



Trustees' Annual Report for the period

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

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
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
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.

We have focused on auditing our policies and have now also put in place the below policies or updated previous versions

Social media
Media Consent
Volunteer forms

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 NNUH.

- 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 Government's 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 donors.

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
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Total Tangible Assets	1,776.12
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Total Fixed Assets	1,776.12
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Current Assets

Cash at bank and in hand

Santander CurrentAccount ...50	20,740.79
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Total Cash at bank and in hand	20,740.79
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Total Current Assets	20,740.79
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Creditors: amounts falling due within one year

800 - Accounts Payable	600.00
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814 - Wages Payable - Payroll	602.00
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820 - VAT	(892.58)
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850 - Suspense	(59.35)
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Total Creditors: amounts falling due within one year	250.07
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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
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Current Year Earnings	2,153.49
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Total Capital and Reserves	22,266.84
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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	
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Full name(s)	Matthew Foncette	
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Position (eg Secretary, Chair, etc)	Finance Director	
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Date	15/10/2021
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Matt Fancette

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