



TRUSTEES' REPORT AND FINANCIAL STATEMENTS 2018/19

A COMPANY LIMITED BY GUARANTEE REGISTERED IN ENGLAND AND WALES
UNDER COMPANY NO. 08443236. REGISTERED AS A CHARITY NO. 1152205

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REFERENCE AND 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,
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London N3 1XW

BANKERS

HSBC, 12 Hampstead
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NW3 1PY

REGISTERED OFFICE ADDRESS

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London N3 1XW

PRINCIPAL OFFICE ADDRESS

51 Chalk Farm Road,
London NW1 8AN





ABOUT US

Children and teenagers who spend time in hospital can often lose their sense of joy and fun. Spread a Smile exists to allow children to be children and to bring much needed smiles and laughter to a long hospital stay.

At the time of writing (in Autumn 2019) we visit six London hospitals with our team of magicians, singers, face painters, fairies, therapy dogs, poets and artists and also organise visits from celebrities and favourite book and TV characters.

Our hospital visits take place at the Evelina Hospital, Great Ormond Street Hospital, Royal London Hospital, Royal National Orthopaedic Hospital, St Mary's Hospital and University College Hospital. Between the six hospitals, we now make a minimum

of 23 visits each month. These can include entertainer visits, art workshops, ice cream drops and therapy dog visits. We visit over 7,000 bedsides each year across the six hospitals.

We also organise trips to popular West End shows and concerts as well as special events including our spectacular winter party. These special outings are always open to whole families, allowing them to spend much-needed time together and create positive family memories.

Our visits and outings help to enhance a patient's overall wellbeing and provide a distraction from their treatment. They allow children to experience the things they are missing out on because of a long hospital stay.

“
The Spread a Smile team uplifted our son's recovery and have taken away the pain for the time they were by his hospital bedside.
”

Remy's mum,
Linsay



WELCOME

It has been another exciting year of growth and transformation at Spread a Smile. We are especially proud to have increased the number of bedside visits we make annually – having spread over 7,200 smiles to children and teenagers in hospital this year – that's over 1,000 more smiles than last year. An incredible 859 people comprising children and their families joined one of our trips to the theatre, a concert or our winter party, all of which are an opportunity for families to have some special time together away from the hospital and to make some positive memories.

As we grow, we never want to lose sight of why the charity was established, to create moments of joy and laughter for young people in hospital. This is the

driving force behind everything we do at Spread a Smile and we will continue to innovate, create and provide as personal a service as possible in order to achieve our mission. This year we started to hand-paint radiotherapy masks for young cancer patients undergoing treatment to their head, neck or brain. A grey mesh mask is placed over their head and sometimes shoulders and fastened to a narrow bed to hold them in place during radiotherapy treatment. This is a terrifying ordeal for any child and their parents, but the personalisation of the mask helps to remove some of that fear.

We could not have achieved any of this without the generosity of our wonderful supporters who cycled, ran, swam, jumped, baked, donated and lots more. We are so

grateful to you all. We are also incredibly excited to be working with more corporate partners than ever before (you can read more about this on page 11). We're delighted to announce that we raised an incredible £585,951 thanks to the generosity of all of our supporters.

Thank you also to our wonderful team in the office, our dedicated volunteers, to our brilliant entertainers and our trustees for being an integral part of Spread a Smile.

Vanessa
Vanessa Crocker
Co-Founder

Lucy
Lucy Jackson
Chief Executive

Josephine
Josephine Segal
Co-Founder



OUR YEAR IN NUMBERS



7215
BEDSIDE
VISITS



601
BEDSIDE VISITS
PER MONTH



£585,951
TOTAL AMOUNT
RAISED



84
THERAPY DOG
VISITS



21
HOSPITAL VISITS
PER MONTH



38
ART WORKSHOPS
DELIVERED



859
ATTENDED OUTINGS
AND PARTIES



18
NEW ENTERTAINERS
JOINED THE TEAM

ACHIEVEMENTS AND PERFORMANCE 2018/19

HOSPITAL VISITS



We increased our number of scheduled monthly hospital visits from 19 to 21, enabling us to make over 7000 bedside visits per year.

We added the Evelina Hospital to our schedule in April 2018, visiting once a month.

We delivered four monthly art workshops and talented artist, Belinda, joined our team and is also delivering 1-2-1 creative art sessions.

We have recruited 18 new entertainers to help us meet the increasing demands of our visits and to bring new skills to the team. Olivia Leich joined the team as a hospital manager, bringing her experience in nursing to the charity.

Along with our regular, scheduled visits, the Spread a Smile team is increasingly supporting hospital run events including end of treatment parties and birthdays. Individual doctors have also requested specific visits for their patients to help with their treatment as well as assisting in palliative care.

We increased our character visits during the year, with 30 visits of popular characters including Peppa Pig, PJ

Masks and Paw Patrol. We also had more celebrities than ever before come to entertain patients, including Philip Schofield, Claudia Winkleman, Louisa Johnson, Alesha Dixon and Mel Giedroyc.

For Valentine's Day we spread smiles by delivering heart balloons to GOSH, UCLH, St Mary's and the Royal London Hospital.

We started painting radiotherapy masks for cancer patients, to help make the process less intimidating for them. Marina, our talented artist, finds out exactly what each patient likes and paints masks accordingly. Designs have so far included Sylvanian Families, Spiderman, Minions as well as many more.

We made a Drake mask for 11 year old Gabriel. He said, "I absolutely loved my mask. I chose this design because I love Drake's music. Wearing my mask inspired me and helped me to be strong. I listened to his music during my radiotherapy treatment and on my commute to and from the hospital."

In February, our wonderful singer, Collette, led the first Spread a Smile Choir, making a reality of a goal that our co-founders had. The choir is made up of patients, their siblings and friends.

GOALS 19/20

We will begin visiting the Royal National Orthopaedic Hospital in Stanmore and Noah's Ark Children's Hospice in North London.

We will develop more sophisticated ways of recording hospital visit data.

We will carry out and publish research about the impact of our work.

We will increase visits with existing hospital partners.

We will start designing personalised radiotherapy masks for patients at the Royal Marsden Hospital.

We will recruit a Head of Operations to lead on service delivery within the NHS.

MEET NATALIE THE ENTERTAINER



Natalie has been an integral part of the Spread a Smile entertainment team for the last five and half years.

Natalie trained at the Arts Educational School and has an Acting Degree. She then became a children's entertainer as a fairy. "I was introduced to Josephine and I started working for Spread a Smile and I never looked back. Everybody I met was so lovely that it felt like I was really part of the team from the word go. I love everybody's positive energy and the love and passion that they bring to the table. It makes it a very special group to be included in.

"My first ever visit was to Great Ormond Street Hospital. I remember feeling a little apprehensive and bracing myself for the unknown, but this disappeared very quickly and I felt truly honoured to be there and to be able to entertain such amazing patients.

"A few months ago my role developed and I've started managing some hospital

visits as well as being an entertainer. I think it's just been a natural progression which I fell into. I'm at the hospitals a lot and I'm aware of a lot of what is going on and have developed a really good working relationship with the people I work with, both in the hospital environment and in the charity.

"My new role comes with its own challenges and responsibilities. Now I need to remember numbers of people, who we've seen and where and ensure we are always compliant with infection control and hospital regulation. The team is always fantastic and helps me along and I have met so many great people! I'm loving my new role – some days I get to purely entertain and others I get to manage the team or even do both at the same time.

"I absolutely love the team I work with and the smiles we bring on a hospital visit. We really do help bring a little bit of light in moments of darkness and it is a real joy and honour to be part of that."

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”

Natalie

OUTINGS AND PARTIES



Our theatre trips and concerts are a fantastic way for whole families to have a special day out and create positive memories. We took 859 young people and their families to theatre trips and concerts during the year, which represents an increase of over 100% on the previous year.

Trips included the Harry Styles concert, Matilda the Musical, School of Rock, Aladdin, Lion King, Disney on Ice, X Factor Live, Six the Musical and Chicken Shed Christmas Carol.

We'd like to say a huge thank you to the following for making our trips possible: Ashley Herman at Encore Tickets, The Arts Theatre, Cambridge Theatre, Chicken Shed, Disney Theatrical Group, English National Ballet, Gillian Lynne Theatre, Kenny Wax Family Entertainment, London Coliseum, Lyceum Theatre, Nimax

Theatres, The O2 Arena, Prince Edward Theatre, SJM Concerts, SSE Arenas, Harry Styles and his Treat People with Kindness Campaign.

At each event we host a pre-show party with food and entertainment and all our guests leave with a goodie bag.

Our annual Winter Party, attended by 312 people, was once again generously sponsored by Lawsons. We would like to thank all our wonderful supporters and suppliers, especially the London Marriott Hotel Regents Park.

Mum, Millie, whose daughter attended the winter party said: "Thank you so much for an amazing time! What a wonderfully special event. We cannot start to thank you enough for today. You've made such a difference to our daughter's life and in turn ours as parents. Thank you."

GOALS 19/20

To increase the number of young people and their families we take on VIP days out.

To add new shows to our regular offering of trips.

To organise a cinema event for 100+ young people and their families.

To organise days out over the summer holidays for our young people so they can experience Spread a Smile entertainment outside of the hospital environment.

MEET REMY

At the age of four, Remy was diagnosed with an incurable kidney condition and since then has been regularly visiting Great Ormond Street Hospital. Remy is now 14, and is still a regular patient at GOSH.

The Spread a Smile team first met Remy when he was in GOSH for an operation in 2017. Remy's mum, Linsay, said, "The four walls of the ward were getting tedious and suddenly a fairy, a singer and a magician arrived by Remy's bedside, performed tricks and sang a song. The smile on his face was brilliant especially as he had been wincing from pain only ten minutes before they entered the room."

"The Spread a Smile team uplifted our son's recovery and have taken away the pain for the time they were by his hospital bedside. The team are so kind and literally brought magic into the hospital with their positive vibes to make all of the poorly children feel better and put a smile on their faces. The name of the charity couldn't be more apt!"

"Every entertainer is unique and has their own special way. Martin is fabulous with his phone trick and Sacha with his card tricks too. Judge the Poet is extraordinary and Collette the singer has a beautiful, soothing voice. They all bring their own special powers."

"We've been overwhelmed with the trips that we've been invited to which have eased the difficulty of regular trips to hospital in London. Being invited into

London to something fun and not hospital-related has helped enormously and given us lasting memories.

"We've been lucky enough to be invited to several events including the James Bond Museum and West End shows. The Lion King was a real highlight – it was a brilliant production and especially great for Remy as he's passionate about wild animals. We even got to meet some of the cast afterwards. Spread a Smile provided treats and lunch too. Remy spoke about the show for ages afterwards and continuously does to this day – it was a very memorable trip for him."

"Each trip we've been invited to has been brilliant and taken some of the pressure off the day to day medications and hospital visits. We're eternally grateful to the whole team who organise the events, are there to greet us with their beaming smiles and cuddles and ensure that each family has the best time ever. And a special thank you to the entertainers who have brought an extra special smile to my son, Remy."



“Each trip we’ve been invited to has been brilliant and taken some of the pressure off the day to day medications and hospital visits...and given us lasting memories.”

Remy's mum, Linsay

FUNDRAISING AND COMMUNICATIONS

In 2018/19 we raised a total of £585,951.

We held the first of what we hope will be a regular 'In Conversation With...' event. Over 70 people joined us as Gaby Roslin interviewed Alexandra Shulman, former editor-in-chief of British Vogue. A big thank you to Alexandra and Gaby and to Century Club for hosting us.

In March, we benefited from a Pop Up & Shop event which was curated and run by Claudia Salem, one of our wonderful supporters.

We were also the beneficiaries of BlackRock's Spin Challenge at Digme.

Eighty golfers joined us at Dyrham Park Country Club to play in our inaugural Golf Day, which raised an impressive £30,000. A big thank you to our event sponsor, Resolution Property.

We were incredibly excited to be chosen as Charity of the Year for Christie's, Engage FS, Hendon Golf Club, ICBC Standard Bank (a three year partnership), Irwin Mitchell London, Masthaven Bank, Trinny London, Metcalfe's® and Wanstead Golf Club. We also received support from BlackRock, Enra Group, Lawsons, Lixir Tonic, Lola's Cupcakes, Mattel, Spinmaster, Parks London, Thames Air & Water Tech, WeWork, Juha, Livingstone Technologies and Joubi. We'd like to extend a huge message of thanks to all of our wonderful corporate supporters, both old and new.

We had record numbers take part in challenge events for Spread a Smile. Twenty runners took part in the Royal

Parks Half Marathon, including our co-founder Vanessa Crocker. A wonderful eight cyclists rode 100 miles from the Queen Elizabeth Olympic Park to The Mall in central London for the Prudential Ride London.

We were incredibly grateful to have benefitted from local community fundraising initiatives, much of which is raised via families and friends of Spread a Smile beneficiaries and is sensitively managed by the fundraising team.

We would like to say a huge thank you to all the Trusts and Foundations who have generously supported us this year, including existing supporters: The Leathersellers' Company Charitable Fund, BBC Children in Need

And new supporters:

All Aboard
Archie Sherman Charitable Trust
BlackRock Fund of Tides Foundation
Garfield Weston Foundation
Lynn Foundation
National Lottery Community Fund
The 29th May 1961 Charity
The Shanly Foundation



GOALS 19/20

We will host our biennial fundraising dinner.

We plan to purchase more places in other well-established London challenge events to meet the demand for corporate and individual supporters to fundraise for Spread a Smile.

We will continue to build on our portfolio of corporate supporters as well as providing a high level of support for existing partners.

We will continue to add to our roster of fundraising events throughout the year.

We will continue to approach more Trusts and Foundations for new support.

MEET HELEN

Helen was diagnosed with leukaemia, aged 13 and spent 9 months being treated at University College London Hospital.

She met Spread a Smile during one of her very first stays in hospital. Catherine, Helen's mum, said, "You get used to the routine of hospital life and we would look forward to the days that Spread a Smile came in. Helen loved the therapy dogs, musicians and poet and would look forward to the ice cream drop from Marine Ices. The therapy dogs were a real treat for all of us, including me and Helen's Grandma. When Helen was at her sickest from the treatment, therapy dog Donnie was the only thing that Helen would get out of bed for. All the dogs were a real highlight for us."

At the beginning of her treatment, Helen became more unwell and had two episodes in Intensive Care over Christmas and New Year. Catherine said, "The visits from Spread a Smile became more important and were such a lifeline for us. We hadn't seen the outside world for weeks, and as she was so ill, Helen didn't have contact with her friends. The visits helped us feel like we had some contact with life outside."

"We met so many people from the Spread a Smile team, but one magician really stood out with his amazing illusions. We were all gobsmacked and were talking about his tricks for a long time after. We also met the brilliant poet. We were all so impressed with how he took three or four words from Helen and came up with a really entertaining poem. We'll never forget that visit."

"All of the visits really keep you going and take you out of yourself. Hospital life is very lonely and boring for all of us. We were just sitting staring at the four walls around us for months on end. But when someone comes in who you don't know who can just talk with you about something completely different it's so important and really helped us all cope with the months in hospital."



“The visits from Spread a Smile were such a lifeline for us... and really helped us all cope with the months in hospital.”

Helen's mum, Catherine

"We were lucky enough to go on two amazing trips whilst Helen was an inpatient, to Six the Musical and also the Lion King film. Since Helen has been an outpatient we've also been to see the Lion King musical. All the trips were so exciting. We could never afford to go to the theatre, and the cinema was only ever an occasional treat, so these days out were huge for us all. If it hadn't been for Spread a Smile we would never have been able to have these experiences."

"Everything on all the trips was really, really special. The food, the presents and meeting the casts after the live events were just wonderful. We can't stop talking about the trips and we've been telling all our friends about them."

"One of Helen's friends from her Scouts group, who heard about everything Spread a Smile has done for us, organised a fundraising bake sale and raised £150 which was just amazing. Helen and I would also like to fundraise for Spread a Smile in the coming months to just say thank you for everything you've done for us."



OPERATIONS

Thanks to the support of EY, we held a Strategy Day for our trustees and leadership team to begin to discuss our strategy and vision for the next 5 years.

We enhanced our safeguarding training for trustees, entertainers and staff.

We overhauled all training materials for our entertainers helping us to ensure a high standard of service across every single visit and outing.

Thanks to the generous support of Lantum, we initiated an online booking system for all entertainer visits, enabling us to streamline the rostering process.

Sammy Aziz joined the team as Entertainer Co-Ordinator and is responsible for booking in all entertainers on all visits, outings and fundraising events.

Rimi Char joined as Entertainer Liaison and is responsible for ensuring all our

entertainers have completed enhanced DBS and medical checks before they can start work for us in hospitals.

We have worked closely with University College Hospital to plan the enhancement of an existing playroom at the hospital, featuring a role play operating theatre, which we expect to go ahead next year. We will also deliver our regular entertainment in the playroom as well as to patients, who can use the room, even when we are not onsite.



GOALS 19/20

Fully on-board Lantum booking system for entertainers.

We will start recording our data more thoroughly, to better monitor our reach and impact.

We will further bolster our training for entertainers.

We will further enhance our safeguarding procedures.

We will employ a Head of Operations who will coordinate our work with hospital partners, ensuring we are always delivering a high quality service, which is always best fit for our beneficiaries.

We will employ an experienced Comms Manager to manage the website and all aspects of comms.

MEET THE PLAY TEAM AT ROYAL LONDON CHILDREN'S HOSPITAL

We work very closely with Play Teams in all the hospitals we visit to ensure we deliver exactly the right kind of entertainment to the patients that we see. Play Teams consist of highly trained Health Play Specialists and Play Workers who work together to provide therapeutic, normalising play in hospital.

The Teams provides different types of play, making it appropriate for each patient – so it could be group play in a hospital playroom, or individual, bedside play. The play sessions help children understand their treatment and escape the routine, boredom and fear of the hospital situation for a while as well as providing support for parents and siblings and do lots of work to stop developmental regression whilst in hospital with appropriate challenging play.

We spoke to Lucy Wootton, the Clinical Lead at the Royal London Children's Hospital to understand the impact of the Spread a Smile visits. The Play Team currently works across 5 inpatient wards, Daycare, Outpatients as well as the largest kids A&E in London.



Photo courtesy of Barts Charity

Spread a Smile first visited the Royal London in 2015 and Lucy's initial reaction was to be "overwhelmed with how amazing Spread a Smile were. The best thing is the range of entertainers that come, that fit all of our patients' needs. Having now worked with Spread a Smile over a number of years, we know that when they come in our team can be assured that all the kids have had a great play session."

"A Spread a Smile visit gives the children and teenagers a sense of normality and contributes to creating positive memories in hospital as well as taking away the anxiety and fear that can arise in hospital. We find that a visit can help children with their confidence and we notice that children often come out of their shell after a visit.

"I asked the team what words they would use to describe a visit from Spread a Smile, and they came up with: fun, smiles, happiness, excitement, laughter, joy, humour, escape and normality.

"I also asked the team for anecdotes from Spread a Smile visits. One three year old who was in hospital for an operation loudly screamed with joy and amazement when she saw a fairy arrive to see her before her procedure. The moment she woke up from the operation she wanted to know where the fairies were!

“The Spread a Smile entertainers are all fantastic and are a hugely valuable resource for the Play Team”

Lucy, Play Specialist

"One 15 year old boy was adamant he didn't want a visit but after seeing Martin, one of the magicians, he was absolutely amazed and transfixed by the tricks that he saw and his mum told us that no one is too old to be wowed by magic.

"A visit that stood out especially for one member of the team was when a musician entertained a girl with special needs. She couldn't communicate verbally so was unable to tell us if she was enjoying the entertainment. However, her mum told the singer that the girl loved the film Moana so she started singing a song from the film and the girl's face lit up – you could immediately see how happy she was!

"The Spread a Smile entertainers are all fantastic and are a hugely valuable resource for the Play Team."

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2019

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. The company is a registered charity number 1152205. The sole object of the company is to brighten the lives of sick and terminally ill children who are in hospital and their families, in particular but not exclusively by the provision of entertainment.

METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

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.

ORGANISATIONAL STRUCTURE AND DECISION MAKING

The trustees meet once each quarter, and at additional times where necessary, to direct the activities of the company.

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 satisfied that systems and procedures are in place to mitigate our exposure to the major risks.

FINANCIAL REVIEW

RESERVES POLICY

The trustees aim for the charity to maintain free reserves equivalent 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 will help develop and grow the charity.

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 12 December 2019 and signed on their behalf by:

.....
Vanessa Crocker

Trustee

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2019

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 2019. 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 12 December 2019

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



STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2019

	Note	Unrestricted funds 2019 (£)	Restricted funds 2019 (£)	Total funds 2019 (£)	Total funds 2018 (£)
INCOME FROM:					
Donations and grants	2	430,972	67,816	498,788	350,956
Other trading activities	3	85,644	-	85,644	292,651
Investments	4	1,519	-	1,519	186
TOTAL INCOME		518,135	67,816	585,951	643,793
EXPENDITURE ON:					
Raising funds	5	69,081	-	69,081	78,393
Charitable activities		419,267	66,199	485,466	313,363
TOTAL EXPENDITURE	9	488,348	66,199	554,547	391,756
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES		29,787	1,617	31,404	252,037
NET MOVEMENT IN FUNDS		29,787	1,617	31,404	252,037
RECONCILIATION OF FUNDS:					
Total funds brought forward		441,058	33,745	474,803	222,766
TOTAL FUNDS CARRIED FORWARD		470,845	35,362	506,207	474,803

The notes on pages 20-29 form part of these financial statements.

BALANCE SHEET AS AT 31 MARCH 2019

	Note	(£)	2019 (£)	(£)	2018 (£)
FIXED ASSETS					
Tangible assets	13		913		3,249
CURRENT ASSETS					
Debtors	14	35,484		8,881	
Cash at bank and in hand		506,745		478,690	
		542,229		487,571	
CREDITORS: amounts falling due within one year	15	(36,935)		(16,017)	
NET CURRENT ASSETS			505,294		471,554
NET ASSETS			506,207		474,803
CHARITY FUNDS					
Restricted funds	16		35,362		33,745
Unrestricted funds	16		470,845		441,058
Total funds			506,207		474,803

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 12 December 2019 and signed on their behalf by:

.....
Vanessa Crocker
 Trustee

The notes on pages 20-29 form part of these financial statements.

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2019

	Note	2019 (£)	2018 (£)
CASH FLOWS FROM OPERATING ACTIVITIES			
Net cash provided by operating activities	18	27,838	286,614
CASH FLOWS FROM INVESTING ACTIVITIES:			
Dividends, interest and rents from investments		1,519	186
Purchase of tangible fixed assets		(1,302)	(133)
NET CASH PROVIDED BY INVESTING ACTIVITIES		217	53
Change in cash and cash equivalents in the year		28,055	286,667
Cash and cash equivalents brought forward		478,690	192,023
CASH AND CASH EQUIVALENTS CARRIED FORWARD	19	506,745	478,690

The notes on pages 20-29 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2019

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 3. 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.

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 related to the provision of entertainment (including tickets, toys, gifts and books etc.), are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised; refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and 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.

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.

1.10 PENSIONS

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the year.

2. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2019 (£)	Restricted funds 2019 (£)	Total funds 2019 (£)	Total funds 2018 (£)
Donations	364,752	-	364,752	295,576
Gifts and services in kind	66,200	-	66,220	31,960
Grants	-	67,816	67,816	23,420
TOTAL DONATIONS AND LEGACIES	430,972	67,816	498,788	350,956
TOTAL 2018	327,536	23,420	350,956	

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 similar goods or services, should they not have been received as donations.

Included in the above figures are £28,281 of donated goods and services relating to the Winter Party; £27,297 of donated goods and services relating to the entertainment of children; £36,922 of donated presents and £3,500 of donated accounting and media training services. Volunteer time is not included in this figure.

3. FUNDRAISING INCOME

	Unrestricted funds 2019 (£)	Restricted funds 2019 (£)	Total funds 2019 (£)	Total funds 2018 (£)
Fundraising events income	85,644	-	84,644	292,651
TOTAL 2018	292,651	-	292,651	

Fundraising events income was higher in 2018 due to the income from a biennial fundraising dinner

4. INVESTMENT INCOME

	Unrestricted funds 2019 (£)	Restricted funds 2019 (£)	Total funds 2019 (£)	Total funds 2018 (£)
Investment income	1,519	-	1,519	186
TOTAL 2018	186	-	186	

5. COSTS OF GENERATING VOLUNTARY INCOME

	Unrestricted funds 2019 (£)	Restricted funds 2019 (£)	Total funds 2019 (£)	Total funds 2018 (£)
Fundraising expenses	16,859	-	16,859	44,548
Marketing costs	3,142	-	3,142	6,751
Wages and salaries	46,756	-	46,756	26,113
National insurance	2,324	-	2,324	981
TOTAL	69,081	-	69,081	78,393
TOTAL 2018	78,393	-	78,393	

Fundraising costs in 2018 were higher due to the cost of a biennial fundraising dinner

6. SUMMARY OF COSTS OF CHARITABLE ACTIVITIES

	Direct costs - see note 7 2019 (£)	Support costs - see note 8 2019 (£)	Total 2019 (£)	Total 2018 (£)
Support of ill children	382,427	103,039	485,466	313,363
TOTAL 2018	244,623	68,740	313,363	

7. DIRECT COSTS OF CHARITABLE ACTIVITIES

	Total 2019 (£)	Total 2018 (£)
Theatre visits for children	25,532	7,406
Entertaining sick children	214,094	152,094
Parties for children	28,281	21,510
Wages and salaries	109,097	61,309
National insurance	5,423	2,304
TOTAL	382,427	244,623
TOTAL 2018	244,623	

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

8. SUPPORT COSTS OF CHARITABLE ACTIVITIES

	Total 2019 (£)	Total 2018 (£)
Rent	5,253	4,166
Office costs	13,000	8,254
Computer and phone costs	8,282	5,189
Insurance	1,523	1,742
Consultancy	5,850	2,100
Data protection costs	5,785	3,448
Stationery	1,280	855
Bank charges	14	23
Rates	2,446	2,158
Professional fees	8,164	6,149
Independent Examination and accounting fee	7,490	4,400
Wages and salaries	36,405	28,555
National insurance	1,937	(1,503)
Pension cost	1,972	-
Depreciation	3,638	3,204
TOTAL	103,039	68,740
TOTAL 2018	68,740	

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

9. ANALYSIS OF EXPENDITURE BY EXPENDITURE TYPE

	Staff costs 2019 (£)	Depreciation 2019 (£)	Other costs 2019 (£)	Total 2019 (£)	Total 2018 (£)
Expenditure on raising voluntary income	49,080	-	20,001	69,081	78,393
Costs of raising funds	49,080	-	20,001	69,081	78,393
Support of ill children	154,834	3,638	326,994	485,466	313,363
TOTAL	203,914	3,638	346,995	554,547	391,756
TOTAL 2018	117,759	3,204	270,793	391,756	

10. NET INCOME (EXPENDITURE)

This is stated after charging:

	2019 (£)	2018 (£)
Depreciation of tangible fixed assets - owned by the charity	3,638	3,204

During the year, no Trustees received any remuneration (2018 - £NIL).

During the year, no Trustees received any benefits in kind (2018 - £NIL).

During the year one trustee received reimbursement of expenses amounting to £424 (2018 - £2810)

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.

12. STAFF COSTS

Staff costs were as follows:

	2019 (£)	2018 (£)
Wages and salaries	192,258	115,977
Social security costs	9,684	1,782
Other pension costs	1,972	-

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

12	8
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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.

13. TANGIBLE FIXED ASSETS

	Office equipment (£)
COST	
At 1st April 2018	11,272
Additions	1,302
At 31 March 2019	12,574
DEPRECIATION	
At 1st April 2018	8,023
Charge for the year	3,638
At 31 March 2019	11,661
NET BOOK VALUE	
At 1st March 2019	913
At 31 March 2018	3,249

14. DEBTORS

	2019 (£)	2018 (£)
Trade debtors	650	500
Other debtors	-	48
Prepayments and accrued income	34,834	8,333
TOTAL	35,484	8,881

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019 (£)	2018 (£)
Trade creditors	16,677	10,894
Other taxation and social security	3,556	1,923
Other creditors	1,652	800
Accruals and deferred income	15,050	2,400
TOTAL	36,935	16,017

16. STATEMENT OF FUNDS

CURRENT YEAR

	Balance at 1 April 2018 (£)	Income (£)	Expenditure (£)	Balance at 31 March 2019 (£)
DESIGNATED FUNDS				
Hospital Playroom Fund	80,000	-	-	80,000
GENERAL FUNDS				
General fund	361,058	518,135	(488,348)	390,845
TOTAL UNRESTRICTED FUNDS	441,058	518,135	(488,348)	470,845
RESTRICTED FUNDS				
Restricted funds	33,745	67,816	(66,199)	35,362
TOTAL OF FUNDS	474,803	585,951	(554,547)	506,207

The Hospital Playroom Fund fund was set up to set aside funds to assist in a capital project related to the provision of entertainment in hospitals. We experienced some delays and this is expected to go ahead in the next financial year.

We received an increased grant from BBC Children in Need commencing January 2019, for three years, restricted to funding the salaries for a Hospital Manager, an Entertainment Coordinator and regular entertainer visits at Great Ormond Street Hospital. Funds were required to be used within a specified time period.

The Garfield Weston Foundation, The Leathersellers' Company Charitable Fund and the BlackRock Fund of Tides Foundation made grants with the restriction that they are spent on entertainment visits to the Royal London Hospital.

All Aboard, the 29th May 1961 Charity, the Shanly Foundation made grants with the restriction that they are spent on entertainment visits to University College Hospital.

The National Lottery Community Fund made a grant with the restriction that it is spent on entertainment visits to St Mary's Hospital.

PRIOR 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 FUND					
General fund	187,957	620,373	(367,271)	(80,000)	361,059
TOTAL UNRESTRICTED FUNDS	441,058	518,135	(488,348)		470,845
RESTRICTED FUNDS					
Restricted funds	34,810	23,420	(24,485)	-	33,745
TOTAL OF FUNDS	222,767	643,793	(391,756)	-	474,804

17. ANALYSIS OF NET ASSETS BETWEEN FUNDS

CURRENT YEAR

	Unrestricted funds 2019 (£)	Restricted funds 2019 (£)	Total funds 2019 (£)
Tangible fixed assets	-	913	913
Current assets	507,779	34,449	542,228
Creditors due within one year	(36,934)	-	(36,934)
TOTAL	470,845	35,362	506,207

PRIOR YEAR

	Unrestricted funds 2018 (£)	Restricted funds 2018 (£)	Total funds 2018 (£)
Tangible fixed assets	3,249	-	3,249
Current assets	453,827	33,745	487,571
Creditors due within one year	(16,017)	-	(16,017)
TOTAL	441,059	33,745	474,803

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

	2019 (£)	2018 (£)
Net income for the year (as per Statement of Financial Activities)	31,404	252,037
ADJUSTMENT FOR:		
Depreciation charges	3,638	3,204
Dividends, interest and rents from investments	(1,519)	(186)
Increase)/decrease in debtors	(26,602)	36,426
Increase in creditors	20,917	(4,867)
NET CASH PROVIDED BY OPERATING ACTIVITIES	27,838	286,614

19. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2019 (£)	2018 (£)
Cash in hand	506,745	478,690
TOTAL	506,745	478,690

20. PENSION COMMITMENTS

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £1,972 (2018 - £nil). Contributions totalling £851 (2018 - £nil) were payable to the fund at the balance sheet date and are included in creditors.

21. OPERATING LEASE COMMITMENTS

At 31 March 2019 the total of the Charity's future minimum lease payments under non-cancellable operating leases was:

	Land and buildings	
	2019 (£)	2018 (£)
AMOUNTS PAYABLE:		
Within 1 year	3,750	-

22. RELATED PARTY TRANSACTIONS

During the year the charity received unrestricted donations of £27,175 from the trustees of the charity (2018- £26,540).