

The Vitiligo Society
A Company Limited by Guarantee

Charity Registration No. 1069607
Company Registered in England No. 03542195

Report and Unaudited Financial Statements
Year ended 31 March 2020



The Vitiligo Society

Status:	Company Limited by Guarantee No.03542195 Charity Registration No.: 1069607 The Company's governing document is its Memorandum and Articles of Association dated 7 April 1998
Registered Office:	7 Bell Yard, London WC2A 2JR The Company does not have a separate principal office.
Trustees:	Simon Parker (Chair) Natalie Ambersley John Dunster – appointed 27 March 2019 Marko Singh – resigned 14 May 2020 Lisa Frontino – appointed 8 February 2020 Denise Oduntan – appointed 8 February 2020 Eyal Raveh – resigned 21 February 2020 Catherine Davidson – Co-opted 17 December 2020
Independent examiner:	Shruti Soni FCCA FCIE Shruti Soni Ltd 117A St Johns Hill Sevenoaks TN13 3PE
Bankers	Lloyds Bank Plc 25 Gresham Street London EC2V 7HN Unity Trust Bank Plc Nine Brindley Place Birmingham B1 2HB Caf Bank Ltd. Kings Hill West Malling Kent ME19 4JQ

The Vitiligo Society

Trustees' Report for the year ended 31 March 2020

The trustees present their report and the financial statements for the year ended 31 March 2020. This is also a Directors' Report required by s417 of the Companies Act 2006 and all trustees are directors.

This Trustees Report and the associated Financial Statements have been prepared in accordance with guidance for preparing Charity Accounts and Reports presented in "Accounting and Reporting by Charities: Statement of Recommended Practice" and are therefore in accordance with the Charities SORP (FRS 102) – Second edition October 2019 – Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) together with The Companies Act 2006 .

Who we are

The Vitiligo Society was established in 1985 as the London Vitiligo Group and on 13 January 1986 was officially registered as a charity. The charity later changed its name to the Vitiligo Group before becoming The Vitiligo Society in 1990. The Vitiligo Society was incorporated on 7 April 1998 as a company limited by guarantee.

The Vitiligo Society is a national charity headquartered in London, and supports those living with vitiligo around the globe. As an organisation, we are proud of a long heritage and our continued commitment to improve the lives of those diagnosed with vitiligo.

Vitiligo, also called 'leucoderma' is a long-term skin condition that causes an area of the skin to lose its colour (pigmentation), which results in the area looking white or pink in appearance. Because pigment cells give colour to hair as well as skin, some people with vitiligo may notice early onset greying of the hair or a loss of colour on the lips.

Vitiligo affects 1–2% of the world's population. There is no prejudice in terms of who can develop the condition. Therefore, it can affect anyone, whatever their skin colour or ethnic origin, but will be more visually prominent in those with darker skin.

Vitiligo is not life-threatening and for some, embracing their new life with vitiligo is not a problem. That being said, often people find that vitiligo negatively impacts their quality of life and self-esteem. We are a charity that delivers services to support all aspects of living with vitiligo, both physically and emotionally.

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Objectives, Activities, Achievements and Performance

The Society's charitable objects are:

- To relieve the distress and suffering of persons who have the skin condition known as Vitiligo
- To promote research into the cause of Vitiligo and the most effective means of treating this condition
- To disseminate the results of such research for the benefit of the public
- To advance public education about Vitiligo

The Society's vision

To provide information, tools, strategies and action to help people to overcome the psychological and social impact that vitiligo has on their lives. Supporting finding effective treatments and ultimately, a cure. To be a progressive organisation, leveraging technology and digital where possible and ensuring we are supporting all demographics and age ranges.

The Society's mission

To beat Vitiligo by eradicating the psychological, social and physical effects on people's lives and by finding effective treatments and a cure.

The Vitiligo Society has complied with its duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising its powers or duties.

A word from the Chairperson of The Vitiligo Society

A year of significant change

I am deeply proud of the progress that The Vitiligo Society has made this year. It has been a period of radical but necessary change as we've laid the foundations of our 'digital-first' strategy. This is an attempt to modernise the organisation, reduce our operating costs, increase our income and most critically, deliver impact and support to our members and those living with vitiligo on a daily basis.

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This significant change is a reaction to the challenges that many small charities like us are suffering from in the current day. 'Giving' income that includes memberships, donations and grants has been on a downward trend for the last 10 years, especially in medical niche charities of which The Vitiligo Society is one. The Society is 35-years old and carries an outstanding heritage of supporting those with vitiligo and engaging with the medical profession to further research but, during this long period of time, naturally, an organisation can pick up some inefficiencies, cultural habits and stagnation. This year, we made some strategic decisions that ensure moving forward, we are delivering the most impact we can for the vitiligo community whilst being a sustainable and resilient organisation.

Some noteworthy changes include a complete charity rebrand and website redesign making finding vitiligo information and delivering knowledge and education far easier than before whether searching via the web or mobile. As part of the redesign, we launched a brand new fantastic digital vitiligo magazine called The VitLife. We have had indications of appreciation from members, the general public and the medical profession for these improvements.

We migrated out of date and inefficient legacy IT systems to new modern cloud-based software allowing us to provide better digital services for members, improve impact reporting and analyse data to drive strategic decision making. These new systems have also allowed us to digitise and automate a number of manual tasks saving time and allowing staff and volunteers to focus more time on vitiligo impact programmes.

Powered by our new cloud-systems and web conferencing, we shut down our London Victoria office and became a fully remote organisation cutting our ongoing operational costs by almost 30% and allowing complete flexibility in the way we work. This paid dividends during the COVID-19 lockdown and validated all our hard work as we were able to continue with no impact to operations, unlike many other small charities.

There are many reasons for the aforementioned industry charitable giving decline, but in my opinion, it's due to how small-mid sized charities are failing to transform fast enough in a world and culture that has undoubtedly evolved to favour digital services and experiences.

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Prior to the COVID-19 pandemic, I would commute on the London Underground. On a daily basis, I would be surrounded by a sea of people, of all ages, looking at their mobile phones. Whether you believe it to be healthy or not is a personal preference, but it's our modern digital reality.

As a charity that survives primarily on membership contributions and donations to fund our mission, the Society has to provide support in the way that the majority of those living with vitiligo now engage and consume services; digital, mobile and social. This is how I believe we not only survive, but thrive and grow over the next 5 years and deliver our most impact, with the most reach.

This does not mean that we abandon those that do not consume in this way. Our strategy works on an 80:20 rule. There are still 20% of those who are not online, do not use social media and don't have a mobile phone. They are equally important to us and we will continue to support them in traditional 'offline' methods.

During this year, we have continued to deliver impact to our members, along with the wider vitiligo community and their families. We have done this through providing support, information, education and community. We remain a highly credible, competent and respected authority in the vitiligo space. We have nurtured key partnerships with the medical profession in order to support and stay abreast of new research and treatment development. We remain part of a number of patient working groups with the British Association of Dermatologists, Dermatology Council of England and All-Party Parliamentary Group on Skin to give a voice to those living with vitiligo. We've also campaigned for patient involvement to be the standard practice in any research trials in the NHS and I'm happy to say this has now become the standard practice.

The presence of vitiligo in the mainstream media grew astronomically in 2019 thanks to the brave models with vitiligo breaking into the industry. We've seen major brands such as Dove, Larsson & Jennings and Primark use models with vitiligo in their ad campaigns. Off the back of this trend, we've taken this opportunity to build relationships with media outlets in order to increase awareness and further educate the public on vitiligo.

We continue to seek out innovative ways that we can provide support to the vitiligo community globally, helping to inspire, encourage and promote a more inclusive atmosphere for those dealing with the condition.

As a Board of Trustees who are all personally affected by vitiligo in some way, we are committed to building trusted and transparent relationships with our members, donors, partners and supporters in the vitiligo community. We'll continue to work tirelessly to achieve our goals over the coming years and will be

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consistently measuring ourselves on the impact we deliver for those that need us most, those living with vitiligo.

Our investment in a digital and technological transformation over the past 12 months has created a stable, self-sustaining charity, ready for a period of significant growth. We plan to see this growth realised over the next 3–5 years beginning with the appointment of a new Charity Director; implementation of a new charity strategy; and delivery of ambitious membership growth plans in the next fiscal year, 2020–2021.

We ended the year with 755 active Society members. We survive primarily on annual memberships and donations to continue in our mission. I'd like to personally thank everyone who financially supports the Society and the work that we do. We wouldn't be here without your continued generosity.

NB: COVID-19 lockdown went into effect in late March 2020 and thus didn't have any impact on this financial year, 2019–2020. A breakdown of our response to COVID-19, plus performance indicators will be detailed in next year's accounts, 2020–2021. At the time of writing, the pandemic has not had a severe impact on The Vitiligo Society's finances and we remain operational with strong business continuity in place.

The Society's achievements and activities, from 1st April 2019 to 31st March 2020

Evolved the Society branding

We undertook a rebranding exercise to modernise the Society's look and feel. A charity brand is critically important to engaging different demographics, nurturing trust and increasing engagement. We wanted our supporters and members to enjoy interacting with the Society and our services – this begins with a brand that resonates. We developed a brand new logo, brand guidelines and modified our tone of voice in all communications to align with our community driven nature.

Vitiligo is a condition that affects people from all backgrounds, creating a unique, vibrant and diverse community. We have chosen a strong V in the logo. This visual direction reflects the bravery of the vitiligo community to cope with 'difference' and still live authentically and empowered. Keywords that helped us arrive at the final brand are heritage, inviting, warm, supportive and powerful.

This new brand has been designed to pay homage to the 35-year legacy that has been built by the Society and our members whilst delivering a modern and engaging feel. We are delighted with the new look for the organisation.

Launched a brand new website

The Society website is one of our most important assets because it is often the first point of contact for members, donors, volunteers, funders and beneficiaries. Not only this, but our website is the primary channel that we deliver information and education about vitiligo.

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Our existing website had begun to look out of date, was often difficult to navigate and did not work correctly on mobile devices.

Combined with the aforementioned rebranding exercise, we designed and implemented a brand new website that was built from the ground-up to be a hub for our member and supporter needs, as well as act as a definitive information resource for vitiligo.

The new website looks fantastic, is engaging, resolves all previous issues and also provides:

An easier way for supporters to volunteer through the website

Multiple membership pricing tiers

Easier to renew membership

More robust and easy to-use search functionality to find articles and topics

More secure and less vulnerable to cyber attacks

Works across desktop, laptop, tablet and mobile devices

From April 1st 2019 to March 31st 2020 we had a total of 98,835 website visitors. Our top performing web pages were related to what is vitiligo, Protopic & Ediel, treatment options and nutrition.

Migrated to a new Constituent Relationship Management System(CRM)

We undertook a migration from an old Microsoft Access database to a new open source cloud-based CRM, called CiviCRM.

A CRM IT system offers specialised features such as member, donor & contact management, campaign management, payment processing (for memberships and donations), accounting, fundraising event management as well as providing analytics and reports.

The migration to a new CRM has allowed us to automate a number of manual tasks, reduce our operating costs, and allow our staff and volunteers to focus more of their time on vitiligo impact programmes.

We are increasingly focused on becoming a data-driven organisation. The data held the CRM allows us to understand our members, donors and supporters and improve and personalise our services. The analytics and reporting that the CRM provides enable us to make better strategic decisions for the Society's long term performance and sustainability.

CiviCRM, our CRM was built from the ground up for nonprofits. It's also community-built, open source software. This means that any investments we make in the platform support other charities using the

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software, contributing to our wider impact goals.

Launched a new online magazine, The VitLife

this year, we bid a fond farewell to Dispatches, a newsletter publication that we had been distributing for over 15 years and introduced our new publication, The VitLife.

The VitLife (short for The Vitiligo Life) is a members-only online magazine and community for those living with vitiligo. The VitLife is a platform that enables members to read, watch and comment on inspiring and empowering stories from those living life with vitiligo, who are not only coping, but thriving. The VitLife also provides the latest vitiligo research and news from around the globe.

This online magazine allows us to deliver content faster, more regularly and in a way that can easily be consumed on different devices. It provides the ability for members to comment in real-time on the articles – creating an ongoing conversation between us and our beneficiaries, and connecting the community.

Members with an email address receive a bi-monthly email round-up of all the best reads, and we provide a quarterly paper version of The VitLife roundup for our members who do not use the internet or email.

Completed a successful pre-launch testing phase of a meditation mobile app

There are many benefits to meditation. It has been scientifically proven that regular meditation can increase immune function, decrease pain, decrease depression and anxiety and increase positive emotion.

Not only is meditation a fantastic tool for dealing with difficult emotions associated with living with a skin condition, there is also some emerging research linking meditation to the increased efficacy of UVB with certain skin conditions.

The Vitiligo Society ran a small innovation project to build a mobile app that provided guided meditations specifically for those dealing with the emotional challenges associated with having a skin condition (not just vitiligo) that alters appearance.

With a small amount of funding was provided by a number of private donors and the British Association of Dermatologists, an early prototype of Skin Deep was built for Android and iOS by a team of 9 volunteers that included designers, project managers, psychotherapists, voice over artists and app developers. We recruited around 35 users to test the app early and share their feedback on their experience.

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This innovative project was about proving a concept; would people who are dealing with skin conditions benefit from having tailored guided meditations? From the feedback we've received, the answer has been a resounding yes!

Some of the feedback we received from our early testers:

"So far everything has been very good! It was good that the meditation specifically addresses issues you face with skin problems. I found the ladies voices a little robotic at first but soon forgot about it. I think the male voice is very good!"

"Do you have any other features apart from the one meditation? Would be nice to have some different versions, especially a shorter meditation. This one was much longer than I expected!"

"I find it hard to concentrate not knowing how long the meditation will be.

Also a lack of bigger picture and progress is discouraging. How many meditations should I do? For how long?"

"Overall, I loved the app and don't have much to suggest or improve on. The audio and meditation content was amazing and spot on – it encompassed exactly how I felt as someone with a skin condition/vitiligo without being too condescending nor insensitive.

The app does lack somewhat of a personal touch – Although the content is beautiful and the intention is pure, I feel as though it is very generic for the user. Maybe a welcome message or something that could record how I was feeling that day such as a smiley face meter would go a long way to making me feel comfortable and personally involved.

Another suggestion that I can think of is a journal or diary section of some sort; I've seen this on other meditation apps and have personally found it useful to comment on how I was feeling that day and how the meditation impacted on my feelings or thoughts. This would be useful for this app because it would be

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interesting to look back and see how my feelings for my skin may have changed or just how I was feeling on a particular day. Other than that, I really liked the content that the app had to offer and I'm looking forward to seeing what other meditation guides will be released with more final designs.

That being said, I really love this app and the intention behind it. I look forward to using it more frequently once it is finished with development and truly appreciate what you have done"

The prototype was built on a shoestring budget with a group of selfless volunteers giving their time. We will continue, over the next few years, to investigate the feasibility of bringing Skin Deep to the mass market. Our intention has always been to release the app for free to make it accessible to as many as possible. We would need significant financial backing to move the Skin Deep project forward to a market-ready product and we will consider different possibilities.

If you haven't already, you can sign up to the mailing list to get updates on Skin Deep's progress at <https://skindeep.io>.

World Vitiligo Day

World Vitiligo Day, which is held on June 25th every year, is one of the most significant and momentous events within the vitiligo community.

In June 2019, Trustee Natalie Ambersley represented the Society at the global event which took place in Houston, Texas. Hosted by Society patron Lee Thomas, the 3 day event brought the community together for talks and presentations by leading Dermatologists, Physicians, health experts and people directly affected by the condition. Natalie also sat on a Q&A panel that focused on sharing personal experiences with the condition.

On her return to London, Natalie wrote and shared a number of features on The VitLife including a detailed roundup of the event, an interview with the event organisers and also established key relationships with some of the leading figures within the vitiligo field including Dr John Harris. Further strengthening the Society's global vitiligo alliances.

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Community vitiligo photoshoot

We held a photoshoot with visual content agency, Crispy Dog, bringing together a group of individuals with vitiligo. The main purpose of the shoot was to support our brand refresh where the photos taken would be used on our website, marketing materials and across our social media platforms.

For some of those who joined us, it was the first time they had been photographed without makeup. In public, and met so many others with the condition on a single occasion, giving them the opportunity to share elements of their lives, whether that be the more challenging times they'd experienced and some of the more positive in recent years. Some of those who joined us went on to join modelling agencies and have since taken part in shoots with major brands. We continue to keep in touch with those who took part, recognising the positive step they have taken towards self acceptance and recognising the importance of photoshoot and what it can do to provide emotional support.

Hi-Light Trial

The Hi-Light Vitiligo Trial was a clinical trial involving 517 participants aged 5 years and over with vitiligo. It tested the effectiveness of home-based light therapy and topical steroid cream, used alone or in combination, for the treatment of vitiligo. The study was led by Dr Jonathan Batchelor and Professor Kim Thomas from the Centre of Evidence Based Dermatology at The University of Nottingham, and was coordinated from the Nottingham Clinical Trials Unit.

One of our Trustees, Marco Singh acted as patient representative on the Hi-Light trial.

The Hi-Light Vitiligo Trial came out of the Priority Setting Partnership (PSP). The PSP was developed in partnership with the James Lind Alliance where members of The Vitiligo Society helped to decide which top 10 topics should be carried forward into studies done at the Centre for Evidence Based Dermatology in Nottingham, including the current Hi-Light trial, the largest RCT (randomised controlled trial) so far in the world ever conducted for vitiligo. Patient involvement is now standard practice in the NHS and becoming so worldwide.

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Open Day & AGM

After our most successful 2018 vitiligo conference at the Amba Hotel in Charing Cross, we took a break in 2019. A renewed and rebranded 'Vitiligo Society Summit' day was to be held in 2020.

Staff changes

Eyal Raveh, Chairperson and Trustee for the Society resigned in February 2020 after almost 4 years of service. We'd like to thank Eyal for volunteering his time and leading the Society. We wish him all the best in his future endeavours.

We were also delighted to welcome John Dunster to the Board of Trustees. By day, John is an HR Director for Centrica and brings a wealth of business and people operations experience to the Society, as well as an extensive network. John has been a fantastic addition to the team and he's equally as excited for the future of the charity.

After more than 21 years of service working for the Society, we wished a fond farewell to Kalpana Pabari. Kalpana provided administrative support and organisational skills to the Society. She also handled membership enquiries and has helped with the organisation of our conferences and events. We wish Kalpana all the best in the future.

Facebook

Around 44% of the UK population use Facebook daily, making it still the most populated single social platform. But the rise of newer platforms means younger users in the 18–24 age group have been declining steadily over the past few years, as users aged 65+ have rocketed in 2020, making Facebook the preferred platform to reach the key giving demographic.

The Vitiligo Society holds both a Facebook page, and a Facebook group. Our Facebook group continues to grow and provides support amongst its members for issues as they arise. It has superseded our forum on the website, and we direct members and the general public there to raise questions that concern the day-to-day management of, and support for living with, the condition.

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We are adding between 10–20 new facebook members/followers per week. At the time of writing, we have 1,137 followers on our Facebook page, and 5,205 members on the Society Facebook group.

Instagram

Instagram has about 27 million users in the UK, with its users primary being in the 25–34 age range. Instagram is based around using pictures and videos to tell stories, so it's very much a visual platform where the Society shares our own visual content but also re-shares the content of others living with vitiligo and using instagram.

We've seen fantastic growth on instagram and it's been a key platform for us to engage with younger demographics who are living with vitiligo. At the time of writing, we have 9,258 followers on Instagram this has grown from approximately 2,700 in the last 18 months.

Twitter

Twitter is a fast-moving platform that's great for having real-time conversations and reading the latest news. There are around 15.25 million Twitter users in the UK, with the biggest group in the 25–34 age range.

For the Society, Twitter is an important platform for delivering the latest vitiligo news, storytelling and engaging with medical authorities. At the time of writing, the Society has 3,421 followers on Twitter.

Parent Support Group (PSG)

The purpose of the Parent Support Group is twofold; to provide support for those who have questions or concerns relating to vitiligo and two; create a space where parents can feel supported and listened to, whilst being able to ask questions and feel reassured in an environment where they may share common concerns.

In 2019, a single PSG meet-up was run by 3 Society volunteers where there was limited attendance. It was decided that we'd look at relaunching the service we offer to parents of those with vitiligo in 2020 with an aim to identify ways to offer more accessible ways to attend meetups and engage with a community of like minded individuals.

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All Party Parliamentary Group on Skin (APPGS)

We remain active members of this cross-party group, giving our time to attend meetings and events.

Dermatology Council of England (DCE)

We remain active members of this group that encompasses many of the UK Patient Support Groups for Dermatological conditions. We attend regular meetings and update members and the general public via Twitter and Facebook of any relevant updates.

British Association of Dermatologists (BAD) – Patient Support Group

We remain active members of BAD initiatives, including attending the Patient Support Group.

Financial Review

Total income for the year was £56,877, up 89% as compared to the previous year £30,114. This increase is due to a grant valued at £31,907 received as a donation in kind of free search engine advertising in the form of Google AdGrants. We observed a 29% decrease in donations which are one-off in nature and subject to large swings across financial years. Memberships (Subscriptions), the charity's largest source of income, were down 3% reflecting a long term declining trend. However, we expect both Memberships (Subscriptions) and one-off donations to steadily increase over the next 5-years due to investments that we have made in member-facing services.

Total expenses were £93,299, up 137% on the previous year £39,294 driven primarily by increased investment in the Society's digital services, staff costs and Fundraising & Publicity (which includes the expenditure of £31,907 for the Google AdGrants). See note 5 of the financial statements for further details. The Vitiligo Society generated a net loss, termed "Net Expenditure" in the Statement of Financial Activities, of £36,422 in 2020. This compares to a net loss of £9,180 in 2019. This net loss was predicted as we expect an income return on a number of investment areas over the next 36 months.

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The Society's work is entirely reliant on Memberships (Subscriptions) from its members together with donations from its members, other donors and charitable trusts. Each year the Trustees agree to a financial budget, setting out expected income together with planned expenses. This is monitored on a regular basis and the results for the year to 31 March 2020 were in line with this budget.

Net Current Assets (see the Balance Sheet as at 31st March 2020) have fallen to £59,990 from £96,412 in 2019. Out of these Net Current Assets, Cash at Bank and in hand form the vast majority, £60,925 (2019: £96,855). This is equivalent to more than two years' worth of expenses at current levels. In line with previous years, the Society carries minimal liabilities and no loans/debt.

We recognise the investment made this year has significantly increased which has been deliberate. This investment has gone into far improving the services we offer today (as detailed above) and ensuring we are a charity which is sustainable and can continue to serve the vitiligo community long into the future.

As always, we are extremely grateful to those paying the Memberships (Subscriptions) fee and also to those who feel able to provide donations, of whatever amount. All monies received are carefully managed and with this in mind the Trustees remain ever vigilant, making sure that our operational costs are the lowest they can pragmatically be and we will continue to do this going forward.

Financial Policies

Grants Policy

The Society, occasionally awards grants to people from a variety of disciplines such as dermatology, psychology and biochemistry.

Reserves Policy

The trustees believe it would be prudent to maintain charity's reserves to at least a sum equivalent to six months' operating costs currently projected to be £15,562 in order to ensure the charity has sufficient funds in reserve to meet its statutory and contractual obligations.

Unrestricted reserves are available, at the discretion of the Trustees, to further the general objects of the charity. The unrestricted funds available to the charity as at 31 March 2020 were £58,165 (£94,539 in 2019). This is considered sufficient to meet these objectives.

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Managing risk of harm

The Trustees carry out an annual review of the major risks to which the Society is exposed and ensure that the systems and procedures established to manage the risks remain robust and fit for purpose. This year the Society dedicated considerable effort in ensuring that we would comply with GDPR legislation.

Structure, Governance and Management

The Governing document of the Society is the Memorandum and Articles of Association. The trustees of the charity, for the purpose of charity law, are also the directors of the company for the purposes of the Companies Act.

The Society is governed by a council of management that at all times must comprise a majority of members who have Vitiligo or have partners, children or siblings with the condition. One third of the members of the council retire each year and retiring members are eligible for re-election. Decisions on behalf of the Charity are made by the directors, (known by the charity as Trustees) who meet approximately once every six weeks. Trustees are appointed on recommendation by the Board of Trustees or by election at the Annual General Meeting. All new trustees are required to demonstrate a knowledge of their responsibilities and where necessary undergo training in certain areas.

Going Concern

The trustees are satisfied that the charity will continue to be a going concern for the foreseeable future.

Statement of Public Benefit:

The Vitiligo Society has complied with its duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising its powers or duties.

Statement of Trustees' Responsibilities

The trustees (who are also directors of the charitable company for the purposes of company law) are responsible for preparing the Trustees' Annual 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 charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the trustees are required to:

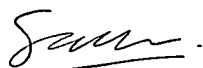
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- a) select suitable accounting policies and apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting estimates that are reasonable and prudent;
- d) state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company 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 charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, was approved by the Board on 28 January 2021 and signed on its behalf.



Trustee

Name: Simon Parker

Independent Examiner's Report to the Trustees of The Vitiligo Society

I report on the financial statements of the company for the year ended 31 March 2020 as set out on pages 19 to 27.

Responsibilities and basis of report

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
2. the accounts do not accord with such records; or
3. the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the Charities SORP (FRS102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Shruti Soni

Shruti Soni FCCA FCIE
Shruti Soni Ltd ● Chartered Certified Accountants
117A St Johns Hill, Sevenoaks TN13 3PE

Date: 29 January 2021

The Vitiligo Society
Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2020

		Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
	Note						
Income from:							
Donations and legacies	2	42,476	–	42,476	14,923	51	14,974
Charitable activities							
Research, Information and Support	3	14,195	–	14,195	14,651	–	14,651
Other trading activities	4	158	–	158	308	–	308
Investments		48	–	48	181	–	181
Total income		56,877	–	56,877	30,063	51	30,114
Expenditure on:							
Raising funds	5	4,178	–	4,178	6,942	–	6,942
Charitable activities							
Research, Information and Support	5	89,073	48	89,121	30,536	1,816	32,352
Total expenditure		93,251	48	93,299	37,478	1,816	39,294
Net income / (expenditure) for the year		(36,374)	(48)	(36,422)	(7,415)	(1,765)	(9,180)
Net movement in funds		(36,374)	(48)	(36,422)	(7,415)	(1,765)	(9,180)
Reconciliation of funds:							
Total funds brought forward		94,539	1,873	96,412	101,954	3,638	105,592
Total funds carried forward	14	58,165	1,825	59,990	94,539	1,873	96,412

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 14 to the financial statements.

The Vitiligo Society

Company no. 03542195

Balance sheet

As at 31 March 2020

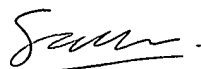
	Note	£	2020 £	2019 £
Fixed assets:				
Tangible assets	9		-	38
			-	38
Current assets:				
Stock		-		80
Debtors	10	115		96
Cash at bank and in hand		60,925		96,855
		61,040		97,031
Liabilities:				
Creditors: amounts falling due within one year	11	1,050		18,476
Net current assets / (liabilities)			59,990	78,555
Total net assets / (liabilities)			59,990	78,593
The funds of the charity:	14			
Restricted income funds			1,825	1,873
Unrestricted income funds:				
General funds		58,165		94,539
Total unrestricted funds			58,165	94,539
Total charity funds			59,990	96,412

For the year ending 31 March 2020, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Trustees' Responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476
- The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements, which have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), were approved by the Board on 28 January 2021 and signed on its behalf by:



Trustee
Name Simon Parker

The Vitiligo Society
Notes to the financial statements
For the year ended 31 March 2020

1 Accounting policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and the preceding year.

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Charities SORP (FRS 102) – Second edition October 2019 – Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. The accounts are presented in GBP rounded to £1.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

There are no key judgements that the charitable company has made which have a significant effect on the accounts.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

d) Income

All income included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable. Grants where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant. Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included.

Memberships (Subscriptions) are credited to income for the year to which they relate. Life subscriptions are credited to income in full in the year of receipt.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

e) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

The Vitiligo Society
Notes to the financial statements
For the year ended 31 March 2020

1 Accounting policies (continued)

f) Interest receivable

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.

g) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

h) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Fundraising Cost comprise the costs associated with attracting voluntary income. Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Support costs are those costs incurred directly in support of expenditure on the objects of the charity and include project management.

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

i) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- | | |
|-------------------------|------|
| ● Charitable Activities | 100% |
|-------------------------|------|

j) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £750. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|--------------------|---------------|
| ● Office Equipment | 20% per annum |
|--------------------|---------------|

k) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

The Vitiligo Society
Notes to the financial statements
For the year ended 31 March 2020

1 Accounting policies (continued)

n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

p) Taxation

The charity's activities fall within the exemptions afforded by the provisions of the Income and Corporation Taxes Act 1988. Accordingly, there is no taxation charge in these accounts.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2020 total Total £	2019 Total £
Donations – Members	3,622	–	3,622	7,470
General Donations	6,947	–	6,947	7,248
Grants and Donations – Trusts and Foundations	–	–	–	256
Donations in Kind	31,907	–	31,907	–
	<u>42,476</u>	<u>–</u>	<u>42,476</u>	<u>14,974</u>

Donation in kind comprises value to The Vitiligo Society of free advertising in the form of AdGrants on Google for not for profits within their search engine.

3 Income from charitable activities

	Unrestricted £	Restricted £	2020 Total £	2019 Total £
Research, Information and Support				
Memberships (Subscriptions)	14,195	–	14,195	14,651
Total income from charitable activities	<u>14,195</u>	<u>–</u>	<u>14,195</u>	<u>14,651</u>

4 Income from other trading activities

	Unrestricted £	Restricted £	2020 Total £	2019 Total £
Merchandising	–	–	–	57
Great Weather Lottery	158	–	158	251
	<u>158</u>	<u>–</u>	<u>158</u>	<u>308</u>

The Vitiligo Society
Notes to the financial statements

For the year ended 31 March 2020

5 Analysis of expenditure

	Cost of raising funds	Charitable activities	Support costs	2020 Total
	£	£	£	£
Staff costs (Note 6)	-	16,889	-	16,889
Travel & Cost of Meetings	-	-	146	146
Fundraising & Publicity	4,178	31,907	-	36,085
Skin Deep App Design Fees	-	48	-	48
Merchandising	-	367	-	367
Rent & Rates	-	-	7,520	7,520
Premises Expenses	-	-	1,023	1,023
Website/CRM	-	23,989	-	23,989
Printing, stationery & Postage	-	-	187	187
Office Expenses	-	-	89	89
Insurance	-	-	530	530
Sundry Expenses & Bank Charges	-	-	381	381
Computer Support & Software	-	-	74	74
Trustee Expenses	-	-	731	731
Independent examination & Accountancy	-	-	1,243	1,243
Depreciation	-	-	38	38
Legal, Professional & Consultancy Fees	-	-	3,959	3,959
	4,178	73,200	15,921	93,299
Support costs	-	15,921	(15,921)	-
Total expenditure 2020	4,178	89,121	-	93,299

Fundraising & Publicity includes donation in kind of £31,907 which is the value to The Vitiligo Society of free advertising in the form of AdGrants on Google for not for profits within their search engine.

	Cost of raising funds	Charitable activities	Support costs	2019 Total
	£	£	£	£
Staff costs (Note 6)	-	12,157	-	12,157
Travel & Cost of Meetings	-	-	61	61
Fundraising & Publicity	6,892	-	-	6,892
Newsletter – Printing & postage	-	77	-	77
Skin Deep App Design Fees	-	1,816	-	1,816
Merchandising	-	172	-	172
Annual Vitiligo Day	-	4,709	-	4,709
Membership Drive	-	1,677	-	1,677
Printing, stationery & Postage	-	-	119	119
Office Expenses	-	-	9,041	9,041
Insurance	-	-	1,068	1,068
Sundry Expenses & Bank Charges	-	-	514	514
Computer Support & Software	-	-	185	185
Independent examination & Accountancy	-	-	480	480
Legal, Professional & Consultancy Fees	-	-	326	326
	6,892	20,608	11,794	39,294
Support costs	-	11,794	(11,794)	-
Total expenditure 2019	6,892	32,402	-	39,294

Of the total expenditure, £61,344 was unrestricted (2019: £37,478) and £48 was restricted (2019: £1,816).

The Vitiligo Society
Notes to the financial statements

For the year ended 31 March 2020

6 Trustee remuneration and expenses

Staff costs were as follows:

	2020	2019
	£	£
Salaries and wages	10,126	12,157
Redundancy and termination costs	6,763	-
	<u>16,889</u>	<u>12,157</u>

No employee earned more than £60,000 during the year (2019: nil).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2019: £nil). No charity trustee received payment for professional or other services supplied to the charity (2019: £nil).

No trustees were reimbursed any expenses incurred in relation to their duties as trustees.

7 Related party transactions

Aggregate donations from related parties during the year were £nil (2019: £nil).

There are no donations from related parties which are outside the normal course of the charity's business and no restricted donations from related parties. Some trustees donate back out of pocket expenses incurred.

8 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9 Tangible fixed assets

	Office Equipment £	Furnitures & Fixtures £	Total £
Cost or valuation			
At the start of the year	10,010	2,200	12,210
At the end of the year	10,010	2,200	12,210
Depreciation			
At the start of the year	9,987	2,185	12,172
Charge for the year	23	15	38
At the end of the year	10,010	2,200	12,210
Net book value			
At the end of the year	-	-	-
At the start of the year	23	15	38

All of the above assets are used for charitable purposes.

The Vitiligo Society
Notes to the financial statements

For the year ended 31 March 2020

10 Debtors

	2020 £	2019 £
Other debtors	–	96
Prepayments	115	–
	<u>115</u>	<u>96</u>

11 Creditors: amounts falling due within one year

	2020 £	2019 £
Taxation and social security	–	47
Accruals	1,050	480
Deferred income	–	130
	<u>1,050</u>	<u>657</u>

12 Deferred income

	2020 £	2019 £
Balance at the beginning of the year	130	56
Amount released to income in the year	(130)	(56)
Amount deferred in the year	–	130
	<u>–</u>	<u>130</u>
Balance at the end of the year	–	130

13 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	–	–
Net current assets	58,165	–	1,825	59,990
Net assets at 31 March 2020	<u>58,165</u>	<u>–</u>	<u>1,825</u>	<u>59,990</u>

Analysis of net assets between funds

	General £	Designated £	Restricted £	Total funds £
Tangible fixed assets	38	–	–	38
Net current assets	78,555	–	–	78,555
Net assets at 31 March 2019	<u>78,593</u>	<u>–</u>	<u>–</u>	<u>78,593</u>

The Vitiligo Society
Notes to the financial statements

For the year ended 31 March 2020

14 Movements in funds

	At 1 April 2019 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 March 2020
Restricted funds:					
Research	1,206	-	-	-	1,206
Information	210	-	-	-	210
Support	457	-	(48)	-	409
Total restricted funds	1,873	-	(48)	-	1,825
Unrestricted funds:					
General funds	94,539	56,877	(93,251)	-	58,165
Total unrestricted funds	94,539	56,877	(93,251)	-	58,165
Total funds	96,412	56,877	(93,299)	-	59,990

	At 1 April 2018 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 March 2019 £
Restricted funds:					
Research	1,206	-	-	-	1,206
Information	210	-	-	-	210
Support	2,222	51	(1,816)	-	457
Total restricted funds	3,638	51	(1,816)	-	1,873
General funds	101,954	30,063	(37,478)	-	94,539
Total unrestricted funds	101,954	30,063	(37,478)	-	94,539
Total funds	105,592	30,114	(39,294)	-	96,412

Purposes of restricted funds

The purpose of restricted fund is Research information and support for people with Vitiligo.

15 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.