



'I was told that I had a golf-ball-sized brain tumour in my left frontal lobe. I had also just found out that I was pregnant with Gracie (now six), and I had a nine-month-old baby. After my first operation, I couldn't walk up the stairs, or leave the house. It's been a long road to recovery, with lasting challenges that include anxiety and extreme fatigue. I was terrified that I wouldn't be able to look after my children. I have had to work hard to get to where I am today, but I found brainstrust – their support has been vital. I have also been able to give something back to the community, by walking two marathons in two days with Charlotte and Mel, and raising over £5,000 to help others on this journey.' Sarah

Trustees' annual report and accounts
brainstrust – the brain cancer people

1 April 2021 – 31 March 2022

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Our challenge

'I have had to learn to live with the uncertainty and accept my life is different now ... If you are waiting for treatment or lucky enough to be given a choice of treatments, my advice would be to find out all you can about the options, know there is support from brainstrust to help you feel okay about what is ahead, remember to breathe and that you are not alone.'

Lin is living with an astrocytoma and has to make complex decisions about her treatment, which is fraught with risk.



'I'm still suffering with tiredness and fatigue, and other people who have been through the same have said this can last months and maybe even years, so I guess this could just be a new way of life that I have to get used to. I'm taking anti-convulsant medication, which I will continue with for at least a year to prevent seizures, which up to now I have not suffered with pre- or post-op. I'm still waiting to hear back from the DVLA regarding my driving licence, but my consultant did say I couldn't drive for 12 months, so I'm following that advice until I hear differently. You don't realise how much this impacts you until it happens.'

Kay has recently had surgery to remove a large meningioma. She is working hard on recovery and coming to terms with her new normal.



'It was shocking to be told there is no cure. At just 68 years of age, it took away the retirement my dad and his beloved partner, Kath, should have been enjoying. He could no longer drive. His car was his pride and joy.'

Each scan showed the tumour was stable – and so it stayed for over three years. The treatment had certainly done its job in giving us more time together. However, his mobility got progressively worse. A stick was replaced by a walking frame, and eventually, he needed someone to be with him by his frame, as coordinating his foot movements on the most affected side became very difficult. His balance was badly affected, and due to the location of the tumour, his eyesight got steadily worse, such that he found it hard to read even large print and deal with different levels of light. But he was still with us.'

Ian cared for his father, who died after living with a glioblastoma diagnosis for four years.

'As a result of my brain tumour, I have single-sided hearing loss, tinnitus, fatigue, balance issues, dizziness and nausea. All of this makes everyday living a huge effort, and I have had to relearn how to live my life. It now requires a lot of planning, pacing and resting.'

'My first contact with brainstrust was when I got in touch to request a brain box. This is an amazing box packed with lots of useful information for anyone diagnosed with a brain tumour, and it is posted to your home free of charge. My next step was to join some of the online workshops and Meetup groups that brainstrust organises. I was really nervous at first, but I found it incredibly helpful to connect with others going through the same or a similar experience to myself. I have also received invaluable coaching from Jodie, my regional support specialist.'

Helen is 51 and married with two boys, aged 21 and 15. She lives in Staffordshire. Her experience of life with a brain tumour has shown that it affects the whole family.



Over 80,000 people are living with a brain tumour in the UK. Only 12% of adults survive beyond five years following a diagnosis. Brain tumours reduce life expectancy by an average of 27 years, and they kill more children than any other cancer, yet treatment for a brain tumour is brutal and harmful. It hasn't changed in 40 years.

Our brains are incredible – they make us who we are. Your brain sparks the love, the joy and everything else that you feel. It's the most complex organ in the human body – it is the supercomputer that creates everything that defines humanity. The brain is also incredibly delicate, soft and intricately balanced.

This makes it susceptible to harm.

The impact of brain tumours is under-reported, support and research under-funded, and the true impact of the disease under-acknowledged and misunderstood.

When you hear the words 'you have a brain tumour', you face both a potential cancer diagnosis and also the prospect of progressive and

debilitating neurological disease. You are afraid, you are alone, you are confused, and your life changes dramatically in an instant.

Today, *brainstrust* is here to help everyone live their best possible life with a brain tumour in the face of these stark facts. We help people thrive and have their best possible day. We are also here for tomorrow. We hope for a world in the future where brain tumours have little impact. But we know that hope is not a strategy. We support clinical research and work with our community of experts to improve investment and build capacity so that harm is reduced, care is improved in hospital and at home, and people are more confident and able to take control. Only then can life with a brain tumour be fulfilling and enjoyable, and people who have heard the words 'you have a brain tumour' are living the lives they want, because they are people first and patients second.

This is our challenge.

Chief executive's introduction

The headwinds for us all still blow with the rolling uncertainties of a lingering pandemic, political turmoil, a rising cost of living and a devastating war in Europe. Yet in our work at *brainstrust*, we find progress, solace, focus and hope. Our clear strategy, our strong community and our single-minded focus on helping people thrive following a brain tumour diagnosis provide focus and invigoration for our team and for the incredible brain tumour community.

Over the last year, we have worked hard to build resilience and capacity at *brainstrust* following the existential shock of the Covid-19 pandemic. We have strengthened our finances to help us through the significant and material uncertainties that exist, and we are in the process of scaling and strengthening our team – a vital step in strengthening our organisation in the face of unprecedented and sustained demand for our help.

We now welcome over 100 people each month to our support. And these people are staying with us. They receive coaching and counselling, they access our library

of accredited resources, and they participate in our thriving calendar of workshops and events. This is an increase of 77% on last year's workload, and we do this with a small but dedicated and skilled team.

Nearly everyone we help tells us that they wish they'd found us sooner on their journey with a brain tumour. We hear this, and we are working hard to reach more people at diagnosis. Being able to meet with the clinical community again, face to face, is helping here. We meet to share our work and collaborate on referral pathways and improving care. Not being able to access information in hospital

has been a massive setback for the brain tumour community during the pandemic, but now we are confident that the tide is turning.

We know that when our community thrives, so does *brainstrust*, and the stronger we are, the more people we can help – a virtuous circle. Our sustained or increasing impact in the face of continuing growth is testament to this, and full credit to our small team for powering on.

But we reserve a special thank-you, for you.

You are the community that inspires us. You energise us, you educate us, and you keep us focused. You also generate the vital funds and awareness that fuel our mission and our progress – thank you.

None of us is as smart as all of us, and it is your belief in us – your belief in our mission and your belief in our vision that everybody who hears the words 'you have a brain



tumour' can live their best possible life with *brainstrust's* help – that drives us. This is because with us you are a person first and a patient second.

We thrive in a world where we are a person before we are seen as a patient. We thrive where we get to do the things that people want to do as opposed to those things that patients have to do.

First, we are people. In our support, in our research, in our campaigning and in our fundraising, that's our vision, and it's the mission you are powering.

Will Jones,
Chief Executive,
brainstrust

Why we are here and what we do

Our strategy: First, we are people

In April 2019, we launched our current strategy. Thirteen years in the making, this strategy, 'First, we are people', puts laser focus on the human, practical and cultural contexts in which people find themselves following a brain tumour diagnosis. It sets out our journey to help these people become less isolated, more in control, more engaged with their clinical care and condition, and better resourced.

The human context sees a forgotten group of people who, following diagnosis, see themselves fall into a chasm between improving clinical care and the scientific pursuit of a cure. In acknowledging that before we are patients, we are people, we can help people navigate this void, for when we are patients, we are only patients for a small amount of the time. We want to do things that people want to do, not always the things that patients have to do.

In practical terms, we know from our intimately close work

with our community of people with a brain tumour, and their caregivers, that a brain tumour is isolating, the journey is confusing, communicating well is hard, behaviour and personality change devastates relationships, fatigue impacts 95% of those diagnosed, and there is a huge financial impact as work stops. These are just some of the challenges, and these challenges are not addressed in either the laboratory or the hospital. They are addressed at home, where help is hard to find.

How we got here

Our direction has been set in consultation with our community. We 'asked the experts' what they needed in order to understand what matters most.

We heard:

- You spend more time being a person than you do being a patient.
- As a person, you are more resourceful, more proactive and more confident in the face of challenges.



The experts we asked

The conclusions and decisions reached in the development of our strategy result from conversations and day-to-day meetings and experiences over a six-month period with the following stakeholders:

- Emotions and values drive your behaviour, not just clinicians. What matters to you is more important than what is the matter with you.
- People look at opportunities. As a person, you grow. Patients tend to focus on problems, and barriers are hard to overcome unless they can be treated or medicated.
- beneficiaries – people living with a brain tumour and their caregivers
- supporters
- current and prospective philanthropic funders
- other charities
- *brainstrust* team members and trustees
- national research bodies
- local and national research funders
- clinical experts from all specialities
- campaign groups.

Our current strategy has been co-created with our community and delivered with its support. This strategy is helping us to achieve our mission – we are here for a world in which people with a brain tumour are involved, resourced, supported, confident and connected. They are living the lives they want, because they are people first and patients second.

Our goal

A world where people with a brain tumour are involved, resourced, supported, confident and connected. They are living the lives they want, because they are people first and patients second.

To make this happen, we aim to:

help people overcome fear

help people to engage with their challenges and care

eliminate isolation

improve knowledge and understanding

through our work in the following areas:

coaching and support

building communities

information and education

regional insight and relevance

clinical engagement, development and network building

engaging people in research

which is only possible with:

effective fundraising

efficient marketing and promotion

administrative support

good governance



What implementing this strategy looks like: achievements and performance

Our support

'It has been a challenging yet rewarding year for us. We have struggled with capacity after a significant uplift in activity, which has doubled since Covid-19 restrictions ended. Our team has risen to the challenge, but we are not sure how sustainable this is. Alongside making sure we are as efficient as we can be, we have worked hard to build resilience during the period so that we can scale capacity as we move ahead on our mission.'

We are looking forward to expanding our support to build our impact, reach more people and work more sustainably. We have the strategy and structures in place to deliver and scale our work. It's an exciting period ahead for braintrust and the team.'

Helen Bulbeck,
Co-Founder and Director
of Services,
braintrust

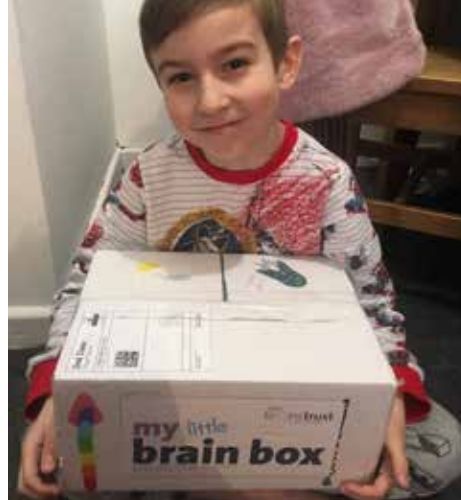
How we have helped

Direct support for people with a brain tumour

- Between 1 April 2021 and 31 March 2022, **2,339 people contacted our team of support specialists for help** by phone, webchat, video call or email. This is over 1,000 more (an 85% increase) from the previous year, when 1,264 accessed our help in these ways.



- 825 people were new to brainstrust** (481 patients, 344 caregivers), a 72% increase from 479 people the previous year.



- 404 brain boxes were sent to people who needed them**, double the number of the previous year (203).



- Over 200 counselling sessions were provided**, with over half (54%) being held by Zoom. This compares to 17% in 2019/2020. The rest of the sessions were held by telephone (46%).

Counselling is very hard to access quickly through NHS channels, with

waiting lists extending to months. People can be referred, but with an appointment date that is beyond their prognosis. *brainstrust*'s rapid-access counselling service alleviates this pressure and enables people to access counselling quickly through our network of private counsellors. All are qualified practitioners, and have had additional training on the needs of the brain tumour community.

Online support and information

- 110,928 people accessed our online information for the first time during the year.** This is an increase of 4% from 107,112 the previous year.
- These people **accessed information on our website 256,778 times.**
- There were **5,160 downloads of long-form health information** from our website.
- Information about end-of-life care**, the **brain box**, and our information about **brain tumour symptoms and diagnosis** have

proved to be the **most popular and the most useful** in terms of number of people reached and positive feedback.

- 1,663 people** (91% of respondents) have told us that the brain tumour information on our website **helped them feel more resourced, more confident or more in control.**



Events

We hosted **134 events** (webinars, Meetups and workshops), a 31% increase compared to the 102 held the previous year.



Overall attendance was also significantly up, at 1,032, compared to the previous year's 784.

From the team



'During the year, we saw a growth in demand for quick, accessible information. We adapted our

programme of work to meet this demand and expanded our library of Know Hows significantly. These met the changing needs that people told us they had. Topics included finance and welfare benefits, how to bring structure to your day, how to find a new normal, knowing what to ask at diagnosis and how to find trusted information.'

Jodie Eveleigh,

Support Specialist, Midlands,
and Information Lead



'We made sure that our events programme remained relevant as we navigated our way through and beyond

pandemic restrictions. These often varied between regions and nations, and people told us their appetite for risk was different, depending on their circumstances. We adopted a flexible, hybrid approach with events running online and offline. This enabled us to support more people, with a more diverse range of topics, while maintaining or improving impact.

Carol Cochrane,

Support Specialist, Scotland,
and Events Lead



'We have been travelling less. This has made it harder to connect with some groups, including clinicians.

However, we have been able to use the time available to develop deeper, more impactful coaching relationships with people who are in crisis or who need more in-depth and ongoing support. We have spent a lot more time on the phone and honing our skills using new modes of communication.'

Helen Bulbeck,

brainstrust Co-Founder and
Director of Services



'We offer both rapid-access coaching and counselling. We work with the person to identify their needs so that any intervention is personalised for

them. People living with a brain tumour often come to brainstrust with a direct ask for counselling. We have no context for them, no understanding of what has brought them to us, and we do not know whether counselling is an appropriate intervention for them. With careful questioning and by supporting the person to develop their understanding of the differences between counselling and coaching, more often than not, coaching will be the preferred intervention.

Both interventions are transformative – we are delighted to be able to offer both, freely, as part of our extensive support offer. In addition to the six counsellors that deliver our service, we have been very pleased to add a play therapist to the network.'

Molly Hughes,

Support Specialist,
London and the South-East

The impact we're having

'Financial measures and numbers to do with 'people reached' or 'people helped' are important but shouldn't be considered in isolation. When looking at performance in the charity sector, we must look at the true impact our organisations are having. And by 'impact', we don't just mean reach (counting people); we also mean the change we have driven. Charity is in the incredible position of existing to improve society, or put simply, to improve lives. We need to look closely at the lives that we're changing and report back on what that change looks like. We must also use our understanding of impact to acknowledge where we need to go further or faster.'

Will Jones,
Chief Executive,
brainstrust

***'Thank you so much for being here.
I feel more confident and not alone with
you at the end of an email.'***

Patient

Understanding the impact we are having is vital to all of us at *brainstrust*. We have worked hard to instil this principle in our principles and processes. A genuine interest to understand and report on people's progress sits at the very centre of our work. We track progress against six indicators. These have been defined as being important to quality of life by our community of patients and their caregivers. In turn, these indicators support the four priorities in our strategy. These six indicators are:

- engagement with care and condition
- reduced isolation
- engagement with communities
- creating control

- feeling supported
- feeling resourced.

We learn how people are doing against these indicators through the use of our bespoke progress tracker tool. This gives us a simple, flexible and human approach to

understanding impact. Progress trackers are completed and monitored collaboratively with our beneficiaries. The process isn't unobtrusive, but it is helpful. In completing a progress tracker, or multiple progress trackers, we help people to establish where the focus of our support needs to be to help them move forward. To complete a progress tracker, patients and caregivers provide a score of how they are feeling on a scale of 1 to 5 for each of our indicators. They complete multiple progress trackers on their journey with *brainstrust*, and this paints a picture of their progress.

***'You truly are a ray of light and the
support we need at this time as my father
and I feel very much alone in caring
for my mother.'***

Caregiver

Our impact

On average across all six indicators, we have helped people improve their well-being by almost 18%. The average initial score was 2.87/5, and the average latest score was 3.75/5. This is despite facing a progressive, life-limiting, life-changing or terminal diagnosis.

People see the biggest improvements in feeling supported and feeling part of a community, with an increase of 0.94/5 and 1.03/5 respectively as compared to their initial scores.

Fig 1: *brainstrust* beneficiary-reported outcomes before and after engaging with our services (178 respondents from the year in review)

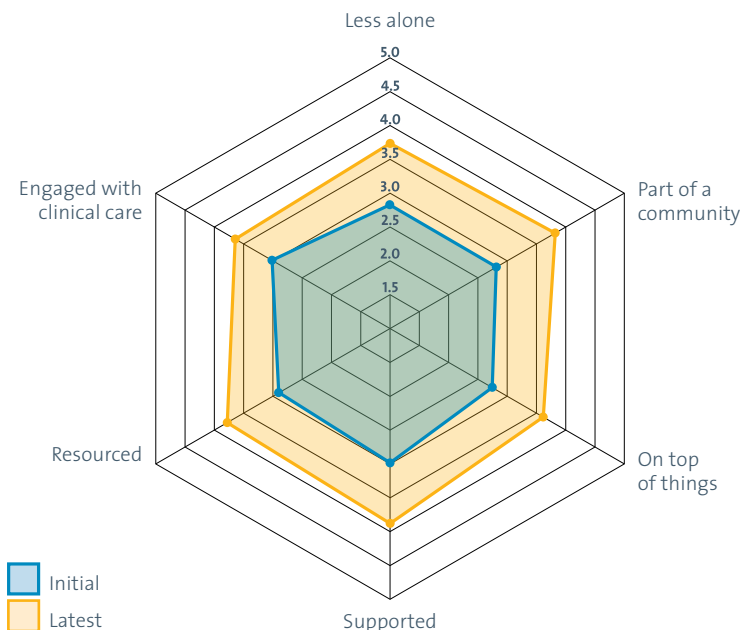
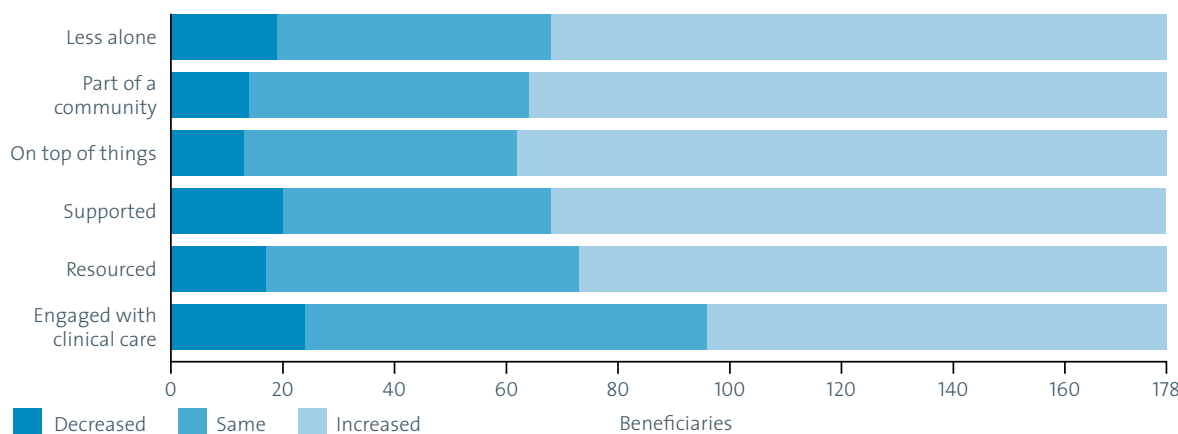


Fig 2: *brainstrust* beneficiary outcomes – overview of cohort’s progress by indicator (178 respondents from the year in review)



What we have learned from this year’s impact data

For the year in review, we have noticed that people are contacting us with a higher initial score than average across all indicators. The average initial score for this period is 3.3/5. This is higher than our historical average of 2.87/5. This may mean that people are getting to us later on their journey, when they are more confident and have a better understanding of their complex pathway. While we are still having a positive impact and improving well-being across all six indicators, we have work to do to ensure those who would benefit from our support are able to access us when they need it most. This reinforces the need for strong clinical engagement and making sure *brainstrust* is accessible, available and a known option for all patients at every point of their pathway.

This higher starting point can also be attributed to Covid-19 having a lesser effect on people’s lives this year when compared to the previous year – people are more in



control of their circumstances, and clinical pathways are less disrupted.

We see a smaller distance travelled when people are in a better place when they reach out to us, but despite this, we still have a significant positive impact on well-being for people who are in a desperate situation. We know that our greatest impact is in helping people to feel part of a community.

This consistency in distance travelled year on year affirms our planning. We know that we can be even more effective. As we build capacity in the year ahead, we will be able to provide additional and more focused support in regions where we are not currently as proactive as we would

like. This investment will enable us to offer dedicated, accessible regional support in new areas for those who need it most, when they need it most.

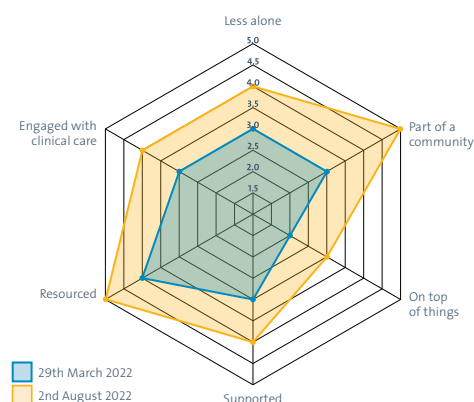
Meet Luke

Luke was diagnosed with a low-grade brain tumour. When we first started talking in March, he struggled with anxiety, panic and avoidance. We had regular coaching calls. During our dialogue, I sent him links for our Know Hows on driving, mindfulness, scanxiety and how to live with uncertainty, as well as our information about acceptance.

We talked about how hypnotherapy may help him to learn techniques

to recentre when he is most overwhelmed or anxious. At first he was slightly dubious but thought he would give it a try. He now attends most of the weekly resets and says that they have been so helpful for him. He has now attended the Brighton Meetup and the tea and a wee blether, virtual brew and low-grade Meetups.

Luke has completely transformed in the time I have known him. He is now a lot more confident and assured in himself. We no longer need our monthly phone check-ins, but I do email to see how he's doing every two months, as he has now moved from shared care to supported self-care in our triage system.



We reflected together recently on his progress tracker changes. Luke tells us that he is feeling:

- more on top of things (initially 2/5, now 3/5 – a 20% improvement)
- better supported (initially 3/5, now 4/5 – a 20% improvement)
- not alone (initially 4/5, now 4/5)
- much more resourced (initially 2/5, now 5/5 – a 60% improvement)
- much more able to navigate his clinical care (initially 2/5, now 4/5 – a 40% improvement)
- much more a part of a community (initially 2/5, now 5/5 – a 60% improvement).

During this exercise, Luke said, *'Thank you very much for this. I appreciate you taking time to help and update me. Looks like I'm doing much better. I feel like I am, with thanks to you and braintrust.'*

Molly Hughes,
braintrust Support Specialist,
London and the South-East

Our involvement in research – PRIME one year on

In 2021, we created the Patient Research Involvement Movement (PRIME) to provide the help needed to bridge the gap between the clinical community and patients and caregivers. The aim of this work is to improve the quality of clinical brain tumour research and its design.

Since inception, PRIME has grown rapidly, achieving a great deal in the clinical research landscape. We have recruited 50 research advocates, who lend their insights to researchers, helping to shape the trials and studies that will hopefully improve care for future patients. We have also trained seven research partners in how to deliver top-level patient and public involvement, and we have signed over 400 people up to our weekly research updates, helping them become more knowledgeable about the field.

The studies we've supported include developing core outcome sets to better identify patient

needs, altering standard care by introducing new, cutting-edge technologies, and looking at how we can more efficiently get treatments out of the lab and to the patients, among many others. These studies could ultimately improve the quality of life for those living with a brain tumour today and in the future.

Looking forward, we will continue to improve the quality of patient and public involvement in clinical research. We will do this by:

- growing our excellent community of research-primed patients and caregivers
- supporting more clinicians and researchers as our group of research partners expands
- providing exceptional and effective patient involvement
- shaping the trials and studies that can achieve meaningful change for our community.

We are working in partnership with the charity Brain Tumour Research to grow this work.



Your support

In 2021, our supporters raised £952,203 to fund *brainstrust*'s mission. This income remains from a diversified mix of traditional charity fundraising activity. Our funding comes from:

- trusts and foundations
- direct and regular giving
- companies who support our work
- sponsored events and challenges
- community fundraising
- Gift Aid recovery
- in-memory giving
- trading

- government support relating to the Covid-19 pandemic
- special-purpose fundraising to enable communities to access novel treatments and therapies.

We have limited income from legacy fundraising and high-net-worth individuals, and we have minimal investment income, instead keeping cash available to provide liquidity and flexibility so that we can react promptly to the needs of our community.

We were grateful to secure significant support from statutory and philanthropic partners, which helped us to survive an unprecedented year during the pandemic. We are now working to



strengthen those relationships as part of a more diverse fundraising portfolio that reduces risk.

With all public fundraising cancelled at the outset of the Covid-19 pandemic, we have since worked hard to reignite supporter fundraising. We have been delighted to see activity and income from community fundraising channels build on last year. This focus is bringing our work closer, once more, to the community we are here to serve.

Of the gross income generated in 2021–2022, totalling £952,203

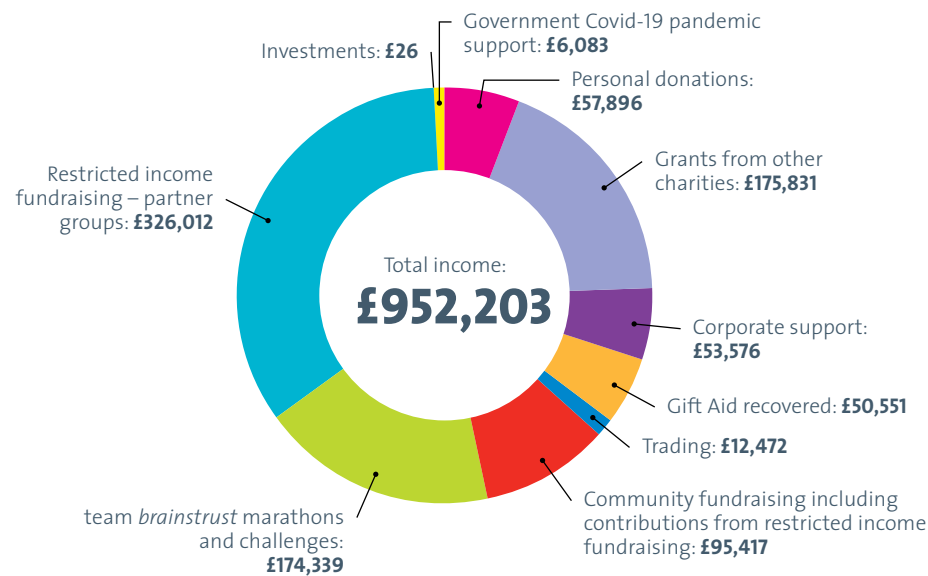
(2020–21: £741,000), £346,000 related to restricted income funds. The net surplus for the year was £289,000 (2020–21: £230,000), of which £283,000 related to restricted income funds.

'Our supporters continue to inspire us with their ideas for fundraising activities, and it's rewarding to be able to take a tailored and individualised approach to the way we help to realise their ambitions and passions.'

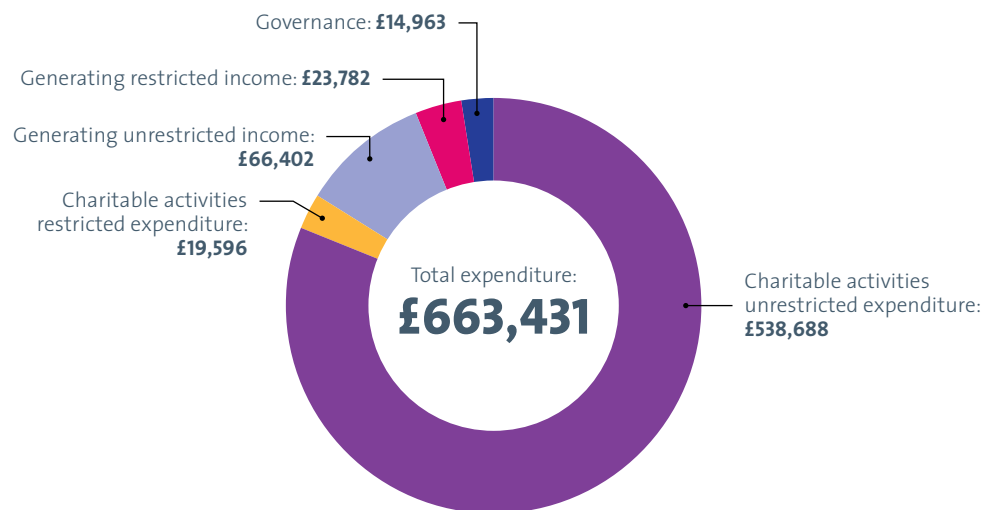
Julia Smith,
Fundraising Manager,
brainstrust



Our income 2021-22



Our expenditure 2021-22



Here are just some of *brainstrust*'s fundraising highlights for the year.

Jack Jarvis rows the Atlantic, sets a new world record and raises funds and awareness for *brainstrust*

On 3 December 2021, Jack Jarvis set off from the south coast of Portugal to attempt a world-first row. He aimed to row across the Atlantic, completely solo, on a route never before attempted. He did this to raise money for *brainstrust* in memory of his grandad. After 111 days at sea, with 4,630 nautical miles covered, Jack reached land in



Miami on 24 March 2022, raising £70,000 and helping us to reach millions of people with our mission.



Run, Row, Ride – 30 miles, 30 days, your way

Every day, 30 people are diagnosed with a brain tumour in the UK. For these 30 people, the road ahead is scary and uncertain. By taking on Run, Row, Ride, and raising £200, supporters can make sure that people who are newly diagnosed with a brain tumour don't have to face the journey alone.

With the Covid-19 pandemic forcing mass-participation and challenge events to be cancelled, we had to amplify creative ways to fundraise individually or in small groups. The Run, Row, Ride event was new in 2019 and provided our supporters with the perfect way to join our mission and fundraise their own way in the absence of mass-participation events. The event has raised £44,600 in three years and has proved to be an inspiring and accessible way for people with a brain tumour and their loved ones to support our vital work, and get active during a period fraught with restrictions.



Follow the Seagulls

With the easing of restrictions and a desire in the community for a challenge that matches the scale of passion for our work, Follow the Seagulls returned in 2021. Postponed events were finally able to take place in September.

Walkers gathered in Whitby, on the Isle of Wight, in Fife, and in Dartmouth to trek 50 miles in two days to support the brain tumour community. First walked in 2013 on the Isle of Wight, Follow the Seagulls has grown steadily into a four-location event, but it's no walk in the park.

Our heroes all put in some serious training hours before joining

together to experience routes that took in sections of the South West Coast Path, the Cleveland Way and the Fife Coastal Path.

To date, this amazing event has raised over £208,000, with £49,000 raised at Follow the Seagulls 2021, but it is more than a fundraising trek – the weekend never fails to bring people from the community together, to galvanise around a challenge that is tackled at a pace comfortable enough to share stories, perspectives and advice on life with a brain tumour. All who take part in Follow the Seagulls do so because the challenge matches the scale of their passion for helping people with a brain tumour get the vital support they need.

The London Marathon

The London Marathon took place on Sunday 3 October, with the virtual London Marathon staged on the same day.

We welcomed eight runners to team *braintrust*, seven who ran in London and one, Alice, who completed her marathon virtually.

Alice chose to complete her marathon with a route that started in Polstead, near Colchester, and ended in Pin Mill, on the River Orwell, Ipswich – she actually covered 28 miles, going 1.8 miles further than the usual marathon distance, thanks to a few wrong turns. Alice was joined by her sister-in-law and even received a donation along the route from two well-wishers.





Our runners in London included our head of support, Jane, who is on her way to complete the inspiring challenge of running 12 marathons in 12 months, with the London Marathon her third.

Also running in London was Adam, who had set himself the epic challenge of completing 15 marathons in 15 days to mark 15 years of *brainstrust*. Adam's

15th marathon was the London Marathon, and he says it was his favourite of them all, and not just because it was the last.

Adam and Jane were joined in London by team *brainstrust* members Carol, Ethan, Spencer, Michelle and Charlie. Spencer credited the support he received from his family for helping him along the way, and Charlie commented, 'It was a pleasure to run for *brainstrust*, a charity that provided so much support for my family.'

For Carol and Ethan, the London Marathon was their first ever. Ethan reflected: 'I am very proud and happy to raise a good sum of money for an amazing cause in *brainstrust*, who were there for my family in the time we needed it most. This is the least I could do – and I hope that the charity continues to help others like our family. Brain cancer doesn't get enough attention, in our opinion. It's time we raised awareness!'

Our London Marathon team raised £14,000 for our work – to you all, thank you.

Support from trusts and foundations

Thank you to our trust and foundation partners for caring about people who are living with a brain tumour diagnosis. Your support has played a meaningful role in helping *brainstrust* to survive and thrive. Your compassion has helped us to make a difference.

We are grateful to The Rank Foundation for its continued support. We value our membership of RankNet and the opportunities it brings for learning and sharing.

Thank you to The National Lottery Community Fund and players of The National Lottery. The second year of our Reaching Communities grant has helped us to support more people in the Midlands and southern England with our high-impact coaching.

Thank you to new funding partner the Moondance Foundation for helping us to grow our service in Wales.

We are grateful to The Wyseliot Rose Charitable Trust for its dedication and kindness over many years.



Financial review

The Trust's published statutory accounts for the year ended 31 March 2022 are incorporated in this Trustees' Annual Report and include considerable detail on the source and application of funds, and the financial position of the Trust at 31 March 2022, as required by the SORP for UK charities published by the Charity Commission. This report comments on the main points contained in the accounts.

In summary, gross income generated in 2021–2022 was £952K (2020–21: £741K), of which £346K related to restricted income funds. The net surplus for the year was £289K (2020–21: £230K), of which £283K related to restricted income funds.

Through adaptive planning and changes to our patient and caregiver offers, *brainstrust* has weathered the pandemic in good financial health.

As reviewed elsewhere in the Trustees' Annual Report, *brainstrust's*

charitable impact has been significantly increased due to measures as disparate as taking elements of our support online (thus increasing our reach and effectiveness while increasing cost only within budget) and focusing to an even greater extent on that which our research tells us is the type of support that brings real benefit to our stakeholders and beneficiaries. Therefore, in a controlled way, overall expenditure in 2021–22, at £663K, has naturally increased year on year, alongside a higher level of activity, from the lockdown year of 2020–21 (£511K).

The Trust's gross income for 2021–22, at £952K, was, as noted above, a significant increase on the £741K raised in 2020–21. Most community fundraising was severely impacted during 2020–21, and while 2021–22 has not yet seen a return to a 'normal' twelve months, our supporters, through grants,

donations and, in many cases, the hard physical graft of traditional fundraising through, for example, sponsored and testing walks, marathons and, in one extreme case, rowing the Atlantic solo and by our own increasing use of technology, our income streams have covered our costs and allowed for a significant growth in our reserves.

Most of the Trust's income, both general and restricted, is applied to supporting patients and their caregivers and families, from the point of a brain cancer diagnosis. Our support team provides UK-wide coverage, supported by the Big Lottery Fund and other substantial funders.

The Trust has only cash investments, deposited with NatWest Bank and The Co-operative Bank. At 31 March 2022, the Trust had net reserves, including our restricted income funds, of £704K (2021: £415K), which

included net unrestricted reserves of £274K (2021: £268K) and net restricted reserves of £430K (2021: £148K). The unrestricted surplus for the year in review has been added to our general charitable funds.

The Trust has a long-standing policy of holding unrestricted reserves to cover four months of defined core costs. As at 31 March 2022, unrestricted reserves were sufficient to cover just over six months of core costs, the excess providing a useful cushion as the UK, and especially the charity sector, continues to operate in a very unusual and unpredictable environment.



Structure, governance, leadership and management

'We believe good governance is an essential component of our success, particularly as we grow. It underpins our integrity, reinforces the trust and confidence our patients and partners place in us, and contributes to a strong high-performance culture.'

Chris Baker

Chair of Trustees

'Focused discussions, an agile and adaptable approach to planning and sound cooperation between the appointed trustees and the managers of the Trust have ensured that brainstrust has continued to provide support and guidance for our patients, in accordance with its aims, while maintaining a secure financial footing.'

Gillian Bilbo

Trustee

brainstrust is constituted as a trust, governed by its Declaration of Trust, dated 4 March 2006.

The overall guidelines for the management and administration of the Trust are incorporated in the Declaration of Trust, dated 4 March 2006, as amended by Deeds of Amendment adopted by the trustees under the terms of the original deed and notified to the Charity Commission.

This places overall responsibility for the proper governance of the Trust with the appointed trustees. Day-to-day management of the Trust is delegated to William Jones, who has been appointed chief executive of the Trust. The chief executive, supported by the leadership team, makes recommendations to the trustees on the Trust's vision, patient and caregiver support, related research, financial fundraising, promotional activities and ensuring that funds raised are spent as efficiently as possible on resources that will be useful to people affected by brain cancer.

Leadership at *braintrust*

braintrust has a stable, experienced and committed leadership team who are aligned in delivering our mission and who are the strongest advocates of our vision and values. Day to day, the leadership team work to promote, develop and instil purpose, autonomy and mastery throughout the organisation through a 'tight-loose' approach, which is manifested in tightly defined objectives for each member of the team, but loosely defined method. This allows people to work the way that suits them best to achieve the right goals for *braintrust* and our beneficiaries.

This leadership team and trustees have a clear mandate to:

- **Set an example** – It is important to demonstrate our values in everything we do. We set high standards of behaviour and inspire colleagues, supporters and beneficiaries to do the same. We demonstrate fairness, integrity and resilience, and we build trust with our actions.

- **Look after people** – At *braintrust*, we promote the well-being of individuals, teams and communities. We encourage a supportive culture and inclusive working arrangements. We prioritise one-to-one time with people to listen and understand their needs. We support and defend colleagues in difficult situations. We identify and deal with poor performance and bad behaviour.
- **Take ownership** – We welcome responsibility and accountability. We're proactive, pick up things that need doing without being asked and push to finish the job in hand. We're the first to admit mistakes, apologise when wrong and learn for next time.
- **Provide clarity** – We must communicate clearly and concisely through the right channel. We question any decisions, goals or explanations that are vague or ambiguous, and we work to clarify them. We're open, honest and straightforward in what we say and write. And we provide

specific, understandable and useful feedback.

- **Make good decisions** – We use evidence and judgement to make good decisions. We know that timely decisions are important, so we don't procrastinate or fudge. We commit to collective decisions, particularly when we originally disagreed. We consult broadly, seek out contrary opinions and listen to quieter voices. We make sure we can explain our decisions, with context, rationale and evidence.
- **Point the way** – We share an inspiring vision for the future of the charity and everyone's part in it. In our work, we make sure that colleagues understand the outcomes we want to achieve and the value that they will create.
- **Build the future** – We bring great people on board. We actively look for the widest range of candidates to strengthen our diversity. We encourage our colleagues to learn, develop new skills and pursue their

career aspirations, whether at *braintrust* or elsewhere. And we give people opportunity and responsibility at the right pace for them. We continually improve *braintrust's* capability and the effectiveness and efficiency of our delivery. We try out new approaches and technologies and give others the time and space to do the same.

Senior staff contacts

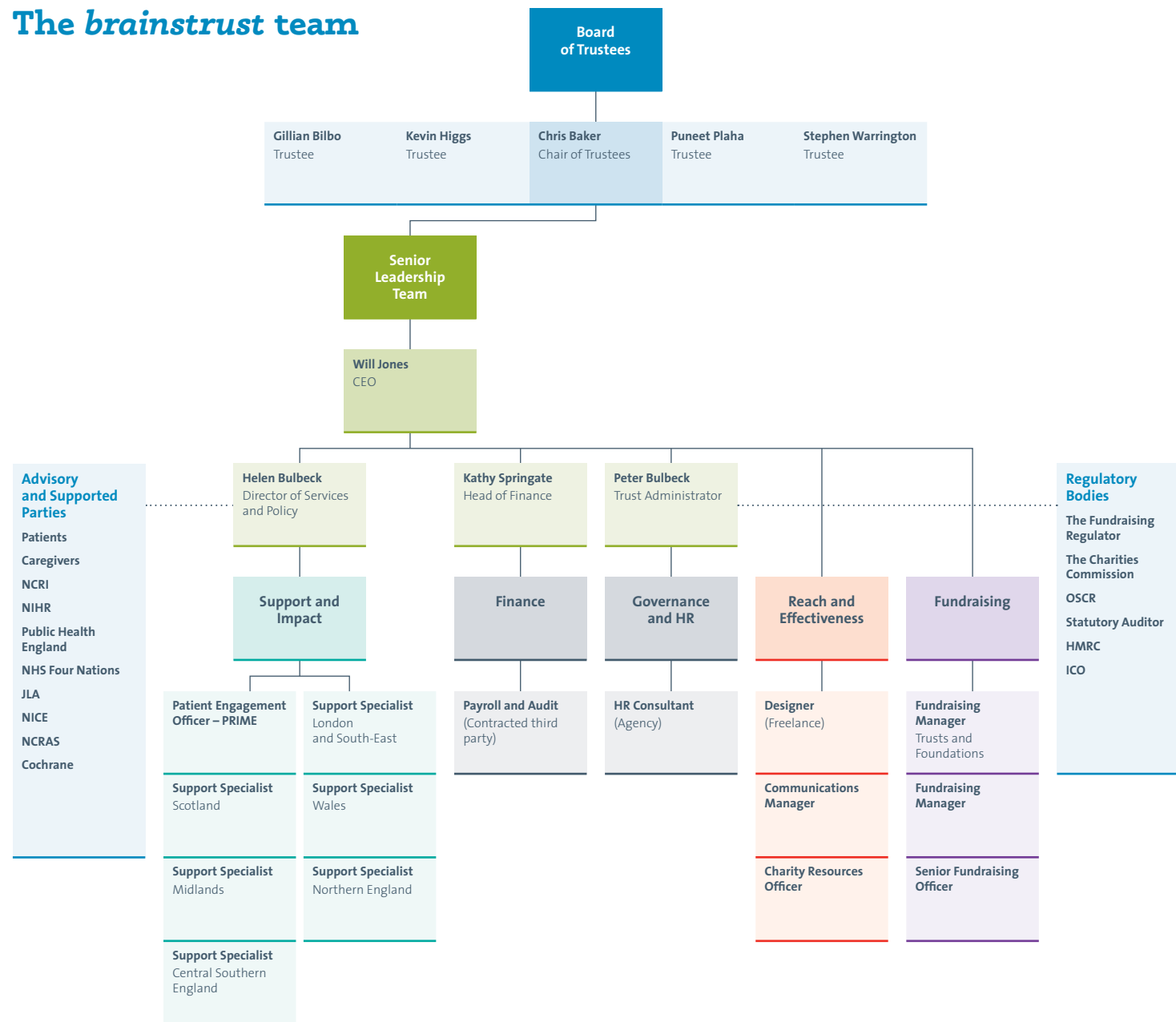
Will Jones,
Chief Executive,
will@brainstrust.org.uk

Dr Helen Bulbeck,
Director of Services and Policy,
helen@brainstrust.org.uk

Peter Bulbeck,
Trust Administrator and Clerk
to Trustees,
hq@brainstrust.org.uk

Kathy Springate,
Head of Finance,
kathy@brainstrust.org.uk

The *brainstrust* team



In recent years, *brainstrust* has matured rapidly. We have increased confidence in our work, our abilities and our impact. We are more focused than ever before on our purpose and the needs of our beneficiaries. We are proud that we have catalysed a new ecosystem in the brain tumour charity and advocacy landscape that is focused on improving life for people with a brain tumour.

Our professional and highly trained team now supports people across the UK, and these people can access impactful, accredited resources. We are a resilient organisation that has transitioned well from being a 'large small' operation to a 'small big' charity with a scalable, professional and resilient structure.



Trustees

The board of trustees meets formally four times a year to ratify the broad strategy and areas of activity for the Trust. In addition, trustees may meet with members of the team to work on specific projects. All trustees give their time freely, and no remuneration is paid.

In accordance with clause 9 of the Declaration of Trust, dated 4 March 2006:

- (i) There must be at least three trustees. Apart from the first trustees, every trustee must be appointed by a resolution of the trustees passed at a special meeting called under clause 15 of this deed.
- (ii) In selecting individuals for appointment as trustees, the trustees must have regard to the skills, knowledge and experience needed for the effective administration of the charity.
- (iii) The trustees must keep a record of the name and address and the dates of appointment, reappointment and retirement of each trustee.

- (iv) The trustees must make available to each new trustee, on his or her first appointment:
 - (a) a copy of this deed and any amendments made to it
 - (b) a copy of the charity's latest report and statement of accounts.

There are no exemptions from disclosure applicable to or within this report, and neither the charity nor any of its trustees are acting as custodian trustees.

Now in our 16th year of operation, we have an established national footprint across all elements of our activity. This is delivered with public benefit at the heart by a professional team with a professional leadership structure.

Our board of trustees

Chris Baker

Chair of Trustees

Chris is EMEA managing director at a leading global software company and has over 20 years' experience driving growth at some of the highest-profile companies in the world, including Microsoft and Salesforce. Chris has been a trustee

for nearly ten years and the chair of trustees at *braintrust* for five years.

Kevin Higgs

Trustee

Kevin is a financial adviser and has been a trustee for thirteen years. In a chance meeting while at a previous employer, Kevin was immediately taken by the dedication and commitment of the charity to focus on the support and well-being of patients and families diagnosed with a brain tumour. He knew that he wanted to be a part of the journey that *braintrust* has been on since 2006.

Stephen Warrington

Trustee

Stephen brings to the organisation extensive experience leading professional services businesses and consulting for major multinationals, and he has been a trustee for five years. Stephen's teenage son was diagnosed with a brain tumour and underwent successful surgery.

Gillian Bilbo

Trustee

Gillian is a retired headteacher and is now a school inspector, and she has been a trustee for nine years. She brings a listening ear and an objective viewpoint to the board and is supportive of fundraising initiatives.

Puneet Plaha

Trustee

Puneet is an associate professor and consultant neuro-oncology surgeon in Oxford, with a specialist interest in brain tumours, especially endoscopic minimally invasive surgery and awake surgery. He has been a consultant neuro-oncology surgeon lead for the Oxford brain tumour MDT and neuro-oncology lead for Thames Valley since 2012. Puneet joined *braintrust's* board of trustees in March 2021.

braintrust's trustees have had regard to the guidance issued by the Charity Commission on public benefit.

Collaborations, networks and advisers

Our ethos is that 'none of us is as smart as all of us'. Indeed, meaningful collaboration and co-creation is a key component of our approach as we work to secure the best outcomes for anyone who is living with a brain tumour. Our partnerships, of which we nurture around 80, are global and fall into five themes:

Patient-focused

These partnerships include clinical engagement with the 35 neuroscience and neurosurgical centres and organisations that are relevant to our community, such as Use My Data and the Patient Information Forum. Clinical engagement is a priority, as this

is one way in which we can reach the community. It is, however, a two-way relationship, as healthcare professionals can visit our website and order resources for their patients, signpost coaching and other support services, and also take advantage of training opportunities, such as our expert-led webinars and coaching programme.

Clinically focused

Clinical collaborations are hubs of clinical practice and research, such as the British Neuro-Oncology Society (BNOS), the National Cancer Research Institute (NCRI) and Cochrane. We are very proud of our clinical network, which has been pivotal in the success of our webinar programme and the growth of our clinical research activity under the banner of PRIME.

This community's involvement in our educational events has been transformative for our beneficiaries. We have built a community of over 20 clinical experts, who have selflessly given up their time and knowledge to help people living with a brain tumour understand more about their condition, why at times it is hard to make a choice about treatment, and how to live better with a brain tumour. This community continues to grow, and we are so grateful for the valuable and transformative expertise so generously gifted by this network.

Public Health

We work across the four Public Health nations. This year, this work has been particularly significant, as we have worked closely with the Public Health government

departments to ensure that our community is well supported during the return of services following the Covid-19 pandemic. This work has included advocating for cohorts of people living with a specific type of brain tumour to ensure the treatment and surveillance that they need has been accessible. Furthermore, by using data from the National Cancer Registration and Analysis Service to reassure the community that waiting times and urgent referrals are returning to normal, our work with Public Health has enabled us to keep our community updated in a meaningful and relevant way.





Charities

We have always worked closely with charities when we have recognised that it is in the best interests of the community. Our collaborations with charities have become stronger and deeper during the pandemic, and we have worked hard this year to continue to build these relationships.

We are actively involved in the Cancer52 network of charities; we represent children and young

people with brain cancer through our role on the Steering Group of the Children and Young People with Cancer Coalition; we work closely with Cancer Research UK on matters relating to brain cancer and clinical research; and we work in partnership with charity Brain Tumour Research on a variety of projects, including our PRIME initiative, and on activity to inform UK governments on the importance of addressing brain tumours at the highest levels possible.

Notably, we have enjoyed our continued support of the Tessa Jowell Brain Cancer Mission (TJBCM). *brainstrust* provides financial support to the mission's work, and our chief executive, Will Jones, shares our experiences, insights and the voices of our communities through his role on the Joint Strategy Board of the TJBCM.

Organisational partnerships and collaborations

Our team also maintains a broad portfolio of strategic and commercial relationships outside the health and charity sectors. These relationships with companies and individuals enhance our capabilities, capacity and expertise, and they all contribute meaningfully to our mission and our impact. We would like to express our specific appreciation to:

Anaplan
Baker McKenzie
Charisma Charity Recruitment
Class Networks
Eric Callister

Google UK
Harrison Black
Irene Clark
J Pullan & Sons
Louise Baker
McQueenie Mulholland
Nifty Communications
Salesforce
Smarter Not Harder (SNH)
TechSoup
Think Creative Consultants Ltd
Thrive
Tim Colman
Vicki Munro

Report of the Trustees and Audited Financial Statements for the year ended 31st March 2022 for *braintrust*

Harrison Black Limited
Statutory Auditor
Pyle House
136/137 Pyle Street
Newport
Isle of Wight
PO30 1JW

braintrust – Contents of the Financial Statements for the year ended 31st March 2022

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braintrust – Report of the Trustees for the year ended 31st March 2022

The trustees present their report with the financial statements of the charity for the year ended 31st March 2022. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Structure, governance and management

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

Reference and administrative details

Registered Charity number

1114634

Principal address

4 Yvery Court, Castle Road
Cowes, Isle of Wight
PO31 7QG

Trustees

C Baker
K Higgs
G Bilbo
S Warrington
B Young (resigned 9.11.21)
P Plaha

Auditors

Harrison Black Limited
Statutory Auditor
Pyle House, 136/137 Pyle Street
Newport, Isle of Wight
PO30 1JW

braintrust is also a Scottish Charity, SC044642, regulated by the Scottish Charity Regulator (OSCR).

Events since the end of the year

Information relating to events since the end of the year is given in the notes to the financial statements.

Trustees' Responsibility Statement

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

braintrust – Report of the Trustees for the year ended 31st March 2022

Trustees' Responsibility Statement – continued

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the board of trustees on **20th September 2022** and signed on its behalf by:



C Baker – Trustee

Report of the Independent Auditors to the trustees of *braintrust*

Opinion

We have audited the financial statements of *braintrust* (the 'charity') for the year ended 31st March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31st March 2022 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

There continues to be uncertainty as a result of the Covid-19 pandemic and other global matters. The charity have taken measures to ensure the impact of this is limited and whilst there remain challenges, the charity has performed well in the year and therefore the going concern basis is considered appropriate.

Report of the Independent Auditors to the trustees of *braintrust*

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Report of the Trustees is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the trustees are responsible for the preparation of the financial statements which give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Report of the Independent Auditors to the trustees of *braintrust*

Our responsibilities for the audit of the financial statements

We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below:

As outlined above, our objective is to give reasonable assurance that the financial statements are free from material misstatements and irregularities. Whilst not a guarantee that such instances will be detected, our risk based approach, using systematic testing methods, judgement, communication with management, professional scepticism, observation of controls and systems, and audit experience/knowledge, allows us to be satisfied that our procedures are highly capable of detecting irregularities, including fraud.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Section 144 of the Charities Act 2011 and regulations made under Section 154 of that Act and under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Harrison Black Limited
Statutory Auditor
Pyle House, 136/137 Pyle Street
Newport, Isle of Wight PO30 1JW

Date: 26th September 2022

Note:

The maintenance and integrity of the *braintrust* website is the responsibility of the trustees; the work carried out by the auditors does not involve consideration of these matters and, accordingly, the auditors accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.

braintrust – Statement of Financial Activities for the year ended 31st March 2022

	Notes	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	337,854	–	337,854	509,005
Other trading activities	3	262,228	346,012	608,240	164,950
Investment income	4	26	–	26	40
Other income		6,083	–	6,083	67,096
Total		606,191	346,012	952,203	741,091
EXPENDITURE ON					
Raising funds	5	66,402	23,782	90,184	38,708
Charitable activities					
Charity activities	6	538,688	19,596	558,284	472,096
Other		14,963	–	14,963	469
Total		620,053	43,378	663,431	511,273
NET INCOME/(EXPENDITURE)		(13,862)	302,634	288,772	229,818
Transfers between funds	17	20,000	(20,000)	–	–
Net movement in funds		6,138	282,634	288,772	229,818
RECONCILIATION OF FUNDS					
Total funds brought forward		267,736	147,737	415,473	185,655
TOTAL FUNDS CARRIED FORWARD		273,874	430,371	704,245	415,473

The notes form part of these financial statements

brainstrust – Balance Sheet 31st March 2022

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
FIXED ASSETS					
Tangible assets	11	2,824	–	2,824	2,030
CURRENT ASSETS					
Debtors	12	39,522	–	39,522	25,388
Cash at bank		300,456	430,371	730,827	465,184
		339,978	430,371	770,349	490,572
CREDITORS					
Amounts falling due within one year	13	(35,655)	–	(35,655)	(35,462)
NET CURRENT ASSETS		304,323	430,371	734,694	455,110
TOTAL ASSETS LESS CURRENT LIABILITIES		307,147	430,371	737,518	457,140
CREDITORS					
Amounts falling due after more than one year	14	(33,273)	–	(33,273)	(41,667)
NET ASSETS		273,874	430,371	704,245	415,473
FUNDS	17				
Unrestricted funds				273,874	267,736
Restricted funds				430,371	147,737
TOTAL FUNDS				704,245	415,473

The financial statements were approved by the Board of Trustees and authorised for issue on 20 September 2022 and were signed on its behalf by:



C Baker – Chair of Trustees

The notes form part of these financial statements

brainstrust – Cash Flow Statement for the year ended 31st March 2022

	Notes	2022 £	2021 £
Cash flows from operating activities			
Cash generated from operations	1	277,073	241,382
Interest paid		(818)	(469)
Net cash provided by operating activities		276,255	240,913
Cash flows from investing activities			
Purchase of tangible fixed assets		(3,469)	–
Interest received		26	40
Net cash (used in)/provided by investing activities		(3,443)	40
Cash flows from financing activities			
New loans in year		–	50,000
Loan repayments in year		(7,169)	–
Net cash (used in)/provided by financing activities		(7,169)	50,000
Change in cash and cash equivalents in the reporting period		265,643	290,953
Cash and cash equivalents at the beginning of the reporting period		465,184	174,231
Cash and cash equivalents at the end of the reporting period		730,827	465,184

The notes form part of these financial statements

1. Reconciliation of net income to net cash flow from operating activities

	2022 £	2021 £
Net income for the reporting period (as per the Statement of Financial Activities)	288,772	229,818
Adjustments for:		
Depreciation charges	2,675	2,030
Interest received	(26)	(40)
Interest paid	818	469
(Increase)/decrease in debtors	(14,134)	2,068
(Decrease)/increase in creditors	(1,032)	7,037
Net cash provided by operations	277,073	241,382

2. Analysis of changes in net funds

	At 1.4.21 £	Cash flow £	At 31.3.22 £
Net cash			
Cash at bank	465,184	265,643	730,827
	<u>465,184</u>	<u>265,643</u>	<u>730,827</u>
Debt			
Debts falling due within one year	(8,333)	(1,225)	(9,558)
Debts falling due after one year	(41,667)	8,394	(33,273)
	<u>(50,000)</u>	<u>7,169</u>	<u>(42,831)</u>
Total	415,184	272,812	687,996

The notes form part of these financial statements

1. Accounting policies

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Grant income is recognised when received. In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Legacy gifts are recognised on a case by case basis following the granting of probate when the administrator/executor for the estate has communicated in writing both the amount and settlement date. In the event that the gift is in the form of an asset, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title to the asset having been transferred to the charity.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings -25% on cost

continued ...

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

1. Accounting policies – continued

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. Donations and legacies

	2022 £	2021 £
Donations	57,896	72,702
Grants from awarding entities	175,831	358,670
Corporate grants and donations	53,576	42,196
Gift Aid tax recovered	50,551	33,437
Legacies	–	2,000
	337,854	509,005

3. Other trading activities

	2022 £	2021 £
Fundraising events	75,417	46,241
Sale of 'brainstrust' items	12,472	11,013
Sponsored activities	174,339	62,477
Activities of partner groups	346,012	45,219
	608,240	164,950

continued ...

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

4. Investment income

	2022 £	2021 £
Deposit account interest	26	40

5. Raising funds

Raising donations and legacies

	2022 £	2021 £
Fundraising fees	33,129	6,933
Promotional expenses	26,782	19,311
	59,911	26,244

Other trading activities

	2022 £	2021 £
Trading costs and purchases	7,972	8,093
Event costs	11,433	2,073
Sponsored activities costs	10,868	2,298
	30,273	12,464

Aggregate amounts	90,184	38,708
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6. Charitable activities costs

	Direct costs £
Charity activities	558,284

continued ...

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

7. Support costs

	Governance costs £
Other resources expended	14,963

8. Trustees' remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31st March 2022 nor for the year ended 31st March 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st March 2022 nor for the year ended 31st March 2021.

9. Staff costs

Total gross salaries, benefits in kind and employer's National Insurance costs for the year ending 31st March 2022 were £431,130 (2021 – £370,904).

The average monthly number of employees during the year was as follows:

	2022	2021
Fundraising	4	3
Charitable Activities	9	8
Governance	1	1
Other	1	1
	15	13

No employees received emoluments in excess of £60,000.

10. Comparatives for the statement of financial activities

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	509,004	1	509,005
Other trading activities	119,731	45,219	164,950
Investment income	40	–	40
Other income	67,096	–	67,096
Total	695,871	45,220	741,091

continued ...

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

10. Comparatives for the statement of financial activities – continued

	Unrestricted fund £	Restricted funds £	Total funds £
EXPENDITURE ON			
Raising funds	38,708	–	38,708
Charitable activities			
Charity activities	467,740	4,356	472,096
Other	469	–	469
Total	506,917	4,356	511,273
NET INCOME	188,954	40,864	229,818
RECONCILIATION OF FUNDS			
Total funds brought forward	78,782	106,873	185,655
TOTAL FUNDS CARRIED FORWARD	267,736	147,737	415,473

11. Tangible fixed assets

	Fixtures and fittings £	Website £	Totals £
COST			
At 1st April 2021	1,494	8,118	9,612
Additions	411	3,058	3,469
At 31st March 2022	1,905	11,176	13,081
DEPRECIATION			
At 1st April 2021	1,494	6,088	7,582
Charge for year	8	2,667	2,675
At 31st March 2022	1,502	8,755	10,257
NET BOOK VALUE			
At 31st March 2022	403	2,421	2,824
At 31st March 2021	–	2,030	2,030

continued ...

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

12. Debtors: amounts falling due within one year

	2022 £	2021 £
Trade debtors	(90)	1,078
Other debtors	15,499	6,176
Prepayments	24,113	18,134
	39,522	25,388

13. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	12,840	12,742
Other creditors	22,815	22,720
	35,655	35,462

14. Creditors: amounts falling due after more than one year

	2022 £	2021 £
Other creditors	33,273	41,667

15. Loans

An analysis of the maturity of loans is given below:

	2022 £	2021 £
Amounts falling due within one year on demand: Other loans	9,558	8,333
Amounts falling due between two and five years: Other loans – 1–5 years	33,273	33,333
Amounts falling due in more than five years: Repayable by instalments:	–	8,334

continued ...

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

16. Leasing agreements

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2022 £	2021 £
Within one year	13,990	24,081
Between one and five years	–	13,990
	13,990	38,071

17. Movement in funds

	At 1.4.21 £	Net movement in funds £	Transfers between funds £	At 31.3.22 £
Unrestricted funds				
General fund	267,736	(13,862)	20,000	273,874
Restricted funds				
Fund A	677	33	–	710
Fund E	76,895	2,108	–	79,003
Fund H	30,031	(2,997)	–	27,034
Fund I	40,134	303,490	(20,000)	323,624
	147,737	302,634	(20,000)	430,371
TOTAL FUNDS	415,473	288,772	–	704,245

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	606,191	(620,053)	(13,862)
Restricted funds			
Fund A	33	–	33
Fund E	5,069	(2,961)	2,108
Fund H	3	(3,000)	(2,997)
Fund I	340,907	(37,417)	303,490
	346,012	(43,378)	302,634
TOTAL FUNDS	952,203	(663,431)	288,772

continued ...

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

17. Movement in funds – continued

Comparatives for movement in funds

	At 1.4.20 £	Net movement in funds £	At 31.3.21 £
Unrestricted funds			
General fund	78,782	188,954	267,736
Restricted funds			
Fund A	677	–	677
Fund E	75,180	1,715	76,895
Fund H	31,016	(985)	30,031
Fund I	–	40,134	40,134
	106,873	40,864	147,737
TOTAL FUNDS	185,655	229,818	415,473

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	695,871	(506,917)	188,954
Restricted funds			
Fund E	5,071	(3,356)	1,715
Fund H	15	(1,000)	(985)
Fund I	40,134	–	40,134
	45,220	(4,356)	40,864
TOTAL FUNDS	741,091	(511,273)	229,818

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

17. Movement in funds – continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.20 £	Net movement in funds £	Transfers between funds £	At 31.3.22 £
Unrestricted funds				
General fund	78,782	175,092	20,000	273,874
Restricted funds				
Fund A	677	33	–	710
Fund E	75,180	3,823	–	79,003
Fund H	31,016	(3,982)	–	27,034
Fund I		343,624	(20,000)	323,624
	106,873	343,498	(20,000)	430,371
TOTAL FUNDS	185,655	518,590	–	704,245

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,302,062	(1,126,970)	175,092
Restricted funds			
Fund A	33	–	33
Fund E	10,140	(6,317)	3,823
Fund H	18	(4,000)	(3,982)
Fund I	381,041	(37,417)	343,624
	391,232	(47,734)	343,498
TOTAL FUNDS	1,693,294	(1,174,704)	518,590

NATURE AND PURPOSE OF FUNDS

General Fund

The 'free reserves' after allowing for all restricted funds.

Restricted Funds

Funds designated for specific trials and treatments.

continued ...

continued ...

brainstrust – Notes to the Financial Statements for the year ended 31st March 2022 – continued

17. Movement in funds – continued

All other restricted funds have been created through fundraising or donations for the benefit of individual brain tumour patients. The charity uses the funds for direct treatment or to support research relating to the patients' needs.

18. Related party disclosures

During the year the charity purchased services from Fitton Holman Creative Limited totalling £10,462 (2021 – £15,745). The company is directed by one of the co-founder's sister, Catherine Fitton.

During the year the charity paid the co-founders and management employees of *brainstrust*, Peter and Helen Bulbeck, £4,320 (2021 – £4,400) for administrative use of their property.

The co-founder's daughter, Leonora Bulbeck, supplied editorial services during the year to the charity totalling £1,890 (2021 – £980) at a commercial rate.

19. Post Balance Sheet events

Since the Balance Sheet date, there continues to be uncertainty regarding the Covid-19 pandemic and other global matters. The charity has continued to minimise the impact of this by maximising charity activity income and reducing costs where possible. The charity's positive financial result in the year ended 31st March 2022 and the forecast/results since this date indicate that the charity is in a good position to address these challenges going forward.

brainstrust – Detailed Statement of Financial Activities for the year ended 31st March 2022

	2022 £	2021 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	57,896	72,702
Grants from awarding entities	175,831	358,670
Corporate grants and donations	53,576	42,196
Gift aid tax recovered	50,551	33,437
Legacies	–	2,000
	337,854	509,005
Other trading activities		
Fundraising events	75,417	46,241
Sale of 'brainstrust' items	12,472	11,013
Sponsored activities	174,339	62,477
Activities of partner groups	346,012	45,219
	608,240	164,950
Investment income		
Deposit account interest	26	40
Other income		
Gov grants – Furlough claimed	6,083	66,627
Gov grants – COVID support	–	469
	6,083	67,096
Total incoming resources	952,203	741,091
EXPENDITURE		
Raising donations and legacies		
Fundraising fees	33,129	6,933
Promotional expenses	26,782	19,311
	59,911	26,244
Other trading activities		
Trading costs and purchases	7,972	8,093
Carried forward	7,972	8,093

This page does not form part of the statutory financial statements

**brainstrust – Detailed Statement of Financial Activities for the year ended
31st March 2022**

	2022 £	2021 £
Other trading activities		
Brought forward	7,972	8,093
Event costs	11,433	2,073
Sponsored activities costs	10,868	2,298
	30,273	12,464
Charitable activities		
Medical grants and costs	3,000	600
Patient support and staffing	318,242	269,348
Salaries	163,094	135,244
Travel	8,972	(238)
Administration	31,803	24,537
Office rent & rates	30,498	28,006
Fixtures and fittings	9	–
Depreciation of website	2,666	2,030
	558,284	459,527
Support costs		
Governance costs		
Auditors' remuneration	3,000	3,198
Insurance	2,196	1,970
Other	8,949	7,401
Bank loan interest	818	469
	14,963	13,038
Total resources expended	663,431	511,273
Net income	288,772	229,818

This page does not form part of the statutory financial statements

Reference and administrative details

Helping you

Talk to our team 24/7 on 01983 292 405, or email hello@brainstrust.org.uk.

Helping us

Make a donation at brainstrust.org.uk/donate, call us on 01983 292 405 during office hours, or email fundraising@brainstrust.org.uk.

Registration

brainstrust is a registered charitable trust, registered with the Charity Commission for England and Wales as Charity No. 1114634, registered with the Office of the Scottish Charity Regulator as Charity No. SC044642.

Registered address

brainstrust
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Castle Road
Cowes
Isle of Wight
PO31 7QG

www.brainstrust.org.uk
www.braintumourhub.org.uk

Regional office (north of England)

brainstrust
C19–21 Joseph's Well
Hannover Lane
Westgate
Leeds
LS3 1AB

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees.

Signature:



Full name: **Christopher John Baker**

Position: **Chair of the Board
of Trustees**

Date: **20 September 2022**

