

REGISTRAR OF COMPANIES

Rays of Sunshine

Annual Report and Financial Statements

31 December 2018

Charity Registration Number 1102529

Company Limited by Guarantee
Registration Number
04860607 (England and Wales)

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Reference and administrative details of the charity, its trustees and advisers

Trustees	Stephen Allan (Chairman) Daniel Coleman Nicholas Davis David Joseph CBE Justin Randall
Principal office	4th Floor Berkeley House 304 Regents Park Road London N3 2JY
Charity registration number	1102529
Company registration number	04860607
Website	www.raysofsunshine.org.uk
Auditor	Buzzacott LLP 130 Wood Street London EC2V 6DL
Bankers	Barclays Bank plc 27 Soho Square London W1D 3QR
Solicitors	Mishcon de Reya LLP Africa House 70 Kingsway London WC2B 6AH

Annual Report and Financial Statements 2018

2018 was an extremely busy and productive year during which:

- We were officially recognised and awarded the prestigious Queen's Award for Voluntary Service.
- We more than tripled our reach and our services and touched the lives of almost 30,000 seriously ill children through our wishes, our hospital activity days, our hospital Ward Wishes and our treats programme.
- The demand for our services has increased 100% since 2011.
- For every wish we fulfilled, we received £1,500 worth of gifts in kind (£1,000 in 2017).
- We held an evening with The Home Secretary, Sajid Javid raising over £300,000.
- We held our first Corporate Fundraising Ball raising over £640,000.
- We completed the first year of our two-year partnership with Deutsche Bank, which has raised more than £1.24 million, with the overall charity of the year programme raising more in the first year than any of their previous charity partnerships.
- Hosted wish days with a variety of our incredible ambassadors, including Little Mix, Harry styles, Dele Alli, Shawn Mendes, Niall Horan, Yianni Charalambous and Mesut Ozil, who all took time out of their hectic schedules to spend time with our wish children.
- Organised multiple events with Olly Murs, who continues to be one of our most prolific ambassadors.
- Were selected by Ferrari Northern Europe as their chosen charity for our fifth year. Thirty of our supercar-loving wish families were invited to experience the thrill of riding in a Ferrari at high speed around the Silverstone track.
- We received our largest amount of wish requests to go to Lapland this year. 17 families travelled to Finland and despite fears following an unseasonable lack of snow – a timely snow fall helped ensure that a magical time was had by all.
- Brought sunshine to our families by organising our annual Christmas parties. Thanks to the tireless work of our volunteers in London and Manchester we entertained over 1,200 guests. As ever, we can't thank them enough for all of their hard work and dedication in making these events so magical for our families.

Chief Executive's report Year ended 31 December 2018

- Each year our choir inspired more audiences with their talent and bravery. The Rays of Sunshine Children's Choir is made up of children and young people who have previously had their wishes granted by the charity. Being a member of our choir provides incredible once-in-a-lifetime opportunities and the chance to form special friendships and boost self-confidence. This year their performances have included joining Alfie Boe on stage at Kenwood House and performing with Gareth Malone during his Christmas concert at the newly refurbished Alexandra Palace theatre.
- We were the beneficiaries of three new and exciting events. This included the Global Gift Gala, a star-studded night which raised more than £100,000 and saw our choir perform with Alfie Boe in front of a highly esteemed audience including HRH Princess Beatrice, Eva Longoria and Victoria Beckham.
- We were also the beneficiaries of Costa Smeralda Invitational in Sardinia which was highly successful both in terms of fundraising and awareness.
- Our Ambassador Yianni Charalambous championed Rays of Sunshine to benefit from a supercar charity event at Sharnbrook and he will be holding an international supercar rally for us during 2019.
- We doubled our popular hospital team activity programme around the country, fulfilling 105 activity days, allowing us to deliver smiles and sunshine to hundreds of children receiving treatment at 46 hospital wards around the country.
- Increased the number of outings and high-profile events that help to make our wish children feel special and part of the Rays of Sunshine family.

Rays of Sunshine does not receive any Government funding. This means we are reliant on the support of our donors, corporate partners and volunteers more than ever to meet the increased demand for our services. Every penny we raise helps avoid the heart-breaking situation of having to keep seriously and terminally ill children waiting for their wishes.

Wishes

In 2018, Rays of Sunshine received 1,103 wish requests.

When we grant a wish, we include the whole family so that everyone can share life-long memories. Every wish is unique, and every wish brings joy and strength to our brave wish children and their families.

We have continued to strengthen the wish team. We are fortunate that our structure is versatile, and we can add to our team as required. Each one of our wish granters works to their maximum capacity of wishes at any one time.

We granted 624 wishes in 2018 and each wish we grant, brings us closer to achieving our vision of making every seriously ill child's wish come true.

It is with huge sadness that we saw the loss of 44 of our wish children in 2018. We remember each child and hope that memories of our wishes help their family when they need it the most.

Wishes (continued)

We are exceptionally grateful to our hard-working Wish Appeals Committee, made up of our team of medical consultants, Dr Warren Hyer, Dr Michelle Afif, Dr Matthew Fenton and Dr Ruby Schwartz, and to our Chair, Hayley Allan. Each of them volunteers their time and expertise and they provide our wish team with invaluable advice to ensure that every medical need can be met during a wish.

Our gratitude also goes to the medical consultants and play specialists who refer the majority of wishes to us. Their ongoing feedback enables us to continue to refine our service and provide them with the support they need.

We like to say that once a child has had a wish with us they become part of the Rays of Sunshine family. Staying in touch with our wish children is very important to us and we believe is something that makes us unique in the wish-granting world. We continue to keep in contact with our wish families and provide a distraction long after their wishes have been granted or, in some case, before their wish has been granted.

Hospitals and Activity Days

We continue to increase our profile within hospitals and hospices across the UK, all of whom refer wishes to us.

Our Hospital Activity Days are designed to reduce the feeling of isolation amongst children during their stay in hospital and provide them with access to innovative and fun activities to both stimulate them and brighten their days.

Some of the children we visit have spent their entire life in hospital. All activities are designed to be portable, to ensure that those children unable to leave their hospital beds are fully included. Thanks to the support of volunteers in London and Manchester, 46 hospital wards across the country enjoyed entertainment last year, including building bears, balloon modelling, Bollywood dancers, face painting and pampering.

Ward Wishes

Our Ward Wish Scheme, which we started in January 2012, continues to flourish and in 2018 we granted 19 ward wishes. Ward Wishes enable us to reach thousands more children and help to make their stay in hospital just that bit more bearable. Ward Wishes granted in 2018 included a magic carpet projector for children undergoing rehabilitation for neurological injuries and conditions and treatment room resources.

The Impact of a Wish

Anyone who has seen the impact a wish can have on a sick child and their family understands the power of a wish. Every day at Rays of Sunshine we receive reminders of the profound impact that we are having on the lives of seriously ill children.

On a daily basis, we receive letters, emails and phone calls from parents, telling us how our wishes have made a difference. They do so, not just by putting a smile on their child's face, but also by improving their self-esteem, confidence, reducing their feelings of isolation and aiding their response to treatment. At the same time, our wishes enable the whole family to create lasting precious memories.

The Impact of a Wish (continued)

Our wish team speaks to every wish family after the child's wish has taken place in order to obtain feedback about the experience. This enables us to identify the positive impact a wish has on a child's physical and emotional well-being and the effect on their family. It also allows us to assess how well Rays of Sunshine has performed in granting wishes.

Each score shown below is a percentage based on the responses received from parents who completed our Happiness Index survey.

- 99% of families would recommend Rays of Sunshine.
- 94% said the wish experience created an opportunity to capture family moments.
- 97% said the wish had a positive effect on their child's self-esteem and confidence.
- 92% said the wish provided their child with a distraction from medical appointments and treatment.
- 94% said their child felt more positive and hopeful following their wish.
- 87% said the wish improved their child's frame of mind and helped them cope better with the challenges of their condition and their treatment.
- 85% said the wish and the anticipation of the wish improved their child's physical well-being.

As you can see, the work we do helps seriously ill children build positive relationships, promotes self-belief, reduces feelings of isolation, aids their response to treatment and enables their whole family to create lasting precious memories.

In a YouGov survey conducted amongst our medical referrers, 97% agreed that having a wish granted has a positive effect on the health of a child who has a life-shortening or serious illness.

The overriding message is that we make our wish children feel extraordinary, rather than disadvantaged.

Celebrity Ambassadors

Our celebrity ambassadors play a key role at Rays of Sunshine. Not only do they fulfil our wishes and allow us to hold remarkable wish days, they also perform at our events and support our fundraising activities. We are extremely grateful to all our celebrity ambassadors as they give their time for free and allow us to make children's wishes come true. Their contribution is invaluable.

Our children wish ambassadors continue to raise awareness throughout the UK of the work we do, as well as referring wishes and for that we can't be more grateful.

Corporate Partnerships and Awards

Our corporate partnerships are extremely important to us and during 2018 were responsible for 49% of our income, excluding donated gifts in kind. Our corporate partnerships remain crucial, in not only raising funds, but also boosting Rays of Sunshine's profile.

We have an outstanding record of corporate partnerships and have excellent references from companies we have worked with.

We were thrilled to have been chosen to become Deutsche Bank's charity partner, together with Cure Leukaemia, for 2018-2020. So far, we have raised £1.24 million, but our partnership is far more than just fundraising. We received valuable help from a strategic think tank which helped develop the charity's community strategy and helped us reposition our proposition, 175 employees gave 591 hours of time, we are developing a Rays of Sunshine app thanks to a tech partner secured via DB. We have 24 DB employees running the London Marathon in 2019 and as a direct result of our partnership we employed our first Health Play specialist, granted 87 magical wishes and ran 43 hospital activity days.

Structure, governance and management

Rays of Sunshine is incorporated as a charitable company limited by guarantee (charity number 1102529, company number 04860607). It is governed by its Memorandum and Articles of Association as amended by a special and a written resolution dated 16 May 2011. The trustees, who are also the directors for the purpose of company law, and who served during the year, are set out below.

Trustees

Stephen Allan (Chairman)
Nicholas Davis
David Joseph CBE
Justin Randall FCA
Daniel Coleman

The trustees have overall responsibility for Rays of Sunshine's strategy and governance and meet on a quarterly basis. Jane Sharpe, the Chief Executive Officer, is responsible for managing the organisation's activities and executing the strategic plan with the support of the office team (24 full-time and 4 part-time staff in 2018). The Chief Executive attends all the trustee and executive meetings and senior staff are invited in rotation to present to the executive board.

In addition to the Board of Trustees, the charity is also supported by the following committees:

The Executive Board is chaired by Richard Burston and is composed of 11 other members including a wish mum, who is an ardent supporter of the charity. Each of these members are esteemed professionals in their respective industries and use their expertise to provide valuable advisory services to the charity. The main areas of focus at the Executive Meetings are strategy and fundraising and meetings are held bi-monthly.

The Administration and Finance Committee, chaired by treasurer and trustee, Justin Randall also includes four other members, the CEO and the Head of Finance of the charity. The Committee meets at least 3-4 times a year to discuss, decide, and implement various financial strategies on behalf of the charity. Areas of discussion include budgets, management accounts, year-end audit, etc.

The Remuneration Committee, mainly composed of the trustees and chaired by Daniel Coleman, is responsible for overseeing the charity's pay and reward structures and approving annual pay increases. These are usually based upon the position of the charity's finances and the cost of living in general. Annual bonus payable to the CEO based on specific objective conditions is ratified by this Committee. Details of remuneration payable to key management personnel is included in note 8.

Rays of Sunshine operates an equal opportunities recruitment policy and recognises that the long-term success and performance of the charity is directly linked to the talents, motivation and accomplishments of our employees and is therefore committed to the development of its employees and building its capability as an organisation.

Structure, governance and management (continued)

The Wish Appeals Committee Chaired by Hayley Allan includes medical professionals (as applicable) and members of the Wish Team who meet regularly to discuss and approve wish applications received based on set approval criteria.

Examples of other working committees are the Strategy Committee, The Hospital and Ward Wish Committee, The Art Committee, The Corporate Committee and The Property Committee each of which is created for the specific purpose/event as required and headed by a member either Jane Sharpe, the CEO or a member of the Board of Trustees or the Executive Board.

All trustees give their time voluntarily and receive no benefits from the charity.

Recruitment, appointment and induction of new trustees

The company's Articles of Association provide for a minimum of four and a maximum of 15 trustees. Where there is a requirement for new trustees, these would be recruited and appointed by the chairman and existing trustees. The chairman and the chief executive are responsible for the induction of any new trustees, which involves awareness of a trustee's responsibilities, the beliefs of the charity and meetings with all staff members.

Key management personnel

The key management personnel of the charity comprises the trustees, the Chief Executive Officer, Finance Manager, Head of Wish Operations, Head of Fundraising, Wish Engagement Manager and Head of Communications and Development.

Principal risks and uncertainties

A Risk Register is maintained and formally reviewed by the trustees and the Administration and Finance Committee annually. The annual review identifies the types of risks the charity faces, prioritises them in terms of likelihood of occurrence and potential impact and identifies means of mitigating these risks.

The trustees have recognised the following risks as being key priority to the charity:

- a) **Sustainability and growth**- There is continued focus on diversification of income streams to address any issues around this. In 2018, we hosted two new events and continue to explore new and stable avenues of fundraising.
- b) **Increase in average wish costs**- The impact of Brexit and other factors on the average wish costs has been a major point of discussion in 2018. We continue to seek support from our partnerships and suppliers in keeping these costs down as well as strengthening our financial skills and controls.
- c) **Adverse media reporting**- The charity manages this risk by having agreed procedures for all media enquiries together with an agreed complaints procedure, which is communicated to all staff regularly. Procedures are also in place to handle any unexpected or sudden media attention.

Principal risks and uncertainties (continued)

- d) **Impact of an office move-** This is specific to 2019 onwards. We are supported, over and above, by our generous patron BE offices with respect to rent and ancillary services. Some of these ancillary services have been incorporated into our annual budget as they now become actual cash expenditure. Procedures are in place to implement contracts that are best value for money and achieve maximum possible efficiency and effectiveness.

Mission

The charity's mission is to relieve the suffering and needs of children and young people who have illnesses or disabilities covering limited life expectancy or who suffer from long-term physical or mental disabilities (including learning disabilities). There have been no changes to the charity's mission over the years.

Objectives and public benefit

The trustees confirm they have complied with the requirement in section seventeen of the Charities Act 2011, to have due regard to public benefit in determining the activities undertaken by the charity. As a charity, we are keen to emphasise the public benefit we believe our work provides. Our wishes are available to any child aged between 3 – 18, living in the UK, diagnosed with a life-threatening or terminally condition.

In support of our mission, the charity's main objectives are:

- To fulfil wishes for terminally and seriously ill children between the ages of three and 18 in the United Kingdom.
- To fulfil ward wishes for hospitals and hospices within the United Kingdom.
- To hold hospital and hospice activity days within the United Kingdom.
- To hold magical large and small-scale events for our wish children and their families throughout the United Kingdom.
- To purchase equipment or gifts for the hospitals, hospices and specialist schools that provide care for these children within the United Kingdom.
- To plan to make a grant towards a capital project to a hospital, hospice or specialist school which provides care for terminally and seriously ill children within the United Kingdom, if funding is available.

Strategy

The strategies of the charity in support of these objectives are:

- To receive wishes, particularly those rush wishes that make such an impact on the family.
- To expand and diversify our volunteer base regionally.

Strategy (continued)

- To diversify our supporters.
- To diversify our fundraising committees as well as our income streams and to hold new and original events that will diversify our supporter base.
- To continue to grow our income from corporate supporters.
- To continue to grant exceptional wishes.
- To continue our expansion of hospital activity days.
- To find more original, magical events for our wish children and their families.
- To continue to seek more opportunities for national and broadcast coverage.
- To increase our reach on all our social media platforms.

Achievements and performance

2018 was another positive and productive year for Rays of Sunshine.

The Charity is proud to have been awarded The Queen's Award for Voluntary Service 2018. The award is the MBE for volunteer groups and was created by Her Majesty in 2002 to celebrate the anniversary of the Queen's coronation.

During the year, we touched the lives of almost 30,000 children and their families:

Demand for our services has increased by 100% since 2011, and we receive no government funding, so we are incredibly grateful for the generosity of our donors and fundraisers, which enables us to continue brightening the lives of seriously ill children and their families across the UK.

In 2018, our staff, Trustee and Executive Boards, committees, corporate partners and voluntary fundraisers worked passionately to raise the funds needed to carry out our work. As in previous years, we did not run any direct marketing campaigns, nor employ any professional fundraising organisations. Instead, our amazing supporters went above and beyond to organise fundraising events, take part in challenges, and get involved in our campaigns – raising an incredible £412,000 more than we were aiming for.

We held a number of fundraising events and activities that collectively exceeded the original objectives and targets, including:

- An Evening with the Home Secretary
- Our Winter Gala Ball
- Our Golf day
- Our amazing corporate partners, who collectively raised and donated over £1.76 million including Deutsche Bank which alone raised £1.24 million

Achievements and performance (continued)

- Royal Parks which raised over £28,000 - four times the anticipated budgeted figure
- Global Gift Gala 2018 raising over £100,000
- The successful 'Evening With' event in June 2018 raising over £300,000
- First time event - Corporate Ball (Winter Gala) raising over £640,000

Wishes

The average cost of a holiday abroad wish in 2018 was £3,423, which was consistent with 2017, as we kept a very tight control on our wish costs.

Our total average cost of a wish was £1,719 and we are also incredibly proud that for every wish we fulfil we received on average £1,500 gift in kind.

Fundraising effectiveness

In 2018, our fundraising income was boosted by the super success of two new fundraising events; the Evening with the Home Secretary event in June 2018 which raised over £300,000 and the Corporate Ball in November 2018 which raised over £640,000.

Both these events have had a phenomenal fundraising **ROI of 5:1** and we look forward to repeating this success in future years as well.

We also experienced a 72% growth in our income from donations and legacies as compared to 2017.

76p in every £ goes directly to the cause (70p in 2017).

Financial review

In 2018, our total income was £4,780,549 (£4,030,718 in 2017), including fundraising, legacies and donations-in-kind. We invested £1,022,112 in raising this income (2017: £1,098,461) and spent £3,293,612 on charitable activities (2017: £2,564,505), leaving a surplus of £464,825 (2017: £367,752).

Due to the generosity of BE Offices, we have never paid for our rent, phone bills or stationery since our inception and we strive to receive as many gifts in kind as possible, whether it be for wishes, advertising and promotion or in regard to our offices.

In 2018, 76% of our total expenditure was on charitable activities, as compared to 70% in 2017.

The ongoing economic climate and uncertainty in the country due to Brexit, continues to make successful and cost-effective fundraising extremely challenging. Despite this, Rays of Sunshine works tirelessly to raise sufficient funds to expand our services.

Trustees' report Year ended 31 December 2018

Reserves policy

At the balance sheet date of 31 December 2018 the total reserves were £3,116,286 (2017: £2,651,461) of which £3,026,664 (2017: £2,589,121) were unrestricted funds and £89,622 (2017: £62,340) were restricted funds (see note 17).

As we have no guaranteed fundraising income, the trustees have agreed that the charity should maintain reserves sufficient to meet all budgeted expenditure for the following 6 to 12 months. The Reserves cover at 31st December 2018 was 8 months' future expenditure (2017: 7 months').

Reserves Cover

	2018 £	2017 £
Free reserves	3,011,633	2,575,989
Next year's budgeted expenditure	4,601,874	4,248,645
Months' cover	8	7

At the end of 2018, our total net assets were £3.1m. Of this, our free reserves were £3.01m, comprising of unrestricted funds excluding fixed assets. This figure has taken into account our commitment towards wishes approved but not yet granted, where we make a full provision of all anticipated costs still to be incurred. For 2018, this amounted to 351 wishes totalling £906,400.

Investment policy

The trustees have the power to invest in funds as they deem appropriate. The trustees' investment policy is to hold surplus cash in easily accessible bank accounts. Amounts transferred to designated funds represent amounts set aside for a capital project, small capital projects, or for specific wishes that donors have identified they wish to support.

Fundraising communication

The charity is registered with the Fundraising Regulator and is committed to our fundraising being legal, open, honest, respectful, and meeting the standards set in the Fundraising Code of Practice. We communicate with our supporters through a variation of email, direct mailings and telephone calls. We also ensure that nobody who appears to be vulnerable is asked to commit to giving.

In April 2018, the charity undertook specific consultation and training with a GDPR consultant to ensure that we have all the right tools, systems and data in place for purpose of engaging and communicating appropriately with our supporters.

Our values and heritage are strongly based on relationship-driven fundraising rather than high-volume mass funding and we continue to be committed to our relationship focused approach for income generation and growth.

Most of our fundraising is managed by our staff with the support of our corporate partners and regular donors. We do not employ any professional fundraising organisations.

Communications and complaints (continued)

We have also developed a Complaints Policy for the organisation and have clear procedures in place for handling complaints. We had no complaints in 2018.

Policies

We continue to update and refresh our safeguarding and child protection policies annually. We also reviewed and updated all data protection policies and introduced new policies to ensure the charity is GDPR compliant.

Plans for future periods

Our ambitions are guided by our mission and our goals.

We intend to increase the number of wishes fulfilled during 2019, as well as granting imaginative and impactful wishes.

To continue to be so efficient in terms of our wish granting

We have our first Rays of Sunshine Health Play Specialist at UCH who uses play as a therapeutic tool to help children and their siblings, understand their illness and treatment both in hospital and at home visits. Our aims are to increase our support to children and their families within hospital; increase the hours of play therapy for each child on the ward to further help reduce anxiety surrounding medical procedures and have an ambassador for the charity within the hospital.

To continue with our hospital ward wishes programme which benefit thousands of patients each year and to continue to make a difference to the hospitals who support us.

We intend to expand our community services and providing ongoing support in hospitals and within the community.

We recognise the strain placed on children when their brother or sister is living with a serious illness. Our sibling focussed events provide the opportunity for children to share experiences, learn skills and meet other children living in similar circumstances.

Our parent events provide mums and dads with the chance to meet with their peers and form support networks in a relaxed environment.

We plan to expand our corporate network, to ensure that we maintain our levels of fundraising. In terms of fundraising we are looking at growing income across a diverse range of sources whilst establishing a range of strategic partnerships.

We plan to expand our Trustee and Executive boards in order to diversify and strengthen the charity.

Statement of trustees' responsibilities

The trustees, who are also the directors of Rays of Sunshine for the purpose of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- ♦ select suitable accounting policies and then apply them consistently;
- ♦ observe the methods and principles in the Charities SORP;
- ♦ make judgements and estimates that are reasonable and prudent;
- ♦ state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- ♦ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

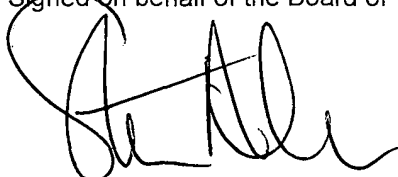
The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets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

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to auditors

Each of the trustees has confirmed there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditors are aware of such information.

Signed on behalf of the Board of Trustees:

 (STEPHEN ALLAN)

Chair of the Trustees

Approved on: 13 May 2019

Independent auditor's report to the Members of Rays of Sunshine

Opinion

We have audited the financial statements of Rays of Sunshine (the 'charitable company') for the year ended 31 December 2018 which comprise the statement of financial activities, the balance sheet, the statement of cash flows, principal accounting policies and the notes to the financial statements. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 December 2018 and of its incoming resources and application of resources, 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 Auditor's 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- ◆ the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- ◆ the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

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 auditor's report 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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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 our audit:

- ◆ the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- ◆ the trustees' report 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 trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- ◆ adequate accounting records have not been kept; 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; or
- ◆ the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

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 purpose 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.

Auditor's responsibilities for the audit of the financial statements

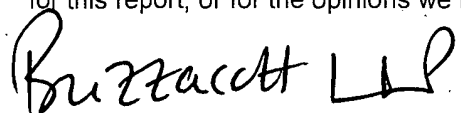
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee 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.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at:

<http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

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.

 24 May 2019

Shachi Blakemore (Senior Statutory Auditor)
For and on behalf of Buzzacott LLP
Statutory Auditor
130 Wood Street
London
EC2V 6DL

Statement of financial activities (including income and expenditure account) Year ended 31 December 2018

	Notes	2018 Unrestricted funds £	2018 Restricted funds £	2018 Total funds £	2017 Unrestricted funds £	2017 Restricted funds £	2017 Total funds £
Income from:							
Donations and legacies	1	2,372,704	109,607	2,482,311	1,354,992	21,110	1,376,102
Gifts in kind	2	1,181,155	—	1,181,155	977,343	—	977,343
Other trading activities	3	1,103,303	4,500	1,107,803	1,672,044	—	1,672,044
Investments		9,280	—	9,280	5,229	—	5,229
Total income		4,666,442	114,107	4,780,549	4,009,608	21,110	4,030,718
Expenditure on:							
Raising funds	4	1,022,112	—	1,022,112	1,098,461	—	1,098,461
Charitable activities	5	3,206,787	86,825	3,293,612	2,548,351	16,154	2,564,505
Total expenditure		4,228,899	86,825	4,315,724	3,646,812	16,154	3,662,966
Net income before transfers		437,543	27,282	464,825	362,796	4,956	367,752
Transfer between funds		—	—	—	(960)	960	—
Net movement in funds	7	437,543	27,282	464,825	361,836	5,916	367,752
Reconciliation of funds							
Fund balances brought forward		2,589,121	62,340	2,651,461	2,227,285	56,424	2,283,709
Fund balances carried forward		3,026,664	89,622	3,116,286	2,589,121	62,340	2,651,461

All income and expenditure derived from continuing activities during the above two financial periods.

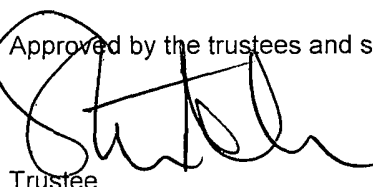
All recognised gains and losses are included in the above statement of financial activities.

Balance sheet 31 December 2018

	Notes	2018 £	2018 £	2017 £	2017 £
Fixed assets					
Tangible assets	9		15,030		13,131
Investments	10		1		1
			<u>15,031</u>		<u>13,132</u>
Current assets					
Debtors	11	537,397		578,645	
Cash at bank and in hand		2,959,793		2,109,566	
Short term deposits		<u>765,151</u>		<u>760,201</u>	
		4,262,341		3,448,412	
Liabilities					
Creditors: amounts falling due within one year	12	<u>(1,161,086)</u>		<u>(810,083)</u>	
Net current assets			<u>3,101,255</u>		<u>2,638,329</u>
Total net assets			<u>3,116,286</u>		<u>2,651,461</u>
Income funds					
Restricted funds	13		89,622		62,340
Unrestricted funds			<u>3,026,664</u>		<u>2,589,121</u>
			<u>3,116,286</u>		<u>2,651,461</u>

Approved by the trustees and signed on their behalf by:

Trustee

 (STEPHEN ALLAN)

Approved on:

13 May 2019

Rays of Sunshine

Registered Company Number: 04860607 (England and Wales)

Statement of cash flows Year ended 31 December 2018

	Notes	2018 £	2017 £
Cash flows from operating activities:			
Net cash provided by (used in) operating activities	A	853,175	(43,880)
Cash flows from investing activities:			
Purchase of tangible fixed assets		(7,278)	(3,437)
Interest received		9,280	5,229
Net cash generated from investing activities		2,002	1,792
Net increase (decrease) in cash and cash equivalents		855,177	(42,088)
Cash and cash equivalents at 1 January		2,869,767	2,911,855
Cash and cash equivalents at 31 December	B	3,724,944	2,869,767
A Reconciliation of net movement in funds to net cash provided by (used in) operating activities			
		2018 £	2017 £
Net movement in funds		464,825	367,752
Depreciation charge		5,379	9,615
Investment income		(9,280)	(5,229)
Decrease (increase) in debtors		41,248	(218,082)
Increase (decrease) in creditors		351,003	(197,936)
Net cash provided by (used in) operating activities		853,175	(43,880)
B Analysis of cash and cash equivalents			
		2018 £	2017 £
Cash at bank and in hand		2,959,793	2,109,566
Short term deposits		765,151	760,201
		3,724,944	2,869,767

Principal accounting policies Year ended 31 December 2018

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are laid out below.

Basis of preparation

These financial statements have been prepared for the year to 31 December 2018 with comparative information provided in respect to the year to 31 December 2017. They are presented in sterling and are rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant accounting policies below or the notes to these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) (Charities SORP FRS 102) issued on 16 July 2014, the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity constitutes a public benefit entity as defined by FRS 102.

Critical accounting estimates and areas of judgement

Preparation of the financial statements requires the trustees and management to make significant judgements and estimates. The areas in the financial statements where these judgements and estimates have been made include:

- ♦ determining the valuation of Gifts in Kind;
- ♦ the accrual for wish expenditure committed but not yet completed;
- ♦ the allocation of support costs to charitable activities; and
- ♦ estimating the useful economic life of tangible fixed assets for the purpose of determining the annual depreciation charge.

Assessment of going concern

The trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The trustees have made this assessment in respect to a period of one year from the date of approval of these accounts.

The trustees of the charity have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due. The most significant areas of judgement that affect items in the financial statements are detailed above.

Principal accounting policies Year ended 31 December 2018

Income

Income is recognised in the period in which the charity has entitlement to the income, the amount of income can be measured reliably and it is probable that the income will be received.

Income comprises donations and legacies, gifts in kind, fundraising and bank interest.

Donations, including gift aid, are recognised when the charity has confirmation of both the amount and settlement date. In the event of donations pledged but not received, the amount is accrued for where the receipt is considered probable. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Legacies are included in the statement of financial activities when the charity is entitled to the legacy, the executors have established that there are sufficient assets in the estate to pay the legacy, and any conditions attached to the legacy are within the control of the charity. If the amount is not known, the legacy is treated as a contingent asset. Entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, but the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material. In the event that the gift is in the form of an asset other than cash or a financial asset traded on a recognised stock exchange, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title of the asset having being transferred to the charity.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Gifts in kind

Services and facilities donated (for free or discounted) to the charity for its own use are included as income at their value to the charity as at the time of the gift with an equivalent amount included in expenditure.

Where goods or services are provided to the charity as a donation that would normally be purchased from suppliers, this contribution is included in the financial statements as both income and expenditure at its estimated fair value based on the value of the contribution to the charity.

Gifts in kind (continued)

Many items donated to the charity include a 'money-can't-buy element' such as the time provided by celebrities to meet the children and attend charity events, and therefore no commercial value has been placed on these gifts in kind in the financial statements.

Services provided by volunteers

For the purposes of these financial statements, no value has been placed on administrative and other services provided by volunteers in accordance with the Charities SORP FRS 102.

Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to make a payment to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. Expenditure comprises direct costs and support costs. All expenses, including support costs, are allocated or apportioned to the applicable expenditure headings as described below. The classification between activities is as follows:

- ◆ Expenditure on raising funds includes all expenditure associated with raising funds for the charity. This includes staff, other direct costs associated with fundraising and allocated support costs associated with fundraising.
- ◆ Expenditure on charitable activities includes all costs associated with furthering the charitable purposes of the charity through the provision of its charitable activities. Such costs include wish costs as well as an allocation of support costs.

All expenditure is stated inclusive of irrecoverable VAT.

Allocation of support and governance costs

Support costs represent indirect charitable expenditure. In order to carry out the primary purposes of the charity it is necessary to provide support in the form of support staff.

Within support costs are also governance costs which include the costs of statutory compliance and other costs related to the governance of the charity.

Support and governance costs are allocated to activities on the basis of staff time spent on those activities in the following proportions: 70% to charitable activities and 30% to raising funds.

Principal accounting policies Year ended 31 December 2018

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. All assets costing more than £500 and with an expected useful life exceeding one year are capitalised. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful economic life as follows:

- ◆ Fixtures, fittings & equipment 33% straight line

Investments

Investment in the subsidiary company is valued at cost with provision being made for any permanent diminution in value.

Debtors

Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid. They have been discounted to the present value of the future cash receipt where such discounting is material.

Cash at bank and in hand

Cash at bank and in hand represents such accounts and instruments that are available on demand or have a maturity of less than three months from the date of acquisition.

Short term deposits

Deposits for more than three months but less than one year have been disclosed as short term deposits.

Creditors and provisions

Creditors and provisions are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Creditors and provisions are recognised at the amount the charity anticipates it will pay to settle the debt. They have been discounted to the present value of the future cash payment where such discounting is material.

Liabilities for wishes are recognised as expenditure as soon as there is a specific commitment creating an obligation and an expectation that a wish will be fulfilled. The liabilities at the balance sheet date are included within creditors due within one year.

Principal accounting policies Year ended 31 December 2018

Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

Taxation status

The charitable company is a registered charity and is not subject to corporation tax on its current activities.

Fund structure

Unrestricted general funds represent those monies which are freely available for application towards achieving any charitable purpose that falls within the charity's charitable objects at the discretion of the trustees unless the funds have been designated for other purposes.

Restricted funds comprise monies raised for, or their use restricted to, a specific purpose, or contributions subject to donor imposed conditions. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Financial instruments

The charity holds only basic financial instruments as defined in FRS 102. The financial assets and financial liabilities of the charity and their measurement basis are as follows:

Financial assets – trade debtors and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

Cash at bank and short term deposits – clarified as basic financial instruments and measured at face value.

Financial liabilities – accruals and other creditors are financial instruments and are measured at amortised cost.

1 Donations and legacies

	Unrestricted funds £	Restricted funds £	Total funds 2018 £
Donations	2,299,888	109,607	2,409,495
Legacies	72,816	—	72,816
	2,372,704	109,607	2,482,311

	Unrestricted funds £	Restricted funds £	Total funds 2017 £
Donations	1,347,242	21,110	1,368,352
Legacies	7,750	—	7,750
	1,354,992	21,110	1,376,102

2 Gifts in kind

	Unrestricted funds 2018 £	Unrestricted funds 2017 £
Rent and related costs	233,895	182,698
Wishes	784,693	463,260
Advertising	36,029	132,847
Computer services	37,350	19,493
Events	73,357	171,805
Governance costs	15,795	7,000
Other	36	240
	1,181,155	977,343

The charity received donations in kind valued at £1,181,155 (2017: £977,343) during the period. In addition, a significant number of gifts were received for which it is difficult to attribute a value. For example, the time provided by celebrities to meet the children and attend charity events. It has not been possible to attribute a value to such gifts within these financial statements.

3 Other trading activities

	Unrestricted funds 2018 £	Restricted funds 2018 £	Total funds 2018 £
Events	1,020,846	4,500	1,025,346
Community fundraising	61,993	—	61,993
Other trading activities	20,464	—	20,464
	1,103,303	4,500	1,107,803

3 Other trading activities (continued)

	Unrestricted funds 2017 £	Restricted funds 2017 £	Total funds 2017 £
Events	1,475,572	—	1,475,572
Community fundraising	75,860	—	75,860
Other trading activities	120,612	—	120,612
	<u>1,672,044</u>	<u>—</u>	<u>1,672,044</u>

4 Costs of raising funds

	Unrestricted funds	
	2018 £	2017 £
Events and fundraising costs		
Staging fundraising events	431,723	455,287
Advertising	97,457	226,902
Staff costs	449,192	405,730
Other fundraising costs	8,434	10,542
	<u>986,806</u>	<u>1,098,461</u>
Support costs (see note 6)	35,306	—
	<u>1,022,112</u>	<u>1,098,461</u>

5 Charitable activities

	Unrestricted funds £	Restricted funds £	Total funds 2018 £
Staff costs	564,069	—	564,069
Depreciation	5,379	—	5,379
Wishes	2,235,198	86,825	2,322,023
Other office costs	319,759	—	319,759
	<u>3,124,405</u>	<u>86,825</u>	<u>3,211,230</u>
Support costs (see note 6)	82,382	—	82,382
	<u>3,206,787</u>	<u>86,825</u>	<u>3,293,612</u>

	Unrestricted funds £	Restricted funds £	Total funds 2017 £
Staff costs	416,409	—	416,409
Depreciation and impairment	9,615	—	9,615
Wishes	1,739,406	16,154	1,755,560
Other office costs	280,932	—	280,932
	<u>2,446,362</u>	<u>16,154</u>	<u>2,462,516</u>
Support costs (see note 6)	101,989	—	101,989
	<u>2,548,351</u>	<u>16,154</u>	<u>2,564,505</u>

Other office costs includes £233,895 (2017: £182,698) rent costs received as a gift in kind.

6 Support costs

	2018 £	2017 £
Staff costs	86,773	77,133
Governance costs:		
. Audit fees	15,120	14,016
. Accountancy	2,640	10,840
. Legal and professional fees	13,155	—
	117,688	101,989

7 Net income and net movement in funds for the year

This stated after charging:

	Unrestricted funds	
	2018 £	2017 £
Staff costs (note 8)	1,100,034	899,272
Auditor's remuneration (note 6)	15,120	14,016
Depreciation (note 9)	5,379	9,615

8 Staff costs, remuneration of key management and trustees' remuneration

The average monthly number of employees during the year was:

	2018	2017
Provision of wishes and fundraising	26	23

Employment costs

	2018 £	2017 £
Wages and salaries	955,456	793,294
Social security costs	92,227	81,348
Other pension costs	52,351	24,630
	1,100,034	899,272

The key management personnel of the charity, comprise the trustees, the Chief Executive Officer, Finance Manager, Head of Wish Operations, Head of Fundraising, Wish Engagement Manager, and Head of Communications and Development. The total employee benefits including social security costs employer pension contributions of the key management personnel of the charity were £470,416 (2017 - £355,542).

No remuneration is paid to trustees for their services as board members. No expenses were reclaimed by trustees in the year to 31 December 2018 (2017 - £nil).

8 Staff costs, remuneration of key management and trustees' remuneration

(continued)

The number of employees who earned £60,000 or more (excluding employer contributions and excluding pension costs) during the year was:

	2018 no.	2017 no.
£60,001 - £70,000	1	—
£70,001 - £80,000	1	—
£120,001 - £130,000	1	—
£140,001 - £150,000	—	1

During the year pension costs totalling £34,787 (2017 - £8,505) were paid in respect of the above employees. This includes a £20,000 additional contribution paid by the charity as a bonus to the Chief Executive. The bonus was approved by the Board and awarded based on agreed-upon criteria. Details of other related party transactions are included in note 15.

9 Tangible fixed assets

	Fixtures, fittings & equipment £
Cost	
At 1 January 2018	100,905
Additions	7,278
At 31 December 2018	108,183
Depreciation and impairment	
At 1 January 2018	87,774
Depreciation charged in the year	5,379
At 31 December 2018	93,153
Net book value	
At 31 December 2018	15,030
At 31 December 2017	13,131

10 Fixed asset investments

	Other investments £
Cost or valuation	
At 1 January 2018 & 31 December 2018	1

The fixed asset investment relates to 100% holding in Rays of Sunshine Promotions Limited, which was dormant in the above two periods. Rays of Sunshine Promotions Limited's registered address is 4th Floor, Berkeley House, 304 Regents Park Road, London, England, N3 2JY.

Notes to the financial statements Year ended 31 December 2018

11 Debtors

Amounts falling due within one year:

	2018 £	2017 £
Trade debtors	121,068	161,662
Other debtors	17,654	38,550
Prepayments and accrued income	398,675	378,433
	537,397	578,645

12 Creditors: amounts falling due within one year

	2018 £	2017 £
Trade creditors	127,307	65,396
Other creditors	76,451	27,964
Accruals and deferred income	957,328	716,723
	1,161,086	810,083

At 31 December 2018, included within accruals and deferred income are committed wishes totalling £906,400 (2017 - £686,387).

Deferred income is in relation to income received in respect of the 2019 London marathon. Brought forward deferred income released in the year is in relation to the 2018 London marathon.

	2018 £	2017 £
Deferred income brought forward at 1 January	15,229	4,153
Amount released in the year	(15,229)	(4,153)
Amount deferred in the year	26,853	15,229
Deferred income carried forward 31 December	26,853	15,229

13 Restricted funds

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

	Balance at 1 January 2018 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2018 £
Specific wishes	62,340	114,107	(86,825)	—	89,622

	Balance at 1 January 2017 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2017 £
Specific wishes	56,424	21,110	(16,154)	960	62,340

Restricted funds comprised sums received for specific wishes and equipment.

14 Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total £
Fund balances at 31 December 2018 are represented by:			
Tangible assets	15,030	—	15,030
Investments	1	—	1
Current assets	4,172,719	89,622	4,262,341
Creditors: amounts falling due within one year	(1,161,086)	—	(1,161,086)
	3,026,664	89,622	3,116,286
	Unrestricted funds £	Restricted funds £	Total £
Fund balances at 31 December 2017 are represented by:			
Tangible assets	13,131	—	13,131
Investments	1	—	1
Current assets	3,386,072	62,340	3,448,412
Creditors: amounts falling due within one year	(810,083)	—	(810,083)
	2,589,121	62,340	2,651,461

15 Related party transactions

The charity received cash donations and gifts in kind from various related parties during the year. These are summarised below:

Related Party	Donations	
	2018 £	2017 £
Trustees	25,186	125,903
Others excluding trustees:		
• Key Management Personnel	62,424	20,512
• Executive Board members	53,200	36,750
Total	140,810	183,165

The donations above were without specific terms and conditions and unrestricted in nature.

15 Related party transactions (continued)

Related Party	Goods/Services in Kind		Further details
	2018 £	2017 £	
Jefferys Henry	2,200	7,000	Justin Randall, a trustee of the charity, is a Partner at Jefferys Henry LLP. The firm provided the charity with payroll services.
Food Story (London)	20,863	—	Justin Randall, a trustee of the charity is a Director of Food Story (London) Limited. The company provided the charity with catering services for an event. The total value of the donation was £50,400 on a cost basis to the company, of which the charity paid £29,537.
Universal Music UK Ltd	2,410	2,286	David Joseph, a trustee of the charity, is a Director at Universal Music UK Limited. The company donated CDs to the charity.
Mediacom	30,330	149,062	Stephen Allan, a trustee of the charity, is the Worldwide Chairman & CEO at Mediacom. Mediacom provided the charity with advertising space.
Mishcon De Reya	13,155	—	Nick David, a trustee of the charity, is a Director/partner at Mishcon De Reya. The firm provided the charity with legal services.
BE Offices	233,895	182,698	David Saul is a member of the charity's Executive Board and the Director of BE Offices. BE Offices provided the charity with office space and facilities.
Total	302,853	341,046	