

 Little
Princess
Trust

Annual Review
2022/23





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



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The Chief Executive and Chair reflect on the year

Aim remains to help children and families impacted by cancer

As we reflect once again on another year of progress, it is only natural that we focus on the headlines.

Of course, as an organisation whose finances rely on the support and generosity of so many individual donors, it is essential that we collect and monitor key indicators of performance.

However, while those measurements are undoubtedly important, there is always a wealth of detail which lies behind those headlines and, underpinning everything that we do, our objectives and values remain unchanged.

Behind those headlines is the reality that, every year, too many parents will hear the terrible news that their child has cancer.

No one could dispute that cancer is a devastating disease but the knowledge that The Little Princess Trust can offer hope in the darkest of circumstances continually inspires us to do more.

As an organisation which is dealing every day with children and families impacted by cancer, we always want to ensure that we are doing the best that we can.

In a time of global conflict, of societal disconnection and polarization, a time where there is an ever-growing need for a sense of community, we are mindful of how the charity was founded.

In a time of tragedy, a community came together and offered love and support; and arising from their care and compassion came financial support which, in turn, resulted in the first wig funded by The Little Princess Trust.



The Little Princess Trust was founded in 2005 following the tragic passing of Hannah Tarplee.

“Providing a wig does not solve all of the many complex issues these children and young people are going through... however, it can play an important part in restoring their confidence and identity.”

Wendy Tarplee-Morris, Hannah’s mother and a co-founder of The Little Princess Trust

More wigs provided and more research funded than ever before

From this, the charity has grown into what we see today. There is simply so much more to The Little Princess Trust and we remind our supporters of this with our message of Hair and Hope; ‘hair’ in the provision of wigs and ‘hope’ in the funding of vital childhood cancer research.

Everyone acknowledges that there should be more money available for paediatric cancer research and it is because of this significant lack of funding that we now find ourselves as the second largest UK charity funder of this area of research.

This is not a statistic in which we take any pride but it is one that brings with it an enormous responsibility, a responsibility to ensure that we make the best use of those funds, that we are funding the best research available which

will achieve our objective of developing kinder treatments that will impact on outcome.

When judging the performance of the charity over a 12-month period, there are always two key measurements which guide our understanding of the year.

These key measurements are the statistics which lie behind the two principal objectives of The Little Princess Trust, that is, the number of wigs given to children and young people and the amount of funding provided for research.

Based on these measurements alone, this has been an incredible year for the charity; never before have so many young people received a free wig while the amount of funding given to childhood cancer research has never been greater.



The Little Princess Trust welcomes grant applications from childhood cancer researchers all over the UK.

A great privilege to help so many incredible young people

These numbers have been achieved despite various challenges, which included the lingering effects of COVID-19 on the global supply of wigs alongside the cost-of-living crisis and record levels of inflation in the UK which have resulted from the ongoing war in Ukraine.

Against this background, the fact that 1,931 young people received a wig – up from 1,747 the previous year – highlights the dedication of the charity's staff, the generosity of its supporters and the strength of the charity's key partnerships.

Everyone at The Little Princess Trust recognises that, behind this number, there are children, young people and their families undergoing enormous personal challenges.

Therefore, there are always mixed emotions when discussing the number of wigs provided as we know that every single one of the 1,931 children and young people helped this year will have experienced the many challenges associated with hair loss.

At the same time, everyone at the charity feels very privileged to have been able to help these incredible young people who inspire our staff every day and we will always be grateful to every single supporter who ensures we can do this.

We continue to be amazed by the selfless acts of all those who donate hair and raise incredible sums of money to ensure our wig provision service can not only continue but also grow.

Mum's emotional words inspire us on to do more and more

The other key area to experience growth was our funding of childhood cancer research. Since 2016, The Little Princess Trust has been committed to supporting research focused on finding kinder and more effective treatments for all childhood cancers.

The amount of funding approved has steadily increased and everyone involved with the charity was incredibly proud to see it rise yet again.

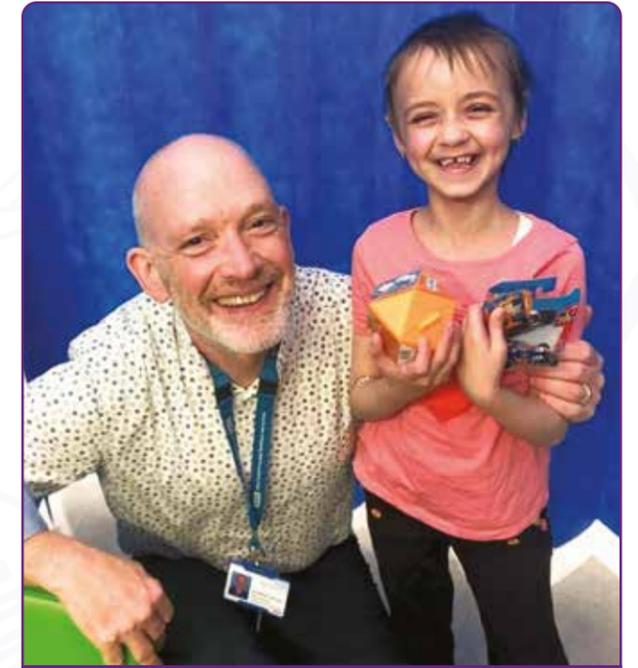
It is also pleasing to see our influence growing within the childhood cancer research community.

This year, we joined Cancer Research UK and other partners in increasing the funding going towards the Experimental Cancer Medicine Centres (ECMC) network while our work with the Children's Cancer and Leukaemia Group was shortlisted for the annual Third Sector Awards.

Even more exciting news from the past 12 months came when we heard of the impact on five children involved in a clinical trial at Royal Manchester Children's Hospital, which received funding from The Little Princess Trust.

Professor Rob Wynn, a Consultant Paediatric Haematologist who led the project, said that, without the clinical trial, it is unlikely that any of the five children would still be alive today.

Speaking to Professor Wynn and hearing the emotional words from the mother of one of the children involved were incredibly moving and powerful moments and reaffirmed our commitment



Rob Wynn with Sarah Marica after the clinical trial.

to follow our mission statement to “give Hair and Hope to every child and young person until there is no longer a need for what we do”.

Sadly, the tragedy of childhood cancer remains. However, every single supporter, staff member and volunteer can be proud of doing more than ever before to fund the brilliant scientists searching for kinder and more effective treatments, and of helping an ever-increasing number of young people with hair loss through the charity's wig provision service.



Mila and Matilda are two of the children who received wigs from The Little Princess Trust this year.



Phil Brace
Chief Executive



Tim Wheeler MBE
Chair of Trustees

Record number of children and young people get a wig in rewarding and busy year

The last 12 months have certainly been memorable ones for the wig referrals department. Wendy Tarplee-Morris, The Little Princess Trust's Director of Service and Impact and a co-founder of the charity, looks back on a year to remember.



Providing wigs to children and young people with hair loss is the very reason The Little Princess Trust was started – and this service remains the number one objective for the charity.

It was an incredibly busy and rewarding year for the staff who make up the wig referrals team and these 12 months saw more children and young people receive a wig than ever before in the charity's history.

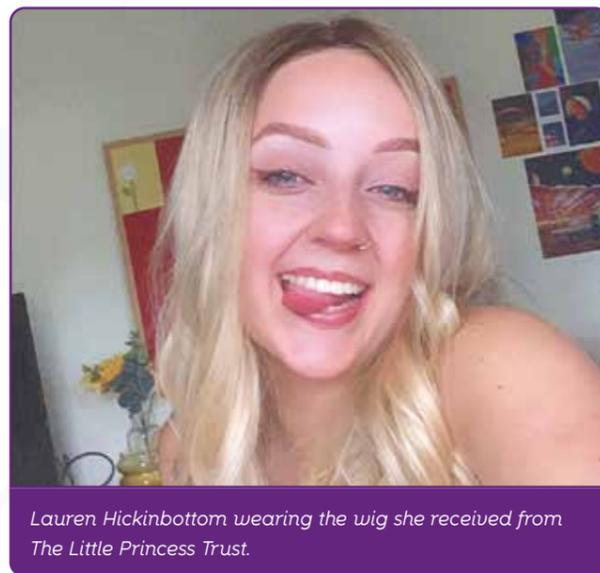
The total figure of 1,931 was up from 1,747 in the previous year and 1,769 in the 12 months before that period.

This headline measurement is down to several factors and builds on the progress made in previous years with strong ties and partnerships established with children's hospital departments, wig-fitters and wig manufacturers.

The table on page 9 shows how the total number of wigs provided has gradually increased across the past five years as the charity continues to follow its mission to offer a free, real hair wig to every child or young person experiencing hair loss due to cancer treatment.



The last 12 months saw The Little Princess Trust provide more wigs to young people than ever before.



Lauren Hickinbottom wearing the wig she received from The Little Princess Trust.

Fulfilling our inclusive aims

As part of its mission to provide wigs to children with hair loss, the wig referrals department has a number of objectives to ensure the charity's wig provision service is fully inclusive.

The mission to offer our wig provision to all children and young people in the UK and Ireland with hair loss has seen many efforts made to ensure our service is fully inclusive to children of all ethnicities.

As well as developing wigs made from Afro-textured hair donations in 2020, the charity has redesigned many of its wig-related leaflets to make them more inclusive as well as promoting the diverse nature of its available wigs on its social media pages.

It is the belief that these changes have had an influence on the number of non-white British/Irish wig recipients increasing from 207 in 2020/21 to 383 in 2021/22 to 458 in 2022/23.



Kiya Kanani became an Ambassador for the charity after receiving an LPT wig.

1,931
the number of wigs provided this year

19.58%
the rise in 'non-white' British and Irish wig recipients over the past 12 months.

Year	Total number of wigs provided
2022/23	1,931
2021/22	1,747
2020/21	1,769
2019/20	1,614
2018/19	1,523

A rise in number of wigs to boys and young men

Reaching more boys and young men has been another aim of the charity. The wig referrals team has worked hard to dispel myths and stereotypes that wrongly enforce a message that young males do not want or need a wig as a 'baseball cap or bandana will do'.

Previous years have seen steady progress made with more boys receiving a wig from The Little Princess Trust and the number of males supported by the wig referrals team increased from 126 in 2021/22 to 137 in 2022/23.



Callum Boyd wears his Little Princess Trust wig.

An increase identified in use of commercial wigs

The Little Princess Trust will always endeavour to provide a wig for a child or young person that closely resembles the recipient's hair before their hair loss began.

The wigs are predominantly provided from the charity's own stock, which have been made from hair donated by supporters.

However, on occasions the charity is unable to supply the type of wig – in terms of colour or length – that is being requested by the young person undergoing cancer treatment. When this happens, the charity will order commercial wigs to fulfil the child or young person's request.

The majority of the charity's own wigs are made by a specialist manufacturer in the Far East and, due to the strict conditions imposed there during the COVID-19 pandemic, there was a supply backlog.

The Little Princess Trust was far from the only organization affected by this backlog as these implications had consequences on the global supply chain of wigs.

The challenges the charity faced with its supply of wigs from the Far East saw the percentage of commercial wigs provided rise from 7% in 2021/22 to 17% in 2022/23.

Developing international partnerships to help more children with hair loss

Since 2019, The Little Princess Trust has maintained a position that it will help children who have lost their hair due to cancer treatment and live in countries with no wig provision.

Partnerships were previously established in Sweden, Germany, Portugal and Bulgaria – and this past year saw initial links begin with wig fitters in Slovenia to help children in that country.

It has been pleasing to see that the links we continue to develop overseas resulted in the number of international referrals rising from 98 in 2021/22 to 123 in 2022/23.

Visits to countries where we have partnerships are needed to ensure the service is carried out to the charity's high standards.

A visit to Portugal, which also included meetings with the Portuguese children's cancer charity, Acreditar, has also helped to increase the profile of the charity's work and the number of children helped in Portugal rose from 8 to 28 over the past two years.

Rise in the number of children receiving wigs outside the UK

2021/22	98
2022/23	123



Brigita Smrekar (centre), owner of the Frizerski Salon, is pictured with Wendy Tarplee-Morris and Phil Brace in Slovenia. The new partnership means The Little Princess Trust can provide wigs to children in Slovenia.



Phil Brace and Wendy Tarplee-Morris were joined by Portuguese wig expert Arminda Vaz (right) on the visit to see Tiago Costa (second left) at the charity, Acreditar.

"The prospect of losing my hair felt particularly painful. It felt like a loss that I would not be able to hide from myself or others."

"My excitement at receiving my wig started to overshadow the sadness of losing my hair. Wearing it helped me to slowly accept that, despite all the physical changes, I am still Mila."

Mila - a wig recipient

Recruitment ensures more children with cancer are helped

While the charity does provide wigs to children who have lost their hair to other conditions, such as alopecia, The Little Princess Trust's primary objective is to help children and young people who have lost their hair due to cancer treatment.

The percentage of the children and young people who received a Little Princess Trust wig who were undergoing cancer treatment has slowly increased over the past three years, rising from 60% in 2020/21 to 61% in 2021/22 and to 63% in 2022/23.

The recruitment of Caitlin Booth, a new Charity Outreach Representative, has undoubtedly had an impact on this area of the charity's work with the new member of staff visiting 46 hospitals between January and the end of July.

These visits, which had to be stopped during the COVID-19 pandemic, play a crucial role in maintaining key relationships with hospital staff who are able to explain to children and young people undergoing cancer treatment that our wig provision service is freely available to them.

"The recruitment of a new Charity Outreach Representative has undoubtedly had an impact on this area of the charity's work."



Caitlin Booth, the new Charity Outreach Representative at The Little Princess Trust.

Public praise for salons offering free hair cuts

The Little Princess Trust has always been incredibly grateful to the hairdressers across the country for the part they play in helping our free wig provision service.

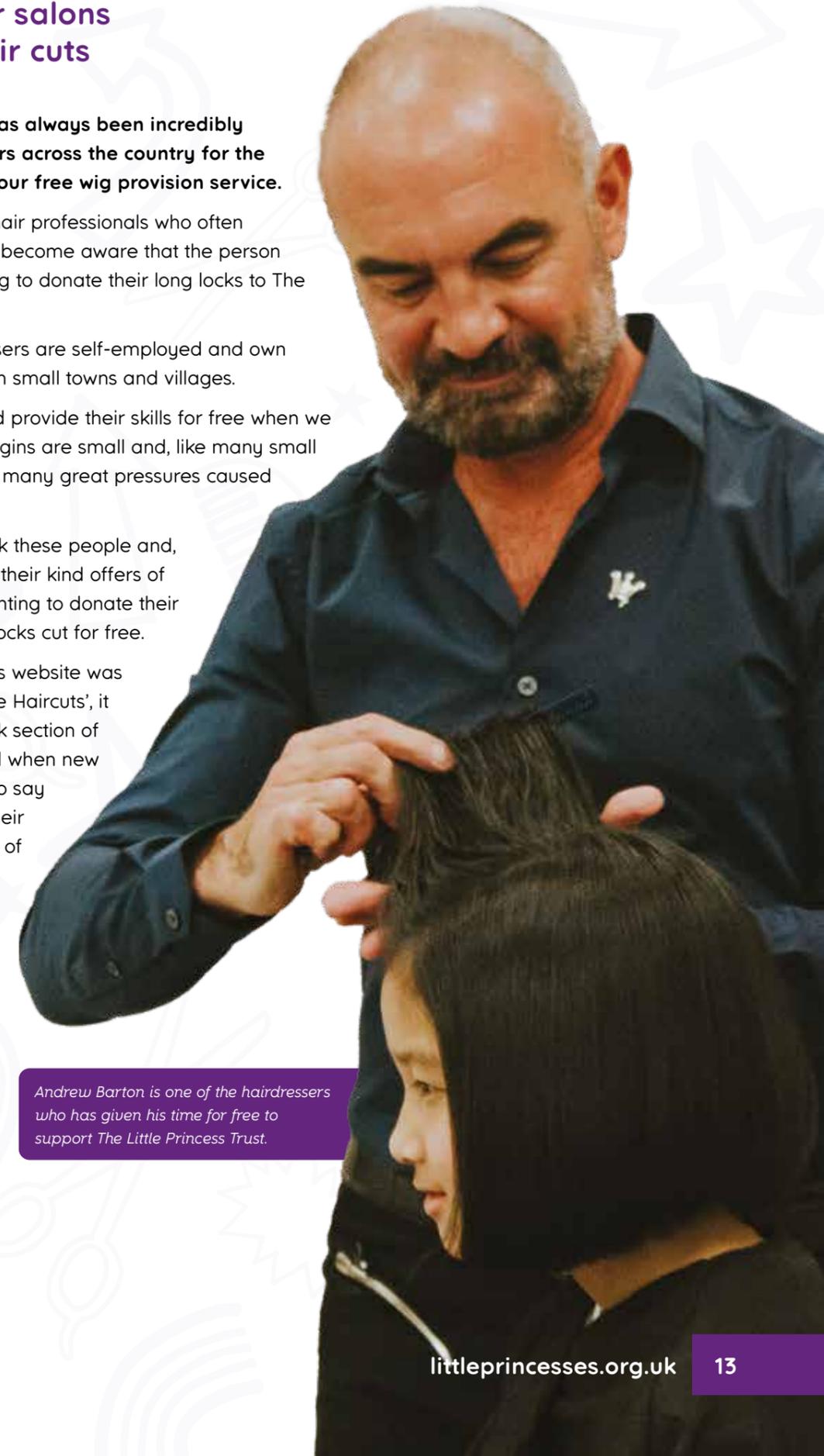
We know there are many hair professionals who often cut hair for free when they become aware that the person having their hair cut is going to donate their long locks to The Little Princess Trust.

Quite often, these hairdressers are self-employed and own small independent salons in small towns and villages.

They give up their time and provide their skills for free when we understand their profit margins are small and, like many small businesses, must be facing many great pressures caused by the cost-of-living crisis.

The charity wanted to thank these people and, at the same time, highlight their kind offers of support so that anyone wanting to donate their hair could have their long locks cut for free.

A new page on the charity's website was created. Simply called 'Free Haircuts', it sits within the salon network section of the website and is updated when new salons contact the charity to say they will also kindly offer their services to help supporters of The Little Princess Trust.



Andrew Barton is one of the hairdressers who has given his time for free to support The Little Princess Trust.

Professional imagery will be huge help to highlight our wig range

The wig referrals team has worked closely with the communications department to increase the visual impact images and its range of printed products to promote the charity's free wig provision service to children and young people.

Lenticular cards and a new 'Arrange Your Wig' leaflet have been created in the past three years, but the issue of available imagery has long been a challenge when trying to promote the wig choice.

A professional photo shoot was held this year in the charity's Hannah Tarplee Building with child models wearing Little Princess Trust wigs.

The models, from different age groups and from different genders, wore a number of varied wigs to show the many types of wigs available. Pictures from the shoot have been used to great effect on the charity's social media pages to publicise the charity's free wig provision service.

Meanwhile, the photographs will also be used in printed marketing products which will be distributed to hospitals and wig fitters to show young people with hair loss of the help that can be offered.

A selection of the images taken during the professional photo shoot.



Importance of charity's UK wig-knotting co-operative

The issues with supply, partially caused by many Asian wig-knotters finding alternative employment during the pandemic, highlighted the importance of the charity's UK wig-knotting co-operative.

Started in 2021, the charity brought together some of the remaining wig knotters in the UK to start a freelance network of wig-knotters to help make the wigs needed by the charity.

The strength of this partnership was increased this year when Nick Allen, Sales Director at Banbury Postiche, became an official Ambassador for The Little Princess Trust.

Banbury Postiche is one of the oldest wig-makers in the UK and, as well as training the freelance wig-knotters in the co-operative, also handle the operational logistics for the distribution of the bespoke wigs.



Nick Allen (centre) was invited to become an Ambassador of the charity in recognition of the success of the UK wig-knotting co-operative.



Wig-knotters receive their hands-on training at Banbury Postiche in Oxfordshire.



Flying the flag: wig boxes show which of our wigs are hand-knotted in the UK.

Longest ever donation helps to push home key message

The Little Princess Trust is grateful to receive so many hair donations from supporters all around the world.

Every single hair donation arrives at the charity's home in Hereford 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.

Longer wigs are among the most requested by children and young people, and with the charity already having a good stock of 7 to 11-inch hair, a concerted effort has been made by the communications team to encourage supporters to donate a minimum of 12 inches of hair.

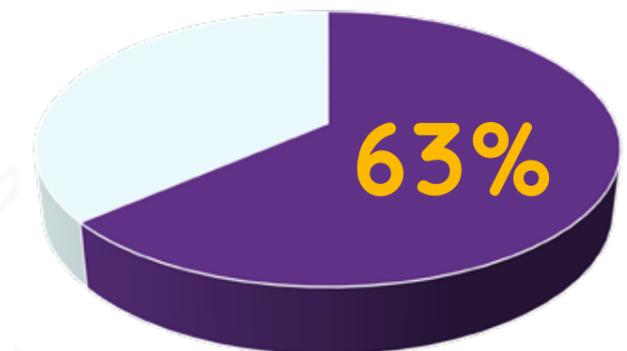
This messaging had the desired effect and the total number of hair donations measuring below 12 inches fell by 8,745 while the percentage of hair donated measuring 12 inches and above equated to 63% of all donations received.

One notable donation in the 12-inch plus category was a 52-inch donation from an anonymous supporter, the longest ever received. A social media post on this donation was seen by tens of thousands of people and once again helped to reiterate the message of the need for longer hair donations.



Phil Brace and Wendy Tarplee-Morris hold the longest ever hair donation received by the charity.

"A concerted effort has been made by the communications team to encourage supporters to donate a minimum of 12 inches of hair."



the percentage of hair donated to the charity measuring 12 inches and above

Increasing our support for childhood cancer research

Establishing the charity as one of the country's main funders

The Little Princess Trust funded more research than ever before in a record year that established the organisation as the second largest charity funder of childhood cancer research in the UK.

The total sum committed in the past year to research projects was £6.66 million. This was up from £5.91 million in the previous 12 months which had been in itself a record for the charity's childhood cancer research funding.

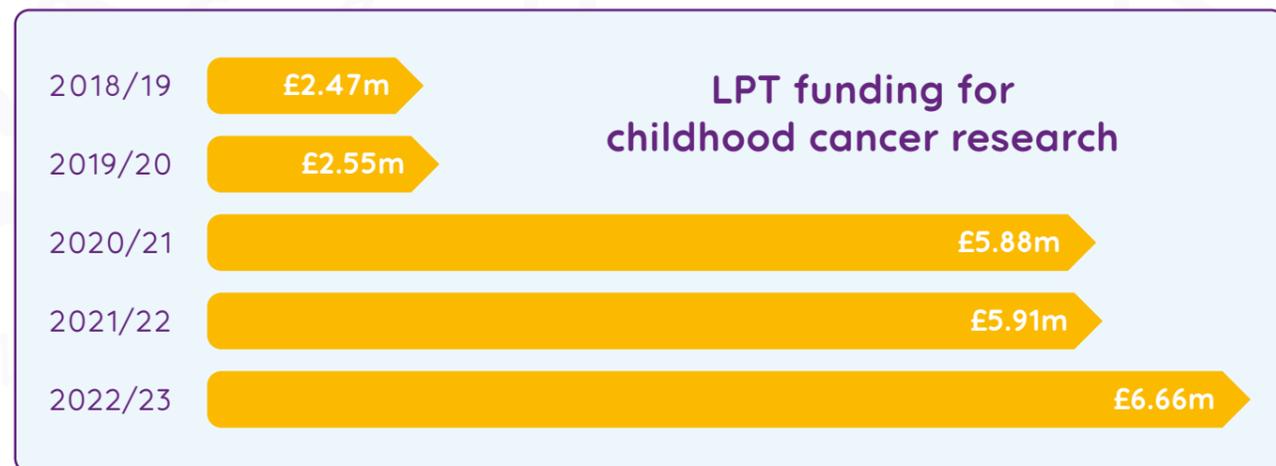
This figure means the charity has now given more than £23 million to childhood cancer research since 2016 when it began funding work that will lead to kinder and more effective treatments for all childhood cancers.

The record sum was comprised of two research rounds made up of 18 individual research project grants, three New Ideas Grants and funding for the ECMC network.



Hair donor Charlotte Davison is shown around a laboratory by her great aunt Julie Irving – one of the researchers funded by The Little Princess Trust.

The past 12 months are not solely defined by the record amount given to childhood cancer research as several milestone moments have made this a very special year to remember.



“Without this clinical trial, it is unlikely that any of the children would still be alive.”

One of the principal aims the charity has for the research it chooses to fund is that the supported project leads to new, more effective treatments.

A clinical trial led by Rob Wynn that received funding from The Little Princess Trust at Royal Manchester Children's Hospital (RMCH) is a great example of advances in new science that give hope to children with cancer.

The pioneering trial showed dramatic results for treating children with high-risk leukaemia, who previously had little chance of recovery after all other treatment options had failed.

The success of the innovative treatment is down to the help of newborn babies as the blood cells taken from the umbilical cord, along with a series of white blood cell transfusions, were shown to provide the most effective treatment ever trialed.

Eight-year-old Sarah Marica was just four years old when she was first diagnosed with acute myeloid leukaemia (AML), a rare type of childhood leukaemia which is diagnosed in approximately 100 children and young adults in the UK each year.

After all other treatments failed, including chemotherapy and a bone marrow transplant, Sarah travelled to Manchester to receive the innovative treatment through the GRANS clinical trial.

She has now been in remission for more than one year, and the team at RMCH and her family are hopeful that this novel treatment will have cured the leukaemia.

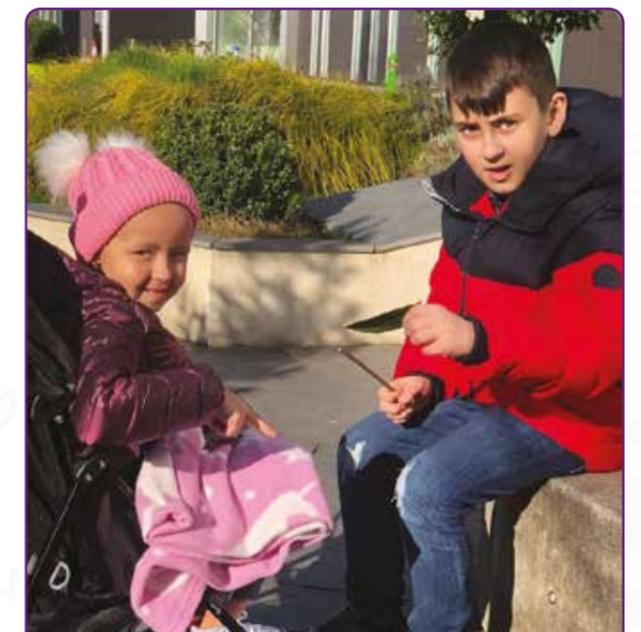
Sarah, who also received a wig from The Little Princess Trust during her treatment, was one of 10 children in the two-year study to receive a cord blood stem cell transplant alongside a series of white blood cell transfusions (known as granulocytes) with the aim of boosting the cancer fighting abilities of the new cord blood.

The initial results from the study have been published in the British Journal of Haematology and the trial has been expanded to recruit more patients from across the UK following the promising result.

Professor Rob Wynn, Consultant Paediatric Haematologist and Director of Paediatric Bone Marrow Transplant Programme at RMCH, said: “We know from our previous research that cord blood cells offer the most effective treatment for children with hard-to-treat blood cancer.

“The GRANS clinical trial builds on this research and provides a treatment option for the sickest of children with AML, where no treatment options have been available.

“Sarah is one of five children from our trial who are alive and in remission as a result of this effective, experimental treatment. Without this clinical trial, it is unlikely that any of the children would still be alive.”



Sarah Marica and her brother David outside the Royal Manchester Children's Hospital.

Our involvement gives a huge boost for clinical trials at Experimental Cancer Medicine Centres in the United Kingdom

The amount of money a partnership gives to a clinical trials network searching for cutting-edge treatments for childhood cancers has dramatically risen thanks to the involvement of The Little Princess Trust.

Twelve paediatric Experimental Cancer Medicine Centres spread across the UK will receive £6.6million across the next five years to deliver clinical trials into promising new treatments for cancers affecting children and young people.

The funding for the network comes from a partnership between The Little Princess Trust, Cancer Research UK and the National Institute of Health and Care Research (NIHR).

Thanks to The Little Princess Trust joining as equal funders to Cancer Research UK and the NIHR, there has been a significant uplift in the total given to childhood cancer research, which had amounted to £2.2 million over the previous five years.

The paediatric ECMCs will put new drugs through early clinical trials to see if they are effective against different types of cancer. If the trials are successful, these medicines can then become the cancer treatments of the future.

The increased funding for the paediatric network – which includes £2.25m from The Little Princess Trust – will employ new research staff, including nurses and data managers who are critical for delivering these trials to patients.

The funding will support childhood cancer research centres in Birmingham, Bristol, Cambridge, Cardiff, Glasgow, Liverpool, London, Manchester, Newcastle, Southampton and London.

The ECMC network is a partnership between The Little Princess Trust, Cancer Research UK, the National Institute of Health and Care Research (NIHR) in England, the Chief Scientist's Office in Scotland, Health and Care Research Wales and Northern Ireland's HSC Public Health Agency.



The new partnership was revealed in January and received coverage from national newspapers including The Guardian, Daily Mail, The Daily Express and The Sun. It was also referenced by Lord James O'Shaughnessy in a government report that sought to identify ways to help the life sciences sector unlock UK growth and investment opportunities.

Among Lord O'Shaughnessy's findings was an acknowledgement of the progress being made by the ECMCs across the country which were helping to improve and speed up the process of starting clinical trials.

Phil Brace and Wendy Tarplee-Morris later held a zoom meeting with Lord O'Shaughnessy when it was explained that the charity's influence on childhood cancer research not only extends to the amount it funds, but also the way the funding is carried out.

Helping child cancer patients to influence the future of funding

The Little Princess Trust's work with childhood cancer research is not restricted to simply funding science. One project the charity has financially supported focuses on trying to give a stronger voice to the young people whose lives have been affected by cancer.

The charity first partnered with the Children's Cancer and Leukaemia Group (CCLG) and the James Lind Alliance (JLA) in 2019 with the objective of identifying the research questions that are most in need of answering.

The aim for the JLA was to produce a list of the 10 most important research priorities in children's cancer, from the perspectives of patients, their families and carers, and the health professionals who treat and care for them.

"It was pleasing to see so many of the top 10 list were closely aligned to our own aims and objectives."



Topics of healthcare research in children's cancer are often driven by the interests of researchers and the pharmaceutical industry, meaning what is most important to children, their families and the professionals who care for them, may sometimes be overlooked.

And so it was refreshing and revealing to hear from hundreds of people who gave their views which led to the formation of a top 10 of research priorities for children's cancer. It was pleasing for the charity to see that so many of the points on the top 10 list were closely aligned to The Little Princess Trust's own aims and objectives for childhood cancer research.

TOP 10 RESEARCH PRIORITIES FOR CHILDREN'S CANCER #ChildrensCancerPSP

- 1 Can we find effective and kinder (less burdensome, more tolerable, with fewer short and long term effects) treatments for children with cancer, including relapsed cancer?

The project helped to define the top 10 research priorities for children's cancer for young patients.

The JLA's final report was launched at the Children's Cancer Priority Setting Partnership (PSP) conference in London and its findings will be shared with an international audience around the globe.

Wendy Tarplee-Morris, the co-founder of The Little Princess Trust who was a member of the JLA steering group, spoke in the capital and urged other research funders to use the findings to help influence their future work.

New Ideas Grants will still encourage innovation

The Little Princess Trust introduced a new type of grant to encourage researchers to explore unconventional and forward-thinking concepts to improve the treatment and well-being of young cancer patients.

The new approach for this type of research project was given the name of the New Ideas Grants and replaced the charity's former Innovation Grants.

The funding amounts for the New Ideas Grants are smaller than for the Innovation Grants but will give scientists far more freedom to pursue projects and areas of research that have never been previously explored.

The three innovative projects that were chosen as part of the first New Ideas grant scheme were:

1. Investigating nanomedicines to make treatment safer for children with cancer

Dr Marie-Christine Jones, from the University of Birmingham, is investigating the use of nanomedicines to see if there is a way to reduce the damage caused by chemotherapy.

This type of treatment uses tiny particles to deliver the anticancer medicines, which can be safer because they can slip through the gaps in leaky tumour blood vessels.

Marie-Christine's project aims to understand how nanomedicines work for children, learn more about tumour blood vessels, and test nanomedicines in leaky blood vessel models to find out which ones would work best.

She said: "I will be testing blood samples from children with cancer to see if we can predict how nanomedicines will behave and confirm they can be targeted specifically to the tumour, to potentially reduce the side effects of cancer treatments.

"This work will help reframe how we view nanomedicines and uncover their impact on improving the tolerability of cancer treatments for children. I feel really excited as this work could have a big impact on how anticancer drugs are administered to children, as well as improving our understanding of how cancer develops and can be targeted in children."



Dr Marie-Christine Jones, from the University of Birmingham, is working on nanomedicines.

"I will be testing blood samples from children with cancer to see if we can predict how nanomedicines will behave."

2. Protecting young hearts from chemotherapy-related heart problems

Dr Roisin Kelly-Laubscher, a University College Cork based researcher, is investigating whether a medicine could protect children's hearts if given before chemotherapy.

Roisin said: "Scientists have developed some really good drugs for treating cancer. Unfortunately, some of these drugs also damage the heart."

This can mean that cancer survivors later develop heart problems which can have a negative impact on their quality of life.

"It does not seem fair to me that, after surviving one major health condition, survivors are more

likely than the general population to develop another serious health condition.

"By developing a treatment that can prevent the toxic effects of anti-cancer drugs, we hope to ultimately improve the quality of life of cancer survivors."

Her New Ideas project will test whether the drug ethanolamine could prevent heart damage if given at the same time as doxorubicin, a type of chemotherapy.

Dr Kelly-Laubscher will see how this medicine affects important heart cells, then find out what dose and timings would work best.



Dr Roisin Kelly-Laubscher (centre) is looking to see if a medicine could protect children's hearts if given before chemotherapy.

3. Understanding how protein production is changed in childhood cancer cells

Professor Karim Malik, at the University of Bristol, is looking at a new way that cancer cells can alter the production of proteins in order to help them grow unchecked.

Researchers know that cancer cells can have more of the messenger molecules that carry the genetic code, which contains instructions for proteins which control cell behaviour. However, Karim proposes that they also have changes to how these instructions are translated into proteins.

In his New Ideas project, Karim is focusing on understanding how translation of the genetic code into proteins is altered by molecules called tRNAs.

These are a vital part of the translation process, bringing together the components needed to build each protein. Inhibition of cancer cell tRNAs may provide new cancer treatments in the future.

He said: "The scheme fills a vital gap for research scientists in that it enables experimental validation of cutting-edge ideas and technologies.

"Our project will use the best modern technology to characterise tRNA modifications, which would not be possible without this grant. Our experiments will further define key attributes of cancer cells, and the data generated will be crucial for larger translational research projects in the future.

"We hope it will lead to novel therapeutic approaches in the near future."



Professor Karim Malik wants to know how the translation of the genetic code into proteins is altered by molecules called tRNAs.

"The scheme fills a vital gap for research scientists in that it enables experimental validation of cutting-edge ideas and technologies"

Other highlights from a memorable year for research

Recognition and success for our partnership 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 like scientific advisory boards and research managers, which would be very expensive.



Dr Timothy Ritzmann is one of the many researchers to have been supported thanks to the partnership between The Little Princess Trust and CCLG.

The collaboration means more of the charity's money can be spent on expert research, rather than on the process that is required to do it.

The importance and success of this partnership was in evidence when it was named as a finalist in the Third Sector Awards.

Winners will be announced next year but it was wonderful to see our work with CCLG praised as a finalist in the Charity Partnership of the Year category.

The successful working relationship between The Little Princess Trust and CCLG was also the focus of the opening event at the Festival of Partnerships held in London.

Organised by the Association of Medical Research Charities (AMRC), the festival showcased different examples of collaborations across the sector and shared ideas and experiences on how organisations can work together to achieve common goals.

Phil Brace, Chief Executive of The Little Princess Trust, and Ashley Ball-Gamble, CEO of CCLG,

started the event with a roundtable discussion on how the charities' shared grant management and administration functions have maximised impact for young people with cancer.

CCLG has continued to provide excellent content for The Little Princess Trust's website and social media pages which has been a great asset to inform the charity's supporters of its funding of childhood cancer research.

Meanwhile, visits continue to be made by CCLG staff to Hereford and we were very grateful to Mr Ball-Gamble for giving a presentation to all Little Princess Trust staff on the latest developments within childhood cancer research.

There is constant dialogue between the two charities and collaborations with different projects. The Little Princess Trust was, for example, very pleased to support a new campaign launched by CCLG called Teenage and Young Adult Cancer Awareness Month in April.

How we have become a more effective organisation

Completed charity strategy gives guidance and clarity

One of the main responsibilities for the Trustees of the charity is oversight of strategy and, with this very much in mind, The Little Princess Trust's Chief Executive had been holding regular conversations with Trustees on the creation of a strategy for more than a year.

An external strategist was appointed to develop the project and spent time speaking to each departmental head to gather the necessary information for a detailed strategy document.

The new strategy document sets out the overall aims of the charity and each department while also defining working practices, explaining how each team will work to achieve the principal aims of The Little Princess Trust.



Making contacts and raising our research profile at SIOP

The past 12 months saw a welcome return for the annual congress of the International Society of Paediatric Oncology (SIOP).

Previous conferences had been held digitally due to the COVID-19 pandemic and we were delighted to have a team from the charity at the event held in Barcelona.

Phil Brace, Wendy Tarplee-Morris, Simon Tarplee, the charity's lead Trustee for research, and The Little Princess Trust's new Research Administration Executive, Sarah Bainbridge, made contacts with some of the brightest scientists, oncologists, surgeons and clinicians from across the world.

Mr Tarplee said the overwhelming feeling he took away from the inspirational event in Spain was the "need for action".



Pictured at SIOP in Barcelona are (l-r) Phil Brace, Kathy Pritchard-Jones, the Professor of Paediatric Oncology at UCL Great Ormond Street Institute of Child Health, Wendy Tarplee-Morris and Simon Tarplee.

Digital library of supported research is made public

The Little Princess Trust has made great efforts over the past 12 months to make its funding of childhood cancer research more widely known.

A 'Research Project of the Month' feature has been added to the website news blog while the research section of the website was completely redesigned.

The new research page comes complete with a digital library of every research project funded by the charity.

The comprehensive and detailed list has been split into nine categories so it is easier for supporters and researchers to find the topics of particular interest.



Feedback from new Youth Panel is already making a difference

The charity has always recognised the importance of ensuring that we engage with the age demographic of those that we serve.

During the financial year we were able to form our youth panel that will allow us to gain valuable feedback from the key cohort on all our key activities, social media content and campaigns, printed materials, newsletters, and promotions of our wig provision service for The Little Princess Trust.

Previous efforts to launch a group were paused due to the COVID-19 pandemic and so it has been very pleasing to see The Little Princess Trust's Youth Panel launch this year.

The panel is made up of young people aged 13 to 22 and includes a former wig recipient and others who have been aware of the workings of the charity for a long period of time.

Department leaders are encouraged to send ideas for discussion to the charity's main point of contact for the youth panel and the charity has already received some excellent feedback on its social media output and marketing collateral.

One interesting point that the youth panel made was on making it easier for young people requesting a wig to avoid the traditional forms of communication such as the telephone or email.

The panel felt that the charity should open up other communication forms such as text and WhatsApp to allow children to speak to the charity in a setting that was more familiar – and comfortable – to them.

This has been acted upon and there is now a mobile number for young people to contact the wig referrals department while a QR code has been added to many printed products, giving easy and direct access to the 'Request a Wig' page of the charity's website.



Teiva Collins, who previously received a wig from The Little Princess Trust, is one of the members of the charity's youth panel.

Head of Operations role created and appointment made

The Board of Trustees approved the creation of a new senior strategical role that came to fruition in the autumn of 2022.

The key objectives of creating this role were to support the current executive leadership team with logistical, HR and IT skills along with bringing experience in functionality.

Of paramount importance was the oversight, selection process and scoping of a new, all-encompassing back-office system.

After a detailed competitive process, Adam Houchen was appointed Head of Operations to ensure the efficient, effective, and compliant management of the charity's operational activities.

The importance of our valued ambassadors

The Little Princess Trust has built up an impressively strong list of ambassadors who help to publicise the work of the charity. They are from very different backgrounds, from varied age groups and all known to diverse audiences.

Teiva Collins and Kiya Kanani are two former wig recipients who are now ambassadors.

The charity is very grateful to these two inspirational teenagers who have been interviewed on many occasions by journalists in the regional and national media.

Pop star Kimberly Wyatt, a member of the Pussycat Dolls, has also used her public profile to help the charity. One example of this came when she appeared on the Bridge of Lies show on BBC One and donated her prize money to The Little Princess Trust.

Celebrity hairdresser Andrew Barton is another ambassador who raised significant sums of money for the charity by running the Brighton Marathon. Andrew has been a fantastic supporter of the charity for many years, helping with social media campaigns and providing professional photographs for use in the charity's printed products.



Ambassador Kimberly Wyatt, second from left, promoted the charity when she appeared on Bridge of Lies.

Benefitting from coverage in the traditional media

While social media has brought substantial benefits to the charity, it would be wrong for the communications team to focus all their efforts solely on these new digital platforms.

The charity receives great publicity through regional radio and local newspapers – and this year it again received publicity from national newspapers and TV stations.

Much of the media coverage received comes about from young supporters – and their families – contacting journalists close to their home. But we do receive calls and emails from the media who are responding to items they have read on the charity's website and social media posts.

On other occasions, the charity has written press releases which have been sent out to journalists who have followed up on the stories. This was the case with the funding of the ECMC network which led to widespread coverage in the printed media and included a front-page story in The Guardian.

Other highlights from a busy year of media coverage included a feature on The Little Princess Trust on the CBBC show, Operation Ouch, an emotive account of the father of a wig recipient on Lorraine on ITV and a hair donor's big cut on the Chris and Rosey Ramsay show on BBC One.



Holly Rivers, who works at The Little Princess Trust in Hereford, shows "Operation Ouch!" presenter Dr Xand van Tulleken how to knot a wig as part of the feature which appeared on CBBC.

Return of wig fitting workshops at our Hereford headquarters



Caroline Shallow, a Trustee at The Little Princess Trust, demonstrates the art of wig-knotting to attendees during a wig fitting workshop.

The Little Princess Trust always aims to limit the amount of travelling that a child or young person must undertake for their wig fitting.

To make sure this can happen, we work with wig fitters all around the UK and Ireland.

Before COVID-19, workshops were organized by the wig referrals team when wig fitters were invited to Hereford to hear the latest developments with regards to the charity's wig provision service.

The last 12 months saw a welcome return for the wig fitting workshops and 30 wig fitters visited The Hannah Tarplee Building to discuss their work and best practice with member of the charity's wig referrals team.

Continued help received from our valued volunteers

The charity is incredibly fortunate to have dedicated volunteers who play a crucial part in The Little Princess Trust's work.

They sort the many incoming hair donations and prepare the charity's fundraising packs while their personalities and attitudes perfectly align with the charity's values.

Great efforts are made to make sure each volunteer is made to feel welcome and know their value to the charity.

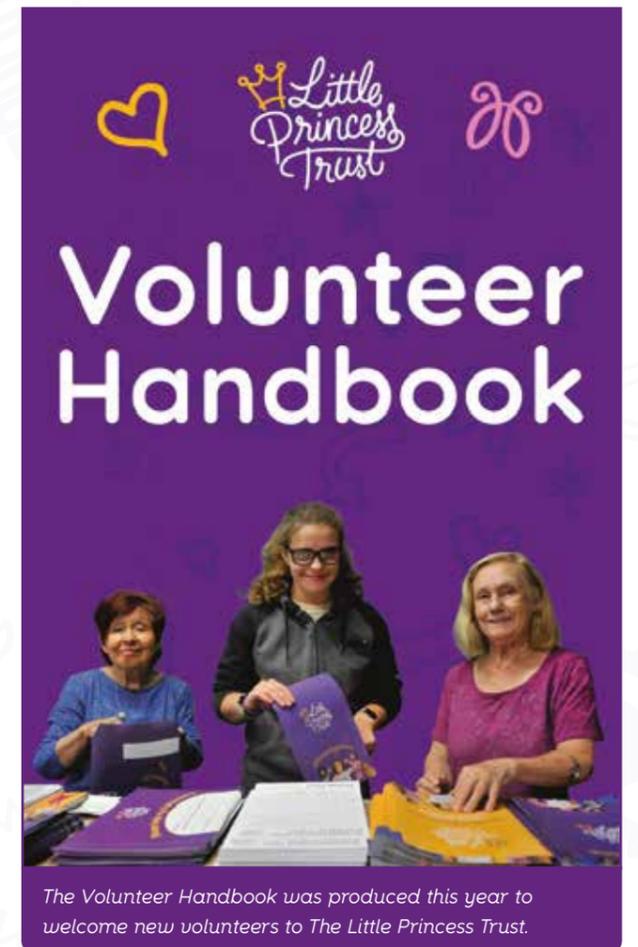
This year, a volunteer handbook was created which aims to answer the questions of any new or existing volunteer while also explaining why their role is so important to the staff and the children supported by the charity.



Many of our fundraising packs are individually assembled by our volunteers.



Jill Freeman is one of the dedicated volunteers who gives up her time to support the charity.



The Volunteer Handbook was produced this year to welcome new volunteers to The Little Princess Trust.

Using the artistic skills of local college students to promote childhood cancer research funding

The charity wanted to create new artwork to help its social media posts and website blogs promote its funding of childhood cancer research.

To avoid expensive design costs that would have resulted from working with an outside agency, the charity engaged with the Hereford College of Arts.

Students were given a task of helping to create a set of cartoon researchers and digital research accessories, and were given access to The Little Princess Trust's brand guidelines. The work of two students was selected and has now been used by the charity to promote its funding of childhood cancer research.

The project showed the benefit of working with a much younger group of people as one of the chosen students came up with a selection of superhero child researchers.

This simple idea to use younger characters than those discussed in the original brief has really made the charity's social media posts stand out from other charities funding medical research.



Artwork created by Hereford College of Art students Alice White and Matilda Phillips is now being used on social media and printed products to publicise the charity's funding of childhood cancer research.



Growing our follower numbers on social media

The importance of social media is very well understood by all at the charity. The Little Princess Trust can reach many of its key demographics on its different platforms – and these are crucial tools when the charity wants to educate and motivate supporters.

The communications team knows which kinds of messages need to be used on different platforms and how to utilize the individualities of each platform for maximum gain.

The charity's Facebook page remains the platform with the most followers and all at the charity were

pleased to see the page welcome its 100,000th follower this year.

This milestone was celebrated on the charity's Facebook page when prizes, donated by corporate supporters, were given to followers of The Little Princess Trust page.

As of July 2023, The Little Princess Trust had 101,661 followers on Facebook (up from 98,216 the year before), 74,152 followers on Instagram (up from 68,314), 14,968 followers on Twitter (up from 14,876), 4,668 followers on LinkedIn (up from 3,642) and 12,589 followers on TikTok (up from 11,480).



The charity celebrated the moment when it reached 100,000 followers on Facebook.

New Trustees bring a wealth of experience and expertise

The Little Princess Trust Board of Trustees play a vitally important role in the life of the charity.

According to charity law, the Trustees have responsibility for oversight and good governance of the charity's finances and property. But their knowledge and guidance across so many different areas means they offer so much more to the charity. As the five new Trustees appointed this year prove.



Francis Mussai

Dr Francis Mussai is a clinical senior lecturer in paediatric oncology at the Institute of Immunology and Immunotherapy, and an honorary consultant in paediatric oncology at Birmingham Children's Hospital. He was made a Trustee in October 2022.



Richard Wells

Richard Wells, a former fighter pilot in the RAF, joined the board of Trustees in October 2022.

In charge of acute and emergency services at Hereford County Hospital, he brings a wealth of new skills to the Board of Trustees and took on immediate responsibility for the internal audit.

Richard first met staff from The Little Princess Trust during the COVID-19 pandemic to see what his NHS colleagues could learn from the charity.



Alison Goodwin

Alison Goodwin, a qualified solicitor who runs a family storage business, became a Trustee in January 2023.

Having grown up in Hereford, she has followed the development of the charity with great interest and has run half marathons to support The Little Princess Trust.

Caroline Shallow

Caroline became a Trustee in January of 2023. As owner of Raoul Wigmakers, she has considerable experience in designing and creating innovative techniques for various types of hair loss and played a central role in the development of wigs made from Afro-textured hair for the charity's young wig recipients.



Emma Corbett

Emma Corbett was the fifth new Trustee this year, having joined in March 2023. She runs her own strategy consulting business, working with many organisations and charities to develop their strategic direction.

Fundraising income remains high despite significant external challenges

The incredible support The Little Princess Trust receives from so many individuals from across the UK and beyond once again generated millions of pounds to help the charity deliver its free wig provision service and fund a record amount of research.

The Little Princess Trust has traditionally benefited from a unique funding model based on many generous people gathering sponsorship for them to have their hair cut.

While efforts have been made to diversify income streams, the revenue generated from supporters' haircuts remains the most popular way for individuals to fundraise for the charity.

With record levels of inflation and a cost-of-living crisis putting pressure on many of the groups of people who have traditionally supported The Little Princess Trust, it was unsurprising to see income from donations drop from £7.92m in 2021/22 to £6.08m in 2022/23.

However, income from fundraising in the past 12 months was still considerably higher than that received before the war in Ukraine and the Covid pandemic brought challenges outside of the control of the charity.

£550 → £700

Rise in cost of providing one wig

The average cost of providing a wig to a child increases

The Little Princess Trust has not been immune to inflation and other cost pressures, and a key financial decision was taken to increase the charity's published wig manufacturing and provision cost to **£700 per unit**

The increase was caused by extra manufacturing and distribution costs, along with associated increases in most supplies associated with wig production.

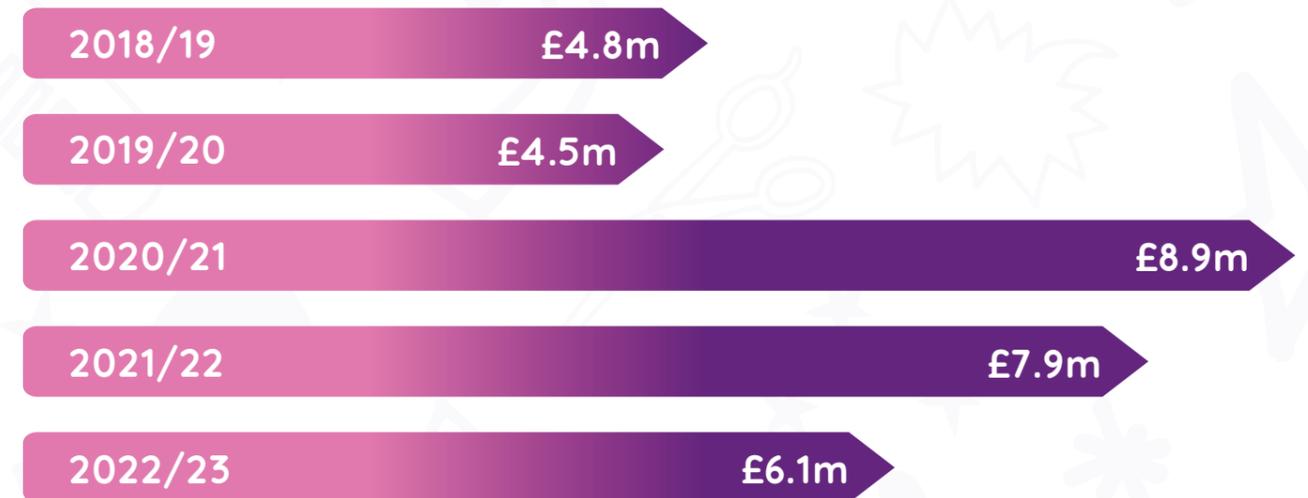
The accuracy of this cost is imperative as it not only demonstrates transparency but also encourages supporters' fundraising to ensure there is sufficient income to cover the cost of wigs being provided.

The charity's social media pages and website were used to promote the new average cost of wig provision and it was pleasing to see the average JustGiving page value rise from £440 to £476.

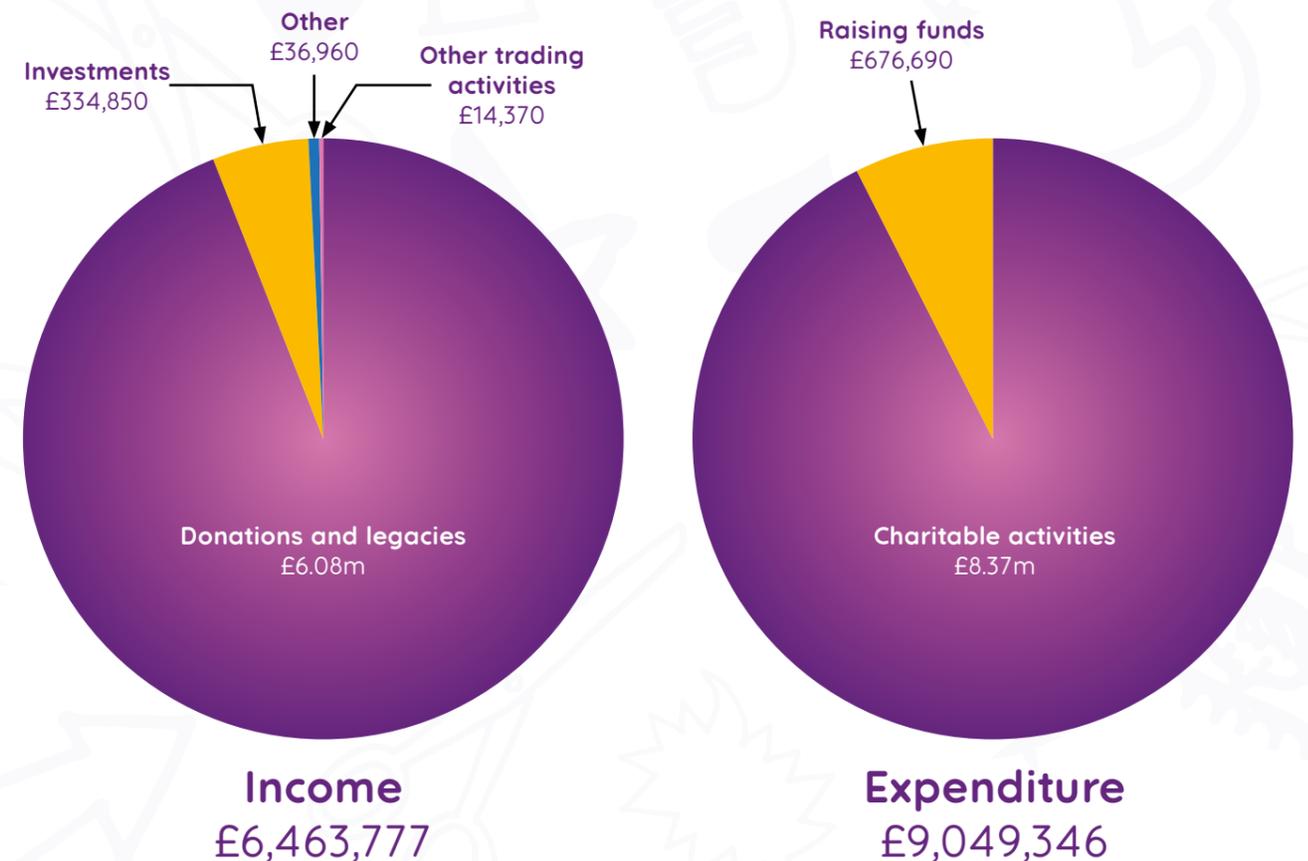


Many people who donate their hair to The Little Princess Trust also fundraise for the charity.

Income from donations and fundraising



How funds are raised and spent



Big rise in fundraising pack requests

Another positive statistic was the rise in fundraising pack requests. There were 16,470 requests in the past 12 months for a fundraising pack, which was up from 12,391 in 2021/22.

The increase followed a great deal of work and re-engineering of The Little Princess Trust's website with a greater emphasis and description on the value of fundraising for the charity.

While there has been a rise in fundraising pack requests, there has been a decline in the amount of money raised on Facebook, dropping significantly from £457,204 to £240,405.

The Facebook model continues to evolve but the charity believes that monies decreased on this platform have switched to others, so this is not seen as a major consideration.

Fundraising pack requests

2021/22	12,391
2022/23	16,470



There has been a significant rise in the number of fundraising pack requests.

Corporate partners continue to support the charity

The Little Princess Trust is thankful to have a number of corporate supporters who play a key role in helping us fulfil our mission. We thank those listed below for their continued support.

- | | |
|---------------------|-----------------------|
| Wella Professionals | Starpowa |
| Cloud Nine | Colliers |
| Sally Beauty | Original Factory Shop |
| Wagamama | BOSS |
| Great Lengths | Ady Watts |
| L'Oréal | Central Group |
| Wahl | TA Matthews |
| Manta | Gabbs Solicitors |



L'Oréal is a corporate supporter and the company has donated hair products to be sent out with LPT wigs.

Forever grateful for the support from so many people

As part of The Little Princess Trust's unique funding model, staff never approach members of the public for fundraising. Despite this, thousands of people around the world decide to support the charity every year.

This means that another area where the charity sees itself as different is in the gratitude shown to the incredible people who allow The Little Princess Trust to help so many children each year, backed up by a unique policy of thanking supporters.

All fundraising activities are monitored by the charity and a constant goal is for staff to thank every single supporter for their efforts within 48 hours of The Little Princess Trust being informed.

This covers hair donors, corporate supporters, people taking part in sporting events and the many who set up a JustGiving page for The Little Princess Trust; each individual and every organisation is thanked for its role in ensuring the charity continues to give Hair and Hope to children with cancer.



Supporters such as Delilah, who gather sponsorship to accompany their hair donation, play a crucial role in ensuring The Little Princess Trust can help so many children and young people.

Looking for ways to improve means we never stand still

The desire to help more children and young people means The Little Princess Trust is always looking for ways to improve its operations, make efficiencies, and increase fundraising to support its key goals. This desire to be better covers all areas of the charity's work - as explained below.

Build on and develop stronger links with corporate supporters

The charity has built up a steady number of generous and committed corporate supporters who have helped The Little Princess Trust immensely throughout its history.

One prominent relationship is that with Sally Europe and this year marked the 10th anniversary of that successful partnership that has resulted in great support being given to the charity.

Other notable corporate supporters include Wahl, Cloud Nine, Starpowa and Great Lengths.



Kim Musson, Phil Brace and Wendy Tarplee-Morris with some of the staff at Sally Europe who have generously supported The Little Princess Trust.

The charity is aware that there is a lot of goodwill for The Little Princess Trust within the hair industry and conversations have begun with Wella.

It is hoped that this develops into a long-lasting partnership with such a respected global name while the charity's Relationships Manager, Kim Musson, will continue to nurture and further the collaborations with The Little Princess Trust's existing supporters from the business world.

An improved system to collect and analyse data

The charity would like to improve its data analytics to help judge its working and identify ways to improve its systems.

To do this, the recently employed Head of Operations will continue to develop a new centralised IT system. One of the areas where it is hoped that this new software will prove beneficial is for the collation of supporter data.

It is believed the technology will help to create stronger KPIs on the percentage of supporters who fundraise as well as donating their hair - and guide and educate the charity's social media teams.

Another aim for the new software is to create a much clearer system of planning for the charity's wig referrals team who are in contact with a great number of people every year undergoing many personal challenges.

Develop the Funky Hair Funday campaign

The charity first created its Funky Hair Funday campaign in 2021. It was set up as a digital campaign with supporters able to download assets from the charity's website which can be used to host their own funday to raise money for The Little Princess Trust.

The Communications Manager and the Chief Executive believe the campaign would perform more effectively if supporters were able to order a specialist Funky Hair Funday printed pack from the charity's website.



Some work has already begun on designing this pack and this work will continue before the campaign is relaunched next year.

The charity is aware that it is heavily reliant on donations from sponsored haircuts for much of its income and believes that the Funky Hair Funday campaign will allow people unable to donate their hair to still support The Little Princess Trust in a fun and inclusive manner.

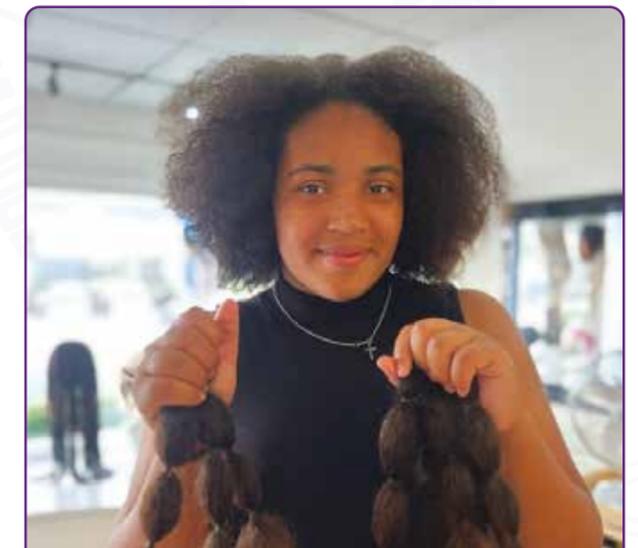


Children at Sutton Primary Academy are among those to have held a Funky Hair Funday.

Continue to encourage long hair donations

The Little Princess Trust first began to heavily promote the need for longer hair donations during the first COVID-19 lockdown through its popular 'Let It Grow' campaign.

Longer hair donations are needed to help the charity meet the demand for its popular lengthier wigs while the charity does already have a good supply of shorter hair and frequent donations of smaller hair lengths could bring about unnecessary storage costs.



The Little Princess Trust encourages supporters to donate a minimum of 12 inches of hair.

Progress has been made with the percentage of supporters donating more than 12 inches of hair increasing year-on-year, but further efforts will be made to explain to supporters the need for longer hair donations in the coming year.

It is hoped that the focused efforts on creating new partnerships and campaigns with salons across the country will also offer an excellent opportunity to promote this message for longer lengths of hair.

Continue to build on the legacy of Hannah Tarplee

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

Hannah was a happy, thoughtful, and caring little girl who was wise beyond her years.

During the five years of her life, Hannah brought so much joy to her family and friends with her sense of fun, her incredible kindness, and her wonderful sense of humour.

The thousands of children helped by the charity and the incredible lifesaving research that The Little Princess Trust funds are a wonderful legacy for a truly amazing little girl.

Everyone at The Little Princess Trust remains fully committed to honouring Hannah's legacy by helping more young people with hair loss in the future and by increasing the charity's funding of paediatric cancer research.

It was an incredibly proud moment in the summer of 2021 when the charity's headquarters were named The Hannah Tarplee Building as a permanent tribute to our little princess.

There are further plans to mark Hannah's legacy by ensuring her name is recalled and remembered when the charity reaches further milestones as part of its mission to give Hair and Hope to children and young people with cancer.



Hannah Tarplee was a happy and caring little girl.



The Hannah Tarplee Building opened in August 2021.

Offer a wig to every child or young person who needs one

As the charity's mission is to offer a free, real hair wig to every child and young person experiencing hair loss due to cancer treatment, further efforts will be made to ensure more young people up to the age of 24 are aware of the charity's free wig provision service.

This will mean developing already strong links with children's hospital departments and looking for new ways to make requesting a wig as simple and straightforward as possible for young people.

The charity will look to increase its digital options so children and young people who are more familiar with mobile technology can communicate with the wig referrals department via means much more familiar to them.

The charity will also work to increase the range of its printed booklets and brochures for salons and hospital departments that show young people the quality of the wigs that are freely and easily available to them.

Enhance the offering and increase income from our online shop

The charity launched a small online shop in 2020 which allowed supporters to buy a number of Little Princess Trust-branded items such as T-shirts, baseball caps and pens.

It has been very useful in helping to boost the profile of the charity, especially through social media photographs.

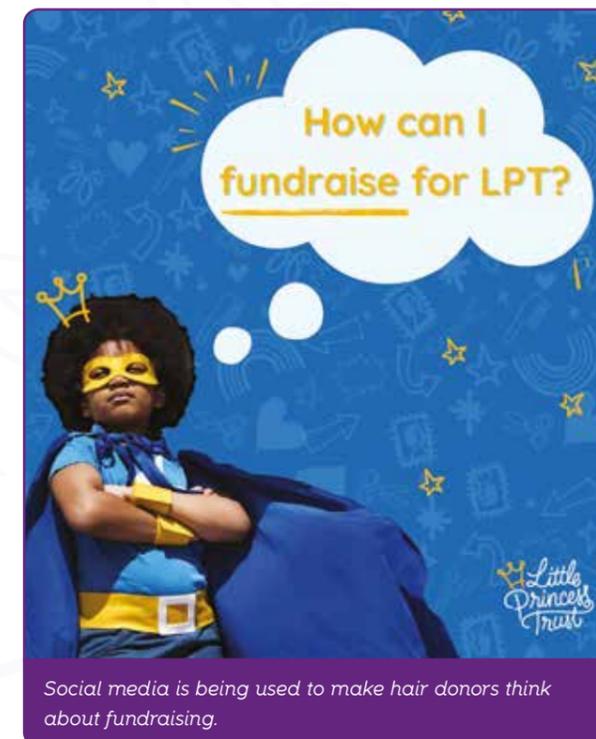
The charity would like to conduct a thorough internal review of the online shop to improve the user experience and increase the variety of products for sale.

While to date, the online shop's main purpose has been to offer products to support our fundraisers, the charity will now explore the opportunities to develop and explore a re-engineering of the shop to create a further income stream.



The charity's shop helps to raise profile as well as funds.

Explain the need for fundraising to accompany hair donations



Social media is being used to make hair donors think about fundraising.

While the charity is incredibly grateful to every person that donates their hair, The Little Princess Trust can only provide its wig provision service thanks to the fundraising that it also receives.

Great efforts have already been made to encourage supporters to get their haircut sponsored so their hair donation can be accompanied with fundraising, and changes to the website have seen an increase in the number of fundraising packs being requested.

Further work and efforts from the charity's communications department will aim to educate supporters on how their fundraising is vital for not only the charity's wig provision service but for its funding of childhood cancer research, too.

The charity's increasingly popular social media pages are seen as a key tool in regularly communicating this essential fundraising message to Little Princess Trust supporters.



The Little Princess Trust
The Hannah Tarplee Building
22-25 Berrington Street
Hereford HR4 0BJ

01432 352359

hello@littleprincesses.org.uk

www.littleprincesses.org.uk

Registered Charity No. 1176160



@officiallittleprincesstrust



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