



Trustees' Annual Report for the period

		Period start date			Period end date		
	01	01	2023		31	12	2023
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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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 policies or updated previous versions</p> <p>Social media Media Consent Volunteer forms</p>
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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	