

 Little  
Princess  
Trust

**Annual Review**  
2024/25





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 Chief Executive Reflect on the Year

## Anniversary helps us to reflect on all that has been achieved

As we mark the 20<sup>th</sup> year of The Little Princess Trust, this is a moment of both deep reflection and profound gratitude. This milestone is, above all, a tribute to Hannah, whose life, though heartbreakingly short, continues to inspire so much good in the world.

On June 3, 2005, Hannah passed away aged just five, having faced childhood cancer with incredible bravery. In the wake of such devastating loss, her parents, Simon and Wendy, responded not with anger or retreat, but with astonishing spirit and compassion. Out of their unimaginable grief, they inspired something extraordinary.

They never set out to build a charity. They simply wanted to honour Hannah, recognise with gratitude the support of a community that had been so generous with financial donations at a time of their loss, and ensure that other children facing cancer would never feel alone.

Today, two decades later, The Little Princess Trust stands as a beacon of hope and kindness, reaching thousands of young people with practical, emotional, and research-led support.



Wendy Tarplee-Morris and Simon Tarplee established The Little Princess Trust in memory of their daughter Hannah.

## A legacy of kindness, a future of hope

Our core mission remains unchanged: to provide free, real-hair wigs to children and young people who lose their hair due to cancer treatment or other conditions—and to fund groundbreaking research into childhood cancers. Our reach has grown but so has the need.

This year, we have once again seen a significant rise in the demand for our wig service. More families than ever are turning to us for support. We are meeting that challenge with care, efficiency, and a commitment to the highest standards, ensuring that every wig we provide restores not just hair, but dignity and confidence too.

Our work in childhood cancer research has also evolved significantly. We are no longer just participants – we are established leaders. We now actively fund and help to shape some of the most exciting and impactful projects in the UK and beyond.

Increasingly, we're investing not only in studies but in the people and infrastructure that will be a part of progress for years to come: the researchers, clinicians, and facilities that turn lab discoveries into real world treatments.



Rose was one of the many young people to receive a wig from The Little Princess Trust.

## A new home for our wigs



The new building will provide extra space for the charity's growing stock of wigs.

One of the most significant developments this year has been the purchase of a new building, a

home designed specifically for the growing needs of the charity. This site will allow us to expand our services, support more families, and create a permanent hub for our incredible volunteers.

It will be a space where compassion meets action: a centre of excellence, a symbol of all we stand for, and a place of welcome, energy, and inspiration. It will be a space that our amazing volunteers will make their own and one in which they can clearly see the positive difference they help to make for children and young people with cancer.

As Wendy said recently, we don't have all the answers, nor do we have a magic wand, but if we can ease the burden in a small way, then it's worth doing and worth doing to the best of our ability.

## Meeting the challenge

**Of course, none of this is without challenge. Demand for our services continues to grow and with that comes pressure, on our systems, on governance and process, and on our people. But we are proud to say that we remain superbly organised, efficient, and focused on quality.**

Whether it's a wig, a research grant, or a message of encouragement, we do not settle for 'good enough.' We aim to be our best selves every single day. That's only possible because of the extraordinary people who walk this journey with us.

To our wig recipients - you are our inspiration. Your strength motivates everything we do.

To our incredible supporters - your donations, your hair, your creativity and commitment lift us daily.

To our skilled and dedicated researchers - you give us hope for a world where no child is lost to cancer.

To our partner salons - we simply could not do this without your skill and compassion.

To our brilliant team - you bring not just your talent, but your heart.

To our Trustees - thank you for your wisdom, your time, and your unwavering belief in our work.

To Simon and Wendy - thank you for transforming heartbreak into legacy, sorrow into strength, and Hannah's story into a movement and legacy of love.



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



*The charity prides itself in offering a wide range of wig types to children and young people.*

## Looking ahead

**In 2025 we commence a review, our research strategy of which will be shared in the second half of the fiscal year. This will include more grants and 'New Ideas' alongside the exciting work in continuing to encourage and facilitate real equality and collaboration. We want to be better and influence for the better.**

As we look to the future, we do so with optimism and purpose. The Little Princess Trust will continue to grow, but we will never lose sight of our roots.

Everything we do is built on care, community, and courage. Everything we achieve belongs to the children and families we serve.

Thank you to everyone who has been part of our journey so far. Together, we will keep being there for those who need us most. Together, we will honour Hannah's legacy - not just for the next 20 years, but for generations to come.

With heartfelt thanks,



**Phil Brace**  
Chief Executive



**Tim Wheeler MBE**  
Chair of Trustees

# The wig provision service

*“For many people like me, the support The Little Princess Trust offers goes far beyond the beautiful wigs they provide free of charge. It is a lifeline, it is empowerment. For some, it is dignity.*

*For me, the most valuable thing the charity gave me was the space to rebuild my self-image in my own time, and on my own terms.*

*Wearing the wigs given to me by The Little Princess Trust helped me to regain my confidence and engage with the world while still grieving the loss of my hair and my appearance as I’d known it.”*

**Nell Dougherty**

The number of children and young people that The Little Princess Trust helps each year through its free wig provision service has grown substantially over the past 20 years.

This increase, combined with the commitment to provide the very best wigs and the very best service, means that there are different groups of people involved to ensure the charity maintains its key aim and objective.

This includes the volunteers who sort thousands of hair donations, the talented wig knotters who spend up to 60 hours making each wig and the wig fitters who demonstrate great empathy and professionalism to style each wig as per the individual child's request.

The requirement for an efficient logistical operation was highlighted by the charity receiving the highest number of wig referrals in its history. The figure of 2,169 wig referrals was up from the 1,910 received in 2023/24 and higher than the previous record total of 1,931 in 2022/23.

Year	Total number of wig referrals
2024/25	2,169
2023/24	1,910
2022/23	1,931
2021/22	1,747
2020/21	1,769
2019/20	1,614
2018/19	1,523

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

While the charity does help young people with other hair loss conditions, its number one objective is to help those who have lost their hair through cancer treatment.

Most of the wig referrals received in the past year (65%) were from young people undergoing cancer treatment and once again highlighted the work carried out by the wig referrals team and the communications team in promoting the wig service in a variety of different channels.

The wig referrals team reviews feedback to guide its work and their findings showed that greater numbers of hospital staff are informing young patients of The Little Princess Trust's wig provision service. A total of 614 wig referrals were the result of a hospital referral. The previous year was 478 - and the difference highlights the importance of the charity's outreach representative who travels the country to visit hospital departments.

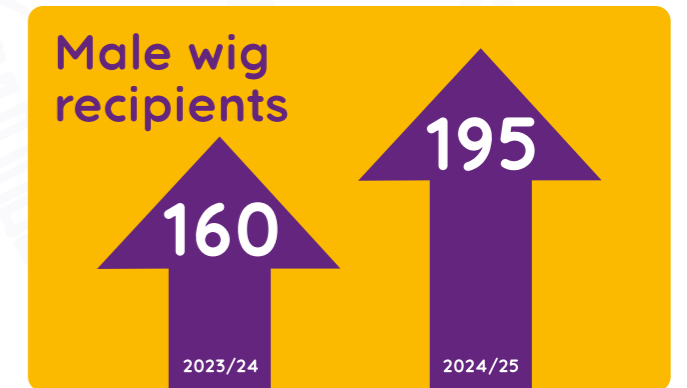
Another key objective is to provide wigs to children and young people of all genders. Efforts have been made by the wig referrals team to promote this message over several years and, with the support of the communications team, the number of male wig recipients rose from 160 to 195 over the past two years.



*Caitlin Booth, the charity's outreach representative, has made many new contacts in hospitals departments across the UK.*

Year	Total number of hospital referrals
2024/25	614
2023/24	478

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



While the charity's key objective is to provide wigs to children in the UK and Ireland, support is given to young people in countries where there is no free wig provision service. Partnerships were previously established in countries such as Slovenia and Portugal to ensure wig fitters and stylists are working to our high standards to help children with hair loss in those countries.

The continual work with our partners overseas saw new links made to help children in Iraq while overall overseas referrals rose by 41%. The biggest increases were seen in Bulgaria and Sweden. In total, 112 wigs were provided to young people outside the UK and Ireland which equates to 5% of the overall wig referrals figure.

## Wig gallery empowers young people with hair loss

The charity's number one priority is always the health and wellbeing of its wig recipients. This has meant that the charity's communications team has never made direct approaches to wig recipients to publicly promote The Little Princess Trust for marketing purposes.

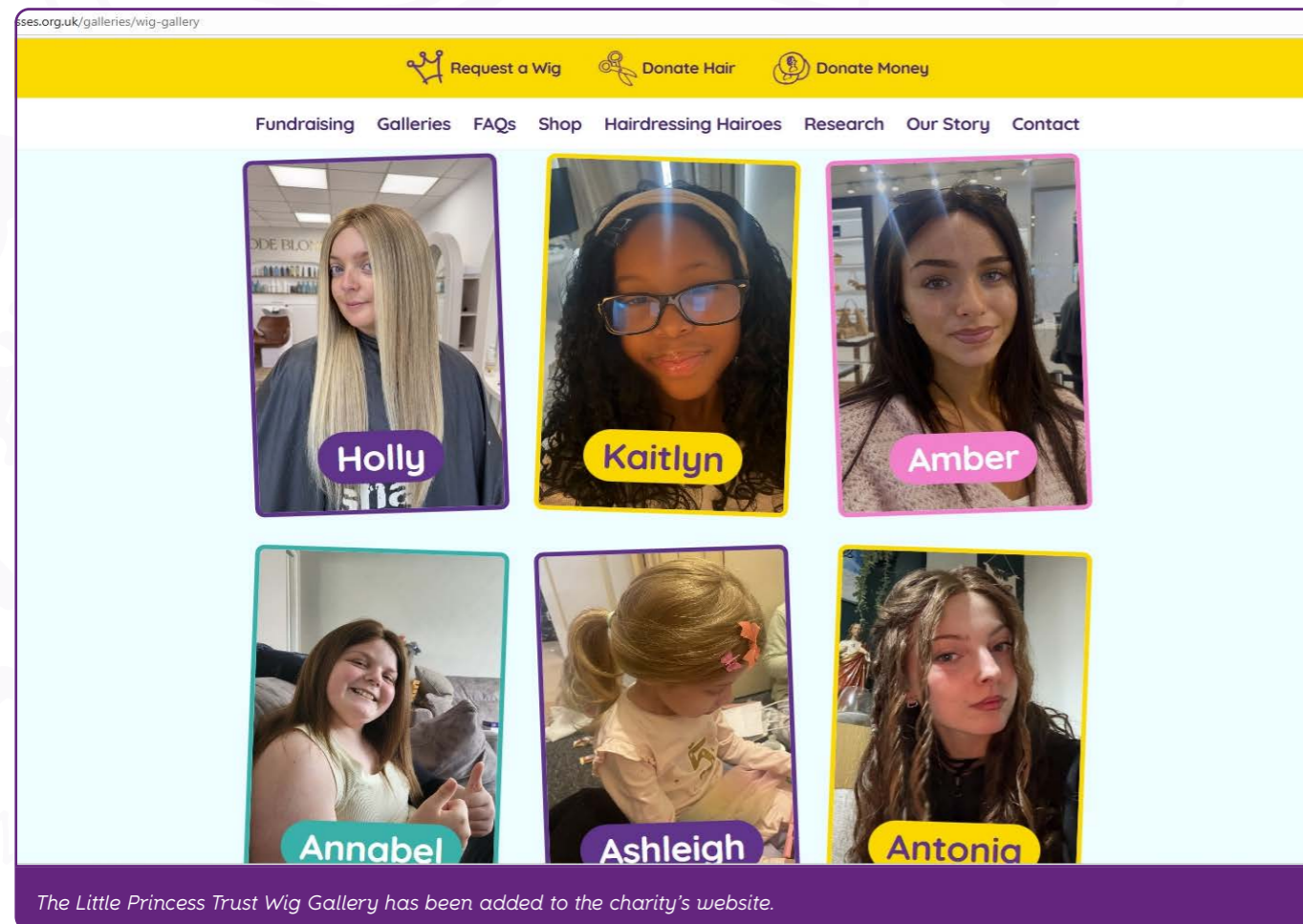
On the few occasions that wig recipients have appeared in social media posts or in the traditional media, the initial request has always been made by the young person or their family.

However, staff at the charity were aware that some children may be happy to feature on The Little Princess Trust website if given the opportunity.

After much consideration, a carefully worded sentence was introduced to an email sent out by the wig referrals team explaining that the opportunity existed for children and young people to share photos of themselves wearing wigs on the charity's website.

The new Wig Gallery was created and the hope is that the page will empower and support others facing hair loss while also giving them an idea of the kind of wigs that are freely available from the charity.

It must be stressed that photographs will only be displayed on the page once permission has been given from the wig recipient and, depending on their age, their parents.



The Little Princess Trust Wig Gallery has been added to the charity's website.

## Professional photographs help publicise free wig service

Professional photographs showing the quality and variety of the charity's wigs were taken this year.

The images, shot by Gabriella Karney, have already been used in social media posts, emailed newsletters and on the charity's website to show young people the huge variety of wigs that are freely available to them.

It has been a long-held ambition of the charity's communications department to add high-resolution images of the wigs to the picture library and the new photographs have also been published by newspapers as part of stories and features on the charity.



One of the many images taken by Gabriella Karney.

## Guidelines changed on minimum hair lengths

The Little Princess Trust can only make its wigs thanks to the donations of hair it receives from its supporters.

The charity's wigs come in a variety of colours and lengths, which means that there is a requirement to ensure incoming donations match the type of wigs being requested.

For many years, the charity has encouraged its supporters to donate hair that is at least 12 inches long as it has sought to fulfil the demand for its longer wigs. At the same time, it became clear that the charity had excellent levels of shorter hair donations being held in stock.

Following detailed discussions between the senior management team and the charity's Trustees, the decision was taken to change the hair donation guidelines and specifically state that the minimum hair length being requested would rise from 7 inches to 10 inches.



The minimum hair length for supporters to donate has changed.

# Supporting Childhood Cancer Research

## Charity's reputation and influence continue to grow

The last year saw The Little Princess Trust commit many more millions of pound to fund childhood cancer research.

Approving a total sum of £5,074,379 to fund scientists seeking to find kinder and more effective treatment once again underlined the importance of The Little Princess Trust to the UK's childhood cancer research community.

This was the fifth consecutive year that the charity has committed more than £5million to research and means that, since 2016 when The Little Princess Trust first began funding scientists, the total amount has surpassed £35 million while the total number of individual projects supported stands at 156.

A total of 17 individual research projects were funded in the past 12 months. Six of these were included in the charity's New Ideas grants while the remaining 11 formed part of its 15th round of childhood cancer research funding.

Year	Total given to childhood cancer research
2024/25	£5.07m
2023/24	£5.9m
2022/23	£6.6m
2021/22	£5.9m
2020/21	£5.8m

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

# £35,000,000

The total amount The Little Princess Trust has now given to childhood cancer research.

## Partnership with the University of Birmingham

On August 21, 2024, The Little Princess Trust signed an agreement with the University of Birmingham to fund a new Professorship at the University.

The £2 million commitment from the charity saw the creation of 'The Little Princess Trust Chair of Paediatric Oncology'. This move strengthens the growing partnership between the charity and the university and reflects the shared vision for a future where no child suffers the devastating effects of cancer and its current treatments.

The first appointment to this significant new role is Professor Amos Burke, who has an extensive track record in paediatric cancer research, leadership and clinical innovation. His expertise and vision to lead on delivering clinical trials developing new treatment avenues for childhood cancers, aligns perfectly with the mission of The Little Princess Trust and the ambitions for this role.

Professor Burke said: "As the first holder of The Little Princess Trust Chair in Paediatric Oncology, I recognise the passion, commitment and vision of The Little Princess Trust that has led to the creation of this role and am grateful on behalf of the paediatric oncology community for this investment.

"Working together, it is our hope that research will improve the outcomes for children with cancer in the UK and globally as well as paving the way for future advances by the next generations of holders of this role."

The Little Princess Trust has previously invested in a substantial portfolio of children's cancer research projects at the University of Birmingham, ranging from understanding the biology of childhood cancers including lymphomas and brain tumours to developing novel treatments by harnessing the immune system and improving diagnostic imaging through machine learning and artificial intelligence.

The Little Princess Trust has now provided close to £4million in research funding to the University of Birmingham and, in recognition of this support, the charity was inducted into the Chancellor's Guild of Benefactors, with its name inscribed into marble next to the Great Hall in the university's Aston Webb building.

At a ceremony marking the inscription, Professor Karl Dearn, Head of the School of Engineering, said: "This partnership underscores The Little Princess Trust's truly transformative impact, not just on the individual lives, but on the broader medical landscape.

"Their work continues to shine as a source of hope, compassion and determination to make the world kinder, always striving for more and better treatments."



Partnership started with the University of Birmingham.

## Suitable candidate yet to be found for key Oxford position

**While there was success in Birmingham with the appointment of Professor Burke, progress in identifying a suitable candidate to fill the professorial post of paediatric oncology at the University of Oxford has been slower than hoped.**

Working with one of the oldest and most respected academic institutions in the world presents a significant opportunity to drive meaningful advancement in childhood cancer research.

Oxford continues to develop its vision for paediatric oncology, strengthening internal collaborations across immunology, genomics, data science, and translational medicine.

The university is actively refining the scope of the professorial role to ensure it can attract exceptional global talent capable of leading a truly world-class programme with applications expected to be shortlisted for interview during December 2025.

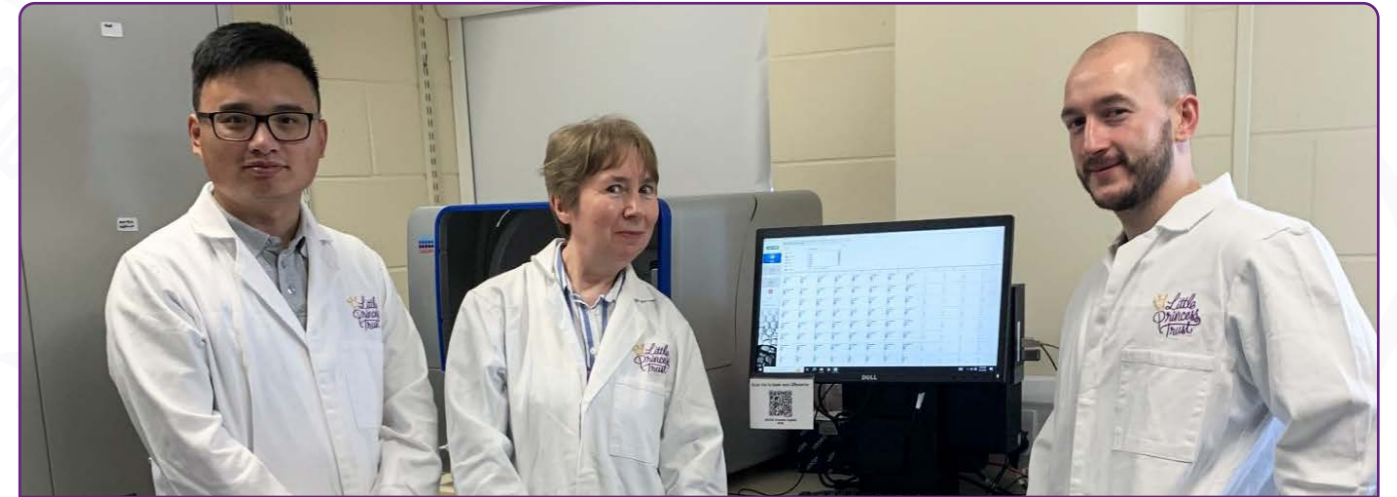
During this period, the charity has remained closely engaged with Oxford's senior leadership, contributing to strategic discussions and supporting efforts to align existing research strengths with future ambitions. There is clear momentum behind building a more unified and impactful paediatric oncology presence within the institution.

The aim, therefore, remains to help the university bring together its research programmes, enhance coordination across disciplines, and establish Oxford as a global centre of excellence in childhood cancer studies.



A major priority for next year is to appoint a Professor of paediatric oncology at Oxford University.

## Research funded by charity published in highly-respected journal



In the laboratory at the University of Leeds are (l-r) Dr Zeqian Gao, Dr Joan Boyes, and Dylan Casey.

**A previously overlooked type of circular DNA may help explain why some children with leukaemia relapse, according to Little Princess Trust-funded research that was published in the highly-respect science journal, Nature.**

The new paper reveals for the first time that DNA fragments called 'excised signal circles' (ESCs) can persist in cancer cells and may drive relapse in patients with B-cell precursor acute lymphoblastic leukaemia (BCP-ALL).

Lead author Dr Joan Boyes, from the University of Leeds, said: "It has been known for over 40 years that small circular chromosomes, known as 'double minutes', are present in many cancers in addition to normal chromosomes.

"A further type of circular DNA, known as ESCs, were thought to be lost soon after they form. But we discovered that ESCs replicate and persist, just like double minutes."

By tracking DNA patterns created when ESCs form, the researchers showed that the cells in which ESCs are present divide more frequently than other cancer cells.

They also showed that ESCs trigger mutations in cancer-causing genes, which can help to explain why high ESC levels lead to worse cancer outcomes.

"We found, remarkably, that there are much higher levels of ESCs at diagnosis in many of the childhood leukaemia patients who are most likely to suffer relapse, compared to those who remain in remission," added Dr Boyes.

"Ultimately, this could help ensure that they are placed on the best treatments as soon as possible."

The Little Princess Trust contributed more than £250,000 to support the early and continued stages of Dr Boyes' research. Dr Boyes said: "We are extremely grateful to The Little Princess Trust, who funded this work from its earliest stages. Their continued funding enabled us to build on promising early experiments to expand the research further."

**£250,000**

Amount given to support Dr Boyes' research

## Appreciation for our support of experimental cancer centres

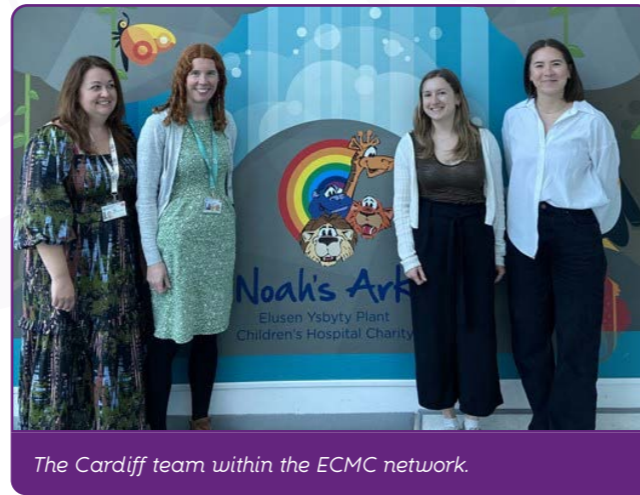
The Little Princess Trust has now completed the second year of its five-year funding commitment to the paediatric Experimental Cancer Medicine Centres (ECMC) network.

As part of this funding cycle, a number of objectives have been set and the charity's key management personnel, along with the Programme Office team, are undertaking visits to all 12 paediatric ECMC sites across the UK.

The Little Princess Trust's CEO and the charity's Director of Service and Impact have accompanied ECMC on all site visits, ensuring the charity remains closely connected to the progress, challenges, and achievements at each centre.

These visits aim to understand each centre's key achievements, identify challenges, and explore opportunities for further strengthening early phase research for children and young people with cancer.

Following each visit, the ECMC Programme Office prepares a summary and a set of recommended actions based on the findings. This process not only supports continuous improvement across the network but will also inform planning for the next funding period, due to commence in 2028.



The Cardiff team within the ECMC network.

Feedback from centres has been extremely positive, with many expressing appreciation for the opportunity to engage directly with funders, celebrate progress, and discuss areas where additional support could enhance the impact of their work.

The Little Princess Trust will continue to be actively involved throughout the remainder of the funding cycle to help drive progress and ensure the best possible outcomes across the ECMC network early experiments to expand the research further."

# Additional highlights from another successful year

## Marking our 20<sup>th</sup> anniversary

The year 2025 marked the 20<sup>th</sup> anniversary of The Little Princess Trust. The communication team commemorated this special moment by looking at the charity's impact and achievements over the past 20 years.

Logos were designed, templated copy was written, and other digital assets were created to help the charity and its supporters mark the milestone.

A great example of one business utilising the new assets came from Wahl who produced a limited edition LPT-branded hair dryer. The company donated £20 from every sale and used the newly-designed 20<sup>th</sup> anniversary branding on the reverse of the packaging to promote the charity.

Merchandise to promote the anniversary was also created to sell on the charity's online shop. The artist, Lucy Claire, kindly gave up her time to create hand-drawn designs which were used on new T-shirts and mugs alongside the newly-created anniversary logos.



Wendy Tarplee-Morris was awarded an MBE for her service to children with cancer.

## Royal recognition for charity co-founder

Wendy Tarplee-Morris, one of the co-founders of The Little Princess Trust, was awarded an MBE in the King's New Year Honours list in recognition of her services to children with cancer.

The Little Princess Trust was founded in memory of Wendy's daughter, Hannah Tarplee. In the first years of the charity, Wendy dedicated much of her time to lay the foundations of The Little Princess Trust and ensure the charity could grow and develop into what it is today.

Wendy has remained with the charity and, in her current role as Director of Service and Impact, ensures the young people with hair loss helped receive the very best service available.

She also jointly leads in the management of the charity's research funding and dedicates great time and effort to make certain that The Little Princess Trust funds the very best scientific projects.

12

The number of paediatric ECMC sites across the UK receiving funding from The Little Princess Trust.



Little Princess Trust 20<sup>th</sup> Anniversary Logo.

## New home purchased to store charity's growing wig stock

As the charity supports a growing number of children and young people with its wigs, it has become apparent that increased storage capacity is needed to house a greater number of wigs.

The wigs have a high commercial value and, with a lack of remaining storage space inside the Hannah Tarplee Building, a new premises was purchased in Hereford city centre.

The building is situated very close to the charity's existing premises and will mean staff can easily walk to and from the new site.

Planning permission is being sought to develop the site and create a new two-storey premises that, as well as housing the charity's wigs, will also be an excellent working environment for the charity's team of volunteers.

The volunteers perform important duties such as sorting incoming hair donations and making up fundraising packs.



## Breathing new life into wig-making in the UK

**The Little Princess Trust and leading wig manufacturer Banbury Postiche partnered to campaign for the establishment of a dedicated wig making apprenticeship in the UK.**

The initiative aims to revitalise the craft, ensuring a new generation of skilled professionals can meet the growing demand for high-quality, handmade wigs.

With increasing reliance on overseas production, traditional wig making skills have dwindled in the UK. The proposed apprenticeship would provide structured training, equipping learners with the skills needed to make an increasing number of handmade wigs for individuals experiencing hair loss due to medical conditions.

The Little Princess Trust and Banbury Postiche first began a formal working partnership in 2020 when they helped to launch a UK wig making co-operative. The project sees freelance wig knotters receive training at Banbury Postiche's headquarters in Oxfordshire before going on to make wigs for the children and young people using The Little Princess Trust's free wig provision service.

The success of the partnership, which saw its first wigs made in 2021, has provoked ideas to help increase the number of UK wigmakers further and led to the call for a dedicated wig making apprenticeship.

## Praise from King Charles at Buckingham Palace

Representatives from The Little Princess Trust were invited to Buckingham Palace by HM King Charles for a special event for the cancer community.

In a heartfelt address to many people affected by cancer, King Charles spoke about his own diagnosis and how he'd become a cancer "statistic" - referencing the many cases recorded in the UK every day.

Praising the "community of care" of those who help cancer patients, for their humanity as well as their expertise, the King said his experience of living with cancer had shown that "the darkest moments of illness can be illuminated by the greatest compassion".

The Little Princess Trust was represented at the event by wig recipient and LPT Ambassador Kiya Kanani, Trustee Tim Lowe, Registered Health Play Specialist Penelope Hart-Spencer and Little Princess Trust Wig Referrals Manager Andrea Reese.



## Hair donations confirmed as Guinness World Records

**Two of the charity's supporters achieved Guinness World Records titles for their epic hair donations.**

Ruth Tripp's hair touched the floor before she reached for the scissors while Jack Drever parted ways with his luscious locks after his first hair cut in seven years.

Ruth, a mum-of-four from Devon, donated 67 inches of hair while Jack, a 37-year-old builder from Southampton, gave 35 inches of his hair to the charity earning them the respective male and female Guinness World Records titles of largest single donation of hair by an individual.



## Support from South Pole highlights charity's reach

**The breadth of the charity's support was highlighted when hair was donated by four researchers in Antarctica. The meteorologists are based at the Rothera Research Station and took time away from their work to cut their long locks for The Little Princess Trust.**

Hair has now been sent to the charity's Hereford headquarters from people living in 128 different countries, proving that the support for The Little Princess Trust is truly global.



*Hair was donated to the charity from one of the most southerly places on the planet.*

## Funky Hair Funday goes international

**The charity continues to promote fundraising through means that are not confined to sponsored hair donations and the Funky Hair Funday campaign remains popular with supporters.**

Many schools and businesses in the UK have already styled their hair in imaginative ways to raise valuable funds and the profile of the charity's work. This year, schoolchildren in Palmela, Portugal joined the fun and raised more than £800 for the charity in the process.

The event was organised after Helena Loureiro, a pupil at St Peter's International School, suggested the idea. Priscila, Helena's mother, said the day taught children lessons about the spirit of solidarity and showed them what can be achieved through active student participation.

**£800**

Raised in Palmela, Portugal

## Assembly packs help build links with primary schools

**Children are understandably the key demographic for the charity and staff are always looking for ways to engage with this audience to ensure they know about the charity's free wig service.**

The partnership with 1decision was started to explore ways to inform primary school pupils about the work of the charity and this link has been developed through the creation of assembly packs and lesson plans focused on the work of The Little Princess Trust.

Written and designed specifically for young children, more than 1,200 schools have accessed the free materials to use as part of their teaching. The digital kits, which were named as a finalist in the 2025 Teach Primary Awards, are designed to reduce anxiety and stigma surrounding the word cancer while promoting empathy, scientific understanding, and positive discussion within school communities.

## VIP invite shows growing influence overseas

**Evidence of the charity's growing reputation overseas was in evidence on an emotional visit to Slovenia.**

Phil Brace and Wendy Tarplee-Morris were invited to the National Conference Centre where they met the Slovenian President, Nataša Pirc Musar, and the Slovenian Prime Minister, Robert Golob.

The British Ambassador and many other government ministers were also present at the Gold Ribbon Institute (Inštitut Zlata pentljica) event

that saw children with cancer thank those who had supported them.

The Little Princess Trust has established partnerships in several countries to provide its wigs and Slovenia is among them.

Mr Brace told those gathered in Ljubljana how the charity works with wig stylist Brigita Smrekar to help children with hair loss in Slovenia.

## Importance of financial support from business community

**While the majority of income is received through sponsored haircuts, it has been pleasing to see the amount of corporate support over the past 12 months.**

One of the largest single donations came from Janus Henderson Investors, a global asset management company, who donated a five-figure sum to the charity. This contribution was made through the Janus Henderson Foundation and came about after Vicky Burdett, the company's Marketing Executive, nominated The Little Princess Trust during her employer's annual Charity Challenge.

Vicky was able to demonstrate to those deciding where the funding should go that the beliefs and values of Janus Henderson closely align with those of The Little Princess Trust.

Another sizeable donation came via the global real estate agency company, Colliers. Martyn Edwards, a Colliers employee and a stage 4 cancer survivor, was the main organiser of the Treasure Quest event that raised another five-figure contribution for the charity.

Martyn, who lost his hair when he underwent treatment, has now organised seven Treasure Quest events for The Little Princess Trust. Treasure Quest has been heavily supported by Colliers' Birmingham office and the wider Midlands business community.

More long-term support has come from Sallys, the international retailer and distributor of professional beauty supplies. Sallys has now been a dedicated partner to The Little Princess Trust for more than a decade and raised more than £500,000 towards the charity's Hair and Hope mission.

This huge financial sum has been donated from colleague fundraising and sales proceeds, but the support from Sallys goes beyond financial contributions and the company has also championed awareness of The Little Princess Trust's free wig provision service to its customers.

Salon Magazine, the UK's leading publication for salon owners, also helped to raise the charity's profile after giving The Little Princess Trust free editorial space to run a series of monthly features.

The full-page editorials ran for 12 months and provided an excellent platform for the charity to promote its service to hair industry professionals.

# Financial Review

## Income

**Total income for the year to 31 July 2025 was £8,297,963, a result that is a source of pride for all involved with the charity.**

This figure sits closely alongside the previous year's income of £9,101,167, in which the charity received an exceptional one-off government grant of £793,000 from the UK Government Post-Covid Recovery Medical Research Charity Support Fund.

When viewed without that extraordinary grant, this year's income represents a truly outstanding achievement. It reflects the steadfast commitment of the charity's supporters and the continued strength of its fundraising model, even during a period of wider economic uncertainty.

Excluding last year's one-off grant, income this year demonstrates remarkable consistency and resilience. Despite ongoing economic challenges, the generosity of the charity's community has remained unwavering, allowing The Little Princess Trust to continue its vital work for children and young people.

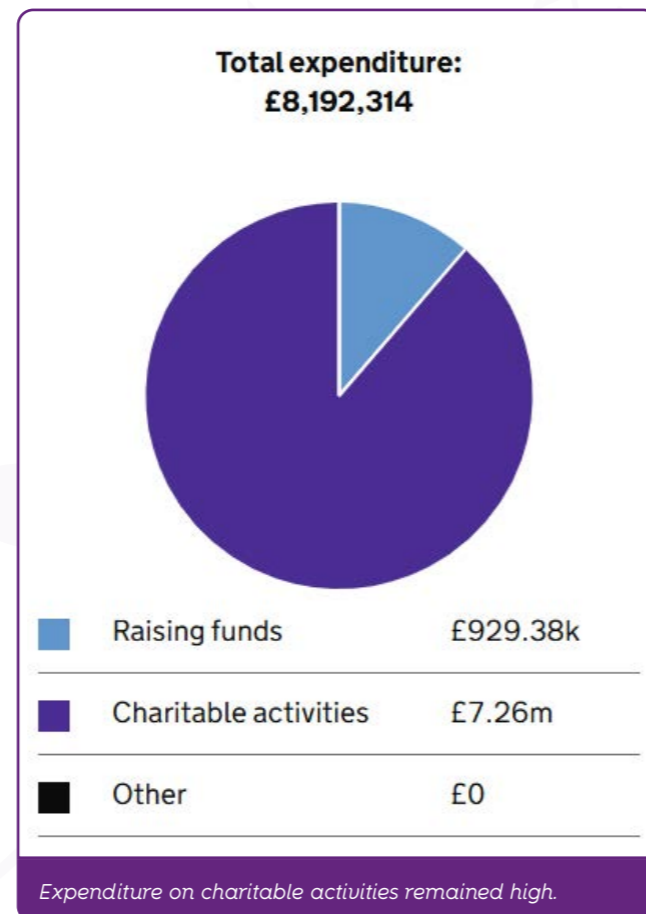
Sponsorship directly linked to hair donations continues to be the charity's principal and most cherished source of income, a testament to the compassion, kindness, and dedication of those who choose to turn their haircut into a moment of hope.

## Expenditure

**The charity monitors spending closely and implements budgetary controls across the charity. Expenditure on charitable activities remained high at 88.7% of total expenditure (23/24 90.1%). We endeavour to keep the cost of raising funds to a minimum where possible.**

The cost of raising funds was £933k compared to £897k in the prior year. This was mainly due to additional staff time spent on fundraising activities during the year compared to the prior year.

Overall, total expenditure for the year reduced from £9,064,572 in 23/24 to £8,216,676 in 24/25. Total expenditure includes research grants in year which are recognised in full at the date of the grant agreement. During the year, a total of £5,074,379 research grant funding was approved compared to £5,911,238 in 2023/24.



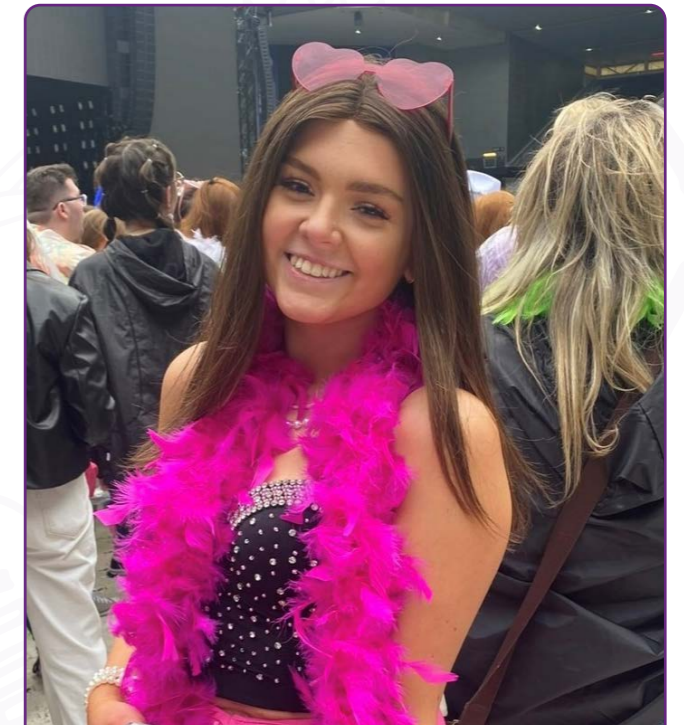
# Future Plans

## Be there for every young person with hair loss

**While the charity will never set numerical targets for the number of wigs it provides each year, The Little Princess Trust will strive to make every young person with hair loss in the UK and Ireland aware that there is a free wig available for them.**

Various departments and personnel within the charity will continue with this drive by visiting hospital departments, speaking to the traditional media and taking advantage of the charity's social media presence to promote the free wig provision service.

Meanwhile, further moves will be made to expand the choices available to young people with hair loss by offering 'toppers' as an alternative to a full wig.



*Kira Noble received wigs from the charity while she underwent cancer treatment.*



*The Little Princess Trust will look to introduce a range of hair toppers as it broadens its range of support to young people with hair loss.*

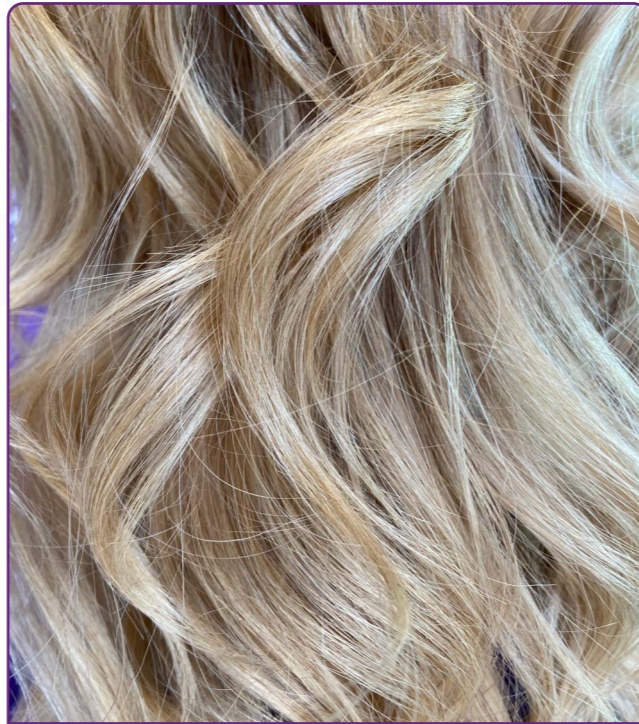
## Address shortage of certain hair lengths

**One objective which is a constant challenge to meet is ensuring there are sufficient numbers of all wig varieties in stock.**

Certain colours and lengths can be more popular than others and the CRM system recently introduced offers an improved way to show where some hair types are lacking. Having an insufficient stock of a certain type of wig means that commercial wigs need to be bought to meet the wig request.

Historically, it has been a challenge to attract sufficient donations of long, blonde hair to meet demand for this type of wig. Social media has been utilised to promote the message for this type of hair but the charity will look to explore new options to help boost the number of lengthy blonde hair donations.

One idea to be explored is to liaise with a Scandinavian digital agency to see if certain geographical areas can be targeted with the charity's messaging.



*Long, blonde hair donations are in demand.*

## New site presents exciting opportunities to help charity grow

**The purchase of a new site less than 100 metres from The Little Princess Trust's headquarters presents a wonderful opportunity for the charity to make significant developments.**

Should planning permission be given, the extra space created by updating the two-storey building will ensure the charity can continue to increase the number of wig-knotters employed in Hereford and give a further boost to wig-making in the UK.

In addition to this, the new building will provide a safe and secure place to store the charity's growing wig stock and allow for the creation of a new volunteer hub.

Those currently giving up their time to help the charity are based in two different buildings and the new premises will allow the charity to make a space dedicated to the volunteers and give greater recognition to their important role at The Little Princess Trust.



*Permanent and dedicated hub for wigs and volunteers.*

## Commitment to fund research with greatest levels of impact

**The charity remains committed to playing an increasingly important role in the funding of childhood cancer research in the UK.**

The aim will be to repeat the support of previous years and a figure in excess of £7million has been set aside in The Little Princess Trust Childhood Cancer Research Fund for spending on research per the research strategy over the next five years.

Financial backing will be given through the charity's annual research rounds while fact-finding visits will be made both in the UK and overseas by the key management personnel to ensure the best projects are funded that will bring about the greatest levels of impact.

A real expectation remains in place for the professorial post at the University of Oxford and what this can bring when a suitable candidate is found.



*The Little Princess Trust continues funding childhood cancer research in the UK.*

## Mark a very special date in the charity's history



*2025 marks The Little Princess Trust's 20th anniversary.*

**The year 2025 has been an important one in the life of the charity with many events already held to mark The Little Princess Trust's 20th anniversary.**

It is hoped that the campaign will continue to run throughout the final months of 2025 to not only raise the profile of the charity but bring in revenue, too.

Events scheduled to take place include an anniversary ball while it is hoped that the largest group of runners ever assembled will represent the charity at the Cardiff Half Marathon.

The governing documents that formally signalled the start of the charity were signed on November 12, 2005, and the communications team will be marking this date in 2025 to highlight The Little Princess Trust's 20th birthday.



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