



Trustees' Annual Report for the period

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

Enhanced DBS and background vetting for volunteers

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 NNUH 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
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Total Tangible Assets	3,170.31
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Total Fixed Assets	3,170.31
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Current Assets

Cash at bank and in hand

Santander CurrentAccount ...50	24,477.03
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Total Cash at bank and in hand	24,477.03
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Total Current Assets	24,477.03
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Creditors: amounts falling due within one year

814 - Wages Payable - Payroll	602.00
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820 - VAT	(7,192.36)
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826 - NIC Payable	258.84
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850 - Suspense	(59.35)
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Total Creditors: amounts falling due within one year	(6,390.87)
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Net Current Assets (Liabilities)	30,867.90
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Total Assets less Current Liabilities	34,038.21
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Net Assets	34,038.21
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Capital and Reserves

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

15/10/2022

