00	7,200.00
	2022	TOTAL
Virgin	0.80	0.80
Total Other Income	55,470.15	55,470.15
Profit on Ordinary Activities Before Taxation	11,771.37	11,771.37
Profit after Taxation	11,771.37	11,771.37

Balance Sheet

Wigs For Heroes

As at 31 December 2022

Cash Basis

31 DEC 2022

Fixed Assets

Tangible Assets

710 - Office Equipment	3,170.31
Total Tangible Assets	3,170.31

Total Fixed Assets 3,170.31

Current Assets

Cash at bank and in hand

Santander CurrentAccount ...50	24,477.03
Total Cash at bank and in hand	24,477.03

Total Current Assets 24,477.03

Creditors: amounts falling due within one year

814 - Wages Payable - Payroll	602.00
820 - VAT	(7,192.36)
826 - NIC Payable	258.84
850 - Suspense	(59.35)
Total Creditors: amounts falling due within one year	(6,390.87)

Net Current Assets (Liabilities) 30,867.90

Total Assets less Current Liabilities 34,038.21

Net Assets 34,038.21

Capital and Reserves

960 - Retained Earnings	22,766.84
Current Year Earnings	11,271.37
Total Capital and Reserves	34,038.21

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	<i>Matt Foncette</i>	
Full name(s)	Matthew Foncette	
Position (eg Secretary, Chair, etc)	Finance Director	
Date	15/10/2022	

WIGS FOR HEROES

England & Wales - Charity number 1177051

Accounts



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	01	2021		31	12	2021

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Charity's principal address

Wigs For Heroes	
71-75 Shelton Street, Covent Garden	
London	
Postcode	WC2H 9JQ

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Meryem Foncette	Founder		Wigs For Heroes Board of Trustees
2	Matthew Foncette			Wigs For Heroes Board of Trustees
3	Dale Williams			Wigs For Heroes Board of Trustees
4	Joseph Atiase			Wigs For Heroes Board of Trustees
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18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

--

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	By agreement of existing members of the board of trustees subject to confirmatory vote.
Trustee selection methods (eg. appointed by, elected by)	By invitation and agreement of existing members of the board of trustees

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

<p>We have focused on auditing our policies and have now also put in place the below polices or updated previous versions</p> <p>Social media Media Consent Volunteer forms</p>

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

For the public benefit, to relieve the needs of women in North London who are receiving treatment for cancer and have faced hair loss, in particular women who are treated at North Middlesex University Hospital.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

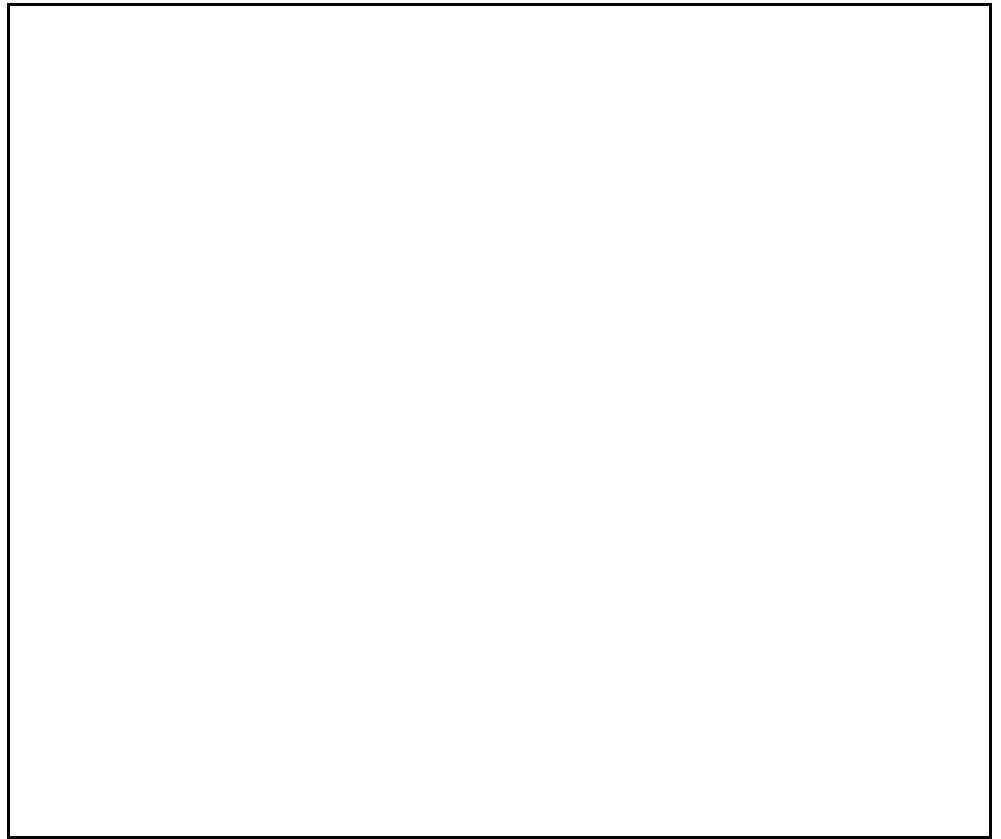
1. Coffee Mornings
We have seen a large increase in the number of online coffee mornings that we have run with a clear need for this particular type of online forum required during the COVID pandemic, we have seen over 215 people attending these events throughout the year of 2021 and have had to increase the number of facilitators that guide and manage the meetings.

This has also meant that we have had to structure the sessions to ensure that we can follow an agenda that fosters conversation and allows us to signpost to relevant organisations that can provide support outside of our remit.
2. Information stalls at events run by other third party charity organisations – we have begun showcasing our offering at other events within our community to ensure that we can spread awareness and share details of how we provide free pamper boxes, wig grant and other online support to widen our reach and ensure that we can grow the service delivery into other areas of the UK.
3. We have continued to develop a community online that has a large following on both Instagram and Facebook with a combined reach of over 5000 followers on both platforms, we have been able to use these platforms to build positive relationships with other charities such as Breast Cancer Care UK, McMillan and Future Dreams, working with these groups has allowed us to create events with mainstream brands such as MAC Cosmetics that are free to attend and help those who follow us online to build friendships that spill out of social media and into daily life.
4. Wigs for Heroes has been very active in building our relationship with Hair to Ware and are now also engaged in offering grants to those who are not being treated in NMUH.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Key achievements of the year were the successful progress towards the below stated aims have been and are not limited to the below;

- We now operate across multiple fundraising platforms and are also a member of the fundraising regulator.
- Pamper boxes have continued and we have increased weekly deliveries to our specified local hospital and also onboarded volunteers to co-ordinate the collection of donations.

The total number of bags given out in 2021 exceeded over 300 with each one being provided to a new patient starting chemotherapy at NMUH.

- Connecting and implementing social media campaigns with other larger notable charities has continued and we are now participating in larger campaigns and seeing a significant increase in community awareness and uptake of our services. Being able to be signposted to and also signpost back has significantly increased our user base and also the number of volunteers that are willing to spend time aiding our service delivery.
- We have a fully fledged and detailed website with information resources and built in donation platform that has allowed us to embed content including tutorials and beneficiary feedback for people to access.
- We have benefited from being able to access the Governments Kickstart scheme to bring on board our first official employee which has meant that we had a permanent presence in our office for beneficiaries to make drop appointments to access support and guidance in the grant process alongside increasing our outreach to possible product donators.

Section E

Financial review

Brief statement of the charity's policy on reserves

Wigs For Heroes utilises a model of growth that has little to no impact on cash reserves and seeks to find partners and organisations that can fund through service provision and donations the required liquidity to fund future projects.

We see having a strong cash reserve as being intrinsically linked to our future ability to provide financial grants.

Ensuring that our outgoings can be regulated strictly enough to allow this to happen is our key priority in enabling our continued growth and future existence within our community.

Details of any funds materially in deficit

The charity has no deficits and no outstanding debts of any kind.

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Wigs for Heroes key source of funds is fundraising, this is via Amazon Smile, CAF online, Just giving, Paypal funds and direct donations on other online platforms now including the like of Donr and community group action which will result in a greater sum of gift aid to be collected against donations.

Grant applications are also a new area of focus with successful bid writing course being utilised to allow our core group of volunteers with copy writing experience to work alongside the trustees in the grant writing process.

Section F

Other optional information

We have now moved to a fully documented ERP platform that also links with our employer record with HMRC, This has allowed us to document all income and expenditure in significant detail including placing funds in reserve that can be tracked back to specific nominal ledgers in our system.

It is also linked directly to our banking system so records all donations against source whilst also allowing us to record all purchases with a valid purchase requisition.

Profit and loss

Profit and Loss

Wigs For Heroes

For the year ended 31 December 2021

Accrual Basis

	2021	2021 % OF TURNOVER	TOTAL	YEAR TO DATE
Turnover				
200 - Sales	115.25	26.56%	115.25	115.25
260 - Other Revenue	95.74	22.07%	95.74	95.74
270 - Interest Income	222.88	51.37%	222.88	222.88
Total Turnover	433.87	100.00%	433.87	433.87
Cost of Sales				
310 - Cost of Goods Sold	1.26	0.29%	1.26	1.26
320 - Direct Wages	602.00	138.75%	602.00	602.00
325 - Direct Expenses	1,048.81	241.73%	1,048.81	1,048.81
Total Cost of Sales	1,652.07	380.78%	1,652.07	1,652.07
Gross Profit	(1,218.20)	-280.78%	(1,218.20)	(1,218.20)
Administrative Costs				
400 - Advertising & Marketing	353.21	81.41%	353.21	353.21
408 - Cleaning	32.58	7.51%	32.58	32.58
418 - Charitable and Political Donations	(893.51)	-205.94%	(893.51)	(893.51)
420 - Entertainment-100% business	630.48	145.32%	630.48	630.48
425 - Postage, Freight & Courier	1,209.45	278.76%	1,209.45	1,209.45
429 - General Expenses	38.10	8.78%	38.10	38.10
433 - Insurance	307.70	70.92%	307.70	307.70
461 - Printing & Stationery	74.29	17.12%	74.29	74.29
463 - IT Software and Consumables	383.16	88.31%	383.16	383.16
469 - Rent	3,000.00	691.45%	3,000.00	3,000.00
477 - Salaries	3,877.00	893.59%	3,877.00	3,877.00
485 - Subscriptions	580.02	133.69%	580.02	580.02
489 - Telephone & Internet	266.17	61.35%	266.17	266.17
IONOS - IONOS EMAIL & WEBSITE	365.79	84.31%	365.79	365.79
Office - Office rental	1,200.00	276.58%	1,200.00	1,200.00
Total Administrative Costs	11,424.44	2,633.15%	11,424.44	11,424.44
Operating Profit	(12,642.64)	-2,913.92%	(12,642.64)	(12,642.64)
Other Income				
001 - Kickstart	4,149.17	956.32%	4,149.17	4,149.17
CAF - CAF DONATE	3,397.98	783.18%	3,397.98	3,397.98
DONATION - Direct donations	1,553.79	358.12%	1,553.79	1,553.79
Virgin - Virgin	5,695.19	1,312.65%	5,695.19	5,695.19
Total Other Income	14,796.13	3,410.27%	14,796.13	14,796.13

Profit and Loss

	2021	2021 % OF TURNOVER	TOTAL	YEAR TO DATE
Profit on Ordinary Activities Before Taxation	2,153.49	496.34%	2,153.49	2,153.49
Profit after Taxation	2,153.49	496.34%	2,153.49	2,153.49

Balance Sheet

Balance Sheet

Wigs For Heroes
As at 31 December 2021
Accrual Basis

31 DEC 2021

Fixed Assets

Tangible Assets

710 - Office Equipment	1,776.12
Total Tangible Assets	1,776.12

Total Fixed Assets	1,776.12
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Current Assets

Cash at bank and in hand

Santander CurrentAccount ...50	20,740.79
Total Cash at bank and in hand	20,740.79

Total Current Assets	20,740.79
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Creditors: amounts falling due within one year

800 - Accounts Payable	600.00
814 - Wages Payable - Payroll	602.00
820 - VAT	(892.58)
850 - Suspense	(59.35)
Total Creditors: amounts falling due within one year	250.07

Net Current Assets (Liabilities)	20,490.72
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Total Assets less Current Liabilities	22,266.84
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Net Assets	22,266.84
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Capital and Reserves

960 - Retained Earnings	20,113.35
Current Year Earnings	2,153.49
Total Capital and Reserves	22,266.84

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	<i>Matt Foncette</i>	
Full name(s)	Matthew Foncette	
Position (eg Secretary, Chair, etc)	Finance Director	
Date	15/10/2021	

Profit and Loss

Wigs For Heroes

For the year ended 31 December 2021

Accrual Basis

	2021	2021 % OF TURNOVER	TOTAL	YEAR TO DATE
Turnover				
200 - Sales	115.25	26.56%	115.25	115.25
260 - Other Revenue	95.74	22.07%	95.74	95.74
270 - Interest Income	222.88	51.37%	222.88	222.88
Total Turnover	433.87	100.00%	433.87	433.87
Cost of Sales				
310 - Cost of Goods Sold	1.26	0.29%	1.26	1.26
320 - Direct Wages	602.00	138.75%	602.00	602.00
325 - Direct Expenses	1,048.81	241.73%	1,048.81	1,048.81
Total Cost of Sales	1,652.07	380.78%	1,652.07	1,652.07
Gross Profit	(1,218.20)	-280.78%	(1,218.20)	(1,218.20)
Administrative Costs				
400 - Advertising & Marketing	353.21	81.41%	353.21	353.21
408 - Cleaning	32.58	7.51%	32.58	32.58
418 - Charitable and Political Donations	(893.51)	-205.94%	(893.51)	(893.51)
420 - Entertainment-100% business	630.48	145.32%	630.48	630.48
425 - Postage, Freight & Courier	1,209.45	278.76%	1,209.45	1,209.45
429 - General Expenses	38.10	8.78%	38.10	38.10
433 - Insurance	307.70	70.92%	307.70	307.70
461 - Printing & Stationery	74.29	17.12%	74.29	74.29
463 - IT Software and Consumables	383.16	88.31%	383.16	383.16
469 - Rent	3,000.00	691.45%	3,000.00	3,000.00
477 - Salaries	3,877.00	893.59%	3,877.00	3,877.00
485 - Subscriptions	580.02	133.69%	580.02	580.02
489 - Telephone & Internet	266.17	61.35%	266.17	266.17
IONOS - IONOS EMAIL & WEBSITE	365.79	84.31%	365.79	365.79
Office - Office rental	1,200.00	276.58%	1,200.00	1,200.00
Total Administrative Costs	11,424.44	2,633.15%	11,424.44	11,424.44
Operating Profit	(12,642.64)	-2,913.92%	(12,642.64)	(12,642.64)
Other Income				
001 - Kickstart	4,149.17	956.32%	4,149.17	4,149.17
CAF - CAF DONATE	3,397.98	783.18%	3,397.98	3,397.98
DONATION - Direct donations	1,553.79	358.12%	1,553.79	1,553.79
Virgin - Virgin	5,695.19	1,312.65%	5,695.19	5,695.19
Total Other Income	14,796.13	3,410.27%	14,796.13	14,796.13

Profit and Loss

	2021	2021 % OF TURNOVER	TOTAL	YEAR TO DATE
Profit on Ordinary Activities Before Taxation	2,153.49	496.34%	2,153.49	2,153.49
Profit after Taxation	2,153.49	496.34%	2,153.49	2,153.49

Matt Foncette

Balance Sheet

Wigs For Heroes

As at 31 December 2021

Accrual Basis

31 DEC 2021

Fixed Assets

Tangible Assets

710 - Office Equipment	1,776.12
Total Tangible Assets	1,776.12

Total Fixed Assets 1,776.12

Current Assets

Cash at bank and in hand

Santander CurrentAccount ...50	20,740.79
Total Cash at bank and in hand	20,740.79

Total Current Assets 20,740.79

Creditors: amounts falling due within one year

800 - Accounts Payable	600.00
814 - Wages Payable - Payroll	602.00
820 - VAT	(892.58)
850 - Suspense	(59.35)
Total Creditors: amounts falling due within one year	250.07

Net Current Assets (Liabilities) 20,490.72

Total Assets less Current Liabilities 22,266.84

Net Assets 22,266.84

Capital and Reserves

960 - Retained Earnings	20,113.35
Current Year Earnings	2,153.49
Total Capital and Reserves	22,266.84

Matt Foncette

WIGS FOR HEROES

England & Wales - Charity number 1177051

Accounts



Trustees' Annual Report for the period

		Period start date			Period end date		
From	01	01	2020	To	31	12	2020

Section A Reference and administration details

Charity name

Wigs For Heroes

Other names charity is known by

Registered charity number (if any)

1177051

Charity's principal address

Wigs For Heroes
 71-75 Shelton Street, Covent Garden
 London
Postcode WC2H 9JQ

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Meryem Foncette	Founder		Wigs For Heroes Board of Trustees
2	Matthew Foncette			Wigs For Heroes Board of Trustees
3	Dale Williams			Wigs For Heroes Board of Trustees
4	Joseph Atiase			Wigs For Heroes Board of Trustees

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	By agreement of existing members of the board of trustees subject to confirmatory vote.
Trustee selection methods (eg. appointed by, elected by)	By invitation and agreement of existing members of the board of trustees

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity’s organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees’ consideration of major risks and the system and procedures to manage them.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

For the public benefit, to relieve the needs of women in North London who are receiving treatment for cancer and have faced hair loss, in particular women who are treated at North Middlesex University Hospital.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

1. Online Coffee Mornings and evening mocktail clubs to bring together support groups with facilitators whom can open discussions around shared experiences.
Wigs For Heroes provides each attendee with a box of premium products and suitable for those undergoing active cancer treatment and each event is fully free to attend with tickets made available via the Eventbrite platform.
2. Information stalls at events run by Tottenham Hotspurs – we had a stall providing details of how we provide free pamper boxes with products donated by leading beauty brands including Benefit, Kiko Milano, By Sarah London and other beauty influencers.
3. We have developed a community online that has a large following on both Instagram and Facebook with a combined reach of over 5000 followers on both platforms, we have been able to use these platforms to build positive relationships with other charities such as Breast Cancer Care UK, McMillan and Future Dreams, working with these groups has allowed us to create events with mainstream brands such as MAC Cosmetics that are free to attend and help those who follow us online to build friendships that spill out of social media and into daily life.
4. We provide Grants and also pamper boxes for free in line with our constitution to North Middlesex university hospital with one bag run each week.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Summary of the main achievements of the charity during the year

Key achievements of the year were the successful progress towards the below stated aims have been and are not limited to the below;

- Launch of brand new website with information and integration into fund giving and social media platforms
- Pamper boxes have continued and are now delivered weekly with a core team of volunteers who are preparing these in advance with a significant increase in male recipients.
- Further work and collaboration with other local groups including the Selby centre and edible London in delivering awareness of what we do to a much wider audience many of whom are not able to access online resources.
- Creation of more volunteer roles and strengthening of the team currently with a core team of 8 individuals who are long term volunteers.
- Continued ability to limit all untoward expenditure to only expenses for office space and essential outlays in regards to postage and core infrastructure.
- Transition to an office space.
- Transition to a fixed ERP Platform to reconcile cashflow and accounts for future audits as NET NEW income expected to surpass 25k in 2021 and accounting controls are key to this.

Section E

Financial review

Brief statement of the charity's policy on reserves

Wigs For Heroes utilises a model of growth that has little to no impact on cash reserves and seeks to find partners and organisations that can fund through service provision and donations the required liquidity to fund future projects.

We see having a strong cash reserve as being intrinsically linked to our future ability to provide financial grants.

Ensuring that our outgoings can be regulated strictly enough to allow this to happen is our key priority in enabling our continued growth and future existence within our community.

Details of any funds materially in deficit

The charity has no deficits and no outstanding debts of any kind.

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Wigs for Heroes key source of funds is fundraising, this is via Amazon Smile, CAF online, Virgin Giving and direct donations on other online platforms now including the like of Donr and community group action which will result in a greater sum of gift aid to be collected against donations.

Grant applications are also a key area of growth for us as this allows for funds to be utilised for specific products without impacting upon cash reserves.

Section F

Other optional information

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Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	<i>Matt Foncette</i>	
Full name(s)	Matthew Foncette	
Position (eg Secretary, Chair, etc)	Finance Director	
Date	15/10/2021	



Receipts and payments accounts

CC16a

For the period from	01/01/2020	To	31/12/2020
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
CAF donations	16,415	-	-	16,415	
Direct donation - Virgin, Donr, other platforms	6,986			6,986	
Amazon Smile donations	142	-	-	142	
Credit from suppliers	84	-	-	84	
Cash Donations	288			288	
Sub total (Gross income for AR)	23,916	-	-	23,916	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	23,916	-	-	23,916	-
A3 Payments					
1&1 INTERNET - Email and domain storage	572	-	-	572	-
Licensing Haringey council & Fundraising regulator	90			90	
Merchandise	450			450	
Company servcies - Rapid Formations	109	-	-	109	-
Trustee expenses	47	-	-	47	-
Printing and packaging	451	-	-	451	-
Video Editing	150	-	-	150	-
Insurance	121			121	
Equipment and materials	131	-	-	131	-
Infrastructure services phone and ERP	26			26	
office equipment and fitout	368			368	
Office rent	900			900	
Shopify - Payment platform	68	-	-	68	-
Gifts for volunteers	266			266	
Royal Mail Postal services	421	-	-	421	-
Event Tickets	39	-	-	39	-
Sub total	4,209	-	-	4,209	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	4,209	-	-	4,209	-
Net of receipts/(payments)	19,707	-	-	19,707	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	11,566	-	-	11,566	-
Cash funds this year end	31,273	-	-	31,273	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at bank	31,272.72	-	-
		-	-	-
		-	-	-
	Total cash funds	31,273	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	HP printer			40
	Storage units			75
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
<i>Matt Foncette</i>	Matthew Foncette	15/10/2021
		31/10/2021