



# Our Impact 2023-24

Trustees' Annual Report and Accounts for the year ending 31st March 2024  
Charity Registration No. 211535  
Company Registration No. 00279157 (England and Wales)  
Scottish Charitable Incorporated Organisation SC052479



Alexandra  
**Rose**  
Charity

# The Rose Vouchers for Fruit & Veg Project

2023-24 has been our biggest year to date, supporting more families and distributing more Rose Vouchers than any year since the Rose Vouchers for Fruit & Veg Project began back in 2014.



Our key findings show that for families receiving Rose Vouchers

**64%** of children now eat at least 5 portions of fruit & veg a day, up from just 7%

**82%** of parents report that Rose Vouchers help their child maintain a **healthy weight or reduce their weight**

**77%** of parents say their children have **improved digestion and reduced constipation**

**86%** of parents receiving Rose Vouchers report **reduced stress and anxiety around money**

**55%** of parents now eat at least 5 portions of fruit & veg a day, up from 15%

## Who we work with:



Fruit & veg delivery box schemes



Fruit & veg vans



Independent greengrocers



Traders



Children's & family centres and community organisations

## Rose Vouchers spent in each location this year

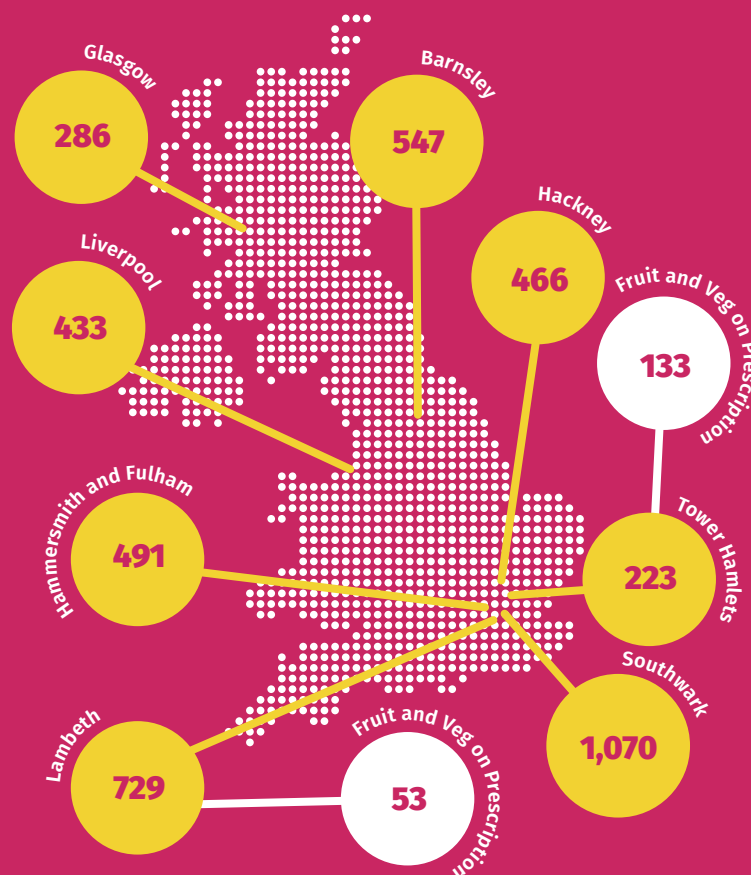


2024

**4,245**  
families

**4,245 families have been supported with Rose Vouchers this year**

## Number of families receiving Rose Vouchers in each location this year



Since 2014  
**10,714**  
families

**10,714 families supported since 2014**

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## The difference we've made

I was honoured to take on the role of Chair last year following the retirement of March Hancock, after many years of incredible dedication to the work of Alexandra Rose Charity. I am proud to share with you the impact the team and our generous supporters have made over the last year as we continue to deliver a critical service to those who need help affording a healthy diet for themselves and their children.

Over the last ten years, we have supported 10,714 families and have seen demand for our services surge as healthy food has become increasingly difficult for many to afford. With the cost of vegetables having risen by an average of 39%<sup>1</sup> it is sadly unsurprising that we are seeing a decline in fruit and veg consumption. For many Rose Vouchers are a lifeline, meaning families can buy fruit and veg every week, allowing parents to feed their children the healthy meals they want to be able to provide.

Better access to fresh fruit and veg has also had a hugely positive impact on almost 200 people involved in our Fruit & Veg on Prescription Project. Many project participants have shared their stories of improved physical and mental health thanks to Rose Vouchers. We're delighted to be able to share these findings in this report.

I want to thank everybody who supports Alexandra Rose Charity and our mission. None of these achievements would have been possible without the unwavering commitment and contributions of our local partners, funders, and dedicated supporters. As we set our new five-year strategy, we remain committed to our unique role in supporting individuals and families through the simple power of fresh fruit and veg and the lasting impact of a healthy diet.



A handwritten signature in grey ink that reads "Celia Cole".

**Celia Cole**  
**Chair of Trustees**



## Our five year strategy in review

When we developed our five-year strategy in 2019, we could never have anticipated the enormous global upheavals that would follow. Despite these challenges, it is a source of immense pride that Alexandra Rose Charity has successfully navigated the past four years and continued to fulfil our mission of providing families with access to fresh fruit and veg in their communities.

The environment in which we operate has never been more demanding. Food-related ill health costs the UK £98 billion per year<sup>2</sup>, impacting both the health service and the economy whilst food insecurity across the country continues to soar. Yet, despite, or perhaps because of, this difficult context, the spotlight on our work and our innovative approach is rapidly growing.

As we set our ambitions for the next five years, guided by our vision of everyone having access to healthy and affordable food, I am encouraged by the words of Dan Saladino, the head judge at the BBC Food & Farming Awards. In presenting us with the award for Food Innovation, he remarked, “The judges gave the award because of this idea’s potential to reach not just thousands but millions of people across the UK.”

In the pages of this report, we reflect on the five key priorities for action outlined in our strategy and the incredible progress we have achieved.



**Jonathan Pauling,**  
Chief Executive

## The five key priorities of our strategy

To ensure we can deliver our mission and help families struggling to afford a healthy diet full of fresh fruit and veg we prioritised five key areas for the development of our work between 2020/21 and 2024/25.

1

**Increase and demonstrate our impact** in our existing projects and 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

**Building 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.

**Increase and demonstrate our impact in our existing projects and new areas across the UK.**



## **We work in 8 locations across the UK**

In 2019, we set ambitious growth and expansion targets. Back then, we were supporting 1,116 families a year with Rose Vouchers through our Rose Vouchers for Fruit and Veg Project.. In 2023-24, this number has nearly quadrupled to **4,245 families** a year. We've expanded into two new local authority areas, Tower Hamlets and Glasgow, bringing the Rose Vouchers for Fruit & Veg Project to eight locations across the UK.

Alongside our growth, we have strengthened our evidence base to showcase our impact. This year, we published our most comprehensive project evaluation to date, highlighting the health and well-being benefits of our work and the local economic impact and social value of Rose Vouchers.



# Evaluation of our Rose Vouchers for Fruit & Veg Project shows that:

- Rose Vouchers ease financial worry around food - Families report that Rose Vouchers **cover most or all of their fruit and veg costs**.
- Families have a healthier diet - Parents report **improving fruit and veg intake by 3 portions a day** for themselves and their children.
- Children **develop a preference for fruit and veg** - Rose Vouchers help parents introduce new foods to their children, training their palates for bitter flavours.
- **Health improves across the whole family** - Families report good health across their whole household with low frequency of sickness and low GP visits
- **Families get more support** - By regularly visiting children's centres to collect Rose Vouchers, families build relationships with staff and other families.
- Every **£1** Rose Voucher generates **£7 of social value**.



My daughter was eight months old when we first started getting the Rose Vouchers. She was weaning, and I was finding it hard to buy the fruit and veg I needed for her as it's very expensive. I feel that now that I have my Rose Vouchers, I can buy fruit and veg that I wouldn't usually be able to buy, for example, avocados. My daughter loves avocados, but they cost a lot of money. With the Rose Vouchers, I can buy avocados for her.

**Maira, Hammersmith & Fulham**

Before I had Rose Vouchers I never used to go to the market, but now I go up and down East Street Market and know who to get different fruit and veg from. It's nice I can choose from a variety. I can pick up a watermelon for about £1 at East Street, whereas it's more like £3 in the supermarket. They have seasonal fruit at the market, too, such as cherries. So, we're not missing out on what's in season.

For people on a low income, Rose Vouchers mean you can still feed your kids. It's a lifeline.

**Joyce, Southwark**

# Fruit & Veg on Prescription

Our Fruit & Veg on Prescription Project is showing promising results as an intervention to improve people's health. To date, we have supported almost 200 people and their families. The project is run in partnership with the Bromley by Bow Centre in Tower Hamlets and community health practitioners at the AT Beacon Project in Lambeth. Each week, participants receive up to £8 in Rose Vouchers, which they spend on the fruit and veg of their choice at local markets and food co-ops.

“We all know that the food we eat plays a vital role in our health, but sadly, we are seeing more and more people struggling with food poverty and food-related ill health. At the Beacon Project, we understand the importance of building trust in our community in innovative ways to support those who have fallen through the cracks in healthcare systems due to inequalities in accessing health and wellbeing support. We know that change is possible, and we see the Fruit & Veg on Prescription project making a significant difference to people's health in our community.”



**Dr Chi Chi Ekhaton, GP Lead,  
AT Beacon Project**

## After 8 months:

**80% of participants now eat five portions of fruit and veg each day**, compared to just 28% at the start of the project.

**9 in 10 participants have improved their physical health**, including healthy weight loss, higher energy levels and better digestion.


**7 in 10 people with high blood pressure saw an improvement**, as recorded by doctors and nurses.

Over half of participants shared that their **mental health has also improved** as they worry less about money for food.

With support from social prescribers and healthcare professionals, these positive changes have **resulted in a 40% reduction in GP visits**.







Food-related ill health costs the UK £98 billion per year in terms of costs to the health service and the economy. Behind those bald numbers lies untold misery for the sufferers and their families and carers. All of this is inflicted disproportionately on those living in poverty. By taking this one simple action – providing fruit and veg on prescription the government could do so much to assuage that. And now Alexandra Rose Charity has provided the hard evidence; there is no excuse for the delay. Their Fruit & Veg on Prescription Project improves not only the diet and health of people but also the health of the local food economy. I urge the government to look at the impressive results from these pilots and explore how these can be replicated and scaled as part of a ‘Community Eatwell’ approach to tackling food-related ill health in the UK, as recommended in the 2021 National Food Strategy.



**Henry Dimbleby, Author  
of the National Food  
Strategy Independent  
Review**

**To date, the Fruit & Veg on Prescription project has supported almost 200 people and their families**



## Bridging the Gap

At the end of 2023, we launched a pilot as part of Sustain's Bridging the Gap Project in partnership with Growing Communities, the Women's Environment Network and Leaders in Community.

The Bridging the Gap Project is funded by the National Lottery Community Fund with the aim to explore ways to make healthy, sustainable, climate-friendly food accessible to everyone.

The pilot is running in Tower Hamlets and provides local residents with affordable organic fruit and veg. Through the Bridging the Gap Project, two food co-ops based at the Teviot Centre and Limehouse Town Hall offer their customers a diverse selection of organic fruit and veg at 50% of the usual price. Alongside the discount, families on our early years project can also spend their Rose Vouchers at the co-ops.

### The key findings so far:

Food co-ops have developed a loyal customer base. Up to 2 in 3 customers shopping at the Teviot food co-op are likely to have low incomes, with **37% of the customer base spending Rose Vouchers**.

Customers are **buying more organic produce**, with people replacing £8 worth of conventional fruit and veg with organic produce. The **50% discount on organic produce**, combined with Rose Vouchers, enables many people with low incomes to try organic produce for the first time and diversify their food intake.

Affordable organic produce is helping people feel they have **more control and connection to their food environment**. With the main barrier of cost lessened, customers can now make a 'true choice' between organic or conventional fruit and veg and have the headspace to give their food sources more thought.





“Today, we have launched a long-awaited pilot, offering entirely organic produce. We opened at 11 am and nearly sold out by midday! People could not believe the quality of the fruit and veg and we’ve had such an incredible reaction and enthusiasm.”

**Melanie Sailsbury, project lead at  
Teviot Centre Food Co-op**



**Grow our funding  
and develop  
a balanced,  
sustainable  
funding mix.**

## Income streams

We have continued to diversify our income streams to ensure sustainability. During 2023/24, we successfully raised £1,490,407. A significant portion of our income, £578,692, came from trusts and foundations, maintaining the trend of previous years.

**This year we  
raised **£1,490,407**  
– **£578,692** of which  
came from trusts  
and foundations**



## Community fundraising

In May 2023, we launched the **100k in May Challenge, raising £5,530** through sponsorship donations, which was then doubled through match-funding from our Champions for Children campaign with the Big Give. In January, we promoted challenge events such as the Yorkshire Three Peaks for the first time.



## Reaching out

Our efforts to enhance our profile have yielded significant results. Multiple funders have approached us this year after learning about our work through our social media, communications and networking activity.

## Corporate and Community Fundraising



Our new Corporate and Community Fundraiser joined us in June 2023 and has been a great asset to the team. We have secured a new strategic partnership with Innocent, which will start in 2024; while it's early days, this has the potential to be transformative. Innocent is on a mission to help people live well through the delicious goodness of fruit and veg, which closely aligns with our mission.

## The Big Give

We participated in two successful Big Give match funding campaigns. These fundraisers attract individual givers, corporate funds, and income from trusts and foundations, who benefit from seeing their donations and their impact multiplied by match funding. We raised an incredible £142,171 plus Gift Aid from these two campaigns, an increase of 27% on the previous year.

We also secured a donation from Margaret London to our Big Give Campaigns together with a number of corporate trusts. We've been able to improve our support to long-term corporate partners Artemis Charitable Trust, The Russell Partnership, and Sodexo Stop Hunger Foundation and seek new partnerships with new supporters.

**We raised an incredible £142,171 plus Gift Aid from these two campaigns, an increase of 27% on the previous year.**

**Strengthen our  
organisation, team  
and assets to deliver  
our work efficiently  
and effectively**



## **Influencing policy**

As we enter the final year of our strategy, we have recruited a Policy and Advocacy Manager to help raise the profile of our work with politicians and policymakers. This new initiative is crucial to our mission as we work closely with partner agencies, using our evidence base and knowledge, to advocate for a healthier and more equitable food system.

Policymakers in Westminster have already shown considerable interest in our Fruit & Veg on Prescription Project. Over the coming year, we will engage in more policy activities to highlight our work and the urgent need to improve access to fresh fruit and veg for people on low incomes across the UK.

## **The organisational cost per Rose Voucher has reduced by almost 60% since 2020**

### **Lower costs**

We have improved the organisation's efficiency with a larger team and better tools to support our operations. The organisational cost per Rose Voucher has reduced by almost 60% since the start of our five-year strategy in 2020.







## Growing team

Over the last few years, we have grown our team significantly, from six staff members to fourteen today.

To support our expansion, we have strengthened our fundraising team to generate the income necessary to reach more families in need. Over the past year, we added a Corporate and Community Fundraiser to enhance our engagement with the business sector. We have also strengthened our finance and administrative team, recruiting a Finance and Business Administrator to provide a strong foundation for our future growth.

“

The team at Alexandra Rose Charity are hard-working, skilled and passionate about addressing the issues of food insecurity and food-related ill-health in the UK. Thanks to the dedication of the staff team, we have risen to the challenges of the last few years, increasing our impact and supporting more people than ever to afford the healthy food of their choice.

”

**Jonathan Pauling, Chief Executive,  
Alexandra Rose Charity**

# Building strong partnerships that put local stakeholders in the lead



## Partnerships

We have continued to develop and strengthen our local relationships to enable the efficient and impactful delivery of our work. We are now more embedded within local food infrastructure in all our project areas. This includes involvement with local food partnerships, participation in local Food Poverty Action groups, and engagement with public health teams, local economic development teams, and council members.

Examples of these partnerships include working with Hammersmith & Fulham's Food Strategy Group to improve food supply, food aid and wrap-around support, working with neonatal services in Barnsley, and working with the Scottish Pantry Network to pilot a food pantry project model in Ruchazie, which can be rolled out in other areas across Glasgow.

## Matched funding

All our local authority areas now contribute match funding to the costs of Rose Vouchers, with income from local authorities growing much faster than anticipated in the original strategy. This is a testament to the increasing strength of our local partnerships.

As a team, we exist to support locally managed projects. Our collaborative project model, with support provided by our team, ensures that local people lead, with key decisions on local priorities and delivery objectives made from the bottom up rather than the top down. Our plans will further strengthen this local ownership.

## All our local authority areas now contribute match funding to the costs of Rose Vouchers





The partnerships we have formed in the different communities in which we work are crucial to the success of our projects nationwide. The knowledge and commitment of hundreds of individuals and organisations to giving people access to fresh fruit & veg in their community has allowed us to expand the project in every area of our work.

We are active members of local food partnerships and work closely with local authorities. We are proud to take a collaborative and community-centred approach to developing and managing the Rose Vouchers project.

**Hannah Dakin, Operations Project Manager, Alexandra Rose Charity**



# Boost our profile to drive awareness of our work, support fundraising and increase our advocacy power



## Advocacy

Throughout 2023-24, we supported policy campaigns around the UK to highlight the impact of food poverty and advocate for policies that improve access and affordability of fruit and veg. We also supported campaigns to resolve issues with the government's Healthy Start scheme (which provides food, milk, and vitamins for pregnant women and parents of children under 4 on low incomes).

In February 2024, Henry Dimbleby, leader of the National Food Strategy, gave evidence at the House of Lords Food, Diet & Obesity Committee, commending Rose Vouchers for Fruit & Veg as an initiative he would advise an incoming government to enact immediately.

In March 2024, we recruited a new Policy and Advocacy Manager to drive forward our advocacy work. In 2024-25, we will concentrate on forging relationships with key national and local decision-makers. We will leverage our extensive evidence base to position our work as an innovative solution to combat the linked problems of food poverty and unhealthy food.

## Achievements

We've had a fantastic year for awards! We're honoured to have won the **Food Innovation Award** at the BBC Food & Farming Awards and to have been chosen as a **2024 Changemaker** by the Big Issue.

We were also finalists in two categories at the Third Sector Awards: **Medium Charity of the Year** and **Breakthrough of the Year** for our Fruit & Veg on Prescription Project.

In May 2023, we celebrated reaching our incredible two-millionth Rose Voucher milestone with an event at Barnsley Market.





“ I buy more variety of fruit and veg now that I have Rose Vouchers. Seeing all the fruit and veg displayed nicely lets me see what I want to try. I can offer my son different fruit and veg to try and see what he likes. Rose Vouchers have been a lifesaver. ”


**Rachael, a mum from Barnsley**

“ We are delighted to host the celebration of this milestone. Rose Vouchers provide real support for Barnsley families to adopt healthier lifestyles in the crucial years before school begins. ”

We want Barnsley to be the place of possibilities, and giving children the healthiest possible start is part of helping them lead productive and happy lives in the future.

**Carly Speechley, Executive Director of Children's Services at Barnsley Council**





**“Keep the Rose  
Vouchers going;  
they are really  
helping families.”**

Alicia

## Alicia's story

“ I get all my fruit and veg from Chrisp Street Market; it's close to me and easy to get to. Obviously, you want to incorporate healthy foods into your diet, and with Rose Vouchers, I'm able to get what I need for my son.

Before I had Rose Vouchers, I never really went to the market, but now I go all the time with my son. He's three years old and can choose what he wants to eat when we're out shopping. Seeing all the fruit and veg at the market out on display is inspiring and helps encourage us to try different things.

I have been struggling recently and needed to use the foodbank. I feel like Rose Vouchers really help my life be easier. Those little things, like £4 a week just for fruit and veg, are actually big things, and I'm very grateful.

Rose Vouchers have also freed up some money for me to buy other things I need, so we're not missing out on those things too, especially with the cost-of-living crisis and everything being so expensive.

I'm so glad I saw the sign at the children's centre saying help was available for fruit and veg. I was getting Healthy Start vouchers at the time, but there was a problem when this changed to the digital card, and I didn't get them for six months. Rose Vouchers helped see us through this time, as I could still go to the market and get what I needed. ”



## Zoe's story

“ I'd never heard of Rose Vouchers before I went on maternity leave and started going to the Family Hubs. I asked if any financial support was available and was introduced to Rose Vouchers. I filled out the form on Thursday and picked up my first vouchers the next day. That was two years ago, and I've been getting Rose Vouchers ever since—first for my daughter, who is two years old, and now for my 10-month-old son, too.

Having Rose Vouchers makes a big difference to our food shop. I get £10 a week in vouchers, which for us is like getting fruit & veg for free. For £10 a week, you're getting a bag full of fruit and veg.

I walk into town to Barnsley Market. I have found a fruit and veg stall there that I really like and go to most weeks. On one of the stalls, they sell stew bags, where you can buy all the ingredients for a stew for between £1 – £1.50. They also do fruit baskets. It's really good value for money.

I like to try having at least one vegetable in each meal. When shopping at the market, it's nice to see what's available, such as a courgette, and think about what I can make with that. Having the Rose Vouchers has given us more variety, with my children able to try different fruit and veg I wouldn't have thought of buying before.”



**“My children are able to try different fruit and veg I wouldn't have thought of buying before.”**



## Legal Information

### Trustees

Ms Celia Cole

### Chair

Miss Mara Larson-Richard

### Vice Chair

Ms Patricia Kokocinska

### Treasurer

Mr Charles Clarke

Ms Catherine Elliston

Miss Rasleen Kahai

Dr Carly Foster

*Appointed 28.9.2023*

Ms Alison Inglis-Jones Williams

*Appointed 28.9.2023*

Mr March Hancock

*Chair – Resigned 28.9.2023*

Ms Stephanie Slater

*Resigned 28.9.2023*

Mr Dominic Tayler

*Resigned 28.9.2023*

### Senior Personnel

Jonathan Pauling CEO

### Registered office

Community Base,  
113 Queens Road  
Brighton BN1 3XG

### Independent Auditor

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

### Bankers

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

### Investment Manager

Howard Jenner - Quilter Cheviot

### Registered details

Charity Number 211535

Company Number 00279157

Scottish Charitable Incorporated  
Organisation SC052479

## Financial Commentary

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 outgoing resources for the year of £126,932 (2023 incoming resource of £36,495). Total income was £1,490,407 compared to £1,414,448 to the end of March 2023. Total expenditure during the year was £1,639,246 (2023: 1,351,277). Within that overall increase in expenditure of £287,969, voucher costs rose by £258,332 to £918,076 (from £659,744 up to the end of March 2023). This increase reflects the increasing demand and need for the charity's services during a period in which food price inflation was considerably higher than general inflation. Given that context, the year to the end of March 2024 was the first year since 2016 that the charity recorded an operating deficit, reflecting that increased investment in vouchers. However, the demand and need for the charity's services is increasingly being recognised by a wide range of statutory, trusts/foundations, corporate and individual funders and we are therefore budgeting for and expecting income and expenditure to align more closely in the year ending March 2025.

The value of our investment portfolio rose by £21,907 from £209,130 to £231,037 in line with market trends over the last 12 months.

The Balance Sheet shows total net assets at the end of March 2024 of £572,376 compared with 2022/23 of £706,308. Of the total reserves, £335,303 (2023: £366,903) is unrestricted.

Auditor - The Trustees approved the appointment of Mark Partridge of Chariot House Ltd at the Board Meeting held on 28th September 2023.

## Reserves Policy

Alexandra Rose Charity reserves policy allows for 2 months full running costs and statutory wind down costs.

Our reserve requirement calculation at 31st March 2024 was £323,004.

Our free reserve at 31st March 2024 was £242,378

Board monitoring of the current levels of reserve is done through its quarterly Finance Subgroup meetings. A review of the charity's reserve policy was carried out in the year ending 31 March 2024.

## 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 Operations Subgroup Committee meetings and at the Finance Subgroup Committee 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 2023/24. The charity's investment policy is currently being reviewed in line with updated Charity Commission guidance.

## Trustee's report and statement

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended), present their report with the financial statements of the charity for the year ended 31 March 2024.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

### 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. The Charity undertook registration with the Office of the Scottish Charity Regulator on 13 April 2023. 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 people on low incomes, through improved access to healthy food via 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 and diversity audits of Board 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 and diversity audit of the Board in spring 2024 and this will inform the next round of Trustee recruitment scheduled for autumn 2024.

For the next round of Trustee recruitment, we will focus on trying to recruit Trustees with the following skills and backgrounds:

- Finance
- Legal & regulatory knowledge and experience.
- Fundraising
- Attracting more applicants from diverse backgrounds.

Three Trustees of the Charity resigned in September 2023 – March Hancock, Dominic Taylor, and Stephanie Slater. The Board would like to express their appreciation for all the hard work and energy that they brought to Charity.

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.

The pay and remuneration of all charity staff, including the charity's key management personnel, is reviewed on an annual basis by the Finance Sub Committee of the Board of Trustees and then approved formally by the full Board of Trustees. At present, annual pay changes are index linked to the Consumer Prices Index, including Housing (CPIH).



Approved by the Trustees on 26th September 2024  
and signed on their behalf by Celia Cole, Chair and Patricia Kokocinska, Treasurer



# Report of the independent auditors

## Opinion

We have audited the financial statements of Alexandra Rose Charity (the 'charitable company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the

financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

## Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charity and its activities, and through discussion with the trustees and management, we identified the principal risks of material misstatement both at the financial statement level and at the assertion level.

We considered these risks in the light of various factors including the level of complexity, subjectivity, uncertainty, potential management bias, fraud, materiality and any other relevant factors. We considered the extent to which these would have a material impact on the financial statements and designed our audit work accordingly.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud, and reviewed significant or unusual transactions to identify their underlying supporting rationale.
- We inspected the minutes of meetings of those charged with governance, and made direct enquiries of management and the board of trustees concerning the charity's policies and procedures relating to:
  - o Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - o Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
  - o The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.





In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates were indicative of a potential bias and tested significant transactions that were unusual or those outside the normal course of business.

We also

- discussed and reviewed the charity's business model and forward planning to assess going concern
- communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- Carried out substantive testing on income and expenditure
- Re-performed reconciliations of control accounts, and recalculated items such as depreciation

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding

irregularities occurring due to fraud rather than error, as fraud.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

### Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Mark Partridge FCA (Senior Statutory Auditor)  
for and on behalf of Chariot House Limited  
Chartered Accountants and Statutory Auditor  
44 Grand Parade  
Brighton BN2 9QA

Date: 3rd October 2024

# Statement of Financial Activities incorporating the income and expenditure account

## For year ending 31st March 2024

		2023/24			2022/23		
	Notes	General Fund £	Restricted Fund £	Total £	General Fund £	Restricted Fund £	Total £
<b>Income from</b>							
Donations and Legacies	3	47,933		47,933	33,334	-	33,334
Charitable Activities	4		1,346,855	1,346,855	4,177	1,273,944	1,278,121
Other trading	5		88,227	88,227		95,549	95,549
Investments	6	7,392	-	7,392	7,443	-	7,443
<b>Total Income</b>		<b>55,325</b>	<b>1,435,082</b>	<b>1,490,407</b>	<b>44,954</b>	<b>1,369,494</b>	<b>1,414,448</b>
<b>RESOURCES EXPENDED</b>							
Expenditure on raising funds	7	14,196	199,128	213,324	2,679	154,471	157,150
<b>Expenditure on Charitable activities</b>							
Rose Vouchers	7	94,635	1,331,287	1,425,922	21,981	1,179,146	1,201,127
<b>Total Expenditure</b>		<b>108,831</b>	<b>1,530,415</b>	<b>1,639,246</b>	<b>24,660</b>	<b>1,333,617</b>	<b>1,358,277</b>
Net Income/(expenditure) before gains and losses on investments		(53,506)	(95,333)	(148,839)	20,294	35,877	56,171
Net gains/Losses on investments		21,907	-	21,907	(19,676)	-	(19,676)
<b>Net income/expenditure for the year</b>		<b>(31,599)</b>	<b>(95,333)</b>	<b>(126,932)</b>	<b>618</b>	<b>35,877</b>	<b>36,495</b>
Transfers between funds				-			-
<b>Net Movement in funds</b>		<b>(31,599)</b>	<b>(95,333)</b>	<b>(126,932)</b>	<b>618</b>	<b>35,877</b>	<b>36,495</b>
<b>RECONCILIATION OF FUNDS</b>							
Total funds brought forward		366,903	332,405	699,308	366,285	296,529	662,814
<b>Total funds carried forward</b>		<b>335,304</b>	<b>237,072</b>	<b>572,376</b>	<b>366,903</b>	<b>332,405</b>	<b>699,308</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.



# Balance Sheet

## For year ending 31st March 2024

	Notes	2023/24 Total £	2022/23 Total £
<b>FIXED ASSETS</b>			
Investments	12	231,037	209,130
Tangible Assets	13	2,126	1,899
Intangible Assets	14	90,799	72,697
		<b>323,963</b>	<b>283,726</b>
<b>CURRENT ASSETS</b>			
Debtors	15	61,626	140,000
Cash at bank and in hand		420,393	392,999
<b>TOTAL CURRENT ASSETS</b>		<b>482,019</b>	<b>532,999</b>
<b>CREDITORS: Amounts falling due within one year</b>	16	218,606	102,417
NET CURRENT ASSETS		263,414	430,582
Provision for Liabilities	17	15,000	15,000
<b>NET ASSETS</b>	21	<b>572,376</b>	<b>699,308</b>
<b>ACCUMULATED FUNDS</b>			
Unrestricted funds			
General fund	20	335,303	366,903
Restricted funds	19	237,073	332,405
		<b>572,376</b>	<b>699,308</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.

Approved by the board for issue on  
26th September 2024

Signed



Celia Cole  
Chair of Trustees

# Cash flow statement

## For year ending 31st March 2024

	Notes	2023/24 £	2022/23 £
<b>Net cash from operating activities</b>			
Net income		(126,932)	43,495
Depreciation	13	2,778	2,291
Amortisation	14	34,971	61,318
Investment Income	6	(6,654)	(7,275)
Loss on fixed asset write off		354	-
(Gains)/losses on investments	12	(21,907)	19,676
Increase/(Decrease) in creditors	16	116,187	49,171
(Increase)/Decrease in debtors	15	78,374	(6,762)
		<b>77,171</b>	<b>161,914</b>
<b>Cash flows used in investing activities:</b>			
Investment Income		6,654	7,275
Purchase of tangible fixed assets	13	(3,358)	(719)
Purchase of intangible fixed assets	14	(53,072)	(47,196)
Sale of investments	12	-	-
Purchase of investments	12		
		(49,777)	(40,641)
<b>Increase/(decrease) in cash</b>		<b>27,394</b>	<b>121,273</b>
Cash and cash equivalents at the beginning of the period		392,999	271,726
Cash and cash equivalents at the end of the period		420,393	392,999



# Statement of Financial Activities

## Notes to the Accounts for year ending 31st March 2024

### 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.

Support costs comprise of the costs of staff not directly involved in delivering charitable activities or raising funds. They also include other costs associated with the general infrastructure and administration 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

**App Software** 20% straight line

**Website Development** 3 year 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.

## Notes to the Accounts for year ending 31st March 2024 - continued

### 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 uses of the restricted funds are set out in the notes to the accounts.

Unrestricted funds are funds which 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 which trustees have allocated to be spent on a specific purpose.

### 2.12 Basic Financial Instruments

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

### 2.13 Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, the charity is required to make judgments, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors considered to be relevant. Actual results may differ from these estimates.

There are no estimates and assumptions that are considered to have a significant risk of causing a material adjustments to the financial statements in a future period.





## Notes to the Accounts for year ending 31st March 2024 - continued

### 3 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	Year to 31 March 2024 £	Year to 31 March 2023 £
Donations	47,933	-	47,933	27,934
Legacies	-	-	-	5,400
	<b>47,933</b>	<b>-</b>	<b>47,933</b>	<b>33,334</b>

### 4 Income from charitable activities

	Unrestricted funds £	Restricted funds £	Year to 31 March 2024 £	Year to 31 March 2023 £
Grants and Corporate Donations		1,346,855	1,346,855	1,273,944
Kickstart support	-	-	-	4,177
	<b>-</b>	<b>1,346,855</b>	<b>1,346,855</b>	<b>1,278,121</b>

### 5 Income from other trading

	Unrestricted funds £	Restricted funds £	Year to 31 March 2024 £	Year to 31 March 2023 £
Events		88,227	88,227	95,549
	<b>-</b>	<b>88,227</b>	<b>88,227</b>	<b>95,549</b>

### 6 Income from investments

	Unrestricted funds £	Restricted funds £	Year to 31 March 2024 £	Year to 31 March 2023 £
Interest receivable	737	-	737	168
Dividends	6,654	-	6,654	7,275
	<b>7,392</b>	<b>-</b>	<b>7,392</b>	<b>7,443</b>

<b>Total income</b>	<b>55,325</b>	<b>1,435,082</b>	<b>1,490,407</b>	<b>1,414,448</b>
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## Notes to the Accounts for year ending 31st March 2024 - continued

### 7 Total Expenditure

	Staff Costs £	Direct Service Costs £	Support and Governance Costs £	Total 2024 £	Total 2023 £
<b>Raising Funds</b>					
Activities undertaken directly	156,742	42,297	-	199,039	147,302
Support Costs (note 8)	9,311	-	4,974	14,285	9,848
<b>Total Raising Funds</b>	<b>166,053</b>	<b>42,297</b>	<b>4,974</b>	<b>213,324</b>	<b>157,150</b>
<b>Charitable activity - Rose Voucher projects</b>					
Activities undertaken directly	239,206	1,091,215	-	1,330,421	1,116,012
Support costs (note 8)	62,248	-	33,253	95,501	75,267
<b>Total Charitable activity</b>	<b>301,454</b>	<b>1,091,215</b>	<b>33,253</b>	<b>1,425,922</b>	<b>1,201,127</b>
<b>Total Expenditure</b>	<b>467,507</b>	<b>1,133,512</b>	<b>38,227</b>	<b>1,639,246</b>	<b>1,358,277</b>

### 8 Support costs

	Year to 31st March 2024 £	Year to 31st March 2023 £
Staff costs	71,559	47,453
Bank charges	66	189
Accountancy, bookkeeping and payroll fees	2,588	681
Legal and professional fees	-	-
Rent	5,529	5,265
Insurance	1,436	1,075
Telephone	1,255	1,132
Print, post and stationery	622	510
IT costs	2,736	3,171
Subscriptions and registrations	453	633
Conferences and training	2,483	3,765
Comms, advertising and marketing	3,951	6,761
Website and apps	4,633	2,918
Consultancy	-	-
Recruitment	1,721	2,216
Sustenance	1,175	923
Other	1,043	24
Governance (note 9)	8,537	8,400
	<b>109,787</b>	<b>85,115</b>

## Notes to the Accounts for year ending 31st March 2024 - continued

### 9 Governance Costs

	Year to 31st March 2024 £	Year to 31st March 2023 £
Trustee expenses	137	-
Auditors remuneration	8,400	8,400
	<b>8,537</b>	<b>8,400</b>

### 10 Trustees

One trustee was re-imbursed travel expenses totalling £137 in the year. (2023 No trustees were reimbursed during the year.)

The charity's investments are managed by Quilter Cheviot. Dominic Tayler (trustee up to 28 September 2023) was an employee of Quilter Cheviot for part of this financial year. Dominic was 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.

Two of our trustees (up to 28 September 2023) sit on the boards of charitable organisations which provided ARC with grants during the year. The trustees were not involved in the decision making process in providing the grants.

There were no other related party transactions requiring disclosure.

### 11 Employees

**Number of employees:** The average number of employees during the period was 13 (2023 : 12).

#### Employment costs

	Year to 31st March 2024 £	Year to 31st March 2023 £
Wages and salaries	407,742	332,594
Social security costs	35,110	28,175
Other pension cost	24,655	19,825
	<b>467,507</b>	<b>380,594</b>

The charity considers the Key Management Personnel to be the trustees, CEO and senior management team.

The total employee benefits of key management personnel of the Charity were £181,961 ( to March 2023: £141,022). Two of the senior management team were on either unpaid leave or reduced hours for part of the year to March 2023.

One employee's annual emoluments were between £60,000 and £70,000 during the period (2023: none).



## Notes to the Accounts for year ending 31st March 2024 - continued

### 12 Fixed Asset Investments

	Year to 31st March 2024 £	Year to 31st March 2023 £
Fair value at beginning of period	209,130	228,806
Acquisitions at cost	-	-
Disposals at carrying value	0	0
Net gains/(losses) on revaluations	21,907	(19,676)
<b>Fair value at end of period</b>	<b>231,037</b>	<b>209,130</b>
Historical Cost	205,876	205,876

### 13 Tangible Fixed Assets

	Computer Equipment £
<b>Cost</b>	
At 1 April 2023	11,877
Additions	3,358
Write off	529
<b>At 31 March 2024</b>	<b>14,706</b>
<b>Depreciation</b>	
At 1 April 2023	9978
Additions	2,778
Write off	176
<b>At 31 March 2024</b>	<b>12,580</b>
<b>Net Book Value</b>	
At 31 March 2024	<b>2,126</b>
At 31 March 2023	<b>1,899</b>

## Notes to the Accounts for year ending 31st March 2024 - continued

### 14 Intangible Fixed Assets

	App Software and Website
<b>Cost</b>	£
At 1 April 2023	305,790
Additions	53,072
<b>At 31 March 2024</b>	<b>358,862</b>
<b>Amortisation</b>	£
At 1 April 2023	233,092
Charge for period	34,971
<b>At 31 March 2024</b>	<b>268,063</b>
<b>Net Book Value</b>	£
At 31 March 2024	<b>90,799</b>
At 31 March 2023	<b>72,697</b>

### 15 Debtors

	Year to 31st March 2024 £	Year to 31st March 2023 £
Trade debtors	53,329	140,000
Prepayments	8,298	-
Accrued Income	-	-
Taxation/pensions	-	-
Other debtors	-	-
	<b>61,626</b>	<b>140,000</b>

## Notes to the Accounts for year ending 31st March 2024 - continued

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

	Year to 31st March 2024 £	Year to 31st March 2023 £
Trade debtors	16,080	4,685
Deferred income	161,500	80,000
Accruals	8,400	8,400
Taxation/social security	28,424	8,357
Other creditors	4,149	975
	<b>218,606</b>	<b>102,417</b>

### 17 Provision for Liabilities

	Year to 31st March 2024 £	Year to 31st March 2023 £
Unredeemed Vouchers	15,000	15,000
	<b>15,000</b>	<b>15,000</b>

### 18 Pensions

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

At the balance sheet date £4,201 (2023: £975) was owed in respect of contributions to schemes.

	Year to 31st March 2024 £	Year to 31st March 2023 £
Contributions payable by the Charity for the period	24,655	19,825



## Notes to the Accounts for year ending 31st March 2024 - continued

### 19 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 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31st March 2024 £
<b>UNRESTRICTED FUNDS</b>					
<b>Total Unrestricted Funds inc f/a</b>	<b>366,903</b>	<b>77,232</b>	<b>108,832</b>	<b>-</b>	<b>335,303</b>
<b>Restricted Grants</b>					
National Lottery Community Fund	2,130	265,739	267,869	-	-
Guy's & St Thomas' Charity	80,792	310,000	371,992	-	18,800
Garfield Weston Foundation	-	40,000	40,000	-	-
London Borough of Lambeth	24,601	55,000	49,351	-	30,250
London Borough of Hackney	6,728	20,000	26,728	-	-
Glasgow City Council	14,928	-	14,928	-	-
London Borough of Hammersmith & Fulham	628	16,000	16,628	-	-
Barnsley Metropolitan Borough Council	-	80,000	42,252	-	37,748
People's Postcode Lottery Trust	300	-	300	-	-
Foundation Ireland	-	16,936	16,936	-	-
Foundation Scotland (Volant Trust)	2,007	7,500	9,507	-	-
Sodexo Stop Hunger Foundation	6,249	-	6,249	-	-
The February Foundation	-	6,000	6,000	-	-
Glasgow City Health and Social Care Partnership	-	9,000	9,000	-	-
London Borough of Tower Hamlets	47,718	95,707	109,469	-	33,956
Sustain	3,723	47,519	38,421	-	12,821
WCCSA	1,000	-	1,000	-	-
The Chalk Cliff Trust	5,000	5,000	10,000	-	-

## Notes to the Accounts for year ending 31st March 2024 - continued

The Mushroom Fund	2,000	-	2,000	-	-
CSJ Borrows Charity	3,642	-	3,642	-	-
David Austen Roses	20,153	-	20,153	-	-
Centre for Social Justice Foundation (Thornton)	10,000	-	10,000	-	-
ZVM Rangoonwala Foundation	2,000	-	2,000	-	-
Brown Dog (CAF American Donor Fund)	3,000	-	3,000	-	-
London Borough of Southwark Council	-	141,000	115,804	-	25,196
Feeding Liverpool	-	79,558	47,089	-	32,469
Salient	-	1,200	1,200	-	-
Hackney Parochial Charities	-	10,000	1,000	-	9,000
Hammersmith & Fulham Giving	-	15,717	15,717	-	-
RA Croxon Will Trust	-	500	500	-	-
The Robertson Trust	-	25,000	25,000	-	-
The Ludlow Trust	-	14,980	13,252	-	1,728
Mayors Fund for London Kitchen Social	-	1,000	-	-	1,000
Riverside Foundation	-	5,000	319	-	4,681
Henry Oldfield Trust	-	5,000	5,000	-	-
<b>Total Restricted Grants</b>	<b>236,599</b>	<b>1,273,356</b>	<b>1,302,306</b>	<b>-</b>	<b>207,649</b>
<b>Restricted Corporate Donations</b>					
Artemis Charitable Foundation	-	12,500	12,500	-	-
London City Airport Community Fund	-	3,000	-	-	3,000
innocent Drinks	-	58,000	49,700	-	8,300
<b>Total Restricted Corporate Donations</b>	<b>-</b>	<b>73,500</b>	<b>62,200</b>	<b>-</b>	<b>11,300</b>

## Notes to the Accounts for year ending 31st March 2024 - continued

### 19 Fund Statement continued

#### Restricted Fundraising

The Big Give	84,833	46,574	113,284	-	18,123
Champions for Children	9,867	41,653	51,520	-	-
Liverpool Donations	1,106	-	1,106	-	-
<b>Total Restricted Individual Donations</b>	<b>95,806</b>	<b>88,227</b>	<b>165,910</b>	<b>-</b>	<b>18,123</b>
<b>Total Restricted Funds</b>	<b>332,405</b>	<b>1,435,083</b>	<b>1,530,415</b>	<b>-</b>	<b>237,073</b>
<b>TOTAL FUND BALANCES</b>	<b>699,308</b>	<b>1,512,315</b>	<b>1,639,247</b>		<b>572,376</b>

	Balance at 31st March 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31st March 2023 £
<b>UNRESTRICTED FUNDS</b>					
<b>Total Unrestricted Funds inc f/a</b>	<b>366,284</b>	<b>43,452</b>	<b>42,834</b>		<b>366,903</b>

#### Restricted Grants

National Lottery Community Fund	8,964	147,000	153,834		2,130
Esmee Fairbairn Foundation	6,063	-	6,063		-0
Guy's & St Thomas' Charity	-	662,931	582,139		80,792
Garfield Weston Foundation	3,600	40,000	43,600		-
London Borough of Lambeth	114,102	75,000	164,501		24,601
London Borough of Hackney	1,939	20,000	15,211		6,728
Glasgow City Council	29,085	-	14,158		14,928
London Borough of Hammersmith & Fulham	8,227	11,750	19,349		628
Barnsley Metropolitan Borough Council	29,490	-	29,490		0
People's Postcode Lottery Trust	-	25,000	24,700		300



## Notes to the Accounts for year ending 31st March 2024 - continued

### 19 Fund Statement continued

Foundation Ireland	-	17,113	17,113	-
Foundation Scotland (Volant Trust)	9,275	7,500	14,768	2,007
The Hodge Foundation	2,500	-	2,500	-
ING	8,000	-	8,000	-
Sodexo Stop Hunger Foundation	-	11,000	4,751	6,249
The Charles Wolfson Charitable Trust	2,000	-	2,000	-
The February Foundation	5,000	-	5,000	-
The Hobson Charity	-	10,000	10,000	-
The Evan Cornish Foundation	-	3,000	3,000	-
The Drapers Charitable Fund	-	20,000	20,000	-
Glasgow City Health and Social Care Partnership	-	25,000	25,000	-
London Borough of Tower Hamlets	-	90,000	42,282	47,718
Sustain	-	7,500	3,777	3,723
WCCSA	-	1,000	-	1,000
Greenhall Trust	-	2,000	2,000	-
The Chalk Cliff Trust	-	5,000	-	5,000
The Mushroom Fund	-	2,000		2,000
Centre for Social Trust (Borrows)	-	8,500	4,858	3,642
David Austen Roses	-	32,000	11,848	20,152
Centre for Social Justice (Thornton)	-	10,000	-0	10,000
ZVM Rangoonwala Foundation	-	2,000		2,000
Brown Dog (CAF American Donor Fund)	-	3,000		3,000
The Daisy Trust	1,500	2,500	4,000	-
<b>Total Restricted Grants</b>	<b>229,747</b>	<b>1,240,794</b>	<b>1,233,942</b>	<b>236,599</b>

## Notes to the Accounts for year ending 31st March 2024 - continued

### 19 Fund Statement continued

#### Restricted Corporate Donations

Artemis Charitable Foundation	5,000	-	5,000	-
Liverpool project	1,595	1,500	3,095	-
<b>Total Restricted Corporate Donations</b>	<b>6,595</b>	<b>1,500</b>	<b>8,095</b>	<b>-</b>

#### Restricted Fundraising

Big Give	60,188	84,833	60,188	84,833
Champions for Children	-	39,626	29,760	- 9,867
Liverpool Donations	-	4,240	3,134	1,106
<b>Total Restricted Individual Donations</b>	<b>60,188</b>	<b>128,699</b>	<b>93,082</b>	<b>95,806</b>
<b>Total Restricted Funds</b>	<b>296,530</b>	<b>1,370,993</b>	<b>1,335,118</b>	<b>332,405</b>
<b>TOTAL FUND BALANCES</b>	<b>662,814</b>	<b>1,414,445</b>	<b>1,377,952</b>	<b>699,308</b>

## Notes to the Accounts for year ending 31st March 2024 - continued

### 19 Fund Statement continued

#### Restricted Funds – Provider and Purpose

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**The Artemis Charitable Foundation**

Funding London Rose Vouchers for Fruit and Veg projects and core costs of operating Rose Voucher projects

**Barnsley Council**

Funding the Barnsley Rose Vouchers for Fruit and Veg project

**The Big Give**

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

**Brown Dog/ CAF American Donor Fund**

Donation funding the Southwark Rose Vouchers for Fruit and Veg project

**The Chalk Cliff Trust**

Funding the core costs of the charity

**Centre for Social Justice Foundation**

Donation funding for Rose Voucher for Fruit and Veg projects in Barnsley and Liverpool

**Champions for Children by The Childhood Trust**

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

**RA Croxon Will Trust**

Funding the Lambeth Fruit and Vegetable on Prescription project

**David Austin Roses**

Funding the core costs of operating the Rose Voucher projects

**The February Foundation**

Funding for the Hackney Rose Vouchers for Fruit and Veg project

**Feeding Liverpool**

Funding the Liverpool Rose Vouchers for Fruit and Veg project

**Foundation Ireland**

Funding the Glasgow 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 for Fruit and Veg projects in Barnsley and Liverpool

**Glasgow City Council**

Funding the Glasgow Rose Vouchers for Fruit and Veg project

**Glasgow City Health and Social Care Partnership**

Funding the Glasgow Rose Vouchers for Fruit and Veg project

**Guys and St Thomas Charity**

Funding for the Southwark and Lambeth Rose Vouchers for Fruit and Veg projects

Funding the Lambeth Fruit and Vegetables on Prescription project

Funding the charity's advocacy and influencing strategies aligned to Rose Voucher projects

Funding the core costs of operating Rose Voucher projects

**London Borough of Hackney**

Funding the Hackney Rose Vouchers for Fruit and Veg project

**Hackney Parochial Charities**

Funding the Hackney Rose Vouchers for Fruit and Veg project



## Notes to the Accounts for year ending 31st March 2024 - continued

### 19 Fund Statement continued

#### Restricted Funds – Provider and Purpose

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**London Borough of Hammersmith & Fulham**

Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg project

**Hammersmith & Fulham Giving**

Funding the Hammersmith & Fulham Rose Vouchers for Fruit and Veg project

**Henry Oldfield Trust**

Funding the Lambeth Fruit and Vegetables on Prescription and Southwark Rose Vouchers for Fruit and Veg projects

**Innocent Drinks**

Funding the Rose Vouchers for Fruit and Veg projects in England and Glasgow

**London Borough of Lambeth**

Funding the Lambeth Rose Vouchers for Fruit and Veg and Fruit and Vegetable on Prescription projects

**Liverpool Project Funding (various)**

Funding the Liverpool Rose Vouchers for Fruit and Veg project

**London City Airport Community Fund**

Funding the Tower Hamlets Rose Vouchers for Fruit and Veg project

**Ludlow Trust**

Funding Rose Vouchers projects and core costs of operating Rose Voucher projects

**Mayors Fund for London Kitchen Social**

Funding the Lambeth Rose Vouchers for Fruit and Veg project

**The Mushroom Fund**

Funding the Liverpool Rose Vouchers for Fruit and Veg project

**National Lottery Community Fund**

Funding the Rose Vouchers for Fruit and Veg projects in England

**People's Postcode Lottery Trust**

Funding for Rose Voucher for Fruit and Veg projects in Barnsley and Liverpool

**Riverside Foundation**

Funding the Tower Hamlets Rose Vouchers for Fruit and Veg project

**Robertson Trust**

Funding the Glasgow Rose Vouchers for Fruit and Veg project

**Salient (ESRC)/University of Liverpool**

Funding Rose Voucher projects

**Sodexo Stop Hunger Foundation**

Funding for the Rose Voucher Fruit and Veg project in Barnsley

**Southwark Council**

Funding the Southwark Rose Vouchers for Fruit and Veg project

**Sustain**

Funding Alexandra Rose Charity's contribution to the Bridging the Gap project

**London Borough of Tower Hamlets**

Funding the Tower Hamlets Rose Vouchers for Fruit and Veg and Fruit and Vegetable on Prescription projects

**The Worshipful Company of Chartered Secretaries and Administrators Charitable Trust**

Funding the Hackney Rose Vouchers for Fruit and Veg project

**ZVM Rangoonwala Foundation UK**

Funding Rose Voucher projects

## Notes to the Accounts for year ending 31st March 2024 - continued

### 20 Analysis of net assets between funds

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
Fund balances at 31 March 2024 are represented by:				
	£	£	£	£
Fixed Assets	323,963			323,963
Current Assets	244,947		237,073	482,019
Creditors: amounts falling due within one year	(218,607)			(218,606)
Provision for Liabilities	(15,000)			(15,000)
	<b>335,303</b>		<b>237,073</b>	<b>572,376</b>

### 21 Commitments under operating leases

At 31 March 2024 (and 31 March 2023) the company had no commitments under non-cancellable operating leases. Included within the statement of financial activities are operating lease payments of £nil (2023: £nil).

### 22 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.



Rose 1 for fruit & veg

Equivalent to £1 in exchange for fruit and vegetables at participating outlets

Valid until:







# Giving families access to fresh fruit and veg in their communities.

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