



# Alexandra Rose Charity

Trustees' Annual Report and Accounts  
for the year ending 31st March 2022

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

Ms Patricia Kokocinska  
Treasurer

Mr Adrian Pascu-Tulbure  
Ms Ambrita Shahani Tuckwell  
Mr Dominic Tayler  
Ms Stephanie Slater  
Ms Mara Richard

### 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

With the cost-of-living crisis continuing to cause tremendous difficulty for so many, especially those on low incomes with young children to support, we are proud to continue to deliver on our mission to give families access to fresh fruit and veg in their communities.

Our Rose Vouchers for Fruit & Veg Project is now in its eighth year, providing families on low incomes with weekly vouchers which can be spent on fruit and veg at their local market. Since our pilot project in Hackney in 2014, over 7,000 families have benefited from Rose Vouchers, giving them access to the fresh fruit and veg they need for their children. This wouldn't have been possible without the fantastic support from our partners, supporters, funders, and the Alexandra Rose Charity team.

This year we have surpassed our previous record of supporting more families than ever, with 3,222 families redeeming their Rose Vouchers between April 2021 and the end of March 2022.

In October, the one millionth Rose Voucher was spent on North End Road Market in Hammersmith and Fulham. That's £1,000,000 worth of vouchers spent by families on the fruit and veg of their choice since 2014, helping them give their children the healthiest possible start. A fantastic milestone to reach!

In December 2021, we successfully raised £60k from public and match funders to help finance our eighth project in the London Borough of Tower Hamlets. The project launched in May 2022.

We have also secured funding to pilot the first ever Fruit & Veg on Prescription Project in Lambeth. This is an exciting development that tests one of the key recommendations of the National Food Strategy. The project will start in the second half of 2022-23.

Thank you for supporting our work and allowing us to continue being there for thousands of families and young children.



## **Our vision**

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**For everyone to have access to  
healthy and affordable food**

## **Our mission**

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

# Trustees' Report 2021/22

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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 2022.

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.

We undertook our latest skills audit in summer 2021. We also undertook a diversity audit of staff and trustees to identify gaps in representation. This process has helped us understand the make-up of our board and the skills and perspectives needed to support the charity and its development over the coming years.

The skill gaps identified include:

- Direct experience of the communities we work with and the challenges they face in accessing a healthy diet
- A history of successful fundraising and/or knowledge of new fundraising techniques – especially the use of digital tools
- Understanding of the risks and opportunities around data management, including data protection and cyber security
- Knowledge of communications, brand/marketing and advocacy and how these can be used to advance the cause of a small charity

Recruitment for new Trustees will begin in spring 2022 to support us in bridging these skill gaps.

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

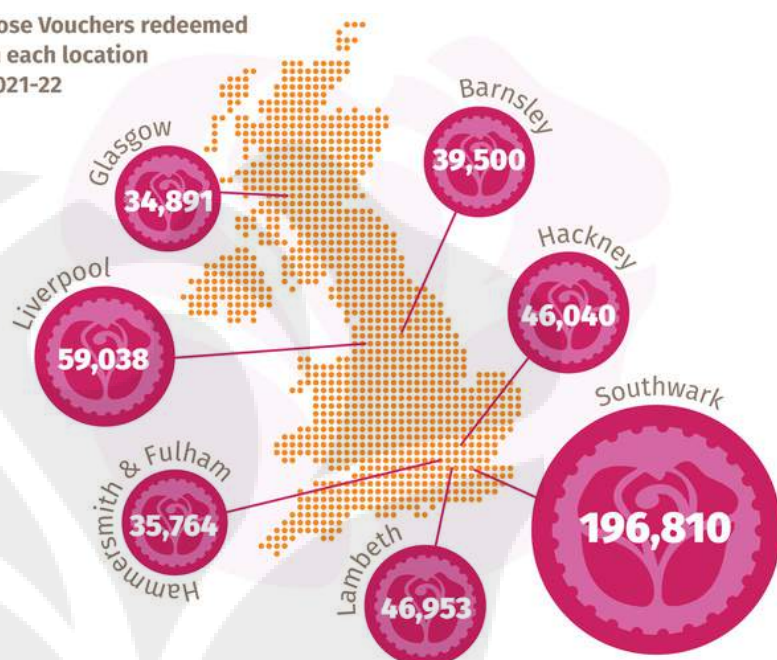
We have had another incredibly busy year at Alexandra Rose Charity. Demand for Rose Vouchers continues to increase as we see families on the lowest incomes struggling even further with the continual impact of Covid and the cost-of-living crisis. We are thankful we have been able to support even more families over the last year to access fresh fruit and veg, with 3,222\* families redeeming Rose Vouchers in 2021-2022. This number represents a 36% increase in the number of families redeeming Rose Vouchers from the previous year.

We have expanded to 59 children and family centres and 50 market traders around the UK to deliver the Rose Vouchers for Fruit & Veg Project. The number of Rose Vouchers redeemed in 2021-2022 is an incredible 458,996, all spent on the fruit and veg of the family's choice and representing nearly £460,000 worth of income for local traders.

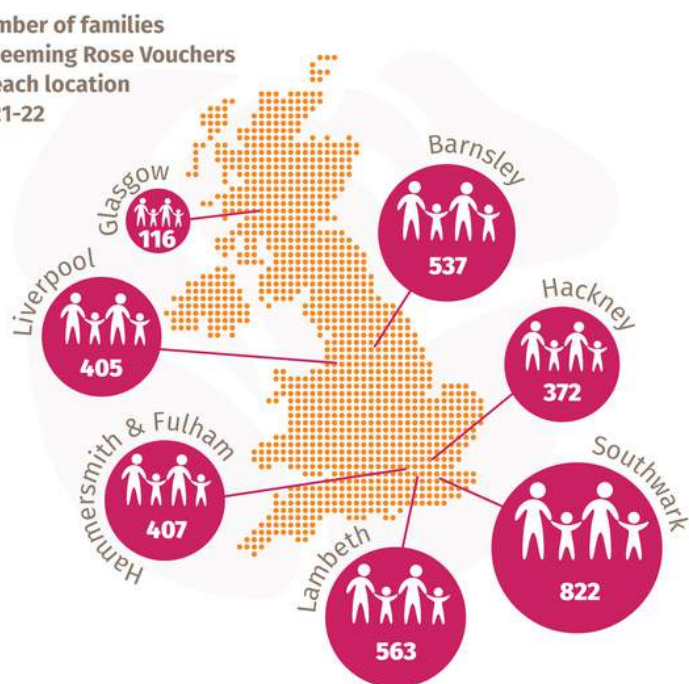
We also began planning the launch of the Rose Vouchers project in the London Borough of Tower Hamlets. The project launched here in May 2022, becoming our eighth project location. To help us manage our rapidly expanding workload, we've recruited new staff to strengthen the organisation.

*\* Since our 2020-21 annual report, we have changed our method of calculating the number of families supported so that even families who have redeemed vouchers only once (e.g. in a one-off emergency situation) are included. We think this gives a more accurate picture of impact. Last year we only reported on the number of people actively using the project at the end of the fourth quarter, which hugely underestimated the number of people supported across the year. Had this method been in place last year, then the 1,833 figure used in last year's report would instead have been 2,368.*

Rose Vouchers redeemed in each location 2021-22



Number of families redeeming Rose Vouchers in each location 2021-22



## Organisations involved in the Rose Vouchers for Fruit & Veg Project



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

### 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

## A few of our highlights from this year.

In October we celebrated our one-millionth Rose Voucher being redeemed by a family at North End Road Market in Hammersmith & Fulham. This milestone represents the incredible achievement of £1,000,000 being spent on fresh fruit and veg at local markets and with independent retailers since Rose Vouchers launched in 2014.

We also held an event at East Street Market in Southwark to celebrate the culmination of a nine-month project working with Rice Retail Marketing to engage market traders. We've had some very positive results from this work, with market traders improving how they communicate the Rose Vouchers project to customers and introducing newly branded price sticks co-designed with traders.

We've expanded the project for the first time to a local foodbank in Hammersmith & Fulham and a food cooperative in Southwark. Families can collect their vouchers from these locations and spend them there on the produce of their choice at the same time. This saves the family time and the cost of travel between different locations.

New fruit and veg traders have signed up to accept Rose Vouchers in Lambeth and Shepherd's Bush Market in Hammersmith & Fulham. These are fantastic additions to our project for families receiving Rose Vouchers in the area, giving them new options of where to spend their vouchers.



*"I've had really positive feedback from the new trader so far, a lot of families were already buying from them, so it worked out really nicely. The fact that it is so much closer for a lot of families is going to have a real positive impact on them. Having a provision in Streatham, being such a large area of our engagement, is a great outcome, so thank you for arranging this!"*

Senior Administrator at  
Streatham and Norwood  
Better Start Area

# How Rose Vouchers help Fatima's family

**"Rose Vouchers are a blessing. I don't have to worry about being able to afford fruit and veg."**

"It's not easy right now. I had to give up my work, and my husband isn't around. It's really challenging because I have to live off benefits which I'm not used to. I've got to budget for everything, and I have to count every penny. I shop around for deals which really helps.

My electric bill has gone up, and I just recently tried to change the tariff, but they told me that they can't guarantee the price.

Rose Vouchers are a blessing. I don't have to worry about being able to afford fruit and veg. Having Rose Vouchers means I have that burden taken away from me, and I can just concentrate on everything else.

Now that I can't work because of my health, I don't have as much money as I had before. Rose Vouchers mean I can put healthy food on the table. They are benefitting so many people.

My children have food allergies, and I have to be so careful with what I'm buying. I want to go for the cheapest food but then I'm thinking what is in the ingredients, will it be ok for my children? Myself, I wanted to cut out gluten from my diet, but gluten-free food is so expensive, so I can't do that anymore.

At the market I can spend my vouchers on the Caribbean food I want, it really makes a difference. I'm lucky I have really friendly neighbours who sometimes cook for me and my children to help us.

I always tell the staff at the children's centre I really appreciate the Rose Vouchers."

**Fatima, mother of four, Southwark**



## Our Achievements



We've had a tremendous year, supporting more families than ever before and growing our staff team to deliver our Rose Vouchers for Fruit & Veg Projects around the UK.

At the end of 2021, we were thrilled to be runners-up for the title of Charity Food Campaigner of the Year at the 2021 Caroline Walker Trust Awards. Caroline Walker pioneered innovative strategies for improving the quality of our food, enhancing nutritional standards and promoting public health. It's wonderful to have our work recognised by this organisation.

Our work has been regularly featured in local and national press, including interviews on Sky News, BBC5 Live and ITV News, highlighting our mission and raising the profile of our charity.

### Number of Families Benefiting from Rose Vouchers



# Fundraising Success

**The fundraising environment continued to be tough throughout 2021-22, but we had another successful year and increased our income to £994,678. This meant we could support more families than ever in 2021-22.**

We continue 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 an Individual Giving and Digital Fundraiser in June 2021.

This year we focused our efforts on widening our donor base and were successful in securing funds from new trusts and foundations. One such success was securing funding from The Postcode Neighbourhood Trust for the first time. They awarded us £20,000 to support our Rose Vouchers for Fruit & Veg Project in Liverpool.

In October 2021, we had our first ever runner take part in the London Marathon, completing the race in 4 hours and 52 minutes! Paul raised an amazing total of nearly £2,000 to support our work.

In December 2021, we ran our most successful Big Give matched funding campaign to date, raising over £60,000. We're grateful to The Patrick and Helena Frost Foundation for being our pledge funder, helping us get the campaign off the ground and to The Childhood Trust for choosing to be our champion funder again.

We have some exciting plans in place for 2022-23 that will help us continue to diversify our funding even further to ensure our income is sustainable.



# How Rose Vouchers help Daisy's family

**"The Rose Vouchers have been a huge help. I've always worked, never been on benefits and didn't know where to ask for help."**

"My daughter was one year old when we saw the Health Visitor. We were in lockdown, and I was having some troublesome times while finding it really stressful on universal credit. She signed me up to get Healthy Start vouchers and a family support group who told me about Rose Vouchers.

The Rose Vouchers have been a huge help. I've always worked, never been on benefits and didn't know where to ask for help. With Rose Vouchers and Healthy Start vouchers combined, I have around £30 a month that I can spend on fruit and veg.

I spend roughly £12-15 at the market for a full fruit and veg shop every two weeks. There's lots of choice at the market and quite a few market stalls where I can use the Rose Vouchers. There's one stall where I can use Healthy Start and Rose Vouchers, so I usually go to him.

I'm a very strict planner. I have to budget very well. I can get fresh fruit and veg that my daughter likes with the vouchers, like oranges and grapes. I can buy blueberries for my daughter to try, and even if she doesn't eat them, it's not wasted money as it's not coming out of my budget.

I've recently bought a Pinch of Nom cookbook as a treat to myself. I've never used courgettes and spinach before, carrots, onions mushrooms are what I'm used to, but now I can buy a lot more and try new things. Cooking is my escape now."

**Daisy, mum of one, Barnsley**



# Campaigns & Advocacy

**This year we have continued to work with our partners to campaign on issues that affect the families we support.**

Our primary campaign involvement has been supporting the call to fix the ongoing issues with the digitisation of the Healthy Start voucher scheme.

At Alexandra Rose Charity, we encourage the families who receive Rose Vouchers to also sign up for the government's Healthy Start scheme if they are eligible. We also promote the scheme to market traders, helping them sign up to accept Healthy Start vouchers as payment for fruit and veg.

The Healthy Start scheme offers vouchers worth £4.25 per week to pregnant women and children (0-4 years) from families on low incomes, as well as to all pregnant women under the age of 18. Vouchers can be used to purchase fruit, vegetables, milk and infant formula.

The uptake of Healthy Start vouchers has traditionally been low. Our partners, Sustain, estimate that £63.5 million worth of vouchers went unclaimed in 2021 alone.

Historically Healthy Start vouchers were available as paper vouchers, sent to each family by post. In October 2021 process began to digitise the Healthy Start scheme. Almost immediately, many families reported experiencing serious issues with applying for the Healthy Start digital cards, as well as problems with using the cards in-store and accessing the helpline.

Sustain, The Food Foundation, Alexandra Rose Charity and other organisations are asking the government to:

- Publish uptake data, as well as the number of rejections and a progress report
- Immediately investigate and resolve the technical errors
- Move the Healthy Start call lines to free 0800 numbers
- Commit to a £5 million promotional campaign
- Enable online payments using Healthy Start cards
- Extend the scheme to all families in receipt of Universal Credit

The campaign is ongoing.



## We spoke to Marsha, a mum from Southwark, at the end of March 2022, when the paper vouchers for Healthy Start switched to the digital card.

"I was expecting it to be an easy transition to the digital Healthy Start card for me as it was for my friend. I submitted my form in time but got a letter saying my claim has been refused. My situation hasn't changed, so I don't know why my claim is being refused.

I was asked to send evidence of my daughter's birth certificate and universal credit status, which I did. That was three weeks ago, and I still haven't heard anything.

It's very stressful, we got our last paper vouchers for April. Without my digital card, I can't get enough food. There's no one to talk to. The phone line is awful, they send you round and round the houses, who do I talk to? If you call at 9am you get a message saying there are too many people on the line and to call back later. You have to literally call at 8am to get through, which is not realistic for most parents as you're trying to get out the door for the school run.

It's so expensive to call, I was waiting 40 minutes the other day. I've tried emailing too but have not heard anything back.

It's really stressful not knowing why my claim has been refused, I'm not being given any information about what's going wrong. There's no reassurance that anything is getting through. I don't know what to do."



# Partnerships

**We have continued to develop great corporate relationships this year.**

David Austin Roses chose us as one of three health-based charities this year to receive donations through the sale of three of their beautiful roses; the Generous Gardener (Ausdrawn), Princess Alexandra of Kent (Ausmerchant) and the new Nye Bevan (Auspital) rose.

The sale of these roses, as part of their Planting Positivity campaign, raised an amazing £100,000 which was split between Alexandra Rose Charity, the National Garden Scheme and NHS Charities Together.

We received support from Stop Hunger for the third time, with another generous donation of £5,000. Stop Hunger is now a worldwide Sodexo initiative active in more than 40 countries. Thank you to all Sodexo employees who fundraise and volunteer tirelessly for the Foundation and make gifts like this one possible.

Our Christmas Big Give 2021 matched funding campaign, which raised funds for a new Rose Vouchers for Fruit and Veg Project in Tower Hamlets, was well supported by our corporate supporters. We received major gifts from The Artemis Charitable Foundation and The Clifford Chance Foundation, as well as donations from Riverford and The Russell Partnership who also kindly helped promote the campaign on social media.



The results for the year and the Charity's financial position at the end of the year are shown in the attached financial statements. The Charity reports net incoming resources for the year of (£34,680) (2021 £150,953) Total income was £994,678 compared to £857,999 to end of March 2021.

Total expenditure during the year was £971,561 (2021: £730,205). Expansion into new project areas alongside rising numbers of families in existing project areas has seen expenditure on Rose Vouchers increase to £458,996 in the period from £329,522 (2021).

Increased costs are also associated with our growing staff team as well as consultancy support for fundraising. Expenditure on tech and processes are key to the long-term future of the Charity and have seen increased investment during the year. This investment will continue into 2022/23.

Our investment portfolio recovered from the impact of the global pandemic.

The Balance Sheet shows total net assets at the end of March 2022 of £662,814 compared with 2020/21 of £628,135. Of the total reserves, £366,285 (2021: £373,070) is unrestricted.

Independent Examiner - The Trustees approved the appointment of Mark Partridge of Chariot House Ltd at the Board Meeting held on 9th September 2021.

### Reserves Policy

Alexandra Rose Charity reserves policy allows for 3 months full running costs and 3 months wind down cost.

Our reserve calculation at 31st March 2022 was £320,257

Our free reserve at 31st March 2022 was £275,994

Board monitoring of the current levels of reserve is done through its quarterly Finance Subgroup meetings.

### Risk Management Policy

The Trustees regularly review all major risks to which the Charity is exposed and have taken appropriate action to mitigate the effects of such risks.

A risk register is kept and reviewed/updated on a quarterly basis at both Operation Subgroup Committee meetings and at the Finance Subgroup meetings.

### Investment Policy

Investment Powers and Restrictions. There are no specific restrictions other than that the investments should be suitable for charities and should not include any direct investment in tobacco companies. The Trustees are very grateful to Quilter Cheviot Asset Management for their continued support, good management and guidance on our investment policy during 2021/22.

# 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  
22nd September 2022

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 2022.

## 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: 29th September 2022

# Alexandra Rose Charity

limited by guarantee

## Statement of Financial Activities

For the year ending 31st March 2022

	Notes	General fund	Restricted fund	Total
		£	£	£
<b>Income from</b>				
Donations and Legacies	3	8,584	-	8,584
Charitable Activities	4	1,591	912,277	913,868
Other trading	5	4,177	60,576	64,753
Investments	6	7,473	-	7,473
<b>Total Income</b>		<b>21,825</b>	<b>972,853</b>	<b>994,678</b>
<b>RESOURCES EXPENDED</b>				
Expenditure on raising funds	7	13,540	116,172	129,713
<b>Expenditure on Charitable activities</b>				
Rose Vouchers	7	58,621	783,228	841,848
<b>Total Expenditure</b>		<b>72,161</b>	<b>899,400</b>	<b>971,561</b>
Net Income/(expenditure) before gains and losses on investments		(50,336)	73,453	23,118
Net gains/Losses on investments		11,562	-	11,562
<b>Net income/expenditure for the year</b>		<b>(38,774)</b>	<b>73,453</b>	<b>34,680</b>
Transfers between funds		31,988	(31,988)	-
<b>Net Movement in funds</b>		<b>(6,786)</b>	<b>41,466</b>	<b>34,680</b>
<b>RECONCILIATION OF FUNDS</b>				
Total funds brought forward		373,071	255,064	628,134
Total funds carried forward		<b>366,285</b>	<b>296,529</b>	<b>662,814</b>

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

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## Statement of Financial Activities

continued

For the year ending 31st March 2021

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

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 2022

	Notes	2021/22 £	2020/21 £
<b>Fixed assets</b>			
Investments	12	228,806	217,244
Tangible Assets	13	3,470	3,698
Intangible Assets	14	86,820	107,014
		<b>319,096</b>	<b>327,956</b>
<b>Current assets</b>			
Debtors	15	133,238	5,000
Cash at bank and in hand		271,726	389,933
<b>Total current assets</b>		<b>404,964</b>	<b>394,933</b>
<b>CREDITORS: Amounts falling due within one year</b>			
	16	61,246	94,754
<b>Net current assets</b>		<b>343,717</b>	<b>300,178</b>
<b>Net assets</b>	20	<b>662,814</b>	<b>628,135</b>
<b>Accumulated funds</b>			
General fund	19	366,284	373,070
Restricted funds	18	296,530	255,065
		<b>662,814</b>	<b>628,135</b>

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 22nd September 2022.

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 2022

	Notes	2021/22 £	2020/21 £	
<b>Net cash from operating activities</b>				
Net income		34,680	150,954	
Depreciation	13	3,570	1,485	
Amortisation	14	52,183	45,321	
Investment Income	6	(7,474)	(5,290)	
Loss on fixed asset write off		-	-	
(Gains)/losses on investments	12	(11,562)	(23,160)	
Increase/(Decrease) in creditors	16	(33,508)	(64,086)	
(Increase)/Decrease in debtors	15	(128,238)	356	<b>105,580</b>
<b>Cash flows used in investing activities:</b>				
Investment Income		7,474	5,290	
Purchase of tangible fixed assets	13	(3,343)	(2,811)	
Purchase of intangible fixed assets	14	(31,988)	(41,690)	
Sale of investments	12	-	208,099	
Purchase of investments	12	-	(213,974)	<b>(45,086)</b>
<b>Increase/(decrease) in cash</b>			<b>(118,207)</b>	<b>60,494</b>
Cash and cash equivalents at the beginning of the period			<b>389,933</b>	<b>329,439</b>
Cash and cash equivalents at the end of the period			<b>271,726</b>	<b>389,933</b>

# 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 2022	Year to 31 March 2021
	£	£	£	£
Donations	8,584	-	8,584	9,979
Legacies	-	-	-	5,000
	<b>8,584</b>	<b>-</b>	<b>8,584</b>	<b>14,979</b>

### 4. Income from charitable activities

	Unrestricted funds	Restricted funds	Year to 31 March 2022	Year to 31 March 2021
	£	£	£	£
Grants and Corporate Donations	-	912,277	912,277	760,039
Kickstart support	1,591	-	1,591	-
	<b>1,591</b>	<b>912,277</b>	<b>913,868</b>	<b>760,039</b>

### 5. Income from other trading

	Unrestricted funds	Restricted funds	Year to 31 March 2022	Year to 31 March 2021
	£	£	£	£
Events	2,320	60,576	62,896	77,692
Office Sublet	1,857	-	1,857	-
	<b>4,177</b>	<b>60,576</b>	<b>64,753</b>	<b>77,692</b>

### 6. Income from investments

	Unrestricted funds	Restricted funds	Year to 31 March 2022	Year to 31 March 2021
	£	£	£	£
Interest receivable	-	-	-	-
Dividends	7,473	-	7,473	5,290
	<b>7,473</b>	<b>-</b>	<b>7,473</b>	<b>5,290</b>
<b>TOTAL INCOME</b>	<b>21,825</b>	<b>972,853</b>	<b>994,678</b>	<b>857,999</b>

## Notes to the Accounts continued

7. Total Expenditure	Staff Costs	Direct Service Costs	Support and Governance Costs	Total 2022	Total 2021
	£	£	£	£	£
Raising Funds	102,611	27,101	-	129,713	54,125
<b><u>Charitable activity - Rose Voucher project</u></b>					
Activities undertaken directly	169,324	607,566	-	776,890	610,829
Support costs (note 8)	41,968	-	22,991	64,958	65,251
<b>Total Charitable activity</b>	<b>211,292</b>	<b>607,566</b>	<b>22,991</b>	<b>841,848</b>	<b>676,081</b>
<b>Total Expenditure</b>	<b>313,903</b>	<b>634,667</b>	<b>22,991</b>	<b>971,561</b>	<b>730,205</b>

8. Support costs	Year to 31st March 2022	Year to 31st March 2021
	£	£
Staff costs	41,968	37,808
Bank charges	96	200
Accountancy, bookkeeping and payroll fees	305	251
Legal and professional fees	-	-
Rent	6,039	6,256
Insurance	946	946
Telephone	1,458	1,318
Print, post and stationery	602	329
IT costs	2,251	1,836
Subscriptions and registrations	601	482
Conferences and training	2,198	618
Comms, advertising and marketing	722	383
Website and apps	2,366	10,284
Consultancy	-	-
Recruitment	2,619	1,383
Sustenance	456	114
Other	34	826
Governance (note 9)	2,300	2,220
	<b>64,958</b>	<b>65,251</b>

## Notes to the Accounts continued

### 9. Governance Costs

	Year to 31st March 2022	Year to 31st March 2021
	£	£
Trustee expenses	-	-
Independent examiners' fee	2,300	2,220
	<b>2,300</b>	<b>2,220</b>

### 10. Trustees

No Trustees were reimbursed during the year. (2021 No Trustees were reimbursed during the year.)

The charity's investments are managed by Quilter Cheviot. Dominic Tayler (trustee) is an employee of Quilter Cheviot. Dominic is not directly involved in managing the fund. Alexandra Rose do 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 9 (2021: 7)

#### Employment costs

	Year to 31st March 2022	Year to 31st March 2021
	£	£
Wages and salaries	274,262	209,146
Social security costs	23,333	16,428
Other pension cost	16,309	12,719
	<b>313,903</b>	<b>238,293</b>

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 £63,580 (to March 2021: £60,127).

No employee's annual emoluments were between £60,000 and £70,000 during the period (2021: one).

## Notes to the Accounts continued

### 12. Fixed Asset Investments

	Year to 31 March 2022	Year to 31 March 2021
	£	£
Fair value at beginning of period	217,244	188,210
Acquisitions at cost	-	213,974
Disposals at carrying value	0	(208,099)
Net gains/(losses) on revaluations	11,562	23,160
Fair value at end of period	<b>228,806</b>	<b>217,244</b>

Historical Cost	205,876	205,851
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### 13. Tangible Fixed Assets

	Computer Equipment £
At 1 April 2021	7,815
Additions	3,343
Write off	-
At 31 March 2022	<b>11,158</b>

#### Depreciation

At 1 April 2021	4,118
Charge for period	3,570
Write off	-
At 31 March 2022	<b>7,688</b>

#### Net Book Value

At 31 March 2022	<b>3,470</b>
At 31 March 2021	<b>3,698</b>

### Digital App and website

### 14. Intangible Fixed Assets

#### Cost

	£
At 1 April 2021	226,606
Additions	31,988
At 31 March 2022	<b>258,594</b>

#### Amortisation

At 1 April 2021	119,591
Charge for period	52,183
At 31 March 2022	<b>171,774</b>

#### Net Book Value

At 31 March 2022	<b>86,820</b>
At 31 March 2021	<b>107,015</b>

## Notes to the Accounts continued

### 15. Debtors

	2021/22	2020/21
	£	£
Trade debtors	38,000	-
Prepayments	1,150	-
Accrued Income	94,088	5,000
Taxation/pensions	-	-
Other debtors	-	-
	<b>133,238</b>	<b>5,000</b>

### 16. Creditors: Amounts falling due within one year

	2021/22	2020/21
	£	£
Trade creditors	22,390	14,120
Deferred income	20,000	62,000
Accruals	2,300	2,220
Taxation/social security	6,812	6,094
Other creditors	9,744	10,320
	<b>61,246</b>	<b>94,754</b>

### 17. Pensions

#### Pension and other post-retirement benefit commitments

At the balance sheet date £1,744 (2021: £2,320) was owed in respect of contributions to schemes.

	Year to 31 March 2022	Year to 31 March 2021
	£	£
Contributions payable by the Charity for the period	<b>16,309</b>	<b>12,719</b>

## 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 2021	Incoming resources	Resources expended	Transfers	Balance at 31st March 2022
	£	£	£	£	£
<b>Unrestricted funds</b>					
Total Unrestricted Funds inc f/a	373,070	33,387	72,161	31,988	366,284
<b>Restricted Grants</b>					
Big Lottery Fund	1,720	196,000	172,776	(15,980)	8,964
Esmee Fairbairn Foundation	9,958	75,000	78,895	-	6,063
Guy's & St Thomas' Charity	65,072	297,663	348,242	(14,493)	-
Garfield Weston Foundation	-	30,000	26,400	-	3,600
LB Lambeth	24,000	124,000	33,898	-	114,102
LB Hackney	7,189	20,000	25,250	-	1,939
Glasgow CC	7,934	33,000	11,849	-	29,085
Liverpool CC	-	10,000	10,000	-	-
Comic Relief	191	-	191	-	-
LB Hammersmith & Fulham	11,750	11,750	15,273	-	8,227
Barnsley Council	19,364	32,000	21,874	-	29,490
Postcode Lottery	-	20,000	19,600	(400)	-
Rayne Foundation	2,910	-	2,910	-	-
Foundation Ireland	-	16,864	16,864	-	-
Foundation Scotland (Volant Trust)	7,500	15,000	12,110	(1,115)	9,275
London Community Fund (City Bridge)	668	-	668	-	-
Hodge Foundation	-	2,500	-	-	2,500
ING	-	8,000	-	-	8,000
Sodexo Stop Hunger	-	5,000	5,000	-	-
Matthew Wrightson	-	1,000	1,000	-	-
Charles Wolfson	-	2,000	-	-	2,000
February Foundation	-	5,000	-	-	5,000
Daisy Trust	-	1,500	-	-	1,500
<b>Total Restricted Grants</b>	<b>158,258</b>	<b>906,277</b>	<b>802,801</b>	<b>(31,988)</b>	<b>229,747</b>
<b>Restricted Corporate Donations</b>					
Artemis Charitable Foundation	31,178	5,000	31,178	-	5,000
Liverpool project	5,873	1,000	5,278	-	1,595
<b>Total Restricted Corporate Donations</b>	<b>37,051</b>	<b>6,000</b>	<b>36,456</b>	<b>-</b>	<b>6,595</b>
<b>Restricted Fundraising</b>					
Big Give	40,925	60,576	41,313	-	60,188
Champions for Children	18,831	-	18,831	-	-
<b>Total Restricted Individual Donations</b>	<b>59,756</b>	<b>60,576</b>	<b>60,144</b>	<b>-</b>	<b>60,188</b>
<b>Total Restricted Funds</b>	<b>255,065</b>	<b>972,853</b>	<b>899,401</b>	<b>(31,988)</b>	<b>296,530</b>
<b>TOTAL FUND BALANCES</b>	<b>628,135</b>	<b>1,006,240</b>	<b>971,561</b>	<b>-</b>	<b>662,814</b>

## Notes to the Accounts continued

### Restricted Grants - previous year comparatives

	Balance at 31st March 2020 £	Incoming resources £	Resources expended £	Transfers between Funds £	Balance at 31st March 2021 £
<b>Restricted Grants</b>					
Big Lottery Fund	-	81,969	73,432	(6,817)	1,720
Esmee 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	-	-
<b>Total Restricted Grants</b>	<b>89,196</b>	<b>735,166</b>	<b>628,336</b>	<b>(37,768)</b>	<b>158,258</b>
<b>Restricted Corporate Donations</b>					
Artemis Charitable Foundation	25,000	25,000	18,592	(230)	31,178
Liverpool project	1,321	7,873	3,321	-	5,873
<b>Total Restricted Corporate Donations</b>	<b>26,321</b>	<b>32,873</b>	<b>21,913</b>	<b>(230)</b>	<b>37,051</b>
<b>Restricted Fundraising</b>					
Big Give	16,191	41,030	12,605	(3,692)	40,924
Champions for Children	-	25,062	6,231	-	18,831
<b>Total Restricted Individual Donations</b>	<b>16,191</b>	<b>66,092</b>	<b>18,836</b>	<b>(3,692)</b>	<b>59,755</b>
<b>Total Restricted Funds</b>	<b>131,708</b>	<b>834,131</b>	<b>669,085</b>	<b>(41,690)</b>	<b>255,064</b>
<b>TOTAL FUND BALANCES</b>	<b>477,182</b>	<b>881,159</b>	<b>730,206</b>	<b>-</b>	<b>628,135</b>

# Notes to the Accounts continued

## Restricted Funds - Provider and Purpose

### **The Artemis Charitable Foundation**

Funding for Rose Vouchers for Fruit and Veg Projects

### **Barnsley Council**

Funding for the Barnsley Rose Vouchers for Fruit and Veg Project

### **Big Lottery Fund**

Funding the Rose Vouchers for Fruit and Veg Projects in England.

### **The Big Give**

A match funding campaign raising funds for London Rose Vouchers for Fruit and Veg Projects

### **Champions for Children**

A match funding campaign raising funds for London Rose Vouchers for Fruit and Veg Projects

### **The Charles Wolfson Charitable Trust**

Funding the Rose Vouchers for Fruit and Veg Projects

### **Clifford Chance Foundation**

Funding the Tower Hamlets Rose Vouchers for Fruit and Veg Project

### **Comic Relief**

Covid recovery funding

### **Daisy Trust**

Funding for the Hammersmith and Fulham Rose Vouchers for Fruit and Veg Project

### **Dulverton**

Funding for the Barnsley, Glasgow and Liverpool Rose Vouchers for Fruit and Veg Projects

### **Esmée Fairbairn Foundation**

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

### **February Foundation**

Funding for the Hackney Rose Vouchers for Fruit and Veg Project

### **Foundation Scotland**

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

### **Garfield Weston Foundation**

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

### **Glasgow City Council**

Funding for the Glasgow Rose Vouchers for Fruit and Veg Project.

### **Guy's & St Thomas' Charity**

Grant 1: Funds the Southwark Rose Vouchers for Fruit and Veg Project.

Grant 2: Funds the Lambeth Rose Vouchers for Fruit and Veg Project.

### **London Borough of Hackney**

Funding for the Hackney Rose Vouchers for Fruit and Veg ProjectS

### **The Hobson Trust**

Funding for the Liverpool, Hammersmith and Fulham Barnsley Rose Vouchers for Fruit and Veg Project

### **The Hodge Foundation**

Funding for Barnsley, Liverpool, Hackney and Hammersmith and Fulham Rose Vouchers for Fruit and Veg Projects

### **ING**

Funding the Rose Vouchers for Fruit and Veg Projects

### **Liverpool project funding (various)**

Funding for the Liverpool Rose Vouchers for Fruit and Veg Project

### **London Borough of Hammersmith and Fulham**

Funding for the Hammersmith and Fulham Rose Vouchers for Fruit and Veg Project

### **London Borough of Lambeth**

Funding the Lambeth Rose Vouchers for Fruit and Veg Project

### **The Patrick and Helena Frost Foundation**

Funding for London Rose Vouchers for Fruit and Veg Projects

### **The Matthews Wrightson Charitable Trust**

Funding for the Rose Vouchers for Fruit and Veg Project

### **The People's Postcode Lottery**

Funding for the Liverpool Rose Vouchers for Fruit and Veg Project

### **Rayne Foundation**

Funding for Rose Vouchers for Fruit and Veg Projects

### **Sodexo Stop Hunger Foundation**

Funding for the Liverpool Rose Vouchers for Fruit and Veg Project

### **Steve Morgan Foundation**

Funding the Liverpool Rose Vouchers for Fruit and Veg Project

## Notes to the Accounts continued

### 19. Analysis of net assets between funds

Fund balances at 31 March 2022 are represented by:

	Unrestricted funds £	Restricted funds £	Total funds £
Fixed Assets	319,096	-	319,096
Current Assets	108,434	296,530	404,964
Creditors: amounts falling due within one year	(61,246)	-	(61,246)
	366,284	296,530	662,814

### 20. Commitments under operating leases

At 31 March 2022 (and 31 March 2021) the company had no commitments under non-cancellable operating leases. Included within the statement of financial activities are operating lease payments of £nil (2021: £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.

## Contact us



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