



**SPREAD
A SMILE**

Annual Report 22/23



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What Spread a Smile does is truly wonderful and I can't thank them enough for helping my daughter to find happiness amongst the pain.

Parent

“

When you are going through such a hard, draining and emotional time, seeing your child smile, even if very briefly, can mean everything.

Parent

Trustees

Paul Godfrey, Chair
Andrew Bloom
Paul Crocker
Vanessa Crocker
Elizabeth Gould
Fiona Hikmet
Louise Jacobs
Josephine Segal
Richard Segal

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Registered Company Number

08443236

Registered Charity Number

1152205

10 years on: A Message from our Co-Founders



Ten years ago, when we founded Spread a Smile from our kitchen tables, we didn't have a mission statement, a Board of Trustees with the perfect mix of skills or a three-year plan - we didn't even have a three-week plan. But we had seen first-hand, from personal experience, what a seriously unwell child and their family has to go through: another needle, another cannula, another round of chemotherapy.

Now, in the charity's tenth year, we want to express our deepest thanks to the hundreds of people who have helped to bring joy, laughter and hope to so many families across the country. Supporting the whole family has been at our core since our earliest days: parents, grandparents and siblings have their lives turned upside down with changes of routine, emotional rollercoasters and the huge anxiety that accompanies an unwell child's treatment. We remain humbled by and proud of the many families we have supported this last year and over the whole decade. It has been a privilege to bring joy to so many, each time with our unique individual approach and an ability to respond to each family's different needs.

We have been thrilled over this past year to continue our hybrid way of working, supporting families both in-person and virtually. From bedside visits to virtual music lessons, we continue to see that smiles are more than just smiles. Bringing joy, laughter and colour to a child, whether at their bedside, at a theatre or at a picnic in the park, can do more than just break the monotony - it can inspire hope, generate a sense of normality, and support the family's emotional wellbeing.

Thank you to everyone who has supported Spread a Smile across 2022-23: we are grateful beyond words to our team and volunteers, our supporters and fundraisers, our Trustees, our NHS hospital partners and our entertainers. We hope that in reading our annual report you will be inspired by our work and impact; thank you for enabling us to grow from a single hospital visit to supporting thousands of children across the country every year.

Josephine

Josephine Segal
Co-Founder

Vanessa

Vanessa Cocker
Co-Founder





Our NHS Hospital and Hospice Partners

By the end of the year, we were supporting patients and their families in 25 NHS hospitals and 2 hospices...

Addenbrooke's Children's Hospital, Cambridge
 Barnet Hospital
 Bristol Royal Children's Hospital
 Chelsea & Westminster Hospital, London
 Demelza Hospice, London
 Great Ormond Street Hospital, London
 King's College Hospital, London
 Leicester Children's Hospital
 Newham University Hospital, London
 Noah's Ark Hospice, London
 Nottingham Children's Hospital
 North Middlesex Hospital
 Northwick Park Hospital, Middlesex
 Southampton Children's Hospital

St George's Hospital, London
 St Mary's Hospital, London
 The Christie NHS Foundation Trust, Manchester
 The Evelina Children's Hospital, London
 The Princess Alexandra Hospital, Essex
 The Royal Brompton Hospital, London
 The Royal London Hospital
 The Royal Marsden Hospital, London
 The Royal National Orthopaedic Hospital, Middlesex
 University College London Hospital
 Watford General Hospital, Middlesex
 Whittington Hospital, London
 Wrexham Maelor Hospital, Wales

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Thank you so much for everything you do. We feel privileged to have you as part of our Play and Youth service. You complete our team.

Health Play Specialist
 Team Coordinator, King's
 College Hospital, London



A Message from our Chief Executive and Chair of Trustees

Welcome to our 2022-23 Annual Report, in which we highlight our achievements and impacts.

We write this note as we enter Spread a Smile's milestone tenth year. It is extraordinary to look back, reflect on and celebrate our charity's journey. To quote a colleague at St Mary's Hospital, from whom you'll read more in this report, 'I've seen Spread a Smile grow in both size and scope, but it hasn't lost its heart at the core.'

We create meaningful connections with and between patients, their families and NHS professionals. In our recent annual survey of medical professionals who have experienced our services, 100% of respondents told us that Spread a Smile visits have a positive impact on their patients' mental health. And given what we all know about how physical, mental and emotional health are so closely intertwined, our work matters.

In today's 'new normal', our hybrid programme of in-person plus virtual delivery allows us to work with a far wider cohort of young people than ever before. Our strategy allows us to operate both virtually and in-person for the foreseeable future, in a way where each element complements the other. We are excited to be able to spread smiles to children wherever they may be in the country. As of the end of March 2023, we had grown to support 25 NHS hospitals and two hospices, from Southampton Children's Hospital to Leicester Children's Hospital, from Wrexham Maelor Hospital in Wales to The Princess Alexandra Hospital in Essex. We are on track to hit our strategic target of 48 partnerships by the end of 2024-25; we're excited to be an increasingly national charity, and to be able to work towards our long-term goal of providing our unique entertainment to all seriously ill children in all UK hospitals.

Looking ahead to the coming year, we are excited to work towards our goals: increase our hospital and hospice partners from 27 to 38, make over 12,000 personalised bedside visits, deliver over 2,000 virtual visits and welcome over 2,000 people to our family events.

Our Fundraising team has worked hard to strengthen existing relationships and build new ones: our diverse income streams allow us to look to the future with confidence. We are immensely grateful to all those who have supported our charity over the past year, and who will continue to enable our vital work over the months and years to come. We couldn't do it without you.

Thank you to you all.



Lucy

Lucy Jackson
Chief Executive

Paul

Paul Godfrey
Chair of Trustees



What we do



Bring smiles to the faces of seriously ill and hospitalised children through in-person and virtual visits through our team of professional entertainers



Engage and entertain the whole family through joyful trips, activities and parties



Bring creativity and colour to young patients and their families through art activities and child-focused art workshops in hospitals

Our Strategy

Lead

To become a leading voice in hospital play and entertainment

Collaborate

To deliver our services in 48 NHS hospitals and hospices by the end of 2024-25, in close collaboration with medical professionals

Understand

To continue to build relationships with each and every family we support by understanding their child's unique situation and needs

Celebrate

To recognise and celebrate our team's extraordinary commitment to the families we support

Measure

To measure, evaluate and evolve our work and strive to be compassionate, responsive and impactful



Spread a Smile is amazing! Thank you so much to everyone for helping me and really making a difference during such a horrible time.

Alyssa, aged 14

Our year in numbers

8,571

in-person bedside visits

5,554

hours of contact time with patients

3,576

patients joined 1,840 virtual visits

1,465

children joined our in-person and virtual celebration events

4,500

children supported over Christmas

15,372

family members supported

4,872

hospital staff engaged and involved

“

You've made it possible for my daughter to stay positive throughout her long treatment. Our happy Thursdays will forever be remembered and they made every week bearable. Those were magical moments that allowed her to forget about pain, doctors, unpleasant procedures and just try to enjoy the moment.



Partnerships and achievements

April

Celebrated Easter by hosting virtual meet-and-greets with the Easter Bunny, wreath-making classes and delivering over 2,700 Easter eggs to hospitalised children. Thanks to all those who donated including Mars UK, His Church Charity, All Aboard, Enra Finance, Bregal Milestone, Binfield Road Surgery, E Imagination Store, Little Learners UK and Chancellor's School.

Announced comedian and writer Suzi Ruffell as our first ever Spread a Smile Ambassador.

May

Launched a partnership with Mildreds Restaurants, with a tea party and a lunch at their Covent Garden venue.

'We are proud to be working with such a special charity which does amazing work. It has been great to be involved and to experience the impact that Spread a Smile has in helping others.' – Sam Anstey, Managing Director at Mildreds

Announced our 17th hospital partnership with Northwick Park Hospital, a major NHS facility in Harrow, North West London.

'The Spread a Smile team has been invaluable already. We've been truly blown away by their amazing input, thought and care into wanting to support our children and their families. There truly was pure happiness and joy in the air during their visits.' – Miriam Sager, Paediatric Oncology Clinical Nurse Specialist at Northwick Park Hospital

Hosted young oncology patients from University College London Hospital at a Craig David concert at the O2 Arena, in partnership with Rays of Sunshine.

'Love that you all had a great time. I enjoyed signing the tees at home before the show, putting all my love into them so they would be felt in the heart when worn.' – Craig David

June

In partnership with the Birmingham Stage Company and volunteers from Goldman Sachs, took 17 families on a Horrible Histories-themed 'Terrible Thames' tour, followed by afternoon tea at The Tower Hotel.

'Thank you to Spread a Smile staff, entertainers, and volunteers for making it a memorable day full of love, fun, and light.' – Parent

Announced a new ambassador for Spread a Smile: Lance Corporal Richard Jones, a world-renowned magician and former winner of Britain's Got Talent.

'The most noble art is of course making others smile, and the inspiringly brave children I have met during visits always put a big smile onto my face too.'



July

Hosted eight families at The Tiger Who Came to Tea and artist Charlotte Posner at University College London Hospital, for a 'pop doll' art workshop for 10 teenagers undergoing treatment for cancer.

August

Welcomed over 600 guests to our first ever Summer Party, in Coram's Fields in London, with support from IKEA, Derwent Art, Staedtler UK, Hunter Price International, Morrisons, Rainbow Designs, Spin Master, Costa Coffee, Swizzels, Tesco, Hasbro, Under the Canvas, City Scaffolding, Greggs, Valeo Foods Group, Lola's Cupcakes, Ocado, Play in Choc and Crosstown Doughnuts.

September

Hosted a tea party for 11 young people and their families at Riding House Café in Bloomsbury.

October

Marked Play in Hospital Week with a record number of visits: 17 sets of visits in total to 14 hospitals, spreading smiles to over 400 children and young people.

November

Held our first joint venture with the LEGO Group, welcoming 11 patients, their siblings and families for a LEGO Masterclass. Children used LEGO to create their own buildings, playgrounds and hospitals showing how they would brighten and develop the spaces around them.

Started to visit and entertain children at Barnet Hospital, Princess Alexandra Hospital in Harlow, Essex and Watford General Hospital.

'Spread a Smile has already had a huge impact on the Starfish Ward. Your lovely entertainers certainly cheer up all our patients and their families too and they are rays of sunshine! Their positivity really does rub off on all the patients they meet.' – Helen Cripps, Play Specialist at Watford General Hospital

Partnerships and achievements

December

A record Christmas for Spread a Smile, where we reached over 4,500 children. 218 volunteers gave up 763 hours of their time to pack gifts; hundreds more donated towards our Christmas activities or gave us gifts to pass on. Our thanks go to our partners for their donations of gifts: Aurora World, Barry M, BlackRock, Casetify UK, Cheatwell Games, Derwent Art, Ginger Fox UK, Hasbro, Hunter Price International, Insurance Claims Accommodation Bureau (ICAB), Lush, Men Kind, OTL Technologies, Rainbow Designs Ltd, Spin Master, Swizzels and Wicked Uncle Toys. We are grateful to the teams of volunteers from our corporate partners: 1 to 3 Coffee Ltd, BlackRock, Blink, Bregal Milestone, Camp Beaumont, Cedar Recruitment, CJC IT, Hasbro, Hain Daniels, Hilco Capital, Hunter Price, JNE Partners, LEGO group, LMAC Group, OSB Group, Sharesy, Texel Foundation and Uncommon. Thank you also to our partners who helped with deliveries: WC Hackney Carriage Drivers, Kinetic IT Ltd and DPD.

Welcomed Newham Hospital, an NHS hospital in Plaistow in London, to the Spread a Smile family, with monthly in-person visits to its Oncology Clinics and wards.

February

Organised a multitude of engaging activities during the half-term holiday, including decorating Valentine's Day cupcakes, a TikTok workshop, a make-up masterclass, story-writing, balloon modelling, a sensory show, party time with Sharky and George and even an online visit to a zoo.

March

Launched an exciting partnership with Spring Finance.

'We at Spring Finance are proud to be associated with this special charity that makes a real difference to thousands of seriously ill children and their families in hospitals every year. We are hopeful that our partnership will allow them to reach an increasing number of children and we look forward to supporting them with both fundraising and volunteers.'

- Andrew Bloom, Spring Finance

Spread a Smile Ambassador Suzi Ruffell made her first visit to UCLH, together with fellow comedian Dinesh Nathan.

Welcomed 16 young patients and 10 siblings to Formula 1's F1 Arcade in London, where even the children with mobility challenges could enjoy the full-motion racing simulators, while having delicious treats from Lola's Cupcakes and entertainment from our magicians and face-painters.



Visits

Visits to children in hospitals and hospices are at the core of our offering: whether in-person or virtual, our professional entertainers, supported by Visit Managers, provide much-needed moments of happiness, optimism and childlike wonder.

This year, we delivered

8,571

in-person bedside visits

1,840

virtual visits



Having carefully built a team of 82 professional entertainers, including magicians, musicians, fairies and artists, we take pride in being able to respond to each child's needs. A personalised visit whether from an entertainer or a calm, gentle therapy dog, can make all the difference to that child's day and their response to treatment over the longer term.

With the gradual return to in-person visits in hospitals and hospices, we worked closely with our colleagues at each hospital to provide the best possible support for them. We were proud to be the first external charity partner to be invited back through the doors of some of our large partner hospitals, including Great Ormond Street, St Mary's, UCLH, Evelina London Children's Hospital and King's College Hospital. Across the year, we were warmly welcomed into the wards of a total of 18 NHS hospitals. Not only did this include one-to-one interactions, but also visits where groups of children and families could come together, socialise and share their experiences with each other. Our return to in-person visits started with the Whittington, UCLH and St Mary's. Whereas in the month of April 2022 we delivered 15 in-person hospital visits, in March 2023 this had increased to 40 visits.

We delivered over 160 virtual visits each month (over 40 each week), both 1:1 and in groups, spending time with young people in hospital and at home between treatments. Many of the long-term patients we support have a scheduled 1:1 virtual session every fortnight or month, depending on the individual child and their needs. We also ran regular group virtual sessions for patients and siblings, providing an opportunity for children and young people to interact and connect in a safe environment.

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'I'm so proud of how Spread a Smile supports seriously unwell teenagers as well as younger children. Missing out on socialising and going to school can be really challenging, so our regular visits to those having gruelling, lengthy treatments at the teenage cancer ward and the Macmillan Centre at UCLH are a valuable and joyful distraction. We tailor our visits to meet the needs, age and interests of each and every young person, who then tell us how much they love their time with our artists, magicians and musicians.'

Vanessa Crocker, Co-Founder and Trustee



We recruited additional Visit Managers and Entertainers to accommodate our new hybrid model of working, ensuring that both in-person and virtual services were effectively resourced and supported.

'You literally spread a smile whether it's virtually or face-to-face. Children and their families forget what they are going through for a while and their hospital experience turns into something positive from something negative, painful and stressful.'

Play Co-ordinator, Leicester Royal Infirmary

'Spread a Smile has given a tired, 'full' mummy a short space to think and breathe. To watch her son smile and laugh instead of having to think how to create those moments.'

Parent

Virtual working has allowed us to see children at all stages of their treatment pathway, from their first admission through to recovery at home, from local hospital visits to clinic appointments. We're a consistent part of their life fabric, and countless families have told us that being able to see our entertainers online provides their child with immeasurable comfort and normality.

Laura Walter, Head of Services

We continued to generate content through Smile TV, our secure online platform, allowing children across the country to enjoy magic shows, sing-a-longs, storytelling, art tutorials and more, at whatever time of the day or night that suits them. We know that treatments such as chemotherapy can lead to insomnia, so offering hundreds of hours of creative, colourful and entertaining programming is hugely appreciated by many families in the darkest hours of the night.

Support for siblings

At the core of our ethos is support for the whole family

This year, siblings have joined us for art sessions, theatre outings and our Summer Party, received Christmas gifts, joined our Santa's Grotto, sung in our Siblings' Choir and lots more.

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"Siblings need emotional support, respite and periods of normality from the challenges they face when their sister or brother is seriously unwell. Through our events and activities, we help siblings cope with their emotions, spend quality time with their ill sibling and interact with other children facing similar circumstances. The trials and tribulations of siblings are often overlooked. Their parents focus on their ill sibling, so typically aren't present after school, aren't there to help with homework and aren't able to take them on outings. Siblings are frequently left with members of the family or family friends in the knowledge that their parents are with their sibling in hospital; they witness their parents coping with the often-uncertain journey of their sick child (including procedures, operations and gruelling treatment) and have to deal with closed-door conversations and seeing their sibling and parents in physical and/or emotional pain. That's why it's so important that Spread a Smile provides siblings with a positive and supportive environment, ensuring they feel cared for, valued and understood during such difficult times."

Josephine Segal, Co-Founder and Trustee



“

Alyssa [who was in isolation at Great Ormond Street Hospital for over three months] is really close to her brother and it was perhaps hardest on him as he had to carry on his day-to-day life, going to school, travelling every weekend to GOSH and only being able to see Alyssa through a glass window. He wanted to keep her safe, so it was really lovely for him to be able to join in with some of her Zoom sessions with Spread a Smile. It was something they could do together.

Kiona, Alyssa's Mum



Family events

Our highly successful programme of family events this year were the result of careful planning, responsiveness to requests and the generosity of many supporters.

Bringing together children with their families provides some valuable normalcy and time together outside of a hospital environment. Many also relish the distraction from intense and serious treatment schedules.

In addition to wonderful occasions such as Afternoon Tea on a London Bus with Brigit's Bakery, highlights from our events calendar include:

Virtual Smile Parties -

Each of the **90 children** who had a virtual smile party can choose their theme - from art to magic, from story-telling to poetry - and can then invite friends and family to celebrate virtually with them.

Theatre Visits

An outing with **55 people** from **14 families** to see The Lion King at the Lyceum Theatre. Not only were the children treated like VIPs in the Disney Ambassador Lounge, but we also brought some of our own magicians and entertainers to enhance the experience. Our young guests relished the face painting, animal balloon making, and goodie bags to take home.

Summer Party

Our first ever Summer Party in sunny Coram's Fields in London, with an incredible **613 guests: 330 patients** and their siblings, **261 family members and carers plus 22 play specialists**. For many, the party was a rare opportunity to leave the hospital and have fun with their family. Guests had no shortage of things to do, with stations for face-painting, teddy bear t-shirt decorating, sensory play, aromatherapy for parents, arts and crafts, magic, animals and much more. Energised by bountiful sweet treats on the main stage our entertainers performed and wowed the crowd.

Virtual Activity Days -

150 young patients and their siblings were engaged in our Virtual Activity Days during school holidays, where we provided full days of entertainment for children at our NHS hospital partners, relieving the monotony of the day and bringing laughter where it may be in short supply.

Frozen the Musical

14 young patients, and a total of **55 guests**, joined us for a performance of Frozen the Musical in the West End in September. Entertainment was provided by Spread a Smile performers, as well as face painting and delicious refreshments, with thanks to Nunosh and Lola's Cupcakes.

“

‘JJ’s Smile Party was absolutely amazing as the whole class got to enjoy JJ in a positive and understanding way and celebrate his birthday with him. Everyone loved it so much and talked about it for ages afterwards. He was King for the day.

Peter, JJ’s Dad



Events: Seasonal Celebrations

For children and young people battling serious or terminal illness, Christmas can mean time spent in hospital, undergoing treatment and separated from family and friends. We make it our mission to bring the magic of Christmas to the children and families we support, and in 2022 we shared more Christmassy smiles than ever before...

5,600

gifts in 700 personalised Smile Hampers were distributed across the UK for children and their siblings

4,500

children enjoyed Christmas activities

3,500

additional gifts were delivered to children in hospital

400+

children met Santa in our Virtual Christmas Grotto

17

brilliant volunteer taxi drivers hand-delivered Christmas Smile Hampers with our Entertainers



Easter

We loved spreading Easter joy in April 2022: an incredible **2,700 seriously ill children** across our hospital and hospice partners received an Easter egg. We also delivered a brilliant week of virtual Easter-themed sessions for the children we support and their siblings, including virtual meet-and-greets with the Easter Bunny, and children were able to get creative with Easter wreath-making classes.

“

Easter holidays spent in hospital when other children are out enjoying the holiday can be really challenging for young people on the wards. Receiving an Easter egg from Spread a Smile can make such a difference. It helps make the children feel included and special, bringing Easter fun into hospital so they don't miss out.

Laura Walter, Head of Services

Our Partnership with St Mary's Hospital, London



Spread a Smile has supported seriously ill children and young people at St Mary's Hospital in London since 2014. We asked Tina Halton, Play Service Team Lead, to reflect on our partnership and its development over the years. 'I've seen Spread a Smile grow in both size and scope, but it hasn't lost its heart; the team has always been focused first and foremost on the child. Spread a Smile's impact on the patients cannot be underestimated.

'Their entertainers are chosen with care and it shows; they are the best of the best. Being able to engage and impress a teenager who's having a terrible time in a magic trick, or singing a calm song to a baby who would otherwise be listening

to the beeps on a machine, is worth its weight in gold.

'The range of entertainment and events continues to be unique to Spread a Smile, but all possess the same personal touch. The hospital programme is expertly planned and delivered by people who understand the healthcare field well and really care. What they do appears effortless but in fact takes a lot of effort and dedication. Love goes into every virtual session, gift drop and visit. Nothing is too much – if they can make it happen, they will!

'One of my most memorable moments was during a session with a poorly young girl with additional needs. She was in an isolation room as she had low immunity and so wasn't allowed visitors. She had begun feeling very unwell and her Mum, who was staying by her bedside, was completely exhausted. The little girl joined a virtual session using Makaton (expertly aimed right at her level) and the Spread a Smile team got her to join in the group session. She laughed for the first time in days and her Mum took a video of her eagerly signing back to the magician.

'Unfortunately, our hospital Wi-Fi cut out towards the end of one of the tricks and she was in tears for missing it. A quick phone call to Spread a Smile and they arranged for the child to have a 1:1 mini session with some magic just for her. She was delighted. Sadly, this little girl was very poorly and passed away not long after the session. I feel confident that the video and memories of the smiles during this precious moment are priceless for the family.'

“

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Looking after our families

Back in February 2020, we started working with Priya Ganatra, a talented and sensitive aromatherapist, to offer a Parent Pamber Day at Great Ormond Street Hospital (GOSH). Though the pandemic halted further in-person sessions, we instead hosted virtual aromatherapy sessions, with pre-delivered materials, at University College London Hospital (UCLH). Even over Zoom, parents found that being able to take part in mindfulness and breathing exercises was a highly welcome respite.

With the easing of restrictions, we were excited to return to face-to-face sessions again in May. Priya now offers parent aromatherapy days twice a month, alongside virtual and bespoke sessions for families. As well as continuing our sessions at GOSH and UCLH, we have offered aromatherapy to parents and also children in Northwick Park Hospital, bringing much-needed moments of relaxation and calm.

In her sessions with children, Priya asks them to guess the plant, fruit, or tree from which the essential oil comes, and shows them how to make their own aroma sticks. Parents and carers are treated to a bespoke session with specially chosen oils and relaxation techniques. Parents often tell us that caring for their sick child in hospital has a huge impact, and that staying 'strong' for the family can be exhausting. The opportunity for self-care in a safe space allows them to talk about anything they choose and receive a therapeutic session just for them.



“

Spread a Smile supported me hugely and I won't ever forget the time when thanks to this amazing charity, I was able to relax for just a little while when they organised for me to have a hand massage, haircut and a facial in hospital.

Parent

Art

We were proud to create a wide variety of artworks for hospital wards, rooms and communal spaces, sparking imaginations and enhancing spaces. Themes ranged from Batman to Princess Jasmine, from Trolls to a wildflower garden.

Colour, creativity and imaginative imagery can bring calm, light and distraction to children, families and medical professionals.

We continued to create beautiful, hand-painted masks for children receiving radiotherapy treatment. The 118 masks we delivered this year were designed according to each child's interests and requests, and spanned Lewis Hamilton, Henry the Hoover, the solar system and Louis Vuitton.



“

There was a child who didn't like looking in the mirror because his meds had bloated him. He was so anxious about having radiotherapy treatment, but once he saw the mask, he couldn't wait to look in the mirror.

Marina Constantinou, Head of Art



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The way Spread a Smile artist, Belinda, managed the art for so many different characters and abilities is outstanding. She knows the children so well, encourages and manages to help them create amazing masterpieces!

NHS Nurse

This year, we delivered...

240

virtual art visits to individual children at home or in hospital

108

Art workshops for children at their hospital bedside or in the hospital playroom

48

after school art club sessions, providing children of all ages with an exciting schedule of creative activities for on average 8 patients and two siblings each session

121

joyful window and wall artworks for our NHS hospital partners

71

colourful window transfers sent to hospitals



Spread a Smile's First Residential Trip

By Laura Walter, Director of Services

In August, a team of seven wonderful Spread a Smile colleagues and I set off on a six-hour journey to the Lake District with three young people – Lily, Joy, and Kayla – who had recently finished cancer treatment, together with their families. It was our charity's very first residential trip.

We were hosted at Flynne's Barn, established and named in memory of our hosts' 17-year-old daughter, who died of cancer in 2016. The Barn is a place where young people living with cancer can come together to find peace and forge friendships in beautiful surroundings. Flynne's parents, Katherine and Robin, are dedicated to promoting a love of nature, fearless positivity and meaningful connections with other young people with cancer. We were so thankful to them for hosting us.

Lily, Joy, Kayla and their eight siblings joined in with forest school activities where they made beautiful artwork using trees, grass and flowers, as well as magic wands, potions and jewellery. They met search and rescue dogs, played games, went on beautiful nature walks, and even learned how to make a fire, despite the pouring rain! During the evening campfires we sang and roasted marshmallows. It was truly moving to see the children and their siblings leave their cancer and treatments behind and just be children.

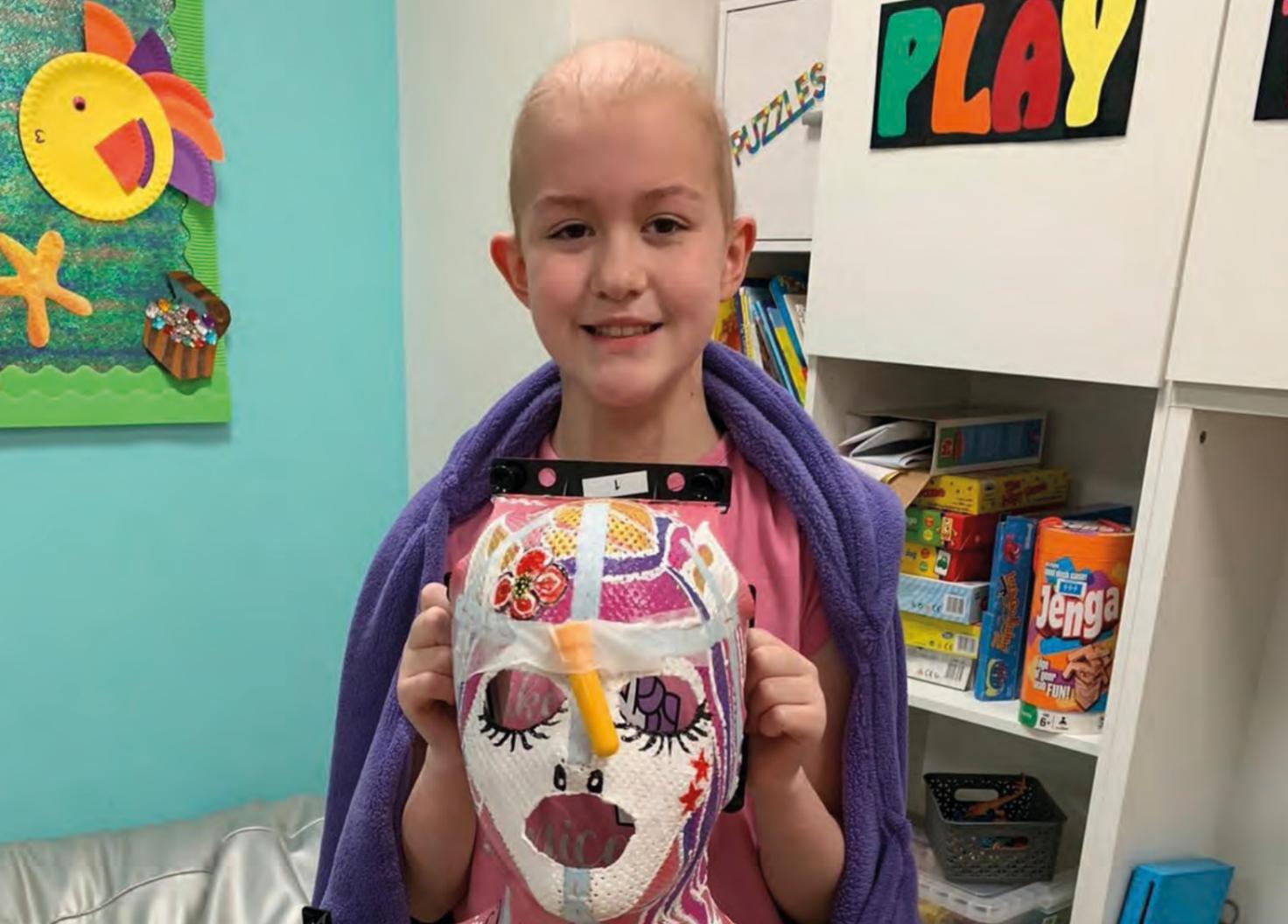
While the children were kept busy, their parents – who had not been able to share their experiences with others in the same position due to the pandemic – were able to spend time together, connecting and supporting each other, as well as playing games and doing group puzzles. Everyone was also able to find relaxation and restoration in aromatherapy and massages provided by our caring therapist, Priya.

Thank you to the Spread a Smile team, the families who came with us on the journey, Katherine, Robin, and most importantly, to Flynne. It was an extraordinary trip, and I saw smiles that I will never forget.

“

During the evening campfires we sang and roasted marshmallows. It was truly moving to see the children and their siblings leave their cancer and treatments behind and just be children.





Our Partnership with The Proton Beam Therapy Centre at UCLH

One of only two NHS proton beam centres in the UK, this new centre which opened at UCLH in 2022 brings together some of the world's leading specialists in complex cancers, offering a relatively new treatment which limits the usual side-effects and long-term consequences associated with conventional radiotherapy treatment. Around a third of the patients at the Centre are children and teenagers.

Since its opening, Spread a Smile has visited every Friday. Many families travel long distances to receive treatment and staying far away from home can be isolating, lonely and emotionally challenging. It can be incredibly meaningful to attend our special events, and to receive an in-person visit from an entertainer.

A focus of our offering at this new Centre is the provision of bespoke, hand-painted masks for those receiving treatment. These masks required a different structure and set of materials from those used in more 'standard' radiotherapy masks, and our artist worked hard to ensure that she could produce images that were just as detailed and colourful.



“

Receiving radiotherapy or proton therapy is a daunting prospect for the child or teenager with a profound impact on parents and siblings. Spread a Smile provides a valuable service in trying to make this experience more positive, from bespoke decorating of radiotherapy immobilisation masks, visits from entertainers as well as arranging activities that involve the whole family so that they can create some positive memories during a very challenging and difficult period of their lives. I am so grateful for Spread a Smile's work with our patients and families.

Yen-Ching Chang, Consultant in Clinical Oncology and Clinical Lead for Proton Beam Therapy and Member of the Spread a Smile Medical Committee

Our Trustees share a story from the year...



Vanessa Crocker

'I accompanied a fairy, magician, musician and a therapy dog to visit young patients and families at UCLH on Christmas Day. It's always a tough day for families if their child isn't well enough to be at home. Due to Covid restrictions, it was our first Christmas Day visit since 2019, so it was particularly special for me. Seeing just how uplifted the children, teenagers and medical staff were was so moving, and they were also thrilled to receive a special Christmas cupcake courtesy of Lola's Cupcakes. We were able to lift the whole atmosphere on the wards we visited.'

Josephine Segal

'One encounter that remains etched in my memory happened a few months ago: we had been visiting on a regular basis an endearing, bright-eyed 6-year-old girl who had been confined to hospital in palliative care for months while courageously battling her illness. I arrived at the hospital with our entertainers for another routine visit to be told this darling girl had been given the green light to go home that very day for a brief period of respite, but she had made it clear she would not leave the hospital until the Spread a Smile entertainers had visited her. The entertainers knew her well and had sadly seen her in considerable pain many times. It was moving to see her captivated by the entertainment and to hear her laughter fill the room. Her resolve to experience the magic they brought before heading for home was testament to the profound impact Spread a Smile had on her.'

Louise Jacobs

Louise's German Shepherd Zara became a Spread a Smile therapy dog this year.

'Mine and Zara's first visit for Spread a Smile was to the Proton Beam Therapy Centre and paediatric ward at UCLH. We met in-patients and several children who were visiting for treatment on the day. We were led by the patients, what they needed and how they wanted to be with Zara. Some children were a little nervous to start with, but when they saw other children spend time with Zara and saw how gentle she is, they would tentatively approach to say hello and before long, they would be firm friends. It was so lovely to see the calming effect Zara had. It was a great distraction, particularly for those who were waiting for treatment and perhaps a little anxious or worried. I've always been so proud to be part of Spread a Smile and it's wonderful to have the opportunity to experience our work first hand.'

Richard Segal

'I spoke to a mother at the Spread a Smile Summer Party, who told me she couldn't recall seeing such happiness in her little boy's face; it was such a moving moment which made me feel immensely proud of this incredible charity.'



Andrew Bloom

'Whether through a hospital visit, a family event or a virtual session with an entertainer, the Spread a Smile team are always able to make an overwhelmingly positive difference to seriously ill children and their families. They bring smiles and laughter when they are needed the most. I greatly enjoyed volunteering at Spread a Smile's inaugural Summer Party, seeing how the team successfully managed to spread smiles to 600 guests was a sight to behold.'



Paul Godfrey

'I am continually proud of the team whose ambition, professionalism, adaptability and positive energy never fail to deliver smiles and laughter to seriously ill children. Packing Smile Hampers at Christmas was a real highlight: knowing that each set of gifts had been picked out specifically for each child, and that each Hamper would be packed by a supporter and hand-delivered by a volunteer taxi driver, was a wonderful expression of the sense of teamwork that Spread a Smile has created.'



Liz Gould

'I so enjoyed joining a virtual art session with a group of young people, who clearly received so much pleasure and respite from this sensitively run and creative activity. I continue to be inspired by the Spread a Smile team who always go above and beyond to bring joy and laughter to seriously ill children and their families.'



Paul Crocker

'I'm so proud that in spite of our growth, the personal touch has remained at the core of what we do at Spread a Smile and the team continues to deliver our services with sensitivity and care.'



Dr Fiona Hikmet

'I am in the privileged position, as Consultant Paediatrician and POSCU (Paediatric Oncology Shared Care Unit) Lead at The Princess Alexandra Hospital NHS Trust, of seeing the amazing impact of Spread a Smile visits for my patients. Luckily for us, the visits coincide with the chemotherapy clinic. We have a 3-year-old boy who comes in every four weeks and today he came through the door asking where the 'funny balloon man' is. They make such a difference to the clinic as patients are often anxious. Having Spread a Smile makes that all the easier.'

Fundraising

We are immensely grateful to the individuals, companies and trusts and foundations whose generosity across the year enabled us to expand and deepen our reach. The support we have received for specific projects, the unrestricted gifts and the thousands of in-kind product donations is so appreciated: thank you.

During 2022-23 we raised £1,160,334 (2021-22 £1,160,089). Given that we receive no statutory income, we are wholly reliant on our fundraising activities to continue to spread smiles to families across the country.

We'd like to express our thanks to the Spread a Smile Business Group, Communications Committee, Real Estate Committee and Young Committee, whose members continue to introduce us to their networks, support our events and help us to build strong partnerships.



Our warm thanks go to the participants, guests, and sponsors of Spread a Smile fundraising events across the year:

Golf Days

160 golfers joined us across two days in September at Brocket Hall, Hertfordshire for our Golf Days – now a flagship event in our annual calendar, and generously sponsored by Canary Wharf Contractors.

Comedy Night

Over £20,000 was raised for Spread a Smile at our second annual Comedy Night at The Comedy Store, London, hosted by our amazing Ambassador Suzi Ruffell and sponsored by Canary Wharf Contractors. Guests were treated to sets from Alan Carr, Rosie Jones, Jen Brister, Seann Walsh and Dinesh Nathan.

Football Tournament

11 teams came together for a friendly 5-a-side football tournament in May, as teams battled it out for the Plate and the Cup. Many thanks to both LMAC Group and Canary Wharf Contractors for generously sponsoring the event.



Our programme of community fundraising was highly successful; we were so grateful to those in our community and the staff at our corporate partners who volunteered or raised funds for Spread a Smile through taking part in an array of challenges and activities:

Gift

Tamar, Orli, Daniella and Isabel from Hasmorean High School partnered with the charity GIFT to make special gifts for teenage girls in hospital. The result was 50 beautifully packed tie-dye kits, all with a gorgeous soft bobble hat and a hand-written note, which we gave out to patients at University College London Hospital.

'Teenagers receiving treatment at our teenage cancer ward and at the Macmillan Cancer Centre have had the opportunity to get creative and colourful using the kits to create their own fabulous designs. Activities like these give precious moments of distraction to our patients, offering space to focus on something different from their condition and treatment.' – Linda, Youth Support Coordinator from UCLH

Expedition

Two daring supporters, Andrew Bloom and Jon Benton, kayaked 100km across the Greenlandic fjords over a tough seven-day expedition of camping in the wild, rowing the icy waters, and then hiking across the craggy Qaleralig glacier. They surpassed their £10,000 fundraising target, and were most grateful for the blankets, hot chocolates and smiles from Spread a Smile that awaited them on their return.

7-a-side

A high-octane 7-a-side football tournament took place at Billericay Town F.C. in May, organised by LMAC Group and DNA Insurance, raising over £7,000 for Spread a Smile.

Camp Beaumont

We were delighted to partner with Camp Beaumont for a second consecutive summer, throwing parties to raise awareness of and funds for Spread a Smile at five of their school sites across London

Fundraising

Working Together

We were proud to be supported across the year by a total of **45 companies**: we take great pride in working together to achieve shared objectives, and to provide engagement opportunities which ensure a truly meaningful partnership. Some partners, like Mischon de Reya, Convex and Downing LLP, choose us as their **Charity of the Year**; others, such as **Riding House Cafes** and **Mildreds** support us through hosting events at their venues and adding donations to our charity onto customers' bills. Some supported us through creatively promoting us to their customers and sharing their products with our children and families, as did **Hartley's** through on-pack promotions, donations and amazing jelly-related activities in hospitals.

Our Partners

We couldn't bring joy to children in hospital and at our events without the extraordinary in-kind donations from partners such as **Hasbro**, **Wall's**, **Lola's Cupcakes**, **Pan-n-Ice** and **Micro Scooters UK**. And Christmas is made magical for over **4,000 children** each year through the generosity of companies including **Cheatwell Games**, **Hunter Price**, **Staedtler**, **Swizzels** and **Playmobil**.



At the end of March, we said a fond farewell to our charity partner for the past five years, ICBC Standard Bank plc. ICBC has raised an incredible £90,000 for Spread a Smile through a range of activities and initiatives. We extend our heartfelt thanks to all of our friends at ICBC: you've helped us to reach more families and bring even more joy and happiness into the lives of families during some of their darkest times.

Lucy Jackson,
Chief Executive, Spread a Smile



Thank you to **all** of our partners and supporters



How do you do it?

Spread a Smile's team of Entertainers are the face of our organisation, and bring joy to hundreds of children each year. We asked two children to choose one of their favourite Entertainers, and interview them for our Annual Review.

Lizzy & Grace



Lizzy, aged 19, has been supported by Spread a Smile since we met her during her treatment at University College Hospital, when she came along to our afternoon tea event on a London Bus. We have supported her with virtual singing lessons every fortnight for the past year, some of which were with our Entertainer Grace Galloway. We asked Lizzy to interview Grace.

Lizzy What inspired you to become a Spread a Smile entertainer?

Grace Music and singing make people feel amazing. I saw Spread a Smile and thought, isn't that an amazing thing - to spread joy through something that I love to do. So, I thought I would help other people and make them smile through something that makes me smile too.

Lizzy What do you get from being a Spread a Smile Entertainer?

Grace When I started, I was hoping to gain confidence in singing in front of new people. It's very different to performing on stage in the dark where you don't get to see people. Here, I get to be around new people and have new conversations. And I get a lot of joy from this job: I love it. I always feel really good when I've finished a session; it sets me up for my day!

Lizzy Have you done anything like this before, either with children or adults?

Grace Yes, I am a singing teacher, as one of my many jobs. I have been giving lessons on Zoom since lockdown and I teach people all over the world. But I've never been in what I like to call an 'on the spot jukebox', which is what it feels like sometimes! When people say 'Can you sing this one?' I sometimes think, 'Oh, I've not heard that or sung it in ages!'. So that's something I've definitely learnt since starting this job.

Lizzy Would you say your musical repertoire has expanded?

Grace Oh yes definitely! When I know that somebody likes specific music that I might not know, I always go away and learn that repertoire so that that person feels extra special.

Lizzy Would you say being a part of Spread a Smile will help you to grow as a person in the singing industry?

Grace Yes, definitely! My stamina has increased: I have to sing non-stop sometimes for up to an hour. It also helps me to meet people who have had really different experiences, so I can learn from them and be grateful that I'm meeting wonderful, fantastic children and young people.

Lizzy Would you say Spread a Smile is very important personally to you because of lots of the people that you've met?

Grace Absolutely! You're a fantastic example of that, Lizzy. Every time I see one of your virtual sessions come through on my email, I always get really excited and I really look forward to it because we have such a wonderful time and we sing such great songs - but it's like that with everyone! I love working with Spread a Smile, and seeing how it brings joy to so many. So yes, I absolutely love it and I have a great time working for them.

Mikaeel & Laura



Mikaeel, aged 9, has been supported by Spread a Smile since early in 2022, through virtual one-to-one and group visits, Art Club, Smile Parties for two birthdays, Smile Hampers at Christmas and several special family events. He chose to interview artist Laura MacDonald for us.

Mikaeel What made you want to work for Spread a Smile?

Laura That is a very good question! I had a friend who worked for Spread a Smile and she had told me about it and it seemed like such a good charity to get involved with - just the whole idea of going into hospitals and making people smile when they needed it the most, I thought that's something that I really want to do. I had never heard of it before and now it's everywhere. I don't know if you've seen but we [Spread a Smile] keep popping up all over the place. I went and bought some jelly once and we were on the jelly! We're growing all the time.

Mikaeel How long does it take to prepare a drawing?

Laura It depends. Something that I do for you, Mikaeel, is probably a little bit more complicated because I have to think about the ways that I can teach it, but then also I know that you're so good that you'll be able to pick it up quickly. It can take anywhere from 10 minutes to half an hour of practising to make sure I get it right. But I'd usually say about 15 minutes.

Mikaeel What do you like about your job?

Laura I like that I get to meet lots and lots of different people. I only do virtual sessions now, so I sit in my office and draw and get to see people like you, who challenge me to draw things that I would never draw otherwise - I like that! My role with Spread a Smile is partly a job and partly a hobby: I am very lucky!

Mikaeel What else do you like to do apart from drawing?

Laura That's a great question. One of my favourite things is to go for a walk on the beach with my dogs, especially when it's nice enough weather that I can take my shoes and socks off and feel the sand between my toes.

Mikaeel What's the best picture you've drawn?

Laura That is a really hard question Mikaeel! Under my shelf I have probably got about 20 books that are all filled with drawings, so to even try and remember all of the ones that I've drawn is tricky. So, I think you know that I turn absolutely everything into a unicorn, so it's definitely going to be something [a drawing] that's really random that I've turned into a unicorn.

Mikaeel If you could do something else for a job, what would it be?

Laura Well I'm actually starting a new job very soon as a radio presenter. You might be surprised to hear that I like to talk a lot? You're not surprised at all?! So, I now get to talk for a job. So yes, I would want to be a radio presenter.

Mikaeel I have one more question: why do you like unicorns?

Laura As I get older, I feel it's important to embrace my young side but also, I just love the bright colours of rainbows and sparkly things that come along with unicorns, and I also have Scottish family and the unicorn is the national animal of Scotland. So, it's partly my Scottish heritage and partly the fact that I want to be a child forever - and I love things with sparkles and rainbows!

“

My role with Spread a Smile is partly a job and partly a hobby: I am very lucky!



Our Ambassadors

Over the year, we were thrilled to welcome our first two official Ambassadors to the Spread a Smile family. We are so grateful for their support and are thrilled that they'll be continuing to spread smiles over the coming years.



In April, we announced that the awesome comedian, writer, and actress Suzi Ruffell had become our inaugural Ambassador. From hosting our annual comedy night to visiting children in hospital and raising funds through appearances on TV game shows, she has brought hundreds of families her unique sense of joy and light, and has helped us to raise funds to enable our work.

“

I'm honoured to become an Ambassador of Spread a Smile, the work they do is incredible, bringing joy and laughter to children and their families in the hardest of times. I'm very proud to be part of the Spread a Smile family and I look forward to helping raise more money for their wonderful work.



In June, we were over the moon to announce that internationally renowned magician and Britain's Got Talent winner, Lance Corporal Richard Jones, had become a Spread a Smile Ambassador. Having brought his spellbinding magic to children in hospital since 2019 we are delighted that he has chosen to deepen his connection with us as an Ambassador.

“

My experiences performing in hospitals with Spread a Smile are among my most cherished memories; seeing how big an impact it makes is truly magical. The most noble art is of course making others smile, and the inspiringly brave children I have met during visits always put a big smile onto my face too. To be chosen as an ambassador is such an honour. Thank you, Spread a Smile, for all the inspiring work you do.

How We Supported Our Team

Working with and supporting seriously ill children and their families can be challenging and emotionally exhausting. Providing virtual entertainment adds a new element by which entertainers/managers develop closer relationships with families. At Spread a Smile, we take our responsibility to emotionally safeguard, and encourage good mental health for our team and our entertainers.

This year we offered...

Regular support for visit managers	1:1 support for entertainers and visit managers if there is a traumatic event or emergency	Group support sessions for entertainers
Peer support	Regular access to Spread a Smile's counsellor for all members of the team	Opportunities to debrief and share experiences together



Jane Elfer is a child and adolescent psychotherapist who has 20 years of experience at University College Hospital, working mainly with children and young people with cancer and their families. At Spread a Smile, Jane delivers one to one sessions and monthly support sessions to our entertainers and managers.

“

I started working with Spread a Smile in 2021, to offer support to their entertainers, having worked at a major London hospital as a Child and Adolescent Psychotherapist for 20 years and I have seen the impact on staff of working with very sick children. I offer Spread a Smile entertainers a reflective, safe and non-judgmental space to talk, think and process their work through ad hoc reflective practice meetings and occasional individual sessions. This can be particularly useful with cases that are especially challenging, such as the death of a patient whether expected or unexpected, families that through their anxiety are especially complex or for those times when, out of the blue, an incident connects in your mind to something of your own life. Offering a space for entertainers who have been affected helps them to keep offering Spread a Smile's vital service for children, young people and their families in hospital.

Dr Jane Elfer, Child & Adolescent Psychotherapist



In 2023/24 we will...

Grow

our hospital and hospice partnerships from 27 to 38, allowing us to spread smiles to more children and young people across the country.

Deepen

our supporter relationships across all income streams, to ensure a sustainable basis for our future growth.

Listen

and respond to feedback we received from our surveys to parents, medical professionals and – for the first time – children and young people.



Support

the wellbeing and resilience of our team, through training, group and individual supervision and support, and space to reflect and learn together based on what is evoked by our work.

Host

more celebration events and special occasions for families, including parties and workshops, both in and beyond London.

Focus

on delivering more in-person support in addition to our continued virtual provision through our hybrid programme.

Collaborate

with healthcare teams to utilise therapeutic entertainment in creative ways to improve patient experience and enhance clinical practice.



Our Entertainers share their memories from the year

We asked a few of our entertainers to tell us about a moment from their year where they saw that their work really matters...



Louise Andrée Douglas-Mirza (Magician)

One experience from this year that really jumps out for me was with a teenager at St Mary's Hospital in the ICU [Intensive Care Unit]. She was so poorly, couldn't really speak or move very much and it was very tiring for her to engage, but the Play Specialist Tina knew that she needed a boost. I showed her some visual magic which wouldn't require too much effort and expected to maybe just show her one or two tricks. Each time I showed her something, her eyes would widen in awe; she tried so hard to talk to me and she wanted more!

Fast forward a month and, for her birthday, Spread a Smile gave her a special party in hospital with some of her family and friends. She had made such an improvement and was going to be moved out of ICU. She told me that she remembered every single thing I had shown her even though she had been so poorly, and that the magic had really broken up the day for her when she'd been unable to move or talk. She loved how Spread a Smile had included her as a teenager when activities in hospital can often be 'for little kids'. I will never forget the impact we had on her and equally the impact that she had on me.



Judge the Poet

The play specialist said the young man may not want to see us because he was extremely down and sad at being back on the teenage cancer ward... again. But we tried and, by the time we'd finished, he was smiling broadly and gave us a big thumbs up. His mother was smiling and crying too. Spread a Smile really does so much more than it says on the tin and it's an honour to help make these moments happen.



Tara Sanders, with therapy dog Harry

At St. Mary's Hospital, as Harry and I were walking along a corridor, we came across a young boy sitting on a chair, shouting 'no!' and crying. His mother and a physiotherapist were with him but he was refusing to budge. I walked straight up to him and asked if he would like to meet Harry. The boy leaned forward to stroke him and stopped crying. I then asked him if he'd like to give Harry a treat and maybe a little groom and he said yes and got off the chair. His mother was mouthing 'thank you' to me. A couple of minutes later we left the boy walking with his walker down the corridor. It was very special to see what a difference our being there made to this young boy and his carers.



Paul Megram (Magician)

I met a lovely 12-year-old lad, sat on his own during dialysis, who was almost at the end of a 4-hour session. The nurses had suggested he might like some magic to cheer him up.

He did his best to raise his head and open his eyes fully, wanting desperately to enjoy the moment despite having a serious headache. Within seconds his frown turned to a smile and the laughter followed soon after.

In the 10 minutes I spent with him, his whole demeanour had changed and the pain had gone. But it was the last few seconds of our meeting that made this visit quite special. 'One last thing,' I said, clicking my fingers and announcing that his headache had gone. Sure enough, at that moment, he realised that his discomfort had vanished. His eyes grew even wider, knowing that at last the pain had gone.



Betty Jones (Fairy and Visit Manager)

A nurse asked if I would see an 8-year-old boy who was having a tough day. He was initially a bit reluctant, but in the end was suggesting 'cool songs' that we could sing together, and he was smiling and laughing. When I said goodbye, he said to me 'thank you for making me feel happier'. Seeing that transformation (in a child that wasn't necessarily 'into fairies') just highlighted to me the privilege of what we do.

Report of the Trustees

For the Year Ended 31 March 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, 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).



STRATEGIC REPORT

Structure, Governance and management

Governing document

Spread a Smile is a registered charity, no. 1152205, which was incorporated in May 2013 and is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Trustees meet as a full board four times a year and agree the broad strategy and areas of activity for the Charity.

All trustees give of their time freely and no trustee remuneration was paid in the year. Trustees are required to disclose all relevant interests and register them with the Chief Executive and, in accordance with the Charity's policy, withdraw from any decisions where a conflict of interest arises.

Day to day operations and management are delegated to the Chief Executive who provides regular reports to the trustees on performance and operations.

The charity benefits from committees which have been established to advise on areas of activity including:

- Fundraising
- Communications
- Medical
- Real Estate

Approach to Fundraising

The Charity is a member of the Fundraising Regulator, who holds the Code of Fundraising Practice for the UK.

Our approach is to ensure that we comply with the standards as set out in the Code across all our fundraising activity. We did not engage with any third-party fundraisers during the year. We comply with the key principles and behaviours of the Code to ensure that any vulnerable persons are treated fairly. All staff undergo training when they join the Charity.

We received no complaints this year related to fundraising.

There have been no breaches of the Code of Practice during the year

Reserves policy

The charity maintained unrestricted funds of at least six months' operational costs to ensure the long-term sustainability of our services for our beneficiaries. Our annual operational costs were £1,307,780. The level of total funds at 31 March 2023 was £824,475, consisting of restricted funds of £96,919 and unrestricted general reserves of £727,556.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of Spread a Smile 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 which give a true and fair view of the state of affairs of the charitable company and of 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- 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. 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.

Auditors

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, and signed on the board's behalf by:

Paul Godfrey Date: 06/12/23

OPINION

We have audited the financial statements of Spread A Smile (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.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with both company law and charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

There are inherent limitations in the audit procedures described above and, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. The risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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.

Stephen Anderson (Senior Statutory Auditor) for and on behalf of Knox Cropper LLP Chartered Accountants and Statutory Auditors 153 -155 London Road, Hemel Hempstead Hertfordshire, HP3 9SQ.

Stephen Anderson Date: 06/12/23

Statement of Financial Activities

For the Year Ended 31 March 2023

	Notes	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
Income and ednowments from					
Donations and legacies	2	731,739	248,283	980,022	996,550
Other trading activities	3	173,970	-	173,970	163,472
Investment income	4	6,342	-	6,342	67
Total income		912,051	248,283	1,160,334	1,160,089
Expenditure on					
Raising funds	5	307,288	-	307,288	247,581
Charitable activities: Expenditure on hospital visits, events and art initiatives	6	756,438	244,054	1,000,492	900,216
Total expenditure		1,063,726	244,054	1,307,780	1,147,797
Net income / (Expenditure)		(151,675)	4,229	(147,446)	12,292
Reconciliation of funds					
Total funds brought forward		879,231	92,690	971,921	959,629
Total Funds carried forward		727,556	96,919	824,475	971,921

Balance Sheet

31 March 2023

	Notes	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
Fixed Assets					
Tangible assets	12	1,005	-	1,005	1,680
Current assets					
Debtors		188,806	-	188,806	55,157
Cash at bank		750,462	96,919	847,381	1,007,514
		939,268	96,919	1,036,187	1,062,671
Creditors					
Amounts falling due within one year	14	(212,717)	-	(212,717)	(92,430)
Net current assets		726,551	96,919	823,470	970,241
Net assets		727,556	96,919	824,475	971,921
Funds					
Unrestricted funds				727,556	879,231
Restricted funds				96,919	92,690
Total Funds				824,475	971,921

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

Paul Godfrey Date: 06/12/23

Cash Flow Statement

For the Year Ended 31 March 2023

	Notes	2023 £	2022 £
Cash flows from operating activities			
Cash generated from operations	1	(166,325)	(295)
Net cash used in operating activities		(166,325)	(295)
Cash flows from investing activities			
Purchase of tangible fixed assets		(150)	(1,628)
Sale of tangible fixed assets		-	379
Interest received		6,342	(1,182)
Net cash provided by/(used in) investing activities		6,192	(1,182)
Change in cash and cash equivalents in the reporting period		(160,133)	(1,477)
Cash and cash equivalents at the beginning of the reporting period		1,007,514	1,008,991
Cash and cash equivalents at the end of the reporting period		847,381	1,007,514

Notes to the Cash Flow Statement

For the Year Ended 31 March 2023

1. Reconciliation of net (expenditure)/income to net cash flow from operating activities

	2023 £	2022 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(147,446)	12,292
Adjustments for:		
Depreciation charges	825	793
Interest received	(6,342)	(67)
Increase in debtors	(133,649)	(46,850)
Increase in creditors	120,287	33,537
Net cash used in operations	(166,325)	(295)

2. Analysis of changes in net funds

	At 1.4.22 £	Cash flow £	At 31.3.23 £
Net cash			
Cash at bank	1,007,514	(160,133)	847,381
Total	1,007,514	(160,133)	847,381

Notes to the Financial Statements

For the Year Ended 31 March 2023

1. Accounting Policies

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expendable during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Donated facilities are included at the value to the company where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers. Donated services or facilities related to the provision of entertainment (including theatre tickets, toys, gifts and books etc.), are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised; refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Company which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.



Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Tangible fixed assets

Fixtures and fitting **33% on cost**
Computer equipment **33% on cost**

Taxation

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

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Going concern

The Trustees consider that based on the circumstances existing at the date of signature, the charity has adequate resources to continue its operations for the next 12 months, and the accounts have therefore been prepared on a going concern basis.

Notes to the Financial Statements

For the Year Ended 31 March 2023

2. Donations and legacies

	2023 £	2022 £
Gifts	56,902	45,975
Donations	674,337	787,370
Grants	248,783	163,205
	980,022	996,550

3. Other trading activities

	2023 £	2022 £
Fundraising events	170,972	163,472
Gifts and online sales	2,998	-
Total	173,970	163,472

4. Investment income

	2023 £	2022 £
Deposit account interest	6,342	67

5. Raising donations and legacies

	2023 £	2022 £
Staff costs	134,203	108,343
Fundraising expenses	138,169	134,537
Marketing and database costs	34,916	4,701
	307,288	247,581

During the year, we implemented a new fundraising database. Expenditure shown here includes costs for migration, implementation and training.

6. Charitable activities costs

	Direct costs £	Support costs (see note 7) £	Totals £
Expenditure on hospital visits, events and art initiatives	845,475	155,017	1,000,492

7. Support costs

	Management £	Finance £	Governance costs £	Totals £
Expenditure on hospital visits, events and art initiatives	140,486	6,551	7,980	155,017

Notes to the Financial Statements

For the Year Ended 31 March 2023

8. Net income/(expenditure)

Net income/(expenditure) is stated after charging/(crediting):

	2023 £	2022 £
Auditors' remuneration	7,980	6,500
Depreciation - owned assets	825	793
Rent	61,822	15,296

9. Trustees' remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31 March 2023 nor for the year ended 31 March 2022.

Trustees' expenses

During the year ended 31 March 2023, nil Trustee expenses have been incurred (2022 - £257).

10. Staff costs

	2023 £	2022 £
Wages and salaries	479,588	500,272
Social security costs	42,518	42,117
Other pension costs	10,218	10,542
	<u>532,324</u>	<u>552,931</u>

The average monthly number of employees during the year was as follows:

	2023 £	2022 £
Average number of employees	<u>15</u>	<u>20</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023 £	2022 £
£60,001 - £70,000	-	1
£80,001 - £90,000	1	-
	<u>1</u>	<u>1</u>

The aggregate remuneration of key management personnel, including Employer's National Insurance and Pension contributions, was £143,018 (2022: £182,534).

Notes to the Financial Statements

For the Year Ended 31 March 2023

11. Comparatives for the statement of financial activities

	Unrestricted funds £ 2022	Restricted funds £ 2022	Total funds £ 2022
Income and endowments from			
Donations and legacies	823,468	173,082	996,550
Other trading activities	163,472	-	163,472
Investment income	67	-	67
Total	987,007	173,082	1,160,089
Expenditure on			
Raising funds	244,591	2,990	247,581
Charitable activities			
Expenditure on hospital visits, events and art initiatives	774,454	125,762	900,216
Total	1,019,045	128,752	1,147,797
Net income/(expenditure)	(32,038)	44,330	12,292
Reconciliation of funds			
Total funds brought forward	911,269	48,360	959,629
Total funds carried forward	879,231	92,690	971,921

12. Tangible fixed assets

	Fixtures and fittings £	Computer equipment £	Totals £
Cost			
At 1 April 2022	484	3,528	4,012
Additions	150	-	150
At 31 March 2023	634	3,528	4,162
Depreciation			
At 1 April 2022	94	2,238	2,332
Charge for year	207	618	825
At 31 March 2023	301	2,856	3,157
Net book value			
At 31 March 2023	333	672	1,005
At 31 March 2022	390	1,290	1,680

Notes to the Financial Statements

For the Year Ended 31 March 2023

13. Debtors: amounts falling due within one year

	2023 £	2022 £
Trade debtors	103,108	6,367
Other debtors	10,296	45,492
Prepayments and accrued income	75,402	3,298
	188,806	55,157

14. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	43,424	42,234
Social security and other taxes	10,410	11,910
Other creditors	3,703	3,687
Accruals and deferred income	155,180	34,599
	212,717	92,430

15. Movement in funds

	At 1.4.22 £	Net movement in funds £	At 31.3.23 £
Unrestricted funds			
General fund	879,231	(151,675)	727,556
Restricted funds			
Digital Fund	9,026	(9,026)	-
Art Initiatives	19,560	(19,560)	-
iPad Fund	-	5,431	5,431
BBC Children In Need Fund	1,314	(1,314)	-
Entertainment Fund	45,290	(45,290)	-
Digital Manager	7,500	(7,500)	-
Digital Art	10,000	(10,000)	-
Virtual visits	-	25,030	25,030
Sensory provision	-	25,000	25,000
In-person visits	-	41,458	41,458
	92,690	4,229	96,919
Total Funds	971,921	(147,446)	824,475

Notes to the Financial Statements

For the Year Ended 31 March 2023

15. Movement in funds (continued)

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	912,051	(1,063,726)	(151,675)
Restricted funds			
Digital Fund	-	(9,026)	(9,026)
Art Initiatives	2,000	(21,560)	(19,560)
iPad Fund	6,790	(1,359)	5,431
BBC Children In Need Fund	-	(1,314)	(1,314)
Entertainment Fund	-	(45,290)	(45,290)
Digital Manager	-	(7,500)	(7,500)
Digital Art	-	(10,000)	(10,000)
Events	2,000	(2,000)	-
Virtual visits	93,827	(68,797)	25,030
Sensory provision	50,000	(25,000)	25,000
In-person visits	60,400	(18,942)	41,458
Treat drops and festive celebrations	11,000	(11,000)	-
Virtual and in person visits	22,266	(22,266)	-
	248,283	(244,054)	4,229
Total Funds	1,160,334	(1,307,780)	(147,446)

15. Movement in funds (continued)

Comparatives for movement in funds

	At 1.4.21	Net movement in funds £	At 31.3.22
Unrestricted funds			
General fund	611,269	(32,038)	579,231
Expansion Fund	300,000	-	300,000
	911,269	(32,038)	879,231
Restricted funds			
Digital Fund	-	9,026	9,026
Art Initiatives	6,060	13,500	19,560
BBC Children In Need Fund	-	1,313	1,313
Entertainment Fund	42,300	2,991	45,291
Digital Manager	-	7,500	7,500
Digital Art	-	10,000	10,000
	48,360	44,330	92,690
Total funds	959,629	12,292	971,921

Notes to the Financial Statements

For the Year Ended 31 March 2023

15. Movement in funds (continued)

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	987,007	(1,019,045)	(32,038)
Restricted funds			
Digital Fund	37,456	(28,430)	9,026
Art Initiatives	41,000	(27,500)	13,500
Halloween/Easter Fund	895	(895)	-
iPad Fund	5,000	(5,000)	-
BBC Children In Need Fund	29,153	(27,840)	1,313
Entertainment Fund	5,981	(2,990)	2,991
Digital Manager	30,000	(22,500)	7,500
Digital Art	20,000	(10,000)	10,000
Coronavirus Job Retention Schem Fund	3,597	(3,597)	-
	173,082	(128,752)	44,330
Total Funds	1,160,089	(1,147,797)	12,292

15. Movement in funds (continued)

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.21	Net movement in funds £	At 31.3.22
Unrestricted funds			
General fund	611,269	(183,713)	427,556
Expansion Fund	300,000	-	300,000
	911,269	(183,713)	727,556
Restricted funds			
Art Initiatives	6,060	(6,060)	-
Ipads Fund	-	5,431	5,431
BBC Children In Need Fund	-	(1)	(1)
Entertainment Fund	42,300	(42,299)	1
Virtual visits	-	25,030	25,030
Sensory provision	-	25,000	25,000
In-person visits	-	41,458	41,458
	48,360	48,559	96,919
Total funds	959,629	(135,154)	824,475

Notes to the Financial Statements

For the Year Ended 31 March 2023

15. Movement in funds (continued)

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,899,058	2,082,771	183,713
Restricted funds			
Digital Fund	37,456	(37,456)	-
Art Initiatives	43,000	(49,060)	(6,060)
Halloween/Easter Fund	895	(895)	-
iPad Fund	11,790	(6,359)	5,431
BBC Children In Need Fund	29,153	(29,154)	(1)
Entertainment Fund	5,981	(48,280)	(42,299)
Digital Manager	30,000	(30,000)	-
Digital Art	20,000	(20,000)	-
Coronavirus Job Retention Schem Fund	3,597	(3,597)	-
Events	2,000	(2,000)	-
Virtual visits	93,827	(68,797)	25,030
Sensory provision	50,000	(25,000)	25,000
In-person visits	60,400	(18,942)	41,458
Treat drops and festive celebrations	11,000	(11,000)	-
Virtual and in person visits	22,266	(22,266)	-
	421,365	(372,806)	48,559
	2,320,423	(2,455,577)	135,154

16. Related party disclosures

During the year the charity received donations of £17,614 from the Trustees of the charity (2022: £41,287).

During the year, the charity received donations of £49,850 (2022: £5,600) from a company with a common director.

During the year, the charity received donations of £nil from Trusts (2022: £10,000), where the beneficiaries of the Trust are also Trustees of the charity

During the year, the charity incurred rental fees of nil (2022: £5,000) to Romandus Properties Limited, a company with a common director.



Detailed Statement of Financial Activities

For the Year Ended 31 March 2023

INCOME AND ENDOWMENTS

	2023 £	2022 £
Donations and legacies		
Gifts	56,902	45,975
Donations	674,337	787,370
Grants	248,783	163,205
	<hr/>	<hr/>
	980,022	996,550
	<hr/>	<hr/>
Other trading activities		
Fundraising events	170,972	163,472
Gifts and online sales	2,998	-
	<hr/>	<hr/>
	173,970	163,472
	<hr/>	<hr/>
Investment income		
Deposit account interest	6,342	67
	<hr/>	<hr/>
Total incoming resources	1,160,334	1,160,089

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EXPENDITURE

	2023 £	2022 £
Raising donations and legacies		
Wages	121,725	99,930
Social security	10,256	8,413
Pensions	2,222	-
Fundraising expenses	138,169	134,537
Marketing and database costs	34,916	4,701
	<hr/>	<hr/>
	307,288	247,581
	<hr/>	<hr/>
Charitable activities		
Wages	341,409	385,782
Social security	35,570	32,478
Pensions	7,749	-
Advertising	23,643	-
Database costs	107	28,430
Hospital entertainment for sick children	204,037	304,415
Art initiatives	1,714	13,508
IPADS	1,359	5,000
Halloween/Easter	1,064	-
	<hr/>	<hr/>
Carried forward	616,652	769,613

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Detailed Statement of Financial Activities

For the Year Ended 31 March 2023

	2023 £	2022 £
Charitable activities		
Brought forward	616,652	769,613
Miscellaneous costs	26,781	-
After School Clubs	7,408	-
Family Outings	19,394	-
Summer party	12,845	-
Zoom costs	91,293	-
Playing cards	5,066	-
Hamper costs	2,520	-
Training costs	6,614	-
Gifts in kind given	56,902	-
	845,475	769,613
Finance		
Telephone	1,337	-
Postage and stationery	5,214	-
	6,551	-
Governance costs		
Auditors' remuneration	7,980	6,500
Total resources expended	1,307,780	1,147,797
Net (expenditure)/income	(147,446)	12,292

This page does not form part of the statutory financial statements

	2023 £	2022 £
Support costs		
Management		
Wages	16,454	14,560
Social security	(3,308)	1,226
Pensions	247	10,542
Rent	61,822	15,296
Rates	-	672
Insurance	2,481	2,363
Office costs	(1,255)	12,473
Computer and phone costs	10,697	8,486
Stationery	-	2,838
Sundries	7,684	-
Consultancy	-	6,943
Bank charges	2,048	799
Professional fees	42,167	44,722
Training costs	624	2,390
Depn of fixtures and fittings	207	793
Computer equipment	618	-
	140,486	124,103

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What Spread a Smile does is truly wonderful and I can't thank them enough for helping my daughter to find happiness amongst the pain.

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