



Alexandra
Rose
Charity



Alexandra Rose Charity

Trustees' Annual Report and Accounts
for the year ending 31st March 2021

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



Alexandra
Rose
Charity

Alexandra Rose Charity

limited by guarantee

Legal and Administrative Information

TRUSTEES

Mr March Hancock
Chair

Ms Celia Cole
Vice Chair
Appointed 07/05/2020

Ms Patricia Kokocinska
Treasurer
Appointed 07/05/2020

Mr Adrian Pascu-Tulbure
Ms Ambrita Shahani Tuckwell
Mr Dominic Tayler
Ms Stephanie Slater
Ms Mara Richard
Appointed 07/05/2020

Ms Anna Sanders
Stood down 23/07/2020
Mr Aaron Mills
Stood down 23/07/2020
Ms Alison Chan
Stood down 07/05/2020

SENIOR PERSONNEL

Jonathan Pauling
CEO

REGISTERED OFFICE & PRINCIPAL ADDRESS

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

INDEPENDENT EXAMINER

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

CHARITY NUMBER

211535

COMPANY NUMBER

00279157

BANKERS

HSBC Plc
33 The Borough
Farnham
Surrey
GU9 7NJ

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

INVESTMENT MANAGER

Howard Jenner - Quilter Cheviot

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March Hancock

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Message from our Chair, March Hancock

The last year has delivered huge challenges as a result of the pandemic, and this increased the demand for our work. We know it has never been more important for families to be able to provide healthy meals for their children. I am proud that we've supported more families than ever to buy fresh fruit and vegetables, with 1,833 families receiving Rose Vouchers between April 2020 and March 2021.

By the end of March 2021, an incredible 50 Children's Centres were delivering the Rose Vouchers for Fruit & Veg Project, up from 28 centres in March 2020. This enormous expansion happened despite Children's Centres and us being forced to work very differently throughout the last year.

In October 2020, we launched our first project in Scotland. The Rose Vouchers for Fruit & Veg Project in Glasgow has been made possible by some brilliant partners, including a greengrocer who began offering a fruit and veg box delivery service due to the pandemic, accepting Rose Vouchers as payment. We know this has been a lifeline for so many families in the area.

Since we began the Rose Vouchers for Fruit & Veg Project seven years ago, an incredible £816,718 of Rose Vouchers have been redeemed by families. They have given thousands of families the spending power to buy the fruit and veg of their choice whilst supporting markets, traders and greengrocers around the UK. In the toughest of years, this has been more vital than ever.

In 2021, we'll be celebrating the redemption of our One Millionth Rose Voucher whilst we continue to deliver on our 5-Year Strategic Plan and offer support to thousands more families.

**C L I F F O R D
C H A N C E**

I would like to thank Clifford Chance for their generous pro-bono support in printing this year's annual report.



Our vision

For everyone to have access to
healthy and affordable food

Our mission

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

Trustees' Report 2020/21

The Trustees, who are also Directors for the purpose of the Companies Act, have pleasure in presenting their report and the financial statements of Alexandra Rose Charity ("the Charity" or "ARC") for the year ended 31 March 2021.

The Financial Statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice (the "Charities SORP") applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Structure, Governance and Management

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

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

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

The charity carries out regular skills assessments of Trustees and identifies any gaps that may exist. Steps are taken to recruit new Trustees to fill skill gaps when appropriate. The skills audit that took place in January 2019 helped inform the subsequent recruitment of new Trustees that joined the board following a recruitment effort that began in December 2019 and resulted in three new Trustees joining the Board in May 2020.

The recruitment process included external advertising through the Reach Volunteering platform and publicity via partner organisations, existing Trustees and social media. Trustee selection and appointment is by written application followed by a panel interview.

The new Trustees were Celia Cole, Mara Richard and Fanny Kokocinska. They bring wide-ranging skills from environmental sustainability, food supply chains, digital and AI, and financial management. They have already had a huge impact on our work, with Celia being elected Vice-Chair in October and Fanny taking on the role of Treasurer.

A further skills and diversity audit took place in July 2021 to help better understand the make-up of our board and the skills needed to support the charity and its development over the coming years. This work will inform Trustee training and development as well potential future trustee recruitment.

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

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

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

Strategy and Activities

Despite the challenges of COVID, we've increased our income in 2020/21 for the fifth year in a row while giving out 80 percent more Rose Vouchers than in the previous year. Over the last year the number of families supported with Rose Vouchers has grown from 1,129 to 1,833, an increase of 62 percent. We have also expanded from six to seven project areas and are now working with 50 Children Centres around the UK to deliver the project .

The number of Rose Vouchers redeemed was 82 percent higher than the year before. This was the result of increased family numbers of around 62 percent but also from increasing eligibility for the scheme in Southwark & Glasgow from £3 to £4 at the behest of local project funders. The total amount of vouchers redeemed during 2020/21 was 329,523

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

Rose Vouchers Redeemed



Number of Families Benefiting from the Rose Vouchers Project



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

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

Organisations Involved in the Rose Vouchers Project



Our seven projects - across the four London Boroughs of Hackney, Hammersmith & Fulham, Lambeth and Southwark, and in Barnsley, Liverpool and Glasgow – continue to thrive. Working alongside our Local Authority partners in each area, as well as wider stakeholders, we have continued to grow and enhance our impact.

Our Achievements



Photo credit: Glasgow Times

In October 2020, after a delay caused by the pandemic, we were delighted to finally launch the Glasgow Rose Vouchers for Fruit & Veg Project. Supported by Glasgow City Council and Glasgow based Community Food Activist, David Cairns, we work in partnership with West of Scotland Housing Association, Thriving Places, and Church House Bridgeton. Local greengrocer Firm Banana established a fruit and veg delivery box service to supply families with fresh fruit and veg and enable them to spend their Rose Vouchers during the lockdown.

In addition to launching Glasgow as our seventh project area, we have grown in our other project areas, with an incredible 22 new Children's Centres joining the project during 2020-21. This is the highest number of new centres we have ever had join the project in a year.

From these 22 Children's Centres we have also trained over 50 staff and volunteers, to sign up new families to the scheme, and expand the Rose Vouchers Fruit & Veg Project significantly.

Our achievements during 2019-20...

6

locations across the UK



28

Children's Centres



1,129

families



...and by 31 March 2021

7

locations across the UK



50

Children's Centres



1,833

families



Evaluation from families receiving Rose Vouchers has shown:

- 89% of adults and 94% of children are eating more fresh fruit, and 90% of adults and 95% of children are eating more fresh vegetables
- 92% of families say they are feeling healthier
- 95% of families are feeling happier, saying they have been getting out more, socialising and feeling less stressed financially
- 80% of families say they are eating less ready meals, 72% of families say they are eating fewer takeaways and fast food, and 87% of families say they are eating more home-cooked meals
- 94% of participants say they shop more at the market

Our Impact

"I was contacted by Children's Centre staff during the lockdown to give us support and offer us Rose Vouchers."

"We didn't have the Rose Vouchers before, but my four-year-old daughter has a chronic cough and asthmatic problems, so I am worried about going out. The staff said they could post us vouchers to help with our shopping.

I am really thankful for the Rose Vouchers. I shopped more at supermarkets before but now go to North End Road Market. I can buy the fruit and veg we need with the vouchers and make meals. I feel happier shopping at the market.

I'm making more meals at home now as my daughter isn't at nursery. I prefer to make homemade food as I can cook and like to prepare fresh food for my daughter. Meat is more expensive, so we eat a lot of vegetables, my daughter likes fruit and vegetables a lot.

It's easier with the vouchers to manage money, and we can buy the fruit and veg we need. The vouchers have helped the whole family.

It's a really great initiative. Some people can't go out to collect them, so we're really grateful to have them posted to us by the children's centre.

I'm just thankful to have the Rose Vouchers. I hope the project can continue."

Mother, Hammersmith and Fulham



Fundraising Success

Despite an incredibly tough funding environment throughout 2020-21, we had a very successful year and increased our income to £879,709.56. This meant we were able to support more families than ever in 2020-21.

We started to implement our plans set out in our Five-Year Strategic Plan to create a new fundraising team to help us diversify and increase our income by recruiting a Senior Fundraising and Communications Manager in August.

As a result of COVID, we received excellent support from lots of our existing funders, many of whom contacted us in the early days of the first lockdown and offered immediate support so we could help as many people in our project areas as possible.

We were also very successful in securing additional funds from emergency COVID funds that many trusts and foundations made available. As a result, we were able to encourage our local projects to recruit new families that had been hit hard by the economic fallout of COVID to the Rose Voucher scheme.

Our amazing supporters stepped up to help us raise funds through two Big Give matched funding campaigns in June and December 2020, raising over £70,000. We're grateful to The Artemis Charitable Foundation and The Patrick and Helena Frost Foundation for being pledge funders that helped us get the campaigns off the ground and to The Childhood Trust for choosing to be our champion funder for the third time.



Campaigns & Advocacy

This year we have participated in some very effective campaigns that have had a positive impact on the families we work with.

The Rose Vouchers for Fruit and Veg Project relies on our network of markets and independent retailers to provide affordable places for families to spend their Rose Vouchers. When the first lockdown was announced, we realised that we had to do everything possible to keep markets open.

With other organisations, including Sustain, we launched a campaign to #KeepMarketsOpen as vital sources of affordable food. Thankfully the message got through and markets which had been forced to close began to reopen and stayed open. Local market teams seized the opportunity to sign up new traders to our scheme. Twelve new traders have been recruited since lockdown began, so the families we work with now have even more choices where they can shop.

In the autumn, we worked with a coalition of organisations and charities led by the Food Foundation, Marcus Rashford and his Child Food Poverty Task Force. Collectively, we asked the government to commit to three key recommendations in the National Food Strategy and tackle the growing issue of food insecurity amongst families.

1. Expand eligibility for the Free School Meal scheme to include every child (up to the age of 16) from a household where a parent or guardian receives Universal Credit or equivalent benefits.
2. Extend the Holiday Activity and Food Programme to all areas in England, so that summer holiday support is available to all children in receipt of free school meals
3. Increase the value of Healthy Start vouchers to £4.25 per week, and expand the scheme to every pregnant woman and to all households with children under four where a parent or guardian receives Universal Credit or equivalent benefits.

Together these policies would improve the lives of more than 2 million additional disadvantaged children and their families.

Our role in the campaign focused on Healthy Start. We gathered evidence and case studies from families we work with who received or had applied for the Healthy Start vouchers and shared their stories as part of the campaign.

In November, we were delighted to learn that the campaign had been successful and the government planned to increase the value of a Healthy Start voucher to £4.25 from £3.10 a week from April 2021, in addition to a suite of other measures as part of a winter package of support. Thousands of families across the country are now benefiting from this increase.



Partnerships

We created some great new corporate partnerships in 2020-21.



In June, we secured support from The Clifford Chance Foundation, who generously supported our Champions for Children COVID appeal with a generous donation of £8,000, which was doubled by match funding. They also kindly printed our Annual Report for us pro-bono.

In October, HelloFresh, who have supported us for several years now, allowed us to include an appeal in their new HelloPerks booklet sent to over 45,000 weekly customers. We tested using Text to Donate for the first time with great success, and the campaign raised over £1,200.

In November, we were approached by The Bernard Sunley Foundation, who heard about our work from another funder and offered their support. They agreed to contribute £10,000 to our Big Give Christmas Challenge appeal.

This generous donation gave the campaign a huge boost and was doubled with match funding, enabling us to help more families access fresh fruit and vegetables. The Bernard Sunley Foundation are a new funder of our charity, who recognise the value in our work of supporting families to access a healthy diet and supporting local markets.

"The Bernard Sunley Foundation is always particularly keen to support charities that make a real difference to the communities in which they operate. It is clear that the Alexandra Rose Charity wants the very best for the communities that it serves and is helping families and young children at a crucial point in their development."

Sue Davies, Director at Bernard Sunley Foundation



COVID and the Impact on Our Work

**KEEP
MARKETS
OPEN**

COVID has disproportionately impacted families on low incomes, creating even greater barriers to accessing fresh fruit and vegetables and a healthy diet. Research by The Food Foundation found that between August 2020 and January 2021, 4.7 million adults and 2.3 million children lived in households that experienced food insecurity, meaning 12% of all households with children were affected. [1] Lockdown restrictions and panic buying exacerbated existing food insecurity issues, making food shopping harder.

The need for the Rose Vouchers for Fruit & Veg project has never been greater. We made it our top priority to get Rose Vouchers into families hands last year, so they had the spending power to buy the fruit and veg they needed.

Families redeemed an amazing £329,522 of Rose Vouchers across all our project areas between April 2020 and 31 March 2021 despite the COVID crisis, which is the highest amount of Rose Vouchers ever redeemed in one year.

This would not have been possible without the dedication of the Children's and Family Centres we partner with. They faced massive disruption to how they work yet rapidly adapted their processes to overcome the challenges of COVID. They distributed vouchers to families in bulk ahead of, and during the lockdowns, posted vouchers to families where needed and continued vital family support services by phone. Many centres also made use of Zoom and social media to provide engagement sessions to families.

[1] The Food Foundation, March 2021, 'A crisis within a crisis: The impact of Covid-19 on Household food security' https://foodfoundation.org.uk/wp-content/uploads/2021/03/FF_Impact-of-covid_FINAL.pdf

“The one thing that has been constant has been Rose Vouchers, which is lovely”
Lisa, Fulham Central Children’s Centre

Children’s Centres told us the Rose Vouchers for Fruit & Veg Project was a vital service for families during the pandemic and was a valuable engagement tool that enabled them to stay in touch with families.

We also worked closely with market teams and supported them to increase the number of traders accepting Rose Vouchers in their areas. Since the first lockdown, we have recruited twelve new traders, including traders in new areas such as Peckham High Street, offering families more choice and convenience, which is a great outcome.

Alexandra Rose Charity continues to be in a strong position to support the increased demand for our work. The organisation is in good health and has an innovative and impactful approach that can address immediate needs.

The Trustees are aware there are still challenging times ahead as the fallout from the COVID crisis continues to hit. Still, we believe we’re in a great position to be part of the solution and support the communities we work with to ‘build back better’.



Trustee statement

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

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

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

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

Approved by the Trustees on
9th September 2021

And signed on their behalf by



March Hancock
Chair



Patricia Kokocinska
Treasurer

Independent examiner's report to the Trustees of Alexandra Rose Charity

I report to the Charity Trustees on my examination of the accounts of the Company for the year ended 31st March 2021.

Responsibilities and basis of report

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

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

Independent examiner's statement

Since your Charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Chartered Accountant which is one of the listed bodies.

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

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

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



Mark Partridge FCA
Chartered Accountant
Chariot House Limited
Chartered Accountants
44 Grand Parade
Brighton
East Sussex
BN2 9QA

Date: 9th September 2021

Alexandra Rose Charity

limited by guarantee

Statement of Financial Activities

For the year ending 31st March 2021

	Notes	General fund	Restricted fund	Total
		£	£	£
Income from				
Donations and Legacies	3	14,979	-	14,979
Charitable Activities	4	-	760,039	760,039
Other trading	5	3,599	74,092	77,692
Investments	6	5,290	-	5,290
Other incoming resources		-	-	-
Total Income		23,868	834,131	857,999
RESOURCES EXPENDED				
Expenditure on raising funds	7	9,403	44,722	54,125
Expenditure on Charitable activities				
Rose Vouchers	7	51,717	624,363	676,081
Total Expenditure		61,120	669,085	730,205
Net Income/(expenditure) before gains and losses on investments		(37,252)	165,046	127,794
Net gains/Losses on investments		23,160	-	23,160
Net income/expenditure for the year		(14,093)	165,046	150,954
Transfers between funds		41,690	(41,690)	-
Net Movement in funds		27,597	123,356	150,953
RECONCILIATION OF FUNDS				
Total funds brought forward		345,474	131,708	477,182
Total funds carried forward		373,071	255,064	628,135

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

Alexandra Rose Charity

limited by guarantee

Statement of Financial Activities

continued

For the year ending 31st March 2020

	Notes	General fund	Designated fund	Restricted fund	Total
		£	£	£	£
Income from					
Donations and Legacies	3	10,599	-	57,182	67,781
Charitable Activities	4	-	-	444,688	444,688
Other trading	5	18,592	-	-	18,592
Investments	6	8,172	-	-	8,172
Other incoming resources					
Total Income		37,363	-	501,870	539,233
RESOURCES EXPENDED					
Expenditure on raising funds	7	28,191	-	36,709	64,900
Expenditure on Charitable activities					
Rose Vouchers	7	79,102	-	392,676	471,778
Total Expenditure		107,293	-	429,385	536,678
Net Income/(expenditure) before gains and losses on investments		(69,930)	-	72,484	2,555
Net gains/Losses on investments		(20,930)	-	-	(20,930)
Net income/expenditure for the year		(90,859)	-	72,484	(18,375)
Transfers between funds		184,405	(120,000)	(64,405)	-
Net Movement in funds		93,546	(120,000)	8,079	(18,375)
RECONCILIATION OF FUNDS					
Total funds brought forward		251,928	120,000	123,629	495,557
Total funds carried forward		345,474	-	131,708	477,182

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

Alexandra Rose Charity

limited by guarantee

Balance sheet

For the year ending 31st March 2021

	Notes	2020/21 £	2019/20 £
Fixed assets			
Investments	12	217,244	188,210
Tangible Assets	13	3,698	2,371
Intangible Assets	14	107,014	110,646
		327,956	301,227
Current assets			
Debtors	15	5,000	5,356
Cash at bank and in hand		389,933	329,439
Total current assets		394,933	334,795
CREDITORS: Amounts falling due within one year			
	16	94,754	158,840
Net current assets		300,178	175,955
Net assets	20	628,135	477,182
Accumulated funds			
Unrestricted funds			
General fund	19	373,070	345,474
Restricted funds	18	255,065	131,708
		628,135	477,182

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the Act with respect to accounting records and for the preparation of accounts. Approved by the board for issue on 9th September 2021.

Alexandra Rose Charity
Company Number 00279157
Charity Number 211535

March Hancock

March Hancock, Chair

Fanny Kokocinska

Fanny Kokocinska, Trustee

Cash flow statement

For the year ending 31st March 2021

	Notes	2020/21 £		2019/20 £	
Net cash from operating activities					
Net income		150,954		(18,375)	
Depreciation	13	1,485		1,186	
Amortisation	14	45,321		36,983	
Investment Income	6	(5,290)		(8,172)	
Loss on fixed asset write off		0		1,177	
(Gains)/losses on investments	12	(23,160)		20,930	
Increase/(Decrease) in creditors	16	(64,086)		124,198	
(Increase)/Decrease in debtors	15	356	105,580	24,644	182,571
Cash flows used in investing activities:					
Investment Income		5,290		8,172	
Purchase of tangible fixed assets	13	(2,811)		(982)	
Purchase of intangible fixed assets	14	(41,690)		(64,405)	
Sale of investments	12	(208,099)		7,984	
Purchase of investments	12	(213,974)	(461,285)	(9,232)	(58,463)
Increase/(decrease) in cash			-355,075		124,108
Cash and cash equivalents at the beginning of the period			329,439		205,331
Cash and cash equivalents at the end of the period			-26,266		329,439

Statement of Financial Activities

Notes to the accounts

1 Statutory information

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

2 Accounting policies

2.1 Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015) – Charities SORP (FRS102) and the Companies Act 2006.

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

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

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

2.2 Income

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

Investment income is recognised in the financial statements when receivable.

2.3 Expenditure

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

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

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

2.4 Fixed assets

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

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

Software 20% straight line

2.5 Investments

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

2.6 Debtors

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

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

2.7 Cash at bank and in hand

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

2.8 Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably.

2.9 Leasing and hire purchase commitments

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

2.10 Pensions

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

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

2.11 Fund accounting

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

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

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

Notes to the Accounts continued

3. Income from donations and legacies

	Unrestricted funds	Restricted funds	Year to 31 March 2021	Year to 31 March 2020
	£	£	£	£
Donations	9,979	-	9,979	67,781
Legacies	5,000	-	5,000	-
	14,979	-	14,979	67,781

4. Income from charitable activities

	Unrestricted funds	Restricted funds	Year to 31 March 2021	Year to 31 March 2020
	£	£	£	£
Grants	-	760,039	760,039	444,688
	-	760,039	760,039	444,688

5. Income from other trading

	Unrestricted funds	Restricted funds	Year to 31 March 2021	Year to 31 March 2020
	£	£	£	£
Events	3,600	74,092	77,692	18,592
	3,600	74,092	77,692	18,592

6. Income from investments

	Unrestricted funds	Restricted funds	Year to 31 March 2021	Year to 31 March 2020
	£	£	£	£
Interest receivable	-	-	-	-
Dividends	5,290	-	5,290	8,172
	5,290	-	5,290	8,172
	23,868	834,131	857,999	539,233

Notes to the Accounts continued

7. Total Expenditure	Staff Costs	Direct Service Costs	Support and Governance Costs	Total 2021	Total 2020
	£	£	£	£	£
Raising Funds	34,303	19,822	-	54,125	64,900
<u>Charitable activity - Rose Voucher project</u>					
Activities undertaken directly	166,182	444,647	-	610,829	387,885
Support costs (note 8)	37,808	-	27,444	65,251	83,893
Total Charitable activity	203,989	444,647	27,444	676,081	471,778
Total Expenditure	238,293	464,469	27,444	730,205	536,678

8. Support costs	Year to 31st March 2021	Year to 31st March 2020
	£	£
Staff costs	37,808	43,364
Bank charges	200	59
Accountancy, bookkeeping and payroll fees	251	1,121
Legal and professional fees	-	-
Rent	6,256	7,942
Insurance	946	1,187
Telephone	1,318	1,190
Print, post and stationery	329	2,934
IT costs	1,836	1,643
Subscriptions and registrations	482	1,415
Conferences and training	618	1,254
Comms, advertising and marketing	383	11,592
Website and apps	10,284	6,486
Consultancy	-	306
Recruitment	1,383	-
Sustenance	114	-
Other	826	1,180
Governance (note 9)	2,220	2,483
	65,251	84,156

Notes to the Accounts continued

9. Governance Costs

	Year to 31st March 2021	Year to 31st March 2020
	£	£
Trustee expenses	-	-
Independent examiners' fee	2,220	2,220
	2,220	2,220

10. Trustees

No Trustees were reimbursed during the year. (2020 No Trustees were reimbursed during the year.)

Quilter Cheviot manages the Charity's investments. Dominic Tayler (Trustee) is an employee of Quilter Cheviot. Dominic is not directly involved in managing the fund. Alexandra Rose Charity does not pay Quilter Cheviot for managing the fund nor do they take any portion of dividends or gains.

There were no other related party transactions requiring disclosure.

11. Employees

Number of employees

The average number of employees during the period was 7 (2020 : 6).

Employment costs

	Year to 31st March 2021	Year to 31st March 2020
	£	£
Wages and salaries	209,146	167,125
Social security costs	16,428	13,880
Other pension cost	12,719	12,216
	238,293	193,221

The Charity considers the Key Management Personnel to be the Trustees and the CEO.

The total employee benefits of key management personnel of the Charity were £65,969 (to March 2020: £65,216).

One employee's annual emoluments were between £60,000 and £70,000 during the period (2020: one).

Notes to the Accounts continued

12. Fixed Asset Investments

	Year to 31 March 2021	Year to 31 March 2020
	£	£
Fair value at beginning of period	188,210	207,892
Acquisitions at cost	213,974	9,232
Disposals at carrying value	(208,099)	(7,984)
Net gains/(losses) on revaluations	23,160	(20,930)
Fair value at end of period	217,244	188,210
Historical Cost	205,875	207,773

13. Tangible Fixed Assets

	Computer Equipment £
At 1 April 2020	5,004
Additions	2,811
Write off	
At 31 March 2021	7,815
Depreciation	
At 1 April 2020	2,633
Charge for period	1,485
Write off	
At 31 March 2021	4,118
Net Book Value	
At 31 March 2021	3,698
At 31 March 2020	3,755

14. Intangible Fixed Assets

Cost

	Digital App software £
At 1 April 2020	184,916
Additions	41,690
At 31 March 2021	226,606

Amortisation

At 1 April 2020	74,270
Charge for period	45,321
At 31 March 2021	119,591

Net Book Value

At 31 March 2021	107,014
At 31 March 2020	110,646

Notes to the Accounts continued

15. Debtors

	Year to 31 March 2021	Year to 31 March 2020
	£	£
Trade debtors	-	-
Prepayments	-	5,356
Accrued Income	5,000	-
Taxation/pensions	-	-
Other debtors	-	-
	5,000	5,356

16. Creditors: Amounts falling due within one year

	Year to 31 March 2021	Year to 31 March 2020
	£	£
Trade creditors	14,120	21,169
Deferred income	62,000	122,402
Accruals	2,220	2,220
Taxation/social security	6,094	3,426
Other creditors	10,320	9,623
	94,754	158,840

17. Pensions

Pension and other post-retirement benefit commitments

At the balance sheet date £2320 (2020: £1,623) was owed in respect of contributions to schemes.

	Year to 31 March 2021	Year to 31 March 2020
	£	£
Contributions payable by the Charity for the period	12,719	12,216

Notes to the Accounts continued

18. Fund Statement

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

	Balance at 31st March 2020	Incoming resources	Resources expended	Transfers between Funds	Balance at 31st March 2021
	£	£	£	£	£
Unrestricted funds					
Total Unrestricted Funds inc f/a	345,474	47,028	61,121	41,690	373,070
Restricted Grants					
Big Lottery Fund	-	81,969	73,432	(6,817)	1,720
Esmée Fairbairn Foundation	-	94,199	84,241	-	9,958
Guy's & St Thomas' Charity	81,696	278,125	277,349	(17,400)	65,072
Garfield Weston Foundation	-	30,000	30,000	-	-
LB Lambeth	-	24,000	-	-	24,000
LB Hackney	-	20,000	12,811	-	7,189
Glasgow CC	-	15,000	7,066	-	7,934
Comic Relief	-	45,150	39,617	(5,342)	191
LB Hammersmith & Fulham	-	11,750	-	-	11,750
Barnsley	-	26,000	6,636	-	19,364
Steve Morgan	-	7,605	7,605	-	-
Rayne Foundation	-	5,000	2,090	-	2,910
Dulverton	-	35,000	35,000	-	-
Foundation Scotland (Volant Trust)	-	15,000	6,468	(1,032)	7,500
London Community Fund (City Bridge)	-	38,368	30,523	(7,177)	668
P & H Frost Foundation	5,000	-	5,000	-	-
Sodexo	2,500	-	2,500	-	-
Clifford Chance	-	8,000	8,000	-	-
Total Restricted Grants	89,196	735,166	628,336	(37,768)	158,258
Restricted Corporate Donations					
Artemis	25,000	25,000	18,592	(230)	31,178
Liverpool project	1,321	7,873	3,321	-	5,873
Total Restricted Corporate Donations	26,321	32,873	21,913	(230)	37,051
Restricted Fundraising					
Big Give	16,192	41,030	12,605	(3,692)	40,925
Champions for Children	-	25,062	6,231	-	18,831
Total Restricted Individual Donations	16,192	66,092	18,836	(3,692)	59,756
Total Restricted Funds	131,708	834,131	669,085	(41,690)	255,065
TOTAL FUND BALANCES	477,182	881,159	730,206		628,135

Notes to the Accounts continued

Restricted Grants - previous year comparatives

	Balance at 1st April 2019 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31st March 2020 £
Restricted Grants					
Big Lottery Fund	-	107,559	107,559		-
Esmée Fairbairn Foundation	-	38,398	38,398		-
Guy's & St Thomas' Charity	75,085	181,088	168,631	(5,846)	81,696
Garfield Weston Foundation	10,000	-	10,000		-
LB Lambeth	-	15,503	15,503		-
Comic Relief	-	46,350	7,791	(38,559)	-
LB Hammersmith & Fulham	-	11,750	11,750		-
Barnsley	-	14,040	14,040		-
Drapers Trust	9,565	-	9,565		-
P & H Frost Foundation	5,000	5,000	5,000		5,000
Sodexo	-	5,000	2,500		2,500
Fidelity	-	20,000	-	(20,000)	-
Total Restricted Grants	99,650	444,688	390,737	(64,405)	89,196
Restricted Corporate Donations					
Artemis	23,979	25,000	23,979		25,000
Liverpool project	-	1,321	-		1,321
Total Restricted Corporate Donations	23,979	26,321	23,979	-	26,321
Restricted Fundraising					
Big Give	-	30,861	14,669		16,192
Total Restricted Individual Donations	-	30,861	14,669	-	16,192
Total Restricted Funds	123,629	501,870	429,385	(64,405)	131,708

Notes to the Accounts continued

Restricted Funds - Provider and Purpose

The Artemis Charitable Foundation

Funding Rose Voucher costs in Hackney and Glasgow

Barnsley Council

Funding for Vouchers in the Barnsley project.

Big Lottery Fund

Funding the roll-out of the Rose Voucher Project in Barnsley, Hammersmith & Fulham, Hackney, Lambeth and Liverpool.

The Big Give

A match funding campaign raising funds for London based Rose Voucher projects.

Champions for Children

A match funding campaign raising funds for London based Rose Voucher projects.

Clifford Chance Foundation

Rose Voucher funding for Hammersmith and Fulham and Liverpool

Comic Relief

Covid recovery funding.

Dulverton

Rose Voucher funding for Barnsley, Glasgow and Liverpool.

Esmee Fairbairn Foundation

Funding the core costs of operating the Rose Voucher Project. Includes an additional Covid recovery support grant.

Foundation Scotland

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

Garfield Weston Foundation

Funding Rose Voucher costs in Barnsley, Liverpool, Hackney, Lambeth and Hammersmith & Fulham.

Glasgow City Council

Funding for the Glasgow Rose Voucher project.

Guy's & St Thomas' Charity

Grant one funds the Rose Voucher Project in Southwark and grant two funds the Rose Voucher project in Lambeth.

London Borough of Hackney

Funding Rose Voucher costs in the Borough of Hackney.

Liverpool project

Donations generated by and specific to funding Rose Vouchers in Liverpool.

London Borough of Hammersmith and Fulham

Funding Rose Voucher costs in the Borough of Hammersmith and Fulham.

London Borough of Lambeth

Funding Rose Voucher costs in the Borough of Lambeth.

P & H Frost Foundation

Funding Rose Voucher costs in Barnsley.

Rayne Foundation

Funding for Rose vouchers.

Sodexo Stop Hunger Foundation

Funding Rose Vouchers costs in all areas.

Steve Morgan Foundation

Funding Rose Vouchers costs in Liverpool.

Notes to the Accounts continued

19. Analysis of net assets between funds

Fund balances at 31 March 2021 are represented by:

	Unrestricted funds £	Designated fund £	Restricted funds £	Total funds £
Fixed Assets	327,956	-	-	327,956
Current Assets	139,868	-	255,065	394,933
Creditors: amounts falling due within one year	(94,754)	-	-	(94,754)
	373,070	-	255,065	628,135

20. Commitments under operating leases

At 31 March 2021 (and 31 March 2020) the company had no commitments under non-cancellable operating leases. Included within the statement of financial activities are operating lease payments of £nil (2020: £nil).

21. Share and Capital Control

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

Alexandra Rose Charity are grateful to
Clifford Chance for their generous
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C H A N C E

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