



Report of the Trustees and Unaudited Financial Statements  
for the year ended 31 October 2023 for Children's Hospital Pyjamas

Registered charity number: 1185739



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## REPORT OF THE TRUSTEES

The trustees present their report, together with the financial statements of Children's Hospital Pyjamas, for the year ended 31<sup>st</sup> October 2023.

The financial statements have been prepared to comply with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) –(Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Charities Act 2011.

The Trustees confirm that they have considered the Charity Commissioner's guidance on public benefit.

Children's Hospital Pyjamas is a Charitable Incorporated Organisation (CIO) registered with the Charity Commission for England and Wales on 10<sup>th</sup> October 2019.

## CEO WELCOME

I continue to be very proud of all we have achieved here at Children's Hospital Pyjamas. It has been a difficult few years, first with the pandemic and then with the cost-of-living crisis. This has made keeping our charity going even more of a challenge. Although the support for the charity has, and continues to grow, people are finding it difficult to manage their own household budgets, let alone support charities.

Having said this, with the amazing support we have received from all our loyal supporters and our amazing team, we managed to surpass the donations we received in 2021/2022. We've been able to support a lot more children and reach out to even more establishments.

Sadly, with the difficulties we have faced as a country over the last few years, it has become even more evident that the support we offer is sorely needed. What feels like a simple gift of a donation of pyjamas has often been such a comfort and a lifeline for some of our recipients and their families.

It has certainly been challenging finding new ways to bring in the funding needed to keep things going, but every time we receive a message from a family that has received a donation from us, it's that little push to keep trying. It really is amazing what such a simple gift can do.

Every year, we push forward with hopes and plans to make things better and further support some of our most vulnerable children. With the increase each year in requests from establishments requesting our donations, it's obvious that what we do is still very much needed and this will continue to help us strive to keep growing and spreading love with the children we support.

Charmaine Green  
Chief Executive Officer



## ABOUT OUR CHARITY

### Where did the idea come from?

Our organisation began in November 2010 when the founder's daughter was in hospital, following a cancer diagnosis. She was distressed at yet another hospital stay, especially as this one fell on the day of her planned and much awaited 3<sup>rd</sup> birthday party! However, with perfect timing, she received a brand-new Peppa Pig scooter that had been gifted to the hospital by another family. This scooter made a real difference and changed the mood of the entire stay, as the family felt someone was thinking of them during this difficult time and was wishing their daughter well.

After returning home, the family decided they'd like to support other children and asked friends and family to donate new toys, to be gifted to their local hospital. Three years later, they saw a need for more practical donations and Children's Hospital Pyjamas was created. Pyjamas are now donated by members of the public, schools and businesses, and distributed to hospitals, hospices and refuges throughout the UK, for poorly or disadvantaged children and young people.

### Our goal and why pyjamas are needed

Our goal is to relieve the suffering of children in need of support, love and care by providing pyjamas. These are donated to children, aged new-born to eighteen years old, via hospitals, hospices and refuges.

We are often asked why pyjamas are needed, as the expectation is they should be provided by parents or care givers. Here are some examples of why we donate pyjamas:

- Children may arrive in A&E having had their clothing damaged, or when there hasn't been time to pack essentials. Some children arrive into hospital via social services and don't have any pyjamas. Other children have their own pyjamas but need a fresh pair due to illness or accident. "Often families come into hospital very unexpectedly and having the option of clean, unused pyjamas makes such a positive difference to their stay. A difference they will never forget. Families have been so appreciative and the pyjamas have always been so well received and help parents and carers have one less thing to worry about during what can be a very stressful and worrying time".
- In refuges, children may have fled a dangerous situation and might not have any clothing, so we offer pyjamas for comfort.
- Our donated pyjamas have also been used to dress children who have passed away, so their families can see them looking comfortable and at peace. The emergency department of Croydon University Hospital advises "We have recently had quite a few child deaths here in A&E at Croydon Health Services. I was upset when we were sending children to the mortuary in either an adults hospital gown or the clothes they died in. Children's Hospital Pyjamas kindly donated 100 sets of pyjamas so that in future we can dress the children nicely and their parents can see them looking presentable and comfortable in the last step of the patient journey. The kindness and generosity shown will have a huge impact on the department and we really appreciate the support of the charity and it's donors."



## STRUCTURE AND GOVERNANCE

Chair of Trustees	Keishea Aidoo (appointed 5 <sup>th</sup> May 2019)
Trustees	Reanne Snagg (appointed 17 <sup>th</sup> February 2022)
	Kelly Dixon (appointed 28 <sup>th</sup> September 2021)
	Lisa Novelli-Brett (appointed 5 <sup>th</sup> May 2019)
Charity address	Weatherill House 23 Whitestone Way Croydon Surrey CR0 4WF

## STAFFING LEVELS

We continue to review all costs on an on-going basis and balance this cost with the dedicated time taken to raise funds and operate the charity. This equates to one full-time staff member.

Current staffing levels (per week):

CEO – 15 hours

Operations Manager x2 – 10 hours each

## VOLUNTEERS

We currently have more than 60 volunteer coordinators who live in various regions across the UK. Our coordinators contact businesses, schools and workplaces to source funding for their local area, alongside collecting donations of pyjamas from friends, family and members of the public.

Most of our hospitals, hospices and refuges need a variety of pyjamas and our aim is to donate 92 pairs to each location. This equates to 2 pairs for boys and 2 pairs for girls, in each size from new-born to adult size large. Some locations have different needs and this is discussed with the coordinator who tailors collections as required, with our head office sometimes purchasing or sending pyjamas to coordinators to supply any missing sizes. Once collected, the pyjamas are sorted, packaged and delivered by the coordinators at the beginning of December each year.

Our head office in Croydon follows a similar process, but they donate to areas where we do not have a local coordinator, a new location asks for support or an existing location needs some additional pyjamas throughout the year. These pyjamas are sourced in the same manner as above, as well as via direct donations to our head office and fundraising. Deliveries are then undertaken by our management team, volunteers and courier services.



With each pair of pyjamas donated, we attach a pair of hand made hearts, which are sewn by our volunteer sewing team. If you're interested in joining this amazing team, please visit <https://www.facebook.com/groups/403209850782160/>. The hearts really make a difference, as explained by Lola's Mum when Lola was discharged from hospital but her brothers stayed in. "Lola totally understood the purpose of the fabric hearts she received as she knew they were a way of staying connected even when apart. Before she left hospital ,she gave one of her matching hearts to her little brother, because she loves him and he's staying in hospital while she gets to go home".



Some of our deliveries



Hearts made by our volunteer sewing team



Our management team



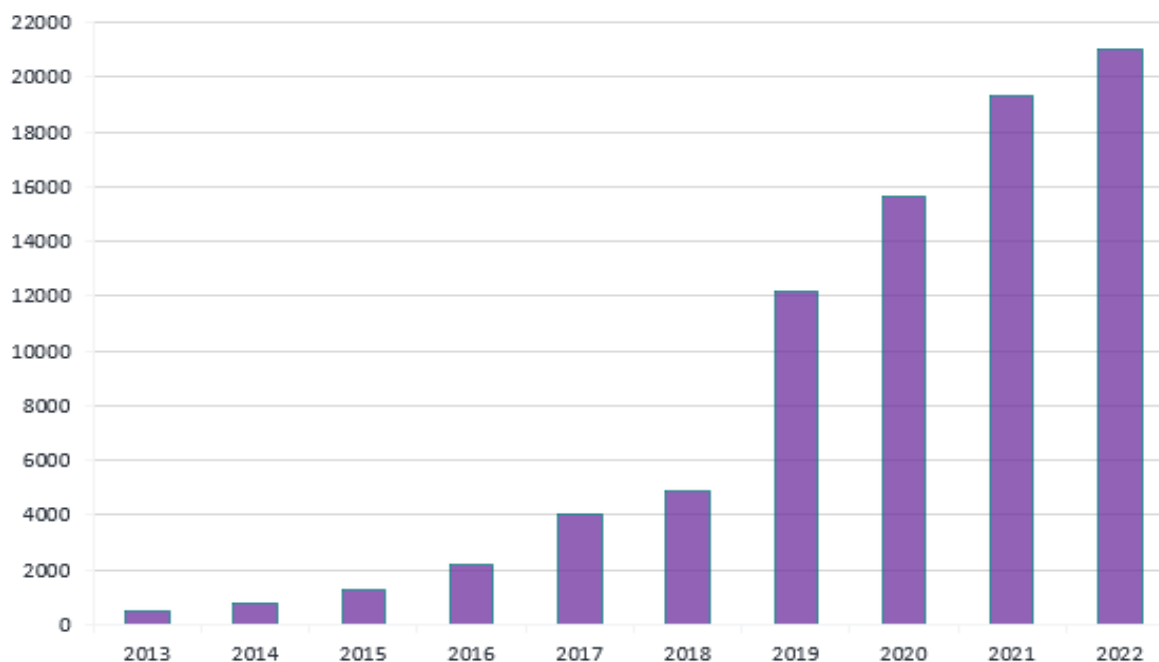
Locations of 2022/23 coordinators



## ACHIEVEMENTS AND PERFORMANCE

### Number of pyjamas delivered

	2022/23	2021/22	2020/21
Pyjamas distributed	21,057	19,289	15,636
Donation locations	190	127	92



Number of pyjamas delivered by year

In 2022/2023, we delivered 21,057 pairs of pyjamas, which was an increase of 9% compared to the previous year. This was the first time we have donated more than 20,000 pairs of pyjamas. Looking further back, we registered as a charity just four years ago and have seen an overall increase in donations of 333% versus 2018 (our last year before becoming a charity).



Locations of 2022/23 donations





## Implications of the cost-of-living crisis

This report applies to 1st November 2022 to 31st October 2023. Across these dates, we have seen a marked decrease in donations from members of the public and small businesses. It is difficult to assign a reason to this, but the cost-of-living crisis is certainly a distinct possibility. With household bills increasing, many families are struggling to remain out of debt and they are less able to support charities.

Last year, we received requests to donate to 127 locations and this year we have received requests from 190 locations, with more than 200 requests already received for 2023/24. Without donations, we are utilising a salaried member of staff to apply for grants from foundations and arrange fund-raising event, such as the Leicester half marathon and the Great North Run.

## Award nominations

We are proud to announce that we won the Croydon Business Excellence Awards 2022, which took place on 9<sup>th</sup> November 2022. We were one of fifteen finalists in the 'Best charity or social enterprise' category and we feel honoured to have achieved this success with so many other wonderful local charities.



## FUTURE DEVELOPMENT PLANS

As always, we are looking to recruit new coordinators, in areas where we do not currently have any. This will be via a variety of means including our social media sites, word of mouth and through existing and upcoming partnerships. This will increase our reach, but also decrease central costs as we will be able to collect donations in the local area, rather than distributing from our head office in Croydon.

For the second year, we have partnered with Puddle Ducks, who are a national swimming business. They are holding pyjama swim days and asking parents to donate pyjamas and/or monies, which they send to us in November each year. Going forward, we hope to make this an annual event to increase the visibility of our charity, across the UK.

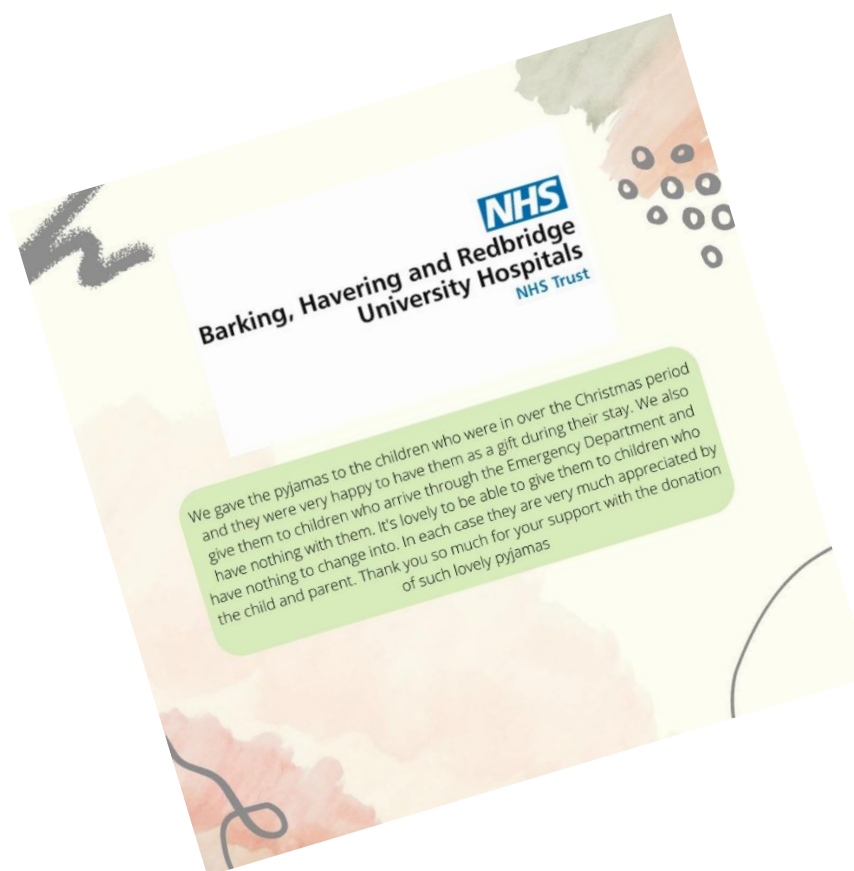
With the aim of decreasing costs, we are hoping to extend our new collaboration with SKY who have aided us with packing and distribution to numerous locations across the south of the country.

As you can see on the previous pages, demand has grown considerably. As such, we will be changing the way we operate to aid in the logistics of packing and delivering donations. Our head office receives requests for donations throughout the year and currently delivers pyjamas bi-annually. Due to the increased need, we are changing this approach and will trial quarterly donations instead. This increased demand also means that we are looking for a larger office as we have outgrown our current premises.





## TESTIMONIALS





## INDEPENDENT EXAMINERS REPORT TO THE TRUSTEES FOR THE YEAR ENDED 31ST OCTOBER 2023

I report to the trustees on my examination of the accounts of the charity for the year ended 31 October 2023.

### Responsibilities and basis of report

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

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 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.

### Independent examiners statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving 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 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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.

Kevin Guweddeko  
KG Accountants  
Delta House  
175-177 Borough High Street  
London  
SE1 1HR

*Kevin Guweddeko*

04-Mar-24



**CHILDREN'S HOSPITAL PYJAMA'S**  
Statement of Financial Activities  
For the year ended 31 October 2023

	Notes	Unrestricted funds	Restricted funds	2023	2022
		£	£	£	£
<b>Income and endowments from:</b>					
Donations and legacies	2	75,700	40,820	116,520	45,310
Other trading activities	3	18,521	-	18,521	8,706
<b>Total</b>		<b>94,221</b>	<b>40,820</b>	<b>135,041</b>	<b>54,016</b>
<b>Expenditure on:</b>					
Raising funds	4	(91,677)	-	(91,677)	(36,958)
<b>Total</b>		<b>(91,677)</b>	<b>-</b>	<b>(91,677)</b>	<b>(36,958)</b>
<b>Net income</b>		<b>2,544</b>	<b>40,820</b>	<b>43,364</b>	<b>17,058</b>
<b>Reconciliation of funds</b>					
Total funds brought forward		24,509	-	24,509	7,215
<b>Total funds carried forward</b>		<b>27,053</b>	<b>40,820</b>	<b>67,873</b>	<b>24,273</b>

**CHILDREN'S HOSPITAL PYJAMA'S**  
Statement of Financial Position  
As at 31 October 2023

	Notes	2023	2022
		£	£
<b>Current assets</b>			
Cash at bank and in hand		67,946	24,582
		<b>67,946</b>	<b>24,582</b>
<b>Creditors: amounts falling due within one year</b>	9	(73)	(73)
<b>Net current assets</b>		<b>67,873</b>	<b>24,509</b>
<b>Total assets less current liabilities</b>		<b>67,873</b>	<b>24,509</b>
<b>Net assets</b>		<b>67,873</b>	<b>24,509</b>
<b>The funds of the charity</b>			
Restricted income funds	10	40,820	-
Unrestricted income funds	10	27,053	24,509
<b>Total funds</b>		<b>67,873</b>	<b>24,509</b>

The financial statements were approved and authorised for issue by the Board and signed on its behalf by:

Reanne Snagg  
Trustee

31 October 2023



## CHILDREN'S HOSPITAL PYJAMA'S Notes to the Financial Statements For the year ended 31 October 2023

### 1. Accounting Policies

#### Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Charities Act 2011.

CHILDREN'S HOSPITAL PYJAMA'S meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

#### Going concern

#### Incoming resources

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

#### Resources expended

Liabilities are recognised as resources expended when there is a legal or constructive obligation committing the Charity to the expenditure:

#### Tangible fixed assets

Tangible fixed assets, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

### 2. Income from donations and legacies

	Unrestricted funds	Restricted funds	2023	2022
	£	£	£	£
Donations received	67,700	12,820	80,520	32,310
Grants received	8,000	28,000	36,000	13,000
	<u>75,700</u>	<u>40,820</u>	<u>116,520</u>	<u>45,310</u>

### 3. Income earned from other activities

	2023	2022
	£	£
<b>Unrestricted funds</b>		
Fund raising events	18,521	8,706
	<u>18,521</u>	<u>8,706</u>



**CHILDREN'S HOSPITAL PYJAMA'S**  
Notes to the Financial Statements Continued  
For the year ended 31 October 2023

**4. Expenditure on generating donations and legacies**

	2023 £	2022 £
<b>Unrestricted funds</b>		
Subscriptions	1,147	424
Support costs	90,530	36,534
	<u>91,677</u>	<u>36,958</u>

**5. Analysis of support costs**

	2023 £	2022 £
<b>Voluntary Income</b>		
Management	69,994	23,067
Governance costs	20,536	13,467
	<u>90,530</u>	<u>36,534</u>

**6. Net income/(expenditure) for the year**

This is stated after charging/(crediting):

	2023 £	2022 £
Depreciation of owned fixed assets	54	-
Staff pension contributions	375	31
	<u>429</u>	<u>31</u>

**7. Staff costs and emoluments**

Total staff costs for the year ended 31 October 2023 were:

	2023 £	2022 £
Salaries and wages	22,290	1,602
Pension costs	375	31
	<u>22,665</u>	<u>1,633</u>



**CHILDREN'S HOSPITAL PYJAMA'S**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 October 2023**

	2023	2022
Chief Executive Officer	1	1
Operations Manager	2	1
	<u>3</u>	<u>2</u>

**8. Comparative for the Statement of Financial Activities**

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

**9. Creditors: amounts falling due within one year**

	2023 £	2022 £
Other creditors	73	73
	<u>73</u>	<u>73</u>

**10. Movement in funds**

**Unrestricted Funds**

	Balance at 01/11/2022 £	Incoming resources £	Outgoing resources £	Balance at 31/10/2023 £
<i>General</i>				
General	24,509	94,221	(91,677)	27,053
	<u>24,509</u>	<u>94,221</u>	<u>(91,677)</u>	<u>27,053</u>

**Unrestricted Funds - Previous year**

	Balance at 01/11/2021 £	Incoming resources £	Outgoing resources £	Balance at 31/10/2022 £
<i>General</i>				
General	7,215	54,016	(36,958)	24,273
	<u>7,215</u>	<u>54,016</u>	<u>(36,958)</u>	<u>24,273</u>



**CHILDREN'S HOSPITAL PYJAMA'S**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 October 2023**

**Purpose of unrestricted Funds**

**General**

We collect brand new pairs of pyjamas for children aged between new born and 18(inclusive). The pyjamas are then donated to Hospitals, Hospices, Hospitals at home teams and women's refuges up and down the country.

They will then distribute the pyjamas to children who are poorly or underprivileged

**Restricted Funds**

	Incoming resources £	Balance at 31/10/2023 £
Alice Ellen Cooper Dean	5,000	5,000
Asda Perry Barr	500	500
Beacon Lodge	8,000	8,000
Blaby Community Grant	1,000	1,000
DORIS FIELD Charitable Trust	1,000	1,000
Ernest Kleinwort	1,500	1,500
Foundation Derbyshire	2,000	2,000
Gordon Fraser Charitable Trust	2,000	2,000
Lions Club Braintree	200	200
Paul Bassham Charitable Trust	1,000	1,000
People's Postcode Lottery (Magic little grants)	500	500
Persimmon North Leicester	1,000	1,000
Rotary Leicester De Montfort	120	120
Shanly Foundation	2,000	2,000
The Higgs Charity (Alan Edward Higgs)	1,000	1,000
The Irving Memorial Trust	2,000	2,000
The National Lottery	10,000	10,000
Theodore Maxxy Charitable Trust	2,000	2,000
	<b>40,820</b>	<b>40,820</b>





**CHILDREN'S HOSPITAL PYJAMA'S**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 October 2023**

**Purpose of restricted funds**

Alice Ellen Cooper Dean

Dorset and Hampshire pyjamas and associated costs

DORIS FIELD Charitable Trust

Oxfordshire pyjamas and associated costs

Lions Club Braintree

Braintree pyjamas and associated costs

Persimmon North Leicester

Leicestershire pyjamas and associated costs

Blaby Community Grant

Leicestershire pyjamas and associated costs

Foundation Derbyshire

Derbyshire pyjamas and associated costs

Ernest Kleinwort

Sussex pyjamas and associated costs

Theodore Maxxy Charitable Trust

North West/Wales pyjamas and associated costs

Beacon Lodge

Greater London pyjamas and associated costs

Shanly Foundation

Surrey pyjamas and associated costs

People's Postcode Lottery (Magic little grants)

Council tax

Asda Perry Barr

Birmingham pyjamas and associated costs

Paul Bassham Charitable Trust

Norfolk pyjamas and associated costs

Rotary Leicester De Montfort

Leicestershire pyjamas and associated costs

Gordon Fraser Charitable Trust

Scotland pyjamas and associated costs

The Irving Memorial Trust



**CHILDREN'S HOSPITAL PYJAMA'S**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 October 2023**

West Mids pyjamas and associated costs

Blaby Community Grant

Leicestershire pyjamas and associated costs

The Higgs Charity (Alan Edward Higgs)

West Mids pyjamas and associated costs

The National Lottery

Office Rent

**11. Analysis of net assets between funds**

	Net current assets / (liabilities) £	Net Assets £
<b>Unrestricted funds</b>		
General		
General	27,053	27,053
<b>Restricted funds</b>		
Alice Ellen Cooper Dean	5,000	5,000
Asda Perry Barr	500	500
Beacon Lodge	8,000	8,000
Blaby Community Grant	1,000	1,000
DORIS FIELD Charitable Trust	1,000	1,000
Ernest Kleinwort	1,500	1,500
Foundation Derbyshire	2,000	2,000
Gordon Fraser Charitable Trust	2,000	2,000
Lions Club Braintree	200	200
Paul Bassham Charitable Trust	1,000	1,000
People's Postcode Lottery (Magic little grants)	500	500
Persimmon North Leicester	1,000	1,000
Rotary Leicester De Montfort	120	120
Shanly Foundation	2,000	2,000
The Higgs Charity (Alan Edward Higgs)	1,000	1,000
The Irving Memorial Trust	2,000	2,000
The National Lottery	10,000	10,000
Theodore Maxxy Charitable Trust	2,000	2,000
	<b>67,873</b>	<b>67,873</b>



CHILDREN'S HOSPITAL PYJAMA'S  
Notes to the Financial Statements Continued  
For the year ended 31 October 2023

Previous year	Net current assets / (liabilities) £	Net Assets £
Unrestricted funds		
General		
General	24,509	24,509
Restricted funds		
	24,509	24,509



**CHILDREN'S HOSPITAL PYJAMA'S**  
**Detailed Statement of Financial Activities**  
**For the year ended 31 October 2023**

	2023 £	2022 £
<b>INCOME AND ENDOWMENT</b>		
<b>Donations and legacies</b>		
Donations	80,520	32,310
Grants Receivable	36,000	13,000
	<b>116,520</b>	<b>45,310</b>
<b>Other trading activities</b>		
Fund Raising Events	18,521	8,706
	<b>18,521</b>	<b>8,706</b>
<b>Total incoming resources</b>	<b>135,041</b>	<b>54,016</b>
<b>EXPENDITURE</b>		
<b>Raising donations and legacies</b>		
Subscriptions	(1,147)	(424)
	<b>(1,147)</b>	<b>(424)</b>
<b>SUPPORT COSTS</b>		
<b>Management</b>		
Staff Costs - Wages & Salaries	(22,290)	(1,602)
Staff Costs - Pension Contributions	(375)	(31)
Courier & Delivery	(2,475)	(3,660)
Purchases	(2,936)	(787)
Pyjamas	(41,918)	(16,142)
Storage	-	(629)
Fundraising It	-	(216)
	<b>(69,994)</b>	<b>(23,067)</b>
<b>Governance costs</b>		
Professional Fees	(2,834)	(3,098)
Premises Costs	(11,992)	(7,156)
Depreciation Of Owned Assets	(54)	-
Other Office Costs	(296)	(71)
Bank Charges	(72)	(72)
Printing,Postage & Stationery	(5,036)	(252)
Insurance	(252)	(2,818)
	<b>(20,536)</b>	<b>(13,467)</b>
<b>Total resources expended</b>	<b>(91,677)</b>	<b>(36,958)</b>
<b>Net Income</b>	<b>43,364</b>	<b>17,058</b>