Trustees Annual Report 2024

An estimated one-in-two of us will be diagnosed with some form of Cancer in our lifetime. That's why it's so important for us to continue offering wellbeing services to people in our community going through treatment.

Emotional support is essential during such a difficult time and our aim is to be there for as many people as possible, with one eye on a sustainable long-term outlook for the running of the charity.

the pink place
your local cancer charity

The Pink Place
The Orchard, White Hart Lane, Basingstoke RG21 4AF
Charity Reg. No. 1153494
Company No: 08326594

CONTENTS

Introduction 2

Our Team 2

Volunteers 3

Complementary Therapy Provision 3

Growing Demand for Support 4

Public Benefit 4

Reserves Policy 5

Financial Review 5

Going Concern 5

Principle Funding Sources 6

Trustees' responsibilities in relation to the financial statements 7

Introduction

The charity is constituted as a company limited by guarantee and is governed by a memorandum and articles of association.

The objectives of the charity are to relieve those in need by reason of sickness, ill health or disability by the provision of counselling, advice and practical support and assistance including, without limitation, such therapies, treatments and other services as are not normally or in fact provided by the statutory authorities and as may provide physical, mental or other benefits to those in such need.

We review our objectives and activities each year to understand the need and demand for the services we offer, what we have achieved and what difference we are making to the people we have been set up to help in the Basingstoke and neighbouring North Hampshire area. We do this by regularly monitoring our management data and seeking service user, volunteer and partner feedback.

Throughout this year, The Pink Place has continued to deliver its core range of services including complementary therapies, counselling, hair, skin and nail advice, and a variety of social and wellbeing sessions.

These support services are offered primarily from our central office and therapy/meeting base with additional wellbeing sessions held at two community venues, one in Alton and one in Basingstoke.

Our Team

We have a small but dedicated team of three skilled staff members who work closely together to ensure the smooth operation and delivery of our vital services. Together, this team not only manages the day-to-day activities of The Pink Place but also actively engages with our valued volunteers and the wider community.

Kay Alsop
Operations Manager

Nicola Middleton
Therapist Manager

Christine Griffiths
Business & Fundraising Manager

Volunteers

We proudly recognise that the backbone of The Pink Place lies in our incredible volunteers whose commitment, time and expertise is essential to the delivery of our core services including:

- Counselling and Complementary Therapy Sessions
- Mindfulness, Yoga and Wellbeing Activities
- Hair, Skin, and Nail Advice
- Events and Fundraising Activities
- Serving Refreshments and Baking Cakes, providing a welcoming environment at all our wellbeing sessions

On average 37 volunteer hours were donated each week*

* not including fundraising and events.

Complementary Therapy Provision

Thanks to a generous grant from Macmillan Cancer, it has enabled us to:

- Upgrade the complementary therapy room equipment, benefitting our service users and our therapists
- Recruit and train additional volunteer therapists extending the range of therapies offered.
- Introduce a series of wellbeing workshops for small groups, focusing on sharing information and self-help tips to take away.

Growing Demand for Support

This year, we have seen an increase in the number of people wanting to use services at The Pink Place.

Demand rose on average 27% across all services over first quarter of 2023-24. Our Complementary services provision grew and we were also able to add bookable sessions in Alton. Our Counselling service was in high demand through the year.

In response to an increased demand, particularly from those with stage 4/incurable cancers, The Pink Place proactively addressed this need and introduced an additional weekly group session specifically tailored to their complex need of living with incurable cancer.

27% extra demand for our services

Thanks to a generous grant from Peter Baker Trust, we were able to fund special treats and outings for this specific group. These experiences included a sumptuous afternoon tea, a canal boat ride, and pottery painting with the aim of providing joy and relaxation while strengthening bonds within the group, allowing people to connect and share thoughts with others who truly understand, all the while creating lasting memories.

"I found the Pink Place when I moved to the area, and I only wish everyone going through cancer had access to somewhere like The Pink Place. I cannot describe how beneficial it is to have a group who all just understand."

"I came to The Pink Place a broken little bird and they helped me to heal and learn to fly again with a new inner strength."

"The support and friendship I received through The Pink Place has totally changed the challenges I faced dealing with my cancer diagnosis. Knowing I have people to talk to and share my experience with has made a huge difference to my health and positivity about the future."

Public Benefit

In setting its plans and priorities for areas of work, the Trustees of The Pink Place have regard to the guidance of the Charity Commission on public benefit and confirm they have complied with section 17 of the Charities Act 2011. A principle of equity of access to the charity's services is upheld to any member of the public who needs them, irrespective of capacity, ethnicity, faith or social economic activity.

Reserves Policy

The Trustees have reviewed the charity's need for reserves in line with the guidance of the Charity Commission and have set a policy that reserves should not fall below £70,000. This is in order to safeguard the commitment to the provision of service to beneficiaries for at least a 12 month period.

Financial Review

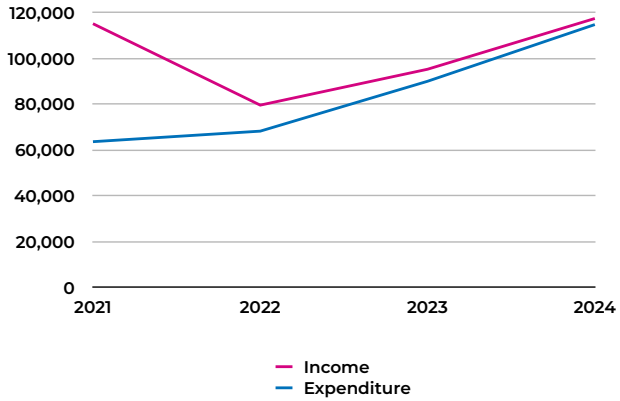
Income of the charity increased by £22,133 compared to 2023 owing to increased success in all areas of fundraising.

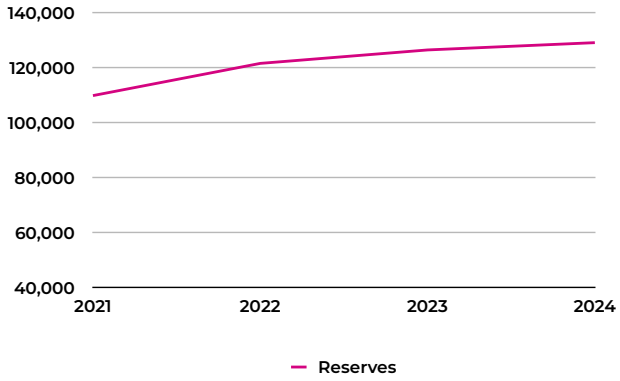
Expenditure at £114,713 was £24,732 higher than in the previous year, mainly as a result of increased rent paid for new premises. The charity made a surplus of £2,649 for the year.

Reserves are £128,942 at the balance sheet date made up of unrestricted reserves of £111,116 and restricted reserves of £17,826.

Going Concern

The Trustees believe the charity will continue as a going concern for a period of at least 12 months from the date of signing these accounts. The charity plans continuing the activities outlined above in the forthcoming year subject to satisfactory financial arrangements.





23.2%
increase in income

27.5%
increase in costs

2.1%
increase in reserves

Principle Funding Sources

The Pink Place relies on fundraising to provide its services, requiring a dedicated staff resource to help achieve this. Like other organisations the Pink Place continues to operate in a climate of limited funding with ever competing demand for major and small grant schemes as well as corporate and individual giving. This can make it difficult to confidently plan or significantly develop services.

Despite this challenging funding environment, The Pink Place has successfully secured grants towards core running costs from The Postcode Lottery, Albert Hunt Trust, and One Stop Community Partnership.

Regular and diverse fundraising events, including a Golf Day supported by local companies and individuals, numerous Skydives, and a wonderful fashion show involving our service users and supported by Tadley Fire Fighters, have been crucial in generating community support.

Strategic initiatives reflect a multi-pronged approach to secure necessary resources and expanding awareness amidst ongoing funding challenges. Particular effort has been focused on communicating the need for our services to attract local corporate partnerships which have yielded positive outcomes, e.g. Ripton Windows' decision to support The Pink Place as their Charity of the Year.

The charity has worked hard to develop and strengthen links with a variety of local community organisations for fundraising and to raise awareness of its profile and which has included our link with a local secondary school whose students chose to raise funds for the Pink Place in 2023.

The Pink Place continues to actively collaborate with other health and cancer-related providers including North Hampshire Cancer Services Partnership, Basingstoke and North Hampshire Hospitals Trust, and Macmillan Cancer Support, to improve its service reach and ensure coordinated support for those in our community living with cancer.

Trustees' responsibilities in relation to the financial statements

The Trustees (who are also directors of The Pink Place for the purposes of company law) are responsible for preparing the financial statements and trustees' report in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under company Law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements the trustees are required to:

- **Select suitable accounting policies and 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;**
- **Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business**

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

the pink place

your local cancer charity

thepinkplace.org.uk

This annual report was kindly produced free of charge by Click 71, a company owned and managed by one of our trustees.