



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

(A Company Limited by Guarantee) Registered in England and Wales under Company No. 8443236. Registered as a Charity No. 1152205)

TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

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REFERENCE & ADMINISTRATIVE INFORMATION

TRUSTEES

Josephine Segal, Louise Jacobs, Paul Crocker, Paul Godfrey, Richard Segal, Vanessa Crocker

COMPANY REGISTRATION NUMBER

08443236

CHARITY REGISTRATION NUMBER

1152205

INDEPENDENT EXAMINERS

Berg Kaprow Lewis LLP, Chartered Accountants, 35 Ballards Lane, London N3 1XW

BANKERS

HSBC, 12 Hampstead High Street, London NW3 1PY

REGISTERED OFFICE ADDRESS

35 Ballards Lane, London N3 1XW

PRINCIPAL OFFICE ADDRESS

51 Chalk Farm Road, London NW1 8AN



SPREAD A SMILETRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

ABOUT US

Spread a Smile is here to add some joy where it's needed most. By visiting some of London's biggest hospitals, with magicians, artists, singers, poets, face-painters, fairies and therapy dogs.

We entertain children aged 0-18 years old who are seriously and terminally ill and on each visit we ensure that we have an entertainer suitable for any age child that we see.

We also take whole families on amazing trips to concerts and theatres and we put on special events, like our winter party. All so the children can feel like children – not patients – for a short while.

We now organise a minimum of 21 scheduled hospital visits a month including our regular entertainer visits, art workshops, ice cream drops and therapy dogs. This enables us to see over 500 patients per month – that's over 6,000 young people reached every year.

We are proud to work with Great Ormond Street Hospital, University College Hospital, Royal London Hospital, St Mary's Hospital and the Evelina London. Our visits can lift a child's spirits – giving them something to look forward to. A whole new positive focus.

hospital simply not being a child. They can barely lift their head off the pillow some days and then the magician comes in from Spread a Smile and you watch them stop being a patient and start being a kid again. Kathy





SPREAD A SMILE TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

WELCOME

This past year has been one of change and transformation for Spread a Smile as we move from the small organisation we were, formed around the kitchen tables of our founders, to professionalising our output and slowly managing our growth whilst retaining the personal touch, ensuring it is at the heart of everything we do.

Our patients and their families come first and foremost – they have always been at the centre of our work and we shape and mould all our activities to provide the best possible service we can and to maximise the numbers of smiles we can deliver. Often siblings can be deeply affected by a brother or sister with a serious illness, so they too are included as often as possible.

We are delighted to have been able to increase hospital visits this year from 10 to 19 per month enabling us to spread smiles to many more young people and their families. At the start of the financial year, we were seeing an average of 381 patients per month, which increased by 45% to 553 per month. We increased the number of VIP outings, which meant we took 668 people on special trips and days out and to our own winter party.

We had much to celebrate this year including an award for Best Charity from The Sun newspaper and a significant increase in the number of beneficiaries we are able to reach.

But none of this would be possible without our incredible supporters who this year have run and cycled hundreds of miles, climbed, baked and done a whole lot more to fund our work. Thank you so much to all of you. Without you, we would not be where we are today.

We would also like to take this opportunity to thank our incredible team in the office, our wonderful entertainers and our dedicated trustees. All have shown an incredible level of passion and commitment and continually gone over and above to help spread more smiles.

Josephine Segal Co-Founder

Vanessa Crocker Co-Founder

Lucy Jackson Chief Executive





OUR YEAR IN NUMBERS



6017

bedside visits this year



501

bedside visits on average per month



£609,000

Total amount raised



72

therapy dog visits per year



19

hospital visits per month



360

participated in art workshops



668

came to our outings and parties



45%

increase in bedside visits during the year



22

new entertainers joined the team



54

total numbers of entertainers who visited



268%

increase in Twitter following



REVIEW OF THE YEAR

HOSPITAL VISITS

We increased hospital visits during the year from 10 per month in April, when we were seeing 381 patients per month, to 19 per month by February, enabling us to see 553 patients per month.

These new visits enabled us to see an additional 172 patients per month, an increase of 45%.

We increased therapy dog visits at all hospitals and welcomed a new fourlegged friend, King Charles Cavalier Donny and his owner Mark, to the team, bringing the total number of Spread a Smile therapy dogs to 3. By March 2018 we were making 6 therapy dog visits per month.

Debbie Gluckman joined our team as Hospital Manager in January. Debbie had been working for Spread a Smile delivering art workshops and has now taken on a broader role managing a number of our hospital visits. Debbie's role is a pivotal one in ensuring our professionalism and personal touch is reflected during all hospital visits and we retain a high quality of work. She will also ensure that entertainers follow hospital protocol at all times.

We organised 8 character visits, which are incredibly popular with the younger children, with characters ranging from Peppa Pig, Peter Rabbit and Paw Patrol.

22 new entertainers joined the team during the year, bringing fresh new talent and skills.

GOALS FOR 2018-19

We will increase art workshops by delivering new sessions at UCH and GOSH.

We will start to take entertainers to the Evelina Hospital. The Evelina is the UK's leading hospital for paediatric heart services as well as a specialist in kidney transplants and dialysis.

We will undertake research to assess which other hospitals and hospices in London can benefit from Spread a Smile visits.

We will record numbers of patients and their family members and friends we see during all visits to accurately measure our beneficiaries and the reach of our work.

We will undertake research to demonstrate the impact of our work by partnering an academic institution. We will carry out parent and patient surveys and we will continue to gather quotes and anecdotal feedback.

We will actively seek celebrity support to visit patients on the wards and further enhance our visits.

We will actively seek new entertainers to join our team





MEET RUTH THE RAINBOW FAIRY

Ruth is a 26 year old Rainbow Fairy who joined the Spread a Smile team in February.

I originally trained in Contemporary Dance, and then went on to study an MA in Dance Movement Psychotherapy. I have a passion for child development and the therapeutic benefits of moving and dancing, so in running a children's entertainment company, I have managed to incorporate all of my passions in one.

My younger sister, Grace, is severely special needs and is the glue in my large family of 5 brothers and sisters. Although Grace is unable to walk and talk, she has this incredible ability to communicate through her eyes, as well as being very cheeky and intuitive. She puts life into perspective for us all, and definitely taught me the power of spreading smiles.

So you can imagine then, that when Spread a Smile got in touch, it felt like a sign! All these years developing tools working with special needs children, and sharing happiness through entertaining kids can now finally be used to help others.

Before my first visit, I don't think I have ever felt nerves like it. As soon as I arrived at University College Hospital, and met the first young boy in his bed, time stopped and I was just there, with him, together engaged in the moment and enjoying each other's company. In a world where we always worry about tomorrow, this was such a special gift; to spend a few hours being nothing but present, and sharing smiles and giggles

with beautiful and brave children. It definitely exceeded all my expectations.

I have to say though, dressed as a rainbow fairy, and covered in glitter, I was concerned the first boy I visited wasn't going to be interested. I remember looking in my bag at the pink glitter and thinking "I'm going to really need to think on my feet here!" Instantly I noticed his Spiderman socks and Avengers stickers on his iPad (that he was glued to) and luckily, superheroes are my thing. We started talking about superheroes, and before I knew it, we were competing to see who was the strongest and giggling as he beat me nearly every time. I felt so happy hearing him giggle and seeing him moving around on his bed, when before he was just lying there, eyes fixed on his screen.

After that, every child I visited felt so familiar – the ice was broken. I realised that by simply being present, and engaging with the child's mood and energy in that very moment was enough. From singing along to Beyoncé to covering smiley cheeks in jewels, I didn't stop smiling throughout the visit and left with my cheeks actually aching.

I look forward to each and every visit with Spread a Smile. I love meeting the lovely staff and wonderful children. a Smile is the unconditional amount of compassion within the team. Every element is considered with passion and care and it feels so special to be part of something so magical.





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OUTINGS AND PARTIES

We took 368 young people and their families to theatre trips and concerts during the year. This included Olly Murs, Little Mix, The Script and X Factor Live concerts and theatre shows including the Lion King, Aladdin, Annie, Disney on Ice and the Gruffalo's Child. In the vast majority of cases the tickets were donated to us or provided at a significantly reduced rate. We would like to say a big thank you to Ashley Herman at Encore Tickets, Kenny Wax Family Entertainment, SJM Concerts, Disney and AEG Europe for making this possible.

At each event the families were treated to a meal and entertained by one or more of our entertainers and given goodie bags to take home. 300 attended our winter party in November at the London Marriott Hotel in Regents Park. The party is for the patients and their families we've met in the hospitals. It is designed to be a memorable day out for the whole family. We would like to thank Lawsons for sponsoring the party and to all our partners and suppliers including Pan n' Ice, Lola's Cupcakes, Mad Science, Build a Bear, JH Video, Nu Nosh, Kier, Happy Snappy Memories and the London Marriott Hotel Regents Park.

for inviting us to see Aladdin yesterday! Lara was enthralled from start to finish. What an amazingly brilliant, vibrant and colourful show. It was a great way to finish our day of appointments at Great Ormond Street Hospital and a great contrast to all of the medical stuff! We all thoroughly enjoyed it. ""

Lara's mum



GOALS FOR 2018-19

To increase the number of young people and their families we are able to take to shows

To offer a wider variety of shows including Mathilda and School of Rock as well as firm favourites Aladdin and Lion King.

To host 300 people at our annual winter party

To organise a cinema event for our families



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MEET FINN



family experiences to look back on and treasure. Finn is missing out on so much that his friends are doing and the outings help him to feel special and have given him unique experiences.

We met Finn at University College Hospital (UCH) during his first round of chemotherapy for soft tissue Ewing's sarcoma and since then have entertained him regularly. Finn was diagnosed with cancer in January at the age of 11. Since then he has undergone 14 rounds of chemotherapy, proton beam therapy in Germany and he is the 100th boy to undergo a sperm harvesting operation at John Radcliffe Hospital in Oxford.

The first time we met Finn he was feeling very self-conscious as he was new to hospital and its strange environment. Our magician, Paul, performed some tricks and very soon Finn was engrossed. His mum, Jo, says: "Spread a Smile visits massively break up the day and when Finn arrives for each treatment, the first thing he does is look at the ward calendar to see when the next visit will be."

"Watching the magic allowed Finn to integrate with the other children on

the ward as they joined together in their enjoyment and disbelief at Paul's tricks. That interaction has helped Finn develop a group of friends that he looks forward to seeing during his stays in hospital and with whom he also stays in touch off the ward, sharing in their love of the game Fortnite!"

"Finn particularly loved meeting the Spread a Smile therapy dogs. We have two French Bulldogs at home, so he finds it extremely therapeutic to cuddle a dog in hospital when he is missing his own."

Finn and his family have come on several Spread a Smile outings this year including X-Factor Live at Wembley, with his 15-year-old brother, Tom. Jo said, "It was the first time Finn had been to pop concert and absolutely loved it! When you're with Spread a Smile, you are guaranteed the full 360° experience. By meeting and greeting the guests, extra entertainment from your entertainers, food, treats, goody bags and logistical help, we always feel thoroughly taken care of."

This year we have also taken the family to see The Play that Goes Wrong, School of Rock and The Lion King. Jo says "it has been wonderful to experience the treats as a whole family and the outings give Finn a break from the boredom and isolation of his new routine. Without Spread a Smile's help, we wouldn't have had any special trips this year. The uncertainty of Finn's condition stops us from booking tickets in the fear we would have to cancel. Tickets are also prohibitively expensive at a time when I have given up work to care for Finn so Spread a Smile outings have been the family events of the year."

Jo's former colleagues at Phillips Lighting have been so inspired by her reports of Spread a Smile's impact on Finn, that they decided to trek up Mount Snowdon and raised an amazing £5,300 for Spread a Smile. Money raised will fund special blankets to give out in hospital because Finn has always found the hospital ward very cold at night.



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FUNDRAISING AND COMMUNICATIONS

In 2017-18 we raised a total of £609.000.

We held a successful biennial fundraising dinner in June 2017, raising £270,000. Three hundred guests attended the dinner and heard an incredibly moving account from Parker Moss about the impact Spread a Smile had on his daughter, Vanessa, who passed away in September 2017, three months after the dinner.

We continued to receive support from BBC Children in Need. Spread a Smile featured on the BBC Children in Need appeal night on BBC1 in November 2017 in a film about 9 year old Vanessa Moss, showing how Spread a Smile entertainers had helped her during her treatment for neuroblastoma. The video, which has been watched over 167,000 times on You Tube, raised significant awareness for our work.

We are incredibly grateful to Lawsons for their support, in particular to their Managing Director, Paul Sexton. Lawsons continued to sponsor our winter party and we received a donation from their fundraising dinner and also participated in their annual family fun day. Lawson's support has been transformational for Spread a Smile. Their support since 2015 has enabled us to entertain thousands of young people and we are phenomenally grateful for the support and the personal commitment from Paul and his wonderful team.

We would like to thank Israeli chefs Sarit Packer and Itamar Srulovich, from the well-known restaurant Honey & Co., who hosted a second sold-out cookery demonstration for Spread a Smile.





Spread a Smile were like a friend to me throughout my Jurassic Coast challenge. I cannot think of a friendlier, more gracious group of people to work with. I'm so pleased to have been able to support such a fabulous charity and I am looking forward to working with them again.



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We were proud to be awarded "Best Charity" at The Sun newspaper's inaugural health awards, having been up against hundreds of worthwhile competitors.

Our social media following increased by 47% on Facebook, 80% on Instagram and 268% on Twitter.

We would like to say a big thank you to all the Trusts and Foundations who so generously supported us this year

Children in Need
G for Good Foundation
Imperial Health Charity
The Alchemy Foundation
The Leathersellers' Company
The Light Fund
The Locker Foundation

GOALS FOR 2018-19

Special events We will increase the number of smaller fundraising events to mitigate for the biennial summer party shortfall.

Challenge events Alongside existing participation in the Royal Parks Half Marathon and Prudential Ride London we will purchase places in various well-established London challenge events to provide more opportunities for corporate and individual supporters to fundraise for us.

Community fundraising
We will seek out additional
opportunities via local
businesses, schools and
community groups.

Individuals Currently a large proportion of Major Donor income is derived from a small group of individuals. New opportunities for Major Donor activity are being identified and cultivated.

Corporate Fundraising we now have the resource and experience to support charity partnerships with larger corporate partners and will be actively seeking meaningful corporate relationships.

Celebrity support we will actively seek celebrity support to help raise the profile of Spread a Smile



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OPERATIONS

Our new database went live in December, enabling us to keep our supporter and patient information safe and secure and help us become GDPR compliant. It will also increase efficiency in the office, enabling us to better track donations and provide supporters with a higher level of service.

Lucy Jackson was promoted to Chief Executive in January 2018, moving from her role of Director of Strategy and Communications.

We recruited new staff members including a PA to support our CEO and Co-Chairs and the wider office,

we replaced our outgoing Trusts and Foundations Fundraiser and hired a Hospital Visit Manager, who joined us in a new role. We recruited a Fundraising Manager who started with us in April 2018.

We updated internal policies and procedures including our employee handbook and employment contracts. We updated our safeguarding and child protection policies and continue to deliver training for all entertainers and staff.

We sent our first e-newsletter, updating supporters and families with the latest news from Spread a Smile.



GOALS FOR 2018-19

We will deliver appropriate safeguarding training for all trustees, staff and entertainers.

Undertake internal assessments to understand our readiness for GDPR legislation

Deliver a new website, better fit for purpose

Hold a strategy day with trustees and leadership team and agree a strategic plan

Update all internal policies and code of conduct for entertainers

Enhance our training programme for all entertainers



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MEET **TRIXIE**



opportunities. You helped her stay focused and positive and distracted her from the horror. It made her time in London feel like a fairy tale. Spread a Smile made such a difference.

Trixie, age 9, was diagnosed with a brain tumour in February 2018. Trixie, who lives in Portsmouth, was having 5 weeks of radiotherapy in London.

We met Trixie on her first day of treatment. Our magician, Martin, did some tricks for her and then became her firm favourite as every subsequent time he saw her he made sure he showed her some new tricks. Trixie's mum, Heidi, said "Trixie is very shy and therefore didn't like being the centre of attention, but Spread a Smile knew how to provide the right entertainment for her so she felt comfortable."

During this time we also took Trixie to see Matilda and Aladdin. Heidi said "we now speak of this time as Trixie's London Adventure. Spread a Smile were able to help her see the period in a positive light. She loved her trips to the theatre with Spread a Smile, and was able to share them with her older sister Darcey. The trip she enjoyed most though was to School of Rock as she was finally clear of cancer, and was able to go to the theatre feeling well. It also allowed her to catch up with friends she'd met in hospital."

Heidi said, "we feel lucky Trixie's treatment only took seven months in total, and in that time you gave Trixie some amazing opportunities. You helped her stay focused and positive, and distracted her from the horror. It made her time in London feel like a fairy tale. The charity is a fairy tale. And children's lives should be fairy tales. Spread a Smile made such a difference."

Heidi, along with members from her running club, have decided to raise money for Spread a Smile. Six of them are running the Royal Parks Half Marathon in October, and have also organised a quiz night to meet their target of raising £2,000 for Spread a Smile.



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VOLUNTEERSMEET **LAUREN**

Volunteers are at the heart of everything we do at Spread a Smile and we couldn't function without them. Our co-founders, Vanessa Crocker and Josephine Segal work incredibly hard, as volunteers.

Earlier this year we welcomed a new volunteer, Lauren Ornstein. Lauren is a busy mum of three young girls and was motivated to volunteer for Spread a Smile after seeing the charity featured on BBC Children in Need in November.

Spread a Smile is the most incredible charity and I had been wanting to do a bit more since I stopped working to look after my kids and when this opportunity came up it was ideal. To be able to help these amazing and brave children is both inspiring and humbling.

I visit Great Ormond Street
Hospital twice or three times a
month, managing a small group of
entertainers. I will oversee 3 or 4
entertainers during a morning, helping
to support their amazing work and
matching them up with patients. I
also accompany children's characters
like Peppa Pig and Angelina Ballerina
on the ward and take them to meet
patients, which is a real highlight
for me.

I really enjoy seeing children's faces light up from an entertainers visit. Sometimes a child may be feeling unwell and so they don't feel up to a visit and then a parent will tell us to come in and by the end of the visit the child is smiling and joining in and this for me is without a doubt the most amazing thing!

I did a visit with one of our therapy dogs and his lovely owner and there was a young boy who was feeling quite unwell and we walked in and his face was a picture. We ended up staying with him for quite some time as he just wanted lots of cuddles with the dog. It turned out he had a dog at home who he really missed. His dad was taking lots of photos and it was a really special visit

I feel lucky to be part of the Spread a Smile team.

Spread a Smile, they've delivered a very consistent service to us. Their visits give kids and families a focus on something fun, different and exciting. No matter if you're a baby or teenager, there's something for everyone. They create an exciting, happy atmosphere that only the Spread a Smile team can bring. Typusey Steele, Play Therapist at Great Ormond Street Hospital



SPREAD A SMILE TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

STRUCTURE, GOVERNANCE AND MANAGEMENT

CONSTITUTION

The company is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 13th March 2013.

ORGANISATIONAL STRUCTURE AND DECISION MAKING

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. A proportion of the charity trustees are involved in the day to day running of the charity and decision making. New trustees are appointed when current trustees either retire or trustees decide that an additional skill set is required. Trustee appointments are made by the existing trustees. Training is given to new trustees based on a skills audit on appointment. Trustees meet once each quarter, and at additional times where necessary, to scrutinise and oversee the activities and strategic goals of the charity.

RISK MANAGEMENT

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisf ed that systems and procedures are in place to mitigate our exposure to the major risks. In particular, the risks of working with unwell children in a hospital environment are considered. The risks are mitigated by ensuring that all of our staff and volunteers undertake necessary training.



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FINANCIAL REVIEW

RESERVES POLICY

The trustees aim for the charity to maintain free reserves equivalent to nine to twelve months' operational costs. In a situation where there is a deficit, the trustees will ensure that extra focus is centered upon fundraising activities and, if appropriate, the charities' activities will be scaled back. With a surplus, as was the situation at the period end, the trustees will utilise the funds to support additional hospital visits, more workshops and/or events, and other activities that fulfil the charity's objectives.

TRUSTEES' RESPONSIBILITIES STATEMENT

The Trustees (who are also directors of Spread a Smile for the purposes of company law) are responsible for preparing the Trustees' Report 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. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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 these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and 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.

This report was approved by the Trustees on 27 November 2018 and signed on their behalf by:





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INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2018

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SPREAD A SMILE (the 'company')

I report to the charity Trustees on my examination of the accounts of the company for the year ended 31 March 2018.

This report is made solely to the company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the company's Trustees those matters I am required to state to them in an Independent Examiner's Report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the company and the company's Trustees as a body, for my work or for this report.

RESPONSIBILITIES AND BASIS OF REPORT

As the Trustees of the company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

INDEPENDENT EXAMINER'S STATEMENT

Since the company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I can confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- 1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
- 2. the accounts do not accord with those records; or
- 3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- 4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Dated: 27 November 2018

lan Saunderson FCA Berg Kaprow Lewis LLP 35 Ballards Lane London N3 1XW



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STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2018

		UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
	NOTE	2018 £	2018 £	2018 £	2017 £
INCOME FROM:					
DONATIONS AND GRANTS	2	327,536	23,420	350,956	256,889
OTHER TRADING ACTIVITIES	3	292,651	_	292,651	30,464
INVESTMENTS	4	186	_	186	62
TOTAL INCOME		620,373	23,420	643,793	287,415
EXPENDITURE ON:					
RAISING FUNDS	5	78,393		78,393	49,738
CHARITABLE ACTIVITIES		288,878	24,485	313,363	235,302
TOTAL EXPENDITURE	9	367,271	24,485	391,756	285,040
NET INCOME / (EXPENDITURE) BEFORE OTHER RECOGNISED GAINS AND LOSSES		253,102	(1,065)	252,037	2,375
NET MOVEMENT IN FUNDS		253,102	(1,065)	252,037	2,375
RECONCILIATION OF FUNDS:					
TOTAL FUNDS BROUGHT FORWARD		187,957	34,810	222,767	220,392
TOTAL FUNDS CARRIED FORWARD		441,059	33,745	474,804	222,767

The notes on pages 21 to 32 form part of these financial statements.

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SPREAD A SMILE (A Company Limited by Guarantee) BALANCE SHEET AS AT 31 MARCH 2018

	NOTE	E	2018 £	£	2017 £
FIXED ASSETS					
TANGIBLE ASSETS	13		3,249		6,320
CURRENT ASSETS					
DEBTORS	14	8,882		45,308	
CASH AT BANK AND IN HAND		478,690		192,023	
		487,572		237,331	
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	15	(16,017)		(20,884)	
NET CURRENT ASSETS			471,555		216,447
NET ASSETS			474,804		222,767
CHARITY FUNDS					
RESTRICTED FUNDS	16		33,745		34,810
UNRESTRICTED FUNDS	16		441,059		187,957
TOTAL FUNDS			474,804		222,767

The company's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Trustees consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act.

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

The financial statements were approved and authorised for issue by the Trustees on 27 November 2018 and signed on their behalf, by:

		 •••••
Vanessa	Crocker	

The notes on pages 21 to 32 form part of these financial statements.



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STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2018

	NOTE	2018 £	2017 £
CASH FLOWS FROM OPERATING ACTIVITIES			
NET CASH PROVIDED BY OPERATING ACTIVITIES	18	286,614	15,833
CASH FLOWS FROM INVESTING ACTIVITIES: Dividends, interest and rents from investments and rents from investments.	ents	186	62
PURCHASE OF TANGIBLE FIXED ASSETS		(133)	(9,480)
NET CASH PROVIDED BY/(USED IN) INVESTING ACTIVITIES		53	(9,418)
CHANGE IN CASH AND CASH EQUIVALENTS IN THE YEAR		286,667	6,415
CASH AND CASH EQUIVALENTS BROUGHT FORWARD		192,023	185,608
CASH AND CASH EQUIVALENTS CARRIED FORWARD 19	19	478,690	192,023

The notes on pages 21 to 32 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

1. ACCOUNTING POLICIES

1.1 BASIS OF PREPARATION OF FINANCIAL STATEMENTS

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) -(Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), as amended by the Charities SORP (FRS 102) Update Bulletin 1, and the Companies Act 2006. Spread a Smile meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

1.2 COMPANY STATUS

The company is a company limited by guarantee. The members of the company are the Trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

1.3 FUND ACCOUNTING

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

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 are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

1.4 INCOME

All income is recognised once the company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

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 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 donated facilities are recognised on the basis of the value of the gift to the company which is the amount the company 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.

1.5 EXPENDITURE

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the company. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading and fundraising activities.

Charitable activities and Governance costs are costs incurred on the company's educational operations, including support costs and costs relating to the governance of the company apportioned to charitable activities.

All resources expended are inclusive of irrecoverable VAT.



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

1.6 TANGIBLE FIXED ASSETS AND DEPRECIATION

A review for impairment of a fixed asset is carried out if events or changes in circumstances indicate that the carrying value of any fixed asset may not be recoverable. Shortfalls between the carrying value of fixed assets and their recoverable amounts are recognised as impairments. Impairment losses are recognised in the Statement of Financial Activities incorporating Income and Expenditure Account.

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Office equipment - 33.33% Straight line

1.7 CASH AT BANK AND IN HAND

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.8 LIABILITIES

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide. Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised within interest payable and similar charges.

1.9 FINANCIAL INSTRUMENTS

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



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

2. INCOME FROM DONATIONS AND LEGACIES

	UNRESTRICTED RESTRICTED FUNDS FUNDS		TOTAL FUNDS	TOTAL FUNDS
	2018 £	2018 £	2018 £	2017 £
DONATIONS	295,576	-	295,576	137,623
GIFTS AND SERVICES IN KIND	31,960	-	31,960	94,766
GRANTS	-	23,420	23,420	24,500
TOTAL DONATIONS AND LEGACIES	327,536	23,420	350,956	256,889
TOTAL 2017	232,389	24,500	256,889	

As outlined by SORP FRS 102, donated goods and services are to be included in the accounts valued at the amount that the charity would have spent on smiliar goods or services, should they not have been received as donations.

Included in the above figures are £19,760 of donated goods and services relating to the Winter Party; £1,750 of donated goods relating to the 5th Birthday Party; £10,450 of donated presents and £2,000 of donated accounting services. Volunteer time is not included in this figure.

Income from donations and grants in the prior year included £24,500 of restricted grants.

3. FUNDRAISING INCOME

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
	2018 £	2018 £	2018 £	2017 £
FUNDRAISING EVENTS INCOME	292,651	-	292,651	30,464
TOTAL 2017	30,464	-	30,464	

4. INVESTMENT INCOME

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
	2018 £	2018 £	2018 £	2017 £
INVESTMENT INCOME	186	-	186	62
TOTAL 2017	62	-	62	



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

5. COSTS OF GENERATING VOLUNTARY INCOME

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
	2018 £	2018 £	2018 £	2017 £
FUNDRAISING EXPENSES	44,548	-	44,548	6,928
MARKETING COSTS	6,751	-	6,751	6,180
WAGES AND SALARIES	26,113	-	26,113	35,685
NATIONAL INSURANCE	981	-	981	945
TOTAL	78,393	-	78,393	49,738
TOTAL 2017	49,738	-	49,738	

Fundraising costs increased in 2018 due to the cost of a biennial fundraising dinner.

6. SUMMARY OF COSTS OF CHARITABLE ACTIVITIES

	DIRECT COSTS - SEE NOTE 7		SUPPORT TOTAL COSTS - SEE NOTE 8	
	2018 £	2018 £	2018 £	2017 £
SUPPORT OF ILL CHILDREN	244,623	68,740	313,363	235,302
TOTAL 2017	159,646	75,656	235,302	

7. DIRECT COSTS OF CHARITABLE ACTIVITIES

	TOTAL	TOTAL
	2018 £	2017 £
THEATRE VISITS FOR CHILDREN	7,406	12,694
ENTERTAINING SICK CHILDREN	152,094	109,914
PARTIES FOR CHILDREN	21,510	22,950
WAGES AND SALARIES	61,309	13,725
NATIONAL INSURANCE	2,304	363
TOTAL	244,623	159,646
TOTAL 2017	159,646	

As detailed in note 2, part of these costs are made up of donated goods and services.



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

8. SUPPORT COSTS OF CHARITABLE ACTIVITIES

	TOTAL	TOTAL
	2018 £	2017 £
RENT	4,166	6,686
OFFICE COSTS	8,254	8,205
COMPUTER AND PHONE COSTS	5,189	4,872
INSURANCE	1,742	1,103
CONSULTANCY	2,100	-
DATA PROTECTION COSTS	3,448	-
STATIONERY	855	2,110
BANK CHARGES	23	84
RATES	2,158	1,527
PROFESSIONAL FEES	6,149	-
INDEPENDENT EXAMINATION AND ACCOUNTING FEE	4,400	4,400
WAGES AND SALARIES	28,555	42,090
NATIONAL INSURANCE	(1,503)	1,114
DEPRECIATION	3,204	3,465
	68,740	75,656
TOTAL 2017	75,656	

Independent Examination and accounting fees are costs incurred in the governance of the charity.

9. ANALYSIS OF EXPENDITURE BY EXPENDITURE TYPE

	STAFF COSTS	DEPRECIATION	OTHER COSTS	TOTAL	TOTAL
	2018 £	2018 £	2018 £	2018 £	2017 £
EXPENDITURE ON RAISING VOLUNTARY INCOME	27,094	-	51,299	78,393	49,738
COSTS OF RAISING FUNDS	27,094	-	51,299	78,393	49,738
SUPPORT OF ILL CHILDREN	90,665	3,204	219,494	313,363	235,302
	117,759	3,204	270,793	391,756	285,040
TOTAL 2017	93,922	3,465	187,653	285,040	



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

10. NET INCOME/(EXPENDITURE)

This is stated after charging:

TOTAL	TOTAL	
2018 £	2017 £	
3,204	3,465	

DEPRECIATION OF TANGIBLE FIXED ASSETS: OWNED BY THE CHARITY

During the year, no Trustees received any remuneration (2017 -£NIL). During the year, no Trustees received any benefits in kind (2017 -£NIL). During the year one trustee received reimbursement of expenses amounting to £2,810 (2017 - £NIL).

11. INDEPENDENT EXAMINER'S REMUNERATION

The fee for Independent Examination and accounts preparation were £2,000 net of VAT. This is provided by Berg Kaprow Lewis LLP at a 50% discount rate.

TOTAL

TOTAL

12. STAFF COSTS

Staff costs were as follows:

	IOIAL	TOTAL
2 £	2018 E	2017 £
WAGES AND SALARIES 1	115,977	91,500
SOCIAL SECURITY COSTS 1	1,782	2,422
1	117,759	93,922

The average number of persons employed by the company during the year was as follows:

	No.	No.
EMPLOYEES	8	7

No employee received remuneration amounting to more than £60,000 in either year. As the charity is managed by the trustees who are not remunerated, there is no key management personnel remuneration to report.

TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

13. TANGIBLE FIXED ASSETS

	OFFICE EQUIPMENT £
COST	
AT 1 APRIL 2017	11,139
ADDITIONS	133
AT 31 MARCH 2018	11,272
DEPRECIATION	
AT 1 APRIL 2017	4,819
CHARGE FOR THE YEAR	3,204
AT 31 MARCH 2018	8,023
NET BOOK VALUE	
AT 31 MARCH 2018	3,249
AT 31 MARCH 2017	6,320

14. DEBTORS

	2018 No.	2017 No.
DUE AFTER MORE THAN ONE YEAR		
PREPAYMENTS AND ACCRUED INCOME	-	7,500
DUE WITHIN ONE YEAR		
TRADE DEBTORS	500	-
OTHER DEBTORS	49	433
PREPAYMENTS AND ACCRUED INCOME	8,333	37,030
TAX RECOVERABLE	-	345
TOTAL	8,882	45,308

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018 No.	2017 No.
TRADE CREDITORS	10,894	16,503
OTHER TAXATION AND SOCIAL SECURITY	1,923	1,981
OTHER CREDITORS	800	-
ACCRUALS AND DEFERRED INCOME	2,400	2,400
TOTAL	16,017	20,884



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

16. STATEMENT OF FUNDS STATEMENT OF FUNDS -CURRENT YEAR

	BALANCE AT 1 APRIL 2017	INCOME	EXPENDITURE	TRANSFERS IN/OUT	BALANCE AT 31 MARCH 2018
	£	£	£	£	£
DESIGNATED FUNDS					
HOSPITAL PLAYROOM FUND	-	-	-	80,000	80,000
GENERAL FUNDS					
GENERAL FUND	187,957	620,373	(367,271)	(80,000)	361,059
TOTAL UNRESTRICTED FUNDS	187,957	620,373	(367,271)	-	441,059
RESTRICTED FUNDS					
CHILDREN IN NEED FUND	23,750	-	(15,000)	-	8,750
THE LIGHT FUND	4,100	4,740	(4,100)	-	4,740
ST JAMES' FOUNDATION FUND	6,960	-	(5,385)	-	1,575
ENRA (ENTERPRISE FINANCE)	-	2,500	-	-	2,500
ST. MARY'S HOSPITAL TRUST	-	5,000	-	-	5,000
G FOUNDATION FOR GOOD	-	6,180	-	-	6,180
LEATHERSELLERS' TRUST	-	5,000	-	-	5,000
	34,810	23,420	(24,485)	-	33,745
TOTAL OF FUNDS	222,767	643,793	(391,756)	-	474,804

The Hospital Playroom Fund fund was set up in the year to set aside funds to assist in a capital project related to the provision of entertainment in hospitals.

The grant provided by BBC Children in Need was restricted to funding a salary for an Entertainment Coordinator, regular entertainer visits to Great Ormond Street Hospital and monthly art workshops at University College Hospital. Also included in the grant were contributions towards resources for art workshops and towards the costs of transport, tickets and food for family and patient theatre trips. Funds were required to be used within a specified time period.

The Leathersellers' Company Charitable Fund and G Foundation for Good both made grants with the restriction that they are spent on new programmes of entertainment at The Royal London Hospital and University College Hospital.

The St. Mary's Hospital Trust made a grant specifically to fund entertainer visits at St. Mary's Hospital.

The Light Fund provided a grant restricted to the provision of entertainer visits to The Royal London Hospital.

Funds from ENRA (Enterprise Finance) funded entertainer visits at St Mary's Hospital.



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

16. STATEMENT OF FUNDS (CONTINUED)

STATEMENT OF FUNDS -PRIOR YEAR

	BALANCE AT 1 APRIL 2016	INCOME	EXPENDITURE	BALANCE
	£	£	£	£
GENERAL FUNDS				
GENERAL FUND	180,241	272,415	(264,699)	187,957
RESTRICTED FUNDS				
CHILDREN IN NEED FUND	38,750	-	(15,000)	23,750
THE LIGHT FUND	-	5,000	(900)	4,100
ST JAMES' FOUNDATION FUND	-	10,000	(3,040)	6,960
PRINCE OF WHALES CHARITABLE FOUNDATION FUND	1,401	-	(1,401)	-
	40,151	15,000	(20,341)	34,810
TOTAL OF FUNDS	220,392	287,415	(285,040)	222,767

17. ANALYSIS OF NET ASSETS BETWEEN FUNDS

ANALYSIS OF NET ASSETS BETWEEN FUNDS - CURRENT YEAR

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS
	2018 £	2018 £	2018 £
TANGIBLE FIXED ASSETS	3,249		3,249
CURRENT ASSETS	453,827	33,745	487,572
CREDITORS DUE WITHIN ONE YEAR	(16,017)		(16,017)
TOTAL	441,059	33,745	474,804

17.1 ANALYSIS OF NET ASSETS BETWEEN FUNDS -PRIOR YEAR

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS
	2017 £	2017 £	2017 £
TANGIBLE FIXED ASSETS	6,320	-	6,320
DEBTORS DUE AFTER MORE THAN 1 YEAR	-	7,500	7,500
CURRENT ASSETS	202,521	27,310	229,831
CREDITORS DUE WITHIN ONE YEAR	(20,884)	-	(20,884)
TOTAL	187,957	34,810	222,767



TRUSTEES REPORT AND FINANCIAL STATEMENTS 2017-18

18. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2018 £	2017 No.
NET INCOME FOR THE YEAR (AS PER STATEMENT OF FINANCIAL ACTIVITIES)	252,037	2,375
ADJUSTMENT FOR: DEPRECIATION CHARGES	3,204	3,465
DIVIDENDS, INTEREST AND RENTS FROM INVESTMENTS	(186)	(62)
DECREASE/(INCREASE) IN DEBTORS	36,426	(6,583)
(DECREASE)/INCREASE IN CREDITORS	(4,867)	16,638
NET CASH PROVIDED BY OPERATING ACTIVITIES	286,614	15,833

19. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2018 £	2017 No.
CASH IN HAND	478,690	192,023
TOTAL	478,690	192,023

20. RELATED PARTY TRANSACTIONS

During the year the charity received unrestricted donations of £26,540 from the trustees of the charity (2017-£26,325).

