

Charity registration number: 1111304

Alopecia UK

Annual Report and Financial Statements
for the Period from 6 April 2017 to 31 March 2018

Gibbons
Chartered Accountants
Carleton House
136 Gray Street
Workington
Cumbria
CA14 2LU

Alopecia UK

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Alopecia UK

Reference and Administrative Details

Charity name	Alopecia UK	
Charity registration number	1111304	
Principal office	69 Baildon Bridge Otley Road Baildon Shipley West Yorkshire BD17 7EP	
Registered office	69 Baildon Bridge Otley Road Baildon Shipley West Yorkshire BD17 7EP	
Trustees	<p>Mr Simon Ray, Chair</p> <p>Ms Jeanette Oliver, Treasurer (Retired 21 March 2018)</p> <p>Mrs Anna Preedy (Retired 27 October 2017)</p> <p>Mr Harry Brunt</p> <p>Mrs Audrey Ball</p> <p>Mrs Karen Green (Appointed 27 October 2017)</p> <p>Miss Lucy Rogers, Treasurer (Appointed 27 October 2017)</p> <p>Ms Ruth McPherson (Appointed 27 October 2017)</p> <p>Mr Hugh Gallagher (Appointed 27 October 2017) (Retired 15 May 2018)</p>	
Bankers	<p>Virgin Money Jubilee House Gosforth Newcastle Upon Tyne NE3 4PL</p> <p>Santander UK Plc Bootle Merseyside L30 4GB</p> <p>CAF Bank Limited Kings Hill Kent ME19 4TA</p>	

Alopecia UK

Reference and Administrative Details

Independent Examiner

Gibbons
Carleton House
136 Gray Street
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Alopecia UK

Trustees' Report

Trustees' Report Accounting Year Ending 31 March 2018

Chair of Trustees' Statement

This is my first report as Chair of Trustees, on behalf of the combined charity, following the successful merger of Alopecia UK (AUK) and Autoimmune Alopecia Research UK (AAR-UK) in November 2017. A great deal of effort went into this merger by all parties concerned and I would like to thank all staff and fellow Trustees, on both sides, for their diligence and support in seeing this merger through to its conclusion.

This combination of charities presents an exciting opportunity for the new entity to continue to grow our core objects of Support, Awareness and Research for those affected by Alopecia. After a very successful Big Weekend in Birmingham in September 2017, we decided to take a year off from this event to allow us some extra time to assess the structure and direction of the charity for the coming years. We are now working on mapping out our strategy for the next stage of AUK's growth.

Following AAR-UK's integration with AUK, we inaugurated a Research Committee to significantly develop this area of our work and ensure that we are getting the best we can for the growing financial amounts we are able to commit to this area. This is an important part of activities and we want to ensure we get it right.

From a financial perspective, the top line Revenue figure has notionally increased to £198,770, from £155,107, which is pleasing but we need to clarify that the increase is mainly as a result of the AAR-UK funds being combined with AUK. The reality is that funds, on a like for like basis, have remained relatively flat over the last 12 months. Your Trustees are considering how this can be improved via a range of fundraising strategies.

There has also been some change to the now combined Trustee Board with Anna Preedy, Jeanette Oliver (Treasurer) and Hugh Gallagher deciding to step down. The Trustee Board is extremely grateful for all the hard work put in by each of them during the tenures with both AUK & AAR-UK. I am also pleased to welcome Lucy Rogers to the Board as our Treasurer. She brings a wealth of experience to the team and has already made a strong contribution to the charity.

I must also mention the Trustees gratitude for the dedication of Amy Johnson and Jen Chambers, and their new colleague Naomi Hall, in running the charity so efficiently on a day to day basis. They do a fantastic job and along with our legions of volunteers achieve so much for all those affected by Alopecia.

I look forward to the next stage of AUK's development and growth. I believe we have built strong foundations for the charity and it is now down to the entire team to expand and grow our activities over the coming years. It is genuinely exciting times!

Simon Ray, Chair of Trustees

Alopecia UK

Trustees' Report

The Trustees of Alopecia UK present their report and the financial statements for the year ended 31 March 2018. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005 in preparing the annual report and financial statements of the charity.

Reference and administrative information about Alopecia UK (Charity registration number, names of Trustees, etc.) is set out in the preface to this report.

The Trustees have complied with the duty in Section 7 of the Charities Act 2011, giving due regard to public benefit guidance published by the Commission.

About Us

Alopecia UK was started in 2004. Official charitable status was granted in September 2005.

The charity has grown significantly, and we continue to progress our aims of support, awareness, research and fundraising with the overall mission statement of working 'to improve the lives of those affected by alopecia'.

Our aims

- **Support** - We will provide impartial information, advice and support to help people feel less isolated
- **Awareness** - We will raise awareness to the general public and healthcare professionals about alopecia and its psychological impact
- **Research** - We will provide hope and confidence to people with alopecia by funding research into its causes, with the aim of finding treatments, and ultimately, a cure.
- **Fundraising** - We will create a sustainable funding stream to enable continued growth of Alopecia UK

Our values

- To be open, honest and act with integrity
- To work productively in partnership with others
- To be passionate and motivated to make a change
- To appreciate the skills, expertise and commitment of our Staff, Trustees and Volunteers, many of whom have personal experience of alopecia.

Charity structure, governance and management

Support Services

We require a diverse range of services and support including: administration, event management, finance and accounts, insurance, governance, reporting, IT support, funding support and communications. These areas are vital for the charity to run effectively. All services are currently delivered by the Charity Development Manager, Communications & Fundraising Manager and Charity Administrator. The charity invested in a central membership database which enabled us to communicate more effectively with our supporters. It also provided a more direct method of donating directly to the charity which has increased donations.

Alopecia UK

Trustees' Report

Trustees

S Ray (Chair), J Oliver (Treasurer, Resigned 21 March 2018), A Preedy (Resigned 27 October 2017), A Ball, H Brunt, K Green (Appointed 27 October 2017), R McPherson (Appointed 27 October 2017), H Gallagher

(Appointed 27 October 2017, Resigned 15 May 2018), L Rogers (Treasurer, Appointed 27 October 2017)

Core Volunteers

R Newman, L Rogers, A Baldwin, H Pickering, C Waters

Support Group Volunteers

S Smith, S Hampton, M Jenks, M Smith, L Murray, V Allen, A Craig, P Muir, V Jordan, D Brookes, J Williams, D Kirlew, E McGowan, C Franklyn, V Haile, R Wharton, A Harmsworth, L Johnson, M Lisle, S Barnard, C Tether, E Cottrell, L Weir

Children Support Group Volunteers

Leaders

P Hyland, K Hayden, L Wright, A Harmsworth, A Johnson (Staff), S Price

Helpers

E Hyland, P Hyland, C Hyland, A Skinner, K Cline, C Kinnin, K Winter, A Robinson, S Barnard, M Grayson, J Amery, S Spence, F Hetherington, S Vaghela, D Hamber, K Sivyer, A Reid, R Mayo, R Hackett, T Spencer

Event Volunteers

L Rogers, A Harmsworth, H Goozee, D Hamber, R Hackett, J Amery, M Grayson, K Anguish, L Anguish, A Baldwin, T Spencer, R Elias, P Cliffin, R Newman, S Jarah, E Avison, S Ray, A Ray, A Ball, H Brunt, K Green, R MacPherson, N McBride, J Oliver, A Preedy, S Smith, G Franey, G Hickey, A Capitani, L McCausland, R Cooke, E Cottrell, V Green, M Jenks, K Swift, T MacPherson, V Petkovic-Lowe, C Robinson, A Robinson, M Vallender, M Galbraith, L Arthur, C Barratt, L Mercer, Z Brindley, S Badenhorst, S Everett, K Everett, M Seed, S Carter, K Griffiths, D Harris, L Harris, H Pagdin, C Robinson, D Vallender, C Wyles, C Wyles, J Wyles, D Rees, V Rees, D Brookes, K Robinson, G Robinson, M Reed, S Linham.

Staff

Alopecia UK employed three staff on a full-time contract during this period: J Chambers as Events and Support Manager, becoming Charity Development Manager in January 2018 and A Johnson as Communications & Fundraising Manager, with N Hall joining the staff team in February 2018 as Charity Administrator. N McBride was also employed part-time as Research Lead from November 2017 to March 2018.

During the accounting period all Trustees had input into the direction and decisions of the charity with many of them involved in the delivery. The Trustee Board and the Charity Managers held face to face meetings in April and October 2017, and teleconferences in August 2017 and February 2018. A budget meeting was also held in February 2018. In between meetings, individuals communicated mainly via email and teleconference.

Alopecia UK

Trustees' Report

Trustees

Trustees sign up for a three-year term. We try to ensure our Trustees have a varied background, each bringing a different skill to the board. All Trustees are DBS checked. Before appointing a new trustee, the board obtains a declaration from them that they are not disqualified, searched the register of removed trustees, and checks the insolvency register. Once appointed, Trustees receive a Code of Conduct document and are given information on their roles and responsibilities.

Achievements and highlights

Support

With regard to public benefit and achievement, Alopecia UK undertook the following in relation to our aim of 'Support':

Website

Our website contains a huge amount of information and advice for those with alopecia.

From 1 April 2017 to 31 March 2018 there were:

- 293,298 sessions (13% were returning visitors and 87% were new visitors)
- During the period we received 675,305 page views
- The number of individual users of the website over the period is 220,145. Of this number 216,757 are new users and 3388 are regular users.

Online Peer Support Space

During this year we facilitated multiple online peer support spaces. These spaces are an opportunity for many people to share their experiences of alopecia and ask for advice on anything from wigs to treatments to reactions from family members.

Our primary online peer support space is our Facebook Group. This continues to increase in size and activity with more and more charity resource needed to manage it each year. At the close of the year (31st March) there were 4614 members, 3590 of which were active. In a typical month there were approximately 700 posts with total group engagement (posts, comments and reactions) being approximately 35,000 each month. Alopecia UK moderates this space on a daily basis to ensure content is suitable. Moderation is shared between three staff members and four volunteers.

Additional to our Facebook Group, during 2017/2018 we also had two forums, one on our website and one with HealthUnlocked. Despite many requests to join the website forum, actual content activity was minimal during the year. Similarly, HealthUnlocked does get used however content is minimal in comparison to our Facebook Group.

Newsletter

We continue to produce a regular email newsletter to our membership every month. Our membership list has grown from 3,528 at the beginning of the accounting period to 4,632 on 31st March 2018. Our newsletter provides information on our latest charitable activities and features stories about fundraisers and ways that people can get involved with the charity.

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Support Groups

A network of 20 Alopecia UK adult support groups across the UK facilitate regular meetings for those affected by alopecia. At these meetings people are able to meet others with hair loss and share experiences, knowledge, advice and information, increasing feelings of support and reducing feelings of isolation. The groups are run by volunteers. The number of adult Alopecia UK groups has dropped from previous years however this is due to a re-definition of what constitutes an Alopecia UK Group. During 2017/2018 we did advertise a further four groups, however, we are no longer including these groups in our data.

Support Groups Leads continue to receive a starter pack providing guidance on setting up their groups, as well as resources to advertise. Group attendees also receive a pack at their first meeting which includes a support booklet packed full of information about alopecia. Some groups also receive help with room hire costs.

We continue to implement data collection from our Support Group Leads in order to ascertain the reach and use of the groups. For the purposes of support group data collection our figures refer to the annual year (Jan – Dec 2017) rather than the accounting period. This is due to support groups working on a calendar year basis with their paperwork.

Introducing data collection procedures to support group leads is taking some time to roll out and as such data is limited in places in being able to report on actual reach of groups. As such we will provide what we can from the data collected.

During 2017:

Adult Alopecia UK Support Groups

- There were 20 groups.
- 122 meetings were delivered.
- Most meetings last at least two hours meaning that the network provided at least 244 hours of peer support space.
- Data was submitted from 71 of these meetings. From this data we can see that:
 - There were 585 support 'contacts', 83% of which were those with alopecia. The other 17% were friends and family of those with alopecia.
- 131 were first time attendees in 2017.
- The average number of attendees at each meeting was 8.

Children Alopecia UK Support Groups (also for teens and parents)

- There were 6 groups.
- 14 meetings were delivered.
- Meetings last 2-3 hours meaning at least 28 hours of peer support space was provided.
- Data was submitted from 6 of these meetings. From this data we can see that:
 - There were 117 support 'contacts'* (31% children with alopecia, 54% parents, 15% siblings)
- 17 children with alopecia were first time attendees at the groups in 2017.
- Average number of total attendees at each meeting was 20.

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Trustees' Report

*support contacts – this is the sum of the attendee number for each meeting. It does not reflect the number of individuals at the groups as some individuals may be repeat attendees.

The development of the support group network is on-going, and we plan to introduce further support and training for all Support Group Leads. This will add more structure to the network and lead to the development of additional groups so that more people with alopecia can access support.

Events

We held the following events during the 2017-2018 accounting period:

Alton Towers, April 2017 – our Alton Towers trip has become an annual event and this was our fourth time facilitating it. 223 men, women and children attended, 84 of those were people with alopecia and 139 were friends and family. This breaks down as:

Total with alopecia (84)

- Age 18 and under = 43
- Over the age of 18 = 23
- Volunteers = 18

Those without alopecia (139)

- Parents/Siblings/Partner/friends = 132
- Volunteers = 7

Alopecia UK blue t-shirts were worn by almost all attendees, helping to meet the trip's aim of awareness as well as support.

AUK Big Weekend, September 2017, Birmingham – 305 people gathered to create our 2017 Big Weekend. This comprised of 212 adult attendees, 34 children and 63 speakers, exhibitors and workshop facilitators. Of attendees 165 people had alopecia (138 adults and 27 children aged under 18), the remaining 47 were partners, friends, siblings or parents, there in a support capacity but also accessing relevant support workshops for themselves as well. The weekend was made up of four events – a Friday night social, a Saturday Conference, Saturday night dinner & disco and Sunday Photoshoot/Awareness event. Our Saturday conference was a mix of talks, workshops, demonstrations and exhibitors providing attendees with a wealth of information, advice and support.

Individual Support

Individual support is provided to those who contact the charity via email, telephone and social media private message; queries range from questions about wig provision, lack of understanding from GPs or family members, how to help children with alopecia and questions about treatments and prognosis.

Suppliers Directory

The Suppliers Directory provides an online search facility and offers discounts on products, thus enabling us to provide information and support to those affected with alopecia.

Alopecia UK Trustees' Report

Advocacy

We published a report examining wig provision from organisations within NHS England with a view to challenging the inequity of provision across the country and attempt to improve the situation for those needing to access wigs. Publication reference:

Johnson A. & Montgomery K. (2017). 'NHS Wig Provision in England: A report into NHS England's provision of wigs to Alopecia patients', *Alopecia UK Website*, [online]. Available at: <https://www.alopecia.org.uk/nhs-england-wig-report> [Accessed 19 Sep. 2018].

Support for Children & Young People

We continued to support the following six children's support groups:

- Birmingham Children's Support Group
- Liverpool Children's Support Group
- London Children's Support Group
- North East Children's Support Group
- Portsmouth Children's Support Group
- Yorkshire Children's Support Group

A new teens group in Berkshire also met for the first time in the 2017/18 accounting period.

National Events

Our Alton Towers event welcomed children and provided them with a supportive, inclusive, and accepting environment. We reintroduced elements of our Big Weekend event for children and teens, with an entire floor of the venue being dedicated to activities for children and teens on the Saturday.

My Mum Story Booklet

Following the success of the short rhyming story booklet, Ben's First Day, a similar story booklet was written called 'My Mum'. This story was designed to help young children struggling to come to terms with having a mum who has alopecia. This followed feedback that so many resources for children about alopecia were about children with alopecia but there was nothing that explained about adults having alopecia to small children.

Further 'First Day' Story Booklets

Within this accounting period, further stories were developed as part of the 'First Day' booklet range. Three new characters are in the process of being introduced; Belle (female with total hair loss), Finn (male with patchy hair loss) and Faye (female with patchy hair loss). Production of the booklets is scheduled for the 2018/19 accounting year.

Awareness

With regard to public benefit and achievement, Alopecia UK undertook the following in relation to our aim of 'Awareness':

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Promoting Awareness to Medical Professionals

We promote the understanding of the patient experience of alopecia to medical professionals, as well as awareness of the charity and the work we do, to ensure that medical professionals can point their patients in our direction for support. Doing this increases understanding and empathy within the medical profession and an improved patient experience. These events also provide a valuable opportunity for networking and building relationships with those interested in hair loss research.

We facilitated Alopecia UK awareness stands at:

- British Association of Dermatologists annual conference
- British Dermatological Nurses Group annual conference
- Royal College of General Practitioners annual conference
- British Hair and Nail Society 'Hair Education Day'

We are members of the following groups and regularly attend meetings:

- British Association Dermatologists Patient Support Groups
- Dermatology Council England
- The European Hair Research Society
- All Party Parliamentary Group on Skin Disease

Promoting Awareness to the General Public

Media

We have continued to support coverage of alopecia in the press by finding case studies for journalists and provided charity quotes when requested. In 2017-18, this included mentions of alopecia and the charity in both national and local media. In September 2017, Jen Chambers and Amy Johnson took part in a media day to launch Alopecia Awareness Month 2017. This involved participating in interviews with a number of media organisations including 1 TV channel, 1 national radio station and 8 regional radio stations with a combined total audience reach of 3.2million people.

Social Media

We facilitate active and engaging social media platforms, with regular content going out to provide support and awareness. Our social media following, across all platforms, increased in 2017-18. We have an active Facebook Page (11,727 followers) which raises awareness of alopecia amongst the general public. We also have accounts on Twitter (4032 followers) and Instagram (2721 followers) designed to increase public awareness too.

Ambassadors

We work with our ambassadors to help raise the profile of both the charity and alopecia.

Alopecia UK's ambassador team in 2017-18 included six passionate individuals committed to raising the profile of alopecia and the charity; Joanna Rowsell Shand MBE, Heather Fisher, Sue Hampton, John Altman, Tom Spencer and Joelle.

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eBay and Merchandise

We continued with our eBay store selling a range of charity merchandise. In the 2017-18 year we introduced a number of different pin badges and Alopecia UK branded tube scarves in four different designs. In March 2018, we opened a custom-print store with a company called Total Clothing. This allows individuals to order Alopecia UK branded t-shirts (in a number of different designs), hoodies, hats and tote bags.

Total Warrior

On International Alopecia Day, in August 2017, we put together a team for the 'Total Warrior' obstacle event in Cumbria. The team raised lots of awareness amongst the crowds at the event on the day. In addition to raising lots of awareness, our team of 'Apatchy Warriors' also raised nearly £3,000 for the charity.

Research

With regard to public benefit and achievement, Alopecia UK undertook the following in relation to our aim of 'Research':

Merger

The merger with Autoimmune Alopecia Research UK took up a significant portion of this financial year and as such many research plans were put on hold while that completed.

Research Pots Grant Scheme

Post-merger we started to pull together plans for a Research Pots Grant Scheme whereby researchers can apply to the charity with a chance of being selected for a £10,000 grant.

Research Committee

Following on from the Research Pots Grant Scheme we also started to formulate plans for a Research Committee who will select a 'winner' for the Research Pots Grant Scheme as well as set the Research Strategy for the Charity to work to in 2019 and beyond.

Funding Research

Due to previous commitments from both charities we also funded two research projects post-merger, one with the University of the West of Scotland and the other with The Salford Royal NHS Foundation Trust.

Supporting Research

We have also continued to support any researchers who get in touch looking for help with recruitment of participants for research studies.

Hair Loss Priority Setting Partnership

The results from our Hair Loss Priority Setting Partnership (PSP) with the James Lind Alliance were published within this year. The aim of the PSP was to identify the unanswered questions about hair loss from the perspective of those with hair loss, their partners/parents/carers and treatment providers. These were then prioritized in to a Top 10. The Hair Loss PSP took two years to complete and 912 individuals took part.

Alopecia UK Trustees' Report

Publication references:

Macbeth A.E., Tomlinson J., Messenger A.G., Moore-Millar K., Michaelides C., Shipman A.R., Kassim J.M., Brockley J.R., Szczecinska W., Farrant P., Robinson R., Rodgers J., Chambers J., Upadhyaya S., Harries M.J. (2017). 'Establishing and prioritizing research questions for the treatment of alopecia areata: the Alopecia Areata Priority Setting Partnership'. *British Journal of Dermatology*, 176(5):1316-1320.

Macbeth A.E., Tomlinson J., Messenger A.G., Moore-Millar K., Michaelides C., Shipman A.R., Kassim J.M., Brockley J.R., Szczecinska W., Farrant P., Robinson R., Rodgers J., Chambers J., Upadhyaya S., Harries M.J. (2018). 'Establishing and prioritizing research questions for the prevention, diagnosis and treatment of hair loss (excluding alopecia areata): the Hair Loss Priority Setting Partnership'. *British Journal of Dermatology*, 178(2):535-540.

Future developments

After the success of the merger, the Charity Team is now excited to start significantly developing the Research Aim and workstreams. We look forward to inviting Researchers to apply for funds from us as well as having our first Research Committee meeting. At this meeting Research Strategy will be set in order that we can best utilise funds to support research in the UK. Additionally, with the merger complete we are excited to be able to continue looking at our staffing infrastructure and how best to develop it in line with the needs of the Charity's objectives. We hope to continue to increase the staff team to enable the Charity's growth, development and provision of more support, awareness and research for those affected by alopecia. We will therefore be looking to develop additional funding streams to ensure a sustainable income.

In the coming year we will continue to hold awareness and support events, such as Alton Towers, and raise awareness through our presence at medical conferences, including the annual meetings of the British Association of Dermatologists and Royal College of General Practitioners. We will continue to invest funds in the development of our Support Group Network further, for both adults and children.

Financial review

Our expenditure increased during the year but remained in line with the charity's strict budgetary controls. This is a consequence of our investment into resources that have led to improvements with regards the organisational, and operational, aspects of the charity. This has brought greater awareness with the general public and ensures continued income from fundraising and donations.

Raising the funds

Fundraising: Our fundraising income has remained consistent with the prior year. We are currently honing our strategy to increase this income stream as not only is it vital for us to be able to continue, it is also a great way to increase the overall awareness of the charity.

Donations: We are grateful to our regular givers who continue to provide a consistent source of income via various routes, such as regular Standing Orders, Payroll Giving, and Give as you Earn.

Suppliers: Suppliers continue to provide a consistent source of income through our Suppliers Directory.

E-bay and Merchandise: Sales of charity merchandise continued to be successful during 2017-18.

Events: The two major events organised by the charity – Alton Towers and the 'Big Weekend' – proved not only successful at providing awareness and support but led to many attendees being inspired to successfully fundraise for us. They also brought in their own revenue through ticket sales which, while we subsidised the actual ticket cost, helped to cover some of the costs of these events.

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Sponsorship: This year we continued developing opportunities for companies to engage with us and offered Sponsorship and Exhibitor Opportunities for our Big Weekend event, as well as Sponsorship packages for companies to support our Total Warrior team.

Use of funding

Charitable activities: Funds spent on charitable activities during 2017-18 included (but were not limited to) supporting the awareness and support day at Alton Towers, the 'Big Weekend' in Birmingham, support groups costs, conference attendance costs, the development of an e-learning module with the Royal College of General Practitioners, and two research projects.

Generating voluntary income: The charity invested in a range of merchandise to sell via e-bay and at conferences and events in order to raise awareness and promote the charity. We also paid for places for runners in the London 10K and Great North Run where participants fundraised for the charity.

Support costs: The support costs for the charity continue to grow as we invest more in a staff team. This has enabled the charity to have better resource in place in order to deliver our charitable activities, work towards sustainability and continue to develop the charity in line with its aims.

Governance: Our governance costs are minimal and we strive to ensure that these are maintained.

The charity continues to work towards sustainability, improve organisationally and continue to develop in line with its aims.

Reserve Policy

The trustees of Alopecia UK have agreed that a reserves policy is necessary to ensure the future of the charity. The reasons why the charity needs reserves are listed below:

- Should fundraising dry up, reserves are needed to cover the day to day running of the charity, i.e. basic staffing costs, office consumables, IT and webhosting for example.
- There is the risk of unexpected pulls on the charity funds, for example problems with the website.
- To cover or part cover future projects.

As a result, the Trustees have implemented a prudent accounting method to establish an annualised budget to quantify the costs of meeting the charities needs for the forthcoming 12 months. It is the Trustees intention to maintain an amount equal to at least 1 year's costs as a reserve and review this on a quarterly basis.

Thank you to all our donors...

Fundraisers and donors

A huge thank you to the many individuals and groups who fundraised or donated to us in this accounting period.

Thank you for the Pro Bono Support from

- Rob Newman of Toasted Designs for providing graphic design support
- European Wealth for use of meeting room
- TPP Recruitment Ltd for use of meeting room
- Mandy Eaton-Maclean for her illustrations for the 'My Mum', 'Belle's First Day', 'Finn's First Day' and 'Faye's First Day' story booklets.

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Trustees' Report

Volunteers

Thank you to all of our volunteers for their hard work and commitment, in particular our Facebook group admins who provide so much of their spare time to ensure the smooth operation of our Facebook group. Thank you also to those who volunteered their time to various charity projects. There are too many to list, but we wish to make special reference to those who supported our Big Weekend event by giving their time, knowledge and skill delivering talks, demonstrations and workshops.

Support Group Leads

Thank you to all of our support group leads for volunteering their time to facilitate support group meetings allowing people to meet others with hair loss and share experiences, knowledge, advice and information. The work you do with your groups is invaluable to many with alopecia all across the UK.

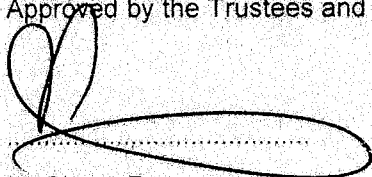
Ambassadors

Thanks to Sue Hampton, Joelle, Joanna Rowsell Shand MBE, Heather Fisher, Tom Spencer and John Altman for their ongoing support of Alopecia UK. In particular thank you to Joanna Rowsell Shand for generously donating her Mastermind appearance fee to the Charity.

Corporate Supporters

Thank you to all the companies who have supported the Charity with a financial donation, this includes Big Weekend Sponsors and Exhibitors, Suppliers Directory Members, and Total Warrior Sponsors. Thank you also to the companies who provided prizes for various raffles across the year.

Approved by the Trustees and signed on their behalf by:



Mr Simon Ray
Trustee

Date: 29/9/18

Independent Examiner's Report to the Trustees of Alopecia UK

I report on the accounts of the Trust for the period ended 31 March 2018, which are set out on pages 17 to 27.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 and the Charities Act 2011. The charity trustees consider that the audit requirements of Regulation 10(1) (a) to (c) of the Charities Accounts (Scotland) Regulations 2006 and section 144 of the Charities Act 2011 do not apply. The charity is preparing accrued accounts and I am qualified to undertake the examination by being a qualified member of The Institute of Chartered Accountants in England and Wales.

It is my responsibility to:

- examine the accounts under section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005 and section 145 of the Charities Act 2011;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5) of the Charities Act 2011; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination is carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (the 2006 Accounts Regulations) and the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeks explanations from the trustees concerning such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
 - to keep accounting records in accordance with section 44(1) (a) of the 2005 Act, Regulation 4 of the 2006 Accounts Regulations and section 130 of the Charities Act 2011; and
 - to prepare accounts which accord with the accounting records and comply with the Regulation 8 of the 2006 Accounts Regulations and the requirements of the Charities Act 2011have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Independent Examiner's Report to the Trustees of Alopecia UK

..... *continued*

Gary Carty BA FCA DChA
Gibbons
Chartered Accountants

Carleton House
136 Gray Street
Workington
Cumbria
CA14 2LU
4 October 2018

Alopecia UK

Statement of Financial Activities for the Period Ended 31 March 2018

		Unrestricted Funds	Restricted Funds	Total Funds 6 April 2017 to 31 March 2018	Total Funds Year ended 5 April 2017
	Note	£	£	£	£
Income					
Income from generated funds					
Voluntary income	2	25,410	35,340	60,750	19,783
Activities for generating funds	4	109,647	2,344	111,991	109,243
Investment income	5	559	-	559	891
Income from charitable activities	6	25,470	-	25,470	25,190
Total income		<u>161,086</u>	<u>37,684</u>	<u>198,770</u>	<u>155,107</u>
Expenditure					
Costs of raising funds					
Fundraising trading: cost of goods sold and other costs	7	6,684	-	6,684	2,077
Charitable activities	7	159,224	15,396	174,620	148,162
Total expenditure		<u>165,908</u>	<u>15,396</u>	<u>181,304</u>	<u>150,239</u>
Net income before transfers		(4,822)	22,288	17,466	4,868
Transfers					
Gross transfers between funds		<u>(35,090)</u>	<u>35,090</u>	<u>-</u>	<u>-</u>
Net movements in funds		(39,912)	57,378	17,466	4,868
Reconciliation of funds					
Total funds brought forward		169,542	221	169,763	164,895
Total funds carried forward		<u>129,630</u>	<u>57,599</u>	<u>187,229</u>	<u>169,763</u>

All incoming resources and resources expended derive from continuing activities.

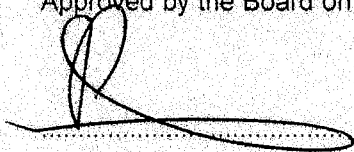
The charity has no recognised gains or losses for the year other than the results above.

The notes on pages 19 to 27 form an integral part of these financial statements.

Alopecia UK
Balance Sheet as at 31 March 2018

		31 March 2018		5 April 2017	
	Note	£	£	£	£
Current assets					
Debtors	10	15		303	
Cash at bank and in hand		<u>191,729</u>		<u>172,494</u>	
			191,744		172,797
Creditors: Amounts falling due within one year	11		<u>(4,515)</u>		<u>(3,034)</u>
Net current assets			<u>187,229</u>		<u>169,763</u>
Net assets			<u>187,229</u>		<u>169,763</u>
The funds of the charity:					
Restricted funds			57,599		221
Unrestricted funds					
Unrestricted income funds			<u>129,630</u>		<u>169,542</u>
Total charity funds			<u>187,229</u>		<u>169,763</u>

Approved by the Board on and signed on its behalf by:



Mr Simon Ray
Trustee

The notes on pages 19 to 27 form an integral part of these financial statements.

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard FRS102, the Charities and Trustee Investment (Scotland) Act 2005, Charities Accounts (Scotland) Regulations 2006 (as amended), applicable accounting standards and the Charities Act 2011.

Fund accounting policy

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Further details of each fund are disclosed in note 14.

Income

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Incoming resources from tax reclaims are included in the statement of financial activities at the same time as the gift to which they relate.

Income derived from events is recognised as earned (that is, as the related goods or services are provided).

Investment income is recognised on a receivable basis.

Income from charitable activities includes income recognised as earned (as the related goods or services are provided) under contract or where entitlement to grant funding is subject to specific performance conditions. Grant income included in this category provides funding to support programme activities and is recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

..... continued

Expenditure

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Costs of generating funds are the costs of trading for fundraising purposes.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grants payable are payments made to third parties in the furtherance of the charitable objectives. Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specific service or output.

Grants payable without performance conditions are only recognised in the accounts when a commitment has been made and there are no conditions to be met relating to the grant which remain in the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

Pensions

The charity operates a defined contribution pension scheme. Contributions are charged in the statement of financial activities as they become payable in accordance with the rules of the scheme.

2 Voluntary income

	Unrestricted Funds £	Restricted Funds £	Total Funds 6 April 2017 to 31 March 2018 £	Total Funds Year ended 5 April 2017 £
Donations and legacies				
Merger income from Autoimmune Alopecia Research UK	-	35,090	35,090	-
Appeals and donations	14,147	250	14,397	16,600
Gift Aid tax reclaimed	11,263	-	11,263	3,183
	<u>25,410</u>	<u>35,340</u>	<u>60,750</u>	<u>19,783</u>

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

..... continued

3 Grants receivable

	Unrestricted Funds £	Restricted Funds £	Total Funds 6 April 2017 to 31 March 2018 £	Total Funds Year ended 5 April 2017 £
Grants	-	-	-	734

4 Activities for generating funds

	Unrestricted Funds £	Restricted Funds £	Total Funds 6 April 2017 to 31 March 2018 £	Total Funds Year ended 5 April 2017 £
Fundraising				
Fundraising	107,349	2,344	109,693	107,543
E-bay sales	1,181	-	1,181	1,700
Support groups	1,117	-	1,117	-
	<u>109,647</u>	<u>2,344</u>	<u>111,991</u>	<u>109,243</u>

5 Investment income

	Unrestricted Funds £	Restricted Funds £	Total Funds 6 April 2017 to 31 March 2018 £	Total Funds Year ended 5 April 2017 £
Interest on cash deposits	559	-	559	891

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

..... continued

6 Income from charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds 6 April 2017 to 31 March 2018 £	Total Funds Year ended 5 April 2017 £
Charitable activities				
Appeals and donations	-	-	-	760
Grants	-	-	-	734
E-bay sales	394	-	394	580
Events	21,226	-	21,226	18,846
Suppliers directory	3,850	-	3,850	4,270
	<u>25,470</u>	<u>-</u>	<u>25,470</u>	<u>25,190</u>

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

7 Total expenditure

	Fundraising	Charitable activities	Total 6 April 2017 to 31 March 2018	Total Year ended 5 April 2017
	£	£	£	£
Grants payable	-	27,465	27,465	18,000
Events	1,787	37,355	39,142	33,877
Merchandise	-	6,030	6,030	4,151
Employment costs	-	68,591	68,591	58,013
Rent and rates	-	3,797	3,797	2,880
Insurance	-	513	513	735
Website costs	-	5,307	5,307	2,730
Computer software and maintenance costs	-	2,772	2,772	4,862
Printing, postage and stationery	-	3,554	3,554	3,176
Support groups	-	2,829	2,829	3,170
Video project expenses	-	-	-	1,416
Sundry expenses	-	8,399	8,399	8,263
Conference expenses	-	1,306	1,306	2,575
Platform fees	4,897	2,574	7,471	-
Promotional expenses	-	1,152	1,152	1,489
Accountancy fees	-	1,856	1,856	2,406
Consultancy fees	-	-	-	1,950
Legal and professional fees	-	977	977	39
Bank charges	-	143	143	507
	<u>6,684</u>	<u>174,620</u>	<u>181,304</u>	<u>150,239</u>

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

8 Trustees' remuneration and expenses

During the year Ms Jeanette Oliver (Treasurer) received £Nil (2017 - £1,950) for administration and bookkeeping services provided to Alopecia UK.

9 Employees' remuneration

The aggregate payroll costs of these persons were as follows:

	6 April 2017 to 31 March 2018 £	Year ended 5 April 2017 £
Wages and salaries	66,793	58,013
Other pension costs	1,798	-
	<u>68,591</u>	<u>58,013</u>

10 Debtors

	31 March 2018 £	5 April 2017 £
Other debtors	<u>15</u>	<u>303</u>

11 Creditors: Amounts falling due within one year

	31 March 2018 £	5 April 2017 £
Taxation and social security	2,478	1,534
Other creditors	537	-
Accruals and deferred income	1,500	1,500
	<u>4,515</u>	<u>3,034</u>

12 Pension scheme

Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The pension cost charge for the period represents contributions payable by the charity to the scheme and amounted to £1,798 (5 April 2017 - £nil).

Contributions totalling £537 (5 April 2017 - £nil) were payable to the scheme at the end of the period and are included in creditors.

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

..... *continued*

13 Related parties

Controlling entity

The charity is controlled by the trustees.

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

..... continued

14 Analysis of funds

	At 6 April 2017	Income	Expenditure	Transfers	At 31 March 2018
	£	£	£	£	£
General Funds					
Unrestricted income fund	169,542	161,086	(165,908)	(35,090)	129,630
Restricted Funds					
Children's support group	221	-	-	-	221
Birmingham Adults Group	-	750	-	-	750
Birmingham Kids Group	-	750	(217)	-	533
Research Funds	-	35,340	(15,111)	35,090	55,319
Yorkshire Kids Group	-	844	(68)	-	776
	221	37,684	(15,396)	35,090	57,599
	169,763	198,770	(181,304)	-	187,229

Childrens Support Group

The purpose of this fund is to support a Childrens Support Group.

Birmingham Adults Group

The purpose of this fund is to pay for costs associated with the Birmingham Adults Support Group.

Birmingham Kids Group

The purpose of this fund is to pay for costs associated with the Birmingham Kids Support Group.

Research Funds

The purpose of this fund is to pay for activities associated with the charity's aim of research, including research staff, meeting costs and research project costs.

Yorkshire Kids Group

The purpose of this fund is to pay for costs associated with the Yorkshire Kids Support Group.

15 Transfers

The £35,090 transfer to the Research Funds is matched funding by Alopecia UK to equate to the monies received from Autoimmune Alopecia Research UK due to the merger of the charities.

Alopecia UK

Notes to the Financial Statements for the Period Ended 31 March 2018

..... continued

16 Net assets by fund

	Unrestricted Funds	Restricted Funds	Total Funds 31 March 2018	Total Funds 5 April 2017
	£	£	£	£
Current assets	134,144	57,600	191,744	172,797
Creditors: Amounts falling due within one year	(4,515)	-	(4,515)	(3,034)
Net assets	<u>129,629</u>	<u>57,600</u>	<u>187,229</u>	<u>169,763</u>