

Little Princess Trust

Annual Review 2021/22





“Giving Hair and Hope to children and young people by providing wigs and funding vital research into childhood cancers.”



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The Chair and the Chief Executive reflect on the year

‘Why we do what we do’

Every day in the UK, 12 young people hear the words “you have cancer”. At that moment, everything changes and it changes for them, for their family and for the life they had planned.

“Will I lose my hair?” is the first question asked by many of these children and young people. At The Little Princess Trust, we know just how important hair is to their identity and that is why our mission is to offer a free real hair wig to every child and young person who loses their hair due to cancer treatment.

Making the process of requesting and receiving a wig as easy and straightforward as possible, we work with our network of wig-fitters to try and

ensure that no one has to travel far to have their wig fitted and styled.

We will continue to address the impact of treatments for as long as this remains necessary but we would love to see the development of more effective and kinder treatments for all cancers affecting children and young people and so we also fund essential and impactful research which seeks to deliver this goal.

Our vision is to give Hair and Hope to every child and young person with cancer until there is no longer a need for what we do.



“Our vision is to give Hair and Hope to every young person with cancer”

Nicola Wood, from the Wonderful Wig Company, is one of the brilliant wig-fitters in our wig-fitting network.

Putting young people first

It was another challenging year for those whose mission is to help young people with cancer, with the effects of a global pandemic potentially leaving those young people even more vulnerable and isolated.

The resources of specialist children’s cancer hospitals were stretched and that brought an additional challenge to the task of ensuring that everyone who needs our service was aware that The Little Princess Trust is there to help.

As we emerged from all the restrictions and challenges of life under lockdown, we had developed an ability to become more agile, protecting our frontline service while also exploring new opportunities to raise funds, connect with young people and engage our wider stakeholders. As a charity which relies on others to signpost those needing our service, we had to be tenacious, efficient and also realistic in our engagement with those who act as our voice.

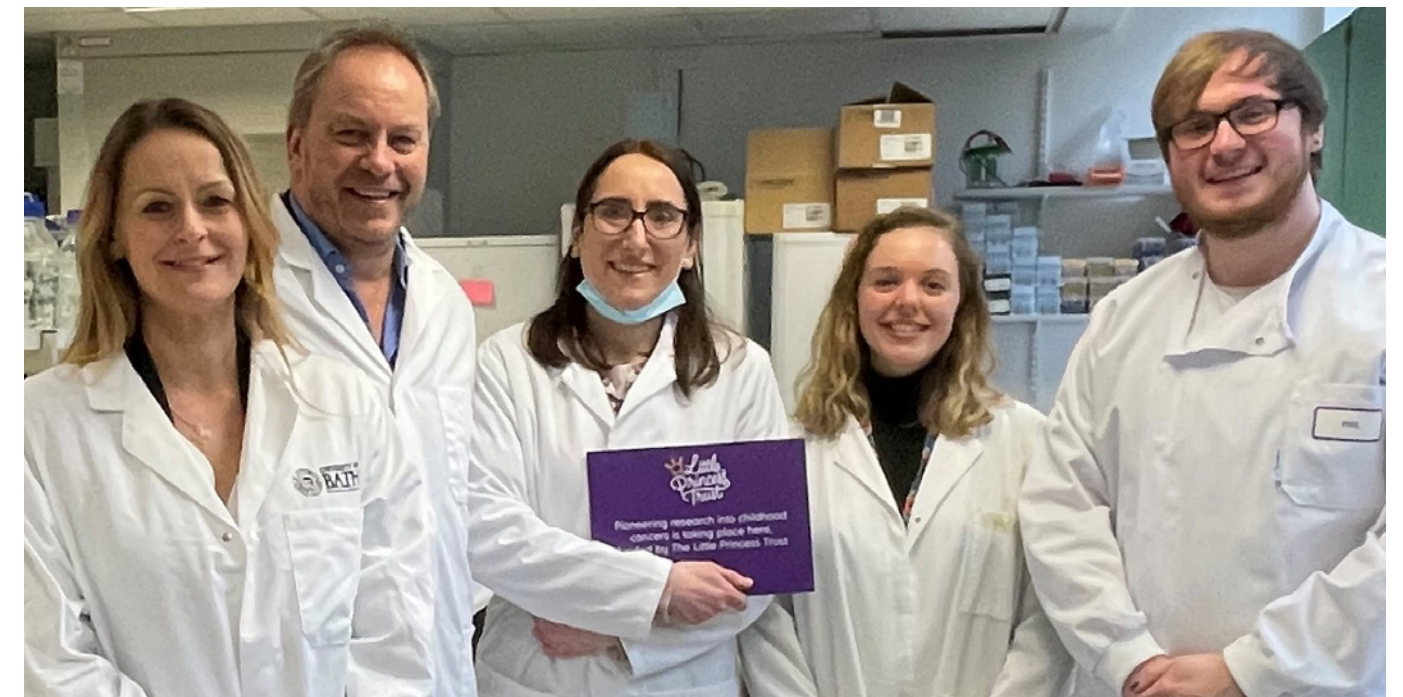
In NHS hospitals across the UK, Healthcare Professionals continued to promote our wig provision service to young people and their families and they richly deserve our thanks and appreciation.

Everything we do is made possible by donations and we ended the past year having received £7.9m, which enabled us to commit a further £5.91m to cancer research.

This figure is higher than any previous year, demonstrating our commitment to making an even bigger difference to the lives of young people with cancer across the UK.



£ 5.91m The total given to childhood cancer research this year.



Phil Brace and Wendy Tarplee-Morris receive an update on LPT’s funded research during a visit to the University of Bath.

Inspired by many

The children and young people we support constantly amaze and inspire us through their bravery and courage when facing cancer. Their countless hospital visits, the lengthy treatments and the impact on both body and mind serve as constant and compelling reminders of why we do what we do.

Sadly, we know that the brutal reality of childhood cancer can often have tragic results and our thoughts are with all those who have lost a loved one.

We also know only too well that cancer can cruelly take adult lives and everyone at The Little Princess Trust was affected by the loss of one of our incredible supporters, who raised more than £26,000 after being diagnosed with cancer in 2015.

Lindy Humphrey lost her hair, along with much of her confidence, shortly after she began treatment for peritoneal cancer. She could not bear the thought of a child experiencing hair loss in this way and so, with the help of her daughter Pippa, set up a fundraiser for LPT.

Their hope was to try to raise £500 but, having hit that target within just an hour, the total soon reached £5,000. Lindy knew right then that she could do even more to help us and her fundraising just grew and grew.

We had the pleasure of showing Lindy our new headquarters last year and her smile and vibrant personality lit up every room she entered. Tragically, just a few months later, she died.

We were all so happy to have had the chance to meet Lindy and are most grateful to her husband Andy for continuing to support our charity by organising a wonderful party to celebrate Lindy's life and raise even more funds for LPT over the summer.



Lindy Humphrey was shown around our new headquarters by (left) Wendy Tarplee-Morris and Phil Brace.



Lindy Humphrey raised tens of thousands of pounds for LPT.

“Sadly, we know that the brutal reality of childhood cancer can often have tragic results”

Our new home

The Hannah Tarplee Building is everything that we imagined and more, giving us permanent roots within our Hereford community.

We have loved having so many people from so many different walks of life come to visit and see the varied work of the charity.

What a difference our new building has made. There was simply no way we could have made wigs in the rented offices which we previously called home; nor could we have welcomed the world's leading childhood cancer researchers to debate the latest scientific studies in a purpose-built conference room; and there was simply not the space to house a beautiful wig-fitting and styling studio, but that is exactly what we now have.

It has been amazing to see our new home getting so much use since we moved in last August.

The many visitors and local charity groups who have used our conference facilities love the new premises, and so do our staff.

There are so many people and businesses who helped to make our move to a purpose-built home possible and we are most grateful for all the support which allowed us to start this 12-month period with such a momentous and happy occasion.



Little Princess Trust staff and supporters outside The Hannah Tarplee Building during the topping out ceremony.

“It has simply been amazing to see our new home getting so much use since we moved in last August”

Our strategy and focus for the future

The ever-changing global political developments have coincided with a renewed focus on our values and objectives.

We understand that these are challenging times and we want to take time to consolidate what we are doing well and concentrate on areas where we can further improve.

A defined strategy is critical to achieving this and much work has been done to define and refine our aims and goals.

We know that developing our IT systems will be a significant driver in giving us greater productivity and efficiency.

A determined organisational strategy will drive ambition and give the charity a sustained focus on equity, diversity, and inclusion.

We want to engage and communicate further with the young people we support to learn from them and to give them a voice, both within the charity and in the wider world of childhood cancer research.

The Little Princess Trust wants to be a home for remarkable people who share our passion for change, helping us to ensure young people with cancer have the best possible quality of life and outcomes.

“We want to be a home for remarkable people who share our passion for change.”



Some of the UK's leading childhood cancer researchers have already visited The Little Princess Trust's new home.

Partnerships bring results

We continue to enjoy an excellent collaboration with CCLG and their CEO Ashley Gamble, from which we benefit both in terms of economies of scale and in the wider sharing of resources.

Partnership working, collaboration and a relentless focus on purpose are key to us delivering greater impact for young people and we were particularly pleased to build on our relationship with CRUK, alongside some other exciting collaborative projects.

The Little Princess Trust is an active member of The Children and Young People's Cancer Coalition, which allows us to work with like-minded organisations to share information and avoid duplication to be more efficient with our service provision.

We are grateful for the excellent and impactful partnerships formed with The Teenage Cancer Trust, Ellen MacArthur Cancer Trust and Young Lives vs Cancer, who all signpost to our charity.

“We are grateful for the excellent and impactful partnerships formed with The Teenage Cancer Trust, Ellen MacArthur Cancer Trust and Young Lives vs Cancer, who all signpost to our charity.”



Forging closer links: Gail Jackson and Gemma Wadsley, from Solving Kids' Cancer, were among those to be welcomed by (second from right) Wendy Tarplee-Morris and Phil Brace to The Little Princess Trust's home to explore partnership opportunities.

Heartfelt thanks to so many for making our work possible

We would like to end by thanking the very special community of supporters who have joined us, and continue to join us, on this incredible journey, and for the immeasurable difference which their support makes to children and families throughout the UK and beyond.

No one could pretend that the past year has not been challenging but, regardless, we continue to look to the future with optimism and a relentless determination to support even more children in a world of uncertainty and change.

Throughout the past year, despite everything, our incredible supporters have risen to the challenge to raise vital funds to help children and young people with cancer.

As we enter the next year, we will always be mindful that we rely on the continued support of those amazing supporters, our volunteers, Trustees, fundraisers, individuals, businesses, and communities.

Our sincere and heartfelt thanks to our wonderful LPT family who make possible all that we do.



Phil Brace
Chief Executive



Tim Wheeler MBE
Chair of Trustees

“We continue to look to the future with optimism to support even more children and young people.”



Ady Watts, pictured with Wendy Tarplee-Morris, is one of the many people to have generously supported The Little Princess Trust this year.

Objectives and activities

The Little Princess Trust seeks to improve the life of every child and young person with cancer.

Our primary objective is to give real hair wigs, free of charge, to every child or young person experiencing hair loss due to cancer treatment.

We also provide wigs in the UK and Ireland to those who have suffered hair loss due to other conditions, and continue to explore ways to extend the provision of our service for children with cancer in countries outside the UK, where there is no service available.

We work with specialist suppliers and experienced wig fitters, who offer wigs tailored to the individual child's needs to give the most realistic look and feel as close as possible to their original hair.

We put parents and carers in contact with wig fitters as local to them as possible to ensure the young person does not have to travel any further than necessary for their wig fitting.

In addition to our free wig provision service, we are committed to funding vital research which aims to deliver more effective and kinder treatments for all childhood cancers.

We invite applications for funding from academics and institutions involved in researching the causes of paediatric cancer and we engage with the Children's Cancer and Leukaemia Group (CCLG) to facilitate this process under guidelines from the Association of Medical Research Charities (AMRC).



Wendy Tarplee-Morris and Phil Brace travel the country to promote The Little Princess Trust's mission of giving Hair and Hope to children and young people.

“Our primary objective is to give wigs to children and young people experiencing hair loss due to cancer treatment”

No place like home for memorable moments and historic firsts

The last 12 months have been truly memorable ones for The Little Princess Trust with many milestone moments.

The move to our own purpose-built home in the historic city centre of Hereford led to a long list of wonderful experiences and achievements that would simply not have been possible in the rented offices we had previously called home.

Headlines from an inimitable year saw the first wig hand-knotted inside The Hannah Tarplee Building while the first wig was also fitted inside the new headquarters' custom-built salon.

Seeing a young person have their wig fitted and styled inside our new home was understandably an incredibly poignant moment – and once again shone a light on the incredible progress made in such a short space of time.

Among the other remarkable dates in a busy calendar were those when the brightest minds from the world of childhood cancer research visited our headquarters.

The Hannah Tarplee Building has a conference room and this played host to scientists from leading universities and hospitals in the UK throughout the year.

The hope is that these events continue, and our home becomes a welcoming space for the scientific community to exchange ideas and find advances within childhood cancer research.



The Little Princess Trust was set up in memory of Hannah Tarplee.



The Little Princess Trust's new home is called The Hannah Tarplee Building

The past 12 months saw an increase in the funding of childhood cancer research – and our growing influence in the science community was recognised by Dr Pamela Kearns, Professor of Clinical Paediatric Oncology at the University of Birmingham.

She was one of the scientists who acknowledged The Little Princess Trust's new home and gave a glowing endorsement of the site and our support of paediatric research.

She said our new conference facility – named the Cathedral Suite – is of “national significance” and demonstrates “The Little Princess Trust's commitment to change the lives of children with cancer”.

Professor Kearns added: “The space will be such

a fantastic hub for paediatric cancer researchers, oncologists and the wider cancer community, acting as a catalyst for collaboration to drive forward innovation in paediatric cancer research.”

It is hard to stress the importance of having our own purpose-built home in our home town of Hereford. In addition to bringing so many of our staff and services under one roof to increase productivity, the new premises acts as a permanent legacy to Hannah Tarplee.

The Little Princess Trust was started after Hannah's parents struggled to find her a wig as she underwent cancer treatment and it was a very proud moment for all involved when our new building was named as a permanent tribute to her.



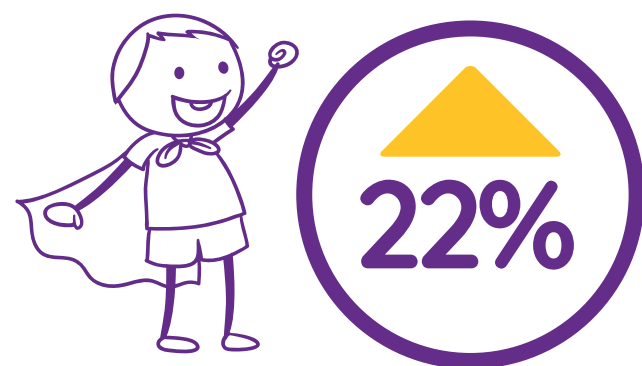
Kiya Kanani was the first person to have a wig fitted inside the salon at The Little Princess Trust's new home. Liz Pullar, LPT's Specialist Wig Fitter, is pictured with Kiya.

Wig referrals team overcomes challenges with global supply chain

The Little Princess Trust's free wig provision service is the very reason our charity was started and remains the most recognisable aspect of our work.

The last 12 months have been challenging ones for our wig referrals department due to the impact of Covid-19 in the Far East where some of our wigs are made. The effects of the pandemic led to a drop in the number of wigs being produced and sent to Europe - and this resulted in a smaller stock of our popular, longer wigs.

Despite the challenges faced, we still provided 1,747 wigs in this 12-month period, making it the second highest number in the charity's history.



22% - Year-on-year percentage rise in the number of boys receiving a wig.

One area of focus for our wig referrals team has been to try to reach all genders affected by hair loss. A lot of work has taken place between the department and members of our marketing team to highlight the message, through our social media pages, that The Little Princess Trust wigs are available for all young people.

Part of this work saw a new "Arranging Your Wig" leaflet designed, printed and distributed to hospital departments and children's charities - and was specifically created to ensure it would reach all genders.

The result from this work has seen a 22% annual rise in the number of boys receiving wigs from The Little Princess Trust from 2020/21 to 2021/22.

Year	Total number of wigs provided
2021/22	1,747
2020/21	1,769
2019/20	1,614
2018/19	1,523

All figures cover a 12-month period from August 1 to July 31.

Provision of Afro-textured wigs

The Little Princess Trust prides itself on being an inclusive charity and great efforts have been made over the past two years to make wigs from curly and Afro-textured hair donations.

The Little Princess Trust had previously been told by many wig manufacturers that they were unable to work with curly hair and Afro-textured hair to create wigs. This did not mean that the charity failed to offer wigs to all children as black and mixed-race young people have always been offered Afro-style wigs which were made with straight hair before being curled and/or styled to the individual recipient's request.

However, we had always maintained a desire to use hair donations from all of our supporters. The Little Princess Trust was able to do this in 2020 when we worked with several different partners and the first wigs were made from Afro-textured hair donations by Raoul Wigmakers in London.

The change meant we could be inclusive to all supporters who wanted to donate hair while also giving far greater choice to wig recipients.

The charity provided three Afro-heritage wigs in 2020 and this number has increased to 11 over the past 12 months. We will continue to promote the message that these wigs are now available - while also explaining that we require a varied mix of curly hair donations and Afro-textured hair donations to ensure a diverse selection of wigs can be offered and provided to our young wig recipients.



Olivia wears her Little Princess Trust wig.



Zayon, far left, is one of our fantastic supporters who has donated hair which has allowed us to make Afro-textured wigs like the one pictured.

Providing wigs to children overseas

We remain committed to working with partners overseas in countries where there is no local wig provision. Partnerships have been established in Portugal, Sweden, Bulgaria, Germany and Slovenia.

Highlights included the first wig being provided in Sweden and the number of wigs provided in



Arminda Vaz tells Portuguese television viewers about our free wig provision service that is available in Lisbon and Porto.

Germany trebling. Meanwhile our free wig provision service featured on day-time TV in Portugal when Arminda Vaz, from our partners at HairPlus, told viewers how they could donate hair and request a wig while raising our profile in the Iberian country.



Liliana Espirito Santo, Executive Co-ordinator at HairPlus, is one of those helping us to deliver our free wig provision in Portugal.

Fitting wigs inside our new home

The move to our own home at The Hannah Tarplee Building has been an extremely welcome one for the wig referrals department, as staff now have the option to invite wig recipients to our headquarters for their wig fitting.

The purpose-built wig fitting salon comes complete with pull-down blinds to give wig recipients complete privacy. Kiya Kanani, an LPT ambassador, was the first person to have a wig fitted and styled at our new home. Liz Pullar fitted and styled the wig on what was a very special day for all of us at the charity and the wig fitting department.

The name for our in-house salon was chosen in recognition of the phenomenal support The Little Princess Trust has received from the hair and beauty products specialist, Sally Europe, over the past nine years.



Sally's Salon means wigs can be fitted inside the Little Princess Trust's headquarters.

UK wig-knotting co-operative makes steady progress

The way the global pandemic adversely affected the productivity of the charity's overseas wig manufacturers highlighted just why we had first sought to bring wig-knotting closer to our Hereford headquarters.

We first contacted wig specialists in the UK in 2020 to discuss the possibility of creating a network of freelance wig-knotters who could be trained to make wigs to the quality demanded by the charity.

Banbury Postiche, one of the oldest wig-makers in the UK, was selected to run the training programme and the first UK wigs were produced by the co-operative in July 2021.

As well as making wigs, Banbury Postiche was also contracted to handle the operational logistics for the distribution of the bespoke wigs for the co-operative. The Oxfordshire company and its Sales Director Nick Allen have taken a great interest in the project to help us make - and deliver - the very best wigs for children and young people.

Raoul Wigmakers are another partner and make exceptional wigs for the children and young people supported by The Little Princess Trust from their offices in central London. Trendco/Aderans are the final partner in the UK co-operative who have offered great technical expertise to bring the project to fruition.

The number of wig-knotters trained to our standards has continued to grow and 100 wigs were produced in the latest 12-month period.

This figure includes wigs made inside The Hannah Tarplee Building by our own in-house wig-knotter. To see the first wig hand-knotted inside our headquarters marked a major logistical achievement and held great significance for all involved with our charity.

We will occasionally purchase commercial wigs when we receive a request for a wig that is not available from our own stock. The growth of the UK wig-knotting co-operative was a factor in the number of commercial wigs dropping from 157 in 2020/21 to 100 in 2021/22.



Holly Rivers knots wigs inside the Hannah Tarplee Building.



Wig knotters undergo training at Banbury Postiche in Oxfordshire.

Banbury Postiche

Aderans

Raoul
WIGMAKERS SINCE 1899

Hair donations continue to increase

We are very fortunate to receive thousands of hair donations every year from supporters all around the world. Every single hair donation arrives at our Hereford home where it is sorted, by hand, by LPT staff and volunteers. The hair is measured before it is sorted into 13 colours and 4 lengths, and then sent to the wig manufacturers.

The previous years were interrupted by lockdown restrictions when the charity had to ask supporters to stop sending their hair donations for certain periods of time. It was a welcome change for our logistics department to experience 12 months that were uninterrupted by the pandemic. A consistent approach was certainly welcome as the total number of hair donations slightly increased on the past year.



Incoming hair donations are sorted into colours and lengths by our volunteers.

Requests for longer hair donations

Continued donations from so many people now mean we have a very healthy supply of shorter hair lengths and great efforts have been made by the marketing department and the supporter services team to inform supporters of this fact. Information found on the website, printed marketing materials and on social media posts encourage all supporters to donate at least 12 inches of hair, while donations measuring more than 16 inches of hair are specifically desired to help meet the demand for our popular, longer wigs.

The marketing team also worked with the video production company, Shooting Reels, to create a short film. The "Hair Donation Journey" is just under 8 minutes long and features a hair donor, a hairdresser, a wig fitter and a wig recipient - and highlights the need for longer hair donations from supporters. This educational and motivational video was promoted on our social media pages and remains on our website to relay the key points on hair donation.

The messaging has had an impact and the number of hair donations measuring 11 inches and below that were sent to the charity dropped by 22% this year. A total of 63% of hair donations now arriving measure 12 inches and above but we would still like to increase this percentage further.



Percentage of hair donations measuring 12 inches and above.

Words from a wig recipient



“Although a wig can be removed it soon felt like a part of me and acted as a shield and a comfort blanket throughout my treatment”

“I relate the feeling of receiving a wig to the amazing feeling of ringing the bell on my final day of treatment”

Livia Bainbridge



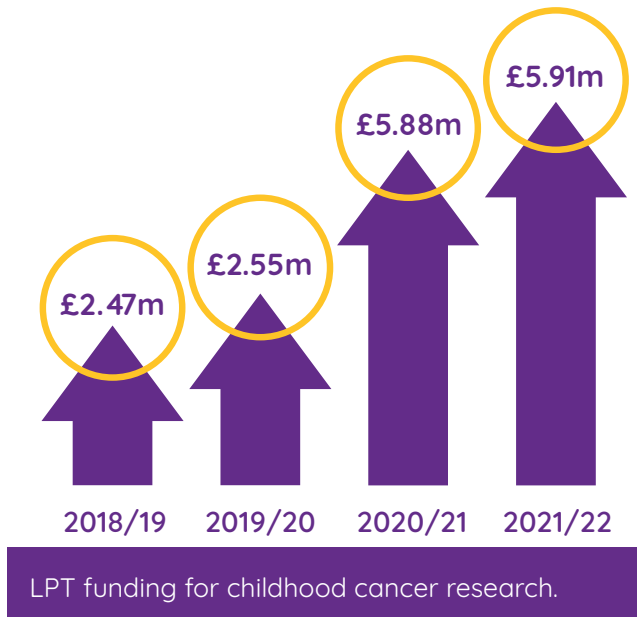
Supporting childhood cancer research

A record year for research

The Little Princess Trust funded more research than ever before in a record year that made it one of the biggest charity funders of childhood cancer research in the UK.

The total sum committed to research projects in the past year was £5.91 million, up from £5.88 million in the previous 12 months.

This figure means the charity has now given more than £20 million to childhood cancer research since it began funding scientists in 2016.



Phil Brace and Wendy Tarplee-Morris inside the Cathedral Suite at the Hannah Tarplee Building

“Our facility in Hereford is here now and it is here for you”

The Little Princess Trust held an open day in November, 2021 for the research community to show the country’s leading scientists The Hannah Tarplee Building.

Visitors travelled many miles and were given a tour of the charity’s new home to gain an insight of The Little Princess Trust’s work.

Simon Tarplee, the charity’s Lead Trustee on Research, told those present that The Little Princess Trust was determined to maintain its commitment to fund UK scientists working to improve outcomes for children and young people with cancer.

He said he believed the UK was home to the best childhood cancer researchers in the world, but recognised this highly-skilled group was a relatively small one.

His hope was that the financial support offered by LPT would help ‘great people into the childhood cancer research community’ and to also ‘keep great people within it’.

Mr Tarplee expressed his wish that the research community would return to The Little Princess Trust’s new home soon.

“Our facility in Hereford is here now and it is here for you,” he told the scientists at the open day.

“We want to create conferences of like-minded groups to tease out ideas and launch overlapping innovative work.

“We believe that the UK research community is the best in the world and that is why you have our full support.”



Simon Tarplee, The Little Princess Trust’s Lead Trustee on Research.

“We believe that the UK research community is the best in the world and that is why you have our full support.”

Innovation Grant aims to drive real change

The Little Princess Trust launched its Innovation Grant in 2020 to support innovative, hypothesis-led research that aims to bring novel treatments to children sooner, while minimising the side effects of treatment.

A grant of up to £1million is available to support a single project that addresses a key question in paediatric cancer therapy, focussing on a specific childhood cancer or a range of cancer types.

The Innovation Grant was discussed when the charity invited the country's leading cancer scientists to its research open day.

Those attending were told that The Little Princess Trust wanted to make the process of applying for grants less time-consuming while also giving applicants more freedom to pursue truly innovative ideas in areas of science where little has been done before.

Richard Grundy, a Professor of Paediatric Neuro-oncology and Cancer Biology at the University of Nottingham, was one of those present at the open day and said he hoped a new generation of researchers would bid for an LPT Innovation Grant as part of a new ambitious approach.

Combined support was more than £2million

Many of the researchers who attended the charity's open day returned to The Hannah Tarplee Building in 2022 to present their application for an Innovation Grant.

The charity would go on to choose three pioneering childhood cancer research projects and the combined financial support for the projects was more than £2million.

The three chosen Innovation Grants this year

The GLOsurgery project: £656,327

In a clinical trial, Max Pachl will be testing whether the use of a special dye called indocyanine green can make children's cancer surgeries safer and easier for patients with solid tumours.

Indocyanine green can be injected before surgery and collects within the tumour, where it glows green under near infra-red light. This means the surgeon can see exactly where the tumour is, making it easier to remove.

Mr Pachl said: "This grant will lead to changes in the management of children's cancer surgery around the world with the aim of making that surgery easier, better and safer."



Max Pachl received funding from The Little Princess Trust.

The glowing tumour trial: £542,667

Dr Madhumita Dandapani will also be investigating the use of a dye, but for brain tumour surgery.

She said: "Adults having brain tumour surgery for glioblastoma are given the 'pink drink' dye three hours before surgery.

"The dye makes tumour cells glow pink under a special light, while the normal brain does not glow, which helps surgeons remove the whole tumour."

Her team at Nottingham University will run a clinical trial to see whether the 'pink drink' dye works as well in children as it does in adults. They will look at factors such as whether only the tumour cells glow, as well as seeing whether more tumour is removed in surgeries using the dye.



Madhumita Dandapani with Mr Donald Macarthur and Professor Richard Grundy.

Delivering medicines safely: £850,658

Also studying brain tumours, Dr Antonios Pouliopoulos is developing a new treatment that uses ultrasound waves to deliver medicines to where they are needed. He is working on a particularly difficult to treat brain tumour, called diffuse midline glioma.

Dr Pouliopoulos will be packing special molecules, called liposomes, with medication. The liposomes will be guided by ultrasound waves, which will cause them to release their medicines when they reach the tumour. This will help get the medicines to where they are needed whilst reducing the amount of chemotherapy in the rest of a child's body.

He said: "We believe that this method can revolutionise the way we treat paediatric brain tumours.



Dr Antonios Pouliopoulos is developing a new treatment that uses ultrasound waves.

Other research projects from the year

The Innovation Grant featured three of the 24 individual projects supported by The Little Princess Trust this year.

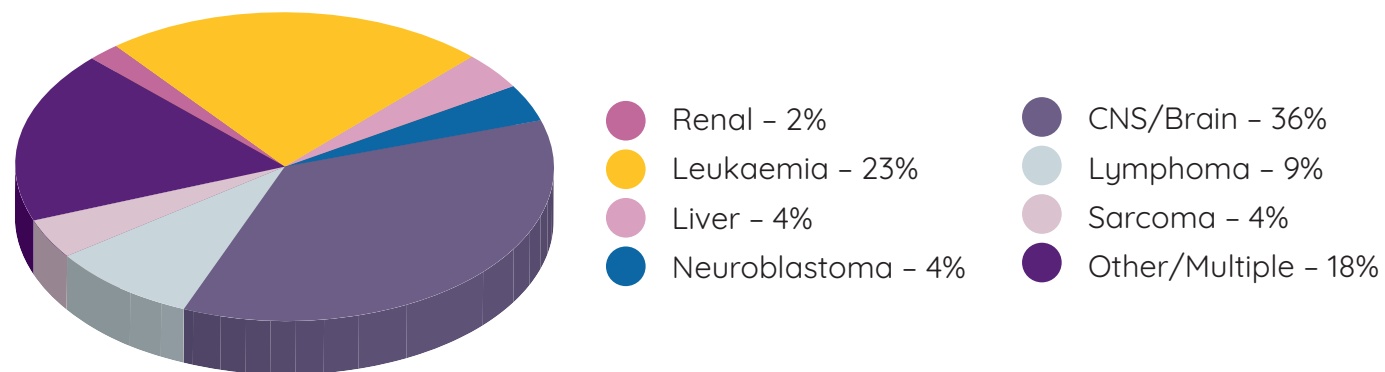
These were made up of two project grants rounds that saw 13 projects totalling £2,045,562 supported in December, 2021 and a further 8 projects of £1,479,436 supported in June.

These project grants covered a wide range of nine paediatric cancer types and values per grant ranged between £234,261 and £37,854.

There is no doubt that these open calls are increasing in popularity with the number of applications received being double or sometimes triple what they were a few years ago.

The Little Princess Trust tries to overlap these so that the charity has something open for applications for as much of the year as possible to minimise the length of time between funding opportunities.

Cancer types funded by LPT in 2021/22



“There is no doubt that these open calls are increasing in popularity.”

Other highlights from the research year

Closer working with CCLG

The Little Princess Trust has been working with the Children’s Cancer and Leukaemia Group (CCLG) ever since it began funding childhood cancer research in 2016.

CCLG has a vast range of experts and cancer research professionals and can advertise The Little Princess Trust’s grant rounds to their members while also assisting the charity to carry out the necessary scientific reviews of the grant applications.

Working with CCLG not only helps the charity to fund the best quality research, but also means that The Little Princess Trust isn’t duplicating resources on scientific advisory boards and research managers, which would be very expensive. The collaboration means more of the charity’s money can be used to fund expert research, rather than spending it on the process that is required to do it. The partnership between The Little Princess Trust and CCLG developed further this year and saw CCLG staff provide written copy and images for The Little Princess Trust to use on its social media pages, website and printed marketing collateral.

Visits have been made by CCLG staff to Hereford and by The Little Princess Trust staff to Leicester and the aim is for this relationship to develop further to allow the charity to give its supporters more insight into its funding of childhood cancer research.

It is also hoped that the increase in published research material by the charity will allow more scientists to know of the charity’s work and the grants that are available.



Phil Brace, Chief Executive of The Little Princess Trust, with (right) Ashley Ball-Gamble, CCLG Chief Executive.

Bringing up a century of projects

A landmark moment in the charity’s work with research was achieved when The Little Princess Trust funded its 100th childhood cancer research project within the 12-month period.

The moment was marked on social media and the charity’s website, and underlined The Little Princess Trust’s commitment to the many universities and research institutions across the UK and Ireland.



childhood cancer
research projects
funded

Return of face-to-face visits

The charity was prevented from making face-to-face visits to childhood cancer specialists and researchers during the pandemic but ever since visitor restrictions were removed, The Little Princess Trust has endeavoured to carry out these important visits.

By getting closer to grant holders and those carrying out the research, it helps the charity to get under the layers and learn what needs to be funded. It also ensures that the charity is not a faceless funder and helps to shape rounds to facilitate the very best work which is out there.

The University of Bath, the Institute of Cancer Research and Oxford University were among the locations the charity's research committee visited this year.

We also held a first meeting with Acreditar, Portugal's leading children's cancer charity, on closer collaboration during a visit to see our wig-fitting partners in Lisbon



Wendy Tarplee-Morris and Phil Brace (right) speak to Professor Louis Chesler at the Institute of Cancer Research.

SIOP goes virtual

The Little Princess Trust once again participated in the annual congress of the International Society of Paediatric Oncology (SIOP). The conference was held virtually, as it was the previous year, due to the effects of the global pandemic.

The charity will be attending next year's SIOP in Barcelona in person and would like to have an exhibition stand to promote The Little Princess Trust's work to a new audience of potential childhood cancer researchers.



“The Little Princess Trust’s conference centre is of national significance and demonstrates the charity’s commitment to change the lives of children with cancer. This special place acts as a catalyst for collaboration & will drive forward innovation in paediatric cancer research.”

Professor Pamela Kearns:
President of the European Society of Paediatric Oncology (SIOP-E).



Pam Kearns, left, is one of the many leading scientists who has praised LPT’s contribution to childhood cancer research.

Becoming a more effective organisation

The 12 months have been busy ones for all areas of the charity with advances made in many departments – as outlined below.

Big increase in social media following:

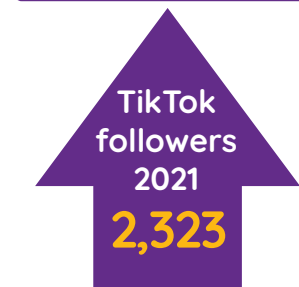
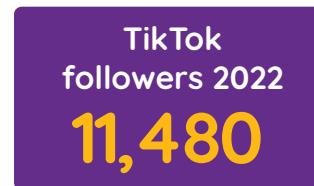
The Little Princess Trust is fully aware of just what a crucial tool social media is to communicate with supporters to relay its key messages – and just how quickly new trends can appear on the various platforms.

Knowing this, the charity’s marketing department has made great efforts to increase engagement and interaction on its social platforms.

As of July 2022, The Little Princess Trust had 98,216 followers on Facebook (up from 88,748 the year before), 68,314 followers on Instagram (up from 58,336), 14,876 followers on Twitter (up from 14,183) and 3,642 followers on LinkedIn (up from 2,045).

The charity has also noticed a considerable rise in the popularity of video content on social media, particularly on TikTok.

The charity launched its TikTok page last year and the number of followers has grown from 2,323 to 11,480.



New brand guidelines show our style

The charity’s marketing department worked on a set of new brand guidelines which are now available in a digital and print format.

The guidelines outline the visual and written elements that represent The Little Princess Trust and reflect the charity’s commitment to quality, consistency, and style.

The guidance given for staff, supporters and partners ensures the charity has a uniform identity and greater visibility, particularly within the digital world.



Our brand guidelines ensure all our marketing assets have a uniform and consistent identity.

Tackling environmental issues

The Little Princess Trust has an environmental policy and all staff are aware they have a duty to follow it.

The charity also encourages its supporters to be environmentally aware and considerate when sending hair donations.

Guidance is given to supporters to avoid the use of plastics and products that cannot be recycled when they are sending their hair to us.

The charity is always seeking to improve its commitment to the climate and has continued to engage with Ashley Webber from Balanced Energy to ensure more accurate information is recorded on energy use.

The move to The Hannah Tarplee Building has also significantly improved the charity’s environmental credentials as each aspect of the charity’s headquarters was designed with climate impact in mind.

For example, a fresh air system was developed to naturally create a flow of air around the two-storey site while solar panels were installed on the roof after Phil Brace, The Little Princess Trust’s Chief Executive, approached Caplor Energy for advice and support in using a suitable solar PV system.

And thanks to financial support from Monpure, one of the charity’s corporate partners, the panels were installed on the roof of the new building to reduce the charity’s carbon footprint and energy bills.

The charity receives support from its corporate partners at Cotswold BMW who provide the charity with a fleet of branded cars for staff to carry out journeys around the UK. One of these cars was replaced with a hybrid model and electrical charging points were installed on the buildings to reduce the charity’s carbon footprint.



Cotswold BMW, one of LPT’s corporate supporters, provide the charity with a hybrid vehicle for staff to carry out work journeys in the UK.

Building relationships with Corporate Supporters

The charity has continued to explore and develop partnerships with new and existing corporate supporters.

Kim Musson, the charity's Relationships Manager, has worked closely alongside Phil Brace, the Chief Executive Officer, to create guidelines to ensure the expectations of the companies and businesses helping the charity are realistic and achievable, and in the best interests of The Little Princess Trust.

This more consistent approach has seen the charity forge closer links with companies such as Wahl, Cloud Nine, Sally Beauty, Starpowa and Great Lengths who have given considerable financial support to The Little Princess Trust.



Relationships Manager Kim Musson.

Working more closely with schools

The charity has worked with the company, 1Decision, to create an assembly pack for schools. The resource is designed for a school to show what The Little Princess Trust does with hair donations and fundraising.

It also provides children with information on how the charity started, how the charity supports young people and how children can help the charity continue its work.

The pack included an on-screen assembly presentation, notes for teachers on how to give the assembly, information for parents and carers, and advice from childhood cancer specialists CCLG.



Getting feedback from a young audience

The charity did make the first steps to establish a Youth Representative Group to ensure young people's voices were represented in every aspect of The Little Princess Trust's activities.

However, due to the time pressures and commitments of the young people selected, it was a challenge to structure meetings and confirm attendance on a regular basis.

Advice has been taken from other charities on the best way to proceed and renewed efforts to create a youth panel will be made when a greater focus on digital avenues will be implemented to gather views from young people between 14 and 24 years of age.

It must be stated that the charity already receives valuable feedback from many young people on a daily basis when the wig referrals department conducts follow-up calls with wig recipients and asks questions on the quality of the wig and the experience of the wig fitting.

Valuable help from volunteers

The charity has a mantra that its volunteers do not receive a salary 'not because they are worthless but because they are priceless' – and this is something believed by every member of staff and Trustee.

The volunteers play a crucial role in sorting the many incoming hair donations and preparing the charity's fundraising packs while their personalities and attitudes perfectly align with the charity's values.

Each volunteer dedicates a different amount of time and the charity's Chief Executive and Director of Services and Impact engage with the group on a quarterly basis to gain feedback and explain the latest developments at the charity.



Will Brandt is one of those volunteering at The Little Princess Trust.



Phil Brace and Wendy Tarplee-Morris visited the hair accessories specialist, CloudNine, in Yorkshire to thank the company for its support of The Little Princess Trust.

Income from fundraising exceeds pre-pandemic levels

Despite several external challenges, financial donations to The Little Princess Trust were the second highest in the charity's history. A desire to maintain The Little Princess Trust's core values has been a key reason for the considerable support from so many people.

The Little Princess Trust has enjoyed another successful year with strong income generation from its fantastic supporters while overheads have been managed effectively and the charity has been able to achieve extremely good ratios of expenditure on charitable activities with proportionally low costs on support costs and fundraising costs.

LPT, however, is very aware that the third sector has faced another challenging year due to the war in Ukraine, the lingering effects of a global pandemic and record levels of inflation.

The Little Princess Trust is considerate, like many national charities, of the pressures on its supporters, particularly

as the organisation relies so heavily on fundraising from individuals for much of its income.

Despite the many challenges, the charity's marketing team and its supporter services department has continued to encourage, praise, and motivate thousands of people to continue to support the charity, not just by donating their hair but also by raising money.

The growing reach of the charity's social media platforms has been an increasingly effective and powerful tool in promoting the charity's fundraising packs and also of highlighting the benefits to the charity of financial donations accompanying hair donations. One example of how social media was utilised was in



Johnny Gallagher, from Starpowa, was thanked by Wendy Tarplee-Morris and Phil Brace (right) for his support for The Little Princess Trust.

the way the charity's Facebook and Instagram pages publicised a campaign to reward any supporter who donated more than 12 inches of hair and fundraised for the charity with a free T-shirt.

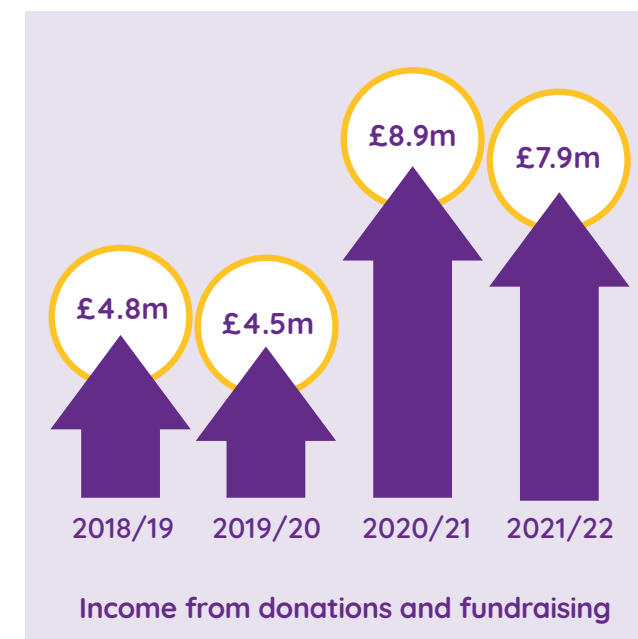
The increased following on the charity's LinkedIn and Twitter sites is also acknowledged by a growing number of corporate supporters who can see the benefits of backing the charity while fulfilling their CSR objectives. Starpowa, LGT Vestra and Harper Collins are among the new businesses who have joined the likes of Sally Europe and Headmasters in financially supporting the charity.

With the easing of Coronavirus restrictions, another welcome development was the return to sporting events for the first time since October 2019. More than 30 runners completed the Cardiff Half Marathon having fundraised for the charity while almost £60,000 was raised by cyclists who rode from London to Paris across three days in July.

The charity holds significant investments with LGT Vestra and Brewin Dolphin. Whilst investments have been turbulent during the financial year the charity continues to be guided by its specialist advisors and takes a view that investments are for the long-term benefit of the charity and our recipients.

The Little Princess Trust continues to major with the JustGiving platform which facilitates the vast majority of income. Regular meetings are held to ensure that a collaborative and informed relationship is achieved. Facebook continues to generate activity and facilitates further fundraising.

These combined efforts ensured that total funds raised from donations and legacies during the year were £7,923,607. This figure was down on the £8,902,503 raised during the previous 12 months but considerably higher than the figure of £4.5m for the period between August 1, 2019 and July 31, 2020, and any other year in the history of the charity.



A team of cyclists rode from London to Paris to raise almost £60,000 for The Little Princess Trust.

“The growing reach of the charity's social media platforms is an increasingly effective and powerful tool.”

Aims for the next 12 months

The Little Princess Trust's work involves many different areas and diverse groups; something that is reflected in its plans for the future.

Reach more young people with hair loss

The charity is determined to offer its service to every child and young person who has lost their hair through cancer treatment.

To inform young people of its service, the charity wants to increase the type of printed products available – particularly booklets showing the wig range – so these can be displayed in wig fitting salons to assist appropriate wig selection and ultimately achieve greater numbers for the wig provision service.

Another plan is for the 'request a wig' section of the charity's website to be developed and enhanced to give viewers a greater understanding of the choice and variety of wigs on offer – with the intention of seeing the number of wig recipients rise.



Longer hair donations are very much encouraged.



Liz Pullar, The Little Princess Trust's Specialist Wig Fitter and Salon Relationship Co-ordinator, styles a wig before a fitting.

Encourage longer hair donations

The Little Princess Trust has, for the past three years, encouraged supporters to donate longer lengths of hair to help meet the demand for the most popular length of wig.

Progress has been made but further efforts will be made to see if the message of longer donations can help the charity reduce the number of 7-to-11-inch hair donations while increasing the amount in excess of 12 inches.

The charity believes social media, and the use of video and reels, will be an increasingly stronger tool to broadcast this key message.

Increase influence within the childhood cancer research community

The Little Princess Trust is now one of the biggest charity funders of childhood cancer research in the UK.

Budgets for the years ahead signal an increased commitment to fund research searching for kinder and more effective treatments for childhood cancers.

The charity will continue to encourage childhood cancer researchers to visit and use its home and make it known as a key location for the scientific community to meet, debate and exchange ideas.

The charity has highlighted the need to appoint a Research Administration Executive to assist with the efficiency of procedural management and effectiveness of the research process.



The Little Princess Trust will continue its work with CCLG to champion childhood cancer researchers.

Develop a five-year strategy plan

The charity has engaged with the strategy consultant, Emma Corbett, to create a detailed strategy document.

Each department in the charity has worked with Ms Corbett and it is hoped a plan to help formulate the charity's short and long-term objectives – with the oversight of the charity's Trustees – will be published soon.

Diversify fundraising ideas

The charity is aware that it is heavily reliant on donations from sponsored haircuts for much of its income and would like to develop fun ways for supporters, who might not have sufficiently long hair, to still be able to help through other fundraising means.

Participation in events, such as half marathons and cycle rides from London to Paris, have previously been explored and will still feature on the charity's fundraising calendar.

However, the marketing department will invest time to explore other ideas and campaigns which will help to support the work of the charity.



The Little Princess Trust will continue to encourage supporters to take on sporting events to help fundraise for the charity.

An improved IT system

A new centralised IT system to give greater organisation of the charity's key operational statistics is planned.

The charity aims to create a new job role of Head of Operations to help achieve this aim while also providing leadership, direction and support across Technology, Logistics and People (HR) Teams.

Major projects such as a new CRM system and a switch from Google services to Microsoft 365 will be among the tasks in the Head of Operations' in-tray.

Get in touch

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