



# Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	01	2020		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)

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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.

## 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)

*Matt Foncette*

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 £
<b>A1 Receipts</b>					
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	
<b>Sub total (Gross income for AR)</b>	<b>23,916</b>	<b>-</b>	<b>-</b>	<b>23,916</b>	<b>-</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>23,916</b>	<b>-</b>	<b>-</b>	<b>23,916</b>	<b>-</b>
<b>A3 Payments</b>					
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	-
<b>Sub total</b>	<b>4,209</b>	<b>-</b>	<b>-</b>	<b>4,209</b>	<b>-</b>
<b>A4 Asset and investment purchases, (see table)</b>					
		-	-	-	
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>4,209</b>	<b>-</b>	<b>-</b>	<b>4,209</b>	<b>-</b>
<b>Net of receipts/(payments)</b>	<b>19,707</b>	<b>-</b>	<b>-</b>	<b>19,707</b>	<b>-</b>
<b>A5 Transfers between fund</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year en</b>	<b>11,566</b>	<b>-</b>	<b>-</b>	<b>11,566</b>	<b>-</b>
<b>Cash funds this year end</b>	<b>31,273</b>	<b>-</b>	<b>-</b>	<b>31,273</b>	<b>-</b>

## 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 £
<b>B1 Cash funds</b>	Cash at bank	31,272.72	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>31,273</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

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

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

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>			-	
			-	
			-	
			-	
			-	

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

Signature

Print Name

Date of approval

*Matt Foncette*

Matthew Foncette

15/10/2021