

ALEXANDRA ROSE CHARITY

England & Wales · Charity number 211535

Details

Other names ALEXANDRA ROSE CHARITIES, ALEXANDRA ROSE DAY

Status Registered

Legal form Charitable company

Company number [00279157](#)

Registered 1962-10-12

Register [View on the Charity Commission register](#)

Contact

Address Community Base
113 Queens Road
Brighton
BN1 3XG

Phone 01252726171

Email mark@alexandrarose.org.uk

Website <http://www.alexandrarose.org.uk>

Activities

Objects: TO PROMOTE IN REMEMBRANCE OF HER MAJESTY QUEEN ALEXANDRA CHARITABLE PURPOSES IN GREATER LONDON AND THE NEIGHBOURHOOD THEREOF AND ELSEWHERE IN THE UNITED KINGDOM.

Activities: Alexandra Rose Charities is a charity established in memory of the Late Queen Alexandra. Its current operations are focused on promoting and assisting projects for the welfare and development of children and young people across the Greater London area and the UK through the Rose Voucher scheme whereby mothers on low incomes can be helped to feed their young children healthy food..

Classification

- **How:** Provides Other Finance, Provides Human Resources, Provides Services
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty, Economic/community Development/employment
- **Who:** Children/young People

Geography

- **Area of benefit:** PRIMARILY LONDON, ITS SUBURBS AND NEIGHBOURHOOD
- Barnsley
- Liverpool City
- Throughout London

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£1,573,142	£1,556,246	£588,461	14
2024-03-31	£1,490,407	£1,639,246	£572,376	13
2023-03-31	£1,414,448	£1,358,277	£699,308	12
2022-03-31	£994,678	£971,561	£662,814	9
2021-03-31	£857,999	£730,205	£628,135	7

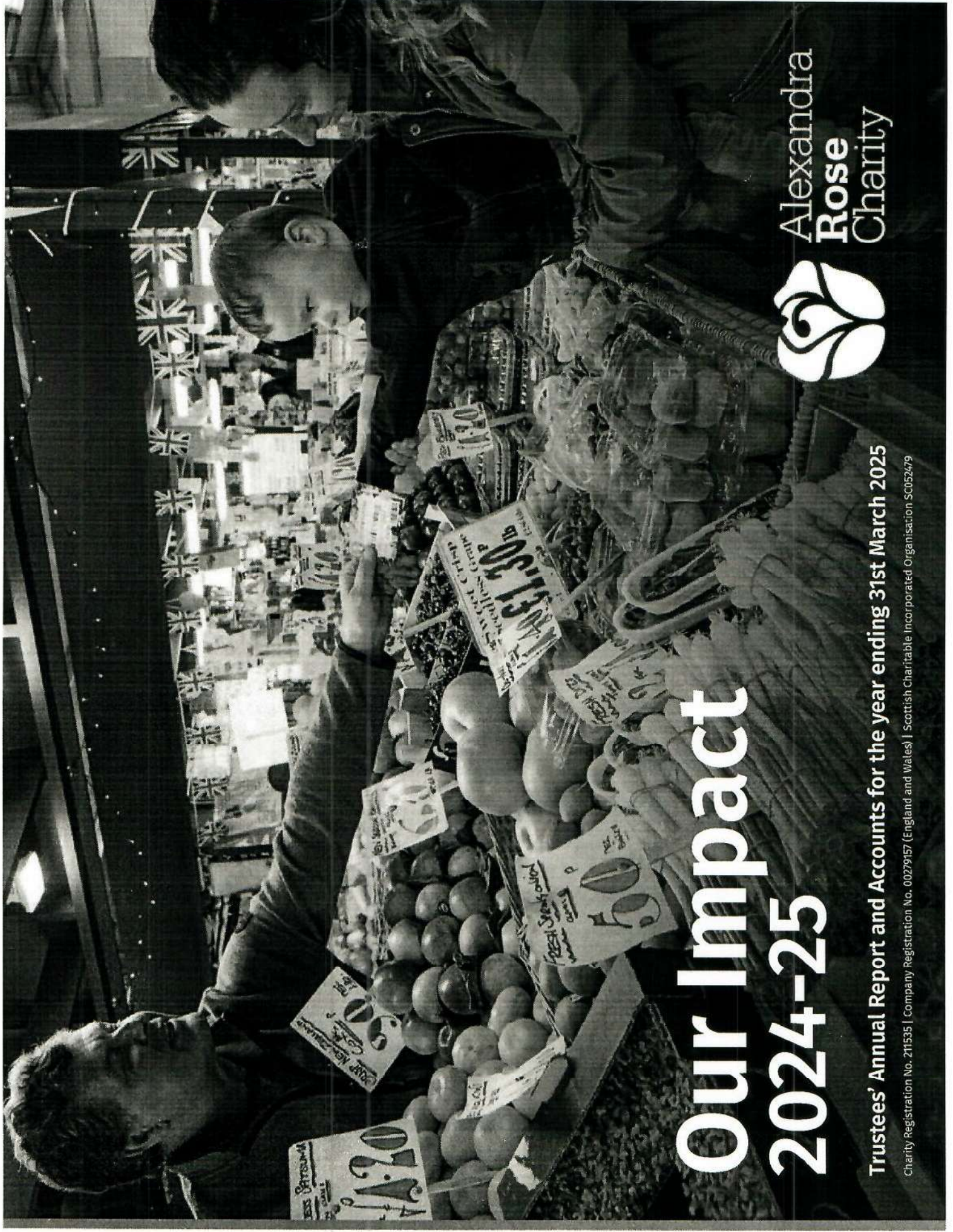
Trustees

Name	Role	Appointed
Caroline Margaret Harrison		2025-05-15
Catherine Elliston		2022-09-22
Celia Esme Louise Cole		2020-05-07
Charles Clarke		2022-09-22
Chinwe Mercy Russell		2024-11-21
Dr Carly Palmer Foster		2023-09-28
Jack Sleigh		2026-01-16
Rasleen Kahai		2022-09-22
Susan Arndt		2024-11-21
Tina Buchanan		2026-01-15

ALEXANDRA ROSE CHARITY

England & Wales - Charity number 211535

Accounts



Our Impact 2024-25

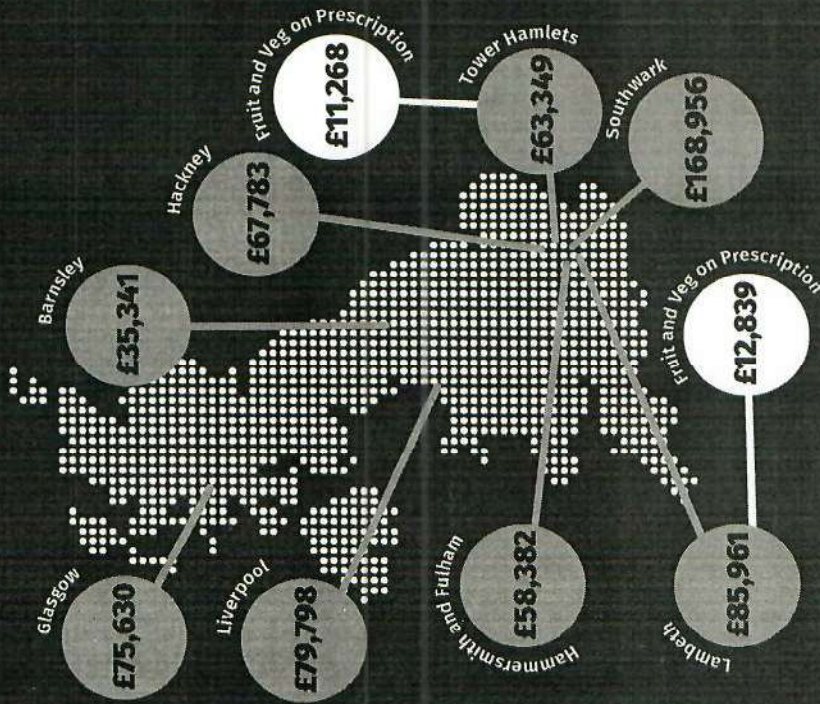


Alexandra
Rose
Charity

Trustees' Annual Report and Accounts for the year ending 31st March 2025

Charity Registration No. 211535 | Company Registration No. 00279157 (England and Wales) | Scottish Charitable Incorporated Organisation SC052479

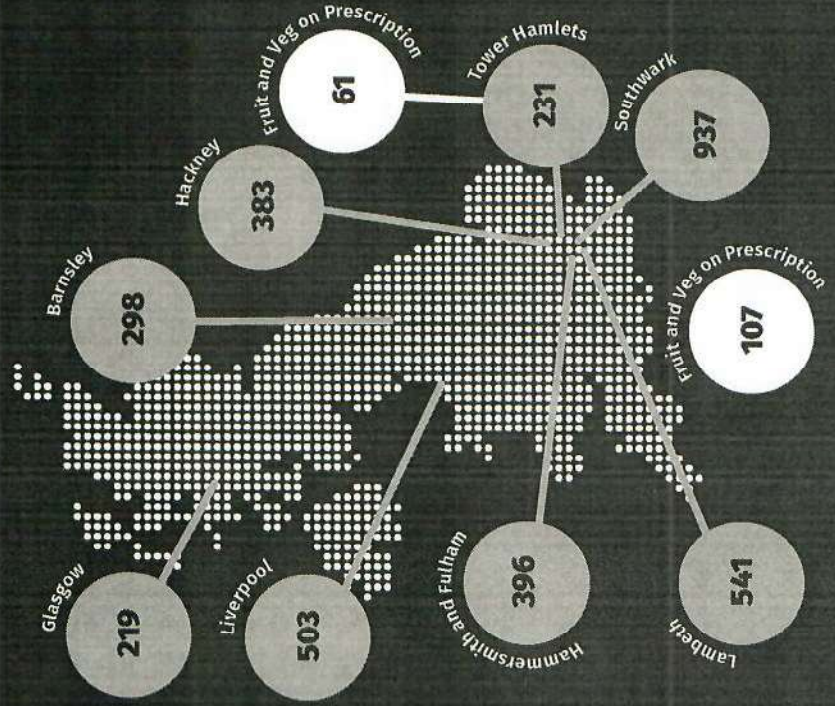
Rose Vouchers spent this year



£635,200
worth of
fruit and veg
bought

3,508
families supported
this year

Families receiving Rose Vouchers this year



Contents

- 3** Foreword from our Chair
- 4** From Vision to Action
- 5** Message from our CEO
- 6** Financial Commentary
- 7** Trustees' Report and Statement
- 8** Independent Auditor's Report
- 11** Statement of Financial Activities
- 12** Balance Sheet
- 13** Cash Flow
- 14** Notes to the Accounts

Foreword from our Chair

Welcome to Alexandra Rose Charity's 2024-25 Annual Report. As Chair of Trustees, I am incredibly proud to reflect on a year in which our mission has never been more important. The need for our work has grown significantly, and I'm proud that we've been able to rise to the challenge.

The UK is facing a growing public health crisis, with millions of families struggling to access nutritious food. Fruit and veg, cornerstones of good health, have become increasingly unaffordable, and our national consumption is now at its lowest point in over 50 years. This crisis is deepening health inequalities, shortening life expectancy and placing ever greater strain on the NHS.

Against this backdrop, Alexandra Rose Charity has continued to deliver meaningful and measurable change. Over the past year alone, we supported more than 3,500 families, including over 7,300 children, to access fresh fruit and veg through our Rose Vouchers for Early Years projects. Alongside this, our Fruit & Veg on Prescription project has been recommissioned for a second year by both Tower Hamlets and Lambeth councils, who recognise its impact on health

outcomes and alignment with preventative public health priorities. This year, we delivered our three millionth voucher, a powerful milestone that reflects the scale of our work and the growing need for practical, community-based solutions to food insecurity and food-related ill health.

We know our models work. 80% of participants on our Fruit & Veg on Prescription projects now eat five portions of fruit and veg a day, up from just 28% at the start of the project, while GP visits have dropped by 40%, easing pressure on local health services. At the same time, 86% of parents receiving Rose Vouchers for Early Years report reduced stress and anxiety about money, highlighting the wider wellbeing impact of making healthy food affordable.

Delivering this work has not been without challenges. Across the sector, we've seen increased demand for our services, combined with shrinking access to grant funding. Despite this, our income from local authorities continued to grow, showing a strong vote of confidence in our approach.

2024-25 was a year of significant external pressure, but also one of learning and adaptation. We've stayed true to our mission while preparing for the future. With a new five-year strategy set to launch in 2025, we are looking ahead with renewed clarity and determination.

I want to thank our staff, delivery partners, local authorities, funders, and every supporter who believes in the power of fresh fruit and veg. None of this would be possible without your commitment to our work and belief in our vision. Together, we are building a healthier, fairer food system, one Rose Voucher at a time.



Celia Cole
Chair of Trustees



From vision to action

We believe everyone should be able to buy and eat healthy food regardless of who they are and where they live. We want to close the gap in access to the delicious fruit and veg that families need to thrive.

Through our Rose Vouchers for Fruit & Veg Projects, we give people the financial support to make the healthy choice for themselves and their children.

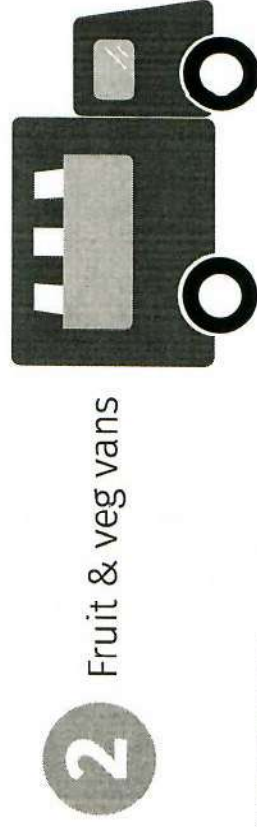
Unlike organisations that focus on redistributing surplus food, we give people the ability to choose and buy the fresh fruit and veg they prefer from local food businesses. This allows them to choose healthier food that fits their needs and tastes, rather than having to rely on whatever is available.

At the same time, we're helping local fruit and veg sellers keep their businesses going and making fresh fruit and veg available to everyone, building stronger, healthier communities for all, not just those receiving Rose Vouchers. Our work is win-win for people's health, their pockets, the NHS, and the economy.

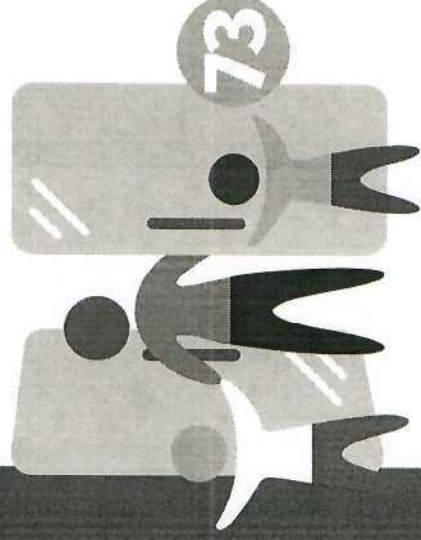
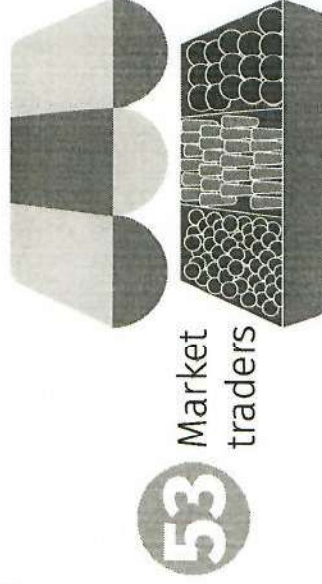
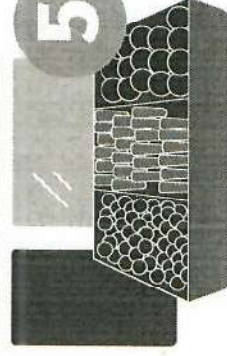
We deliver three Rose Vouchers for Fruit & Veg projects:

- **Early Years**
Supporting families with preschool children to access healthy food at a critical time when the foundations for their lifelong health are built.
- **Fruit & Veg on Prescription**
Supporting adults with food-related ill health to improve their diet for a healthier and happier life.
- **Healthy and sustainable supply chains**
Cultivating a vibrant, healthy food economy and supporting retail models that improve access to sustainably grown fruit and veg, ensuring our work improves the health of both people and planet.

Who we work with:

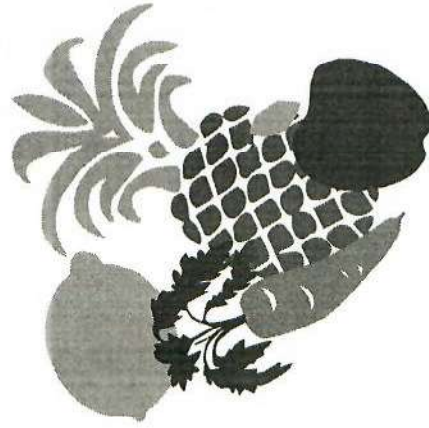


GREENGROCCERS



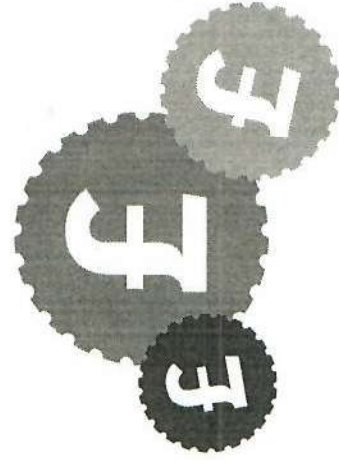
Since 2014 we have:

Supported **11,470 families**
with Rose Vouchers



Distributed over
£3.5 million Rose Vouchers
to be spent in local markets

Generated **£11 million**
in **total economic value**
for local communities



Message from our CEO

When I joined Alexandra Rose Charity in 2014, I knew I was stepping into a role that could create lasting impact. As I write my final message as Chief Executive, I'm struck by what we have achieved and how important our work has become.

Reflecting on this past year, I'm filled with pride at what we've accomplished and optimism about what comes next. At the heart of our mission is local delivery, working with communities to ensure that families on low incomes can access fresh, healthy food.

In Southwark, we expanded into a new area, thanks to essential funding from Southwark Council. In Barnsley, we've begun discussions with Community Shop to explore new ways to expand fruit & veg access with their innovative on-the-go van.

Our Bridging the Gap project began its second year. Over £11,000 of organic fruit & veg has been purchased from the Teviot Centre food co-op, significantly improving access to fresh, climate-friendly produce for Tower Hamlets residents.

Our advocacy programme has gained real momentum. Our projects were featured in

the House of Lords' Food, Diet and Obesity Committee's flagship report 'Recipe for health: a plan to fix our broken food system' and our Fruit & Veg on Prescription project was featured in The Times. With the help of our retailer, Strawberry Hill Fruiteers, we brought a vibrant fruit & veg market stall into the heart of Parliament to show policymakers the transformative impact of our work.

We also launched our largest ever corporate partnership with innocent drinks, which has already generated over £100,000 in revenue for the charity. To kick off the partnership, we teamed up with innocent and the Co-op and for two weeks in November, innocent donated the cost of a portion of fruit & veg to Alexandra Rose Charity for every Mango & Passionfruit or Strawberry & Banana smoothie sold. By the end of the year, the campaign had delivered over 520,000 portions of fruit & veg to families on low incomes.

Despite these successes, this was also a year of reflection and recalibration. 2023-24 was our most successful year to date, but we stretched our resources to meet the relentless demand. Consequently, we had to make the

difficult decision to scale back and support 1,300 fewer families to ensure the long-term health of the charity. We recognised the need to reset, consolidate and prepare for the future. In response, we undertook a charity wide restructure to streamline operations and build a stronger team to lead us into our next strategic phase.

The last 11 years have been the most rewarding of my working life. As I hand over leadership, I do so knowing that Alexandra Rose Charity is stronger, more visible and more necessary than ever. To our team, funders, delivery partners and the families we serve, thank you for your trust, your courage and your commitment. It has been an honour to work alongside you, and I leave confident that the best is yet to come.



A stylized, handwritten signature of Jonathan Pauling in black ink.

Jonathan Pauling
Chief Executive

Our year in numbers



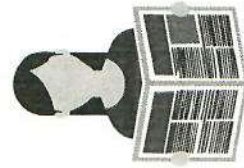
7,340 children supported with Rose Vouchers



168 people and their families supported with Fruit & Veg on Prescription

670 families with No Recourse to Public Funds supported with Rose Vouchers

£11,000 worth of organic fruit and veg bought with Rose Vouchers through our Bridging the Gap project in Tower Hamlets



Fruit & Veg on Prescription featured in *The Times*



46 MPs met with us to discuss our Rose Vouchers for Fruit & Veg Projects



31,550 visits to our website



We responded to nine Government consultations



Financial commentary

Legal Information

Trustees

Ms Cella Cole

Chair

Miss Maria Larison-Richard

Vice Chair

Ms Patricia Kokocinska

Treasurer

Mr Charles Clarke

Ms Catherine Elliston

Miss Rasleen Kahal

Dr Carly Foster

Ms Alison Inglis-Jones Williams

Resigned 6 March 2025

Ms Susan Arnold

Appointed 27 November 2024

Ms Chirine Russell

Appointed 27 November 2024

Ms Caroline Harrison

Appointed 22 May 2025

Senior Personnel

Jonathan Pauling CEO

Registered office

Community Base,

113 Queens Road

Brighton BN1 3YQ

Independent Auditor

Mark Partridge - FCA

Chariot House Ltd,

44 Grand Parade

Brighton BN2 3QA

Bankers

CAF Bank Ltd, 25 Kings Hill Avenue

Kings Hill, West Malling Kent

ME19 4HQ

Investment Manager

Howard Jenner - Quilter Cheviot

Registered details

Charity Number 211535

Company Number 00279157

Scottish Charitable Incorporated

Organisation SC052479

The results for the year and the Charity's financial position at the end of the year are shown in the attached financial statements. The Charity reports net incoming resources for the year of £16,085 (2024 outgoing resource of £126,932). Total income was £1,573,142 compared to £1,490,407 to the end of March 2024. Total expenditure during the year was £1,556,246 (2024: 1,639,246). Voucher costs reduced to £664,456 (from £918,076 up to the end of March 2024). This reduction in voucher spend followed major audits of eligibility of families for Rose Vouchers in all project areas to help ensure that access to Rose Vouchers is fair and equitable. Intensive recruitment of new families onto projects is currently taking place in several areas with resultant increases in voucher spend projected for 2025/26. In addition, whilst the charity is making good progress in diversifying its income streams, there have been significant reductions in funding to cover the staff and core costs of the charity. This development is the driver behind the reduction in Unrestricted reserves in the year. The charity therefore underwent an organisational restructuring in the year to ensure its staffing structure and cost base are more aligned with expected funding coverage of staff and core costs in 2025/26 and beyond.

The value of our investment portfolio fell by £811 from £231,037 to £230,226 in line with market trends over the last 12 months. The Balance Sheet shows total net assets at the end of March 2025 of £588,461 compared with 2023/24 of £572,376. Of the total reserves, £201,980 (2024: £335,304) is unrestricted.

Auditor - The Trustees approved the appointment of Mark Partridge of Chariot House Ltd at the Board Meeting held on 26th September 2024.

Reserves policy

Alexandra Rose Charity reserves policy allows for 2 months full running costs and statutory wind down costs. The policy will be reviewed in 2025/26.

Our reserve requirement calculation at 31st March 2025 was £278,279.

Our free reserve @ 31st March 2025 was £102,489

Board monitoring of the current levels of reserve is done through its quarterly Finance Subgroup meetings. The Reserves policy will be reviewed in 2025/26 to ensure it remains fit for purpose. In addition, the charity's new 5 year strategic plan is putting in place a financial plan to bring free reserves closer into line with the charity's current minimum reserve requirement.

Risk management policy

The Trustees regularly review all major risks to which the Charity is exposed and have taken appropriate action to mitigate the effects of such risks. A risk register is kept and reviewed/updated on a quarterly basis at both Operations Subgroup Committee meetings and at the Finance Subgroup Committee meetings.

Investment policy

Investment Powers and Restrictions. There are no specific restrictions other than that the investments should be suitable for charities and should not include any direct investment in tobacco companies. The Trustees are very grateful to Quilter Cheviot Asset Management for their continued support, good management and guidance on our investment policy during 2024/25.

Trustee's report and statement

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended), present their report with the financial statements of the charity for the year ended 31 March 2024.

The trustees have adopted the provisions of 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).

Structure, governance and management

The Charity, Registration No 211535, is a company limited by guarantee, registered in England No. 00279157, not having a share capital and governed by a Memorandum and Articles of Association. The Charity undertook registration with the Office of the Scottish Charity Regulator on 13 April 2023. Each of the members of the Charity is liable to contribute £10 towards the liabilities of the Charity in the event of liquidation.

The Charity's objective and principal activity is to promote, in remembrance of Her Late Majesty, Queen Alexandra, charitable purposes in Greater London and the neighbourhood thereof and elsewhere in the United Kingdom. Its current operations are focused on promoting health and wellbeing for people on low incomes, through improved access to healthy food via the Rose Vouchers for Fruit & Veg Project.

The Charity is governed by a Board of Trustees which takes all medium and longer term strategic decisions. Day to day running of the Charity is overseen by the Chief Executive. Together the Trustees are responsible for delivery of the long-term strategy approved by them. The names of the Members of the Board of Trustees are shown on the first page of this report.

The Charity carries out regular skills and diversity audits of Board and identifies any gaps that may exist. Steps are taken to recruit new Trustees to fill skill gaps when appropriate. We undertook our latest skills and diversity audit of the Board in spring 2024 and this has informed our latest rounds of Trustee recruitment.

For the next round of Trustee recruitment, we will focus on trying to recruit Trustees with the following skills and backgrounds:

- Finance
- Legal & regulatory knowledge and experience.
- Fundraising
- Attracting more applicants from diverse backgrounds.

All new Trustees receive a full induction programme following appointment, and they are asked to sign a Trustee Covenant, which the Board have approved. The Honorary Treasurer takes the lead on financial matters, principally accounting, budgeting and management of cash and investments.

Each Trustee appointed (or whose appointment is approved or ratified) by the charity in a General Meeting will have an initial three-year term of office with the option of renewal for a further three years by agreement between the Trustee seeking reappointment and the other Trustees.

Each Trustee must stand down at the first Annual General Meeting held on, or after, the date that the Trustee has served for three or six consecutive years. They may reapply to join the board but must have been absent from the board for a minimum of one year before doing so.

The pay and remuneration of all charity staff, including the charity's key management personnel, is reviewed on an annual basis by the Finance Sub Committee of the Board of Trustees and then approved formally by the full Board of Trustees. At present, annual pay changes are index linked to the Consumer Prices Index, including Housing (CPIH).

Approved by the Trustees on 25th September 2025
and signed on their behalf by Celia Cole, Chair and Patricia Kokocinska, Treasurer

Report of the independent auditors

Opinion

We have audited the financial statements of Alexandra Rose Charity (the 'charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the

UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charity and its activities, and through discussion with the trustees and management, we identified the principal risks of material misstatement both at the financial statement level and at the assertion level.

We considered these risks in the light of various factors including the level of complexity, subjectivity, uncertainty, potential management bias, fraud, materiality and any other relevant factors. We considered the extent to which these would have a material impact on the financial statements and designed our audit work accordingly.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
 - We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud, and reviewed significant or unusual transactions to identify their underlying supporting rationale.
 - We inspected the minutes of meetings of those charged with governance, and made direct enquiries of management and the board of trustees concerning the charity's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates were indicative of a potential bias and tested significant transactions that were unusual or those outside the normal course of business.



We also

- Discussed and reviewed the charity's business model and forward planning to assess going concern
- Communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- Reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- Carried out substantive testing on income and expenditure
- Re-performed reconciliations of control accounts, and recalculated items such as depreciation

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Mark Partridge FCA (Senior Statutory Auditor) for and on behalf of Chariot House Limited Chartered Accountants and Statutory Auditor

44 Grand Parade
Brighton
BN2 9QA

Date:

Statement of financial activities incorporating the income and expenditure account

For year ending 31st March 2025

	Notes	2024/25			2023/24		
		General Fund £	Restricted Fund £	Total £	General Fund £	Restricted Fund £	Total £
Income from							
Donations and Legacies	3	20,751		20,751	47,933	-	47,933
Charitable Activities	4		1,434,375	1,434,375	-	1,346,855	1,346,855
Other trading	5		104,544	104,544		88,227	88,227
Investments	6	13,472	-	13,472	7,392	-	7,392
Total Income		34,223	1,538,919	1,573,142	55,325	1,435,082	1,490,407
RESOURCES EXPENDED							
Expenditure on raising funds	7	26,634	222,280	248,914	14,196	199,128	213,324
Expenditure on Charitable activities							
Rose Vouchers	7	140,102	1,167,230	1,307,333	94,635	1,331,287	1,425,922
Total Expenditure		166,736	1,389,510	1,556,246	108,831	1,530,415	1,639,246
Net income/(expenditure) before gains and losses on investments		(132,513)	149,409	16,896	(53,506)	95,333	(148,839)
Net gains/Losses on investments		(811)	-	(811)	21,907	-	21,907
Net income/expenditure for the year		(133,324)	149,409	16,085	(31,599)	(95,333)	(126,932)
Transfers between funds				-			-
Net Movement in funds		(133,324)	149,409	16,085	(31,599)	(95,333)	(126,932)
RECONCILIATION OF FUNDS							
Total funds brought forward		335,304	237,072	572,376	366,903	332,405	699,308
Total funds carried forward		201,980	386,481	588,461	335,304	237,072	572,376

The statement of financial activities has been prepared on the basis that all activities are continuing, there are no recognised gains or losses other than those reported on the Statement of Financial Activities.

Balance sheet

For year ending 31st March 2025

	Notes	2024/25 Total £	2023/24 Total £
FIXED ASSETS			
Investments	12	230,226	231,037
Tangible Assets	13	890	2,126
Intangible Assets	14	98,601	90,799
		329,717	323,963
CURRENT ASSETS			
Debtors	15	20,000	61,626
Cash at bank and in hand		316,591	420,393
		336,591	482,019
CREDITORS: Amounts falling due within one year			
NET CURRENT ASSETS	16	62,847	218,606
Provision for Liabilities	17	273,744	263,414
		15,000	15,000
		588,461	572,376
NET ASSETS			
ACCUMULATED FUNDS			
Unrestricted funds			
General fund	20	201,980	335,303
Restricted funds	19	386,481	237,073
		588,461	572,376

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the Act with respect to accounting records and for the preparation of accounts..

Approved by the board for issue on
25th September 2025

Signed



Celia Cole
Chair of Trustees

Cash flow statement

For year ending 31st March 2025

	Notes	2024/25 £	2023/24 £
Net cash from operating activities			
Net income		16,085	(126,932)
Depreciation	13	1,236	2,778
Amortisation	14	45,161	34,971
Investment income	6	(7,156)	(6,654)
Loss on fixed asset write off		-	354
(Gains)/losses on investments	12	811	(21,907)
Increase/(Decrease) in creditors	16	(155,759)	116,187
(Increase)/Decrease in debtors	15	41,626	78,374
		(57,995)	77,171
Cash flows used in investing activities			
Investment income		7,157	6,654
Purchase of tangible fixed assets	13	-	(3,358)
Purchase of intangible fixed assets	14	(52,963)	(53,072)
Sale of investments	12	-	-
Purchase of investments	12	-	-
		(45,807)	(49,777)
		(103,802)	27,394
Cash and cash equivalents at the beginning of the period		420,393	392,999
Cash and cash equivalents at the end of the period		316,591	420,393

Statement of financial activities

Notes to the accounts for year ending 31st March 2025

1 Statutory information

Alexandra Rose Charity is a charitable company, limited by guarantee, registered in England and Wales. The charitable company's registered number and registered office address can be found on the Legal and Administrative Information page.

2 Accounting policies

2.1 Basis of preparation

The financial statements 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 (FRS102) (effective 1 January 2015) – Charities SORP (FRS102) and the Companies Act 2006.

Alexandra Rose Charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

There are no material uncertainties about Alexandra Rose Charity's ability as a going concern.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest pound.

2.2 Income

All income is recognised in the Statement of Financial Activities once the Charity has gained entitlement to the income and the amounts can be quantified with sufficient reliability and it is probable that the charity will receive the income.

Investment income is recognised in the financial statements when receivable.

2.3 Expenditure

Expenditure is recognised on an accruals basis when a liability is incurred. Expenditure includes any VAT which cannot be fully recovered and is included within the item of expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the Charity in pursuit of its charitable objectives. It includes both direct costs and support costs relating to such activities.

Governance costs include those costs associated with meeting the statutory requirements of the Charity and include its independent examination fees and costs linked to strategic management of the Charity.

Support costs comprise of the costs of staff not directly involved in delivering charitable activities or raising funds. They also include other costs associated with the general infrastructure and administration of the charity.

2.4 Fixed assets

Fixed assets are recognised at historic cost less accumulated depreciation/amortisation. Depreciation/amortisation rates are as follows:

Computer equipment 3 year straight line

App software 20% straight line

Website development 3 year straight line

2.5 Investments

Investments are initially recognised at cost and restated to fair value at each year end. Gains and losses are taken to the Statement of Financial Activities.

2.6 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments. The Trustees seek to use short and medium term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

2.8 Creditors and provisions

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.

Notes to the accounts for year ending 31st March 2025 – continued

2.9 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

2.10 Pensions

Retirement benefits to employees of the entity are provided by a defined contribution scheme. The assets of the scheme are held separately from those of the entity.

The contributions made in relation to the defined contribution scheme are charged in the accounts as they become payable in accordance with the rules of the scheme.

2.11 Fund accounting

Restricted funds are subject to specific conditions by funders as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

Unrestricted funds are funds which are expendable at the discretion of the Trustees in the furtherance of the objects of the Charity.

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity. Unrestricted funds include designated funds which are funds which trustees have allocated to be spent on a specific purpose.

2.12 Basic financial instruments

The charity has only financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and are subsequently measured at their settlement value with the exception of bank loans which are measured at amortised cost using the effective interest method.

2.13 Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, the charity is required to make judgments, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors considered to be relevant. Actual results may differ from these estimates.

There are no estimates and assumptions that are considered to have a significant risk of causing a material adjustments to the financial statements in a future period

2.14 Going concern

The finance statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the levels of reserves for the charity to be able to continue as a going concern.

2.15 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK Corporation Tax purposes. Accordingly the Charity is exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Notes to the accounts for year ending 31st March 2025 – continued

3 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	Year to 31 March 2025 £	Year to 31 March 2024 £
Donations	20,751	-	20,751	47,933
Legacies	-	-	-	-
	20,751	-	20,751	47,933

4 Income from charitable activities

	Unrestricted funds £	Restricted funds £	Year to 31 March 2025 £	Year to 31 March 2024 £
Grants and Corporate Donations	-	1,434,375	1,434,375	1,346,855
	-	1,434,375	1,434,375	1,346,855

5 Income from other trading

	Unrestricted funds £	Restricted funds £	Year to 31 March 2025 £	Year to 31 March 2024 £
Events	-	104,544	104,544	88,227
	-	104,544	104,544	88,227

6 Income from investments

	Unrestricted funds £	Restricted funds £	Year to 31 March 2025 £	Year to 31 March 2024 £
Interest receivable	6,315	-	6,315	737
Dividends	7,157	-	7,157	6,654
	13,472	-	13,472	7,392

Total income

	34,223	1,538,919	1,573,142	1,490,407
--	---------------	------------------	------------------	------------------

Notes to the accounts for year ending 31st March 2025 – continued

7 Total expenditure

	Staff Costs £	Direct Service Costs £	Support and Governance Costs £	Total 2025 £	Total 2024 £
Raising Funds					
Activities undertaken directly	184,352	44,508	-	228,860	199,039
Support Costs (note 8)	12,709	-	7,345	20,054	14,285
Total Raising Funds	197,061	44,508	7,345	248,914	213,324
Charitable activity - Rose Voucher projects					
Activities undertaken directly	305,997	896,013	-	1,202,010	1,330,421
Support costs (note 8)	66,700	-	38,623	105,323	95,501
Total Charitable activity	372,697	896,013	38,623	1,307,333	1,425,922
Total Expenditure	569,758	940,521	45,968	1,556,246	1,639,246

8 Support costs

	Year to 31st March 2025 £	Year to 31st March 2024 £
Staff costs	79,399	71,559
Bank charges	719	66
Accountancy, bookkeeping and payroll fees	4,758	2,588
Legal and professional fees	-	-
Rent	5,972	5,529
Insurance	1,360	1,436
Telephone	1,137	1,255
Print, post and stationery	358	622
IT costs	2,109	2,736
Subscriptions and registrations	662	453
Conferences and training	1,976	2,483
Comms, advertising and marketing	4,391	3,951
Website and apps	4,896	4,633
Consultancy	-	-
Recruitment	4,449	1,721
Sustenance	851	1,175
Other	3,581	1,043
Governance (note 9)	8,760	8,537
	125,377	109,787

Notes to the accounts for year ending 31st March 2025 – continued

9 Governance costs

	Year to 31st March 2025	Year to 31st March 2024
	£	£
Trustee expenses	-	137
Auditors remuneration	8,760	8,400
	8,760	8,537

10 Trustees

No trustees were reimbursed in the year. (2024 = £137)

One of our trustees (up to 6 March 2025) was an Elected Member of a local authority which provided ARC with grants during the year. The trustee was not involved in the decision making process in providing the grants.

There were no other related party transactions requiring disclosure.

11 Employees

Number of employees: The average number of employees during the period was 14 (2024 : 13).

Employment costs

	Year to 31st March 2025	Year to 31st March 2024
	£	£
Wages and salaries	499,393	407,742
Social security costs	43,076	35,110
Other pension cost	27,279	24,655
	569,748	467,507

The charity considers the Key Management Personnel to be the trustees, CEO and senior management team.

The total employee benefits of key management personnel of the Charity were £198,985 (to March 2024: £181,961). One employee's annual emoluments were between £60,000 and £70,000 during the period (2024: one).

Employment Costs for 2025 included redundancy and termination payments totalling £42,752. These payments related to 4 posts which were made redundant as part of a reorganisation of the charity. All redundancy payments are included in the financial year in which they take place. There were no outstanding liabilities for redundancy and termination payments as at 31 March 2025.

Notes to the accounts for year ending 31st March 2025 – continued

12 Fixed asset investments

	Year to 31st March 2025 £	Year to 31st March 2024 £
Fair value at beginning of period	231,037	209,130
Acquisitions at cost	-	-
Disposals at carrying value	0	0
Net gains/(losses) on revaluations	(811)	21,907
Fair value at end of period	230,226	231,037

Historical Cost

205,876

13 Tangible fixed assets

	£	Computer Equipment
Cost		
At 1 April 2024	14,706	
Additions	-	
Write off	4,183	
At 31 March 2025	10,523	

Depreciation

	£
At 1 April 2024	12,580
Additions	1,236
Write off	4183
At 31 March 2025	9,633

Net Book Value

	£
At 31 March 2025	890
At 31 March 2024	2,126

Notes to the accounts for year ending 31st March 2025 – continued

14 Intangible fixed assets

	£	App Software and Website
Cost		
At 1 April 2024	358,862	
Additions	52,963	
At 31 March 2025	411,825	

	£
Amortisation	
At 1 April 2024	268,063
Charge for period	45,161
At 31 March 2025	313,224

	£
Net Book Value	
At 31 March 2025	98,601
At 31 March 2024	90,799

15 Debtors

	£	Year to 31st March 2025	Year to 31st March 2024
Trade debtors	20,000	53,329	53,329
Prepayments	-	8,298	8,298
	20,000	61,626	61,626

Notes to the accounts for year ending 31st March 2025 – continued

16 Creditors: Amounts falling due within one year

	Year to 31st March 2025 £	Year to 31st March 2024 £
Trade debtors	29,430	16,080
Deferred income	-	161,500
Accruals	8,760	8,400
Taxation/social security	21,138	28,424
Other creditors	3,518	4,202
	62,847	218,606

17 Provision for liabilities

	Year to 31st March 2025 £	Year to 31st March 2024 £
Unredeemed Vouchers	15,000	15,000
	15,000	15,000

18 Pensions

Pension and other post-retirement benefit commitments

At the balance sheet date £3,517 (2024: £4,201) was owed in respect of contributions to schemes.

	Year to 31st March 2025 £	Year to 31st March 2024 £
Contributions payable by the Charity for the period	27,279	24,655

Notes to the accounts for year ending 31st March 2025 – continued

19 Fund statement

The income funds of the Charity include restricted funds comprising the following balances of donations and grants held on trust for specific purposes:

	Balance at 31st March 2024 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31st March 2025 £
UNRESTRICTED FUNDS	335,303	34,223	167,546	-	201,980
Total Unrestricted Funds inc f/a					
Restricted Grants					
National Lottery Community Fund	-	73,500	73,500	-	-
Guy's & St Thomas' Charity	18,800	300,000	317,941	-	859
London Borough of Lambeth	30,250	124,919	72,544	-	82,625
London Borough of Hackney	-	20,000	20,000	-	-
London Borough of Hammersmith & Fulham	-	22,000	22,000	-	-
Barnsley Metropolitan Borough Council	37,748	80,000	35,341	-	82,407
Foundation Ireland	-	16,249	16,249	-	-
NHS Greater Glasgow	-	60,000	42,000	-	18,000
London Borough of Tower Hamlets	33,956	29,293	63,249	-	-
Sustain	12,821	30,424	42,245	-	1,000
The Chalk Cliff Trust	-	5,000	5,000	-	-
CAF American Donor Brown Dog	-	3,000	3,000	-	-
London Borough of Southwark Council	25,196	259,600	184,557	-	100,239
Feeding Liverpool	32,469	108,473	110,240	-	30,702
Hackney Parochial Charities	9,000	-	9,000	-	-
Robertson Trust	-	25,000	16,581	-	8,419
Ludlow Trust	1,728	7,668	6,396	-	3,000
Mayors Fund for London Kitchen Social	1,000	-	1,000	-	-
Hugh Fraser Foundation	-	16,000	9,600	-	6,400
London Community Foundation	-	25,000	25,000	-	-

Notes to the accounts for year ending 31st March 2025 – continued

19 Fund statement continued					
Scottish Children's Lottery Trust	-	3,000	-	3,000	-
Fishmongers Company	-	30,000	-	18,000	12,000
Sheepdrove Trust	-	25,000	-	19,317	5,683
Carlisle Foundation	-	15,000	-	15,000	-
Daisy Trust	-	2,000	-	2,000	-
Apricity	-	1,083	-	1,083	-
Mark Leonard Trust	-	40,000	-	40,000	-
Adint Charitable Trust	-	5,000	-	5,000	-
Ambergate Trust	-	4,000	-	800	3,200
Neighbourly	-	1,500	-	1,500	-
Arnold Clark Community Fund	-	2,500	-	1,250	1,250
Riverside Fund	4,681	5,000	-	4,681	5,000
Total Restricted Grants	207,649	1,340,209	-	1,187,074	360,784
Restricted Corporate Donations					
Artemis Charitable Foundation	-	35,000	-	32,000	3,000
London City Airport Community Fund	3,000	-	-	3,000	-
Rise Construction Framework	-	2,000	-	2,000	-
innocent Drinks	8,300	59,300	-	64,600	3,000
Total Restricted Corporate Donations	11,300	96,300	-	101,600	6,000
Restricted Fundraising					
The Big Give	18,123	52,689	-	57,115	13,697
Champions for Children	-	49,721	-	43,721	6,000
Total Restricted Individual Donations	18,123	102,410	-	100,836	19,697
Total Restricted Funds	237,073	1,538,919	-	1,389,510	386,481
TOTAL FUND BALANCES	572,376	1,573,142	-	1,557,056	588,461

Notes to the accounts for year ending 31st March 2025 – continued

19 Fund statement continued

	Balance at 31st March 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31st March 2024 £
UNRESTRICTED FUNDS					
Total Unrestricted Funds inc f/a	366,903	77,232	108,832		335,303
Restricted Grants					
National Lottery Community Fund	2,130	265,739	267,869		-
Guy's & St Thomas' Charity	80,792	310,000	371,992		18,800
Garfield Weston Foundation	-	40,000	40,000		-
London Borough of Lambeth	24,601	55,000	49,351		30,250
London Borough of Hackney	6,728	20,000	26,728		-
Glasgow City Council	14,928	-	14,928		-
London Borough of Hammersmith & Fulham	628	16,000	16,628		-
Barnsley Metropolitan Borough Council	-	80,000	42,252		37,748
People's Postcode Lottery Trust	300	-	300		-
Foundation Ireland	-	16,936	16,936		-
Foundation Scotland (Volant Trust)	2,007	7,500	9,507		-
Sodexo	6,249	-	6,249		-
February Foundation	-	6,000	6,000		-
Glasgow City Health and Social Care Partnership	-	9,000	9,000		-
LB Tower Hamlets	47,718	95,707	109,469		33,956
Sustain	3,723	47,519	38,421		12,821
WCCSA	1,000	-	1,000		-
Chalk Cliff Trust	5,000	5,000	10,000		-
The Mushroom Fund	2,000	-	2,000		-
CSJ Borrows Charity	3,642	-	3,642		-

Notes to the accounts for year ending 31st March 2025 – continued

19 Fund statement continued

David Austen Roses	20,153	-	20,153	-
CSJ Thornton	10,000	-	10,000	-
ZVM Rangoonwala Foundation	2,000	-	2,000	-
CAF American Donor Brown Dog	3,000	-	3,000	-
Southark Council	-	141,000	115,804	25,196
Feeding Liverpool	-	79,558	47,089	32,469
Salient	-	1,200	1,200	-
Hackney Parochial Charities	-	10,000	1,000	9,000
Hammersmith & Fulham Giving	-	15,717	15,717	-
RA Croxon Will Trust	-	500	500	-
Robertson Trust	-	25,000	25,000	-
Ludlow Trust	-	14,980	13,252	1,728
Mayors Fund for London Kitchen Social	-	1,000	-	1,000
Riverside Fund	-	5,000	319	4,681
Henry Oldfield Trust	-	5,000	5,000	-
Total Restricted Grants	236,599	1,273,356	1,302,306	207,649
Restricted Corporate Donations				
Artemis Charitable Foundation	-	12,500	12,500	-
London City Airport Community Fund	-	3,000	-	3,000
Innocent Drinks	-	58,000	49,700	8,300
Total Restricted Corporate Donations	-	73,500	62,200	11,300

Notes to the accounts for year ending 31st March 2025 – continued

19 Fund statement continued

Restricted Fundraising					
Big Give	84,833	46,574	113,284		18,123
Champions for Children	9,867	41,653	51,520		-
Liverpool Donations	1,106	-	1,106		-
Total Restricted Individual Donations	95,806	88,227	165,910		18,123
Total Restricted Funds	332,405	1,435,083	1,530,415		237,073
TOTAL FUND BALANCES	699,308	1,512,315	1,639,247		572,376

Notes to the accounts for year ending 31st March 2025 – continued

19 Fund statement continued

Restricted Funds – Provider and Purpose

<p>Adint Charitable Trust Funding the Southwark Rose Vouchers for Fruit and Veg project</p>	<p>Champions for Children by The Childhood Trust A match funding campaign raising funds for London Rose Vouchers for Fruit and Veg projects.</p>	<p>London Borough of Hackney Funding the Hackney Rose Vouchers for Fruit and Veg project</p>
<p>Ambergate Trust Funding Rose Voucher projects in London</p>	<p>Daisy Trust Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg project</p>	<p>Hackney Parochial Charities Funding the Hackney Rose Vouchers for Fruit and Veg project</p>
<p>Apricity Funding the Southwark Rose Vouchers for Fruit and Veg project</p>	<p>Feeding Liverpool Funding the Liverpool Rose Vouchers for Fruit and Veg project</p>	<p>London Borough of Hammersmith & Fulham Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg project</p>
<p>Arnold Clark Community Fund Funding Rose Voucher projects in London</p>	<p>The Fishmongers Company Funding Rose Vouchers projects in London</p>	<p>Hugh Fraser Foundation Funding the Glasgow Rose Vouchers for Fruit and Veg project</p>
<p>The Artemis Charitable Foundation Funding London Rose Vouchers for Fruit and Veg projects and core costs of operating Rose Voucher projects</p>	<p>Foundation Ireland Funding the Glasgow Rose Vouchers for Fruit and Veg project</p>	<p>Innocent Drinks Funding the Rose Vouchers for Fruit and Veg projects in England and Glasgow</p>
<p>Barnsley Council Funding the Barnsley Rose Vouchers for Fruit and Veg project</p>	<p>Glasgow City Health and Social Care Partnership Funding the Glasgow Rose Vouchers for Fruit and Veg project</p>	<p>Funding the core costs of operating Rose Voucher projects</p>
<p>Brown Dog/ CAF American Donor Fund Funding the core costs of the charity</p>	<p>Guys and St Thomas Charity Funding for the Southwark and Lambeth Rose Vouchers for Fruit and Veg projects</p>	<p>London Borough of Lambeth Funding the Lambeth Rose Vouchers for Fruit and Veg and Fruit and Vegetable on Prescription projects</p>
<p>Carlile Foundation Funding Rose Voucher projects in London</p>	<p>Funding the charity's advocacy and influencing strategies aligned to Rose Voucher projects</p>	<p>London City Airport Community Fund Funding the Tower Hamlets Rose Vouchers for Fruit and Veg project</p>
<p>The Chalk Cliff Trust Funding the core costs of the charity</p>	<p>Funding the core costs of operating Rose Voucher projects</p>	

Notes to the accounts for year ending 31st March 2025 – continued

19 Fund statement continued

Restricted Funds – Provider and Purpose

London Community Foundation
Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg project

Ludlow Trust
Funding Rose Vouchers projects and core costs of operating Rose Voucher projects

Mark Leonard Trust
Funding the core costs of development of London Rose Voucher projects

Mayors Fund for London Kitchen Social
Funding the Lambeth Rose Vouchers for Fruit and Veg project

National Lottery Community Fund
Funding the Rose Vouchers for Fruit and Veg projects in England

Neighbourly
Funding the core costs of the charity

Rise Construction Framework
Funding the Liverpool Rose Vouchers for Fruit and Veg project

Riverside Foundation
Funding the Tower Hamlets Rose Vouchers for Fruit and Veg project

Robertson Trust
Funding the Glasgow Rose Vouchers for Fruit and Veg project

Scottish Children's Lottery Trust
Funding the Glasgow Rose Vouchers for Fruit and Veg project

Sheepdrove Trust
Funding Alexandra Rose Charity's contribution to the Bridging the Gap project

Southwark Council
Funding the Southwark Rose Vouchers for Fruit and Veg project

Sustain
Funding Alexandra Rose Charity's contribution to the Bridging the Gap project

London Borough of Tower Hamlets
Funding the Tower Hamlets Rose Vouchers for Fruit and Veg and Fruit and Vegetable on Prescription projects

Notes to the accounts for year ending 31st March 2025 – continued

20 Analysis of net assets between funds

Fund balances at 31 March 2025 are represented by:

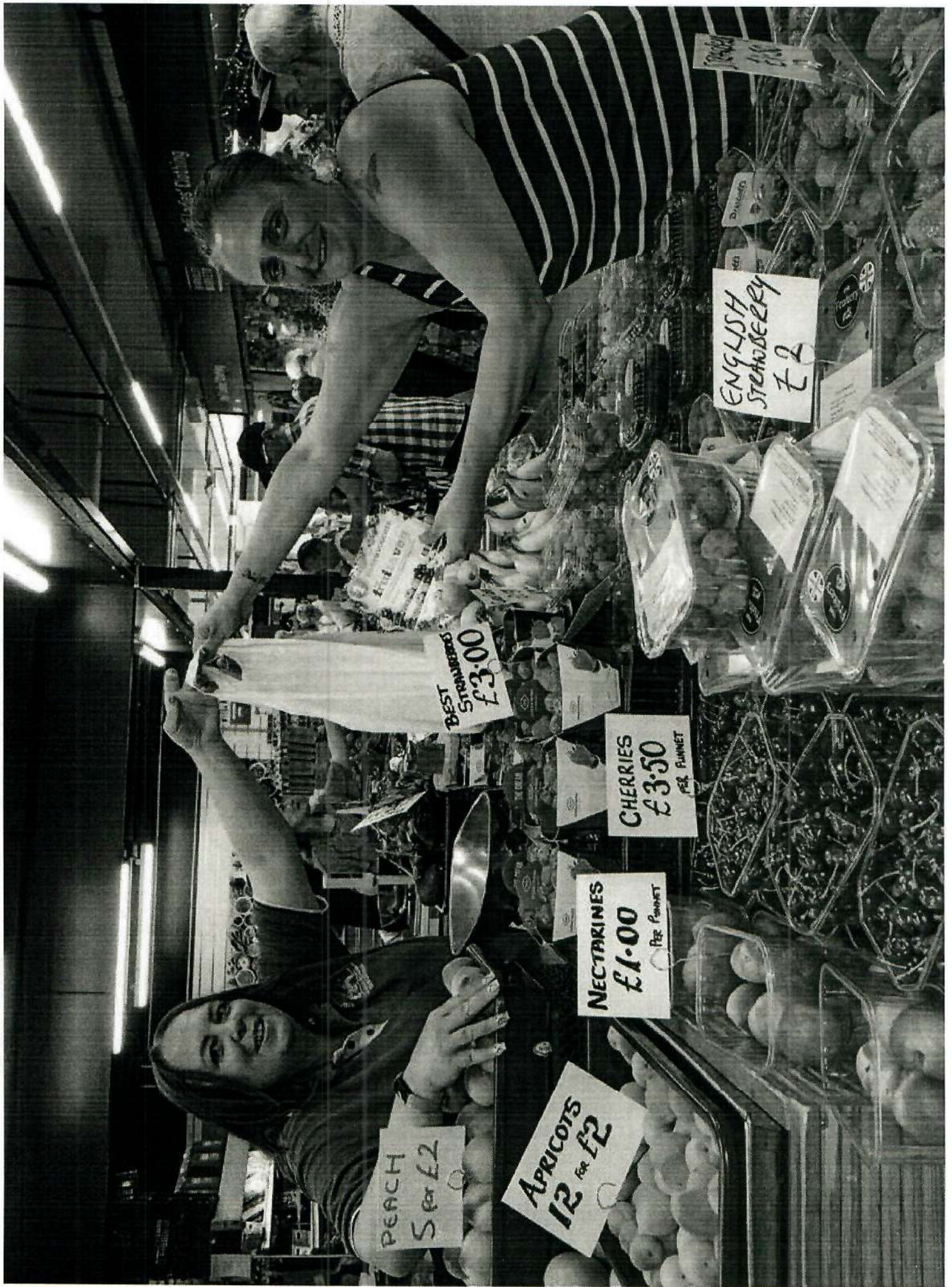
	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
	£	£	£	£
Fixed Assets including Investments	329,718			329,718
Current Assets/(Liabilities)	(49,890)		386,481	336,591
Creditors: amounts falling due within one year	(62,848)			(62,848)
Provision for Liabilities	(15,000)			(15,000)
	201,980		386,481	588,461

21 Commitments under operating leases

At 31 March 2025 (and 31 March 2024) the company had no commitments under non-cancellable operating leases. Included within the statement of financial activities are operating lease payments of £nil (2024: £nil).

22 Share and capital control

Alexandra Rose Charity is a company limited by guarantee and has no share capital. The Charity is controlled by its trustees. No one member has overall control of the Charity.



PEACH
5 for £2

APRICOTS
12 for £2

NECTARINES
£1.00
PER PUNNET

CHERRIES
£3.50
PER PUNNET

BEST
SUMMER
FRUIT
£3.00





ENGLISH
STRAWBERRY
£2

**Giving families access to fresh fruit
and veg in their communities.**

 01252 726171

 info@alexandrarose.org.uk

 alexandrarose.org.uk

 @AlexandraRoseCharity
 @AlexRoseCharity
 @alexandrarosecharity
 @AlexandraRoseCharity

Alexandra Rose Charity, Community Base, 113 Queen's Road, Brighton, BN1 3XG
Charity Registration No. 211535 | Company Registration No. 00279157 (England and Wales)

ALEXANDRA ROSE CHARITY

England & Wales - Charity number 211535

Accounts

Our Impact 2023-24

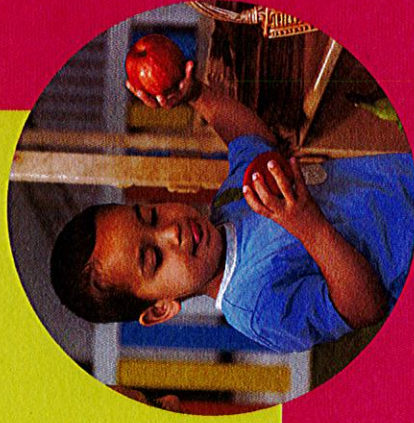


Alexandra
Rose
Charity

Trustees' Annual Report and Accounts for the year ending 31st March 2024
Charity Registration No. 211535
Company Registration No. 00279157 (England and Wales)
Scottish Charitable Incorporated Organisation SC052479

The Rose Vouchers for Fruit & Veg Project

2023-24 has been our biggest year to date, supporting more families and distributing more Rose Vouchers than any year since the Rose Vouchers for Fruit & Veg Project began back in 2014.



Our key findings show that for families receiving Rose Vouchers

64% of children now eat at least 5 portions of fruit & veg a day, up from just 7%

82% of parents report that Rose Vouchers help their child maintain a **healthy weight or reduce their weight**

77% of parents say their children have **improved digestion and reduced constipation**

86% of parents receiving Rose Vouchers report **reduced stress and anxiety around money**

55% of parents now eat at least 5 portions of fruit & veg a day, up from 15%

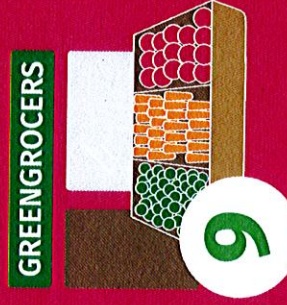
Who we work with:



Fruit & veg delivery box schemes



Fruit & veg vans



Independent greengrocers



Traders



Children's & family centres and community organisations

Rose Vouchers spent in each location this year



Since 2014

10,714
families

10,714 families supported since 2014

2024

4,245
families

4,245 families have been supported with Rose Vouchers this year

Number of families receiving Rose Vouchers in each location this year



Contents

4	Message from Chair of Trustees
5	Five year strategy review
6	Five Key Priorities
23	Statement of Trustees' responsibilities
24	Independent Auditor's Report
27	Statement of Financial Activities
28	Balance Sheet
29	Cash Flow
30	Notes to the Accounts

The difference we've made

I was honoured to take on the role of Chair last year following the retirement of March Hancock, after many years of incredible dedication to the work of Alexandra Rose Charity. I am proud to share with you the impact the team and our generous supporters have made over the last year as we continue to deliver a critical service to those who need help affording a healthy diet for themselves and their children.

Over the last ten years, we have supported 10,714 families and have seen demand for our services surge as healthy food has become increasingly difficult for many to afford. With the cost of vegetables having risen by an average of 39%¹ it is sadly unsurprising that we are seeing a decline in fruit and veg consumption. For many Rose Vouchers are a lifeline, meaning families can buy fruit and veg every week, allowing parents to feed their children the healthy meals they want to be able to provide.

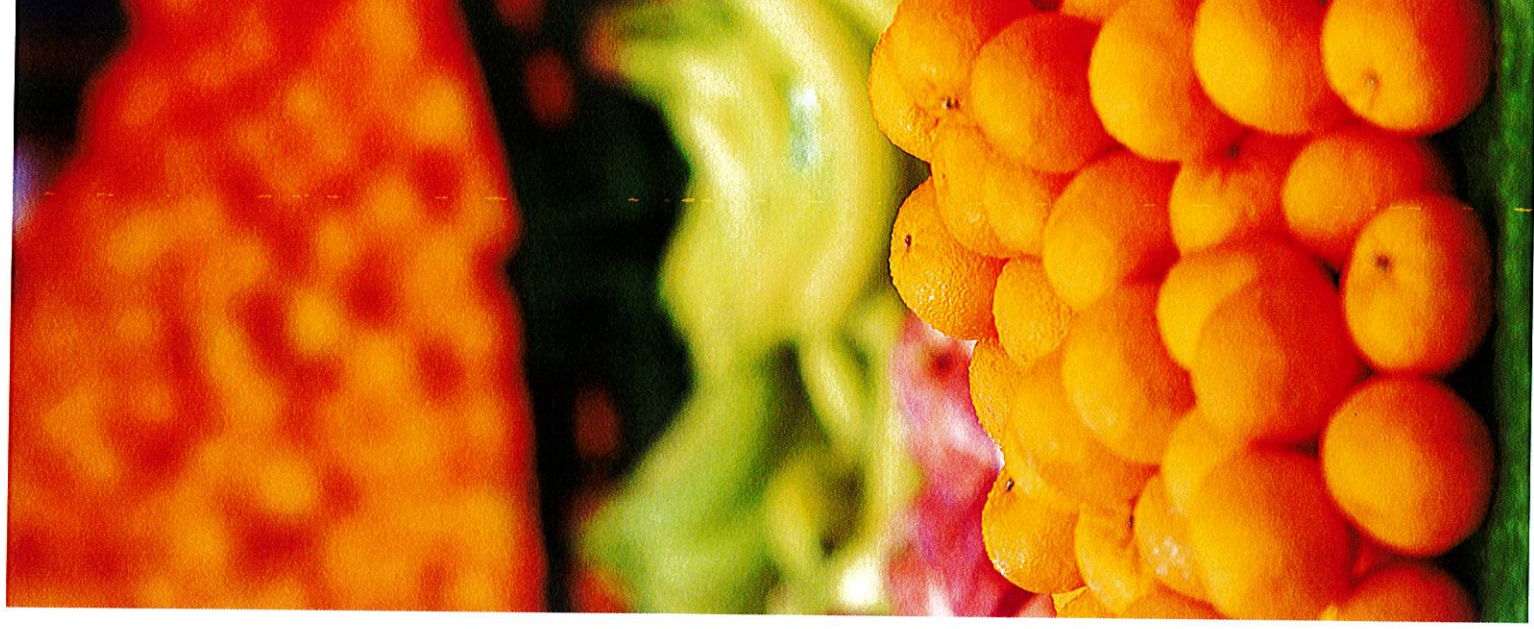
Better access to fresh fruit and veg has also had a hugely positive impact on almost 200 people involved in our Fruit & Veg on Prescription Project. Many project participants have shared their stories of improved physical and mental health thanks to Rose Vouchers. We're delighted to be able to share these findings in this report.

I want to thank everybody who supports Alexandra Rose Charity and our mission. None of these achievements would have been possible without the unwavering commitment and contributions of our local partners, funders, and dedicated supporters. As we set our new five-year strategy, we remain committed to our unique role in supporting individuals and families through the simple power of fresh fruit and veg and the lasting impact of a healthy diet.



A handwritten signature in black ink that reads "Celia Cole".

Celia Cole
Chair of Trustees



Our five year strategy in review

When we developed our five-year strategy in 2019, we could never have anticipated the enormous global upheavals that would follow. Despite these challenges, it is a source of immense pride that Alexandra Rose Charity has successfully navigated the past four years and continued to fulfil our mission of providing families with access to fresh fruit and veg in their communities.

The environment in which we operate has never been more demanding. Food-related ill health costs the UK £98 billion per year², impacting both the health service and the economy whilst food insecurity across the country continues to soar. Yet, despite, or perhaps because of, this difficult context, the spotlight on our work and our innovative approach is rapidly growing.

As we set our ambitions for the next five years, guided by our vision of everyone having access to healthy and affordable food, I am encouraged by the words of Dan Saladino, the head judge at the BBC Food & Farming Awards. In presenting us with the award for Food Innovation, he remarked, "The judges gave the award because of this idea's potential to reach not just thousands but millions of people across the UK."

In the pages of this report, we reflect on the five key priorities for action outlined in our strategy and the incredible progress we have achieved.

² | Institute for Fiscal Studies (2023). The costs of obesity



A handwritten signature in black ink that reads "Pauling".

Jonathan Pauling,
Chief Executive

The five key priorities of our strategy

To ensure we can deliver our mission and help families struggling to afford a healthy diet full of fresh fruit and veg we prioritised five key areas for the development of our work between 2020/21 and 2024/25.

1

Increase and demonstrate our impact in our existing projects and new areas across the UK.

2

Grow our funding and develop a balanced, sustainable funding mix.

3

Strengthen our organisation, team and assets to deliver our work efficiently and effectively.

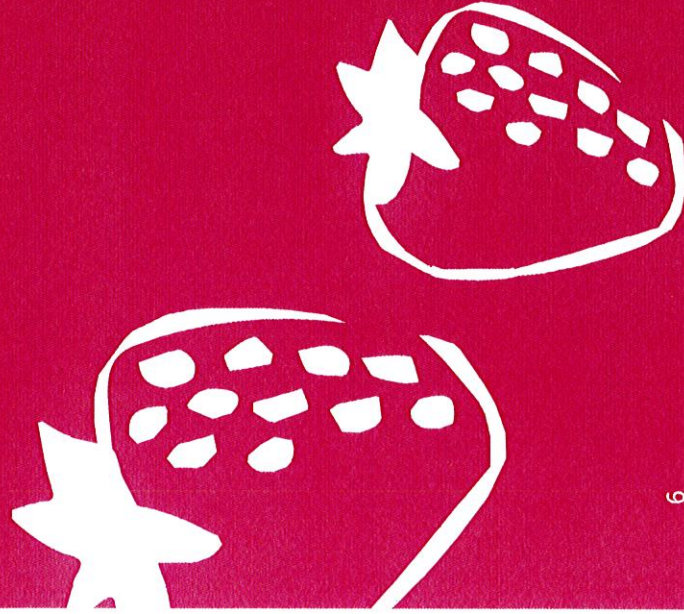
4

Building strong partnerships that put local stakeholders in the lead.

5

Boost ARC's profile to drive awareness of our work, support fundraising and increase our advocacy power.

Increase and demonstrate our impact in our existing projects and new areas across the UK.



We work in 8 locations across the UK

In 2019, we set ambitious growth and expansion targets. Back then, we were supporting 1,116 families a year with Rose Vouchers through our Rose Vouchers for Fruit and Veg Project.. In 2023-24, this number has nearly quadrupled to **4,245 families** a year. We've expanded into two new local authority areas, Tower Hamlets and Glasgow, bringing the Rose Vouchers for Fruit & Veg Project to eight locations across the UK.

Alongside our growth, we have strengthened our evidence base to showcase our impact. This year, we published our most comprehensive project evaluation to date, highlighting the health and wellbeing benefits of our work and the local economic impact and social value of Rose Vouchers.

Evaluation of our Rose Vouchers for Fruit & Veg Project shows that:

- Rose Vouchers ease financial worry around food - Families report that Rose Vouchers **cover most or all of their fruit and veg costs.**
- Families have a healthier diet - Parents report **improving fruit and veg intake by 3 portions a day** for themselves and their children.
- Children **develop a preference for fruit and veg** - Rose Vouchers help parents introduce new foods to their children, training their palates for bitter flavours.
- **Health improves across the whole family** - Families report good health across their whole household with low frequency of sickness and low GP visits
- **Families get more support** - By regularly visiting children's centres to collect Rose Vouchers, families build relationships with staff and other families.
- Every **£1** Rose Voucher generates **£7 of social value.**



Rose Voucher **Social Value**

My daughter was eight months old when we first started getting the Rose Vouchers. She was weaning, and I was finding it hard to buy the fruit and veg I needed for her as it's very expensive. I feel that now that I have my Rose Vouchers, I can buy fruit and veg that I wouldn't usually be able to buy, for example, avocados. My daughter loves avocados, but they cost a lot of money. With the Rose Vouchers, I can buy avocados for her.

Maira, Hammersmith & Fulham

Before I had Rose Vouchers I never used to go to the market, but now I go up and down East Street Market and know who to get different fruit and veg from. It's nice I can choose from a variety. I can pick up a watermelon for about £1 at East Street, whereas it's more like £3 in the supermarket. They have seasonal fruit at the market, too, such as cherries. So, we're not missing out on what's in season.

For people on a low income, Rose Vouchers mean you can still feed your kids. It's a lifeline.

Joyce, Southwark



Fruit & Veg on Prescription

Our Fruit & Veg on Prescription Project is showing promising results as an intervention to improve people's health. To date, we have supported almost 200 people and their families. The project is run in partnership with the Bromley by Bow Centre in Tower Hamlets and community health practitioners at the AT Beacon Project in Lambeth. Each week, participants receive up to £8 in Rose Vouchers, which they spend on the fruit and veg of their choice at local markets and food co-ops.

“We all know that the food we eat plays a vital role in our health, but sadly, we are seeing more and more people struggling with food poverty and food-related ill health. At the Beacon Project, we understand the importance of building trust in our community in innovative ways to support those who have fallen through the cracks in healthcare systems due to inequalities in accessing health and wellbeing support. We know that change is possible, and we see the Fruit & Veg on Prescription project making a significant difference to people's health in our community.”



**Dr Chi Chi Ekhtator, GP Lead,
AT Beacon Project**

After 8 months:

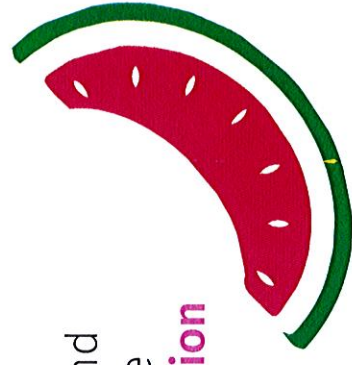
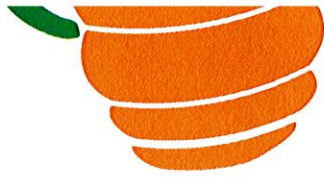
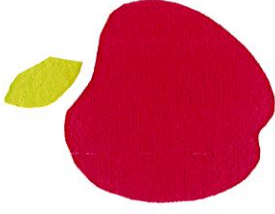
80% of participants now eat five portions of fruit and veg each day, compared to just 28% at the start of the project.

9 in 10 participants have improved their physical health, including healthy weight loss, higher energy levels and better digestion.

7 in 10 people with high blood pressure saw an improvement, as recorded by doctors and nurses.

Over half of participants shared that their **mental health has also improved** as they worry less about money for food.

With support from social prescribers and healthcare professionals, these positive changes have **resulted in a 40% reduction in GP visits.**



To date, the Fruit & Veg on Prescription project has supported almost 200 people and their families

Food-related ill health costs the UK £98 billion per year in terms of costs to the health service and the economy. Behind those bald numbers lies untold misery for the sufferers and their families and carers. All of this is inflicted disproportionately on those living in poverty. By taking this one simple action – providing fruit and veg on prescription the government could do so much to assuage that. And now Alexandra Rose Charity has provided the hard evidence; there is no excuse for the delay. Their Fruit & Veg on Prescription Project improves not only the diet and health of people but also the health of the local food economy. I urge the government to look at the impressive results from these pilots and explore how these can be replicated and scaled as part of a ‘Community Eatwell’ approach to tackling food-related ill health in the UK, as recommended in the 2021 National Food Strategy.



**Henry Dimbleby, Author
of the National Food
Strategy Independent
Review**



Bridging the Gap

At the end of 2023, we launched a pilot as part of Sustain's Bridging the Gap Project in partnership with Growing Communities, the Women's Environment Network and Leaders in Community.

The Bridging the Gap Project is funded by the National Lottery Community Fund with the aim to explore ways to make healthy, sustainable, climate-friendly food accessible to everyone.

The pilot is running in Tower Hamlets and provides local residents with affordable organic fruit and veg. Through the Bridging the Gap Project, two food co-ops based at the Teviot Centre and Limehouse Town Hall offer their customers a diverse selection of organic fruit and veg at 50% of the usual price. Alongside the discount, families on our early years project can also spend their Rose Vouchers at the co-ops.




The key findings so far:

Food co-ops have developed a loyal customer base. Up to 2 in 3 customers shopping at the Teviot food co-op are likely to have low incomes, with **37% of the customer base spending Rose Vouchers**.

Customers are **buying more organic produce**, with people replacing £8 worth of conventional fruit and veg with organic produce. The **50% discount on organic produce**, combined with Rose Vouchers, enables many people with low incomes to try organic produce for the first time and diversify their food intake.

Affordable organic produce is helping people feel they have **more control and connection to their food environment**. With the main barrier of cost lessened, customers can now make a 'true choice' between organic or conventional fruit and veg and have the headspace to give their food sources more thought.





Today, we have launched a long-awaited pilot, offering entirely organic produce. We opened at 11 am and nearly sold out by midday! People could not believe the quality of the fruit and veg and we've had such an incredible reaction and enthusiasm.

Melanie Sailsbury, project lead at Teviot Centre Food Co-op



Grow our funding and develop a balanced, sustainable funding mix.

Income streams

We have continued to diversify our income streams to ensure sustainability. During 2023/24, we successfully raised £1,490,407. A significant portion of our income, £578,692, came from trusts and foundations, maintaining the trend of previous years.

This year we raised £1,490,407 – £578,692 of which came from trusts and foundations



Community fundraising

In May 2023, we launched the **100k in May Challenge**, raising **£5,530** through sponsorship donations, which was then doubled through match-funding from our Champions for Children campaign with the Big Give. In January, we promoted challenge events such as the Yorkshire Three Peaks for the first time.



Reaching out

Our efforts to enhance our profile have yielded significant results. Multiple funders have approached us this year after learning about our work through our social media, communications and networking activity.

2

We raised an incredible £142,171 plus Gift Aid from these two campaigns, an increase of 27% on the previous year.

Corporate and Community Fundraising



innocent

Our new Corporate and Community Fundraiser joined us in June 2023 and has been a great asset to the team. We have secured a new strategic partnership with Innocent, which will start in 2024; while it's early days, this has the potential to be transformative. Innocent is on a mission to help people live well through the delicious goodness of fruit and veg, which closely aligns with our mission.

The Big Give

We participated in two successful Big Give match funding campaigns. These fundraisers attract individual givers, corporate funds, and income from trusts and foundations, who benefit from seeing their donations and their impact multiplied by match funding. We raised an incredible £142,171 plus Gift Aid from these two campaigns, an increase of 27% on the previous year.

We also secured a donation from Margaret London to our Big Give Campaigns together with a number of corporate trusts. We've been able to improve our support to long-term corporate partners Artemis Charitable Trust, The Russell Partnership, and Sodexo Stop Hunger Foundation and seek new partnerships with new supporters.

**Strengthen our
organisation, team
and assets to deliver
our work efficiently
and effectively**

Influencing policy

As we enter the final year of our strategy, we have recruited a Policy and Advocacy Manager to help raise the profile of our work with politicians and policymakers. This new initiative is crucial to our mission as we work closely with partner agencies, using our evidence base and knowledge, to advocate for a healthier and more equitable food system.

Policymakers in Westminster have already shown considerable interest in our Fruit & Veg on Prescription Project. Over the coming year, we will engage in more policy activities to highlight our work and the urgent need to improve access to fresh fruit and veg for people on low incomes across the UK.

The organisational cost per Rose Voucher has reduced by almost 60% since 2020

Lower costs

We have improved the organisation's efficiency with a larger team and better tools to support our operations. The organisational cost per Rose Voucher has reduced by almost 60% since the start of our five-year strategy in 2020.





Growing team

Over the last few years, we have grown our team significantly, from six staff members to fourteen today.

To support our expansion, we have strengthened our fundraising team to generate the income necessary to reach more families in need. Over the past year, we added a Corporate and Community Fundraiser to enhance our engagement with the business sector. We have also strengthened our finance and administrative team, recruiting a Finance and Business Administrator to provide a strong foundation for our future growth.

“The team at Alexandra Rose Charity are hard-working, skilled and passionate about addressing the issues of food insecurity and food-related ill-health in the UK. Thanks to the dedication of the staff team, we have risen to the challenges of the last few years, increasing our impact and supporting more people than ever to afford the healthy food of their choice.”

**Jonathan Pauling, Chief Executive,
Alexandra Rose Charity**

Building strong partnerships that put local stakeholders in the lead

Partnerships

We have continued to develop and strengthen our local relationships to enable the efficient and impactful delivery of our work. We are now more embedded within local food infrastructure in all our project areas. This includes involvement with local food partnerships, participation in local Food Poverty Action groups, and engagement with public health teams, local economic development teams, and council members.

Examples of these partnerships include working with Hammersmith & Fulham's Food Strategy Group to improve food supply, food aid and wrap-around support, working with neonatal services in Barnsley, and working with the Scottish Pantry Network to pilot a food pantry project model in Ruchazie, which can be rolled out in other areas across Glasgow.

Matched funding

All our local authority areas now contribute match funding to the costs of Rose Vouchers, with income from local authorities growing much faster than anticipated in the original strategy. This is a testament to the increasing strength of our local partnerships.

As a team, we exist to support locally managed projects. Our collaborative project model, with support provided by our team, ensures that local people lead, with key decisions on local priorities and delivery objectives made from the bottom up rather than the top down. Our plans will further strengthen this local ownership.

All our local authority areas now contribute match funding to the costs of Rose Vouchers

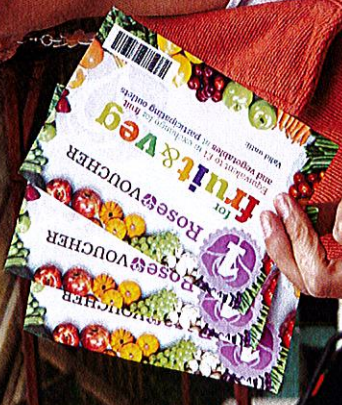




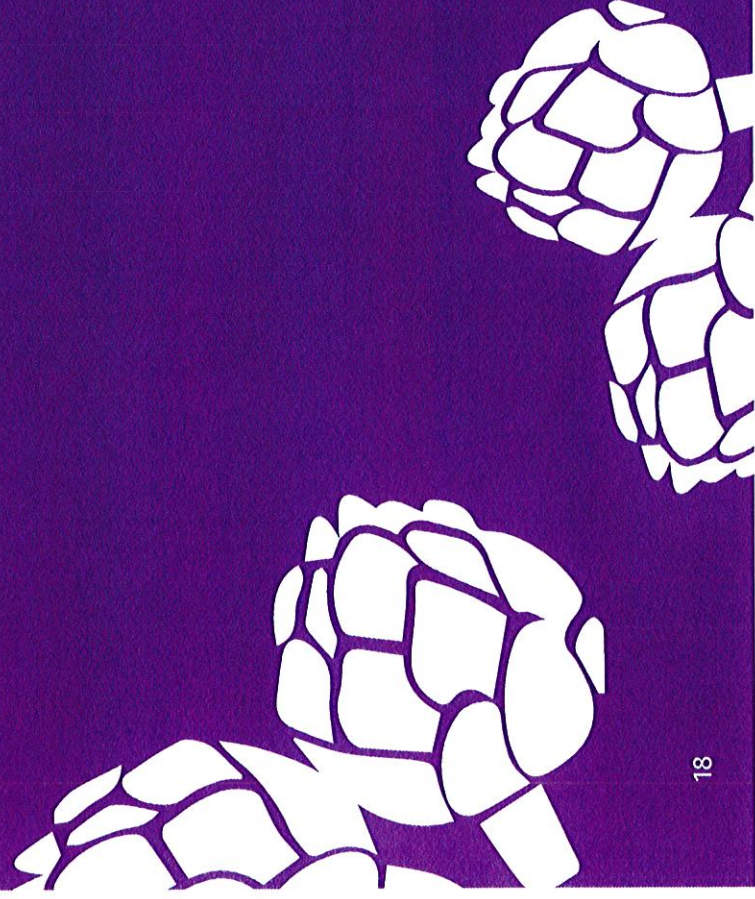
The partnerships we have formed in the different communities in which we work are crucial to the success of our projects nationwide. The knowledge and commitment of hundreds of individuals and organisations to giving people access to fresh fruit & veg in their community has allowed us to expand the project in every area of our work.

We are active members of local food partnerships and work closely with local authorities. We are proud to take a collaborative and community-centred approach to developing and managing the Rose Vouchers project.

Hannah Dakin, Operations Project Manager, Alexandra Rose Charity



**Boost our profile
to drive awareness
of our work,
support fundraising
and increase our
advocacy power**



Advocacy

Throughout 2023-24, we supported policy campaigns around the UK to highlight the impact of food poverty and advocate for policies that improve access and affordability of fruit and veg. We also supported campaigns to resolve issues with the government's Healthy Start scheme (which provides food, milk, and vitamins for pregnant women and parents of children under 4 on low incomes).

In February 2024, Henry Dimbleby, leader of the National Food Strategy, gave evidence at the House of Lords Food, Diet & Obesity Committee, commending Rose Vouchers for Fruit & Veg as an initiative he would advise an incoming government to enact immediately.

In March 2024, we recruited a new Policy and Advocacy Manager to drive forward our advocacy work. In 2024-25, we will concentrate on forging relationships with key national and local decision-makers. We will leverage our extensive evidence base to position our work as an innovative solution to combat the linked problems of food poverty and unhealthy food.

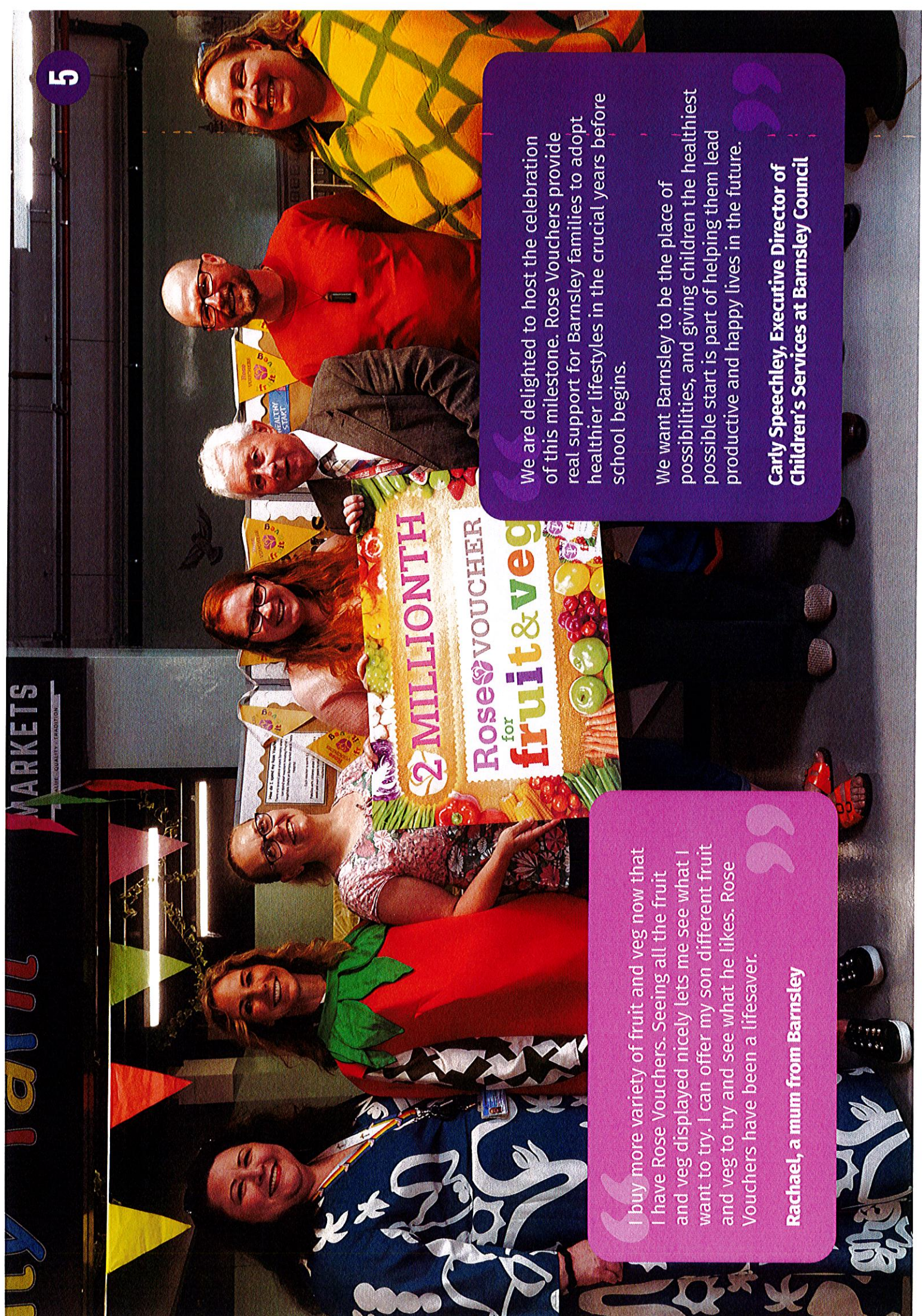
Achievements

We've had a fantastic year for awards! We're honoured to have won the **Food Innovation Award** at the BBC Food & Farming Awards and to have been chosen as a **2024 Changemaker** by the Big Issue.

We were also finalists in two categories at the Third Sector Awards: **Medium Charity of the Year** and **Breakthrough of the Year** for our Fruit & Veg on Prescription Project.

In May 2023, we celebrated reaching our incredible two-millionth Rose Voucher milestone with an event at Barnsley Market.





I buy more variety of fruit and veg now that I have Rose Vouchers. Seeing all the fruit and veg displayed nicely lets me see what I want to try. I can offer my son different fruit and veg to try and see what he likes. Rose Vouchers have been a lifesaver.

Rachael, a mum from Barnsley

We are delighted to host the celebration of this milestone. Rose Vouchers provide real support for Barnsley families to adopt healthier lifestyles in the crucial years before school begins.

We want Barnsley to be the place of possibilities, and giving children the healthiest possible start is part of helping them lead productive and happy lives in the future.

Carly Speechley, Executive Director of Children's Services at Barnsley Council

“Keep the Rose Vouchers going, they are really helping families.”

Alicia

Alicia’s story

“ I get all my fruit and veg from Chrisp Street Market; it’s close to me and easy to get to. Obviously, you want to incorporate healthy foods into your diet, and with Rose Vouchers, I’m able to get what I need for my son.

Before I had Rose Vouchers, I never really went to the market, but now I go all the time with my son. He’s three years old and can choose what he wants to eat when we’re out shopping. Seeing all the fruit and veg at the market out on display is inspiring and helps encourage us to try different things.

I have been struggling recently and needed to use the foodbank. I feel like Rose Vouchers really help my life be easier. Those little things, like £4 a week just for fruit and veg, are actually big things, and I’m very grateful.

Rose Vouchers have also freed up some money for me to buy other things I need, so we’re not missing out on those things too, especially with the cost-of-living crisis and everything being so expensive.

“ I’m so glad I saw the sign at the children’s centre saying help was available for fruit and veg. I was getting Healthy Start vouchers at the time, but there was a problem when this changed to the digital card, and I didn’t get them for six months. Rose Vouchers helped see us through this time, as I could still go to the market and get what I needed.

”

Zoe's story

I'd never heard of Rose Vouchers before I went on maternity leave and started going to the Family Hubs. I asked if any financial support was available and was introduced to Rose Vouchers. I filled out the form on Thursday and picked up my first vouchers the next day. That was two years ago, and I've been getting Rose Vouchers ever since—first for my daughter, who is two years old, and now for my 10-month-old son, too.

Having Rose Vouchers makes a big difference to our food shop. I get £10 a week in vouchers, which for us is like getting fruit & veg for free. For £10 a week, you're getting a bag full of fruit and veg.

I walk into town to Barnsley Market. I have found a fruit and veg stall there that I really like and go to most weeks. On one of the stalls, they sell stew bags, where you can buy all the ingredients for a stew for between £1 – £1.50. They also do fruit baskets. It's really good value for money.

I like to try having at least one vegetable in each meal. When shopping at the market, it's nice to see what's available, such as a courgette, and think about what I can make with that. Having the Rose Vouchers has given us more variety, with my children able to try different fruit and veg I wouldn't have thought of buying before.



“My children are able to try different fruit and veg I wouldn't have thought of buying before.”

Legal Information

Trustees

Ms Gella Cole

Chair

Miss Mara Larson-Richard

Vice Chair

Ms Patricia Kokocinska

Treasurer

Mr Charles Clarke

Ms Catherine Elliston

Miss Rasleen Kahai

Dr Carly Foster

Appointed 28.9.2023

Ms Alison Inglis-Jones Williams

Appointed 28.9.2023

Mr March Hancock

Chair – Resigned 28.9.2023

Ms Stephanie Slater

Resigned 28.9.2023

Mr Dominic Taylor

Resigned 28.9.2023

Senior Personnel

Jonathan Pauling CEO

Registered office

Community Base,
113, Queens Road
Brighton BN1 3XG

Independent Auditor

Mark Partridge - FCA

Chariot House Ltd,
44 Grand Parade
Brighton BN2 9QA

Bankers

CAF Bank Ltd, 25 Kings Hill Avenue

Kings Hill, West Malling Kent

ME19 4JQ

Investment Manager

Howard Jenner - Quilter Cheviot

Registered details

Charity Number 211535

Company Number 00279157

Scottish Charitable Incorporated

Organisation SC052479

Financial Commentary

The results for the year and the Charity's financial position at the end of the year are shown in the attached financial statements. The Charity reports net outgoing resources for the year of £126,932 (2023 incoming resource of £36,495). Total income was £1,490,407 compared to £1,414,448 to the end of March 2023. Total expenditure during the year was £1,639,246 (2023: 1,351,277). Within that overall increase in expenditure of £287,969, voucher costs rose by £258,332 to £918,076 (from £659,744 up to the end of March 2023). This increase reflects the increasing demand and need for the charity's services during a period in which food price inflation was considerably higher than general inflation. Given that context, the year to the end of March 2024 was the first year since 2016 that the charity recorded an operating deficit, reflecting that increased investment in vouchers. However, the demand and need for the charity's services is increasingly being recognised by a wide range of statutory, trusts/foundations, corporate and individual funders and we are therefore budgeting for and expecting income and expenditure to align more closely in the year ending March 2025.

The value of our investment portfolio rose by £21,907 from £209,130 to £231,037 in line with market trends over the last 12 months.

The Balance Sheet shows total net assets at the end of March 2024 of £572,376 compared with 2022/23 of £706,308. Of the total reserves, £335,303 (2023: £366,903) is unrestricted.

Auditor - The Trustees approved the appointment of Mark Partridge of Chariot House Ltd at the Board Meeting held on 28th September 2023.

Reserves Policy

Alexandra Rose Charity reserves policy allows for 2 months full running costs and statutory wind down costs.

Our reserve requirement calculation at 31st March 2024 was £323,004.

Our free reserve at 31st March 2024 was £242,378

Board monitoring of the current levels of reserve is done through its quarterly Finance Subgroup meetings. A review of the charity's reserve policy was carried out in the year ending 31 March 2024.

Risk Management Policy

The Trustees regularly review all major risks to which the Charity is exposed and have taken appropriate action to mitigate the effects of such risks. A risk register is kept and reviewed/updated on a quarterly basis at both Operations Subgroup Committee meetings and at the Finance Subgroup Committee meetings.

Investment Policy

Investment Powers and Restrictions. There are no specific restrictions other than that the investments should be suitable for charities and should not include any direct investment in tobacco companies. The Trustees are very grateful to Quilter Cheviot Asset Management for their continued support, good management and guidance on our investment policy during 2023/24. The charity's investment policy is currently being reviewed in line with updated Charity Commission guidance.

Trustee's report and statement

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended), present their report with the financial statements of the charity for the year ended 31 March 2024.

The trustees have adopted the provisions of 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).

Structure, Governance and Management

The Charity, Registration No 211535, is a company limited by guarantee, registered in England No. 00279157, not having a share capital and governed by a Memorandum and Articles of Association. The Charity undertook registration with the Office of the Scottish Charity Regulator on 13 April 2023. Each of the members of the Charity is liable to contribute £10 towards the liabilities of the Charity in the event of liquidation.

The Charity's objective and principal activity is to promote, in remembrance of Her Late Majesty, Queen Alexandra, charitable purposes in Greater London and the neighbourhood thereof and elsewhere in the United Kingdom. Its current operations are focused on promoting health and wellbeing for people on low incomes, through improved access to healthy food via the Rose Vouchers for Fruit & Veg Project.

The Charity is governed by a Board of Trustees which takes all medium and longer term strategic decisions. Day to day running of the Charity is overseen by the Chief Executive. Together the Trustees are responsible for delivery of the long-term strategy approved by them. The names of the Members of the Board of Trustees are shown on the first page of this report.

The Charity carries out regular skills and diversity audits of Board and identifies any gaps that may exist. Steps are taken to recruit new Trustees to fill skill gaps when appropriate. We undertook our latest skills and diversity audit of the Board in spring 2024 and this will inform the next round of Trustee recruitment scheduled for autumn 2024.

For the next round of Trustee recruitment, we will focus on trying to recruit Trustees with the following skills and backgrounds:

- Finance
- Legal & regulatory knowledge and experience.
- Fundraising
- Attracting more applicants from diverse backgrounds.

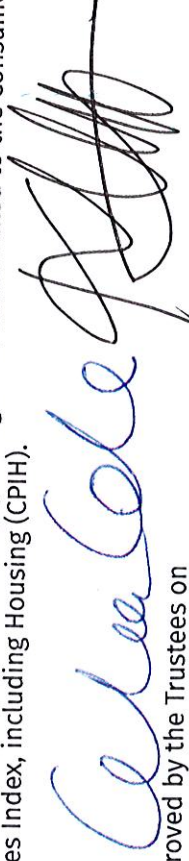
Three Trustees of the Charity resigned in September 2023 – March Hancock, Dominic Taylor, and Stephanie Slater. The Board would like to express their appreciation for all the hard work and energy that they brought to Charity.

All new Trustees receive a full induction programme following appointment, and they are asked to sign a Trustee Covenant, which the Board have approved. The Honorary Treasurer takes the lead on financial matters, principally accounting, budgeting and management of cash and investments.

Each Trustee appointed (or whose appointment is approved or ratified) by the charity in a General Meeting will have an initial three-year term of office with the option of renewal for a further three years by agreement between the Trustee seeking reappointment and the other Trustees.

Each Trustee must stand down at the first Annual General Meeting held on, or after, the date that the Trustee has served for three or six consecutive years. They may reapply to join the board but must have been absent from the board for a minimum of one year before doing so.

The pay and remuneration of all charity staff, including the charity's key management personnel, is reviewed on an annual basis by the Finance Sub Committee of the Board of Trustees and then approved formally by the full Board of Trustees. At present, annual pay changes are index linked to the Consumer Prices Index, including Housing (CPIH).



Approved by the Trustees on
and signed on their behalf by Celia Cole, Chair and Patricia Kokocinska, Treasurer

Report of the independent auditors

Opinion

We have audited the financial statements of Alexandra Rose Charity (the 'charitable company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the

financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

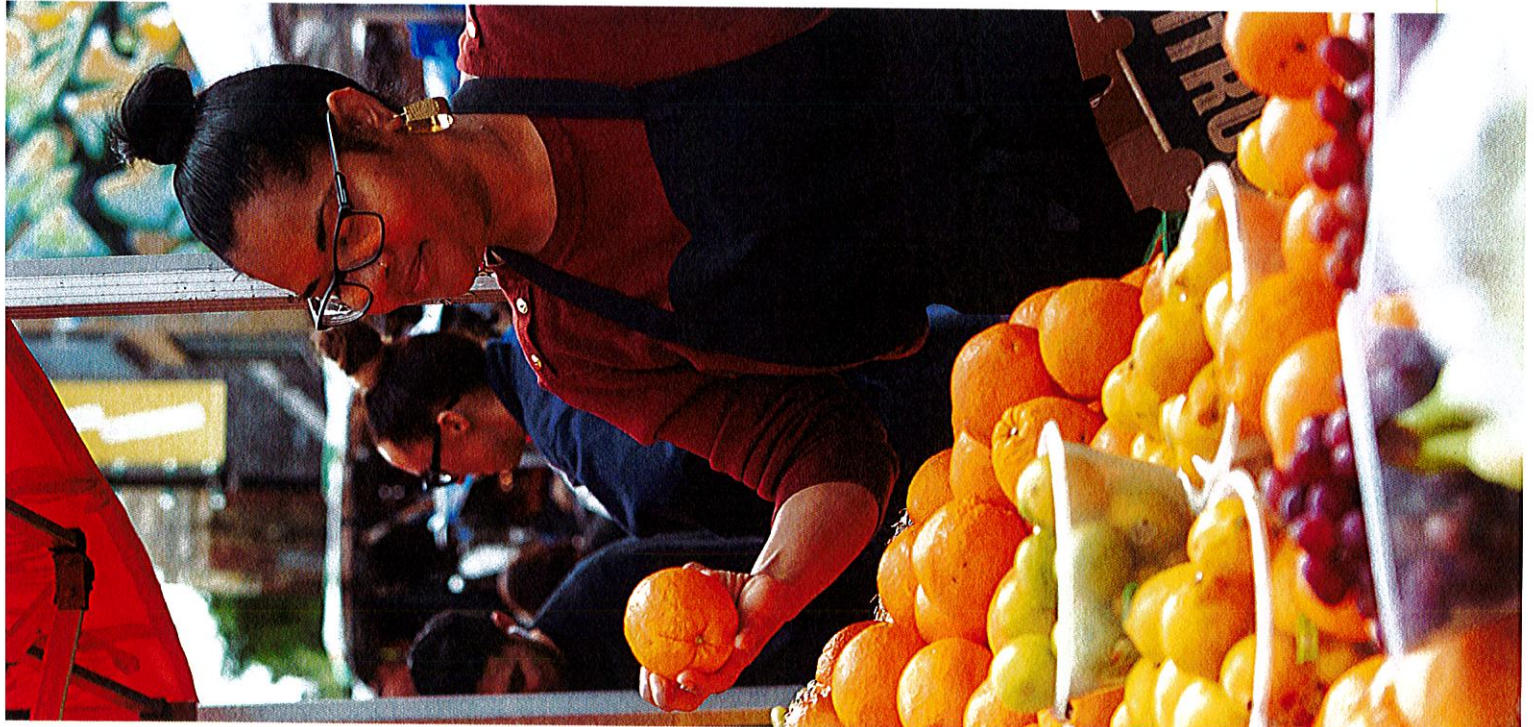
The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charity and its activities, and through discussion with the trustees and management, we identified the principal risks of material misstatement both at the financial statement level and at the assertion level.

We considered these risks in the light of various factors including the level of complexity, subjectivity, uncertainty, potential management bias, fraud, materiality and any other relevant factors. We considered the extent to which these would have a material impact on the financial statements and designed our audit work accordingly.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud, and reviewed significant or unusual transactions to identify their underlying supporting rationale.
- We inspected the minutes of meetings of those charged with governance, and made direct enquiries of management and the board of trustees concerning the charity's policies and procedures relating to:
 - o Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - o Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - o The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.



In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates were indicative of a potential bias and tested significant transactions that were unusual or those outside the normal course of business.

We also

- discussed and reviewed the charity's business model and forward planning to assess going concern
- communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- Carried out substantive testing on income and expenditure
- Re-performed reconciliations of control accounts, and recalculated items such as depreciation

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding

irregularities occurring due to fraud rather than error, as fraud.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Mark Partridge FCA (Senior Statutory Auditor)
for and on behalf of Chariot House Limited
Chartered Accountants and Statutory Auditor
44 Grand Parade
Brighton BN2 9QA

Date: 3rd October 2024

Statement of Financial Activities incorporating the income and expenditure account

For year ending 31st March 2024

	Notes	2023/24			2022/23		
		General Fund £	Restricted Fund £	Total £	General Fund £	Restricted Fund £	Total £
Income from							
Donations and Legacies	3	47,933	-	47,933	33,334	-	33,334
Charitable Activities	4	1,346,855	88,227	1,435,082	4,177	1,273,944	1,278,121
Other trading	5	-	-	-	-	95,549	95,549
Investments	6	7,392	-	7,392	7,443	-	7,443
Total Income		55,325	1,435,082	1,490,407	44,954	1,369,494	1,414,448
RESOURCES EXPENDED							
Expenditure on raising funds	7	14,196	199,128	213,324	2,679	154,471	157,150
Expenditure on Charitable activities							
Rose Vouchers	7	94,635	1,331,287	1,425,922	21,981	1,179,146	1,201,127
Total Expenditure		108,831	1,530,415	1,639,246	24,660	1,333,617	1,358,277
Net Income/(expenditure) before gains and losses on investments		(53,506)	(95,333)	(148,839)	20,294	35,877	56,171
Net gains/Losses on investments		21,907	-	21,907	(19,676)	-	(19,676)
Net income/expenditure for the year		(31,599)	(95,333)	(126,932)	618	35,877	36,495
Transfers between funds		-	-	-	-	-	-
Net Movement in funds		(31,599)	(95,333)	(126,932)	618	35,877	36,495
RECONCILIATION OF FUNDS							
Total funds brought forward		366,903	332,405	699,308	366,285	296,529	662,814
Total funds carried forward		335,304	237,072	572,376	366,903	332,405	699,308

The statement of financial activities has been prepared on the basis that all activities are continuing, there are no recognised gains or losses other than those reported on the Statement of Financial Activities.

Balance Sheet

For year ending 31st March 2024

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

Approved by the board for issue on 26th September 2024

Signed



Gelia Cole
Chair of Trustees

	Notes	2023/24 Total £	2022/23 Total £
FIXED ASSETS			
Investments	12	231,037	209,130
Tangible Assets	13	2,126	1,899
Intangible Assets	14	90,799	72,697
		323,963	283,726
CURRENT ASSETS			
Debtors	15	61,626	140,000
Cash at bank and in hand		420,393	392,999
		482,019	532,999
CREDITORS: Amounts falling due within one year			
NET CURRENT ASSETS	16	218,606	102,417
Provision for Liabilities	17	263,414	430,582
		15,000	15,000
NET ASSETS	21	572,376	699,308
ACCUMULATED FUNDS			
Unrestricted funds			
General fund	20	335,303	366,903
Restricted funds	19	237,073	332,405
		572,376	699,308

Cash flow statement

For year ending 31st March 2024

	Notes	2023/24	2022/23
		£	£
Net cash from operating activities			
Net income		(126,932)	43,495
Depreciation	13	2,778	2,291
Amortisation	14	34,971	61,318
Investment Income	6	(6,654)	(7,275)
Loss on fixed asset write off		354	-
(Gains)/losses on investments	12	(21,907)	19,676
Increase/(Decrease) in creditors	16	116,187	49,171
(Increase)/Decrease in debtors	15	78,374	(6,762)
		77,171	161,914
Cash flows used in investing activities:			
Investment Income		6,654	7,275
Purchase of tangible fixed assets	13	(3,358)	(719)
Purchase of intangible fixed assets	14	(53,072)	(47,196)
Sale of investments	12	-	-
Purchase of investments	12	(49,777)	(40,641)
		27,394	121,273
Increase/(decrease) in cash			
Cash and cash equivalents at the beginning of the period		392,999	271,726
Cash and cash equivalents at the end of the period		420,393	392,999

Statement of Financial Activities

Notes to the Accounts for year ending 31st March 2024

1 Statutory information

Alexandra Rose Charity is a charitable company, limited by guarantee, registered in England and Wales. The charitable company's registered number and registered office address can be found on the Legal and Administrative Information page.

2 Accounting policies

2.1 Basis of preparation

The financial statements 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 (FRS102) (effective 1 January 2015) – Charities SORP (FRS102) and the Companies Act 2006.

Alexandra Rose Charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

There are no material uncertainties about Alexandra Rose Charity's ability as a going concern.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest pound.

2.2 Income

All income is recognised in the Statement of Financial Activities once the Charity has gained entitlement to the income and the amounts can be quantified with sufficient reliability and it is probable that the charity will receive the income.

Investment income is recognised in the financial statements when receivable.

2.3 Expenditure

Expenditure is recognised on an accruals basis when a liability is incurred. Expenditure includes any VAT which cannot be fully recovered and is included within the item of expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the Charity in pursuit of its charitable objectives. It includes both direct costs and support costs relating to such activities.

Governance costs include those costs associated with meeting the statutory requirements of the Charity and include its independent.

Support costs comprise of the costs of staff not directly involved in delivering charitable activities or raising funds. They also include other costs associated with the general infrastructure and administration of the charity.

2.4 Fixed assets

Fixed assets are recognised at historic cost less accumulated depreciation/amortisation. Depreciation/amortisation rates are as follows:

Computer equipment Previously calculated on 25% reducing balance - changed in 2019/20 to be 3 year straight line

App Software 20% straight line

Website Development 3 year straight line

2.5 Investments

Investments are initially recognised at cost and restated to fair value at each year end. Gains and losses are taken to the Statement of Financial Activities.

2.6 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments. The Trustees seek to use short and medium term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

Notes to the Accounts for year ending 31st March 2024 - continued

2.8 Creditors and provisions

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.

2.9 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

2.10 Pensions

Retirement benefits to employees of the entity are provided by a defined contribution scheme. The assets of the scheme are held separately from those of the entity.

The contributions made in relation to the defined contribution scheme are charged in the accounts as they become payable in accordance with the rules of the scheme.

2.11 Fund accounting

Restricted funds are subject to specific conditions by funders as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

Unrestricted funds are funds which are expendable at the discretion of the Trustees in the furtherance of the objects of the Charity.

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity. Unrestricted funds include designated funds which are funds which trustees have allocated to be spent on a specific purpose.

2.12 Basic Financial Instruments

The charity has only financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and are subsequently measured at their settlement value with the exception of bank loans which are measured at amortised cost using the effective interest method.

2.13 Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, the charity is required to make judgments, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors considered to be relevant. Actual results may differ from these estimates.

There are no estimates and assumptions that are considered to have a significant risk of causing a material adjustments to the financial statements in a future period.



Notes to the Accounts for year ending 31st March 2024 - continued

3 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	Year to 31 March 2024 £	Year to 31 March 2023 £
Donations	47,933	-	47,933	27,934
Legacies	-	-	-	5,400
	47,933	-	47,933	33,334

4 Income from charitable activities

	Unrestricted funds £	Restricted funds £	Year to 31 March 2024 £	Year to 31 March 2023 £
Grants and Corporate Donations	-	1,346,855	1,346,855	1,273,944
Kickstart support	-	-	-	4,177
	-	1,346,855	1,346,855	1,278,121

5 Income from other trading

	Unrestricted funds £	Restricted funds £	Year to 31 March 2024 £	Year to 31 March 2023 £
Events	-	88,227	88,227	95,549
	-	88,227	88,227	95,549

6 Income from investments

	Unrestricted funds £	Restricted funds £	Year to 31 March 2024 £	Year to 31 March 2023 £
Interest receivable	737	-	737	168
Dividends	6,654	-	6,654	7,275
	7,392	-	7,392	7,443

Total income	55,325	1,435,082	1,490,407	1,414,448
---------------------	---------------	------------------	------------------	------------------

Notes to the Accounts for year ending 31st March 2024 - continued

7 Total Expenditure

	Staff Costs £	Direct Service Costs £	Support and Governance Costs £	Total 2024 £	Total 2023 £
Raising Funds					
Activities undertaken directly	156,742	42,297	-	199,039	147,302
Support Costs (note 8)	9,311	-	4,974	14,285	9,848
Total Raising Funds	166,053	42,297	4,974	213,324	157,150
Charitable activity - Rose Voucher projects					
Activities undertaken directly	239,206	1,091,215	-	1,330,421	1,116,012
Support costs (note 8)	62,248	-	33,253	95,501	75,267
Total Charitable activity	301,454	1,091,215	33,253	1,425,922	1,201,127
Total Expenditure	467,507	1,133,512	38,227	1,639,246	1,358,277

8 Support costs

	Year to 31st March 2024 £	Year to 31st March 2023 £
Staff costs	71,559	47,453
Bank charges	66	189
Accountancy, bookkeeping and payroll fees	2,588	681
Legal and professional fees	-	-
Rent	5,529	5,265
Insurance	1,436	1,075
Telephone	1,255	1,132
Print, post and stationery	622	510
IT costs	2,736	3,171
Subscriptions and registrations	453	633
Conferences and training	2,483	3,765
Comms, advertising and marketing	3,951	6,761
Website and apps	4,633	2,918
Consultancy	-	-
Recruitment	1,721	2,216
Sustenance	1,175	923
Other	1,043	24
Governance (note 9)	8,537	8,400
	109,787	85,115

Notes to the Accounts for year ending 31st March 2024 - continued

9 Governance Costs

	Year to 31st March 2024	Year to 31st March 2023
	£	£
Trustee expenses	137	-
Auditors remuneration	8,400	8,400
	8,537	8,400

10 Trustees

One trustee was re-imbursed travel expenses totalling £137 in the year. (2023 No trustees were reimbursed during the year.)

The charity's investments are managed by Quilter Cheviot. Dominic Tayler (trustee up to 28 September 2023) was an employee of Quilter Cheviot for part of this financial year. Dominic was not directly involved in managing the fund. Alexandra Rose do not pay Quilter Cheviot for managing the fund nor do they take any portion of dividends or gains.

Two of our trustees (up to 28 September 2023) sit on the boards of charitable organisations which provided ARC with grants during the year. The trustees were not involved in the decision making process in providing the grants.

There were no other related party transactions requiring disclosure.

11 Employees

Number of employees: The average number of employees during the period was 13 (2023 : 12).

Employment costs

	Year to 31st March 2024	Year to 31st March 2023
	£	£
Wages and salaries	407,742	332,594
Social security costs	35,110	28,175
Other pension cost	24,655	19,825
	467,507	380,594

The charity considers the Key Management Personnel to be the trustees, CEO and senior management team.

The total employee benefits of key management personnel of the Charity were £181,961 (to March 2023: £141,022). Two of the senior management team were on either unpaid leave or reduced hours for part of the year to March 2023.

One employee's annual emoluments were between £60,000 and £70,000 during the period (2023: none).

Notes to the Accounts for year ending 31st March 2024 - continued

12 Fixed Asset Investments

	Year to 31st March 2024	Year to 31st March 2023
	£	£
Fair value at beginning of period		
Acquisitions at cost	209,130	228,806
Disposals at carrying value	-	-
Net gains/(losses) on revaluations	0	0
Fair value at end of period	21,907	(19,676)
	231,037	209,130

Historical Cost

205,876

205,876

13 Tangible Fixed Assets

	£	Computer Equipment
Cost		
At 1 April 2023	11,877	
Additions	3,358	
Write off	529	
At 31 March 2024	14,706	

Depreciation

£

At 1 April 2023

9978

Additions

2,778

Write off

176

At 31 March 2024

12,580

Net Book Value

£

At 31 March 2024

2,126

At 31 March 2023

1,899

Notes to the Accounts for year ending 31st March 2024 - continued

14 Intangible Fixed Assets

	£	App Software and Website
Cost		
At 1 April 2023	305,790	
Additions	53,072	
At 31 March 2024	358,862	
Amortisation		
At 1 April 2023	233,092	
Charge for period	34,971	
At 31 March 2024	268,063	

Net Book Value		
At 31 March 2024	90,799	
At 31 March 2023	72,697	

15 Debtors

	Year to 31st March 2024 £	Year to 31st March 2023 £
Trade debtors	53,329	140,000
Prepayments	8,298	-
Accrued Income	-	-
Taxation/pensions	-	-
Other debtors	-	-
	61,626	140,000

Notes to the Accounts for year ending 31st March 2024 - continued

16 Creditors: Amounts falling due within one year

	Year to 31st March 2024 £	Year to 31st March 2023 £
Trade debtors	16,080	4,685
Deferred income	161,500	80,000
Accruals	8,400	8,400
Taxation/social security	28,424	8,357
Other creditors	4,149	975
	218,606	102,417

17 Provision for Liabilities

	Year to 31st March 2024 £	Year to 31st March 2023 £
Unredeemed Vouchers	15,000	15,000
	15,000	15,000

18 Pensions

Pension and other post-retirement benefit commitments

At the balance sheet date £4,201 (2023: £975) was owed in respect of contributions to schemes.

	Year to 31st March 2024 £	Year to 31st March 2023 £
Contributions payable by the Charity for the period	24,655	19,825

Notes to the Accounts for year ending 31st March 2024 - continued

19 Fund Statement

The income funds of the Charity include restricted funds comprising the following balances of donations and grants held on trust for specific purposes:

	Balance at 31st March 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31st March 2024 £
UNRESTRICTED FUNDS					
Total Unrestricted Funds inc f/a	366,903	77,232	108,832	-	335,303
Restricted Grants					
National Lottery Community Fund	2,130	265,739	267,869	-	-
Guy's & St Thomas' Charity	80,792	310,000	371,992	-	18,800
Garfield Weston Foundation	-	40,000	40,000	-	-
London Borough of Lambeth	24,601	55,000	49,351	-	30,250
London Borough of Hackney	6,728	20,000	26,728	-	-
Glasgow City Council	14,928	-	14,928	-	-
London Borough of Hammersmith & Fulham	628	16,000	16,628	-	-
Barnsley Metropolitan Borough Council	-	80,000	42,252	-	37,748
People's Postcode Lottery Trust	300	-	300	-	-
Foundation Ireland	-	16,936	16,936	-	-
Foundation Scotland (Volant Trust)	2,007	7,500	9,507	-	-
Sodexo Stop Hunger Foundation	6,249	-	6,249	-	-
The February Foundation	-	6,000	6,000	-	-
Glasgow City Health and Social Care Partnership	-	9,000	9,000	-	-
London Borough of Tower Hamlets	47,718	95,707	109,469	-	33,956
Sustain	3,723	47,519	38,421	-	12,821
WCCSA	1,000	-	1,000	-	-
The Chalk Cliff Trust	5,000	5,000	10,000	-	-

Notes to the Accounts for year ending 31st March 2024 - continued

The Mushroom Fund	2,000	-	2,000	-	-
CSJ Borrows Charity	3,642	-	3,642	-	-
David Austen Roses	20,153	-	20,153	-	-
Centre for Social Justice Foundation (Thornton)	10,000	-	10,000	-	-
ZVM Rangoonwala Foundation	2,000	-	2,000	-	-
Brown Dog (CAF American Donor Fund)	3,000	-	3,000	-	-
London Borough of Southwark Council	-	141,000	115,804	-	25,196
Feeding Liverpool	-	79,558	47,089	-	32,469
Salient	-	1,200	1,200	-	-
Hackney Parochial Charities	-	10,000	1,000	-	9,000
Hammersmith & Fulham Giving	-	15,717	15,717	-	-
RA Croxon Will Trust	-	500	500	-	-
The Robertson Trust	-	25,000	25,000	-	-
The Ludlow Trust	-	14,980	13,252	-	1,728
Mayors Fund for London Kitchen Social	-	1,000	-	-	1,000
Riverside Foundation	-	5,000	319	-	4,681
Henry Oldfield Trust	-	5,000	5,000	-	-
Total Restricted Grants	236,599	1,273,356	1,302,306	-	207,649
Restricted Corporate Donations					
Artemis Charitable Foundation	-	12,500	12,500	-	-
London City Airport Community Fund	-	3,000	-	-	3,000
innocent Drinks	-	58,000	49,700	-	8,300
Total Restricted Corporate Donations	-	73,500	62,200	-	11,300

Notes to the Accounts for year ending 31st March 2024 - continued

19 Fund Statement continued

Restricted Fundraising							
The Big Give	84,833	46,574	113,284	-	18,123		
Champions for Children	9,867	41,653	51,520	-	-		
Liverpool Donations	1,106	-	1,106	-	-		
Total Restricted Individual Donations	95,806	88,227	165,910	-	18,123		
Total Restricted Funds	332,405	1,435,083	1,530,415	-	237,073		
TOTAL FUND BALANCES	699,308	1,512,315	1,639,247		572,376		
	Balance at 31st March 2022	Incoming resources	Resources expended	Transfers	Balance at 31st March 2023		
UNRESTRICTED FUNDS	£	£	£	£	£		
Total Unrestricted Funds inc f/a	366,284	43,452	42,834		366,903		
Restricted Grants							
National Lottery Community Fund	8,964	147,000	153,834		2,130		
Esmee Fairbairn Foundation	6,063	-	6,063		-0		
Guy's & St Thomas' Charity	-	662,931	582,139		80,792		
Garfield Weston Foundation	3,600	40,000	43,600		-		
London Borough of Lambeth	114,102	75,000	164,501		24,601		
London Borough of Hackney	1,939	20,000	15,211		6,728		
Glasgow City Council	29,085	-	14,158		14,928		
London Borough of Hammersmith & Fulham	8,227	11,750	19,349		628		
Barnsley Metropolitan Borough Council	29,490	-	29,490		0		
People's Postcode Lottery Trust	-	25,000	24,700		300		

Notes to the Accounts for year ending 31st March 2024 - continued

19 Fund Statement continued

Foundation Ireland	-	17,113	17,113	-
Foundation Scotland (Volant Trust)	9,275	7,500	14,768	2,007
The Hodge Foundation	2,500	-	2,500	-
ING	8,000	-	8,000	-
Sodexo Stop Hunger Foundation	-	11,000	4,751	6,249
The Charles Wolfson Charitable Trust	2,000	-	2,000	-
The February Foundation	5,000	-	5,000	-
The Hobson Charity	-	10,000	10,000	-
The Evan Cornish Foundation	-	3,000	3,000	-
The Drapers Charitable Fund	-	20,000	20,000	-
Glasgow City Health and Social Care Partnership	-	25,000	25,000	-
London Borough of Tower Hamlets	-	90,000	42,282	47,718
Sustain	-	7,500	3,777	3,723
WCCSA	-	1,000	-	1,000
Greenhall Trust	-	2,000	2,000	-
The Chalk Cliff Trust	-	5,000	-	5,000
The Mushroom Fund	-	2,000	-	2,000
Centre for Social Trust (Borrows)	-	8,500	4,858	3,642
David Austen Roses	-	32,000	11,848	20,152
Centre for Social Justice (Thornton)	-	10,000	-0	10,000
ZVM Rangoonwala Foundation	-	2,000	-	2,000
Brown Dog (CAF American Donor Fund)	-	3,000	-	3,000
The Daisy Trust	1,500	2,500	4,000	-
Total Restricted Grants	229,747	1,240,794	1,233,942	236,599

Notes to the Accounts for year ending 31st March 2024 - continued

19 Fund Statement continued

Restricted Corporate Donations					
Artemis Charitable Foundation	5,000	-	5,000	-	-
Liverpool project	1,595	1,500	3,095	-	-
Total Restricted Corporate Donations	6,595	1,500	8,095	-	-
Restricted Fundraising					
Big Give	60,188	84,833	60,188	84,833	84,833
Champions for Children	-	39,626	29,760	-	9,867
Liverpool Donations	-	4,240	3,134	1,106	1,106
Total Restricted Individual Donations	60,188	128,699	93,082	95,806	95,806
Total Restricted Funds	296,530	1,370,993	1,335,118	332,405	332,405
TOTAL FUND BALANCES	662,814	1,414,445	1,377,952	699,308	699,308

Notes to the Accounts for year ending 31st March 2024 - continued

19 Fund Statement continued

Restricted Funds – Provider and Purpose

The Artemis Charitable Foundation Funding London Rose Vouchers for Fruit and Veg projects and core costs of operating Rose Voucher projects	Feeding Liverpool Funding the Liverpool Rose Vouchers for Fruit and Veg project
Barnsley Council Funding the Barnsley Rose Vouchers for Fruit and Veg project	Foundation Ireland Funding the Glasgow Rose Vouchers for Fruit and Veg project
The Big Give A match funding campaign raising funds for London Rose Vouchers for Fruit and Veg projects	Foundation Scotland Grant funding from the Volant Trust for Rose Voucher project delivery in Glasgow
Brown Dog/ CAF American Donor Fund Donation funding the Southwark Rose Vouchers for Fruit and Veg project	Garfield Weston Foundation Funding for Rose Voucher for Fruit and Veg projects in Barnsley and Liverpool
The Chalk Cliff Trust Funding the core costs of the charity	Glasgow City Council Funding the Glasgow Rose Vouchers for Fruit and Veg project
Centre for Social Justice Foundation Donation funding for Rose Voucher for Fruit and Veg projects in Barnsley and Liverpool	Glasgow City Health and Social Care Partnership Funding the Glasgow Rose Vouchers for Fruit and Veg project
Champions for Children by The Childhood Trust A match funding campaign raising funds for London Rose Vouchers for Fruit and Veg projects.	Guys and St Thomas Charity Funding for the Southwark and Lambeth Rose Vouchers for Fruit and Veg projects
RA Croxon Will Trust Funding the Lambeth Fruit and Vegetable on Prescription project	Funding the Lambeth Fruit and Vegetables on Prescription project
David Austin Roses Funding the core costs of operating the Rose Voucher projects	Funding the charity's advocacy and influencing strategies aligned to Rose Voucher projects
The February Foundation Funding for the Hackney Rose Vouchers for Fruit and Veg project	Funding the core costs of operating Rose Voucher projects
	London Borough of Hackney Funding the Hackney Rose Vouchers for Fruit and Veg project
	Hackney Parochial Charities Funding the Hackney Rose Vouchers for Fruit and Veg project

Notes to the Accounts for year ending 31st March 2024 - continued

19 Fund Statement continued

Restricted Funds – Provider and Purpose

London Borough of Hammersmith & Fulham Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg project	National Lottery Community Fund Funding the Rose Vouchers for Fruit and Veg projects in England
Hammersmith & Fulham Giving Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg project	People's Postcode Lottery Trust Funding for Rose Voucher for Fruit and Veg projects in Barnsley and Liverpool
Henry Oldfield Trust Funding the Lambeth Fruit and Vegetables on Prescription and Southwark Rose Vouchers for Fruit and Veg projects	Riverside Foundation Funding the Tower Hamlets Rose Vouchers for Fruit and Veg project
Innocent Drinks Funding the Rose Vouchers for Fruit and Veg projects in England and Glasgow	Robertson Trust Funding the Glasgow Rose Vouchers for Fruit and Veg project
London Borough of Lambeth Funding the Lambeth Rose Vouchers for Fruit and Veg and Fruit and Vegetable on Prescription projects	Salient (ESRC)/University of Liverpool Funding Rose Voucher projects
Liverpool Project Funding (various) Funding the Liverpool Rose Vouchers for Fruit and Veg project	Sodexo Stop Hunger Foundation Funding for the Rose Voucher Fruit and Veg project in Barnsley
London City Airport Community Fund Funding the Tower Hamlets Rose Vouchers for Fruit and Veg project	Southwark Council Funding the Southwark Rose Vouchers for Fruit and Veg project
Ludlow Trust Funding Rose Vouchers projects and core costs of operating Rose Voucher projects	Sustain Funding Alexandra Rose Charity's contribution to the Bridging the Gap project
Mayors Fund for London Kitchen Social Funding the Lambeth Rose Vouchers for Fruit and Veg project	London Borough of Tower Hamlets Funding the Tower Hamlets Rose Vouchers for Fruit and Veg and Fruit and Vegetable on Prescription projects
The Mushroom Fund Funding the Liverpool Rose Vouchers for Fruit and Veg project	The Worshipful Company of Chartered Secretaries and Administrators Charitable Trust Funding the Hackney Rose Vouchers for Fruit and Veg project
	ZVM Rangoonwala Foundation UK Funding Rose Voucher projects

Notes to the Accounts for year ending 31st March 2024 - continued

20 Analysis of net assets between funds

Fund balances at 31 March 2024 are represented by:

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
	£	£	£	£
Fixed Assets	323,963			323,963
Current Assets	244,947		237,073	482,019
Creditors: amounts falling due within one year	(218,607)			(218,606)
Provision for Liabilities	(15,000)			(15,000)
	335,303		237,073	572,376

21 Commitments under operating leases

At 31 March 2024 (and 31 March 2023) the company had no commitments under non-cancellable operating leases. Included within the statement of financial activities are operating lease payments of £nil (2023: £nil).

22 Share and Capital Control

Alexandra Rose Charity is a company limited by guarantee and has no share capital. The Charity is controlled by its trustees. No one member has overall control of the Charity.



Fruit & Veg
for **£1**

Roscoe VOUCHER

Equivalent to £1 in exchange for fruit and vegetables at participating outlets

Valid until:



**Giving families access to fresh fruit
and veg in their communities.**

 01252 726171

 info@alexandrarose.org.uk

 alexandrarose.org.uk

 @AlexandraRoseCharity
 @AlexRoseCharity
 @alexandrarosecharity
 @AlexandraRoseCharity

Alexandra Rose Charity, Community Base, 113 Queen's Road, Brighton, BN1 3XG
Charity Registration No. 211535 | Company Registration No. 00279157 (England and Wales)

ALEXANDRA ROSE CHARITY

England & Wales - Charity number 211535

Accounts



Alexandra Rose Charity

Trustees' Annual Report and Accounts
for the year ending 31st March 2023

Charity Registration No. 211535

Company Registration No. 00279157 (England and Wales)

Scottish Charitable Incorporated Organisation SC052479



Alexandra
Rose
Charity

Alexandra Rose Charity

limited by guarantee

Legal and Administrative Information

TRUSTEES

Mr March Hancock
Chair

Ms Celia Cole
Vice Chair

Ms Patricia Kokocinska
Treasurer

Mr Charles Clarke
Ms Catherine Elliston
Miss Rasleen Kahai
Miss Mara Larson-Richard
Ms Stephanie Slater
Mr Dominic Tayler

SENIOR PERSONNEL

Jonathan Pauling
CEO

REGISTERED OFFICE & PRINCIPAL ADDRESS

Alexandra Rose Charity
Community Base
113 Queens Road
Brighton
BN1 3XG

INDEPENDENT AUDITOR

Mark Partridge - FCA
Chariot House Ltd
44 Grand Parade
Brighton
BN2 9QA

CHARITY NUMBER

211535

COMPANY NUMBER

00279157

SCOTTISH CHARITABLE INCORPORATED ORGANISATION

SC052479

BANKERS

CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

INVESTMENT MANAGER

Howard Jenner - Quilter Cheviot

Contents

03

Message from our Chair,
March Hancock

05

Trustees' Report
2022-23

31

Statement of Trustees'
responsibilities

32

Independent
Auditor's Report

37

Statement of
Financial Activities

39

Balance Sheet

40

Cash Flow
Statement

41

Notes to
the Accounts



Message from our Chair, March Hancock

This year the Alexandra Rose Charity team have continued to deliver a critical service to those who need help affording fruit and veg to provide their children with a healthy diet.

Since 2014, we have provided Rose Vouchers to over 9,500 families. Whilst we're proud we can support thousands of families around the country, the enormous difficulties millions face in being able to afford essentials, like fruit and veg, is ever increasing and felt directly by the communities we work within. The cost-of-living crisis and rampant inflation are hitting families with young children hard.

In response, we increased the Rose Voucher entitlement from £3 to £4 per child, helping to boost household food budgets.

We work with 66 local delivery partners, mainly children and family centres in eight local authority areas, who tell us that our Rose Vouchers for Fruit & Veg Project is a literal and metaphorical carrot. Rose Vouchers allow families to buy more fruit and veg than they otherwise would be able to, and they enable our partners to regularly engage with families who most need their support, offering help on a wide range of issues.

We take great pride in successfully launching our Fruit & Veg on Prescription Project in October 2022. This initiative has garnered national and international recognition for its innovative approach. Currently being piloted in Tower Hamlets and Lambeth, this project explores the viability of prescribing fruit & veg as a long-term solution to combat diet-related health issues and food insecurity. We're excited about the possibilities this project holds for transforming lives and impacting public health.

None of these achievements would have been possible without the unwavering commitment and contributions of our local partners, funders, and dedicated supporters. Through their steadfast efforts, we can reach out to individuals and families across the UK, providing assistance during these challenging times.



Our vision

**For everyone to have access to
healthy and affordable food**

Our mission

**To give families access to fresh fruit
and vegetables in their communities**

Trustees' Report 2022/23

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended), present their report with the financial statements of the charity for the year ended 31 March 2023.

The trustees have adopted the provisions of 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).

Structure, Governance and Management

The Charity, Registration No 211535, is a company limited by guarantee, registered in England No. 00279157, not having a share capital and governed by a Memorandum and Articles of Association. The Charity undertook registration with the Office of the Scottish Charity Regulator on 13 April 2023. Each of the members of the Charity is liable to contribute £10 towards the liabilities of the Charity in the event of liquidation.

The Charity's objective and principal activity is to promote, in remembrance of Her Late Majesty, Queen Alexandra, charitable purposes in Greater London and the neighbourhood thereof and elsewhere in the United Kingdom. Its current operations are focused on promoting health and wellbeing for people on low-incomes, through improved access to healthy food via the Rose Vouchers for Fruit & Veg Project.

The Charity is governed by a Board of Trustees which takes all medium and longer term strategic decisions. Day to day running of the Charity is overseen by the Chief Executive. Together the Trustees are responsible for delivery of the long-term strategy approved by them. The names of the Members of the Board of Trustees are shown on the first page of this report.

The charity carries out regular skills assessments of Trustees and identifies any gaps that may exist. Steps are taken to recruit new Trustees to fill skill gaps when appropriate.

We undertook our latest skills audit in summer 2021. We also undertook a diversity audit of staff and trustees to identify gaps in representation. This process has helped us understand the make-up of our board and the skills and perspectives needed to support the charity and its development over the coming years.

The skill gaps identified include:

- Direct experience of the communities we work with and the challenges they face in accessing a healthy diet
- A history of successful fundraising and/or knowledge of new fundraising techniques – especially the use of digital tools
- Understanding of the risks and opportunities around data management, including data protection and cyber security
- Knowledge of communications, brand/marketing and advocacy and how these can be used to advance the cause of a small charity

Recruitment for new Trustees to meet these skills gaps took place in June & July 2022. Three new Trustees were recruited through this process:

Rasleen Kahai – is a Respiratory Dietician at the Royal Brompton & Harefield Hospital Trust and brings a wealth of experience regarding dietary challenges the populations we work with face.

Charles Clarke – is Head of Security Architecture at the London Stock Exchange and helps improve the Board's understanding of data management, cyber security and tech development.

Cath Elliston – is Head of Campaigns at Jamie Oliver and brings a wealth of experience in campaigns and advocacy that will support the Charity's developing advocacy strategy.

Two trustees of the Charity resigned in September 2022. Adrian Pascu-Tulbure and Ambrita Shahani-Tuckwell. Both joined the Board at a pivotal moment in the Charity's evolution and helped drive forward the new mission that developed after 2014. The Board would like to express their appreciation for all the hard work and energy that they brought to Charity.

All new Trustees receive a full induction programme following appointment, and they are asked to sign a Trustee Covenant, which the Board have approved. The Honorary Treasurer takes the lead on financial matters, principally accounting, budgeting and management of cash and investments.

Each Trustee appointed (or whose appointment is approved or ratified) by the charity in a General Meeting will have an initial three-year term of office with the option of renewal for a further three years by agreement between the Trustee seeking reappointment and the other Trustees.

Each Trustee must stand down at the first Annual General Meeting held on, or after, the date that the Trustee has served for three or six consecutive years. They may reapply to join the board but must have been absent from the board for a minimum of one year before doing so.

The pay and remuneration of all charity staff, including the charity's key management personnel, is reviewed on an annual basis by the Finance Sub Committee of the Board of Trustees and then approved formally by the full Board of Trustees. At present, annual pay changes are index linked to the Consumer Prices Index, including Housing (CPIH).



Strategy and Activities

This year we have supported 4,320 families, in eight locations around the UK, giving 8,666 children better access to fruit and veg. This is an increase of over 1,000 families compared to the previous year.

For families in our communities, we have been a constant source of support against increasing food prices. One mum shared, *"For people on a low income, Rose Vouchers mean you can still feed your kids. It's a lifeline."*

In the last year we have launched two new projects, bringing the Rose Vouchers for Fruit & Veg Project to Tower Hamlets and launching the Fruit & Veg on Prescription Project, also in Tower Hamlets, and in Lambeth.

Our fantastic partners at children and family centres, food pantries, food banks, and other community organisations identify those that will benefit most from our Rose Vouchers and ensure they receive their Rose Vouchers every week.



This year's growth is a result of our successful fundraising campaigns, funding bids and amplified charity profile.

We're immensely proud of the national and international recognition our projects have received this year. Our Fruit & Veg on Prescription Project has been featured in the news in France, USA and Poland as well as BBC News, The Guardian, The Independent, The Big Issue, GP Online, The Evening Standard, and The Mirror, among others.

Our Chief Executive, Jonathan Pauling, was interviewed by Dr Rupy Aujla for The Doctor's Kitchen podcast, shedding light on the impact of Fruit & Veg on Prescription. Dr Rupy Aujla also featured our Lambeth Fruit & Veg on Prescription Project in a separate episode.



We have recruited new market traders and greengrocers across all our locations to enhance the variety and choice available to families using Rose Vouchers. This expansion has provided families with a broader range of options and allowed us to collaborate with food banks and pantries.

We have been focused on our mission to give families access to fresh fruit and veg in their communities for nine years and have never witnessed the demand for our support like we have this last year. We are proud that our small team of twelve staff has made a significant impact by helping thousands of people access healthy and affordable food.



2022/23 represented year 3 of the charity's Five Year Strategy up to March 2025. The main objectives of the strategy are to:

- Increase and demonstrate our impact in our existing projects and new areas across the UK
- Grow our funding and develop a balanced, sustainable funding mix
- Strengthen our organisation, team and assets to deliver our work efficiently and effectively
- Build strong partnerships that put local stakeholders in the lead
- Boost ARC's profile to drive awareness of our work, support fundraising and increase our advocacy power

We have made good progress towards achieving these objectives, and they will continue to be a focus for activity in 2023/24 as they remain relevant.

Rose Vouchers for Fruit & Veg Project

Barnsley

We launched Rose Vouchers in Barnsley in 2016, making it our first project location outside London. In the last seven years, nearly 2,000 families from 10 family centres based across Barnsley have received and spent Rose Vouchers on fresh fruit and veg.

We work with Barnsley Market at the heart of the town centre and with other traders around the town.

This year, we launched a new initiative at Barnsley Hospital to give the families of babies in the neonatal unit Rose Vouchers when they are discharged. A fruit and veg stand is situated outside the hospital, with families able to spend their Rose Vouchers straight away.

Working with staff from an outreach scheme who visit Barnsley Hospital, we can support families with access to fresh fruit and veg in these hugely important early moments and in the years to come.

Carly Speechley, Executive Director of Children's Services at Barnsley Council:



“Rose Vouchers provide real support for Barnsley families to adopt healthier lifestyles in the crucial years before school begins. We want Barnsley to be a place of possibilities, and giving children the healthiest possible start is part of helping them lead productive and happy lives in the future.”



Rose Vouchers for Fruit & Veg Project

Glasgow

Since the project launch in 2020, 300 families in Glasgow have received Rose Vouchers, spending them on fruit and veg for their children at Bridgeton Market, an independent greengrocer in Drumchapel and Ruchazie Pantry.

We are working with several great organisations in Glasgow who oversee the smooth running of the project locally and manage the service in their areas, distributing Rose Vouchers to families on low incomes in the Calton area and Drumchapel.

This year, we have also seen an expansion of our work into the Scottish Pantry Network with our partnership with our first food pantry in Ruchazie.

This has attracted £25,000 in pilot funding from Glasgow City Health and Social Care Partnership, with the hope of the partnership being able to fund further work to support more locations across the Scottish Pantry Network.

Siobhan Boyle, Health Improvement Lead, Glasgow Health & Social Care Partnership Thrive Under 5:

”

“Glasgow’s child healthy weight project, Thrive Under 5, is delighted to partner with Alexandra Rose Charity. This partnership has enabled families to access free fruit and veg in their local community, increasing the varieties eaten and overall consumption. This is hugely important for families, omitting the barrier of cost and making a difference to healthier lifestyles.”



Rose Vouchers for Fruit & Veg Project

Hackney

Hackney was the site for our original pilot for Rose Vouchers in 2014, helping us showcase how the project could support both families to afford fresh fruit and veg and contribute to the local food economy through utilising local markets.

Today, Rose Vouchers are spent by families at Ridley Road Market, Hoxton Street Market, a greengrocer in Stamford Hill and a fantastic independent market trader in Well Street.

Eight children's centres manage the distribution of Rose Vouchers in Hackney. They have supported 1,107 families with Rose Vouchers over the last nine years.

An Early Years Practitioner at Sebright Children's Centre:

”

"Rose vouchers are making a big difference to our families. Many parents have said that if they didn't have Rose Vouchers, they would not be eating a variety of veg and even less fruit as the cost of everything has gone up.

Our 'Kitchen Club' session on Tuesdays has become very popular with parents receiving Rose Vouchers - they make food with their children, learn how to cook with different veg, get advice and take recipes home to try with their families. Parents have said that this has given them the confidence to try a wider variety of fruit and veg."



Rose Vouchers for Fruit & Veg Project

Hammersmith & Fulham

Our Rose Vouchers for Fruit & Veg Project has been helping families in Hammersmith & Fulham for over five years, launching in January 2017.

North End Road Action Group helped us bring the project to the area to help drive improvements to the North End Road Market. Families receiving Rose Vouchers can spend them at North End Road Market and Shepherds Bush Market on a great selection of fruit and veg.

In 2022, we launched Rose Vouchers at our first foodbank, The Hub, based in White City.

Phil Storey, Chief Executive of Hammersmith and Fulham Foodbank

”

"Through Rose Vouchers, we can have an ongoing relationship with local families, which means we can find other ways to offer wraparound support and signpost to other local help. This helps people avoid getting into crisis and embeds them with other support in the community.

Alexandra Rose Charity is our favourite project because it enables families to have a choice, to eat fresh, to shop locally, and it keeps the money in the local economy, supporting our local market traders."



Rose Vouchers for Fruit & Veg Project

Lambeth

Rose Vouchers have been available in Lambeth since 2015, with over 1,800 families receiving Rose Vouchers over the last eight years.

Families spend their Rose Vouchers at Brixton Market and two other fruit and veg traders on Streatham High Road and West Norwood.

Our Lambeth Rose Vouchers for Fruit and Veg Project in Lambeth operates from an incredible 14 children's centres and a Homestart service.

The centres are spread across the Better Start Areas of North Lambeth, Clapham Brixton Hill, Stockwell Brixton, Brixton Tulse Hill, Streatham and Norwood.

Shirley Williams - Administrator for the North Lambeth Better Start Area and Rose Voucher distributor:

”

"It has been an amazing partnership with the Alexandra Rose Charity...the feedback from families has been, at times, so humbling. The gratitude from the families, so thankful for the extra financial support, especially at Christmas when many families struggle even to heat their homes, is so good to hear.

On behalf of the North Lambeth Better Start Area team, we thank you all for your support. It is a fantastic opportunity to be a part of this project that is making an incredible difference for the families who are part of it."



Rose Vouchers for Fruit & Veg Project

Liverpool

A unique difference of our Liverpool Rose Vouchers for Fruit and Veg Project is the lack of easy access to local markets. As a solution, we partnered with a local company who operate a mobile fruit and veg van selling fresh produce. The van visits local children's centres every week, allowing families to shop with their Rose Vouchers for fruit and veg in a convenient and accessible location.

This year, Feedback Global launched a second mobile fruit and veg van, Queen of Greens, offering families additional choice and reaching new families across Liverpool. This alternative retail model has helped us prove that Rose Vouchers can work in areas where street markets do not currently exist.

Paul from the Queen of Greens van:

”

“When I heard that the Rose Vouchers were coming to Liverpool, I wanted to be involved. Selling fruit and veg from the bus is such a great idea because you go into people's communities.

I fill the bus up with affordable produce. I'll tell people how to cook things like cauliflower, as some families might not know what to do with it. They all talk to each other, and now my cauliflower sales have gone through the roof. It's the same with avocados and asparagus; it's just a little bit of knowledge.”



Rose Vouchers for Fruit & Veg Project

Southwark

The Southwark Rose Vouchers for Fruit and Veg Project launched in 2018. We partner with 1st Place Children and Parents' Centre, which supports a network of children's centres and community organisations to deliver the Rose Vouchers for Fruit & Veg Project in Southwark.

Thanks to significant funding from Impact on Urban Health, Southwark has become our largest project. Over 1,900 families have received Rose Vouchers in Southwark, supporting over 4,400 children.

Families can spend their Rose Vouchers with a wide range of local traders.

Rose Vouchers are accepted at 10 fruit and veg stalls on East Street Market, three traders in Peckham, and St George the Martyr Food Cooperative in Borough.

Harem, from Adam's Fresh Fruit Stall in East Street Market:

”

“Rose Vouchers are really helping families around here. The families I see are so happy spending their Rose Vouchers at the market. Their money goes much further. If they went to the supermarket for their fruit & veg, what they want could be £2, but here at my stall, it's 50p.”



Rose Vouchers for Fruit & Veg Project

Tower Hamlets

The Tower Hamlets Rose Vouchers for Fruit & Veg Project is our newest project, launching in May 2022. Over 100 families in this area have now registered for Rose Vouchers, spending them at Crisp Street Market.

This project is funded by our successful public fundraising campaign with the Big Give in December 2021 and funding from the London Borough of Tower Hamlets.

The project currently works with three children's centres and a community organisation called The Limehouse Project.

Dr Somen Banerjee,
Director of Public Health,
Tower Hamlets:

”

"We are delighted to be collaborating with the Alexandra Rose Charity. This project not only increases access to fruit and veg but also supports local businesses and improves the health and wellbeing of residents."



Fruit & Veg on Prescription

The Fruit & Veg on Prescription project is running in Lambeth and Tower Hamlets, for people on low incomes with health conditions who could benefit from an improved diet.



Thought to be the UK's first large-scale Fruit & Veg on Prescription project, we launched our new project in November 2022 to help tackle health inequality and food poverty. This £250,000 pilot is funded by the London Borough of Lambeth Public Health, Impact on Urban Health, and the London Borough of Tower Hamlets.

Each person prescribed Rose Vouchers receives up to £8 per week in vouchers plus £2 per week for each household member.

With high rates of chronic disease in both Lambeth and Tower Hamlets, our project will explore the viability of fruit and veg on prescription as a long-term solution to tackling diet-related ill health and food insecurity.



Fruit & Veg on Prescription

In Lambeth, we have partnered with the AT Beacon Project, which uses a community health approach, with the delivery of the project focused on going to where the community is rather than asking them to visit a traditional health practice. In Tower Hamlets, we have partnered with the Bromley by Bow Centre, one of the earliest pioneers of social prescribing.

“

Dr Chi-Chi Ekhaton, GP Lead at the Beacon Project and vice-chair of the Ascension Trust:

“Fruit and Veg on prescription is absolutely key to tackling health inequalities in many vulnerable communities. This project aims to help those who are most vulnerable achieve better control of their health through lifestyle choices that are evidenced based and will indeed make a huge difference not only to the individual but also to the NHS as a whole.”

”

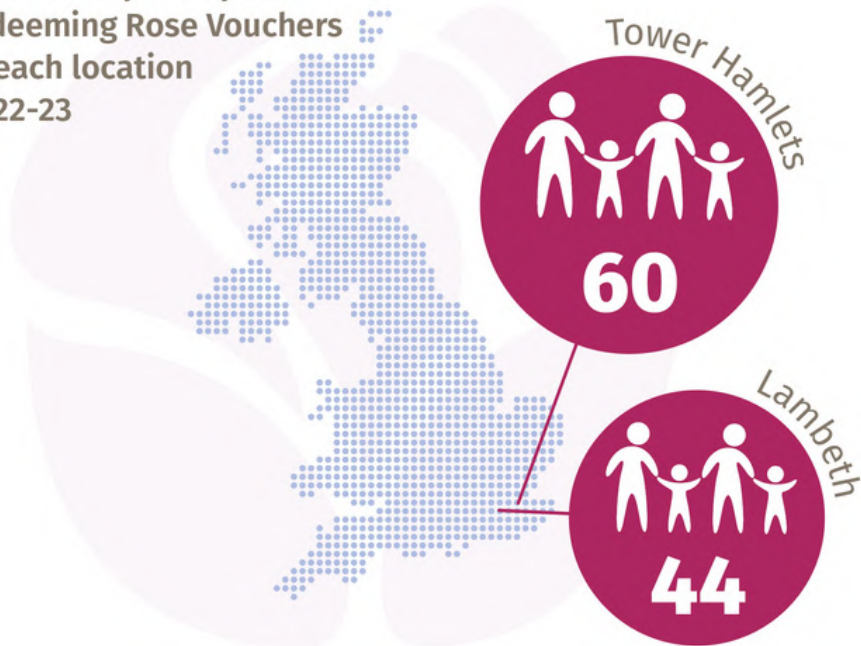
Ruth Roberts, Head of Delivery and Impact at Bromley By Bow Centre:

“We’re delighted to partner with the Alexandra Rose Charity on the Fruit and Veg on Prescription project. The impact of the project has been greater than we expected. Not only has it increased residents’ access to fruit and veg, but it has also improved the health and wellbeing of their families.”

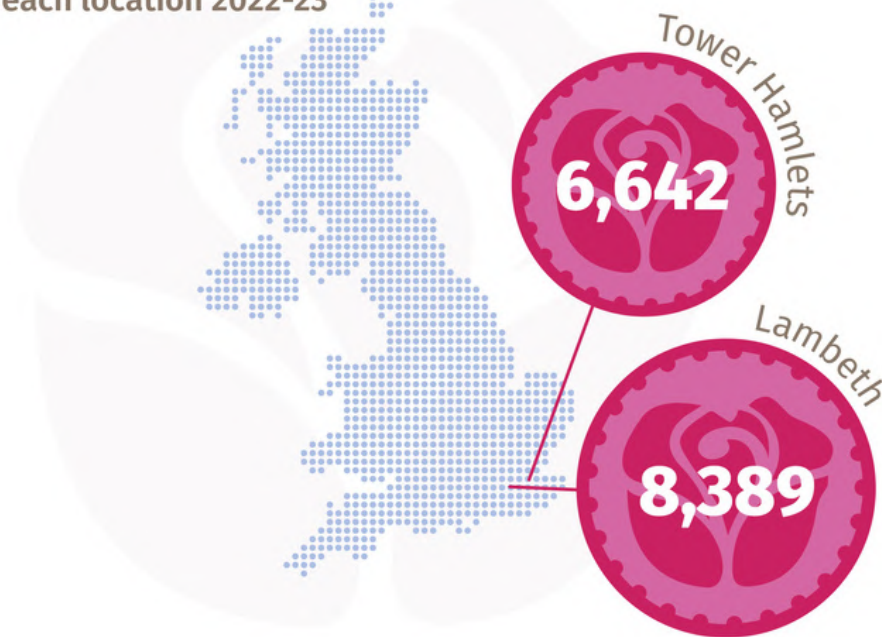


Fruit & Veg on Prescription

Number of participants redeeming Rose Vouchers in each location 2022-23



Rose Vouchers redeemed in each location 2022-23



Impact and Evaluation

Over the last nine years, £2.1m worth of fresh fruit and veg have been bought with Rose Vouchers, supporting over 9,580 families, including 17,850 children, to eat a healthy diet and avoid food poverty.

Over the last year, to explore the impact of Rose Vouchers on parents and children, we have conducted research with participants in our Southwark Rose Vouchers for Fruit and Veg Project. Key findings are shared below, focusing on family nutrition, diet changes, wellbeing, and physical health.

64% of children are now eating at least 5 portions of fruit and veg a day (up from just 7%)

86% of families report better mental wellbeing, particularly around financial stress.

82% of parents report that the Rose Vouchers help their child maintain a healthy weight.

Due to the financial relief, parents tell us they are feeling happier and more creative around food and including their children in shopping and cooking.

Parents say they can 'make a meal' out of Rose Vouchers, in comparison to similar initiatives.

Impact and Evaluation

Families tell us that with Rose Vouchers, they are experiencing consistent, high-quality health across their whole family, including low GP visits and low sickness. Many parents viewed food as a 'gateway' to good health, using fruit and veg to bolster their family's immune systems.

They also report that consistent fruit and veg intake has been crucial for acclimatising their children to vegetables and more bitter flavours at a critical point of development (6 months to 2 years). Helping to create good eating habits from an early age and cultivate a lasting preference for fruit and veg and healthy food.

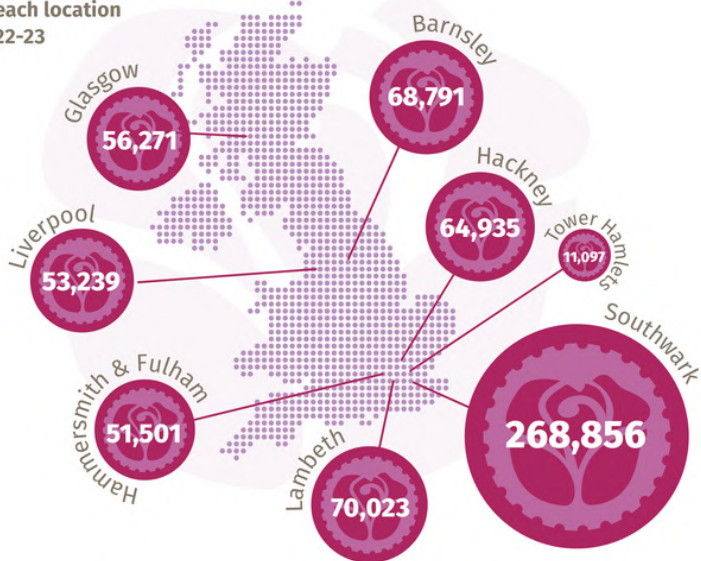
Basing Rose Voucher collection sessions at children's centres and other community organisations is key, as families report receiving help with at least one additional service, such as finding out about courses and programmes, while collecting their Rose Vouchers.

Partnering with market traders is also crucial to providing families with culturally familiar fruit and veg. With Rose Vouchers, parents tell us they can now afford culturally familiar food, helping them to retain important cultural and emotional links to food and joy in home cooking.

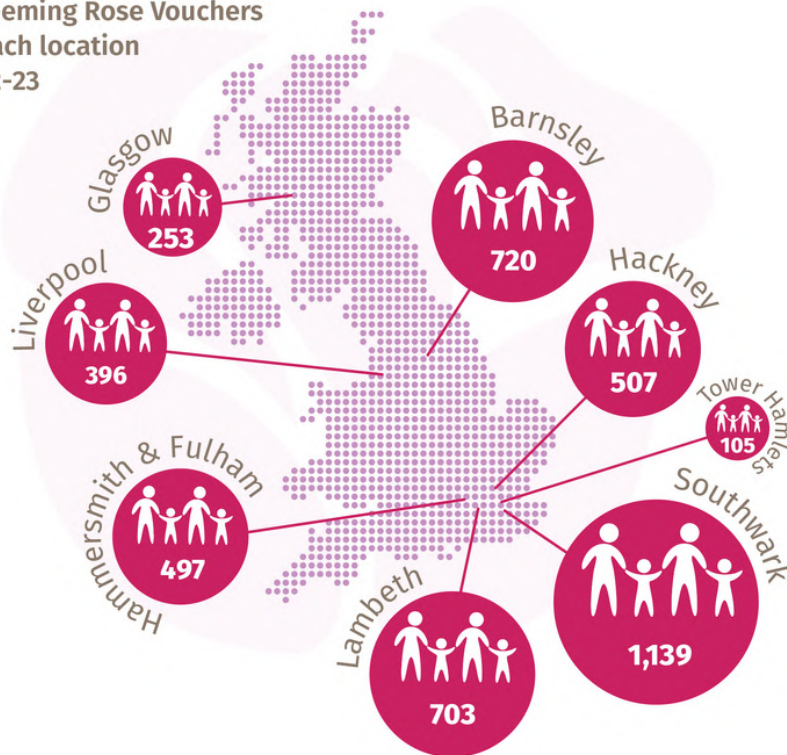


Impact and Evaluation

Rose Vouchers redeemed in each location 2022-23



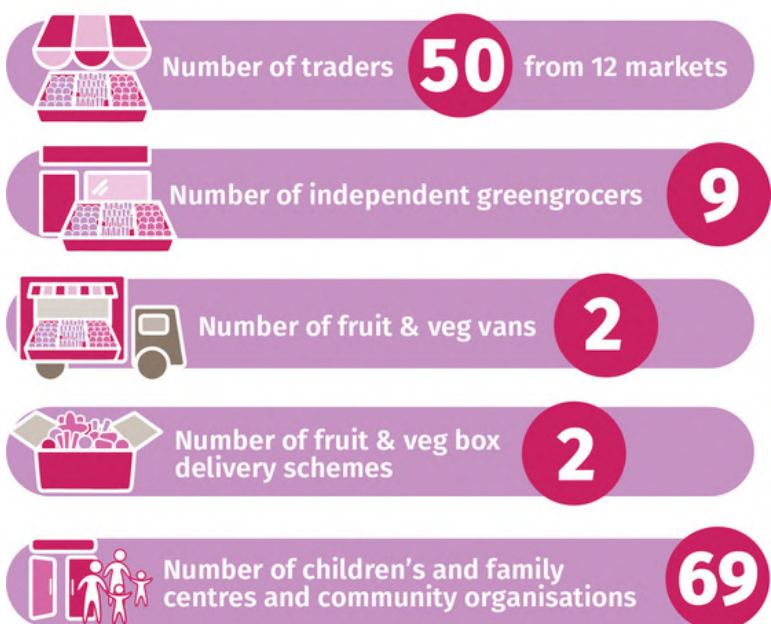
Number of families redeeming Rose Vouchers in each location 2022-23



Number of Families Benefiting from Rose Vouchers



Organisations involved in the Rose Vouchers for Fruit & Veg Project



How Rose Vouchers help Fatima's family



"I feel happy to get Rose Vouchers. I used to go to friends and family and see different fruit they had that we couldn't get, but now we can buy it."

"Now I have my Rose Vouchers; I tell my child we can go to the market on Tuesday and have new fruit and veg to try. She's three and very excited to choose what she wants. She said, "I got strawberries, I got strawberries!" last time we went shopping.

I give my daughter a Rose Voucher at the market and the chance to pick what she likes. We can't do that at the supermarket as everything is so expensive. I have to decide what we can get.

My daughter likes to take the Rose Vouchers to the lady to pay. She's learning what to eat and what to buy.

My daughter is so happy to have new fruit and veg to try. She's calming down as she can get what she needs. She's tried mango now and says, "Mummy, this is so nice".

We use Rose Vouchers for the whole family and mostly make different soups and pasta. Chicken is expensive, so I buy more veg instead. Everything at the market is so fresh. I was excited. My mum was excited too.

With the Rose Vouchers, we can get everything we want."

Fatima, mum of two from Glasgow

How Rose Vouchers help Zoe's family



"I'd be lost without Rose Vouchers. I have four children, and with my friend Rachel, we put our Rose Vouchers together and buy what we need for our children."

"We batch-cook our meals together. I'll make a Sunday dinner at the weekend; then, if we have leftovers, we freeze them. My youngest is ten months old and often has soft food from our main meals, like mashed potato and veg.

When the kids come in from school, they're straight into the fruit bowl. They go mad for strawberries.

Since having Rose Vouchers, it's helped a lot. With the cost-of-living crisis, you don't know where your next meal is going to come from. £4 in Rose Vouchers can buy you potatoes, so you have a meal and can add a salad if the kids want it.

Last week, we went and got our Rose Vouchers, and the market trader said they've got podded peas, so we got some, and the kids love them. It reminded me of when I'd get podded peas and take them in my lunchbox at school.

Barnsley Market has so much variety. They have raspberries and blueberries; you can easily spend all your Rose Vouchers on one stall so you can get what you need for a Sunday dinner all the way up to fruit for snacks. Having Rose Vouchers and sharing meals with Rachel and her family is how we all get by."

Zoe, mum of four from Barnsley

Fundraising Success

We've had another very successful year and increased our income to £1,414,448, meaning we could rise to the challenge of supporting more families than ever.

We've continued to diversify our income to ensure sustainability. In June 2022, we participated in the Childhood Trusts' Champions for Children match funding campaign with the Big Give and raised over £40,000 in two weeks. Thanks to our pledge funder, Artemis Charitable Foundation.

Pleasingly, we have been approached by multiple funders this year who heard about our work from other funders who heard us speak at events or heard about us online. This is one of the benefits of our increased profile that we have been working hard to build.

In December 2022, we ran our most successful Big Give matched funding campaign so far, raising over £72,000 in just one week.

We're grateful to The Patrick and Helena Frost Foundation for being our pledge funder, helping us get the campaign off the ground and to The Childhood Trust for choosing to be our champion funder again.

We have some exciting plans in place for 2023-24 that will help us continue to diversify our funding even further to ensure our income is sustainable.



Advocacy

This year, we have continued to support campaigns around the UK, which are working to help people experiencing food poverty and alleviate the impact of the ongoing cost of living crisis.

In December 2022, in response to the enormous pressures families were facing, we increased our standard weekly Rose Voucher allocation from £3 to £4 per child to help families afford vital fruit and veg for their children.

Following this direct action, we signed a letter from Martin Lewis to the Chancellor in February 2023, calling the government to postpone the planned April energy price hike or see millions more people fall into fuel poverty. This campaign succeeded, and the price increase was postponed.

As awareness of our charity and work grows, we are adding our voice to more calls to action, including in February 2023 and later in May 2023, providing quotes for two pieces in The Guardian regarding the ongoing problems with the Healthy Start scheme and the urgent need for this to be fixed.

With more dedicated funding, we are exploring how best to use our voice to support future campaigns. We have appointed an Advocacy Consultant, with funding from Impact on Urban Health, to develop a new advocacy framework for us to expand and develop our advocacy work, which remains a crucial part of our Five-Year Strategy.



The results for the year and the Charity's financial position at the end of the year are shown in the attached financial statements. The Charity reports net incoming resources for the year of £36,495 (2022 £34,680). Total income was £1,414,448 compared to £994,678 at the end of March 2022. Total expenditure during the year was £1,358,277 (2022: £971,561). Expansion into new project areas, including two new Fruit and Vegetables on Prescription projects alongside rising numbers of families in existing project areas, has seen expenditure on Rose Vouchers increase to £666,744 in the period from £458,996 (2022). Increased costs are also associated with our growing staff team as well as consultancy support for fundraising. Expenditure on tech and processes is key to the long-term future of the Charity and has seen increased investment during the year. This investment will continue into 2023/24.

The value of our investment portfolio fell by £19,676 from £228,806 to £209,130, in line with market trends over the last 12 months.

The Balance Sheet shows total net assets at the end of March 2023 of £699,308 compared with 2021/22 of £662,814. Of the total reserves, £366,903 (2022: £366,284) is unrestricted.

Auditor (formerly Independent Examiner) - The Trustees approved the appointment of Mark Partridge of Chariot House Ltd at the Board Meeting held on 22nd September 2022.

Reserves Policy

Alexandra Rose Charity reserves policy allows for 3 months full running costs and 3 months wind down cost.

Our reserve requirement calculation at 31st March 2023 was £461,087.

Our free reserve @ 31st March 2023 was £292,307.

Board monitoring of the current levels of reserve is done through its quarterly Finance Subgroup meetings. A review of the charity's reserve policy will be taking place in 2023.

Risk Management

The Trustees regularly review all major risks to which the Charity is exposed and have taken appropriate action to mitigate the effects of such risks. A risk register is kept and reviewed/updated on a quarterly basis at both the Operation Subgroup Committee meeting and at the Finance Subgroup Committee meetings.

A key strategic risk and uncertainty for the charity has been and continues to be Rose Vouchers losing their value due to the high levels of food price inflation. In December 2022, the charity implemented an increase in voucher value across all project areas from £3 to £4. Our aim is to maintain this level into the future but will be funding dependent.

As an organisation, the charity receives a wide range of funding but with significant elements from Trusts and Foundations and local authority sectors. These funds are often secured from year to year, which reduces the certainty that longer-term funding provides. In addition, the competition for Trusts and Foundation funding is increasing, and local authority funding is likely to be constrained by the financial pressures in the sector. The charity is therefore actively diversifying its funding streams and fundraising efforts, for example, in the statutory health sector and with corporate funders to help mitigate these risks.

Investment Policy

Investment Powers and Restrictions. There are no specific restrictions other than that the investments should be suitable for charities and should not include any direct investment in tobacco companies. The Trustees are very grateful to Quilter Cheviot Asset Management for their continued support, good management and guidance on our investment policy during 2022/23.

The investment objective is to grow the capital of the portfolio as well as generating some degree of income. The investment time horizon is more than three years, and the trustees' lower to medium tolerance for risk means the charity is only comfortable with moderate variation or disruption to capital value or income.

Trustee statement

The Trustees (who are also the Directors of Alexandra Rose Charity for the purposes of company law) are responsible for preparing the Report of the Trustees and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare Financial Statements for each financial year, giving a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to:-

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the Financial Statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Approved by the Trustees on
28th September 2023

And signed on their behalf by



March Hancock
Chair



Patricia Kokocinska
Treasurer

Report of the independent auditors to the members of Alexandra Rose Charity

Opinion

We have audited the financial statements of Alexandra Rose Charity (the 'charitable company') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report.

We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Report of the independent auditors to the members of Alexandra Rose Charity

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Report of the independent auditors to the members of Alexandra Rose Charity

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charity and its activities, and through discussion with the trustees and management, we identified the principal risks of material misstatement both at the financial statement level and at the assertion level.

We considered these risks in the light of various factors including the level of complexity, subjectivity, uncertainty, potential management bias, fraud, materiality and any other relevant factors. We considered the extent to which these would have a material impact on the financial statements and designed our audit work accordingly.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud, and reviewed significant or unusual transactions to identify their underlying supporting rationale.
- We inspected the minutes of meetings of those charged with governance, and made direct enquiries of management and the board of trustees concerning the charity's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;

Report of the independent auditors to the members of Alexandra Rose Charity

- Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.

In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates were indicative of a potential bias and tested significant transactions that were unusual or those outside the normal course of business. We also

- discussed and reviewed the charity's business model and forward planning to assess going concern.
- communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- Carried out substantive testing on income and expenditure.
- Re-performed reconciliations of control accounts, and recalculated items such as depreciation.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Other matters

In line with the exemptions available to small charities, the accounts for the charitable company were unaudited for the period ended 31 March 2022. No misstatements have been identified which materially affect the current period's financial statements.

Report of the independent auditors to the members of Alexandra Rose Charity

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Mark Partridge FCA (Senior Statutory Auditor)
for and on behalf of Chariot House Limited
Chartered Accountants and Statutory Auditor
44 Grand Parade
Brighton
BN2 9QA



Signed

Date4th October 2023.....

Alexandra Rose Charity

limited by guarantee

Statement of Financial Activities incorporating the income and expenditure account

For the year ending 31st March 2023

	Notes	General fund	Restricted fund	Total
		£	£	£
Income from				
Donations and Legacies	3	33,334	-	33,334
Charitable Activities	4	4,177	1,273,945	1,278,122
Other trading	5	-	95,549	95,549
Investments	6	7,443	-	7,443
Total Income		44,954	1,369,494	1,414,448
RESOURCES EXPENDED				
Expenditure on raising funds	7	2,679	154,471	157,150
Expenditure on Charitable activities				
Rose Vouchers	7	21,981	1,179,146	1,201,127
Total Expenditure		24,660	1,333,617	1,358,277
Net Income/(expenditure) before gains and losses on investments		20,294	35,877	56,171
Net gains/Losses on investments		(19,676)	-	(19,676)
Net income/expenditure for the year		618	35,877	36,495
Transfers between funds				-
Net Movement in funds		618	35,877	36,495
RECONCILIATION OF FUNDS				
Total funds brought forward		366,285	296,529	662,814
Total funds carried forward		366,903	332,405	699,308

The Statement of Financial Activities has been prepared on the basis that all activities are continuing, there are no recognised gains or losses other than those reported on the Statement of Financial Activities.

Alexandra Rose Charity

limited by guarantee

Statement of Financial Activities

Continued

For the year ending 31st March 2022

	Notes	General fund	Restricted fund	Total
		£	£	£
Income from				
Donations and Legacies	3	8,584	-	8,584
Charitable Activities	4	1,591	912,277	913,868
Other trading	5	4,177	60,576	64,753
Investments	6	7,473	-	7,473
Total Income		21,825	972,853	994,678
RESOURCES EXPENDED				
Expenditure on raising funds	7	13,540	116,172	129,713
Expenditure on Charitable activities				
Rose Vouchers	7	58,621	783,228	841,848
Total Expenditure		72,161	899,400	971,561
Net Income/(expenditure) before gains and losses on investments		(50,336)	73,453	23,118
Net gains/Losses on investments		11,562	-	11,562
Net income/expenditure for the year		(38,774)	73,453	34,680
Transfers between funds		31,988	-31,988	
Net Movement in funds		(6,786)	41,466	34,680
RECONCILIATION OF FUNDS				
Total funds brought forward		373,071	255,064	628,134
Total funds carried forward		366,285	296,529	662,814

The Statement of Financial Activities has been prepared on the basis that all activities are continuing, there are no recognised gains or losses other than those reported on the Statement of Financial Activities.

Alexandra Rose Charity

limited by guarantee

Balance sheet

As at 31st March 2023

	Notes	2022/23 £	2021/22 £
Fixed assets			
Investments	12	209,130	228,806
Tangible Assets	13	1,899	3,470
Intangible Assets	14	72,697	86,820
		283,726	319,096
Current assets			
Debtors	15	140,000	133,238
Cash at bank and in hand		392,999	271,726
Total current assets		532,999	404,964
CREDITORS: Amounts falling due within one year	16	102,417	53,246
Net current assets		430,582	343,717
Provision for Liabilities	17	15,000	8,000
Net assets		699,308	662,814
Accumulated funds			
Unrestricted funds			
General fund	20	366,903	366,284
Restricted funds	19	332,405	296,530
		699,308	662,814

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the Act with respect to accounting records and for the preparation of accounts.

Approved by the board for issue on
28th September 2023

Alexandra Rose Charity
Company Number 00279157
Charity Number 211535
Scottish Charitable Incorporated Organisation No. SC052479


March Hancock, Chair


Fanny Kokocinska, Trustee

Alexandra Rose Charity

limited by guarantee

Cash flow statement accounts ending 31st March 2023

	Notes	2022/23 £	2021/22 £
Net cash from operating activities			
Net income		36,495	34,680
Depreciation	13	2,291	3,570
Amortisation	14	61,318	52,183
Investment Income	6	(7,275)	(7,474)
Loss on fixed asset write off		-	-
(Gains)/losses on investments	12	19,676	(11,562)
Increase/(Decrease) in creditors	16	56,171	(33,508)
(Increase)/Decrease in debtors	15	(6,762)	(128,238)
		161,914	(90,349)
Cash flows used in investing activities:			
Investment Income		7,275	7,474
Purchase of tangible fixed assets	13	(719)	(3,343)
Purchase of intangible fixed assets	14	(47,196)	(31,988)
Sale of investments	12		0
Purchase of investments	12		
		(40,641)	(27,857)
		121,273	(118,207)
Increase/(decrease) in cash			
Cash and cash equivalents at the beginning of the period		271,726	389,933
Cash and cash equivalents at the end of the period		392,999	271,726

Statement of Financial Activities

Notes to the accounts

For year ending 31st March 2023

1 Statutory information

Alexandra Rose Charity is a charitable company, limited by guarantee, registered in England and Wales. The charitable company's registered number and registered office address can be found on the Legal and Administrative Information page.

2 Accounting policies

2.1 Basis of preparation

The financial statements 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 (FRS102) (effective 1 January 2019) – Charities SORP (FRS102) and the Companies Act 2006.

Alexandra Rose Charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

There are no material uncertainties about Alexandra Rose Charity's ability as a going concern.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest pound.

2.2 Income

All income is recognised in the Statement of Financial Activities once the Charity has gained entitlement to the income and the amounts can be quantified with sufficient reliability and it is probable that the charity will receive the income.

Grants and donations are included in full in the SOFA when receivable. Donations are included in unrestricted funds if not destined for specific purposes.

Investment income is recognised in the financial statements when receivable.

2.3 Expenditure

Expenditure is recognised on an accruals basis when a liability is incurred. Expenditure includes any VAT which cannot be fully recovered and is included within the item of expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the Charity in pursuit of its charitable objectives. It includes both direct costs and support costs relating to such activities.

Governance costs include those costs associated with meeting the statutory requirements of the Charity and include its independent examination fees and costs linked to strategic management of the Charity.

2.4 Fixed assets

Fixed assets are recognised at historic cost less accumulated depreciation/amortisation.

Depreciation/amortisation rates are as follows:

Computer equipment: Previously calculated on 25% reducing balance - changed in 2019/20 to be 3 year straight line

App Software: 20% straight line

Website Development: 3 year straight line

Technology and equipment will be capitalised if the asset is intended for use on an ongoing basis and costs over £500.

2.5 Investments

Investments are initially recognised at cost and restated to fair value at each year end. Gains and losses are taken to the Statement of Financial Activities.

2.6 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments. The Trustees seek to use short and medium term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

2.8 Creditors and provisions

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.

2.9 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

2.10 Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.11 Pensions

Retirement benefits to employees of the entity are provided by a defined contribution scheme. The assets of the scheme are held separately from those of the entity.

The contributions made in relation to the defined contribution scheme are charged in the accounts as they become payable in accordance with the rules of the scheme.

2.12 Fund accounting

Restricted funds are subject to specific conditions by funders as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity. Unrestricted funds include designated funds which are funds which trustees have allocated to be spent on a specific purpose.

Notes to the Accounts continued

3. Income from donations and legacies

	Unrestricted funds	Restricted funds	Year to 31 March 2023	Year to 31 March 2022
	£	£	£	£
Donations	27,934	-	27,934	8,584
Legacies	5,400	-	5,400	-
	33,334	-	33,334	8,584

4. Income from charitable activities

	Unrestricted funds	Restricted funds	Year to 31 March 2023	Year to 31 March 2022
	£	£	£	£
Grants and Corporate Donations	-	1,273,944	1,273,944	912,277
Kickstart support	4,177	-	4,177	1,591
	4,177	1,273,944	1,278,121	913,868

5. Income from other trading

	Unrestricted funds	Restricted funds	Year to 31 March 2023	Year to 31 March 2022
	£	£	£	£
Events	-	95,549	95,549	62,896
Office Sublet	-	-	0	1,857
	0	95,549	95,549	64,753

6. Income from investments

	Unrestricted funds	Restricted funds	Year to 31 March 2023	Year to 31 March 2022
	£	£	£	£
Interest receivable	542	-	542	-
Dividends	6,901	-	6,901	7,473
	7,443	-	7,443	7,473
TOTAL INCOME	44,954	1,369,494	1,414,448	994,678

Notes to the Accounts continued

7. Total Expenditure	Staff Costs	Direct Service Costs	Support and Governance Costs	Total 2023	Total 2022
	£	£	£	£	£
Raising Funds	120,156	36,994	-	157,150	129,713
<u>Charitable activity - Rose Voucher project</u>					
Activities undertaken directly	212,986	903,027	-	1,116,012	776,890
Support costs (note 8)	47,453	-	37,662	85,115	64,958
Total Charitable activity	260,438	903,027	37,662	1,201,127	841,848
Total Expenditure	380,594	940,021	37,662	1,358,277	971,561

8. Support costs

	Year to 31st March 2023 £	Year to 31st March 2022 £
Staff costs	47,453	41,968
Bank charges	189	96
Accountancy, bookkeeping and payroll fees	681	305
Legal and professional fees	-	-
Rent	5,265	6,039
Insurance	1,075	946
Telephone	1,132	1,458
Print, post and stationery	510	602
IT costs	3,171	2,251
Subscriptions and registrations	633	601
Conferences and training	3,765	2,198
Comms, advertising and marketing	6,761	722
Website and apps	2,918	2,366
Consultancy	-	-
Recruitment	2,216	2,619
Sustenance	923	456
Other	24	34
Governance (note 9)	8,400	2,300
	85,115	64,958

Notes to the Accounts continued

9. Governance Costs	Year to 31st	Year to 31st
	March 2023	March 2021
	£	£
Trustee expenses	-	-
Auditors remuneration	8,400	-
Independent examiners' fee	-	2,300
	8,400	2,300

10. Trustees

No trustees were reimbursed during the year. (2022 No trustees were reimbursed during the year.)

The charity's investments are managed by Quilter Cheviot. Dominic Tayler (trustee) is an employee of Quilter Cheviot. Dominic is not directly involved in managing the fund. Alexandra Rose does not pay Quilter Cheviot for managing the fund, nor do they take any portion of dividends or gains.

Two of our trustees sit on the board of other charitable organisations that have provided ARC with grants during the year. These trustees were not involved in the decision making process in providing the grants.

There were no other related party transactions requiring disclosure.

11. Employees

Number of employees

The average number of employees during the period was 12 (2022 : 9).

Employment costs

	Year to 31st	Year to 31st
	March 2023	March 2022
	£	£
Wages and salaries	332,594	274,262
Social security costs	28,175	23,333
Other pension cost	19,825	16,309
	380,594	313,903

The charity considers the Key Management Personnel to be the trustees, CEO and senior management team. The comparative figures for March 2022 are based on the key management personnel being the trustees and CEO.

The total employee benefits of key management personnel of the Charity were £141,022 (to March 2022: £63,580).

No employees received emoluments in excess of £60,000. In 2022 one employee received emoluments between £60,000 and £70,000.

Notes to the Accounts continued

12. Fixed Asset Investments

	Year to 31 March 2023	Year to 31 March 2022
	£	£
Fair value at beginning of period	228,806	217,244
Acquisitions at cost	-	-
Disposals at carrying value	0	0
Net gains/(losses) on revaluations	(19,676)	11,562
Fair value at end of period	209,130	228,806
Historical Cost	205,876	205,876

13. Tangible Fixed Assets

	Computer Equipment
	£
At 1 April 2022	11,158
Additions	719
Write off	-
At 31 March 2023	11,877
Depreciation	
At 1 April 2022	7,688
Charge for period	2,290
Write off	-
At 31 March 2023	9,978
Net Book Value	
At 31 March 2023	1,899
At 31 March 2022	3,470

14. Intangible Fixed Assets

	App software and website
	£
Cost	
At 1 April 2022	258,594
Additions	47,196
At 31 March 2023	305,790
Amortisation	
At 1 April 2022	171,774
Charge for period	61,318
At 31 March 2023	233,092
Net Book Value	
At 31 March 2023	72,697
At 31 March 2022	86,820

Notes to the Accounts continued

15. Debtors

	2022/23	2021/22
	£	£
Trade debtors	140,000	38,000
Prepayments	-	1,150
Accrued Income	-	94,088
Taxation/pensions	-	-
Other debtors	-	-
	140,000	133,238

16. Creditors: Amounts falling due within one year

	2022/23	2021/22
	£	£
Trade creditors	4,685	22,390
Deferred income	80,000	20,000
Accruals	8,400	2,300
Taxation/social security	8,357	6,812
Other creditors	15,975	9,744
	117,417	61,246

17. Unredeemed Vouchers

	£
At 1 April 2022	8,000
Movement	7,000
At 31 March 2023	15,000

The provision for unredeemed vouchers represents vouchers which have been issued prior to 31 March 2023 but which are yet to be redeemed at that date.

18. Pensions

Pension and other post-retirement benefit commitments

At the balance sheet date £975 (2022: £1,744) was owed in respect of contributions to schemes.

	Year to 31 March 2023	Year to 31 March 2022
	£	£
Contributions payable by the Charity for the period	19,825	16,309

Notes to the Accounts continued

19. Fund Statement

The income funds of the Charity include restricted funds comprising the following balances of donations and grants held on trust for specific purposes:

	Balance at 31st March 2022	Incoming resources	Resources expended	Transfers	Balance at 31st March 2023
	£	£	£	£	£
Unrestricted funds					
Total Unrestricted Funds inc f/a	366,284	43,452	42,834		366,903
Restricted Grants					
National Lottery Community Fund	8,964	147,000	153,834		2,130
Esmee Fairbairn Foundation	6,063	-	6,063		-
Guy's & St Thomas' Charity	-	662,931	582,139		80,792
Garfield Weston Foundation	3,600	40,000	43,600		-
LB Lambeth	114,102	75,000	164,501		24,601
LB Hackney	1,939	20,000	15,211		6,728
Glasgow CC	29,085	-	14,158		14,928
LB Hammersmith & Fulham	8,227	11,750	19,349		628
Barnsley Council	29,490	-	29,490		-
People's Postcode Lottery Trust	-	25,000	24,700		300
Foundation Ireland	-	17,113	17,113		-
Foundation Scotland (Volant Trust)	9,275	7,500	14,768		2,007
The Hodge Foundation	2,500	-	2,500		-
ING	8,000	-	8,000		-
Sodexo Stop Hunger Foundation	-	11,000	4,751		6,249
The Charles Wolfson Charitable Trust	2,000	-	2,000		-
The February Foundation	5,000	-	5,000		-
The Hobson Trust	-	10,000	10,000		-
Evan Cornish Foundation	-	3,000	3,000		-
Drapers Trust	-	20,000	20,000		-
Glasgow City Health and Social Care Partnership	-	25,000	25,000		-
LB Tower Hamlets	-	90,000	42,282		47,718
Sustain	-	7,500	3,777		3,723
WCCSA	-	1,000	-		1,000
Green Hall Foundation	-	2,000	2,000		-
The Chalk Cliff Trust	-	5,000	-		5,000
The Mushroom Fund	-	2,000	-		2,000
Centre for Social Justice Foundation (Borrows)	-	8,500	4,858		3,642
David Austin Roses	-	32,000	11,848		20,152
Centre for Social Justice Foundation (Thornton)	-	10,000	-		10,000
ZVM Rangoonwala Foundation UK	-	2,000	-		2,000
Brown Dog (CAF American Donor Fund)	-	3,000	-		3,000
Daisy Trust	1,500	2,500	4,000		-
Total Restricted Grants	229,747	1,240,794	1,233,942		236,599

Notes to the Accounts continued

19. Fund Statement continued

	Balance at 31st March 2022	Incoming resources	Resources expended	Transfers	Balance at 31st March 2023
	£	£	£	£	£
Restricted Corporate Donations					
Artemis Charitable Foundation	5,000	-	5,000		-
Liverpool project	1,595	1,500	3,095		-
Total Restricted Corporate Donations	6,595	1,500	8,095		-
Restricted Fundraising					
Big Give	60,188	84,833	60,188		84,833
Champions for Children	-	39,626	29,760		9,867
Liverpool Donations	-	4,240	3,134		1,106
Total Restricted Individual Donations	60,188	128,699	93,082		95,806
Total Restricted Funds	296,530	1,370,993	1,335,118		332,405
TOTAL FUND BALANCES	662,814	1,414,446	1,377,952		699,308

Notes to the Accounts continued

	Balance at 31st March 2021 £	Incoming resources £	Resources expended £	Transfers between Funds £	Balance at 31st March 2022 £
Unrestricted funds					
Total Unrestricted Funds inc f/a	373,070	33,387	72,161	31,988	366,284
Restricted Grants					
National Lottery Community Fund	1,720	196,000	172,776	(15,980)	8,964
Esmee Fairbairn Foundation	9,958	75,000	78,895		6,063
Guy's & St Thomas' Charity	65,072	297,663	348,242	(14,493)	-
Garfield Weston Foundation	-	30,000	26,400		3,600
LB Lambeth	24,000	124,000	33,898		114,102
LB Hackney	7,189	20,000	25,250		1,939
Glasgow CC	7,934	33,000	11,849		29,085
Liverpool CC	-	10,000	10,000		-
Comic Relief	191	-	191		-
LB Hammersmith & Fulham	11,750	11,750	15,273		8,227
Barnsley	19,364	32,000	21,874		29,490
People's Postcode Lottery Trust	-	20,000	19,600	(400)	-
Rayne Foundation	2,910	-	2,910		-
Foundation Ireland	-	16,864	16,864		-
Foundation Scotland (Volant Trust)	7,500	15,000	12,110	(1,115)	9,275
London Community Fund (City Bridge)	668	-	668		-
The Hodge Foundation	-	2,500	-		2,500
ING	-	8,000	-		8,000
Sodexo Stop Hunger Foundation	-	5,000	5,000		-
Matthew Wrightson	-	1,000	1,000		-
The Charles Wolfson Charitable Trust	-	2,000	-		2,000
The February Foundation	-	5,000	-		5,000
Daisy Trust	-	1,500	-		1,500
Total Restricted Grants	158,258	906,277	802,801	(31,988)	229,747
Restricted Corporate Donations					
Artemis Charitable Foundation	31,178	5,000	31,178	-	5,000
Liverpool project	5,873	1,000	5,278	-	1,595
Total Restricted Corporate Donations	37,051	6,000	36,456	-	6,595
Restricted Fundraising					
Big Give	40,925	60,576	41,313	-	60,188
Champions for Children	18,831	-	18,831	-	-
Total Restricted Individual Donations	59,756	60,576	60,144	-	60,188
Total Restricted Funds	255,065	972,853	899,401	(31,988)	296,530
TOTAL FUND BALANCES	628,135	1,006,240	971,561	-	662,814

Notes to the Accounts continued

20. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total Funds £
Fund balances at 31 March 2023 are represented by:			
Fixed Assets	283,726		283,726
Current Assets	200,594	332,405	532,999
Creditors: amounts falling due within one year	(117,417)		(117,417)
	366,903	332,405	699,308

21. Commitments under operating leases

At 31 March 2023 (and 31 March 2022) the company had no commitments under non-cancellable operating leases. Included within the statement of financial activities are operating lease payments of £nil (2022: £nil).

22. Share and Capital Control

Alexandra Rose Charity is a company limited by guarantee and has no share capital. The Charity is controlled by its trustees. No one member has overall control of the Charity.

Notes to the Accounts continued

Restricted Funds - Provider and Purpose

The Artemis Charitable Foundation

Funding the Liverpool Rose Vouchers for Fruit and Veg Project

Barnsley Council

Funding for the Barnsley Rose Vouchers for Fruit and Veg Project

The Big Give

A match funding campaign raising funds for London Rose Vouchers for Fruit & Veg Projects

Brown Dog/ CAF American Donor Fund

Donation funding the Southwark Rose Vouchers for Fruit and Veg Project

The Chalk Cliff Trust

Funding the core costs of the charity

Centre for Social Justice Foundation

Donation funding for Rose Voucher for Fruit and Veg Projects in Barnsley and Liverpool

Champions for Children by The Childhood Trust

A match funding campaign raising funds for London Rose Vouchers for Fruit and Veg Projects.

The Charles Wolfson Charitable Trust

Funding the Rose Vouchers for Fruit and Veg Projects

The Daisy Trust

Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg project

David Austin Roses

Funding the core costs of operating the Rose Voucher Projects

Drapers Trust

Funding for the Hackney and Hammersmith & Fulham Rose Voucher for Fruit and Veg Projects

Esmee Fairburn Foundation

Funding the core costs of operating the Rose Voucher Projects

Evan Cornish Foundation

Funding for Rose Voucher for Fruit and Veg projects in Barnsley and Liverpool

The February Foundation

Funding for the Hackney Rose Vouchers for Fruit and Veg Project

Foundation Ireland

Funding the Glasgow Rose Vouchers for Fruit and Veg Project

Foundation Scotland

Grant funding from the Volant Trust for Rose Voucher Project delivery in Glasgow

Garfield Weston Foundation

Funding for Rose Voucher for Fruit and Veg Projects in Barnsley and Liverpool

Glasgow City Council

Funding the Glasgow Rose Vouchers for Fruit and Veg Project

Glasgow City Health and Social Care Partnership

Funding the Glasgow Rose Vouchers for Fruit and Veg Project

Green Hall Foundation

Funding for Rose Voucher for Fruit and Veg Projects in Barnsley and Liverpool

Guys and St Thomas Charity

Funding for the Southwark and Lambeth Rose Vouchers for Fruit and Veg Projects

Funding the Lambeth Fruit and Vegetables on Prescription Project

Funding the charity's advocacy and influencing strategies aligned to Rose Voucher projects

Funding the core costs of operating Rose Voucher projects

Notes to the Accounts continued

Restricted Funds - Provider and Purpose

London Borough of Hackney

Funding the Hackney Rose Vouchers for Fruit and Veg Project

London Borough of Hammersmith & Fulham

Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg Project

The Hobson Trust

Funding for the Hackney, Hammersmith & Fulham and Liverpool Rose Voucher for Fruit and Veg Projects

The Hodge Foundation

Funding for Barnsley, Hackney, Hammersmith & Fulham and Liverpool Rose Voucher for Fruit and Veg Projects

ING

Funding for Rose Voucher Fruit and Veg Projects

London Borough of Lambeth

Funding the Lambeth Rose Vouchers for Fruit and Veg and Fruit and Vegetable on Prescription Projects

Liverpool Project Funding (various)

Funding the Liverpool Rose Vouchers for Fruit and Veg Project

The Mushroom Fund

Funding the Liverpool Rose Vouchers for Fruit and Veg project

National Lottery Community Fund

Funding the Rose Vouchers for Fruit and Veg projects in England

People's Postcode Lottery Trust

Funding for Rose Voucher for Fruit and Veg projects in Barnsley and Liverpool

Sodexo Stop Hunger Foundation

Funding for the Rose Voucher Fruit and Veg project in Barnsley

Sustain

Funding Alexandra Rose Charity's contribution to the Bridging the Gap project

London Borough of Tower Hamlets

Funding the Tower Hamlets Rose Vouchers for Fruit and Veg and Fruit and Vegetable on Prescription projects

The Worshipful Company of Chartered Secretaries and Administrators Charitable Trust (WCCSA)

Funding the Hackney Rose Vouchers for Fruit and Veg project

ZVM Rangoonwala Foundation UK

Funding the Southwark Rose Vouchers for Fruit and Veg project

Contact us



Alexandra Rose Charity
Community Base
113 Queens Road
Brighton
BN1 3XG



info@alexandrarose.org.uk



01252 726171



[@AlexandraRoseCharity](https://www.facebook.com/AlexandraRoseCharity)



[@AlexRoseCharity](https://twitter.com/AlexRoseCharity)



[@alexandrarosecharity](https://www.instagram.com/alexandrarosecharity)

Charity Registration No. 211535 | Company Registration No. 00279157 (England and Wales |
Scottish Charitable Incorporated Organisation SC052479)

ALEXANDRA ROSE CHARITY

England & Wales - Charity number 211535

Accounts



Alexandra Rose Charity

Trustees' Annual Report and Accounts
for the year ending 31st March 2022

Charity Registration No. 211535
Company Registration No. 00279157 (England and Wales)



Alexandra
Rose
Charity

Alexandra Rose Charity

limited by guarantee

Legal and Administrative Information

TRUSTEES

Mr March Hancock
Chair

Ms Celia Cole
Vice Chair

Ms Patricia Kokocinska
Treasurer

Mr Adrian Pascu-Talbure
Ms Ambrita Shahani Tuckwell
Mr Dominic Tayler
Ms Stephanie Slater
Ms Mara Richard

SENIOR PERSONNEL

Jonathan Pauling
CEO

REGISTERED OFFICE & PRINCIPAL ADDRESS

Alexandra Rose Charity
C/O ABI Ltd
The Oast House
5 Mead Lane
Farnham
Surrey
GU9 7DY

INDEPENDENT EXAMINER

Mark Partridge - FCA
Chariot House Ltd
44 Grand Parade
Brighton
BN2 9QA

CHARITY NUMBER

211535

COMPANY NUMBER

00279157

BANKERS

HSBC Plc
33 The Borough
Farnham
Surrey
GU9 7NJ

CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

INVESTMENT MANAGER

Howard Jenner - Quilter Cheviot

Contents

03

Message from our Chair,
March Hancock

05

Trustees' Report
2020-2021

06

Statement of Trustees'
responsibilities

19

Independent
Examiner's Report

20

Statement of
Financial Activities

22

Balance Sheet

23

Cash Flow
Statement

24

Notes to
the Accounts



Message from our Chair, March Hancock

With the cost-of-living crisis continuing to cause tremendous difficulty for so many, especially those on low incomes with young children to support, we are proud to continue to deliver on our mission to give families access to fresh fruit and veg in their communities.

Our Rose Vouchers for Fruit & Veg Project is now in its eighth year, providing families on low incomes with weekly vouchers which can be spent on fruit and veg at their local market. Since our pilot project in Hackney in 2014, over 7,000 families have benefited from Rose Vouchers, giving them access to the fresh fruit and veg they need for their children. This wouldn't have been possible without the fantastic support from our partners, supporters, funders, and the Alexandra Rose Charity team.

This year we have surpassed our previous record of supporting more families than ever, with 3,222 families redeeming their Rose Vouchers between April 2021 and the end of March 2022.

In October, the one millionth Rose Voucher was spent on North End Road Market in Hammersmith and Fulham. That's £1,000,000 worth of vouchers spent by families on the fruit and veg of their choice since 2014, helping them give their children the healthiest possible start. A fantastic milestone to reach!

In December 2021, we successfully raised £60k from public and match funders to help finance our eighth project in the London Borough of Tower Hamlets. The project launched in May 2022.

We have also secured funding to pilot the first ever Fruit & Veg on Prescription Project in Lambeth. This is an exciting development that tests one of the key recommendations of the National Food Strategy. The project will start in the second half of 2022-23.

Thank you for supporting our work and allowing us to continue being there for thousands of families and young children.



Our vision

**For everyone to have access to
healthy and affordable food**

Our mission

**To give families access to fresh fruit
and vegetables in their communities**

Trustees' Report 2021/22

The Trustees, who are also Directors for the purpose of the Companies Act, have pleasure in presenting their report and the financial statements of Alexandra Rose Charity (“the Charity” or “ARC”) for the year ended 31 March 2022.

The Financial Statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice (the “Charities SORP”) 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 2015).

Structure, Governance and Management

The Charity, Registration No 211535, is a company limited by guarantee, registered in England No. 00279157, not having a share capital and governed by a Memorandum and Articles of Association. Each of the members of the Charity is liable to contribute £10 towards the liabilities of the Charity in the event of liquidation.

The Charity’s objective and principal activity is to promote, in remembrance of Her Late Majesty, Queen Alexandra, charitable purposes in Greater London and the neighbourhood thereof and elsewhere in the United Kingdom. Its current operations are focused on promoting health and wellbeing for families on low-incomes, through improved access to healthy food through the Rose Vouchers for Fruit & Veg Project.

The Charity is governed by a Board of Trustees which takes all medium and longer term strategic decisions. Day to day running of the Charity is overseen by the Chief Executive. Together the Trustees are responsible for delivery of the long-term strategy approved by them. The names of the Members of the Board of Trustees are shown on the first page of this report.

The charity carries out regular skills assessments of Trustees and identifies any gaps that may exist. Steps are taken to recruit new Trustees to fill skill gaps when appropriate.

We undertook our latest skills audit in summer 2021. We also undertook a diversity audit of staff and trustees to identify gaps in representation. This process has helped us understand the make-up of our board and the skills and perspectives needed to support the charity and its development over the coming years.

The skill gaps identified include:

- Direct experience of the communities we work with and the challenges they face in accessing a healthy diet
- A history of successful fundraising and/or knowledge of new fundraising techniques – especially the use of digital tools
- Understanding of the risks and opportunities around data management, including data protection and cyber security
- Knowledge of communications, brand/marketing and advocacy and how these can be used to advance the cause of a small charity

Recruitment for new Trustees will begin in spring 2022 to support us in bridging these skill gaps.

All new Trustees receive a full induction programme following appointment and they are asked to sign a Trustee Covenant, which the Board have approved. The Honorary Treasurer takes the lead on financial matters, principally accounting, budgeting and management of cash and investments.

Each Trustee appointed (or whose appointment is approved or ratified) by the charity in a General Meeting will have an initial three-year term of office with the option of renewal for a further three years by agreement between the Trustee seeking reappointment and the other Trustees.

Each Trustee must stand down at the first Annual General Meeting held on, or after, the date that the Trustee has served for three or six consecutive years. They may reapply to join the board but must have been absent from the board for a minimum of one year before doing so.

Strategy and Activities

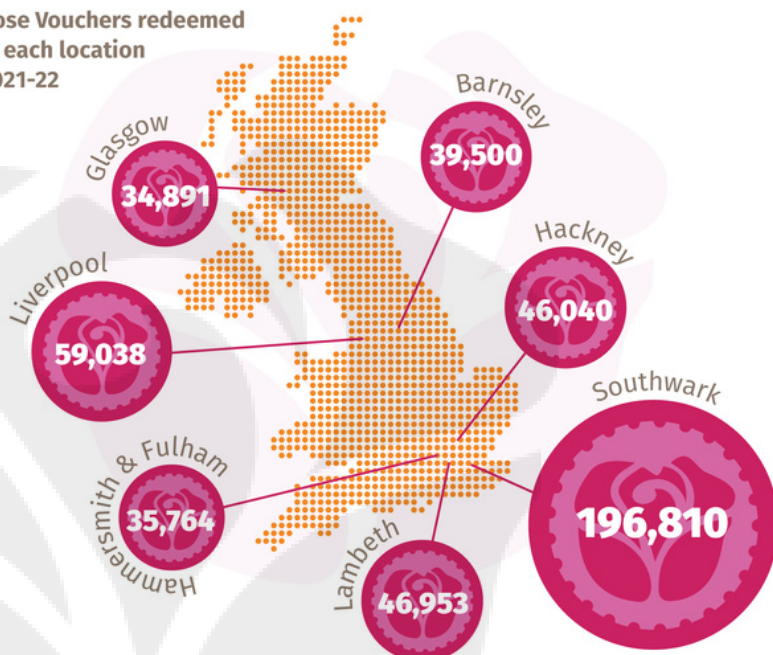
We have had another incredibly busy year at Alexandra Rose Charity. Demand for Rose Vouchers continues to increase as we see families on the lowest incomes struggling even further with the continual impact of Covid and the cost-of-living crisis. We are thankful we have been able to support even more families over the last year to access fresh fruit and veg, with 3,222* families redeeming Rose Vouchers in 2021-2022. This number represents a 36% increase in the number of families redeeming Rose Vouchers from the previous year.

We have expanded to 59 children and family centres and 50 market traders around the UK to deliver the Rose Vouchers for Fruit & Veg Project. The number of Rose Vouchers redeemed in 2021-2022 is an incredible 458,996, all spent on the fruit and veg of the family's choice and representing nearly £460,000 worth of income for local traders.

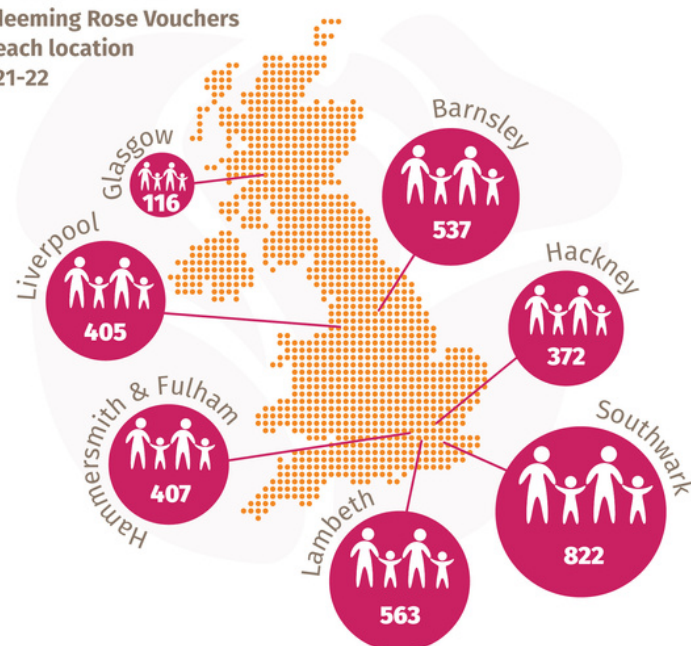
We also began planning the launch of the Rose Vouchers project in the London Borough of Tower Hamlets. The project launched here in May 2022, becoming our eighth project location. To help us manage our rapidly expanding workload, we've recruited new staff to strengthen the organisation.

** Since our 2020-21 annual report, we have changed our method of calculating the number of families supported so that even families who have redeemed vouchers only once (e.g. in a one-off emergency situation) are included. We think this gives a more accurate picture of impact. Last year we only reported on the number of people actively using the project at the end of the fourth quarter, which hugely underestimated the number of people supported across the year. Had this method been in place last year, then the 1,833 figure used in last year's report would instead have been 2,368.*

Rose Vouchers redeemed in each location 2021-22



Number of families redeeming Rose Vouchers in each location 2021-22



Organisations involved in the Rose Vouchers for Fruit & Veg Project



We are on track to meet the targets set in our Five-Year Strategic Plan and we've outlined our key priorities below.

Our five priorities set out in our Five-Year Strategic Plan are:

- 1** Increase and demonstrate our impact in our existing projects and in new areas across the UK
- 2** Grow our funding and develop a balanced, sustainable funding mix
- 3** Strengthen our organisation, team, and assets to deliver our work efficiently and effectively
- 4** Build strong partnerships that put local stakeholders in the lead
- 5** Boost ARC's profile to drive awareness of our work, support fundraising, and increase our advocacy power

A few of our highlights from this year.

In October we celebrated our one-millionth Rose Voucher being redeemed by a family at North End Road Market in Hammersmith & Fulham. This milestone represents the incredible achievement of £1,000,000 being spent on fresh fruit and veg at local markets and with independent retailers since Rose Vouchers launched in 2014.

We also held an event at East Street Market in Southwark to celebrate the culmination of a nine-month project working with Rice Retail Marketing to engage market traders. We've had some very positive results from this work, with market traders improving how they communicate the Rose Vouchers project to customers and introducing newly branded price sticks co-designed with traders.

We've expanded the project for the first time to a local foodbank in Hammersmith & Fulham and a food cooperative in Southwark. Families can collect their vouchers from these locations and spend them there on the produce of their choice at the same time. This saves the family time and the cost of travel between different locations.

New fruit and veg traders have signed up to accept Rose Vouchers in Lambeth and Shepherds Bush Market in Hammersmith & Fulham. These are fantastic additions to our project for families receiving Rose Vouchers in the area, giving them new options of where to spend their vouchers.

"I've had really positive feedback from the new trader so far, a lot of families were already buying from them, so it worked out really nicely. The fact that it is so much closer for a lot of families is going to have a real positive impact on them. Having a provision in Streatham, being such a large area of our engagement, is a great outcome, so thank you for arranging this!"

Senior Administrator at Streatham and Norwood Better Start Area



How Rose Vouchers help Fatima's family

"Rose Vouchers are a blessing. I don't have to worry about being able to afford fruit and veg."

"It's not easy right now. I had to give up my work, and my husband isn't around. It's really challenging because I have to live off benefits which I'm not used to. I've got to budget for everything, and I have to count every penny. I shop around for deals which really helps.

My electric bill has gone up, and I just recently tried to change the tariff, but they told me that they can't guarantee the price.

Rose Vouchers are a blessing. I don't have to worry about being able to afford fruit and veg. Having Rose Vouchers means I have that burden taken away from me, and I can just concentrate on everything else.

Now that I can't work because of my health, I don't have as much money as I had before. Rose Vouchers mean I can put healthy food on the table. They are benefitting so many people.

My children have food allergies, and I have to be so careful with what I'm buying. I want to go for the cheapest food but then I'm thinking what is in the ingredients, will it be ok for my children? Myself, I wanted to cut out gluten from my diet, but gluten-free food is so expensive, so I can't do that anymore.

At the market I can spend my vouchers on the Caribbean food I want, it really makes a difference. I'm lucky I have really friendly neighbours who sometimes cook for me and my children to help us.

I always tell the staff at the children's centre I really appreciate the Rose Vouchers."

Fatima, mother of four, Southwark



Our Achievements



We've had a tremendous year, supporting more families than ever before and growing our staff team to deliver our Rose Vouchers for Fruit & Veg Projects around the UK.

At the end of 2021, we were thrilled to be runners-up for the title of Charity Food Campaigner of the Year at the 2021 Caroline Walker Trust Awards. Caroline Walker pioneered innovative strategies for improving the quality of our food, enhancing nutritional standards and promoting public health. It's wonderful to have our work recognised by this organisation.

Our work has been regularly featured in local and national press, including interviews on Sky News, BBC5 Live and ITV News, highlighting our mission and raising the profile of our charity.

Number of Families Benefiting from Rose Vouchers



Fundraising Success

The fundraising environment continued to be tough throughout 2021-22, but we had another successful year and increased our income to £994,678. This meant we could support more families than ever in 2021-22.

We continue to implement our plans set out in our Five-Year Strategic Plan to create a new fundraising team to help us diversify and increase our income by recruiting an Individual Giving and Digital Fundraiser in June 2021.

This year we focused our efforts on widening our donor base and were successful in securing funds from new trusts and foundations. One such success was securing funding from The Postcode Neighbourhood Trust for the first time. They awarded us £20,000 to support our Rose Vouchers for Fruit & Veg Project in Liverpool.

In October 2021, we had our first ever runner take part in the London Marathon, completing the race in 4 hours and 52 minutes! Paul raised an amazing total of nearly £2,000 to support our work.

In December 2021, we ran our most successful Big Give matched funding campaign to date, raising over £60,000. We're grateful to The Patrick and Helena Frost Foundation for being our pledge funder, helping us get the campaign off the ground and to The Childhood Trust for choosing to be our champion funder again.

We have some exciting plans in place for 2022-23 that will help us continue to diversify our funding even further to ensure our income is sustainable.



How Rose Vouchers help Daisy's family

"The Rose Vouchers have been a huge help. I've always worked, never been on benefits and didn't know where to ask for help."

"My daughter was one year old when we saw the Health Visitor. We were in lockdown, and I was having some troublesome times while finding it really stressful on universal credit. She signed me up to get Healthy Start vouchers and a family support group who told me about Rose Vouchers.

The Rose Vouchers have been a huge help. I've always worked, never been on benefits and didn't know where to ask for help. With Rose Vouchers and Healthy Start vouchers combined, I have around £30 a month that I can spend on fruit and veg.

I spend roughly £12-15 at the market for a full fruit and veg shop every two weeks. There's lots of choice at the market and quite a few market stalls where I can use the Rose Vouchers. There's one stall where I can use Healthy Start and Rose Vouchers, so I usually go to him.

I'm a very strict planner. I have to budget very well. I can get fresh fruit and veg that my daughter likes with the vouchers, like oranges and grapes. I can buy blueberries for my daughter to try, and even if she doesn't eat them, it's not wasted money as it's not coming out of my budget.

I've recently bought a Pinch of Nom cookbook as a treat to myself. I've never used courgettes and spinach before, carrots, onions mushrooms are what I'm used to, but now I can buy a lot more and try new things. Cooking is my escape now."

Daisy, mum of one, Barnsley



Campaigns & Advocacy

This year we have continued to work with our partners to campaign on issues that affect the families we support.

Our primary campaign involvement has been supporting the call to fix the ongoing issues with the digitisation of the Healthy Start voucher scheme.

At Alexandra Rose Charity, we encourage the families who receive Rose Vouchers to also sign up for the government's Healthy Start scheme if they are eligible. We also promote the scheme to market traders, helping them sign up to accept Healthy Start vouchers as payment for fruit and veg.

The Healthy Start scheme offers vouchers worth £4.25 per week to pregnant women and children (0-4 years) from families on low incomes, as well as to all pregnant women under the age of 18. Vouchers can be used to purchase fruit, vegetables, milk and infant formula.

The uptake of Healthy Start vouchers has traditionally been low. Our partners, Sustain, estimate that £63.5 million worth of vouchers went unclaimed in 2021 alone.

Historically Healthy Start vouchers were available as paper vouchers, sent to each family by post. In October 2021 process began to digitise the Healthy Start scheme. Almost immediately, many families reported experiencing serious issues with applying for the Healthy Start digital cards, as well as problems with using the cards in-store and accessing the helpline.

Sustain, The Food Foundation, Alexandra Rose Charity and other organisations are asking the government to:

- Publish uptake data, as well as the number of rejections and a progress report
- Immediately investigate and resolve the technical errors
- Move the Healthy Start call lines to free 0800 numbers
- Commit to a £5 million promotional campaign
- Enable online payments using Healthy Start cards
- Extend the scheme to all families in receipt of Universal Credit

The campaign is ongoing.



We spoke to Marsha, a mum from Southwark, at the end of March 2022, when the paper vouchers for Healthy Start switched to the digital card.

"I was expecting it to be an easy transition to the digital Healthy Start card for me as it was for my friend. I submitted my form in time but got a letter saying my claim has been refused. My situation hasn't changed, so I don't know why my claim is being refused.

I was asked to send evidence of my daughter's birth certificate and universal credit status, which I did. That was three weeks ago, and I still haven't heard anything.

It's very stressful, we got our last paper vouchers for April. Without my digital card, I can't get enough food. There's no one to talk to. The phone line is awful, they send you round and round the houses, who do I talk to? If you call at 9am you get a message saying there are too many people on the line and to call back later. You have to literally call at 8am to get through, which is not realistic for most parents as you're trying to get out the door for the school run.

It's so expensive to call, I was waiting 40 minutes the other day. I've tried emailing too but have not heard anything back.

It's really stressful not knowing why my claim has been refused, I'm not being given any information about what's going wrong. There's no reassurance that anything is getting through. I don't know what to do."



Healthy Start
paper vouchers
will soon be
replaced with a
prepaid card

Partnerships

We have continued to develop great corporate relationships this year.

David Austin Roses chose us as one of three health-based charities this year to receive donations through the sale of three of their beautiful roses; the Generous Gardener (Ausdrawn), Princess Alexandra of Kent (Ausmerchant) and the new Nye Bevan (Auspital) rose.

The sale of these roses, as part of their Planting Positivity campaign, raised an amazing £100,000 which was split between Alexandra Rose Charity, the National Garden Scheme and NHS Charities Together.

We received support from Stop Hunger for the third time, with another generous donation of £5,000. Stop Hunger is now a worldwide Sodexo initiative active in more than 40 countries. Thank you to all Sodexo employees who fundraise and volunteer tirelessly for the Foundation and make gifts like this one possible.

Our Christmas Big Give 2021 matched funding campaign, which raised funds for a new Rose Vouchers for Fruit and Veg Project in Tower Hamlets, was well supported by our corporate supporters. We received major gifts from The Artemis Charitable Foundation and The Clifford Chance Foundation, as well as donations from Riverford and The Russell Partnership who also kindly helped promote the campaign on social media.



The results for the year and the Charity's financial position at the end of the year are shown in the attached financial statements. The Charity reports net incoming resources for the year of (£34,680) (2021 £150,953) Total income was £994,678 compared to £857,999 to end of March 2021.

Total expenditure during the year was £971,561 (2021: £730,205). Expansion into new project areas alongside rising numbers of families in existing project areas has seen expenditure on Rose Vouchers increase to £458,996 in the period from £329,522 (2021).

Increased costs are also associated with our growing staff team as well as consultancy support for fundraising. Expenditure on tech and processes are key to the long-term future of the Charity and have seen increased investment during the year. This investment will continue into 2022/23.

Our investment portfolio recovered from the impact of the global pandemic.

The Balance Sheet shows total net assets at the end of March 2022 of £662,814 compared with 2020/21 of £628,135. Of the total reserves, £366,285 (2021: £373,070) is unrestricted.

Independent Examiner - The Trustees approved the appointment of Mark Partridge of Chariot House Ltd at the Board Meeting held on 9th September 2021.

Reserves Policy

Alexandra Rose Charity reserves policy allows for 3 months full running costs and 3 months wind down cost.

Our reserve calculation at 31st March 2022 was £320,257

Our free reserve at 31st March 2022 was £275,994

Board monitoring of the current levels of reserve is done through its quarterly Finance Subgroup meetings.

Risk Management Policy

The Trustees regularly review all major risks to which the Charity is exposed and have taken appropriate action to mitigate the effects of such risks.

A risk register is kept and reviewed/updated on a quarterly basis at both Operation Subgroup Committee meetings and at the Finance Subgroup meetings.

Investment Policy

Investment Powers and Restrictions. There are no specific restrictions other than that the investments should be suitable for charities and should not include any direct investment in tobacco companies. The Trustees are very grateful to Quilter Cheviot Asset Management for their continued support, good management and guidance on our investment policy during 2021/22.

Trustee statement

The Trustees (who are also the Directors of Alexandra Rose Charity for the purposes of company law) are responsible for preparing the Report of the Trustees and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare Financial Statements for each financial year, giving a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to:-

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the Financial Statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the Financial Statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees on
22nd September 2022

And signed on their behalf by



March Hancock
Chair



Patricia Kokocinska
Treasurer

Independent examiner's report to the Trustees of Alexandra Rose Charity

I report to the Charity Trustees on my examination of the accounts of the Company for the year ended 31st March 2022.

Responsibilities and basis of report

As the Charity's Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your Charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your Charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Chartered Accountant which is one of the listed bodies.

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:

- accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- the accounts do not accord with those records; or
- the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
- the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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.



Mark Partridge FCA
Chartered Accountant
Chariot House Limited
Chartered Accountants
44 Grand Parade
Brighton
East Sussex
BN2 9QA

Date: 29th September 2022

Alexandra Rose Charity

limited by guarantee

Statement of Financial Activities

For the year ending 31st March 2022

	Notes	General fund	Restricted fund	Total
		£	£	£
Income from				
Donations and Legacies	3	8,584	-	8,584
Charitable Activities	4	1,591	912,277	913,868
Other trading	5	4,177	60,576	64,753
Investments	6	7,473	-	7,473
Total Income		21,825	972,853	994,678
RESOURCES EXPENDED				
Expenditure on raising funds	7	13,540	116,172	129,713
Expenditure on Charitable activities				
Rose Vouchers	7	58,621	783,228	841,848
Total Expenditure		72,161	899,400	971,561
Net Income/(expenditure) before gains and losses on investments		(50,336)	73,453	23,118
Net gains/Losses on investments		11,562	-	11,562
Net income/expenditure for the year		(38,774)	73,453	34,680
Transfers between funds		31,988	(31,988)	-
Net Movement in funds		(6,786)	41,466	34,680
RECONCILIATION OF FUNDS				
Total funds brought forward		373,071	255,064	628,134
Total funds carried forward		366,285	296,529	662,814

The Statement of Financial Activities has been prepared on the basis that all activities are continuing, there are no recognised gains or losses other than those reported on the Statement of Financial Activities.

Alexandra Rose Charity

limited by guarantee

Statement of Financial Activities

continued

For the year ending 31st March 2021

	Notes	General fund	Restricted fund	Total
		£	£	£
Income from				
Donations and Legacies	3	14,979	-	14,979
Charitable Activities	4	-	760,039	760,039
Other trading	5	3,599	74,092	77,692
Investments	6	5,290	-	5,290
Total Income		23,868	834,131	857,999
RESOURCES EXPENDED				
Expenditure on raising funds	7	9,403	44,722	54,125
Expenditure on Charitable activities				
Rose Vouchers	7	51,717	624,363	676,081
Total Expenditure		61,120	669,085	730,205
Net Income/(expenditure) before gains and losses on investments		(37,252)	165,046	127,794
Net gains/Losses on investments		23,160	-	23,160
Net income/expenditure for the year		(14,093)	165,046	150,954
Transfers between funds		41,690	(41,690)	
Net Movement in funds		27,597	123,356	150,953
RECONCILIATION OF FUNDS				
Total funds brought forward		345,474	131,708	477,182
Total funds carried forward		373,071	255,064	628,135

The Statement of Financial Activities has been prepared on the basis that all activities are continuing, there are no recognised gains or losses other than those reported on the Statement of Financial Activities.

Alexandra Rose Charity

limited by guarantee

Balance sheet

For the year ending 31st March 2022

	Notes	2021/22 £	2020/21 £
Fixed assets			
Investments	12	228,806	217,244
Tangible Assets	13	3,470	3,698
Intangible Assets	14	86,820	107,014
		319,096	327,956
Current assets			
Debtors	15	133,238	5,000
Cash at bank and in hand		271,726	389,933
		404,964	394,933
Total current assets			
CREDITORS: Amounts falling due within one year	16	61,246	94,754
		343,717	300,178
Net current assets			
Net assets	20	662,814	628,135
Accumulated funds			
General fund	19	366,284	373,070
Restricted funds	18	296,530	255,065
		662,814	628,135

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the Act with respect to accounting records and for the preparation of accounts. Approved by the board for issue on 22nd September 2022.

Alexandra Rose Charity
Company Number 00279157
Charity Number 211535

March Hancock

March Hancock, Chair

Fanny Kokocinska

Fanny Kokocinska, Trustee

Cash flow statement

For the year ending 31st March 2022

	Notes	2021/22 £	2020/21 £	
Net cash from operating activities				
Net income		34,680	150,954	
Depreciation	13	3,570	1,485	
Amortisation	14	52,183	45,321	
Investment Income	6	(7,474)	(5,290)	
Loss on fixed asset write off		-	-	
(Gains)/losses on investments	12	(11,562)	(23,160)	
Increase/(Decrease) in creditors	16	(33,508)	(64,086)	
(Increase)/Decrease in debtors	15	(128,238)	356	105,580
Cash flows used in investing activities:				
Investment Income		7,474	5,290	
Purchase of tangible fixed assets	13	(3,343)	(2,811)	
Purchase of intangible fixed assets	14	(31,988)	(41,690)	
Sale of investments	12	-	208,099	
Purchase of investments	12	-	(213,974)	(45,086)
Increase/(decrease) in cash			(118,207)	60,494
Cash and cash equivalents at the beginning of the period			389,933	329,439
Cash and cash equivalents at the end of the period			271,726	389,933

Statement of Financial Activities

Notes to the accounts

1 Statutory information

Alexandra Rose Charity is a charitable company, limited by guarantee, registered in England and Wales. The charitable company's registered number and registered office address can be found on the Legal and Administrative Information page.

2 Accounting policies

2.1 Basis of preparation

The financial statements 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 (FRS102) (effective 1 January 2015) – Charities SORP (FRS102) and the Companies Act 2006.

Alexandra Rose Charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

There are no material uncertainties about Alexandra Rose Charity's ability as a going concern.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest pound.

2.2 Income

All income is recognised in the Statement of Financial Activities once the Charity has gained entitlement to the income, and the amounts can be quantified with sufficient reliability and it is probable that the charity will receive the income.

Investment income is recognised in the financial statements when receivable.

2.3 Expenditure

Expenditure is recognised on an accruals basis when a liability is incurred. Expenditure includes any VAT which cannot be fully recovered and is included within the item of expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the Charity in pursuit of its charitable objectives. It includes both direct costs and support costs relating to such activities.

Governance costs include those costs associated with meeting the statutory requirements of the Charity and include its independent examination fees and costs linked to strategic management of the Charity.

2.4 Fixed assets

Fixed assets are recognised at historic cost less accumulated depreciation/amortisation. Depreciation/amortisation rates are as follows:

Computer equipment Previously calculated on 25% reducing balance - changed in 2019/20 to be 3 year straight line

Software 20% straight line

2.5 Investments

Investments are initially recognised at cost and restated to fair value at each year end. Gains and losses are taken to the Statement of Financial Activities.

2.6 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments. The Trustees seek to use short and medium-term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

2.8 Creditors and provisions

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.

2.9 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight-line basis over the period of the lease.

2.10 Pensions

Retirement benefits to employees of the entity are provided by a defined contribution scheme. The assets of the scheme are held separately from those of the entity.

The contributions made in relation to the defined contribution scheme are charged in the accounts as they become payable in accordance with the rules of the scheme.

2.11 Fund accounting

Restricted funds are subject to specific conditions by funders as to how they may be used. The purposes and use of the restricted funds are set out in the notes to the accounts.

Unrestricted funds are funds that are expendable at the discretion of the Trustees in the furtherance of the objects of the Charity.

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity. Unrestricted funds include designated funds which are funds that trustees have allocated to be spent on a specific purpose.

Notes to the Accounts continued

3. Income from donations and legacies

	Unrestricted funds	Restricted funds	Year to 31 March 2022	Year to 31 March 2021
	£	£	£	£
Donations	8,584	-	8,584	9,979
Legacies	-	-	-	5,000
	8,584	-	8,584	14,979

4. Income from charitable activities

	Unrestricted funds	Restricted funds	Year to 31 March 2022	Year to 31 March 2021
	£	£	£	£
Grants and Corporate Donations	-	912,277	912,277	760,039
Kickstart support	1,591	-	1,591	-
	1,591	912,277	913,868	760,039

5. Income from other trading

	Unrestricted funds	Restricted funds	Year to 31 March 2022	Year to 31 March 2021
	£	£	£	£
Events	2,320	60,576	62,896	77,692
Office Sublet	1,857	-	1,857	-
	4,177	60,576	64,753	77,692

6. Income from investments

	Unrestricted funds	Restricted funds	Year to 31 March 2022	Year to 31 March 2021
	£	£	£	£
Interest receivable	-	-	-	-
Dividends	7,473	-	7,473	5,290
	7,473	-	7,473	5,290
TOTAL INCOME	21,825	972,853	994,678	857,999

Notes to the Accounts continued

7. Total Expenditure	Staff Costs	Direct Service Costs	Support and Governance Costs	Total 2022	Total 2021
	£	£	£	£	£
Raising Funds	102,611	27,101	-	129,713	54,125
<u>Charitable activity - Rose Voucher project</u>					
Activities undertaken directly	169,324	607,566	-	776,890	610,829
Support costs (note 8)	41,968	-	22,991	64,958	65,251
Total Charitable activity	211,292	607,566	22,991	841,848	676,081
Total Expenditure	313,903	634,667	22,991	971,561	730,205

8. Support costs	Year to 31st March 2022	Year to 31st March 2021
	£	£
Staff costs	41,968	37,808
Bank charges	96	200
Accountancy, bookkeeping and payroll fees	305	251
Legal and professional fees	-	-
Rent	6,039	6,256
Insurance	946	946
Telephone	1,458	1,318
Print, post and stationery	602	329
IT costs	2,251	1,836
Subscriptions and registrations	601	482
Conferences and training	2,198	618
Comms, advertising and marketing	722	383
Website and apps	2,366	10,284
Consultancy	-	-
Recruitment	2,619	1,383
Sustenance	456	114
Other	34	826
Governance (note 9)	2,300	2,220
	64,958	65,251

Notes to the Accounts continued

9. Governance Costs	Year to 31st	Year to 31st
	March 2022	March 2021
	£	£
Trustee expenses	-	-
Independent examiners' fee	2,300	2,220
	2,300	2,220

10. Trustees

No Trustees were reimbursed during the year. (2021 No Trustees were reimbursed during the year.)

The charity's investments are managed by Quilter Cheviot. Dominic Tayler (trustee) is an employee of Quilter Cheviot. Dominic is not directly involved in managing the fund. Alexandra Rose do not pay Quilter Cheviot for managing the fund nor do they take any portion of dividends or gains.

There were no other related party transactions requiring disclosure.

11. Employees

Number of employees

The average number of employees during the period was 9 (2021: 7)

Employment costs

	Year to 31st	Year to 31st
	March 2022	March 2021
	£	£
Wages and salaries	274,262	209,146
Social security costs	23,333	16,428
Other pension cost	16,309	12,719
	313,903	238,293

The Charity considers the Key Management Personnel to be the Trustees and the CEO.

The total employee benefits of key management personnel of the Charity were £63,580 (to March 2021: £60,127).

No employee's annual emoluments were between £60,000 and £70,000 during the period (2021: one).

Notes to the Accounts continued

12. Fixed Asset Investments

	Year to 31 March 2022	Year to 31 March 2021
	£	£
Fair value at beginning of period	217,244	188,210
Acquisitions at cost	-	213,974
Disposals at carrying value	0	(208,099)
Net gains/(losses) on revaluations	11,562	23,160
Fair value at end of period	228,806	217,244

Historical Cost	205,876	205,851
-----------------	---------	---------

13. Tangible Fixed Assets

	Computer Equipment
	£
At 1 April 2021	7,815
Additions	3,343
Write off	-
At 31 March 2022	11,158

Depreciation

At 1 April 2021	4,118
Charge for period	3,570
Write off	-
At 31 March 2022	7,688

Net Book Value

At 31 March 2022	3,470
At 31 March 2021	3,698

14. Intangible Fixed Assets

Cost

	Digital App and website
	£
At 1 April 2021	226,606
Additions	31,988
At 31 March 2022	258,594

Amortisation

At 1 April 2021	119,591
Charge for period	52,183
At 31 March 2022	171,774

Net Book Value

At 31 March 2022	86,820
At 31 March 2021	107,015

Notes to the Accounts continued

15. Debtors

	2021/22	2020/21
	£	£
Trade debtors	38,000	-
Prepayments	1,150	-
Accrued Income	94,088	5,000
Taxation/pensions	-	-
Other debtors	-	-
	133,238	5,000

16. Creditors: Amounts falling due within one year

	2021/22	2020/21
	£	£
Trade creditors	22,390	14,120
Deferred income	20,000	62,000
Accruals	2,300	2,220
Taxation/social security	6,812	6,094
Other creditors	9,744	10,320
	61,246	94,754

17. Pensions

Pension and other post-retirement benefit commitments

At the balance sheet date £1,744 (2021: £2,320) was owed in respect of contributions to schemes.

	Year to 31 March 2022	Year to 31 March 2021
	£	£
Contributions payable by the Charity for the period	16,309	12,719

Notes to the Accounts continued

18. Fund Statement

The income funds of the Charity include restricted funds comprising the following balances of donations and grants held on trust for specific purposes:

	Balance at 31st March 2021	Incoming resources	Resources expended	Transfers	Balance at 31st March 2022
	£	£	£	£	£
Unrestricted funds					
Total Unrestricted Funds inc f/a	373,070	33,387	72,161	31,988	366,284
Restricted Grants					
Big Lottery Fund	1,720	196,000	172,776	(15,980)	8,964
Esmee Fairbairn Foundation	9,958	75,000	78,895	-	6,063
Guy's & St Thomas' Charity	65,072	297,663	348,242	(14,493)	-
Garfield Weston Foundation	-	30,000	26,400	-	3,600
LB Lambeth	24,000	124,000	33,898	-	114,102
LB Hackney	7,189	20,000	25,250	-	1,939
Glasgow CC	7,934	33,000	11,849	-	29,085
Liverpool CC	-	10,000	10,000	-	-
Comic Relief	191	-	191	-	-
LB Hammersmith & Fulham	11,750	11,750	15,273	-	8,227
Barnsley Council	19,364	32,000	21,874	-	29,490
Postcode Lottery	-	20,000	19,600	(400)	-
Rayne Foundation	2,910	-	2,910	-	-
Foundation Ireland	-	16,864	16,864	-	-
Foundation Scotland (Volant Trust)	7,500	15,000	12,110	(1,115)	9,275
London Community Fund (City Bridge)	668	-	668	-	-
Hodge Foundation	-	2,500	-	-	2,500
ING	-	8,000	-	-	8,000
Sodexo Stop Hunger	-	5,000	5,000	-	-
Matthew Wrightson	-	1,000	1,000	-	-
Charles Wolfson	-	2,000	-	-	2,000
February Foundation	-	5,000	-	-	5,000
Daisy Trust	-	1,500	-	-	1,500
Total Restricted Grants	158,258	906,277	802,801	(31,988)	229,747
Restricted Corporate Donations					
Artemis Charitable Foundation	31,178	5,000	31,178	-	5,000
Liverpool project	5,873	1,000	5,278	-	1,595
Total Restricted Corporate Donations	37,051	6,000	36,456	-	6,595
Restricted Fundraising					
Big Give	40,925	60,576	41,313	-	60,188
Champions for Children	18,831	-	18,831	-	-
Total Restricted Individual Donations	59,756	60,576	60,144	-	60,188
Total Restricted Funds	255,065	972,853	899,401	(31,988)	296,530
TOTAL FUND BALANCES	628,135	1,006,240	971,561	-	662,814

Notes to the Accounts continued

Restricted Grants - previous year comparatives

	Balance at 31st March 2020	Incoming resources	Resources expended	Transfers between Funds	Balance at 31st March 2021
	£	£	£	£	£
Restricted Grants					
Big Lottery Fund	-	81,969	73,432	(6,817)	1,720
Esmee Fairbairn Foundation	-	94,199	84,241	-	9,958
Guy's & St Thomas' Charity	81,696	278,125	277,349	(17,400)	65,072
Garfield Weston Foundation	-	30,000	30,000	-	-
LB Lambeth	-	24,000	-	-	24,000
LB Hackney	-	20,000	12,811	-	7,189
Glasgow CC	-	15,000	7,066	-	7,934
Comic Relief	-	45,150	39,617	(5,342)	191
LB Hammersmith & Fulham	-	11,750	-	-	11,750
Barnsley	-	26,000	6,636	-	19,364
Steve Morgan	-	7,605	7,605	-	-
Rayne Foundation	-	5,000	2,090	-	2,910
Dulverton	-	35,000	35,000	-	-
Foundation Scotland (Volant Trust)	-	15,000	6,468	(1,032)	7,500
London Community Fund (City Bridge)	-	38,368	30,523	(7,177)	668
P & H Frost Foundation	5,000	-	5,000	-	-
Sodexo	2,500	-	2,500	-	-
Clifford Chance	-	8,000	8,000	-	-
Total Restricted Grants	89,196	735,166	628,336	(37,768)	158,258
Restricted Corporate Donations					
Artemis Charitable Foundation	25,000	25,000	18,592	(230)	31,178
Liverpool project	1,321	7,873	3,321	-	5,873
Total Restricted Corporate Donations	26,321	32,873	21,913	(230)	37,051
Restricted Fundraising					
Big Give	16,191	41,030	12,605	(3,692)	40,924
Champions for Children	-	25,062	6,231	-	18,831
Total Restricted Individual Donations	16,191	66,092	18,836	(3,692)	59,755
Total Restricted Funds	131,708	834,131	669,085	(41,690)	255,064
TOTAL FUND BALANCES	477,182	881,159	730,206	-	628,135

Notes to the Accounts continued

Restricted Funds - Provider and Purpose

The Artemis Charitable Foundation

Funding for Rose Vouchers for Fruit and Veg Projects

Barnsley Council

Funding for the Barnsley Rose Vouchers for Fruit and Veg Project

Big Lottery Fund

Funding the Rose Vouchers for Fruit and Veg Projects in England.

The Big Give

A match funding campaign raising funds for London Rose Vouchers for Fruit and Veg Projects

Champions for Children

A match funding campaign raising funds for London Rose Vouchers for Fruit and Veg Projects

The Charles Wolfson Charitable Trust

Funding the Rose Vouchers for Fruit and Veg Projects

Clifford Chance Foundation

Funding the Tower Hamlets Rose Vouchers for Fruit and Veg Project

Comic Relief

Covid recovery funding

Daisy Trust

Funding for the Hammersmith and Fulham Rose Vouchers for Fruit and Veg Project

Dulverton

Funding for the Barnsley, Glasgow and Liverpool Rose Vouchers for Fruit and Veg Projects

Esmee Fairbairn Foundation

Funding the core costs of operating the Rose Voucher Project. Includes an additional Covid recovery support grant.

February Foundation

Funding for the Hackney Rose Vouchers for Fruit and Veg Project

Foundation Scotland

Grant funding from the Volant Trust for Rose Voucher project delivery in Glasgow.

Garfield Weston Foundation

Funding for Rose Voucher costs in Barnsley, Liverpool, and Hammersmith & Fulham.

Glasgow City Council

Funding for the Glasgow Rose Vouchers for Fruit and Veg Project.

Guy's & St Thomas' Charity

Grant 1: Funds the Southwark Rose Vouchers for Fruit and Veg Project.

Grant 2: Funds the Lambeth Rose Vouchers for Fruit and Veg Project.

London Borough of Hackney

Funding for the Hackney Rose Vouchers for Fruit and Veg Projects

The Hobson Trust

Funding for the Liverpool, Hammersmith and Fulham Barnsley Rose Vouchers for Fruit and Veg Project

The Hodge Foundation

Funding for Barnsley, Liverpool, Hackney and Hammersmith and Fulham Rose Vouchers for Fruit and Veg Projects

ING

Funding the Rose Vouchers for Fruit and Veg Projects

Liverpool project funding (various)

Funding for the Liverpool Rose Vouchers for Fruit and Veg Project

London Borough of Hammersmith and Fulham

Funding for the Hammersmith and Fulham Rose Vouchers for Fruit and Veg Project

London Borough of Lambeth

Funding the Lambeth Rose Vouchers for Fruit and Veg Project

The Patrick and Helena Frost Foundation

Funding for London Rose Vouchers for Fruit and Veg Projects

The Matthews Wrightson Charitable Trust

Funding for the Rose Vouchers for Fruit and Veg Project

The People's Postcode Lottery

Funding for the Liverpool Rose Vouchers for Fruit and Veg Project

Rayne Foundation

Funding for Rose Vouchers for Fruit and Veg Projects

Sodexo Stop Hunger Foundation

Funding for the Liverpool Rose Vouchers for Fruit and Veg Project

Steve Morgan Foundation

Funding the Liverpool Rose Vouchers for Fruit and Veg Project

Notes to the Accounts continued

19. Analysis of net assets between funds

Fund balances at 31 March 2022 are represented by:

	Unrestricted funds £	Restricted funds £	Total funds £
Fixed Assets	319,096	-	319,096
Current Assets	108,434	296,530	404,964
Creditors: amounts falling due within one year	(61,246)	-	(61,246)
	366,284	296,530	662,814

20. Commitments under operating leases

At 31 March 2022 (and 31 March 2021) the company had no commitments under non-cancellable operating leases. Included within the statement of financial activities are operating lease payments of £nil (2021: £nil).

21. Share and Capital Control

Alexandra Rose Charity is a company limited by guarantee and has no share capital. The Charity is controlled by its trustees. No one member has overall control of the Charity.

Contact us



C/O ABI Limited, The Oast House,
5 Mead Lane
Farnham, Surrey GU9 7DY



info@alexandrarose.org.uk



01252 726171



[@AlexandraRoseCharity](https://www.facebook.com/AlexandraRoseCharity)



[@AlexRoseCharity](https://twitter.com/AlexRoseCharity)



[@alexandrarosecharity](https://www.instagram.com/alexandrarosecharity)

Charity Registration No. 211535 | Company Registration No. 00279157 (England and Wales)

Alexandra Rose Charity Trustees' Annual Report and Accounts 2021/22

ALEXANDRA ROSE CHARITY

England & Wales - Charity number 211535

Accounts



Alexandra
Rose
Charity



Alexandra Rose Charity

Trustees' Annual Report and Accounts
for the year ending 31st March 2021

Charity Registration No. 211535
Company Registration No. 00279157 (England and Wales)



Alexandra
Rose
Charity

Alexandra Rose Charity

limited by guarantee

Legal and Administrative Information

TRUSTEES

Mr March Hancock
Chair

Ms Celia Cole
Vice Chair
Appointed 07/05/2020

Ms Patricia Kokocinska
Treasurer
Appointed 07/05/2020

Mr Adrian Pascu-Tulbure
Ms Ambrita Shahani Tuckwell
Mr Dominic Tayler
Ms Stephanie Slater
Ms Mara Richard
Appointed 07/05/2020

Ms Anna Sanders
Stood down 23/07/2020

Mr Aaron Mills
Stood down 23/07/2020

Ms Alison Chan
Stood down 07/05/2020

SENIOR PERSONNEL

Jonathan Pauling
CEO

REGISTERED OFFICE & PRINCIPAL ADDRESS

Alexandra Rose Charity
C/O ABI Ltd
The Oast House
5 Mead Lane
Farnham
Surrey
GU9 7DY

INDEPENDENT EXAMINER

Mark Partridge - FCA
Chariot House Ltd
44 Grand Parade
Brighton
BN2 9QA

CHARITY NUMBER

211535

COMPANY NUMBER

00279157

BANKERS

HSBC Plc
33 The Borough
Farnham
Surrey
GU9 7NJ

CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

INVESTMENT MANAGER

Howard Jenner - Quilter Cheviot

Contents

03

Message from our Chair,
March Hancock

05

Trustees' Report
2020-2021

06

Statement of Trustees'
responsibilities

18

Independent
Examiner's Report

19

Statement of
Financial Activities

21

Balance Sheet

22

Cash Flow
Statement

23

Notes to
the Accounts



Message from our Chair, March Hancock

The last year has delivered huge challenges as a result of the pandemic, and this increased the demand for our work. We know it has never been more important for families to be able to provide healthy meals for their children. I am proud that we've supported more families than ever to buy fresh fruit and vegetables, with 1,833 families receiving Rose Vouchers between April 2020 and March 2021.

By the end of March 2021, an incredible 50 Children's Centres were delivering the Rose Vouchers for Fruit & Veg Project, up from 28 centres in March 2020. This enormous expansion happened despite Children's Centres and us being forced to work very differently throughout the last year.

In October 2020, we launched our first project in Scotland. The Rose Vouchers for Fruit & Veg Project in Glasgow has been made possible by some brilliant partners, including a greengrocer who began offering a fruit and veg box delivery service due to the pandemic, accepting Rose Vouchers as payment. We know this has been a lifeline for so many families in the area.

Since we began the Rose Vouchers for Fruit & Veg Project seven years ago, an incredible £816,718 of Rose Vouchers have been redeemed by families. They have given thousands of families the spending power to buy the fruit and veg of their choice whilst supporting markets, traders and greengrocers around the UK. In the toughest of years, this has been more vital than ever.

In 2021, we'll be celebrating the redemption of our One Millionth Rose Voucher whilst we continue to deliver on our 5-Year Strategic Plan and offer support to thousands more families.

**C L I F F O R D
C H A N C E**

I would like to thank Clifford Chance for their generous pro-bono support in printing this year's annual report.



Our vision

For everyone to have access to healthy and affordable food

Our mission

To give families access to fresh fruit and vegetables in their communities

Trustees' Report 2020/21

The Trustees, who are also Directors for the purpose of the Companies Act, have pleasure in presenting their report and the financial statements of Alexandra Rose Charity (“the Charity” or “ARC”) for the year ended 31 March 2021.

The Financial Statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice (the “Charities SORP”) 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 2015).

Structure, Governance and Management

The Charity, Registration No 211535, is a company limited by guarantee, registered in England No. 00279157, not having a share capital and governed by a Memorandum and Articles of Association. Each of the members of the Charity is liable to contribute £10 towards the liabilities of the Charity in the event of liquidation.

The Charity’s objective and principal activity is to promote, in remembrance of Her Late Majesty, Queen Alexandra, charitable purposes in Greater London and the neighbourhood thereof and elsewhere in the United Kingdom. Its current operations are focused on promoting health and wellbeing for families on low-incomes, through improved access to healthy food through the Rose Vouchers for Fruit & Veg Project.

The Charity is governed by a Board of Trustees which takes all medium and longer term strategic decisions. Day to day running of the Charity is overseen by the Chief Executive. Together the Trustees are responsible for delivery of the long-term strategy approved by them. The names of the Members of the Board of Trustees are shown on the first page of this report.

The charity carries out regular skills assessments of Trustees and identifies any gaps that may exist. Steps are taken to recruit new Trustees to fill skill gaps when appropriate. The skills audit that took place in January 2019 helped inform the subsequent recruitment of new Trustees that joined the board following a recruitment effort that began in December 2019 and resulted in three new Trustees joining the Board in May 2020.

The recruitment process included external advertising through the Reach Volunteering platform and publicity via partner organisations, existing Trustees and social media. Trustee selection and appointment is by written application followed by a panel interview.

The new Trustees were Celia Cole, Mara Richard and Fanny Kokocinska. They bring wide-ranging skills from environmental sustainability, food supply chains, digital and AI, and financial management. They have already had a huge impact on our work, with Celia being elected Vice-Chair in October and Fanny taking on the role of Treasurer.

A further skills and diversity audit took place in July 2021 to help better understand the make-up of our board and the skills needed to support the charity and its development over the coming years. This work will inform Trustee training and development as well potential future trustee recruitment.

All new Trustees receive a full induction programme following appointment and they are asked to sign a Trustee Covenant, which the Board have approved. The Honorary Treasurer takes the lead on financial matters, principally accounting, budgeting and management of cash and investments.

Each Trustee appointed (or whose appointment is approved or ratified) by the charity in a General Meeting will have an initial three-year term of office with the option of renewal for a further three years by agreement between the Trustee seeking reappointment and the other Trustees.

Each Trustee must stand down at the first Annual General Meeting held on, or after, the date that the Trustee has served for three or six consecutive years. They may reapply to join the board but must have been absent from the board for a minimum of one year before doing so.

Strategy and Activities

Despite the challenges of COVID, we've increased our income in 2020/21 for the fifth year in a row while giving out 80 percent more Rose Vouchers than in the previous year. Over the last year the number of families supported with Rose Vouchers has grown from 1,129 to 1,833, an increase of 62 percent. We have also expanded from six to seven project areas and are now working with 50 Children Centres around the UK to deliver the project .

The number of Rose Vouchers redeemed was 82 percent higher than the year before. This was the result of increased family numbers of around 62 percent but also from increasing eligibility for the scheme in Southwark & Glasgow from £3 to £4 at the behest of local project funders. The total amount of vouchers redeemed during 2020/21 was 329,523

We are on track to meet the targets set in our Five-Year Strategic Plan which launched last year, and we've outlined our key priorities below.

Rose Vouchers Redeemed



Number of Families Benefiting from the Rose Vouchers Project



Our five priorities set out in our Five-Year Strategic Plan are:

- 1 Increase and demonstrate our impact in our existing projects and in new areas across the UK;
- 2 Grow our funding and develop a balanced, sustainable funding mix;
- 3 Strengthen our organisation, team, and assets to deliver our work efficiently and effectively;
- 4 Build strong partnerships that put local stakeholders in the lead;
- 5 Boost ARC's profile to drive awareness of our work, support fundraising, and increase our advocacy power.

Organisations Involved in the Rose Vouchers Project



Our seven projects - across the four London Boroughs of Hackney, Hammersmith & Fulham, Lambeth and Southwark, and in Barnsley, Liverpool and Glasgow - continue to thrive. Working alongside our Local Authority partners in each area, as well as wider stakeholders, we have continued to grow and enhance our impact.

Our Achievements



Photo credit: Glasgow Times

In October 2020, after a delay caused by the pandemic, we were delighted to finally launch the Glasgow Rose Vouchers for Fruit & Veg Project. Supported by Glasgow City Council and Glasgow based Community Food Activist, David Cairns, we work in partnership with West of Scotland Housing Association, Thriving Places, and Church House Bridgeton. Local greengrocer Firm Banana established a fruit and veg delivery box service to supply families with fresh fruit and veg and enable them to spend their Rose Vouchers during the lockdown.

In addition to launching Glasgow as our seventh project area, we have grown in our other project areas, with an incredible 22 new Children's Centres joining the project during 2020-21. This is the highest number of new centres we have ever had join the project in a year.

From these 22 Children's Centres we have also trained over 50 staff and volunteers, to sign up new families to the scheme, and expand the Rose Vouchers Fruit & Veg Project significantly.

Our achievements during 2019-20...

6

locations across the UK



28

Children's Centres



1,129

families



...and by 31 March 2021

7

locations across the UK



50

Children's Centres



1,833

families



Evaluation from families receiving Rose Vouchers has shown:

- 89% of adults and 94% of children are eating more fresh fruit, and 90% of adults and 95% of children are eating more fresh vegetables
- 92% of families say they are feeling healthier
- 95% of families are feeling happier, saying they have been getting out more, socialising and feeling less stressed financially
- 80% of families say they are eating less ready meals, 72% of families say they are eating fewer takeaways and fast food, and 87% of families say they are eating more home-cooked meals
- 94% of participants say they shop more at the market

Our Impact

"I was contacted by Children's Centre staff during the lockdown to give us support and offer us Rose Vouchers."

"We didn't have the Rose Vouchers before, but my four-year-old daughter has a chronic cough and asthmatic problems, so I am worried about going out. The staff said they could post us vouchers to help with our shopping.

I am really thankful for the Rose Vouchers. I shopped more at supermarkets before but now go to North End Road Market. I can buy the fruit and veg we need with the vouchers and make meals. I feel happier shopping at the market.

I'm making more meals at home now as my daughter isn't at nursery. I prefer to make homemade food as I can cook and like to prepare fresh food for my daughter. Meat is more expensive, so we eat a lot of vegetables, my daughter likes fruit and vegetables a lot.

It's easier with the vouchers to manage money, and we can buy the fruit and veg we need. The vouchers have helped the whole family.

It's a really great initiative. Some people can't go out to collect them, so we're really grateful to have them posted to us by the children's centre.

I'm just thankful to have the Rose Vouchers. I hope the project can continue."

Mother, Hammersmith and Fulham



Fundraising Success

Despite an incredibly tough funding environment throughout 2020-21, we had a very successful year and increased our income to £879,709.56. This meant we were able to support more families than ever in 2020-21.

We started to implement our plans set out in our Five-Year Strategic Plan to create a new fundraising team to help us diversify and increase our income by recruiting a Senior Fundraising and Communications Manager in August.

As a result of COVID, we received excellent support from lots of our existing funders, many of whom contacted us in the early days of the first lockdown and offered immediate support so we could help as many people in our project areas as possible.

We were also very successful in securing additional funds from emergency COVID funds that many trusts and foundations made available. As a result, we were able to encourage our local projects to recruit new families that had been hit hard by the economic fallout of COVID to the Rose Voucher scheme.

Our amazing supporters stepped up to help us raise funds through two Big Give matched funding campaigns in June and December 2020, raising over £70,000. We're grateful to The Artemis Charitable Foundation and The Patrick and Helena Frost Foundation for being pledge funders that helped us get the campaigns off the ground and to The Childhood Trust for choosing to be our champion funder for the third time.



Campaigns & Advocacy

This year we have participated in some very effective campaigns that have had a positive impact on the families we work with.

The Rose Vouchers for Fruit and Veg Project relies on our network of markets and independent retailers to provide affordable places for families to spend their Rose Vouchers. When the first lockdown was announced, we realised that we had to do everything possible to keep markets open.

With other organisations, including Sustain, we launched a campaign to #KeepMarketsOpen as vital sources of affordable food. Thankfully the message got through and markets which had been forced to close began to reopen and stayed open. Local market teams seized the opportunity to sign up new traders to our scheme. Twelve new traders have been recruited since lockdown began, so the families we work with now have even more choices where they can shop.

In the autumn, we worked with a coalition of organisations and charities led by the Food Foundation, Marcus Rashford and his Child Food Poverty Task Force. Collectively, we asked the government to commit to three key recommendations in the National Food Strategy and tackle the growing issue of food insecurity amongst families.

1. Expand eligibility for the Free School Meal scheme to include every child (up to the age of 16) from a household where a parent or guardian receives Universal Credit or equivalent benefits.
2. Extend the Holiday Activity and Food Programme to all areas in England, so that summer holiday support is available to all children in receipt of free school meals
3. Increase the value of Healthy Start vouchers to £4.25 per week, and expand the scheme to every pregnant woman and to all households with children under four where a parent or guardian receives Universal Credit or equivalent benefits.

Together these policies would improve the lives of more than 2 million additional disadvantaged children and their families.

Our role in the campaign focused on Healthy Start. We gathered evidence and case studies from families we work with who received or had applied for the Healthy Start vouchers and shared their stories as part of the campaign.

In November, we were delighted to learn that the campaign had been successful and the government planned to increase the value of a Healthy Start voucher to £4.25 from £3.10 a week from April 2021, in addition to a suite of other measures as part of a winter package of support. Thousands of families across the country are now benefiting from this increase.



Partnerships

We created some great new corporate partnerships in 2020-21.



In June, we secured support from The Clifford Chance Foundation, who generously supported our Champions for Children COVID appeal with a generous donation of £8,000, which was doubled by match funding. They also kindly printed our Annual Report for us pro-bono.

In October, HelloFresh, who have supported us for several years now, allowed us to include an appeal in their new HelloPerks booklet sent to over 45,000 weekly customers. We tested using Text to Donate for the first time with great success, and the campaign raised over £1,200.

In November, we were approached by The Bernard Sunley Foundation, who heard about our work from another funder and offered their support. They agreed to contribute £10,000 to our Big Give Christmas Challenge appeal.

This generous donation gave the campaign a huge boost and was doubled with match funding, enabling us to help more families access fresh fruit and vegetables. The Bernard Sunley Foundation are a new funder of our charity, who recognise the value in our work of supporting families to access a healthy diet and supporting local markets.

“The Bernard Sunley Foundation is always particularly keen to support charities that make a real difference to the communities in which they operate. It is clear that the Alexandra Rose Charity wants the very best for the communities that it serves and is helping families and young children at a crucial point in their development.”

Sue Davies, Director at Bernard Sunley Foundation



COVID and the Impact on Our Work

KEEP MARKETS OPEN

COVID has disproportionately impacted families on low incomes, creating even greater barriers to accessing fresh fruit and vegetables and a healthy diet. Research by The Food Foundation found that between August 2020 and January 2021, 4.7 million adults and 2.3 million children lived in households that experienced food insecurity, meaning 12% of all households with children were affected. [1] Lockdown restrictions and panic buying exacerbated existing food insecurity issues, making food shopping harder.

The need for the Rose Vouchers for Fruit & Veg project has never been greater. We made it our top priority to get Rose Vouchers into families hands last year, so they had the spending power to buy the fruit and veg they needed.

Families redeemed an amazing £329,522 of Rose Vouchers across all our project areas between April 2020 and 31 March 2021 despite the COVID crisis, which is the highest amount of Rose Vouchers ever redeemed in one year.

This would not have been possible without the dedication of the Children's and Family Centres we partner with. They faced massive disruption to how they work yet rapidly adapted their processes to overcome the challenges of COVID. They distributed vouchers to families in bulk ahead of, and during the lockdowns, posted vouchers to families where needed and continued vital family support services by phone. Many centres also made use of Zoom and social media to provide engagement sessions to families.

[1] The Food Foundation, March 2021, 'A crisis within a crisis: The impact of Covid-19 on Household food security' https://foodfoundation.org.uk/wp-content/uploads/2021/03/FF_Impact-of-coid_FINAL.pdf

“The one thing that has been constant has been Rose Vouchers, which is lovely”
Lisa, Fulham Central Children’s Centre

Children’s Centres told us the Rose Vouchers for Fruit & Veg Project was a vital service for families during the pandemic and was a valuable engagement tool that enabled them to stay in touch with families.

We also worked closely with market teams and supported them to increase the number of traders accepting Rose Vouchers in their areas. Since the first lockdown, we have recruited twelve new traders, including traders in new areas such as Peckham High Street, offering families more choice and convenience, which is a great outcome.

Alexandra Rose Charity continues to be in a strong position to support the increased demand for our work. The organisation is in good health and has an innovative and impactful approach that can address immediate needs.

The Trustees are aware there are still challenging times ahead as the fallout from the COVID crisis continues to hit. Still, we believe we’re in a great position to be part of the solution and support the communities we work with to ‘build back better’.



Trustee statement

The Trustees (who are also the Directors of Alexandra Rose Charity for the purposes of company law) are responsible for preparing the Report of the Trustees and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare Financial Statements for each financial year, giving a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to:-

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the Financial Statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the Financial Statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees on
9th September 2021

And signed on their behalf by



March Hancock
Chair



Patricia Kokocinska
Treasurer

Independent examiner's report to the Trustees of Alexandra Rose Charity

I report to the Charity Trustees on my examination of the accounts of the Company for the year ended 31st March 2021.

Responsibilities and basis of report

As the Charity's Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your Charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your Charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Chartered Accountant which is one of the listed bodies.

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:

- accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- the accounts do not accord with those records; or
- the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
- the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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.



Mark Partridge FCA
Chartered Accountant
Chariot House Limited
Chartered Accountants
44 Grand Parade
Brighton
East Sussex
BN2 9QA

Date: 9th September 2021

Alexandra Rose Charity

limited by guarantee

Statement of Financial Activities

For the year ending 31st March 2021

	Notes	General fund	Restricted fund	Total
		£	£	£
Income from				
Donations and Legacies	3	14,979	-	14,979
Charitable Activities	4	-	760,039	760,039
Other trading	5	3,599	74,092	77,692
Investments	6	5,290	-	5,290
Other incoming resources		-	-	-
Total Income		23,868	834,131	857,999
RESOURCES EXPENDED				
Expenditure on raising funds	7	9,403	44,722	54,125
Expenditure on Charitable activities				
Rose Vouchers	7	51,717	624,363	676,081
Total Expenditure		61,120	669,085	730,205
Net Income/(expenditure) before gains and losses on investments		(37,252)	165,046	127,794
Net gains/Losses on investments		23,160	-	23,160
Net income/expenditure for the year		(14,093)	165,046	150,954
Transfers between funds		41,690	(41,690)	-
Net Movement in funds		27,597	123,356	150,953
RECONCILIATION OF FUNDS				
Total funds brought forward		345,474	131,708	477,182
Total funds carried forward		373,071	255,064	628,135

The Statement of Financial Activities has been prepared on the basis that all activities are continuing, there are no recognised gains or losses other than those reported on the Statement of Financial Activities.

Alexandra Rose Charity

limited by guarantee

Statement of Financial Activities

continued

For the year ending 31st March 2020

	Notes	General fund	Designated fund	Restricted fund	Total
		£	£	£	£
Income from					
Donations and Legacies	3	10,599	-	57,182	67,781
Charitable Activities	4	-	-	444,688	444,688
Other trading	5	18,592	-	-	18,592
Investments	6	8,172	-	-	8,172
Other incoming resources					
Total Income		37,363	-	501,870	539,233
RESOURCES EXPENDED					
Expenditure on raising funds	7	28,191	-	36,709	64,900
Expenditure on Charitable activities					
Rose Vouchers	7	79,102	-	392,676	471,778
Total Expenditure		107,293	-	429,385	536,678
Net Income/(expenditure) before gains and losses on investments		(69,930)	-	72,484	2,555
Net gains/Losses on investments		(20,930)	-	-	(20,930)
Net income/expenditure for the year		(90,859)	-	72,484	(18,375)
Transfers between funds		184,405	(120,000)	(64,405)	-
Net Movement in funds		93,546	(120,000)	8,079	(18,375)
RECONCILIATION OF FUNDS					
Total funds brought forward		251,928	120,000	123,629	495,557
Total funds carried forward		345,474	-	131,708	477,182

The Statement of Financial Activities has been prepared on the basis that all activities are continuing, there are no recognised gains or losses other than those reported on the Statement of Financial Activities.

Alexandra Rose Charity

limited by guarantee

Balance sheet

For the year ending 31st March 2021

	Notes	2020/21 £	2019/20 £
Fixed assets			
Investments	12	217,244	188,210
Tangible Assets	13	3,698	2,371
Intangible Assets	14	107,014	110,646
		327,956	301,227
Current assets			
Debtors	15	5,000	5,356
Cash at bank and in hand		389,933	329,439
		394,933	334,795
CREDITORS: Amounts falling due within one year			
	16	94,754	158,840
		300,178	175,955
Net current assets			
		300,178	175,955
Net assets	20	628,135	477,182
Accumulated funds			
Unrestricted funds			
General fund	19	373,070	345,474
Restricted funds			
	18	255,065	131,708
		628,135	477,182

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the Act with respect to accounting records and for the preparation of accounts. Approved by the board for issue on 9th September 2021.

Alexandra Rose Charity
Company Number 00279157
Charity Number 211535



March Hancock, Chair



Fanny Kokocinska, Trustee

Cash flow statement

For the year ending 31st March 2021

	Notes	2020/21 £		2019/20 £	
Net cash from operating activities					
Net income		150,954		(18,375)	
Depreciation	13	1,485		1,186	
Amortisation	14	45,321		36,983	
Investment Income	6	(5,290)		(8,172)	
Loss on fixed asset write off		0		1,177	
(Gains)/losses on investments	12	(23,160)		20,930	
Increase/(Decrease) in creditors	16	(64,086)		124,198	
(Increase)/Decrease in debtors	15	356	105,580	24,644	182,571
Cash flows used in investing activities:					
Investment Income		5,290		8,172	
Purchase of tangible fixed assets	13	(2,811)		(982)	
Purchase of intangible fixed assets	14	(41,690)		(64,405)	
Sale of investments	12	(208,099)		7,984	
Purchase of investments	12	(213,974)	(461,285)	(9,232)	(58,463)
Increase/(decrease) in cash			-355,075		124,108
Cash and cash equivalents at the beginning of the period			329,439		205,331
Cash and cash equivalents at the end of the period			-26,266		329,439

Statement of Financial Activities

Notes to the accounts

1 Statutory information

Alexandra Rose Charity is a charitable company, limited by guarantee, registered in England and Wales. The charitable company's registered number and registered office address can be found on the Legal and Administrative Information page.

2 Accounting policies

2.1 Basis of preparation

The financial statements 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 (FRS102) (effective 1 January 2015) – Charities SORP (FRS102) and the Companies Act 2006.

Alexandra Rose Charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

There are no material uncertainties about Alexandra Rose Charity's ability as a going concern.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest pound.

2.2 Income

All income is recognised in the Statement of Financial Activities once the Charity has gained entitlement to the income, and the amounts can be quantified with sufficient reliability and it is probable that the charity will receive the income.

Investment income is recognised in the financial statements when receivable.

2.3 Expenditure

Expenditure is recognised on an accruals basis when a liability is incurred. Expenditure includes any VAT which cannot be fully recovered and is included within the item of expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the Charity in pursuit of its charitable objectives. It includes both direct costs and support costs relating to such activities.

Governance costs include those costs associated with meeting the statutory requirements of the Charity and include its independent examination fees and costs linked to strategic management of the Charity.

2.4 Fixed assets

Fixed assets are recognised at historic cost less accumulated depreciation/amortisation. Depreciation/amortisation rates are as follows:

Computer equipment Previously calculated on 25% reducing balance - changed in 2019/20 to be 3 year straight line

Software 20% straight line

2.5 Investments

Investments are initially recognised at cost and restated to fair value at each year end. Gains and losses are taken to the Statement of Financial Activities.

2.6 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments. The Trustees seek to use short and medium-term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

2.8 Creditors and provisions

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.

2.9 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight-line basis over the period of the lease.

2.10 Pensions

Retirement benefits to employees of the entity are provided by a defined contribution scheme. The assets of the scheme are held separately from those of the entity.

The contributions made in relation to the defined contribution scheme are charged in the accounts as they become payable in accordance with the rules of the scheme.

2.11 Fund accounting

Restricted funds are subject to specific conditions by funders as to how they may be used. The purposes and use of the restricted funds are set out in the notes to the accounts.

Unrestricted funds are funds that are expendable at the discretion of the Trustees in the furtherance of the objects of the Charity.

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity. Unrestricted funds include designated funds which are funds that trustees have allocated to be spent on a specific purpose.

Notes to the Accounts continued

3. Income from donations and legacies

	Unrestricted funds	Restricted funds	Year to 31 March 2021	Year to 31 March 2020
	£	£	£	£
Donations	9,979	-	9,979	67,781
Legacies	5,000	-	5,000	-
	14,979	-	14,979	67,781

4. Income from charitable activities

	Unrestricted funds	Restricted funds	Year to 31 March 2021	Year to 31 March 2020
	£	£	£	£
Grants	-	760,039	760,039	444,688
	-	760,039	760,039	444,688

5. Income from other trading

	Unrestricted funds	Restricted funds	Year to 31 March 2021	Year to 31 March 2020
	£	£	£	£
Events	3,600	74,092	77,692	18,592
	3,600	74,092	77,692	18,592

6. Income from investments

	Unrestricted funds	Restricted funds	Year to 31 March 2021	Year to 31 March 2020
	£	£	£	£
Interest receivable	-	-	-	-
Dividends	5,290	-	5,290	8,172
	5,290	-	5,290	8,172
	23,868	834,131	857,999	539,233

Notes to the Accounts continued

7. Total Expenditure	Staff Costs	Direct Service Costs	Support and Governance Costs	Total 2021	Total 2020
	£	£	£	£	£
Raising Funds	34,303	19,822	-	54,125	64,900
<u>Charitable activity - Rose Voucher project</u>					
Activities undertaken directly	166,182	444,647	-	610,829	387,885
Support costs (note 8)	37,808	-	27,444	65,251	83,893
Total Charitable activity	203,989	444,647	27,444	676,081	471,778
Total Expenditure	238,293	464,469	27,444	730,205	536,678

8. Support costs	Year to 31st March 2021	Year to 31st March 2020
	£	£
Staff costs	37,808	43,364
Bank charges	200	59
Accountancy, bookkeeping and payroll fees	251	1,121
Legal and professional fees	-	-
Rent	6,256	7,942
Insurance	946	1,187
Telephone	1,318	1,190
Print, post and stationery	329	2,934
IT costs	1,836	1,643
Subscriptions and registrations	482	1,415
Conferences and training	618	1,254
Comms, advertising and marketing	383	11,592
Website and apps	10,284	6,486
Consultancy	-	306
Recruitment	1,383	-
Sustenance	114	-
Other	826	1,180
Governance (note 9)	2,220	2,483
	65,251	84,156

Notes to the Accounts continued

9. Governance Costs	Year to 31st	Year to 31st
	March 2021	March 2020
	£	£
Trustee expenses	-	-
Independent examiners' fee	2,220	2,220
	2,220	2,220

10. Trustees

No Trustees were reimbursed during the year. (2020 No Trustees were reimbursed during the year.)

Quilter Cheviot manages the Charity's investments. Dominic Tayler (Trustee) is an employee of Quilter Cheviot. Dominic is not directly involved in managing the fund. Alexandra Rose Charity does not pay Quilter Cheviot for managing the fund nor do they take any portion of dividends or gains.

There were no other related party transactions requiring disclosure.

11. Employees

Number of employees

The average number of employees during the period was 7 (2020 : 6).

Employment costs	Year to 31st	Year to 31st
	March 2021	March 2020
	£	£
Wages and salaries	209,146	167,125
Social security costs	16,428	13,880
Other pension cost	12,719	12,216
	238,293	193,221

The Charity considers the Key Management Personnel to be the Trustees and the CEO.

The total employee benefits of key management personnel of the Charity were £65,969 (to March 2020: £65,216).

One employee's annual emoluments were between £60,000 and £70,000 during the period (2020: one).

Notes to the Accounts continued

12. Fixed Asset Investments

	Year to 31 March 2021	Year to 31 March 2020
	£	£
Fair value at beginning of period	188,210	207,892
Acquisitions at cost	213,974	9,232
Disposals at carrying value	(208,099)	(7,984)
Net gains/(losses) on revaluations	23,160	(20,930)
Fair value at end of period	217,244	188,210

Historical Cost	205,875	207,773
-----------------	---------	---------

13. Tangible Fixed Assets

	Computer Equipment
	£
At 1 April 2020	5,004
Additions	2,811
Write off	
At 31 March 2021	7,815

Depreciation

At 1 April 2020	2,633
Charge for period	1,485
Write off	
At 31 March 2021	4,118

Net Book Value

At 31 March 2021	3,698
At 31 March 2020	3,755

14. Intangible Fixed Assets

Cost

	Digital App software
	£
At 1 April 2020	184,916
Additions	41,690
At 31 March 2021	226,606

Amortisation

At 1 April 2020	74,270
Charge for period	45,321
At 31 March 2021	119,591

Net Book Value

At 31 March 2021	107,014
At 31 March 2020	110,646

Notes to the Accounts continued

15. Debtors

	Year to 31 March 2021	Year to 31 March 2020
	£	£
Trade debtors	-	-
Prepayments	-	5,356
Accrued Income	5,000	-
Taxation/pensions	-	-
Other debtors	-	-
	5,000	5,356

16. Creditors: Amounts falling due within one year

	Year to 31 March 2021	Year to 31 March 2020
	£	£
Trade creditors	14,120	21,169
Deferred income	62,000	122,402
Accruals	2,220	2,220
Taxation/social security	6,094	3,426
Other creditors	10,320	9,623
	94,754	158,840

17. Pensions

Pension and other post-retirement benefit commitments

At the balance sheet date £2320 (2020: £1,623) was owed in respect of contributions to schemes.

	Year to 31 March 2021	Year to 31 March 2020
	£	£
Contributions payable by the Charity for the period	12,719	12,216

Notes to the Accounts continued

18. Fund Statement

The income funds of the Charity include restricted funds comprising the following balances of donations and grants held on trust for specific purposes:

	Balance at 31st March 2020	Incoming resources	Resources expended	Transfers between Funds	Balance at 31st March 2021
	£	£	£	£	£
Unrestricted funds					
Total Unrestricted Funds inc f/a	345,474	47,028	61,121	41,690	373,070
Restricted Grants					
Big Lottery Fund	-	81,969	73,432	(6,817)	1,720
Esmee Fairbairn Foundation	-	94,199	84,241	-	9,958
Guy's & St Thomas' Charity	81,696	278,125	277,349	(17,400)	65,072
Garfield Weston Foundation	-	30,000	30,000	-	-
LB Lambeth	-	24,000	-	-	24,000
LB Hackney	-	20,000	12,811	-	7,189
Glasgow CC	-	15,000	7,066	-	7,934
Comic Relief	-	45,150	39,617	(5,342)	191
LB Hammersmith & Fulham	-	11,750	-	-	11,750
Barnsley	-	26,000	6,636	-	19,364
Steve Morgan	-	7,605	7,605	-	-
Rayne Foundation	-	5,000	2,090	-	2,910
Dulverton	-	35,000	35,000	-	-
Foundation Scotland (Volant Trust)	-	15,000	6,468	(1,032)	7,500
London Community Fund (City Bridge)	-	38,368	30,523	(7,177)	668
P & H Frost Foundation	5,000	-	5,000	-	-
Sodexo	2,500	-	2,500	-	-
Clifford Chance	-	8,000	8,000	-	-
Total Restricted Grants	89,196	735,166	628,336	(37,768)	158,258
Restricted Corporate Donations					
Artemis	25,000	25,000	18,592	(230)	31,178
Liverpool project	1,321	7,873	3,321	-	5,873
Total Restricted Corporate Donations	26,321	32,873	21,913	(230)	37,051
Restricted Fundraising					
Big Give	16,192	41,030	12,605	(3,692)	40,925
Champions for Children	-	25,062	6,231	-	18,831
Total Restricted Individual Donations	16,192	66,092	18,836	(3,692)	59,756
Total Restricted Funds	131,708	834,131	669,085	(41,690)	255,065
TOTAL FUND BALANCES	477,182	881,159	730,206		628,135

Notes to the Accounts continued

Restricted Grants - previous year comparatives

	Balance at 1st April 2019 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31st March 2020 £
Restricted Grants					
Big Lottery Fund	-	107,559	107,559		-
Esmee Fairbairn Foundation	-	38,398	38,398		-
Guy's & St Thomas' Charity	75,085	181,088	168,631	(5,846)	81,696
Garfield Weston Foundation	10,000	-	10,000		-
LB Lambeth	-	15,503	15,503		-
Comic Relief	-	46,350	7,791	(38,559)	-
LB Hammersmith & Fulham	-	11,750	11,750		-
Barnsley	-	14,040	14,040		-
Drapers Trust	9,565	-	9,565		-
P & H Frost Foundation	5,000	5,000	5,000		5,000
Sodexo	-	5,000	2,500		2,500
Fidelity	-	20,000	-	(20,000)	-
Total Restricted Grants	99,650	444,688	390,737	(64,405)	89,196
Restricted Corporate Donations					
Artemis	23,979	25,000	23,979		25,000
Liverpool project	-	1,321	-		1,321
Total Restricted Corporate Donations	23,979	26,321	23,979	-	26,321
Restricted Fundraising					
Big Give	-	30,861	14,669		16,192
Total Restricted Individual Donations	-	30,861	14,669	-	16,192
Total Restricted Funds	123,629	501,870	429,385	(64,405)	131,708

Notes to the Accounts continued

Restricted Funds - Provider and Purpose

The Artemis Charitable Foundation

Funding Rose Voucher costs in Hackney and Glasgow

Barnsley Council

Funding for Vouchers in the Barnsley project.

Big Lottery Fund

Funding the roll-out of the Rose Voucher Project in Barnsley, Hammersmith & Fulham, Hackney, Lambeth and Liverpool.

The Big Give

A match funding campaign raising funds for London based Rose Voucher projects.

Champions for Children

A match funding campaign raising funds for London based Rose Voucher projects.

Clifford Chance Foundation

Rose Voucher funding for Hammersmith and Fulham and Liverpool

Comic Relief

Covid recovery funding.

Dulverton

Rose Voucher funding for Barnsley, Glasgow and Liverpool.

Esmee Fairbairn Foundation

Funding the core costs of operating the Rose Voucher Project. Includes an additional Covid recovery support grant.

Foundation Scotland

Grant funding from the Volant Trust for Rose Voucher project delivery in Glasgow.

Garfield Weston Foundation

Funding Rose Voucher costs in Barnsley, Liverpool, Hackney, Lambeth and Hammersmith & Fulham.

Glasgow City Council

Funding for the Glasgow Rose Voucher project.

Guy's & St Thomas' Charity

Grant one funds the Rose Voucher Project in Southwark and grant two funds the Rose Voucher project in Lambeth.

London Borough of Hackney

Funding Rose Voucher costs in the Borough of Hackney.

Liverpool project

Donations generated by and specific to funding Rose Vouchers in Liverpool.

London Borough of Hammersmith and Fulham

Funding Rose Voucher costs in the Borough of Hammersmith and Fulham.

London Borough of Lambeth

Funding Rose Voucher costs in the Borough of Lambeth.

P & H Frost Foundation

Funding Rose Voucher costs in Barnsley.

Rayne Foundation

Funding for Rose vouchers.

Sodexo Stop Hunger Foundation

Funding Rose Vouchers costs in all areas.

Steve Morgan Foundation

Funding Rose Vouchers costs in Liverpool.

Notes to the Accounts continued

19. Analysis of net assets between funds

Fund balances at 31 March 2021 are represented by:

	Unrestricted funds £	Designated fund £	Restricted funds £	Total funds £
Fixed Assets	327,956	-	-	327,956
Current Assets	139,868	-	255,065	394,933
Creditors: amounts falling due within one year	(94,754)	-	-	(94,754)
	373,070	-	255,065	628,135

20. Commitments under operating leases

At 31 March 2021 (and 31 March 2020) the company had no commitments under non-cancellable operating leases. Included within the statement of financial activities are operating lease payments of £nil (2020: £nil).

21. Share and Capital Control

Alexandra Rose Charity is a company limited by guarantee and has no share capital. The Charity is controlled by its trustees. No one member has overall control of the Charity.

Alexandra Rose Charity are grateful to
Clifford Chance for their generous
pro-bono support in the printing of
this annual report

C L I F F O R D
C H A N C E

Contact us



C/O ABI Limited, The Oast House,
5 Mead Lane
Farnham, Surrey GU9 7DY



info@alexandrarose.org.uk



01252 726171



[@AlexandraRoseCharity](https://www.facebook.com/AlexandraRoseCharity)



[@AlexRoseCharity](https://twitter.com/AlexRoseCharity)



[@alexandrarosecharity](https://www.instagram.com/alexandrarosecharity)

Charity Registration No. 211535 | Company Registration No. 00279157 (England and Wales)

Alexandra Rose Charity Trustees' Annual Report and Accounts 2020/21