

# **Serving Our Superheroes (SOS)**

A CHARITABLE INCORPORATED ORGANISATION

CHARITY REGISTRATION NO. 1191410

## **ANNUAL REPORT AND ACCOUNTS**

30 September 2023



**Serving Our Superheroes (SOS)**  
**(CHARITY NO. 1191410)**

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## **Serving Our Superheroes (SOS)**

### **TRUSTEES' REPORT**

30<sup>th</sup> September 2023

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The Trustees, present their report with the unaudited financial statements of the charity for the period ended 30 September 2023

#### **REFERENCE AND ADMINISTRATION DETAILS**

**Charity registration number** 1191410

**Registered Office** 129 Ryefield Ave  
Hillingdon  
Uxbridge  
UB10 9BZ

**Trustees** The trustees of the charity and its purpose of the charity law, the following Trustees served during the year:

Sarah Gardner (Chair & treasurer)  
Charlotte Houston (Vice-chair)  
Stephen Gardner (Secretary)

**Accountants** STR Associates Ltd  
Chartered Certified Accountants  
239 The Broadway  
Southall  
UB1 1ND

#### **OBJECTIVES AND ACTIVITIES**

TO RELIEVE PEOPLE IN LONDON, THE SURROUNDING AREA AND INTERNATIONALLY, WHO ARE IN NEED, BY REASON OF THEIR AGE, ILL-HEALTH, DISABILITY, FINANCIAL HARDSHIP OR SOCIAL CIRCUMSTANCES IN SUCH WAYS AS THE TRUSTEES SHALL THINK FIT.

**Website** <https://www.servingoursuperheroes.co.uk/>



<https://www.facebook.com/servingoursuperheroes>



<https://www.linkedin.com/company/serving-our-superheroes/>

## TRUSTEES' REPORT- continued

### 30<sup>th</sup> September 2023

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#### Introduction

Serving Our Superheroes started life as a project on 13<sup>th</sup> April 2020, in response to the Covid pandemic, we registered as a charity on 22<sup>nd</sup> September 2020 and updated our constitution to become international on 26<sup>th</sup> September 2021.

This is our 3rd accounting period is up to 30<sup>th</sup> September 2023. at the time of writing this report, 25<sup>th</sup> July 2024, Serving Our Superheroes has been running for just over 4 years and has donated **184,487 items** with an estimated retail value of between £3.6 - 4 million pounds (approx. value of the items donated). We have had some cash donations but have mainly had items donated to us and volunteers have made items on our behalf. We have been able to maximise our funds by purchasing items at a fraction of the retail cost, though our charity suppliers, who have also donated items to us.

#### MAIN ACTIVITIES UNDERTAKEN FOR THE PUBLIC BENEFIT

Serving Our Superheroes provides toiletry packs and sanitary items, to the NHS, the homeless, victims of domestic violence and those in the community; supporting schools, churches and foodbanks, care homes, baby banks etc, to get items out to those in need. We also provide crisis support and as well as toiletries we provide hospital trousers 'Pants for Patients', hand knitted items; baby clothes, hats and blankets, dementia aids (fiddle/twiddle muffs) & bespoke care kits.

We started back in April 2020, during COVID, providing laundry bags (for care workers to put their uniforms in, in the washing machine), to prevent the spread of the infection via uniforms. During the COVID-19 pandemic we also provided care kits and treat packs for key workers. We provided washbags/toiletry packs filled with soap, shampoo, shower gel, dental kits, hand gel, shaving kits, moisturisers etc. for both hospital staff and patients. We also provided various bespoke care packs. At the request of a local hospital, we provided miscarriage care packs. One hospital was having patients with complex care needs, particularly refugees and were facing a high number of miscarriages. We provided newborn baby essentials for Afghan refugees that were attending our local hospital (Hillingdon Hospital). We provided shoes for the refugees and family care kits with toys, books, stationary, toiletries and food. At the start of the cost-of-living crisis we provided school uniforms, in a joint project with the London community Kitchen and Share Wear. We provided toiletries and other essentials to Ukrainians. We have provided games consoles for hospices, toys and baby items to baby banks, emotion dolls to schools, teddies, sanitary items, quilts, bed linen, bins etc to care homes and sheltered housing. We support the homeless with toiletries and sanitary towels. We have provided towels to Shower Box, walking boots bag, tents and sleeping bags. We have also provided sanitary towels to Tricky Periods. We also provide toiletry packs, sanitary towels and cosmetics to domestic violence refuges and we have also provided clothes to women's refuges, community support sites / food banks. We have also provided various hampers; we have provided new-born hampers. Bags of items for new mums and Christmas hampers. We also provided luxury make up hampers and we have been providing luxury natural skin care products for hospices. As well as toiletries and skin care we provide sanitary items.

## **TRUSTEES' REPORT- continued**

### **30<sup>th</sup> September 2023**

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We have also provided lots of hand sanitisers and PPE over the years to hospices, hospitals (inc to Hillingdon hospital for their new bereavement centre) and to local schools. We have also provided reading books and stationery to various schools. We have also provided dementia aids (fiddle/twiddle muffs) to hospitals, hospices and people in the local community. We have also passed on good quality second hand clothing, particularly coats for the homeless. In partnership with Dress a Girl around the world, we have sent the dresses that our volunteers have made all around the world. We have made up additional luxury toiletry hampers and given these to other charities to give as raffle prizes.

**In February 2022 we set up the Pants for patient's project, since then we have provided over 2,011 pairs of handmade trousers to hospital patients. In the following locations;**

1. Hillingdon Hospital
2. Michael Sobell Hospice
3. Harlington Hospice
4. Chelsea and Westminster Hospital
5. Northwick Park Hospital
6. West Herts Teaching Hospital
7. Fur Clements – To distribute to hospitals in the Wigan area
8. Nigeria via Rotary

Since the last accounting period, we have continued to provide.....

- Toiletry packs (washbags)
- Sanitary items
- Luxury cosmetic / skin care hampers
- Dementia aids (fiddle/twiddle muffs)
- Newborn baby hats, cardigans and blankets
- Handmade quilts and large blankets
- Pants for patients (Hospital trousers)

## TRUSTEES' REPORT- continued

### 30<sup>th</sup> September 2023

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To date (July 2024) the ***Pants for Patients*** project has provided over 2,000 pairs of trousers to 8 different hospitals/ hospices. These are important because many patients arrive in hospital with damaged or unsuitable clothing, the basic hospital gowns are open and so it's hard to move around. So that patients aren't stuck in bed, unisex, drawstring trousers can be made and donated to hospitals. Loose adjustable trousers are great for all sizes and are easy to get on and off. These are great for anyone who has been in an accident and had their clothes damaged, for elderly patients and for maternity patients - the loose clothing is perfect to wear around the hospital. Allowing patients to be able to move around with dignity helps to reduce bed sores and muscle wastage.



In January 2024 we Partnered with Clean Conscience, this has allowed us to provide more toiletry packs (care kits) and has allowed us to reduce our carbon footprint.

These care kits include soap, shampoo & conditioner, bodywash and a toothbrush and toothpaste, as a minimum. They often also include vanity kits, sewing kits (which is useful for the homeless for darning socks), moisturiser/body lotion and lip balm.



We like to ensure that there is a dental kit in every care pack. Good oral hygiene is so important. researchers have found a strong link between dental plaque buildup and gum disease (gingivitis) and Alzheimer's disease and dementia. Not only that but tooth decay can cause all sorts of pain and problems.

Wash kits help to stop the spread of preventable, debilitating diseases which costs the NHS millions each year. Between 2018 – 2021 a total of 38% of respondents of the Homeless Health Needs Audit had been admitted to hospital in the last 12 months. Common symptoms among people experiencing homelessness (such as stomach problems, skin infections and urinary problems) could be prevented with good hygiene. Individuals have passed away from preventable illnesses on the streets, simply because of an inability to get clean. homeless people often receive stigma in public by not having the opportunity to maintain good personal hygiene.

### **More than just a washbag**

Our toiletry packs / wash kits are more than just a washbag for the homeless

The number of people experiencing homelessness in the United Kingdom has been steadily increasing over the last 15 years, although a nationwide problem, it is much more prevalent in London.

The number of people using food banks has quadrupled over the last few years. Even people working full time, struggle to pay for essentials and attend food banks. Food banks supply more than just food, toiletries and other essentials.

Hygiene poverty and period poverty are all too common. As a charity we play part supplying toiletries, period products and other essentials to people in need in the community.

### **Homelessness and hygiene:**

Recent research from Shelter showed at least 309,000 people in England spent the end of 2023 homeless. This is a increase of 14%, 38,100 people, in one year. The total number of people experiencing homelessness in London has risen 11%, from 150,000 to 167,000 people. This accounts for around 1 in 51 people. In Birmingham it's 1 in 71.

As well as preventing the spread of disease maintain good personal hygiene is critical for maintaining good physical and mental health.

Findings from the Homeless Health Needs Audit states the number of people with a mental health diagnosis has increased substantially from 45% in 2014 to 82% in 2021. The most common condition of which was depression. Those who have no choice but to sleep rough are 9 times more likely to take their own life than the average person. Being powerless to maintain personal hygiene exacerbates feelings of inadequacy, and compromises mental and physical well-being.

Being clean can help create a feeling of confidence and motivation, feelings essential for creating positive change. Many people facing homelessness experience low self-esteem and low motivation, exacerbated by a lack of resources to enable them to look after themselves.

Oral hygiene is so important for physical health, and this is why we aim to include dental kits in all our washbags.

### **A Hug in a Bag**

Our packs bring a ray of hope to people, they show that we care and are thinking of them. Often it is the small things that make a big difference to people in need. The fact that someone has taken the time to bring something to them, can mean the world to them and bring a smile to their face. Often giving them hope.

When you are in a hospital, being able to wash and smell nice often makes you feel better.

The treat packs we provide, particularly the luxury face creams often make a real difference to patients in hospital.



We also purchase other items from In Kind Direct including deodorant and sanitary towels.



## **TRUSTEES' REPORT- continued**

### **30<sup>th</sup> September 2023**

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In previous years we have purchased shoes for refugees, items for bespoke care kits and even clothing to support the homeless, all provided by InKind Direct.

Both Clean Conscience and in Kind Direct, receive surplus and redundant assets, directly from businesses, which would otherwise go to landfill. These are then donated to us in the case of Clean Conscience and purchased by us, at a reduced rate, from InKind Direct.

#### **TOILETRIES AMNESTY**

We also get items donated from the community and through Toiletries Amnesty. We all work together towards ending hygiene poverty. By stopping wastage and helping people in need.

We work out who needs what where, and then we get the donations in and make up distribute them, in packs to various charities, community groups, homeless shelters, schools and end users, as appropriate. Sometimes we purchase items to supplement the packs, depending on what is needed by our customers.

Recently due to the ongoing cost of living crisis we have helped with school pantries, with toiletries, toilet roll, sanitary towels and other essentials.

### **Sustainability**

We are reducing the carbon footprints by reclaiming and redistributing surplus or redundant assets ensuring that nothing goes to waste.

We also use re-cycled materials for our washbags and trousers. The left-over material from the trousers is also used to make children's dresses and children's trousers. These items then go to baby banks and children's hospitals.

### **Fundraising**

As well as receiving items that are re-distributed to us or made for us we also need to fundraise to purchase additional items. For instance, we have had baby clothes and blankets knitted for us, but we purchase the baby toiletry packs and nappies, to go with them, for the baby banks. We purchase deodorants and sanitary towels, to go to ShowerBox, homeless shelters and hospices.

In June 2024 we set up a fundraising lottery, which is administered via one lottery. We are hoping that this will help us raise funds to run the charity.

**Where we have helped, since the last accounting period**

Hospitals

- Hillingdon hospital (Hillingdon Borough, Middx)
- Harefield Hospital (Hillingdon Borough, Middx)
- Mount Vernon Hospital (Hillingdon Borough, Middx)
- Northwick Park Hospital (Harrow)
- Ealing Hospital (Ealing)
- Queen Charlotte Hospital(London)
- Chelsea and Westminster Hospital (London)
- Addenbroke Hospital (Cambridge)
- Akure, Nigeria. (Via Rotary International)

Hospices

- The Michael Sobel Hospice (End of life care -Northwood)
- The Harlington Hospice (Harlington)
- The Alexander Devine Hospice (Children's Hospice)

Homeless support



- Shower Box (London & Birmingham)

Showerbox provide free and secure shower space for those facing homelessness. They operate two mobile shower units, one in London and another in Birmingham. We have provided towels, clothes, sleeping bags, boots, toiletries and sanitary towels to ShowerBox over the last 4 years.

Over the last 4 years demand has grown and they have gone from providing support to 20 homeless individuals per session to 200 per session.

We have also provided Sanitary towels to Caroline at Tricky periods, to distribute to the street homeless. We work together to end period poverty.

- The Open Kitchen (Hounslow)

Food poverty within the UK is a growing problem with 1 in 5 people now struggling to put food on the table. Both London and Nottingham are home to some of the most deprived areas in the country, with thousands experiencing food poverty on a daily basis, ranging from homeless people to low-income families. Due to the severity of this issue, Muslim Hands established the Open Kitchen, a community kitchen for those affected by food poverty in West London. After the overwhelming response we received, we were able to open a second kitchen in Nottingham. Serving around 500 meals daily, The Open Kitchens also provide a warm, community-centred space where people are welcomed with respect and compassion.

## **TRUSTEES' REPORT- continued**

### **30<sup>th</sup> September 2023**

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We have provided food containers and toiletries to the branch in Hounslow, West London. Our toiletry packs are great because they can come in and have a meal, and then take a care pack with them when they leave. Ehsan Choudary who runs the Open Kitchen, often makes up survival bags for the homeless with warm clothes and sleeping bags and we provide toiletry packs and sometimes knitted hats, and socks in the winter, to go in these.

- Olympic House

Olympic House is an emergency housing service for the homeless in Hillingdon. We provide toiletry packs to them, many of the residents have been living on the streets and have not had a shower for months and they arrive with nothing. The toiletry packs that we provide, means that when they arrive, they can have a nice shower and clean their teeth. We have also provided quilts, that have been kindly donated to us by the Women's Institute.

- Trinity Housing & Hillingdon Homeless Outreach

Trinity housing manage Olympic house, they also support families in need, providing housing for them. We supply care kits for individuals and also children and baby items for families in need.

We also provide toiletry packs to homeless outreach workers in Hillingdon and are part of 'Helping the Homeless Hillingdon'. We provide care kits (toiletries and sanitary towels) and on occasion woolly hats, gloves and socks.

On occasion we also directly distribute to the homeless around London.

- SHOC – Slough Homeless Our Concern

SHOC (Slough Homeless Our Concern) is a day centre that exists to provide care for the homeless in Slough and those at risk of becoming so. It is the only centre within a 20-mile radius that offers the homeless both crisis care and long term transformational help towards independence. We provide toiletries to them, along with any other donations that we receive including warm clothing and shoes. We also provide boxes of sanitary towels.

## TRUSTEES' REPORT - continued

### 30<sup>th</sup> September 2023

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- Ealing Soup Kitchen

Ealing Soup Kitchen is a charity that seeks to help anyone who needs hot, nutritious food & a helping hand. They have been running a weekend Soup Kitchen since 1973 at St John's Church in Ealing for the homeless, vulnerable, and impoverished. They also run Monday & Friday drop-ins where they provide clothes, food, a barber, showers, foot care, practical help, and games. We supply toiletries to them and sanitary towels on a regular basis and other items such as shoes, clothes etc when we get the opportunity.

- Our Lady of the Visitation Greenford – Breakfast club & Ealing Night Shelter

Supporting the homeless with toiletry packs / care kits.

- Build on belief together with Addiction Recovery Community Hillingdon

*Build on belief is a new organisation that we have started to support and we hope to be able to support them with more items on an ongoing basis.*

*Build on belief together with Addiction Recovery Community Hillingdon help people overcome addictions. Many are living on the streets and need support to get their lives back on track, being able to wash, eat and connect with others will help them to do that. Build on belief offer food, connections and support. We have provided toiletries / care packs.*

#### Food banks / Baby banks

- Hounslow Community Food Box
- The SPACE Supporting people and community empowerment (SPACE) - [www.214space.org.uk](http://www.214space.org.uk) –

The SPACE is a community-led health and wellbeing hub that aims to improve the health and well-being of local communities particularly those who are still recovering from the mental health impact of the Grenfell Tower fire via peer support, access to therapy, and advocating. They also support vulnerable people and local families hit by the cost-of-living crisis through a food and clothes bank as well as providing baby essentials to families facing a crisis. The services are accessible to individuals across all London boroughs who require them. Serving Our Superheroes have supported SPACE with toiletries and baby items, on a regular basis.

- Fur Clement (Wigan) <https://www.furclemt.co.uk/>

Fur Clement is a food bank, in Wigan, we have provided hospital trousers, girls dresses, toiletries and baby items to them in December 2023.

## **TRUSTEES' REPORT - continued**

### **30<sup>th</sup> September 2023**

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- Give and Share (Harefield)

Give and Share is a registered charity which aims to help the community in the form of giving at Christmas and also throughout the year. We support them on a regular basis with toiletries / care packs, which they distribute as part of Harefield church, to people in the community, in need.

- Baby Basics Barnet

Baby Basics Barnet is a project working with midwives and other healthcare professionals to provide starter packs to vulnerable mums of newborn babies. We have provided new born baby hats, quilts and blankets, new born cardigans, teddies and toiletries.

- Anika's Food Charity (Food bank/Baby bank etc)

Anika Food Charity is a UK based registered charity, (registration no: 1180069). Anika Food Charity actively campaigns for issues such as food wastage, food poverty, domestic violence, mental health, homelessness, period poverty and food insecurity.

- The Salvation Army
- Deborah's food rescue
- The London Community Kitchen

#### Other

- Local schools inc. Ryefield Primary, William Byrd and West Drayton Academy. At West Drayton Academy, we helped set up a 'pantry' for the students and their families, with toiletries, sanitary towels and cosmetics, to help families who can't afford essential items. Project 90/10
- Rotary International & Rotary Great Britain and Ireland
- Slough Gurdwara
- Care of Calais
- Anne Shine UK - <https://anneshinecharityuk.com/>

**We are an international award winning charity**

- Hounslow Chamber of Commerce Best Charity (SOS) - 2020
- Gold International Stevie Awards / Women in Business Award - Most valuable nonprofit response - 2020
- Silver Stevie Awards 2021: Startup of the Year - Consumer Products Industries
- Various International GLOBEE AWARDS “(2021)”
  1. GOLD GLOBEE® WINNER - Essential Worker Hero of the Year
  2. GOLD GLOBEE® WINNER Health Care and Medical Hero of the Year
  3. GOLD GLOBEE® WINNER -Best Use of Social Media | COVID-19-related Information
  4. SILVER GLOBEE® WINNERS Startup of the Year
  5. SILVER GLOBEE® WINNER Best Non-Profit Response | Helping Local Communities and the World During COVID-19
  6. Bronze Silver Stevie Award for Organization of the Year – (Government or Non-Profit– 10 or Less Employees).
  7. 14th Annual 2021 BRONZE GLOBEE® WINNERS Women in Business and the Professions World Awards; Executive Hero of the Year | Effective Leadership During COVID-19.
  8. BRONZE GLOBEE® WINNERS Company Innovation of the Year.
- Hounslow Chamber of Commerce Best Entrepreneur award (2021/2022)
- The Best Business Woman Awards (Silver) 2021, 2022 and 2023
- Thames Valley Business & Community Awards – winner - Outstanding Contribution to the Community (2022)
- West London Chamber Serving Our Superheroes –highly commended (2023).

**TRUSTEES' REPORT- continued**  
**30<sup>th</sup> September 2023**

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**With thanks to ....**

Our wonderful ladies who sew and knit for us;

- Pearl Parma
- Lorraine Reed-Wenman and the Woman's Institute
- Krystyna Hewitt

A special thank you to Mrs Bhanumati Ratilal Shah  
And her friends Prahbaben Kishore, Sushilaben Kantilal and Jayben Ashwin who have made over 2 thousand trousers for the hospital (Aka Pants for Patients).

Thank you to the companies and individuals supporting us;

- Clean Conscience
- InKind Direct
- Toiletries Amnesty
- Inspire Hounslow
- Masonic Charitable Foundation (Middlesex Provisional Relief Fund) & Masonic Ickenham St Giles Lodge
- The Women's Institute

Thank you to everyone who has donated.

If anyone would like to donate – the donation page is as seen below

<https://gofund.me/ba0e61d7>

Approved by the board and signed on its behalf by:

Sarah Gardner

Trustee

25 July 2024

**Serving Our Superheroes (SOS)**  
**(CHARITY NO. 1191410)**

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**Serving Our Superheroes (SOS)**  
**Statement of Financial Activities**  
**for the period ended 30 September 2023**

		<b>Unrestricted Funds</b>	<b>Total Funds</b>
		<b>2023</b>	<b>2022</b>
	<b>Notes</b>	<b>£</b>	<b>£</b>
<b>Income and endowments from:</b>			
Donations and legacies	2	4,425	3,876
<b>Total</b>		<b>4,425</b>	<b>3,876</b>
<b>Expenditure on:</b>			
Charitable activities	4	923	870
Other	5	3,446	3,684
<b>Total</b>		<b>4,370</b>	<b>4,554</b>
Net gains on investments		-	-
<b>Net Income</b>		<b>55</b>	<b>-678</b>
Transfer between funds		-	-
<b>Net Income before other gains/(losses)</b>		<b>55</b>	<b>-678</b>
<b>Other gains and losses</b>		<b>0</b>	<b>0</b>
<b>Net movement in funds</b>		<b>55</b>	<b>-678</b>
<b>Reconciliation of funds:</b>			
<b>Total funds carried forward</b>		<b>55</b>	<b>-678</b>



**Serving Our Superheroes (SOS)**  
**(CHARITY NO. 1191410)**

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**Serving Our Superheroes (SOS)**  
**Balance sheet**  
**at 30 September 2023**

	Notes	2023 £	2022 £
<b>Current assets</b>			
Debtors	7	-	-
Cash at bank and in hand		272	366
		<u>272</u>	<u>366</u>
Creditors: Amount falling due within one year	8	■ -540 ■	-689
<b>Net current assets</b>		<u>-268</u>	<u>-323</u>
<b>Total assets less current liabilities</b>		<u>-268</u>	<u>-323</u>
<b>Net assets excluding pension asset or liability</b>		<u>-268</u>	<u>-323</u>
<b>Total net assets</b>		<u><u>-268</u></u>	<u><u>-323</u></u>
<b>The funds of the charity</b>			
<b>Unrestricted funds</b>	9		
Unrestricted income funds		-268	-323
		<u>-268</u>	<u>-323</u>
<b>Unrestricted funds</b>	9		
<b>Reserves</b>	9		
<b>Total funds</b>		<u><u>-268</u></u>	<u><u>-323</u></u>

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

For the period ended 30 September 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 25 July 2024

And signed on its behalf by:

Sarah Gardner  
Trustee  
25 July 2024

# NOTES TO THE ACCOUNTS

## 30 September 2023

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### 1 Accounting Policies

#### Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to the charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

#### Change in basis of accounting or to previous accounts

There have been no changes to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to the accounts for previous years.

#### Fund Accounting

Unrestricted Funds      These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.

#### Income

Recognition of Income      Income is included in the statement in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.

Donations and legacies      Voluntary income has received by way of donations and gifts is included in the SoFA when receivable and only when the charity has unconditional entitlement to the income.

Tax reclaims on donations and gifts      Income from tax reclaims in income in the SoFA at the same time as the gift/donation to which it relates.

Donated services and facilities      These are only included in income (with an equivalent amount in expenditure) where the benefits to the Charity is reasonably quantifiable, measurable and material.

Volunteer help      The value of any volunteer help received is not included in the accounts.

#### Expenditure Recognition expenditure

of      Expenditure is recognised on an accrual's basis. Expenditure includes any VAT which cannot be fully recovered and is reported as part of the expenditure to which it relates.

Expenditure on charitable activities      These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.

Governance costs      These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.

Other expenditure      These are support costs not allocated to a particular activity.

#### Taxation

The charity is exempt from corporation tax on its charitable activities.

#### Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayment are valued at the amount prepaid net any trade discounts due.

#### Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statements of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

#### Trade and other creditors

Short term creditors are measured at the transaction price. Other 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. Creditors and provisions are normally recognised at their settlement amount after allowing any trade discounts due.

## 2 Income from donations and legacies

Unrestricted	Total
2023	2022
£	£
4,425	3,876
<u>4,425</u>	<u>3,876</u>

## 3 Expenditure on charitable activities

	Unrestricted	Total
	2022	
	£	£
Expenditure on charitable activities		
Charity goods	923	870
	<u>923</u>	<u>870</u>

## 4 Other expenditure

	Unrestricted	Total
	2022	
	£	£
General administrative costs	2,906	3,144
Legal and professional costs	540	540
	<u>3,446</u>	<u>3,684</u>

## 5 Creditors:

amount falling due within one year

	2023
	£
Accruals and deferred income	540
	<u>540</u>

## 6 Movement in funds

	Incoming resources (including other gains/losses)	Resources expended	At 30 September 2023
	£	£	£
Unrestricted funds:			
Unrestricted income funds:	4,425	(4,370)	55
	<u>3,876</u>	<u>(4,370)</u>	<u>55</u>

**Serving Our Superheroes (SOS)**  
**(CHARITY NO. 1191410)**

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**Serving Our Superheroes (SOS)**  
**Detailed Statement of Financial Activities**  
**for the period ended 30 September 2023**

	Unrestricted funds 2023 £	Total funds 2022 £
<b>Income and endowment from:</b>		
Dotnations and legacies	4,425	3,876
	<u>4,425</u>	<u>3,876</u>
<b>Expenditure on:</b>		
Charitable activities		
Charity goods	923	870
	<u>923</u>	<u>870</u>
<b>Total of expenditure on charitable activities</b>	<b>923</b>	<b>870</b>
<b>General administrative costs</b>		
Subscriptions and awards	2,043	1,655
Insurance	162	112
Postage and stationery	250	250
Telephone	242	-
Website	79	50
Travel	129	1,076
	<u>2,906</u>	<u>3,144</u>
<b>Legal and professional costs</b>		
Accountancy fees	540	540
	<u>540</u>	<u>540</u>
<b>Total of expenditure of other costs</b>	<b>3,446</b>	<b>3,684</b>
<b>Total expenditure</b>	<b>4,370</b>	<b>4,554</b>
<b>Net income</b>		
Net income	55	-678
Other Gains	-	-
<b>Net movement in funds</b>	<b>55</b>	<b>- 678</b>

Approved by the board and signed on its behalf by:



Sarah Gardner

Founder and Chair of the board: Serving Our Superheroes

**25<sup>th</sup> July 2024**

## Appendix – Some examples of our donations







Serving Our Superheroes is at Chelsea and Westminster Hospital.

Published by Sarah Jane Sj

· 11 June at 15:22 · London ·

Donations of baby items - clothes, blankets, hats, cardigans and Johnson toiletry packs taken to Chelsea and Westminster hospitals today. Neptune Ward.



See insights and ads

Boost post

10

2 comments

Children's dresses and trousers made out of the left over material, after making hospital trousers.









Serving Our Superheroes is with Caroline Allouf and 5 others at St Giles-in-the-fields.

Published by Sarah Jane SJ

16 March - London

At Showerbox today, taken lots of toothpaste & toothbrushes sanitary towels and deodorants purchased from In Kind Direct. Lots of hand and body lotion and shampoo & conditioners & showergel & Care Kits donated by [CleanConscience](#).







**Serving Our Superheroes**  
Published by Sarah Jane SJ  
1 September 2023

Thank you to my fellow Rotarian Dr. Toyin Adeyalo-Ogundare, FPA, MBBS (IB), MBA (HCM) Aberdeen Principal Medical Officer Paediatrics Department, Mother & Child Hospital, Akure

Collecting 50 trousers [Pants for Patients](#) for her hospital in Akure, Nigeria.

[#Pants for Patients going International](#)  
[#Rotary international](#)

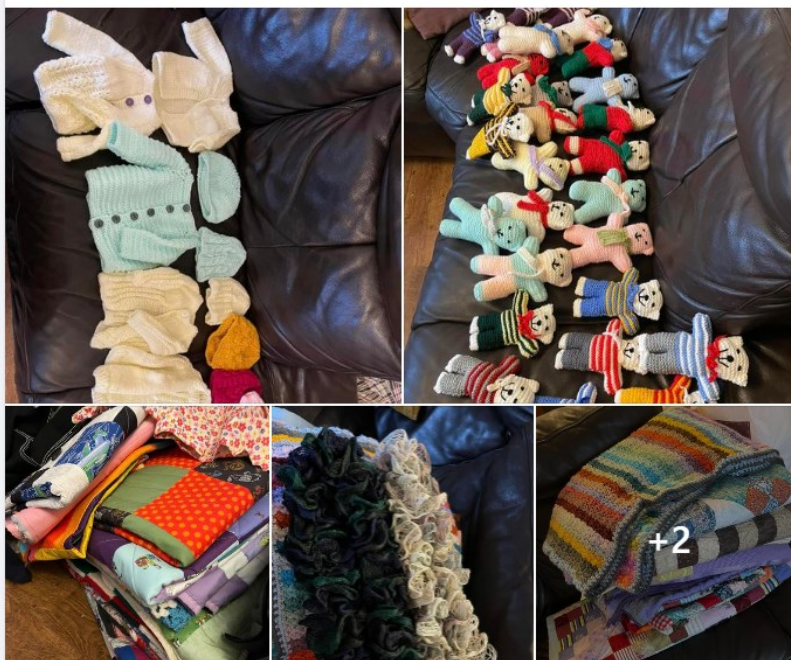


## Serving Our Superheroes

Published by Sarah Jane Sj

29 July 2023 · 🌐

Donations taken to The Open Kitchen & Hounslow Community FoodBox this morning.







## Serving Our Superheroes

Published by Sarah Jane Sj

24 April 2021

The first school in Hillingdon to receive new school uniforms as part of an initiative to provide new uniform to schools so that they can hand them out to parents who are struggling. Due to the affects of the pandemic many parents have lost their jobs and are struggling to buy school uniforms. Serving our Superheroes is collaborating with the London Community Kitchen and getting clothes from Share Wear to give to primary schools around London [London's Community Kitchen](#), [Share Wear](#)



## Serving Our Superheroes

Published by Sarah Jane Sj

24 May 2022

So proud of the Dress a Girl / Serving Our Superheroes project & Click Rukiga. Amazing to see the progress the students at the Youth in Development project have made. The dresses are beautiful.



**West Drayton Academy**  
BELIEVE • EMPOWER • ACHIEVE

5/2024

Subject: Thank you for your donations

To: Helping West London

Dear Sarah

We are writing to express our sincere gratitude for your recent donation to West Drayton Academy. Your generosity truly embodies the spirit of community and importance of collaborative efforts in enriching lives of our children.

It is through the support of people like you that we are helping our most vulnerable families through School Pantry, which can have profound impact on the lives of our school children. We could not do this without the help of people like yourself.

Once again, thank you so much for your donations, and we are immensely grateful for your support.

Kind regards  
PTA  
West Drayton Academy

If you require this letter to be translated, please ask in the school office.  
اگر آپ کو اس خط کی ترجمان کی ضرورت ہو تو براہ کرم اسکول آفس سے رابطہ کریں۔  
اگر آپ کو اس خط کی ترجمان کی ضرورت ہو تو براہ کرم اسکول آفس سے رابطہ کریں۔

<b>West Drayton Academy</b> Kingsley Lane West Drayton Middlesex UB8 3AA T: 01896 442006 info@westdraytonacademy.org	<b>The Park Federation Academy Trust</b> Phillips Way Harefield West Yorkshire WF18 4LS T: 01937 543300 F: 01937 481141 info@theparkacademytrust.org	<b>Richard Young</b> Principal, West Drayton Academy info@westdraytonacademy.org <b>Dr. Martin Young</b> Chief Executive & Federation Principal info@theparkacademytrust.org
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