

Report of the
Unaudited Financial
for the year ended 31
Children's Hospital

Registered charity



Trustees and
Statements
October 2024 for
Pyjamas

number: 1185739



CONTENTS

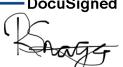
Title	Page
Report of the Trustees	2
CEO welcome	2
About our charity	3-4
Structure and governance	4
Staffing levels	4
Volunteers	4-5
Achievements and performance	6-7
Future development plans	7
Testimonials	8
Independent examiners report to the trustees	9

REPORT OF THE TRUSTEES

The trustees present their report, together with the financial statements of Children's Hospital Pyjamas, for the year ended 31st October 2024.

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

This report was approved by the trustees and signed on their behalf by:

DocuSigned by:

 47181C049EF14A0...

Reanne Snagg
 Trustee

Date: 22th August 2025



CEO WELCOME

As I reflect on another year with Children's Hospital Pyjamas, I am once again filled with gratitude and pride in all we've accomplished together. The last few years have not been easy; the aftershocks of the pandemic combined with the ongoing cost-of-living crisis have created real challenges for charities like ours. We understand that times are hard, and yet the compassion and generosity of our supporters continue to shine through.

Thanks to the unwavering commitment of our dedicated team and the kindness of our incredible supporters, we were able to exceed the donations received in 2022/2023. This has allowed us to reach even more children and partner with a wider range of establishments than ever before.

In the face of national hardship, the need for our support has only grown. What might seem like a small gesture 'the gift of a new pair of pyjamas' can provide immense comfort and reassurance to a child and their family during a difficult time. These simple donations continue to have a profound impact.

We've had to be resourceful and adaptable to keep funds coming in, but the heartfelt messages we receive from families remind us exactly why we do what we do. Each note of thanks reinforces our purpose and inspires us to keep going.

Looking ahead, we remain committed to reaching even more children and meeting the growing demand for our support. Every year, more establishments reach out, showing us that our work is needed now more than ever. We will keep striving to extend our reach, share warmth and kindness, and bring a sense of comfort to the children who need it most.

Thank you for standing with us.

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 3rd 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. "My son was rushed to hospital at the end of January after suffering a seizure. The emergency services had to cut his clothes off him and he arrived at the hospital completely naked. He was admitted and we stayed a couple of nights. Given the emergency I didn't have anything for him and no way to leave him to return home to get him something to wear. I asked the hospital for help and they appeared with a pair of your pyjamas for him to wear. The small bit of comfort for me and the 'normality' amongst the chaos and uncertainty. Thank you so much for what you do. I have made a donation to hope this helps the next family."
- 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

**Trustees**

Keishea Aidoo
Reanne Snagg
Kelly Dixon
Lisa Novelli-Brett

Charity Number

1185739

Registered Office

Suite 3/5 Challenge House
616 Mitcham Road
Croydon
CR0 3AA

Independent Examiner

Kevin Guweddeko
180 Borough High Street
London
SE1 1LB

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. As such, we employ 3 part-time staff, who are our CEO and two Operations Managers.

VOLUNTEERS

We currently have more than 70 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/frommetoyouhearts>. The hearts really make a difference, as explained by Poppy's Mum, "We had a unexpected hospital stay which ended in surgery. The hearts included in the PJs were so amazing and helped me feel close whilst my child went to theatre. Thank you so much".



2023/2024 donations



Some of our deliveries



Hearts made by our volunteer sewing team



Our management team



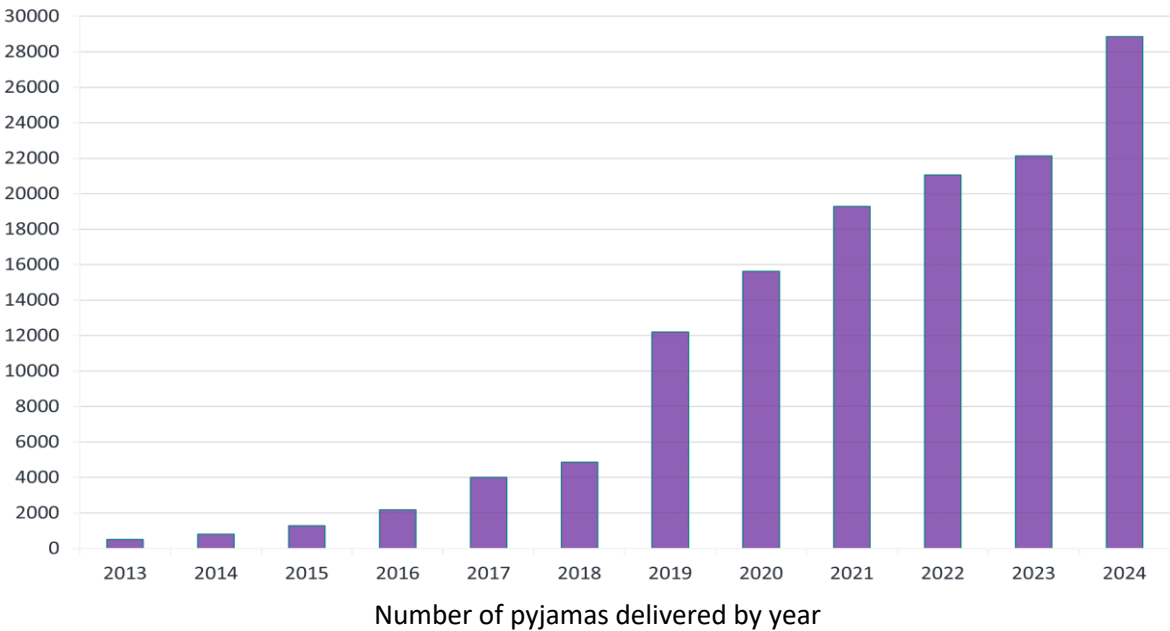
Locations of 2023/24 coordinators



ACHIEVEMENTS AND PERFORMANCE

Number of pyjamas delivered

	2020/21	2021/22	2022/23	2023/24
Pyjamas distributed	19,289	21,057	22,128	28,850
Donation locations	127	190	238	294



In 2023/2024, we delivered 28,850 pairs of pyjamas, which was an increase of 30% compared to the previous year. Looking further back, we registered as a charity just five years ago and have seen an overall increase in donations of 494% versus 2018 (our last year before becoming a charity).





Locations of 2023/24 donations

Implications of the cost-of-living crisis

This report applies to 1st November 2023 to 31st October 2024. 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 238 locations and this year we have received requests from 294 locations, with more than 310 requests already received for 2024/25. Without as many donations as we have previously received, we are utilising a salaried member of staff to apply for grants from foundations and trusts.

Award nominations

We won the Croydon Business Excellence Awards in 2022. We were one of fifteen finalists in the 'Best charity or social enterprise' category and we were honoured to have achieved this success with so many other wonderful local charities.

This year, we have been nominated for 'Charity of the Year' by the MBCC (Multicultural Business and Community Champion) and have recently been advised that we are now a finalist in this category.



FUTURE DEVELOPMENT PLANS

Our coordinators operate an annual appeal and distribute to their establishments in November each year. However, due to volume, this is no longer feasible at our Croydon office. As such, last year, we trialled packing all year round and will be continuing this method moving forward to aid in the logistics of packing and delivering donations.

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 office in Croydon.

For the third 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 this remains an annual event to increase the visibility of our charity and to receive these much-needed donations.

With the aim of decreasing costs, we are pleased that SKY and the Metropolitan Police have chosen to support us, by helping with packing and distributing pyjamas to numerous locations across the south of the country.

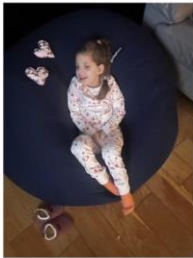
We are shortly moving to a larger office and are aiming to increase the number of packing days we host. We are fortunate to have the support of various businesses and local residents and we are hoping to expand on this.



TESTIMONIALS



"Flory got her pyjamas from Zoe's Place Hospice today and they are adorable. We LOVE an excuse for a Pyjama Day! Flory has a terminal brain disease called CLN2 Batten Disease."



"Zakariya was in hospital with Rsv and bronchiolitis and has struggled over days so the pyjamas are a lovely suggestion 😊 and the 2 hearts are lovely."



Robin had breathing issues and came to hospital and needed to stay in overnight. He managed to spectacularly throw up all over his clothes. Thanks so much for helping him be clean.

I was admitted to hospital unexpectedly late at night and received these lovely spotty pjs with a little gift with hearts that really made me smile.

We got some pyjamas and hearts yesterday after my youngest was in hospital for a seizure. It was lovely and her big sister had one of the hearts.

My granddaughter broke her leg. She received amazing treatment from the staff at Glan Clywd hospital but the gift of lovely dinosaur pyjamas allowed her to travel home in comfort.



INDEPENDENT EXAMINERS REPORT TO THE TRUSTEES FOR THE YEAR ENDED 31ST OCTOBER 2024

I report to the Charity Trustees on my examination of the accounts of the charity for the year ended 31 October 2024 which consists of the statement of financial activities, balance sheet and related notes.

Responsibilities and basis of report

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

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

The charity's gross income exceeded £25,000 and I am qualified to undertake the examination by being a qualified member of AAT.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below *) which gives me cause to believe that in any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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.

DocuSigned by:

Kevin Guweddeko

Name: Kevin Guweddeko

Date: 16 August 2025

10FD910D4256499...



STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 OCTOBER 2024

Recommended categories by activity	Notes	Unrestricted funds £	Restricted income funds £	Total Funds 2024 £	Total Funds 2023 £
Income and endowments from:					
Donations and legacies	2	29,555.46	60,100.00	89,655.46	116,517.69
Other trading activities	3	17,550.57	-	17,550.57	18,521.31
Total		47,106.03	60,100.00	107,206.03	135,039.00
Expenditure on:					
Raising funds	4	31,558.78	-	31,558.78	20,156.76
Charitable activities	5	27,716.34	60,100.00	87,816.34	71,518.95
Other	7	26.00	-	26.00	-
Total		59,301.12	60,100.00	119,401.12	91,675.71
Net income/(expenditure)		(12,195.09)	-	(12,195.09)	43,363.29
Net movement in funds		(12,195.09)	-	(12,195.09)	43,363.29
Reconciliation of funds:					
Total funds brought forward		67,872.52	-	67,872.52	24,509.23
Total funds carried forward		55,677.43	-	55,677.43	67,872.52


BALANCE SHEET FOR THE YEAR ENDED 31 OCTOBER 2024



Recommended categories by activity	Notes	Unrestricted funds £	Total Funds 2024 £	Total Funds 2023 £
Fixed assets				
Tangible assets	8	264.95	264.95	214.62
Total fixed assets		264.95	264.95	214.62
Current assets				
Debtors	9	3,600.00	3,600.00	-
Cash at bank and in hand	10	52,475.22	52,475.22	67,909.90
Total current assets		56,075.22	56,075.22	67,909.90
Creditors: amounts falling due within one year	11	252.00	252.00	252.00
Net current assets/(liabilities)		55,823.22	55,823.22	67,657.90
Total assets less current liabilities		56,088.17	56,088.17	67,872.52
Creditors: amounts falling due after one year	12	662.74	662.74	-
Total net assets or liabilities		55,425.43	55,425.43	67,872.52
Funds of the Charity				
Unrestricted funds	13	55,677.43	55,677.43	67,872.52
Restricted income funds	13	-	-	-
Endowment funds	13	-	-	-
Total funds		55,677.43	55,677.43	67,872.52

The financial statements were approved by the trustees on 20 August 2025 and signed on its behalf by:

Reanne Snagg
Chair

DocuSigned by:

47181C049EF14A0...

Date : 22nd August 2025



NOTES TO THE FINANCIAL STATEMENT FOR THE YEAR ENDED 31 OCTOBER 2024

1. Accounting Policies

The principal accounting policies adopted by the Charity, which is a public benefit entity, in the preparation of the accounts are as follows.

1.1 Basis of preparation

These accounts have been prepared under the historical cost convention, as modified by the inclusion of charitable properties and fixed asset investments and investment properties at valuation.

These accounts have been prepared in accordance with “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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

These accounts are presented in pounds sterling and rounded to the nearest pound.

1.2 Going concern

The Trustees have prepared financial projections, taking into consideration the current economic conditions and have, at the time of approving these accounts, a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the accounts.

2. Income from Donations and Legacies

Analysis	Unrestricted funds	Restricted income funds	Total funds 2024	Total funds 2023
	£	£	£	£
Donations and legacies	4,845.15	-	4,845.15	80,517.69
Grants	24,710.31	60,100.00	84,810.31	36,000.00
	29,555.46	60,100.00	89,655.46	116,517.69



3. Income from Other Trading Activities

Analysis	Unrestricted funds	Total funds 2024	Total funds 2023
	£	£	£
Fund Raising Events	17,550.57	17,550.57	18,521.31
	17,550.57	17,550.57	18,521.31

4. Expenditure on Raising Funds

Analysis	Total funds 2024	Total funds 2023
	£	£
Support Costs	31,558.78	20,156.76
	31,558.78	20,156.76

5. Expenditure on Charitable Activities

Analysis	Total funds 2024	Total funds 2023
	£	£
Courier & Delivery	5,296.96	2,474.93
Purchases	1,946.25	2,935.82
Pyjamas donated	43,868.71	41,917.76
Subscriptions	1,449.47	1,146.52
Depreciation	53.66	53.66
Travel and Accommodation	731.74	-
Support Costs	34,469.54	22,990.26
	87,816.34	71,518.95

6. Support Costs

Analysis	Total funds 2024	Total funds 2023
	£	£
Premises Costs	19,949.75	11,992.07
Other Office Costs	2,178.06	296.27
Bank charges	99.10	71.97
Insurances	252.00	252.00



Printing, Postage and Stationery	8,162.76	5,036.01
Canteen/Subsistence	17.50	-
Motor running expenses	6.00	-
Sundry Expense	16.25	-
Wages and Salaries	32,436.15	22,665.20
Governance Costs		
Professional Fees	2,910.76	2,833.50
	66,028.33	43,147.02

7. Other Expenditure

Analysis	Unrestricted funds £	Total funds 2024 £	Total funds 2023 £
Depreciation Charge for the Year - Plant & Machinery	26.00	26.00	-
	26.00	26.00	-

8. Tangible Fixed Assets

	Plant & Machinery £	Computer Equipment £
8.1 Cost or valuation		
At 01 November 2023	-	268.28
Additions	129.99	-
Disposals	-	-
Revaluations	-	-
Transfers	-	-
At 31 October 2024	129.99	268.28

8.2 Depreciation and impairments

At 01 November 2023	-	107.32
Charge for the year	26.00	-



Disposals	-	-
Revaluations	-	-
Transfers	-	-
At 31 October 2024	26.00	107.32

8.3 Net book value

At 01 November 2023	-	160.96
At 31 October 2024	103.99	160.96

9. Debtors: Amounts falling due within one year

	Total funds 2024	Total funds 2023
	£	£
Rent Security Deposit	3,600.00	-
	3,600.00	-

10. Cash at bank and in hand

	Total funds 2024	Total funds 2023
	£	£
Paypal	286.57	-
Unity Trust	52,188.65	67,909.90
	52,475.22	67,909.90

11. Creditors: Amounts falling due within one year

	Total funds 2024	Total funds 2023
	£	£
Other creditors	252.00	252.00
	252.00	252.00



12. Creditors: Amounts falling due after one year

	Total funds 2024	Total funds 2023
	£	£
Taxation and social security	662.74	-
	662.74	-

13. Charity funds

13.1 Details of material funds held and movements during the CURRENT reporting period

Fund names	Fund balances brought forward	Income	Expenditure	Transfers	Gains and losses	Fund balances carried forward
	£	£	£	£	£	£
Unrestricted funds						
General Fund	67,872.52	47,106.03	59,301.12	-	-	55,677.43
		-	-	-	-	
Restricted income funds						
Shanly Foundation	-	4,000.00	4,000.00	-	-	-
The National Lottery Community Fund	-	10,000.00	10,000.00	-	-	-
Axis Foundation	-	3,000.00	3,000.00	-	-	-
Carew Pole Charitable Trust	-	2,000.00	2,000.00	-	-	-
Charles S French Charitable Trust	-	5,000.00	5,000.00	-	-	-
Chrimes Family	-	1,500.00	1,500.00	-	-	-
Croydon Cemetary	-	11,600.00	11,600.00	-	-	-
Felicity Wilde Charitable Trust	-	3,000.00	3,000.00	-	-	-



Leathersellers Co	-	5,000.00	5,000.00	-	-	-
St James Place	-	2,500.00	2,500.00	-	-	-
The Alice Ellen Cooper- Dean	-	5,000.00	5,000.00	-	-	-
The Henry Smith Charity	-	5,000.00	5,000.00	-	-	-
Paul Bassham Trust The Patrick Trust	-	2,500.00	2,500.00	-	-	-
Total		67,872.52	107,206.03	119,401.12	-	-
					-	55,677.43

Funder Name	Purpose of Restricted Fund	Amount
Shanly Foundation	Surrey Pyjamas and Associates Costs	4000
The National Lottery Community Fund	Rent	10000
Axis Foundation	London Pyjamas and Associates Costs	3000
Carew Pole Charitable Trust	Cornwall Pyjamas and Associates Costs	2000
Charles S French Charitable Trust	Essex and East London Pyjamas and Associates Costs	5000
Chrimes Family	Merseyside and North Wales Pyjamas and Associates Costs	1500
Croydon Cemetary	Unrestricted funds	11500
Felicity Wilde Charitable Trust	Chester Pyjamas and Associates Costs	3000
Leathersellers Co	Pyjamas and Associated Costs	5000
St James Place	Unrestricted funds	2500
The Alice Ellen Cooper- Dean	Rent	5000
The Henry Smith Charity	Kent Pyjamas and Associates Costs	5000
Paul Bassham Trust The Patrick Trust	Norfolk Pyjamas and Associated Costs for Paul Bassham Trust	
	West Midlands Pyjamas and Associated Costs for The Patrick Trust	2500

13.2 Details of material funds held and movements during the PREVIOUS reporting period

Fund names	Fund balances brought forward	Income	Expenditure	Transfers	Gains and losses	Fund balances carried forward
	£	£	£	£	£	£
Unrestricted funds						



General Fund	-	94,219.00	50,855.71	-	-	43,363.29
	24,509.23	-	-	-	-	24,509.23
Restricted income funds						
Alice Ellen Cooper Dean	-	5,000.00	5,000.00	-	-	-
Asda Perry Barr	-	500.00	500.00	-	-	-
Beacon Lodge Blaby	-	8,000.00	8,000.00	-	-	-
Community Grant	-	1,000.00	1,000.00	-	-	-
Doris Field	-	1,000.00	1,000.00	-	-	-
Ernest Kleinwort	-	1,500.00	1,500.00	-	-	-
Foundation Derbyshire	-	2,000.00	2,000.00	-	-	-
Gordon Fraser Charitable Trust	-	2,000.00	2,000.00	-	-	-
Lions Club Braintree	-	200.00	200.00	-	-	-
Paul Bassham Charitable Trust	-	1,000.00	1,000.00	-	-	-
People's Postcode Lottery (Magic little grants)	-	500.00	500.00	-	-	-
Persimmon North Leicester	-	1,000.00	1,000.00	-	-	-
Rotary Leicester De Montfort	-	120.00	120.00	-	-	-
Shanly Foundation	-	2,000.00	2,000.00	-	-	-
The Higgs Charity (Alan Edward Higgs)	-	1,000.00	1,000.00	-	-	-
The Irving Memorial Trust	-	2,000.00	2,000.00	-	-	-
The National Lottery Community Fund	-	10,000.00	10,000.00	-	-	-
Theodore Maxxy	-	2,000.00	2,000.00	-	-	-



**Charitable
Trust
Total**

24,509.23	135,039.00	91,675.71	-	-	67,872.52
------------------	-------------------	------------------	----------	----------	------------------