

Serving Our Superheroes (SOS)

A CHARITABLE INCORPORATED ORGANISATION

CHARITY REGISTRATION NO. 1191410

ANNUAL REPORT AND ACCOUNTS

30 September 2024

***Charity report prepared 14th July 2025, covering the
accounting period 1st October 2023 – 30th September 2024.***



Serving Our Superheroes (SOS)
(CHARITY NO. 1191410)

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Serving Our Superheroes (SOS)
TRUSTEES' REPORT
14th July 2025

The Trustees, present their report with the unaudited financial statements of the charity for the period ended 30 September 2025

REFERENCE AND ADMINISTRATION DETAILS

Charity registration number 1191410

Registered Office 129 Ryefield Ave
Hillingdon
Uxbridge
UB10 9BZ

Trustees The trustees of the charity and its purpose of the charity law, the following Trustees served during the year:

Sarah Gardner (Chair & treasurer)
Charlotte Houston (Vice-chair)
Stephen Gardner (Secretary)

Accountants STR Associates Ltd
Chartered Certified Accountants
239 The Broadway
Southall
UB1 1ND

OBJECTIVES AND ACTIVITIES

TO RELIEVE PEOPLE IN LONDON, THE SURROUNDING AREA AND INTERNATIONALLY, WHO ARE IN NEED, BY REASON OF THEIR AGE, ILL-HEALTH, DISABILITY, FINANCIAL HARDSHIP OR SOCIAL CIRCUMSTANCES IN SUCH WAYS AS THE TRUSTEES SHALL THINK FIT.

Website <https://www.servingoursuperheroes.com>



<https://www.facebook.com/servingoursuperheroes>



<https://www.linkedin.com/company/serving-our-superheroes/>

Introduction

Serving Our Superheroes (SOS) is an award-winning Charitable Incorporated Organisation (CIO), founded by Sarah Gardner BEM BCAv on 13th April 2020 in response to the COVID-19 pandemic. Officially registered as a charity on 22nd September 2020, and with an international constitution adopted in 2021, SOS has grown into a sustainability-driven humanitarian organisation serving the vulnerable across the UK and globally.

As of July 2024, SOS has donated more than 194,013 items to individuals in need, equating to an estimated £4.5 million in retail value. The work continues to be delivered with minimal cash donations and maximum impact through sustainable sourcing and circular economy practices.

MAIN ACTIVITIES UNDERTAKEN FOR THE PUBLIC BENEFIT

Since the last accounting period, we have continued to provide.....

- Toiletry packs (washbags)
- Sanitary items
- Luxury cosmetic / skin care hampers
- Dementia aids (fiddle/twiddle muffs)
- Newborn bundles - baby hats, cardigans and blankets and baby toiletry packs
- Handmade quilts and large blankets
- Pants for patients (Hospital trousers)
- Books / toys / stationery and ELSA support aids
- Supported the South Tees Hospital / James Cook University Hospital 'Pink Box' campaign.
- Clothing – Including hats, gloves and heated waistcoats
- Items to support the homeless & those in supported living

The Pants for Patients programme, launched in February 2022, exceeded 2,323 handmade trousers by July 2025, helping hospital and hospice patients maintain dignity and comfort.

Pant for Patients, have been donated to the following locations;

1. Hillingdon Hospital
2. Michael Sobell Hospice
3. Harlington Hospice
4. Chelsea and Westminster Hospital
5. Northwick Park Hospital
6. West Herts Teaching Hospital
7. Fur Clements – To distribute to hospitals in the Wigan area
8. Nigeria via Rotary
9. South Tees Hospital / James Cook University Hospital.

These trousers are important because many patients arrive in hospital with damaged or unsuitable clothing, the basic hospital gowns are open and so it's hard to move around. So that patients aren't stuck in bed, unisex, drawstring trousers can be made and donated to hospitals. Loose adjustable trousers are great for all sizes and are easy to get on and off. These are great for anyone who has been in an accident and had their clothes damaged, for elderly patients and for maternity patients - the loose clothing is perfect to wear around the hospital. Allowing patients to be able to move around with dignity helps to reduce bed sores and muscle wastage.



TOILETRIES AMNESTY



Partnerships and Sustainability

- **Clean Conscience** and **InKind Direct** have helped SOS reduce carbon emissions by providing surplus hygiene goods.
- Offcut materials from trousers and washbags were used to make **children's dresses** for baby banks and hospitals, promoting a zero-waste model.
- All trousers and washbags are made from **upcycled fabrics**
- SOS reduces landfill by **redistributing corporate surplus**
- SOS works toward **hygiene dignity** for the homeless, reducing hospital admissions due to hygiene-related conditions

In January 2024 we Partnered with Clean Conscience, this has allowed us to provide more toiletry packs (care kits) and has allowed us to reduce our carbon footprint.

These care kits include soap, shampoo & conditioner, bodywash and a toothbrush and toothpaste, as a minimum. They often also include vanity kits, sewing kits (which is useful for the homeless for darning socks), moisturiser/body lotion and lip balm.



Ensuring that there is a dental kit in every care pack, because good oral hygiene is so important. researchers have found a strong link between dental plaque buildup and gum disease (gingivitis) and Alzheimer's disease and dementia. Not only that but tooth decay can cause all sorts of pain and problems.

Wash kits help to stop the spread of preventable, debilitating diseases which costs the NHS millions each year. Between 2018 – 2021 a total of 38% of respondents of the Homeless Health Needs Audit had been admitted to hospital in the last 12 months. Common symptoms among people experiencing homelessness (such as stomach problems, skin infections and urinary problems) could be prevented with good hygiene. Individuals have passed away from preventable illnesses on the streets, simply because of an inability to get clean. homeless people often receive stigma in public by not having the opportunity to maintain good personal hygiene.

“Every bag tells a story of hope and sustainability. Proud to partner with such a purpose-driven charity.” – Clean Conscience, via LinkedIn

More than just a washbag

Our toiletry packs / wash kits are more than just a washbag for the homeless

The number of people experiencing homelessness in the United Kingdom has been steadily increasing over the last 15 years, although a nationwide problem, it is much more prevalent in London.

The number of people using food banks has quadrupled over the last few years. Even people working full time, struggle to pay for essentials and attend food banks. Food banks supply more than just food, toiletries and other essentials.

Hygiene poverty and period poverty are all too common. As a charity we play part supplying toiletries, period products and other essentials to people in need in the community.

“The washbag I received gave me dignity at a time when I felt I had none. Thank you for this small but powerful gift.” – Anonymous Patient via Facebook

“Your support changed lives in our refuge. A toothbrush and soap may be basic, but to our women, it meant the world.” – Refuge Support Worker

Homelessness and hygiene:

Recent research from Shelter showed at least 309,000 people in England spent the end of 2023 homeless. This is an increase of 14%, 38,100 people, in one year. The total number of people experiencing homelessness in London has risen 11%, from 150,000 to 167,000 people. This accounts for around 1 in 51 people. In Birmingham it's 1 in 71.

As well as preventing the spread of disease, maintaining good personal hygiene is critical for maintaining good physical and mental health.

Findings from the Homeless Health Needs Audit states the number of people with a mental health diagnosis has increased substantially from 45% in 2014 to 82% in 2021. The most common condition of which was depression. Those who have no choice but to sleep rough are 9 times more likely to take their own life than the average person. Being powerless to maintain personal hygiene exacerbates feelings of inadequacy, and compromises mental and physical well-being.

Being clean can help create a feeling of confidence and motivation, feelings essential for creating positive change. Many people facing homelessness experience low self-esteem and low motivation, exacerbated by a lack of resources to enable them to look after themselves.

Oral hygiene is so important for physical health, and this is why we aim to include dental kits in all our washbags.

Fundraising

As well as receiving items that are re-distributed to us, or made for us we also need to fundraise to purchase additional items. For instance, we have had baby clothes and blankets knitted for us, but we purchase the baby toiletry packs and nappies, to go with them, for the baby banks. We purchase deodorants and sanitary towels, to go to ShowerBox, homeless shelters and hospices.

In **June 2024**, SOS launched a **charity lottery** via One Lottery to help sustain core operations. Most donations come in the form of goods or services, supplemented by:

- Community fundraisers
- Donations from partners and the public
- Occasional small grants and relief fund contributions

Crisis and Humanitarian Relief

SOS remained agile and responsive to humanitarian crises:

- Continued aid to Afghan and Ukrainian refugees (clothing, toiletries, toys)
- Toiletry kits and food support during the cost-of-living crisis
- Aid to homeless shelters including ShowerBox (towels, boots, tents)
- Bereavement and miscarriage care packs to Hillingdon Hospital
- Emotional support tools (puppets, dolls) for children via school ELSAs

Awards

- Hounslow Chamber of Commerce Best Charity (SOS) - 2020
- Gold International Stevie Awards / Women in Business Award - Most valuable nonprofit response - 2020
- Silver Stevie Awards 2021: Startup of the Year - Consumer Products Industries
- Various International GLOBEE AWARDS “(2021)
- GOLD GLOBEE® WINNER - Essential Worker Hero of the Year
- GOLD GLOBEE® WINNER Health Care and Medical Hero of the Year
- GOLD GLOBEE® WINNER -Best Use of Social Media | COVID-19-related Information
- SILVER GLOBEE® WINNERS Startup of the Year
- SILVER GLOBEE® WINNER Best Non-Profit Response | Helping Local Communities and the World During COVID-19
- Bronze Silver Stevie Award for Organization of the Year – (Government or Non-Profit– 10 or Less Employees).
- 14th Annual 2021 BRONZE GLOBEE® WINNERS Women in Business and the Professions World Awards; Executive Hero of the Year | Effective Leadership During COVID-19.
- BRONZE GLOBEE® WINNERS Company Innovation of the Year.
- Hounslow Chamber of Commerce Best Entrepreneur award (2021/2022)
- The Best Business Woman Awards (Silver) 2021, 2022 and 2023
- Thames Valley Business & Community Awards – winner - Outstanding Contribution to the Community (2022)
- West London Chamber Serving Our Superheroes –highly commended (2023).
- Women's Community Impact Awards 2024 ceremony in the category of LIFETIME ACHIEVEMENT AWARD (COMMUNITY IMPACT AWARD CATEGORIES). – 25th May 2024.
- Best Business Woman Award – Best Charity and Most Inspiring Businesswoman (Silver) & Special Recognition Award. This was the first year that they introduced the Special Recognition Awards.
- Panache Global Entertainment Awards UK 2024 – Outstanding Achievement in Community Service.

With thanks to

Our wonderful ladies who sew and knit for us;

- Pearl Parma
- Lorraine Reed-Wenman and the Woman's Institute
- Krystyna Hewitt

A special thank you to Mrs Bhanumati Ratilal Shah
And her friends Prahbaben Kishore, Sushilaben Kantilal and Jayben Ashwin who have made over 2 thousand trousers for the hospital (Aka Pants for Patients).

Thank you to the companies and individuals supporting us;

- Clean Conscience
- InKind Direct
- Toiletries Amnesty
- Inspire Hounslow
- Masonic Charitable Foundation (Middlesex Provisional Relief Fund) & Masonic Ickenham St Giles Lodge
- The Women's Institute

Thank you to everyone who has donated.

If anyone would like to donate – the donation page is as seen below

<https://gofund.me/954d1572>

Conclusion

From a crisis response in 2020 to a multi-award-winning, sustainable humanitarian organisation in 2024, Serving Our Superheroes continues to serve with compassion, innovation, and integrity. This past year has strengthened its legacy of giving “a hug in a bag” – dignifying lives with essentials, care, and love.

Prepared by:

Sarah Gardner BEM, Founder and Chair

14th July 2025

Serving Our Superheroes

www.servingoursuperheroes.com

Serving Our Superheroes (SOS)
(CHARITY NO. 1191410)

Serving Our Superheroes (SOS)
Statement of Financial Activities
for the period ended 30 September 2024

		Unrestricted Funds	Total Funds
		2024	2023
		£	£
	Notes		
Income and endowments from:			
Donations and legacies	2	9,299	4,425
Total		9,299	4,425
Expenditure on:			
Charitable activities	4	2,395	923
Other	5	3,509	3,446
Total		5,903	4,370
Net gains on investments		-	-
Net Income		3,396	55
Transfer between funds		-	-
Net Income before other gains/(losses)		3,396	55
Other gains and losses		0	0
Net movement in funds		3,396	55
Reconciliation of funds:			
Total funds carried forward		3,396	55

Serving Our Superheroes (SOS)
(CHARITY NO. 1191410)

Serving Our Superheroes (SOS)

Balance sheet

at 30 September 2024

	Notes	2024 £	2023 £
Current assets			
Debtors	7	-	-
Cash at bank and in hand		3,669	272
		<u>3,669</u>	<u>272</u>
Creditors: Amount falling due within one year	8	-540	-540
Net current assets		<u>3,129</u>	<u>-268</u>
Total assets less current liabilities		<u>3,129</u>	<u>-268</u>
Net assets excluding pension asset or liability		<u>3,129</u>	<u>-268</u>
Total net assets		<u>3,129</u>	<u>-268</u>
The funds of the charity			
Unrestricted funds	9		
Unrestricted income funds		3,129	-268
		<u>3,129</u>	<u>-268</u>
Unrestricted funds	9		
Reserves	9		
Total funds		<u>3,129</u>	<u>-268</u>

These accounts have been prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies.

For the period ended 30 September 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 22 July 2024

And signed on its behalf by:



Sarah Gardner

Trustee

14 July 2025

NOTES TO THE ACCOUNTS

30 September 2024

1 Accounting Policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to the charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Change in basis of accounting or to previous accounts

There have been no changes to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to the accounts for previous years.

Fund Accounting Unrestricted Funds

These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.

Income Recognition of Income

Income is included in the statement in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.

Donations and legacies

Voluntary income has received by way of donations and gifts is included in the SoFA when receivable and only when the charity has unconditional entitlement to the income.

Tax reclaims on donations and gifts

Income from tax reclaims in income in the SoFA at the same time as the gift/donation to which it relates.

Donated services and facilities

These are only included in income (with an equivalent amount in expenditure) where the benefits to the Charity is reasonably quantifiable, measurable and material.

Volunteer help

The value of any volunteer help received is not included in the accounts.

Expenditure Recognition of expenditure

Expenditure is recognised on an accrual's basis. Expenditure includes any VAT which cannot be fully recovered and is reported as part of the expenditure to which it relates.

Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayment are valued at the amount prepaid net any trade discounts due.

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statements of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing any trade discounts due.

2 Income from donations and legacies

Unrestricted 2024 £	Total 2023 £
9,299	4,425
<u>9,299</u>	<u>4,425</u>

3 Expenditure on charitable activities

	Unrestricted £	Total 2022 £
Expenditure on charitable activities		
Charity goods	2,395	923
	<u>2,395</u>	<u>923</u>

4 Other expenditure

	Unrestricted £	Total 2022 £
General administrative costs	2,969	2,906
Legal and professional costs	540	540
	<u>3,509</u>	<u>3,446</u>

5 Creditors:

amount falling due within one year

	2024 £
Accruals and deferred income	540
	<u>540</u>

6 Movement in funds

	Incoming resources (including other gains/losses) £	Resources expended £	At 30 September 2024 £
Unrestricted funds:			
Unrestricted income funds:	9,299	(5,903)	3,396
	<u>9,299</u>	<u>(5,903)</u>	<u>3,396</u>

Serving Our Superheroes (SOS)
Detailed Statement of Financial Activities
for the period ended 30 September 2024

	Unrestricted funds 2024 £	Total funds 2023 £
Income and endowment from:		
Dotnations and legacies	9,299	4,425
	<u>9,299</u>	<u>4,425</u>
Expenditure on:		
Charitable activities		
Charity goods	2,395	923
	<u>2,395</u>	<u>923</u>
Total of expenditure on charitable activities	2,395	923
General administrative costs		
Marketing and Fund Raising	1,924	2,043
Insurance	162	162
Postage and stationery	117	250
Telephone	242	242
Website	149	79
Travel	374	129
	<u>2,969</u>	<u>2,906</u>
Legal and professsional costs		
Accountancy fees	540	540
	<u>540</u>	<u>540</u>
Total of expenditure of other costs	3,509	3,446
Total expenditure	5,903	4,370
Net income		
Net income	3,396	55
Other Gains	-	-
Net movement in funds	3,396	55

Approved by the board and signed on its behalf by:



Sarah Gardner

Founder and Chair of the board: Serving Our Superheroes

14th July 2025

Appendix – Some examples of our donations





Serving Our Superheroes is at Chelsea and Westminster Hospital.

Published by Sarah Jane Sj

11 June at 15:22 · London ·

Donations of baby items - clothes, blankets, hats, cardigans and Johnson toiletry packs taken to Chelsea and Westminster hospitals today. Neptune Ward.



See insights and ads

Boost post

10

2 comments

A collection of various baby dresses and tops laid out on a dark, textured surface. The items include a white short-sleeved top with floral embroidery, a green long-sleeved top, a peach-colored short-sleeved top, a brown patterned dress, a red short-sleeved top, a black and white short-sleeved top, a red short-sleeved top with a white cross, a brown dress with white polka dots, and a red short-sleeved top with a black hem.





Serving Our Superheroes is with Caroline Allouf and 5 others at St Giles-in-the-fields.
 Published by Sarah Jane SJ
 16 March - London

At Showerbox today, taken lots of toothpaste & toothbrushes sanitary towels and deodorants purchased from In Kind Direct. Lots of hand and body lotion and shampoo & conditioners & showergel & Care Kits donated by CleanConscience.





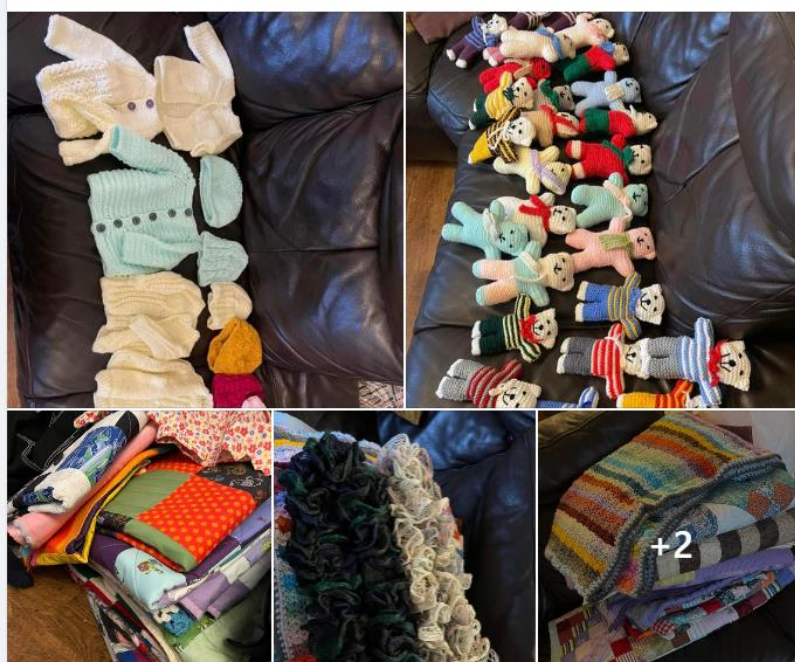


Serving Our Superheroes

Published by Sarah Jane Sj

29 July 2023 · 🌐

Donations taken to The Open Kitchen & Hounslow Community FoodBox this morning.





Serving Our Superheroes

Published by Sarah Jane Sj

24 April 2021

The first school in Hillingdon to receive new school uniforms as part of an initiative to provide new uniform to schools so that they can hand them out to parents who are struggling. Due to the affects of the pandemic many parents have lost their jobs and are struggling to buy school uniforms. Serving our Superheroes is collaborating with the London Community Kitchen and getting clothes from Share Wear to give to primary schools around London [London's Community Kitchen](#), [Share Wear](#)



Serving Our Superheroes

Published by Sarah Jane Sj

24 May 2022

So proud of the Dress a Girl / Serving Our Superheroes project & Click Rukiga. Amazing to see the progress the students at the Youth in Development project have made. The dresses are beautiful.



West Drayton
Academy
BELIEVE • EMPOWER • ACHIEVE

3/2024

Subject: Thank you for your donations

To: Helping West London

Dear Sarah

We are writing to express our sincere gratitude for your recent donation to West Drayton Academy. Your generosity truly embodies the spirit of community and importance of collaborative efforts in enriching lives of our children.

It is through the support of people like you that we are helping our most vulnerable families through School Pantry, which can have profound impact on the lives of our school children. We could not do this without the help of people like yourself.

Once again, thank you so much for your donations, and we are immensely grateful for your support.

Kind regards
PTA
West Drayton Academy

If you require this letter to be translated, please ask in the school office.
اذا كنت بحاجة الى نسخة مترجمة من هذا الخطاب، يرجى الاتصال بمكتب المدرسة.

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A Multi-Academy Trust

www.theparkacademytrust.co.uk

The Park Federation Academy Trust is a company registered in England and Wales Registered Number 05146235



KA Kirsty Andrews
To You

27 Feb
...

Dear Sarah-Jane,

Thank you so much for your incredible generosity! We are truly grateful for the **sanitary towels and other essentials** you've purchased for the **Pink Box Campaign**—they will make a huge difference for those who need them most.

The **pink bags** sound like a fantastic idea, and if you're able to get them, we'd love to use them to help distribute the items more easily. We would also **definitely love to have the hospital trousers** from the **Pants for Patients project**, as they will be really useful for our patients.

There's absolutely no rush, and we appreciate anything you're able to provide in the coming weeks. Thank you again for your kindness and support—we are so grateful for everything you're doing!

Best wishes,

Kirsty Andrews

James Cook University Hospital

