

SHIFT.MS

England & Wales · Charity number 1117194

Details

Other names FLICKER MS, FLICKER.MS

Status Registered

Legal form Charitable company

Company number [06000961](#)

Registered 2006-12-08

Register [View on the Charity Commission register](#)

Contact

Address Shift.Ms
Platform
New Station Street
Leeds
LS1 4JB

Phone 07989655586

Email hello@shift.ms

Website www.shift.ms

Activities

Objects: To advance the education of the public in the subject of multiple sclerosis, in particular but not exclusively, by the provision of a website.

Activities: Shift.ms is a user-led social network - www.shift.ms - for people with Multiple Sclerosis (known as MSers), particularly the recently diagnosed. Shift.ms aims to create a positive, enabling community for MSers which empowers them to acknowledge their MS, rethink how to achieve their ambitions and get on with their lives.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** People With Disabilities, The General Public/mankind

Geography

- Australia
- Canada
- Guernsey
- Ireland
- Isle Of Man
- New Zealand
- Northern Ireland
- Scotland
- United States
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-30	£1,201,728	£955,107	£778,773	9
2024-04-30	£1,081,155	£725,219	£629,916	12
2023-04-30	£643,481	£1,213,982	£273,980	16
2022-04-30	£1,010,905	£733,062	£844,481	12
2021-04-30	£1,049,323	£708,848	£566,638	12

Trustees

Name	Role	Appointed
Carole Ann Huntsman		2026-04-07
Dr Alan Fayaz		2024-02-03
Francesca Arese Lucini		2024-02-03
Isaac David Joseph Batley		2023-11-07
John Robert Stier		2024-07-15
Kevin Jon Asher		2024-07-15
Mary Rose Ropner		2020-09-17
Peter Malcolm Crooks		2024-07-15
Praveen Premkumar		2023-11-07
Thomas James Tyler		2022-07-19

SHIFT.MS

England & Wales - Charity number 1117194

Accounts

Company number: 06000961

Charity Number: 1117194



Shift.ms

Report and financial statements

For the year ended 30 April 2025

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Reference and administration information

Company number: 06000961

Charity number: 1117194

Registered office and operational address

Platform
New Station Street
Leeds, England
LS1 4JB

Trustees

Trustees who are also directors under company law, who served during the year and up to the date of this report were as follows:

John Robert Stier	Appointed 15 July 2024, Chair of Trustees
Kevin Jon Asher	Appointed 15 July 2024, Treasurer
Peter Malcolm Crooks	Appointed 15 July 2024
Mary Rose Ropner	
Tom Tyler	
Prav Premkumar	
Isaac Batley	
Alan Fayaz	
Francesca Arese Lucini	
Simon Cooper	Resigned 4 July 2024
Binay Agarwala	Resigned 15 July 2024

Key management personnel

In addition to the Trustees, the following are Key Management Personnel to whom the Trustees have delegated day-to-day responsibilities:

George Pepper	Chief Executive
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Bankers

National Westminster Bank plc
Leeds City Office
8 Park Row
Leeds

Auditors

Sumer Auditco Limited
New Chartford House
Centurion Way
Cleckheaton
BD19 3QB

Trustees' annual report for the year ended 30 April 2025

The Trustees present their report and the audited financial statements for the year ended 30 April 2025. Included within the Trustees' report is the Directors' report as required by company law.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

Shift.ms is the digital community for people with multiple sclerosis (MSers). Founded by MSers, for MSers, the charity offers social and emotional support, inspiring MSers to take charge of their health as soon as possible after diagnosis. It's independent and it's free.

Why Shift.ms?

A diagnosis of MS is life changing. It usually strikes in the prime of your life, having a profound impact on physical and emotional health. At a time when urgent decisions need to be made, people with MS can feel isolated and uncertain.

Hearing from people like you helps you listen, adapt and take charge.

Mission

Shift.ms equips people with MS (MSers) to make sense of MS as soon as possible after diagnosis.

Our beliefs

We believe that MS should be tackled with urgency. Early proactive decisions lead to long term benefits.

We believe in the power of community to help MSers actively manage their health.

Trustees' annual report for the year ended 30 April 2025

Desired outcomes

Shift.ms work seeks to impact MSers through:

- reduced isolation and loneliness
- improved emotional health
- increased self-efficacy

As a result of the above outcomes, Shift.ms aims to minimise the negative impact of an MS diagnosis on quality of life.

Beneficiaries of our services

Primary beneficiaries

Nearly 3 million people are estimated to live with MS worldwide. With no known cure, there are approximately 150,000 people living with MS in the UK, 1 million in the USA and a further 1.5 million across the rest of the globe. Each week 130 people in the UK and 200 people in the USA are diagnosed with MS. Since its inception, Shift.ms has been seeing a steady uptake in service users. In January 2023, we hit a major milestone of 50,000 members.

People within two years of diagnosis

Results from an independent review of Shift.ms' services (Tavistock Institute), have shown that Shift.ms has the biggest impact within the first two years of MS diagnosis, including social and emotional support, coping with diagnosis behaviorally and psychologically, increasing confidence in "getting on with life", and accessing information that is understandable and relevant.

People with MS (2 years+)

For those more experienced with MS, there is the need for support in adapting to changes in lifestyle and progression of the condition. There is the additional desire to 'give-back' and share social support, experience, knowledge and personal skills and networks with others who are new to life with the condition.

Support partners

Where relevant we will engage family, close friends or carers of those living with MS - both to enable them to better support the MSer(s) in their lives and themselves to thrive.

Secondary beneficiaries- Healthcare providers/systems

To reduce the strain on health services and improve health outcomes, there is the need to improve the self-management of MSers. The NHS 10 year plan aims to move care closer to home by providing a more integrated healthcare system.

Trustees' annual report for the year ended 30 April 2025

By providing insights and perspectives, patients can help the wider healthcare community better understand their needs and ultimately enhance the value of healthcare solutions being developed.

A message from our Chair of Trustees, John Stier

Since joining the Shift.ms Board in mid-2024 and being appointed Chair in October, I have been deeply humbled and impressed by the dedication of our staff, volunteers, funders, and partners – without whom the charity simply could not function. The challenges faced by newly diagnosed MSers are immense, with overstretched neurological and mental health services, a postcode lottery of support, the physical and emotional toll of living with a chronic condition, and the financial strain many are under due to the worsening cost-of-living crisis. For many, these pressures have pushed them to breaking point.

I am incredibly proud that Shift.ms has been a lifeline for so many vulnerable MSers, offering essential support by strengthening their emotional wellbeing, social connections, and motivation to take an active role in managing their health. None of this, however, would be possible without the unwavering generosity of our funders and donors. I wish to take this opportunity to extend my sincerest gratitude to you all, for your vital support during these incredibly tough times and for being such an integral part of what makes Shift.ms so special.

Our strategy

For the 2024/25 period, Shift.ms concentrated our efforts on a short-term, 12-month strategy designed to achieve two key objectives: 1. get the app live to all members and market to new MSers; 2. successfully deliver the initial year of the app, gathering data and learning to feed a bigger strategy. The Trustees actively collaborated with the Shift.ms team, playing a crucial role in monitoring, challenging, and refining this direction. This approach allowed for a clear emphasis on delivery and operational areas.

The strategic priorities we are working towards are as follows:

1. Delivering a mobile app that provides value to MSers, resulting in an engaged membership who regularly return to share their experiences and support others;
2. Improving the long-term financial stability of Shift.ms;
3. Collaborating with academic and clinical partners to deliver increased value to members and elevate the voices of lived experience within these settings;
4. Continuing to reach as many people affected with MS as possible, particularly those newly diagnosed.

Trustees' annual report for the year ended 30 April 2025

The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the Trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Key activities against these objectives

1. Deliver an engaging mobile app which has an impact on MSer quality of life

In May 2024, driven by overwhelming demand from our community and a groundbreaking collaboration with MSers to co-design our plans, we were incredibly proud to launch version 1 of the Shift.ms mobile app. The app offers a comprehensive platform designed to address the health, social, and wellbeing needs of each individual MSer. Its highly accessible interface ensures that support is available easily and for free, 24/7, 365 days a year, directly from a mobile device. Crucially, it provides an effective way for us to reach newly diagnosed people - typically younger adults - who frequently turn to apps for information and to connect with peers. During 2024/25 23,063 people downloaded the Shift.ms mobile app, with the product receiving ratings of 4.8 in the App Store and 4.6 in the Play Store along with positive feedback from MSers.

2. Improving the long-term financial stability of [Shift.ms](#);

Over the last year we have invested heavily in strengthening our organisational resilience, to ensure we can be here for vulnerable MSers for years to come. A key goal to ensure the sustainability of Shift.ms is income diversification, as we were historically reliant upon two key income streams. Our wholly owned, independent trading subsidiary, realworld ms, which provides business-to-business health consultancy services, has performed well, with a significant increase in income year-on-year since we separated out this income stream from Shift.ms' activities. Crucially, realworld ms provides vital unrestricted income for the charity through corporate Gift Aid, helping towards our core costs.

Trustees' annual report for the year ended 30 April 2025

3. Collaborating with academic and clinical partners

In the 2024/25 financial year, we've spent time proactively seeking out collaborations with academic, clinical, technology and industry partners to accelerate the progress of the organisation. The key focus for the 2024/25 period was around clinical and academic partners, strengthening relationships we already had, and building ones which would help support our mission and vision. This approach has included us speaking at events, joining as attendees at conferences and connecting one to one with academics to discuss their work and current research.

4. Continuing to reach people affected with MS

We've seen substantial growth across our services, with a further 10,000 MSers joining the vibrant and diverse Shift.ms community. Our total membership now exceeds 74,000 - propelled by the exciting app, alongside our significant efforts to reach newly diagnosed and younger MSers soon after diagnosis through targeted outreach activity.

Achievements

The charity's main activities and the benefit to its primary beneficiaries are described below. All its charitable activities focus on the advancement of education of the public in the subject of multiple sclerosis, and in particular those who are newly diagnosed, and are undertaken to further Shift.ms' charitable purposes for the public benefit.

Significant achievements:

Improving our product and ongoing engagement

- In May, we implemented a brand new feature for the app, a "stories" tab, with MSer-led content, featuring videos that we've curated from members who talk about different aspects of having MS, such as a new diagnosis, treatment journeys and symptoms;
- Over the 12 month period, we created 23 brand new videos including : 7 MS Storytellers videos, the 5 part 'Out of the Blue' series and 11 videos from the 'F*ck I have MS' series;
- In November, we released polling functionality on the app, and began testing to understand what generates the most engagement with members, including treatments and lifestyle choices. Since then, we have released 32 polls and 2,597 members have participated;
- Interaction with other MSers was made simpler and easier, which resulted in a huge increase in conversations on the main feed. Across the 12 months, 52,746 conversations started and replied to, a 161% increase on the previous year;

Trustees' annual report for the year ended 30 April 2025

- We've worked hard to develop an engaging user experience from the point of sign-up, and in the last 12 months, 61% of MSers accessed the app on a weekly basis;
- 72% of members have told us that Shift.ms has improved their overall quality of life.

Engaging MSers in their health as soon as possible after their MS diagnosis

- This was the second year of a three year grant from the National Lottery England-wide team to continue to scale the *Buddy Network*, our one to one peer support programme;
- The Buddy Network received a 40% annual increase in requests for support in comparison to the previous year. 100% of MSers trust their Buddy as a source of support and guidance, an increase of 18%;
- Members continued to utilise our direct messages functionality to connect with others. Over 148,379 direct messages were sent between members, a 400% increase on the previous 12 months;
- 80,000 people viewed our health education resources, such as blogs, social media, content, videos and digital guides;
- 88% of members diagnosed less than 2 years have told us that Shift.ms has made them feel less alone;
- 75% of members diagnosed less than 2 years have told us that Shift.ms has helped them manage their MS day-to-day (through tips on managing symptoms, diet and exercise etc..).

Collaborating with partners

- We worked in conjunction with Dr Blanca De Perez, Senior Research Fellow at The University of Nottingham - a Clinical Psychologist with a specialism in Neuropsychology to develop a survey to better understand the needs of our community around staying and thriving in work.
- The responses from this helped us to shape and deliver consultation sessions with MSers, MS Specialist and allied healthcare professionals to interrogate the gaps in current provision and where peer support might be an appropriate intervention - we're looking forward to developing projects/programmes in 2025/26 to meet these needs.
- We're working in collaboration with the MS team at Barts Health NHS Trust and Sheba MS in Israel to develop, implement, and evaluate an online one to one peer support programme for people with MS to make early proactive decisions. The pilot is in its early stages, and we're excited to see how it develops in 2025/26.
- For MS Awareness Week, Shift.ms collaborated with six national MS charities to launch MS Unfiltered - a sensitive and intimate campaign, encouraging people to speak out together and seek support. We believe no one should feel embarrassed

Trustees' annual report for the year ended 30 April 2025

to hide their MS symptoms, so we invited members of our community to speak candidly and openly about them.

Reaching newly diagnosed MSers

- Our membership grew to 74,000 MSers globally, facilitating group intervention through the power of the Shift.ms community, sharing connection, experience and wisdom;
- We reached new members mainly through social media channels. Included within our social media activities were takeovers run by members of our community on weekends who talk about their experiences of living with MS. Our community have hosted 44 Instagram Takeovers and 46 Twitter Takeovers;
- Our most substantial social media growth has been on Instagram where we've added 1,416 followers to a total of 18,938. Tiktok is a growing channel for us, with our followers increasing from 2,160 to 3,334 over the past year, whilst our YouTube subscribers have increased by 541 to a total of 6,201;
- To help facilitate a closer connection between the Shift.ms patient community and clinical services, we established our MS Specialist working group in June 2024. As key referral stakeholders we're excited to work closely with this group to ensure we reach people as soon as possible from diagnosis.

Increase financial stability

- Despite the challenging fundraising climate, Shift.ms has met our income expectations for the financial year to sustain and indeed grow our work;
- We have increased our trust and fundraising pipeline by over 300%;
- We've maintained a lean expenditure base to help mitigate economic uncertainty and ensure that income from our donors, funders and partners is maximised for the benefit of MSers, with 86p from every £1 invested directly into service delivery;
- We have begun working with our Trustees and identified connections with an interest in MS, to develop a new Major Donor programme;
- realworld ms has enabled us to develop a community insights offering for healthcare companies and grow our unrestricted income.

Volunteers

Shift.ms' volunteers are at the heart of our model's success, and we couldn't carry out our life-changing work—benefiting so many newly diagnosed MSers—without their incredible support.

In 2024/25, Shift.ms worked with 225 volunteers, which means for every member of staff, we have 25 volunteers. While our volunteer numbers saw a slight reduction from 305 in 2023/24, this group contributed 2,783 hours of support.

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100% of our volunteers are people who live with MS and are members of Shift.ms. Our volunteers deliver some of our key services by sharing their skills and lived experience with the community. Volunteers have contributed in various ways, from offering one-to-one peer support and moderating the Shift.ms platform, to creating health education content and participating in co-design and user testing for the app. Additionally, we're in the process of co-designing a new volunteer role as part of a pilot project aimed at providing support to employed MSers facing workplace challenges.

We found more people who were in employment were involved at a micro-level with 58% of people in full-time employment (an increase of 13% from 23/24), and only 9% unemployed (a decrease of 2%), and 3% in retirement.

88% of people have met other MSers through being involved in our work, an 11% increase. 84% strongly agreed or agreed that being involved has helped them to feel more empowered

Fundraising

Our Head of Fundraising has continued to build a robust pipeline with a wider variety of funders alongside submitting new applications. We continued to diversify our sources of funding and we were successful in securing new funding from a mix of trusts and foundations and corporations. From every pound donated around 86p is spent on charitable activities.

We would like to acknowledge and thank all of our funders whose continued support has enabled the development of the Shift.ms app:

National Lottery Community Fund
Garfield Weston Foundation
Peter Sowerby Foundation

We would also like to thank those funders whose generosity has helped support the delivery of our frontline services:

Henry Smith Foundation
Albert Gubay Charitable Foundation
RS Macdonald Charitable Trust
David Family Foundation
Jones Family Charitable Trust
Puddle Lane Trust

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Christos Lazari Foundation
Sovereign Healthcare Community Programme
Ingram Trust
Charles Lewis Foundation
Patrick Trust
Sylvia and Colin Shepherd Charitable Trust

Community event fundraising underperformed a little in comparison to the previous year, mainly due to not having any dedicated focus. However, we had some new supporters who raised money via taking part in the Asics 10k event in London alongside several self-organised fundraising events. Shift.ms wishes to thank the community for their continued support and generosity.

Our fundraising activity has been undertaken in-house by our Head of Fundraising with support from other members of the team. We have not worked with any external fundraising organisations or agencies.

Shift.ms is registered with the Fundraising Regulator and we adhere to the Code of Fundraising. Our privacy policy is kept up to date and reflects the changes made to the General Data Protection Regulation. Fundraising requests are made only of supporters who have opted in to receive communications from us, and they can unsubscribe at any time. We received no complaints this year in relation to fundraising activities.

Trustees' annual report for the year ended 30 April 2025

Financial review

Key sources of funding for the Group this financial year have been grants and donations from trusts and foundations, grants from corporate partners, funds raised from individuals through events and donations, and fee-for-service work performed by Realworld MS Limited, our wholly owned subsidiary.

We have continued to develop our public fundraising activities, to harness the support of our extensive community. Our tech team has been developing in-app functionality to allow members to make donations, and increasing visibility to support Shift.ms through donating and fundraising. We have adopted a new business approach to Trusts and Foundations fundraising, increasing our pipeline by over 300%, and pursuing multi-year opportunities where possible to assist medium-term sustainability of our work. Despite the challenging funding climate we have successfully grown income from grant makers, and our Corporate Partnerships income stream has also exceeded our original forecast. Finally, we have begun working with our Trustees and identified connections with an interest in MS, to develop a new Major Donor programme.

Shift.ms continues to maintain a lean approach to expenditure, employing a small team, using shared office space and utilising freelance expertise to bolster specialist skills gaps and app developer capacity. Our CEO has worked closely with our Finance Manager, overseen by our Finance Sub-Committee, to plan and monitor expenditure. Over the last year we have introduced a Financial Mitigation Plan, to ensure contingencies are in place in the event of income not materialising as planned.

During the year, we discovered a historic VAT liability arising from reverse charge VAT amounts payable on services purchased from overseas. Following specialist VAT advice, we self-reported to HMRC and continue to cooperate with both HMRC and our advisers to correct the position. The liability is being settled via a "time to pay" arrangement. This will however, utilise financial resources which would otherwise have been available to invest in our charitable activities and growth strategy.

Trustees' annual report for the year ended 30 April 2025

Overall, we remain in a stable financial position at the year end April 2025.

Group	2024/25	2023/24 (restated)
Total Income	£1,201,728	£1,081,155
Total Expenditure	£(955,107)	£(747,123)
Net	£246,621	£334,032
Net assets B/F	£532,152	£198,120
Net assets C/F	£778,773	£532,152
Unrestricted	£592,990	£243,418
Restricted	£185,783	£288,734

Principal risks include uncertainty around our future income streams. Building on our successes in 2024/25, we are continuing to proactively monitor income and the management team meets weekly to identify issues and opportunities for growth. The Trustees continue to monitor the position through quarterly Finance Committee meetings and monthly management accounts. Charitable fundraising is supported and monitored by the Fundraising Committee.

Retention of key employees also represents a risk as we are a small and effective team. The remuneration committee aims to ensure that employees are rewarded appropriately. Employees are involved in strategy development and given responsibility and opportunities for personal development in their role.

The Shift.ms subsidiary Realworld MS Ltd represents an opportunity for significant growth in income with profits donated to Shift through the corporate gift aid scheme. Since starting to trade in May 2024, Realworld has won several large contracts and generated profits of £47,759 in the year to 30 April 2025. These profits were gifted to Shift.ms within 9 months of the year end.

Our 2025/26 budget has been through a rigorous development and review process. In particular, we will focus time and development in two key areas: public fundraising, and major donors - a new strand for us. The 2025/26 budget will be monitored and updated on a regular basis during the year with actions taken as required. The Trustees are satisfied that Shift.ms is a going concern.

Trustees' annual report for the year ended 30 April 2025

Reserves policy

In accordance with charity law, all income received by Shift.ms is applied towards its charitable purposes within a reasonable period of receipt. In meeting this obligation, the Trustees of Shift.ms take into account the need to maintain reserves commensurate with the charity's financial circumstances and other relevant factors. The Trustees of Shift.ms monitor the level of such reserves throughout the year and regularly review the reserves policy to ensure that it meets Shift.ms' changing needs and circumstances. As at 30 April 2025, the Group had total reserves of £778,773 (2024 restated: £532,152) of which £185,783 were restricted (2024: £288,734) and £592,990 (2024 restated: £243,418) were unrestricted.

The board has agreed a reserves policy which requires a minimum level of unrestricted free reserves. This is intended to be sufficient to cover fixed expenditure for a period of three months. At 30 April 2025 fixed costs, not covered by restricted funding, were considered to be approximately £96K per month at a Group level. At that date, the Shift.ms Group held free reserves (unrestricted reserves less fixed assets and designated funds) of £263,475 (2024 restated: £1,059). This equates to cover of almost 3 months. It is anticipated that during 2025/2026 corporate gift aid donations from the subsidiary will further contribute to free reserves.

The Trustees re-assess the calculation of the minimum level of unrestricted reserves on an annual basis to ensure that it remains sufficient and takes into account any changes in Shift.ms' circumstances.

The Trustees will continue to review the amount of reserves that are required on a quarterly basis to ensure that they are adequate to fulfil the charity's continuing obligations.

Plans for the future

As outlined in the strategy section above, during this period Shift.ms concentrated our efforts on a short-term, 12-month strategy designed to achieve two key objectives: 1. get the app live to all members and market to new MSers; 2. successfully deliver the initial year of the app, gathering data and learning to feed a bigger strategy. A fully developed 2025-2028 strategy has now been developed off the back of this. Alongside the 4 objectives outlined in the 'our strategy' section, we have added a fifth objective: Shift.ms has a high performing team and board, driven by both purpose and the desire to succeed. We will continue to work against these objectives in the coming three years.

Trustees' annual report for the year ended 30 April 2025

Our fundraising strategy will continue to focus on diversifying our funding sources and increasing income from areas where we have identified significant potential for growth, including public fundraising and major donors. This will allow us to continue to invest in our product development, leading to greater positive impact on MSers.

Structure, governance and management

Organisational structure

The organisation is a charitable company limited by guarantee, incorporated on 16 November 2006 and registered as a charity on 8 December 2006.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2025 was 9 (2024: 8). The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

Recruiting trustees

Trustees are recruited via Nurole.com and by word of mouth.

To apply, potential trustees must complete an application form and undertake interviews with the board of trustees.

Trustees sign up for a 3-year term which can be extended to a second 3-year term, and in exceptional cases a third 3-year term.

Induction and training of new trustees

All new trustees are deemed to have sufficient knowledge of their specific field to understand the nature of Shift.ms and to contribute to the charity's current and medium-term strategies.

Trustees are given an in-house induction shortly after being appointed and are encouraged to complete an external trustee training course within 12 months of joining the board.

Trustees' annual report for the year ended 30 April 2025

All Trustees are also required to complete a basic DBS check and complete a 'Safeguarding for Trustees' online course within the first three months of joining the board.

The charity is governed by its trustees in accordance with the guidelines laid down by the Charity Commission.

Making decisions

Delegation day-to-day management

The Trustees delegate day-to-day management of the charity and take advice from the following executive within Shift.ms:

George Pepper, Chief Executive and Co-Founder

Annual budget

The Trustees signing off the annual budget allows the Executives to make decisions throughout the year based on their assessment of the most effective way of delivering the activity. However, the Executives recognise there will be unforeseen matters where Trustee involvement will be necessary.

When possible, these matters will be added to the agendas of future Trustee meetings, however when there is a more pressing need for a response, the Executives can seek approval over email.

Trustee approval process

- Approval from Trustees can be requested by the Executives over email. All Trustees should submit a response within five working days where possible.
- Once a majority of Trustees have given their approval, the Executives can proceed unless there are any firm objections, at which point a conference call will be organised.
- In exceptional circumstances where an emergency decision is required, the active Chair of Trustees will make a decision on behalf of the board of Trustees.

Trustee sign off is required prior to Shift.ms commitment on strategically important matters. These matters include:

- any project affecting Shift.ms' intellectual property;
- any project involving wholesaling services to third parties;
- any project involving the NHS;
- any project representing a departure from Shift.ms' current service model and over £5,000 in value.

Trustees' annual report for the year ended 30 April 2025

Remuneration policy for key management personnel

Shift.ms has a remuneration committee which meets periodically throughout the year. This committee oversees the remuneration policy and agrees the salaries and any other payments to the chief executive and executive leadership team. Its role is to ensure that Shift.ms' staff are rewarded fairly and differentially according to their contribution to the charity, both in achieving their objectives and in developing their competencies, skills and knowledge. The Committee designs remuneration policies and practices to support strategy and promote long term sustainable success, with executive remuneration aligned to company purpose and values, clearly linked to the successful delivery of Shift.ms' long-term strategy. The Committee has full authority to appoint remuneration consultants and commission or purchase any reports, surveys or information which it deems necessary. No senior manager is involved in any decisions as to their own remuneration outcome.

Related parties

Realworld MS Ltd was incorporated on 29 January 2024 and is a wholly owned trading subsidiary of Shift.ms. John Stier (Trustee), Tom Tyler (Trustee) and George Pepper (CEO) are directors of Realworld MS Ltd.

Risk management

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. In the opinion of the Trustees the only material fraud risk would relate to the custody of funds on deposit and consider that adequate arrangements have been made to safeguard these funds. The management and the Trustees maintain a risk register, which is updated at least annually, and includes mitigation actions.

Statement of responsibilities of the Trustees

The Trustees (who are also directors of Shift.ms for the purposes of company law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;

Trustees' annual report for the year ended 30 April 2025

- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware;
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

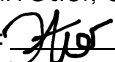
Auditors

Sumer Auditco Limited were appointed as the charitable company's auditors in 2025 and will be proposed for reappointment at the annual general meeting.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

The Trustees' annual report was approved by the trustees on 23 January 2026 and signed on their behalf by

Name: John Stier, Chair

Signature:  Date: 29/01/2026 GMT

Signer ID: HLLKXBMZQJ...

Independent Auditor's Report to the Trustees of Shift.ms

Opinion

We have audited the financial statements of Shift.ms (the “parent charitable company”) and its subsidiary (the “group”) for the year ended 30 April 2025 which comprise the Consolidated Statement of Financial Activities, the Group and Charity Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and parent charitable company's affairs as at 30 April 2025, and of its incoming resources and application of resources, including its income and expenditure, 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 Companies Act 2006.

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 auditor responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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 charitable company'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.

Independent Auditor's Report to the Trustees of Shift.ms

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

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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.

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 course of 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.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the strategic report and the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

Independent Auditor's Report to the Trustees of Shift.ms

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of the Trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they 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 group and parent charitable company'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 group or charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor responsibilities for the audit of the financial statements

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 an auditor's report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud.

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

Independent Auditor's Report to the Trustees of Shift.ms

- the engagement responsible individual ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the parent charitable company through discussions with directors and other management, and from our commercial knowledge and experiences of the charity's sector;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence throughout;
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by;

- Making enquiries of management and trustees as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud.
- Considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risks of fraud through management bias and override controls we:

- Performed analytical procedures to identify any unusual or unexpected variances.
- Tested journal entries to identify unusual transactions.
- Assessed whether judgments and assumptions made in determining the accounting estimates set out in note 1.4 were indicative of potential bias.
- Investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

Independent Auditor's Report to the Trustees of Shift.ms

- Agreeing financial statement disclosures to underlying supporting documentation.
- Reading the minutes of meetings of those charged with governance.
- Enquiring of management as to actual and potential litigation and claims

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at:

<https://www.frc.org.uk/library/standards-codes-policy/audit-assurance-and-ethics/auditors-responsibilities-for-the-audit>. This description forms part of our auditor's report.

Independent Auditor's Report to the Trustees of Shift.ms

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's 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 charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Signer ID: LO0G8ECPQB...

Neil Baldwin (Senior statutory auditor)

Date 29/01/2026 GMT

For and on behalf of

Sumer Auditco Limited

Chartered Accountants

Statutory Auditors

New Chartford House

Centurion Way

Cleckheaton

West Yorkshire

BD19 3QB

Shift.ms
Consolidated Statement of Financial Activities
(including Income and Expenditure account)
for the year ended 30 April 2025

		Unrestricted funds	Restricted funds	Total funds 2025	Restated Total funds 2024
	Note	£	£	£	£
Income from:					
Donations and legacies	3	180,446	332,712	513,158	388,391
Charitable activities	4	411,073	-	411,073	691,498
Other trading activities - in relation to realworld ms	5	274,450	-	274,450	-
Investments	6	3,047	-	3,047	1,266
Total income		869,016	332,712	1,201,728	1,081,155
Expenditure on:					
Raising funds	7	(132,209)	-	(132,209)	(104,133)
Charitable activities:	8	(534,959)	(287,939)	(822,898)	(642,990)
Total expenditure		(667,168)	(287,939)	(955,107)	(747,123)
Net income/(expenditure) for the year	10	201,848	44,773	246,621	334,032
Transfer between funds		147,724	(147,724)	-	-
Net movement in funds for the year		349,572	(102,951)	246,621	334,032
Reconciliation of funds					
Total funds brought forward		243,418	288,734	532,152	198,120
Total funds carried forward		592,990	185,783	778,773	532,152

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Shift.ms
Company number 6000961
Balance Sheets as at 30 April 2025

	Note	Group 2025 £	Restated Group 2024 £	Charity 2025 £	Restated Charity 2024 £
Fixed assets					
Investments	14	-	-	1	1
Intangible fixed assets	15	325,425	234,753	325,425	234,753
Tangible assets	16	4,090	7,606	4,090	7,606
Total fixed assets		329,515	242,359	329,516	242,360
Current assets					
Debtors	19	216,402	59,861	228,300	59,861
Cash at bank and in hand	20	437,205	358,640	372,518	358,640
Total current assets		653,607	418,501	600,818	418,501
Liabilities					
Creditors: amounts falling: due in less than one year	21	(177,478)	(30,944)	(172,450)	(30,945)
Net current assets		476,129	387,557	428,368	387,556
Creditors: amounts falling: due after more than one year	22	(26,871)	(97,764)	(26,871)	(97,764)
Net assets		778,773	532,152	731,013	532,152
Funds of the charity:					
Restricted income funds	23	185,783	288,734	185,783	288,734
Unrestricted income funds	23	592,990	243,418	545,230	243,418
Total charity funds		778,773	532,152	731,013	532,152

These accounts are prepared in accordance with the special provisions of part 15 of the Companies Act 2006

The notes on pages 27 to 42 form an integral part of these financial statements.

Approved by the Trustees on 23 January 2026 and signed on their behalf by:



Signer ID: QIQKQYI3QK...

Kevin Jon Asher (Treasurer)

Date: 29/01/2026 GMT



Signer ID: HLLKXBMZQJ...

John Robert Stier (Chair of Trustees)

Date: 29/01/2026 GMT

Shift.ms
Consolidated Statement of Cash Flows
for the year ending 30 April 2025

	Note	2025 £	2024 £
Cash provided by/(used in) operating activities	28	225,678	370,229
<i>Cash flows from investing activities:</i>			
Dividends, interest, and rents from investments		3,047	1,266
Proceeds from sale of tangible fixed assets		-	386
Purchase of tangible fixed assets		(799)	-
Investment in Shift.ms app development		(149,361)	(234,753)
Cash provided by/(used in) investing activities		(147,113)	(233,101)
Cash provided by/(used in) financing activities		-	-
Increase/(decrease) in cash and cash equivalents in the year		78,565	159,031
Cash and cash equivalents at the beginning of the year		358,640	199,609
Total cash equivalents at the end of the year		437,205	358,640

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

1.1 Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Shift.ms meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity, and rounded to the nearest £1.

1.2 Group financial statements

These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary, Realworld MS Ltd ("realworld ms"), on a line by line basis. A separate Statement of Financial Activities and Income and Expenditure account are not presented for the charity itself following exemptions afforded by section 408 of the Companies Act 2006.

1.3 Preparation of the accounts on a going concern basis

The Trustees assess whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charitable company and its subsidiary to continue as a going concern. The Trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the financial statements and have concluded that the charitable company and its subsidiary have adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about their ability to continue as a going concern, thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

1.4 Judgments and estimates

The Trustees have made no key judgments which have a significant effect on the accounts.

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

Notes to the accounts for the year ended 30 April 2025 (continued)**1.5 Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

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

1.6 Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised. The Trustees' report provides further information on volunteers' contribution to the charity.

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

1.7 Interest receivable

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

1.8 Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

Notes to the accounts for the year ended 30 April 2025 (continued)

1.9 Expenditure and irrecoverable VAT

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

- Costs of raising funds comprise donor giving platform fees and the costs of supporting volunteer fundraisers.
- Expenditure on charitable activities includes the costs undertaken to further the purposes of the charity and the associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

1.10 Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 9.

1.11 Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

1.12 Tangible fixed assets

Individual fixed assets costing £250 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	20%
-------------------------------	-----

1.13 Intangible fixed assets

The Trustees have taken the decision to capitalise the costs of the Shift.ms app since they consider it to be an income generating asset. Capitalised costs include employee salaries and external developer time at cost where these relate to the development of the asset. App maintenance costs are not capitalised. Capitalised costs are depreciated in line with the useful economic life of the asset on a straight line basis as follows:

App development costs	25%
-----------------------	-----

1.14 Fixed asset investments

Shift.ms holds an investment in its wholly owned subsidiary realworld ms. Profits in realworld ms are intended to be passed to Shift.ms via a corporate gift aid payments as and when possible.

Notes to the accounts for the year ended 30 April 2025 (continued)

1.15 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1.16 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.17 Creditors and provisions

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

1.18 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.19 Pensions

Employees of the Group are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 21. Outstanding contributions at the year end were £2,928 (2024: £nil).

2 Legal status of the charity

The charity is a company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The registered office address is disclosed on page 1.

Notes to the accounts for the year ended 30 April 2025 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Group Total 2025 £	Unrestricted £	Restricted £	Group Total 2024 £
Trusts and Foundations	167,133	332,712	499,845	20,250	327,562	347,812
Community fundraising	13,313	-	13,313	23,079	-	23,079
Donated goods and services	-	-	-	17,500	-	17,500
	<u>180,446</u>	<u>332,712</u>	<u>513,158</u>	<u>60,829</u>	<u>327,562</u>	<u>388,391</u>

4 Income from charitable activities

	Unrestricted £	Restricted £	Group Total 2025 £	Unrestricted £	Restricted £	Group Total 2024 £
Commercial partnerships	403,443	-	403,443	-	545,920	545,920
Earned income	<u>7,630</u>	<u>-</u>	<u>7,630</u>	<u>145,578</u>	<u>-</u>	<u>145,578</u>
	<u>411,073</u>	<u>-</u>	<u>411,073</u>	<u>145,578</u>	<u>545,920</u>	<u>691,498</u>

5 Income from other trading activities

	Unrestricted £	Restricted £	Group Total 2025 £	Unrestricted £	Restricted £	Group Total 2024 £
Non-primary purpose trading - realworld ms	274,450	-	274,450	-	-	-
	<u>274,450</u>	<u>-</u>	<u>274,450</u>	<u>-</u>	<u>-</u>	<u>-</u>

6 Investment income

	Unrestricted £	Restricted £	Group Total 2025 £	Unrestricted £	Restricted £	Group Total 2024 £
Income from bank deposits	3,047	-	3,047	1,266	-	1,266
	<u>3,047</u>	<u>-</u>	<u>3,047</u>	<u>1,266</u>	<u>-</u>	<u>1,266</u>

Shift.ms
Notes to the accounts for the year ended 30 April 2025 (continued)

7 Cost of raising funds

	Unrestricted	Restricted	Group Total 2025	Unrestricted	Restricted	Group Total 2024
	£	£	£	£	£	£
General fundraising costs	3,132	-	3,132	1,995	-	1,995
Staff costs	98,802	-	98,802	80,406	-	80,406
Recruitment costs	-	-	-	6,881	-	6,881
Support costs	16,824	-	16,824	8,826	-	8,826
Governance costs	13,451	-	13,451	6,025	-	6,025
	<u>132,209</u>	<u>-</u>	<u>132,209</u>	<u>104,133</u>	<u>-</u>	<u>104,133</u>

8 Analysis of expenditure on charitable activities

	Unrestricted	Restricted	Group Total 2025	Unrestricted	Restricted	Restated Group Total 2024
	£	£	£	£	£	£
Staff costs	152,235	143,193	295,428	54,150	333,524	387,674
Service development	305,652	114,786	420,438	37,808	122,040	159,848
Governance costs (see note 9)	46,839	-	46,839	30,583	15,754	46,337
Support costs (see note 9)	30,233	29,960	60,193	47,583	1,548	49,131
	<u>534,959</u>	<u>287,939</u>	<u>822,898</u>	<u>170,124</u>	<u>472,866</u>	<u>642,990</u>
Restricted expenditure			287,939			472,866
Unrestricted expenditure			534,959			170,124
			<u>822,898</u>			<u>642,990</u>

Notes to the accounts for the year ended 30 April 2025 (continued)

9 Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Group Total 2025 £	Support £	Governance £	Group Total 2024 £
Staff costs	staff costs	22,728	32,966	55,694	21,420	23,054	44,474
Office costs	staff costs	11,564	-	11,564	10,166	-	10,166
Audit fees	staff costs	-	14,320	14,320	-	5,000	5,000
Accountancy services	staff costs	2,751	-	2,751	540	-	540
Equipment	staff costs	456	-	456	643	-	643
Sundry expenses	staff costs	13,934	11,045	24,979	9,408	2,106	11,514
Travel costs	staff costs	11,483	-	11,483	8,264	-	8,264
Legal & professional	staff costs	11,485	-	11,485	4,423	21,035	25,458
Trustee expenses	staff costs	-	259	259	-	361	361
Depreciation	staff costs	2,988	-	2,988	-	-	-
Loss on disposal of fixed assets	staff costs	1,328	-	1,328	-	-	-
Recruitment	staff costs	-	-	-	299	3,600	3,899
		<u>78,717</u>	<u>58,590</u>	<u>137,307</u>	<u>55,163</u>	<u>55,156</u>	<u>110,319</u>

Notes to the accounts for the year ended 30 April 2025 (continued)

10 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2025	2024
	£	£
Depreciation	2,988	3,258
Amortisation of the Shift.ms app	58,689	-
Loss on disposal of fixed assets	1,327	-
Audit fees	12,350	5,000
Other auditor's fees - accounts and payroll	2,751	540
	<u> </u>	<u> </u>

11 Staff costs

Staff costs during the year were as follows:

	2025	2024
	£	£
Wages and salaries	426,407	477,464
Social security costs	39,846	46,738
Pension costs	24,090	28,416
Capitalised salaries	(40,419)	(40,064)
	<u> </u>	<u> </u>
	<u>449,924</u>	<u>512,554</u>

The average number of staff employed by the group during the year was 9 (2024: 12).

The average full time equivalent number of staff employed by the group during the period was 8 (2024: 11).

The average number of staff employed by the charity during the period was 9 (2024: 12).

The average full time equivalent number of staff employed by the charity during the period was 8 (2024: 11).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer.

The total employee benefits of the key management personnel of the Charity and Group were £99,653 (2024: £73,676).

The number of employees whose employee benefits (excluding employer pension costs and employer national insurance contributions) exceeded £60,000 was:

	2025	2024
	No.	No.
£60,001 - £70,000	-	1
£70,001 - £80,000	-	-
£80,001 - £90,000	1	-

Notes to the accounts for the year ended 30 April 2025 (continued)

12 Trustee remuneration and expenses, and related party transactions

None of the Trustees nor any persons connected with them received any remuneration during the year. Trustees' expenses of £259 were paid during the year in respect of 4 Trustees (2024: £361).

Realworld ms is a wholly owned subsidiary of Shift.ms and was incorporated on 29 January 2024. Directors of realworld ms are George Pepper, (CEO), Tom Tyler (Trustee) and John Stier, (Trustee).

There were no donations from related parties which are outside the normal course of business and no restricted donations from related parties. Aggregate unrestricted donations from Trustees totalled £nil (2024: £106)

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2024: £nil).

13 Government grants

The government grants recognised in the accounts were as follows:

	2025 £	2024 £
National Lottery Community Fund	120,058	143,370
	<u>120,058</u>	<u>143,370</u>

The charity receives no government funding. However, National Lottery grants are classed as government grants because their spending priorities are set by the government.

14 Investments

	Group 2025 £	Group 2024 £	Charity 2025 £	Charity 2024 £
Shares in subsidiaries	-	-	1	1
	<u>-</u>	<u>-</u>	<u>1</u>	<u>1</u>

Shift.ms owns the full rights regarding voting, payment of dividends and distributions in its wholly owned subsidiary, Realworld MS Ltd (Registration number 15448915). Realworld MS Ltd was incorporated on 29 January 2024 and its directors are George Pepper (CEO), John Stier (Trustee) and Tom Tyler (Trustee).

Notes to the accounts for the year ended 30 April 2025 (continued)

15 Intangible fixed assets

Cost	Group £	Charity £
At 1 May 2024	234,753	234,753
Additions	149,361	149,361
At 30 April 2025	384,114	384,114
Depreciation		
At 1 May 2024	-	-
Charge for the year	58,689	58,689
At 30 April 2025	58,689	58,689
Net book value		
At 30 April 2025	325,425	325,425
At 30 April 2024	234,753	234,753

The Trustees have taken the decision to capitalise the costs of the Shift.ms app since they consider it to be an income generating asset. Capitalised costs include employee salaries and external developer time at cost where these relate to the development of the asset. App maintenance costs are not capitalised. Capitalised costs are depreciated in line with the useful economic life of the asset on a straight line basis over 4 years.

16 Tangible fixed assets

Cost	Group £	Charity £
At 1 May 2024	19,032	19,032
Additions	799	799
Disposals	(3,857)	(3,857)
At 30 April 2025	15,974	15,974
Depreciation		
At 1 May 2024	11,426	11,426
Charge for the year	2,988	2,988
Disposals	(2,530)	(2,530)
At 30 April 2025	11,884	11,884
Net book value		
At 30 April 2025	4,090	4,090
At 30 April 2024	7,606	7,606

Notes to the accounts for the year ended 30 April 2025 (continued)

17 Subsidiary undertaking

The Charitable company owns the whole of the issued ordinary share capital of Realworld MS Limited, a company registered in England. The subsidiary is used for non-primary purpose trading activities. Available profits are gift aided to the charitable company. A summary of the results of the subsidiary is shown below:

Profit and loss account	2025	2024
	£	£
Turnover	274,450	-
Cost of sales	(149,452)	-
Administration costs	(77,238)	-
Taxation	-	-
Donation to parent charity	-	-
Net profit	47,760	-
Balance sheet	2025	2024
	£	£
Fixed assets	-	-
Current assets	47,759	-
Creditors due in less than one year	-	-
	47,759	-
Called up share capital	1	1
Profit and loss account	47,759	-
	47,760	1

For the period ended 30 April 2025, Realworld MS Limited (company number 15448915) was exempt from audit under section 479A-479C of the Companies Act.

18 Parent charity

The parent charity's gross income and the results for the year are disclosed as follow:

	2025	2024
	£	£
Gross income	1,049,135	1,081,155
Result for the year	198,862	334,032

Notes to the accounts for the year ended 30 April 2025 (continued)

19 Debtors

	Group 2025 £	Group 2024 £	Charity 2025 £	Charity 2024 £
Grants and funding receivable	200,803	-	200,803	-
Other debtors	179	4,601	46	4,601
Prepayments and accrued income	15,420	55,260	27,451	55,260
	<u>216,402</u>	<u>59,861</u>	<u>228,300</u>	<u>59,861</u>

20 Cash at bank and in hand

	Group 2025 £	Group 2024 £	Charity 2025 £	Charity 2024 £
Cash at bank and on hand	437,205	358,640	372,518	358,640
	<u>437,205</u>	<u>358,640</u>	<u>372,518</u>	<u>358,640</u>

21 Creditors: amounts falling due within one year

	Group 2025 £	Group 2024 £	Charity 2025 £	Charity 2024 £
Trade creditors	15,887	3,278	15,833	3,278
Other creditors and accruals	62,359	20,633	58,660	20,633
Taxation and social security costs	8,175	7,033	6,900	7,034
Pension contributions	2,928	-	2,928	-
VAT liability	88,129	-	88,129	-
	<u>177,478</u>	<u>30,944</u>	<u>172,450</u>	<u>30,945</u>

22 Creditors: amounts falling due in more than one year

	Group 2025 £	Restated Group 2024 £	Charity 2025 £	Restated Charity 2024 £
VAT liability	26,871	97,764	26,871	97,764
	<u>26,871</u>	<u>97,764</u>	<u>26,871</u>	<u>97,764</u>

Notes to the accounts for the year ended 30 April 2025 (continued)

23 Analysis of movements in funds for the Group

	Balance at 1 May 2024 restated £	Income £	Expenditure £	Transfers £	Balance at 30 April 2025 £
Digital Peer Support					
National Lottery					
Community Fund	28,996	120,058	(72,880)	(38,831)	37,343
Other funders	36,166	86,900	(61,997)	-	61,069
	<u>65,162</u>	<u>206,958</u>	<u>(134,877)</u>	<u>(38,831)</u>	<u>98,412</u>
MSER led Health					
Education	149,128	-	(106,290)	(42,838)	-
App Development	74,444	125,754	(46,772)	(66,055)	87,371
	<u>223,572</u>	<u>125,754</u>	<u>(153,062)</u>	<u>(108,893)</u>	<u>87,371</u>
Restricted funds	<u>288,734</u>	<u>332,712</u>	<u>(287,939)</u>	<u>(147,724)</u>	<u>185,783</u>
	Balance As at 1 May 2024 restated £	Income £	Expenditure £	Transfers £	Balance at 30 April 2025 £
General fund	8,665	869,016	(608,479)	(1,636)	267,566
Designated fund - intangibles	234,753	-	(58,689)	149,360	325,424
Unrestricted funds	<u>243,418</u>	<u>869,016</u>	<u>(667,168)</u>	<u>147,724</u>	<u>592,990</u>

The General fund represents free reserves after allowing for all designated funds.

Designated fund intangibles, represents the net book value of the app which is held for continued use by the charity. These funds are therefore excluded from free reserves.

Notes to the accounts for the year ended 30 April 2025 (continued)

23 Analysis of movements in funds for the Group

	Balance at 1 May 2023 £	Income £	Expenditure £	Transfers £	Balance As at 1 May 2024 £
Digital Peer Support					
National Lottery					
Community Fund	28,258	143,370	(79,891)	(62,741)	28,996
Other funders	11,364	99,800	(70,998)	(4,000)	36,166
	<u>39,622</u>	<u>243,170</u>	<u>(150,889)</u>	<u>(66,741)</u>	<u>65,162</u>
MSER led Health					
Education	59,469	545,920	(298,196)	(158,065)	149,128
App Development	-	84,392	-	(9,948)	74,444
Impact	23,781	-	(23,781)	-	-
	<u>83,250</u>	<u>630,312</u>	<u>(321,977)</u>	<u>(168,013)</u>	<u>223,572</u>
	<u>122,872</u>	<u>873,482</u>	<u>(472,866)</u>	<u>(234,754)</u>	<u>288,734</u>
	Balance at 1 May 2023 restated £	Income £	Expenditure restated £	Transfers £	Balance at 1 May 2024 restated £
General fund	75,248	207,673	(274,256)	-	8,665
Designated fund - intangibles	-	-	-	234,753	234,753
	<u>75,248</u>	<u>207,673</u>	<u>(274,256)</u>	<u>234,753</u>	<u>243,418</u>

Digital peer support other funders: fund the delivery of digital peer support services, including development of a 1-1 network.

Mser-Led Health Education funds delivery of education resources aimed at supporting people with MS through challenges an MS diagnosis can bring.

App Development funds the design and development of the Shift.ms app.

Notes to the accounts for the year ended 30 April 2025 (continued)

24 Analysis of group net assets between funds

Current reporting period

	General fund £	Designated funds £	Restricted funds £	2025 Total £
Tangible fixed assets	4,090	-	-	4,090
Intangible fixed assets	-	325,425	-	325,425
Net current assets/(liabilities)	290,346	-	185,783	476,129
Creditors due in more than one year	(26,871)	-	-	(26,871)
Total	267,565	325,425	185,783	778,773

Previous reporting period

	General fund restated £	Designated funds £	Restricted funds £	2024 Total restated £
<i>Tangible fixed assets</i>	7,606	-	-	7,606
<i>Intangible fixed assets</i>	-	234,753	-	234,753
<i>Net current assets/(liabilities)</i>	98,823	-	288,734	387,557
<i>Creditors due in more than one year</i>	(97,764)	-	-	(97,764)
Total	8,665	234,753	288,734	532,152

25 Contingent assets

Shift.ms intends to recover historic output VAT forming part of the VAT liability from funders who have a VAT registration. At the date of the signing of these accounts, the value and recoverability of these balances is uncertain. Therefore the recoverable amounts have not been reflected in these financial statements.

26 Prior period adjustment

Subsequent to the year end, Shift.ms submitted a backdated VAT registration with HMRC using an effective date of 1 October 2020. This as done was done with appropriate advice, urgency and integrity once the VAT liability was recognised. Restatements shown in these financial statements reflect the outcome of the VAT registration process and show the historic liability at current and prior year ends. Shift.ms is settling outstanding balances through a "time to pay" arrangement with HMRC with the intention of fully discharging the liability no later than December 2026.

The prior period adjustment has reduced brought forward funds as at 1 May 2023 by £75,860, increased service development costs by £21,904, creditors falling due over one year by £97,764 and reduced funds carried forward as at 30 April 2024 by £97,764.

Shift.ms

Notes to the accounts for the year ended 30 April 2025 (continued)

27 Related party transactions

During the year, Shift.ms recharged running costs (comprising salary, service and support costs) totalling £121,856 to realworld ms. At year end, a balance of £nil was owed by realworld ms. Profits of realworld ms for the year to 30 April 2025 were donated to Shift.ms within 9 months of the year end.

Other than the transactions set out above, there were no related party transactions during the year.

28 Reconciliation of net movement in funds to net cash flow from operating activities

	2025 £	2024 £
Net income/(expenditure) for the year	246,621	334,032
Adjustments for:		
Depreciation and amortisation	61,677	3,258
Loss/(profit) on sale of fixed assets	1,327	-
Interest on bank deposits	(3,047)	(1,266)
Decrease/(increase) in debtors	(156,541)	86,513
Increase/(decrease) in creditors	75,641	(52,308)
Net cash provided by/(used in) operating	<u>225,678</u>	<u>370,229</u>

29 Net debt statement

	At 1 May 2024 £	Cash flows £	Other non- cash changes £	At 30 April 2025 £
Cash at bank and in hand	358,640	-	-	437,205
	<u>358,640</u>	<u>-</u>	<u>-</u>	<u>437,205</u>

SHIFT.MS

England & Wales - Charity number 1117194

Accounts

Company number: 06000961

Charity Number: 1117194



Shift.ms

Report and financial statements

For the year ended 30 April 2024

Shift.ms
Reference and administration information

Company number 06000961

Charity number 1117194

Registered office and operational address

Platform
New Station Street
Leeds, England
LS1 4JB

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Tom Tyler	
John Robert Stier	Appointed 15 July 2024 (Chair of Trustees)
Simon Cooper	Resigned 4 July 2024
Binay Agarwala	Resigned 15 July 2024
Fabrice Allum	Resigned 6 October 2023
Mary Rose Ropner	
Soeren Fryland Moeller	Resigned 7 November 2023
Natalie Pankova	Resigned 7 November 2023
Prav Premkumar	Appointed 7 November 2023
Isaac Batley	Appointed 7 November 2023
Alan Fayaz	Appointed 3 February 2024
Francesca Arese Lucini	Appointed 3 February 2024
Kevin Jon Asher	Appointed 15 July 2024 (Treasurer)
Peter Malcolm Crooks	Appointed 15 July 2024

Key management personnel

In addition to the Trustees, the following are the Key Management Personnel to whom the Trustees have delegated day-to-day responsibilities:

George Pepper	Chief Executive
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Bankers

National Westminster Bank plc
Leeds City Office
8 Park Row
Leeds
LS1 5HD

Auditors

Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester
M60 0AS

Shift.ms

Trustees' annual report for the year ended 30 April 2024

The Trustees present their report and the audited financial statements for the year ended 30 April 2024. Included within the Trustees' report is the Directors' report as required by company law.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

Shift.ms is the digital community for people with multiple sclerosis (MSers). Founded by MSers, for MSers, the charity offers social and emotional support, inspiring MSers to take charge of their health as soon as possible after diagnosis. It's independent and it's free.

Why Shift.ms?

A diagnosis of MS is life changing. It usually strikes in the prime of your life, having a profound impact on physical and emotional health. At a time when urgent decisions need to be made, people with MS can feel isolated and uncertain.

Hearing from people like you helps you listen, adapt and take charge.

Mission

Shift.ms equips people with MS (MSers) to make sense of MS as soon as possible after diagnosis.

Our beliefs

We believe that MS should be tackled with urgency. Early proactive decisions lead to long term benefits.

We believe in the power of community to help MSers actively manage their health.

Shift.ms

Trustees' annual report for the year ended 30 April 2024

Desired Outcomes

Shift.ms work seeks to impact MSers through:

- reduced isolation and loneliness
- improved emotional health
- increased self-efficacy

As a result of the above outcomes, Shift.ms aims to minimise the negative impact of an MS diagnosis on quality of life.

Beneficiaries of our services

Primary beneficiaries

Nearly 3 million people are estimated to live with MS worldwide. With no known cure, there are approximately 130,000 people living with MS in the UK, 1 million in the USA and a further 1.5 million across the rest of the globe. Each week 130 people in the UK and 200 people in the USA are diagnosed with MS. Since its inception, Shift.ms has been seeing a steady uptake in service users, and in January 2023, we hit a major milestone of 50,000 members.

People within two years of diagnosis

Results from an independent review of Shift.ms' services (Tavistock Institute), have shown that Shift.ms has the biggest impact within the first two years of MS diagnosis, including social and emotional support, coping with diagnosis behaviorally and psychologically, increasing confidence in "getting on with life", and accessing information that is understandable and relevant.

People with MS (2 years+)

For those more experienced with MS, there is the need for support in adapting to changes in lifestyle and progression of the condition. There is the additional desire to 'give-back' and share social support, experience, knowledge and personal skills and networks with others who are new to life with the condition.

Support partners

Where relevant we will engage family, close friends or carers of those living with MS - both to enable them to better support the MSer(s) in their lives and themselves to thrive.

Secondary beneficiaries- Healthcare providers/systems

To reduce the strain on health services and improve health outcomes, there is the need to improve the self-management of MSers. Self-management of long term conditions (LTCs), is now a key priority of the NHS, to reduce the strain on health services and improve health outcomes¹.

By providing insights and perspectives, patients can help the wider healthcare community better understand their needs and ultimately enhance the value of healthcare solutions being developed.

Our strategy

In 2023/24 Shift.ms has been delivering the final year of the strategy set out in 2020 by increasing the positive impact on its beneficiaries, reaching more people recently diagnosed with MS, and developing a balanced income mix to ensure long term sustainability of the organisation. The Trustees have been involved in monitoring, challenging and refining the strategy alongside the Shift.ms team. The strategy identifies strategic priorities focusing on amplifying Shift.ms' positive impact on MSers and the operational areas required to deliver our strategy.

Our strategic priorities by April 2024 were as follows:

1. Reaching newly diagnosed MSers when they need support.
Reach 100k members by the end of October 2024, aligning Shift.ms's growth with our ambition to be the best social network for newly diagnosed MSers.
2. Ensuring MSers feel less isolated after their MS diagnosis.
Increase monthly active members on Shift.ms product by April 2024.
3. Improving quality of life for MSers
Shift.ms' mobile app is live and available to download from App Store and Google Play by April 2024
4. Increasing the financial sustainability of Shift.ms by utilising the insights gained through the digital product and programmes
Develop a community insights product offering with an aim of generating £300,000 per annum by 2024.

Activities against these priorities

1. Reaching newly diagnosed MSers

We introduced new ads creative to our social media campaigns in August to diversify paid content and avoid advertising fatigue from long running ads. This aims to attract new members and highlight the service to those who do not know we exist. We also worked

¹ 3-6 Department of Health 2005a, [7] [2,3,5]

Shift.ms

Trustees' annual report for the year ended 30 April 2024

with MS Nurses in the UK to understand how we can better provide the information about Shift.ms to improve patient signposting to Shift.ms.

2. Ensuring MSers feel less isolated after their MS diagnosis.

The Buddy Network, our one to one peer support project with a focus on connecting newly diagnosed MSers with someone further along in their MS journey, continues to be a key service in helping to reduce loneliness and isolation amongst newly diagnosed MSers and demand for this service is continually increasing. We have spent a significant amount of time researching, developing and testing the beta version of the Shift.ms app which will bring the MS community to our members' fingertips and ensure connections, lived experience and knowledge is just one click away, 24/7.

3. Improving quality of life through our product

Engagement with our product is key to having a long term impact and we revised and updated our email strategy to drive deeper engagement. As part of our mobile app development process, we worked closely with members through multiple focus groups and user testing rounds to ensure we're building something which aligns to the needs of MSers.

4. Increase financial stability

In October 2023, we launched our first ever public fundraising appeal. Through the appeal we aimed to improve visibility of how to donate to our members alongside creating a sustainable income stream to fund the development of our mobile app. We have worked hard to build our funding pipeline with small and medium trust and foundations building new relationships, and shoring up ongoing supporters. In January 2024, we established a fundraising committee, which meets on a quarterly basis to hold us accountable to our strategy and advise on key areas.

The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the Trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Achievements

The charity's main activities and who it tries to help are described below. All its charitable activities focus on the advancement of education of the public, and in particular those who are newly diagnosed, in the subject of multiple sclerosis and are undertaken to further Shift.ms's charitable purposes for the public benefit.

Significant achievements:

Reaching newly diagnosed MSers

- At the end of 23/24, www.Shift.ms had 59,834 members, a growth of 4,385 members. We will have reached 60,000 by the start of May 2024. Slightly more than two thirds identify as women, with the US being our largest growing audience;
- We reached new members mainly through social media channels. Included within our social media activities were takeovers run by members of our community on weekends who talk about their experiences of living with MS.
- Our most substantial growth has been on Tiktok where followers have doubled from 1,570 to 3,160 over the past year. On Instagram we've grown by almost 1000 followers to 17,200 in total and YouTube has increased by 700 followers to 5660.
- Our video series *Womanhood* was released in October 2023 and has been viewed 54,432 times. This has been met with a great response from our community; "I'm so relieved to hear someone feels the same way", "Ooooooh this hit home so hard!!!"
- We also published another video series "Making the Right Decisions for Me" in September 2023. We published 5 videos which have been viewed 19,320 times.

Ensuring MSers feel less isolated after their MS diagnosis.

- The *Buddy Network*, our one-to-one peer support programme, continued to go from strength to strength. In this financial year, the Buddy Network received a 5% annual increase in requests for support in comparison to the previous year. 82% of MSers trusted their Buddy as a source of support and guidance. This was the final year of our three year National Lottery Community Fund grant from the Yorkshire & Humber region for this project, and we were lucky enough to have been given a new three year grant from the England-wide team to continue this work;
- Members continued to utilise our direct messages functionality to connect with others. Over 29,574 direct messages were sent between members;
- 60% of members connect with others at least monthly, with a third of these connecting weekly across www.Shift.ms;

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Trustees' annual report for the year ended 30 April 2024

- 66% of members value connecting with empathetic peers across www.Shift.ms.

Improving quality of life through our product

- We improved the experience of being able to ask questions of other MSers with 20,190 conversations and replies on our forum;
- 85% of members have told us that Shift.ms has helped to improve their outlook on their MS diagnosis;
- 86% of members have told us that Shift.ms has improved their knowledge of ways they can manage their MS symptoms - i.e. through medication, diet, exercise etc;
- We conducted 6 focus groups on our mobile app usability (in the prototype phase) with members of our community to thoroughly test the value proposition, connecting with others, social buttons and in-app donations;
- 57 members of our community beta tested the app before it went live, resulting in enhancing various areas of the app including connection and social aspect of the design and the discoverability of relevant content/resources.

Increase financial stability

- Shift.ms digital products were reviewed and updated with community engagement and financial stability in mind;
- Our first ever public appeal was 'live' for 11 weeks, we had 130 individuals support the appeal contributing £4,608.67. Alongside these individuals, major donors and other funders helped the appeal to raise a total of £101,342;
- In January 2024 we set up a trading subsidiary, Realworld MS Limited, to enable us to develop a community insights offering and grow our unrestricted income. We recruited 2 new trustees with commercial and fundraising backgrounds to help guide Shift.ms at Board level;
- We reviewed our fundraising strategy and recruited a new Head of Fundraising in November to help deliver against this strategy.

Volunteers

In 2023/24, Shift.ms worked with 305 volunteers, which means for every member of staff, we have 27 volunteers. In 2022/23, we worked with 256 volunteers.

100% of volunteers are people who live with MS and are members of www.Shift.ms. Our volunteers deliver some of our key services by sharing their skills and lived experience with the community. Volunteers contributed 1,423 hours and worked behind the scenes in a number of roles including creating social media content, providing support to newly diagnosed MSers through the Buddy Network and writing blog content.

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We have continued to increase the voices from North America from 25% of MSers in 22/23 to 35% in 23/24.

We found more people who were in employment were involved at a micro-level with 45% of people in full-time employment, and only 11% unemployed, and 2% in retirement.

96% felt that being involved has given them the opportunity to become more informed about their MS, a 17% increase from last year.

94% strongly agree or agree that being involved has helped them feel inspired to take action for their health, a 11% increase from last year.

Fundraising

We had a small gap in our fundraising capacity for about 2 months. Once our new Head of Fundraising was in place in Q3, the main focus has been to build a robust pipeline with a wider variety of funders alongside submitting new applications. We continued to diversify our sources of funding and we were successful in securing new funding from a mix of trusts and foundations and corporations.

We would like to acknowledge and thank all of our funders including the National Lottery Community Fund, Garfield Weston Foundation and R S MacDonald Charitable Trust for their continued support.

Community event fundraising was stable this year, and performed consistently with the previous financial year, but is still not back up to pre-pandemic levels. We had some new supporters who raised money via taking part in the Asics 10k event in London alongside several self-organised fundraising events. Shift.ms wishes to thank the community for their continued support and generosity.

Our fundraising activity has been undertaken in-house by our Head of Fundraising with support from other internal members of the team. We have not worked with external fundraising organisations or agencies.

Shift.ms is registered with the Fundraising Regulator and we adhere to the Code of Fundraising. Our privacy policy is kept up to date and reflects the changes made to the General Data Protection Regulation. Fundraising requests are made only of supporters who have opted in to receive communications from us, and they can unsubscribe at any time. We received no complaints this year in relation to fundraising activities.

Financial review

Our key sources of funding for this financial year have been grants from corporate partnerships, grants and donations from trusts and foundations, money raised from individuals through events or direct donations and earned income for fee-for-service work.

Overall, we are in a strong and stable financial position at the year end April 2024. As a result of the current financial climate, including the increase in cost of living, we tightened our financial controls in 2023/24. This allowed us to increase our reserves whilst also achieving our key objectives.

This year, the Trustees have also taken the decision to capitalise the cost of app development (staff and consultancy costs). The app was launched in May 2024, consequently there has been no amortisation charged during the year.

The second half of the financial year was particularly strong, with some significant successes in several strands of our income streams. Our net gain at the end of the financial year was £355,936.

	2023/24 (£)	2022/23 (£)
Total Income	1,081,155	643,481
Total Expenditure	(725,219)	(1,213,982)
Net	355,936	(570,501)
Funds brought forward	273,980	844,481
Funds carried forward	629,916	273,980
Unrestricted funds	341,182	151,108
Restricted funds	288,734	122,872

The 2024/25 budget has been through a rigorous development and review process. The budget shows steady income growth during the year compared to 23/24, with increases in revenue from Trusts and Grants in particular. We have made significant progress in this area since recruiting a new Head of Fundraising and establishing a Fundraising Committee.

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Trustees' annual report for the year ended 30 April 2024

The 2024/25 budget will be monitored and updated on a regular basis during the year with actions taken as required. The Trustees are satisfied that Shift.ms is a going concern.

Reserves policy

In accordance with charity law, all income received by Shift.ms is applied towards its charitable purposes within a reasonable period of receipt. In meeting this obligation, the Trustees of Shift.ms take into account the need to maintain reserves commensurate with the charity's financial circumstances and other relevant factors. The Trustees of Shift.ms monitor the level of such reserves throughout the year and regularly review the reserves policy to ensure that it meets Shift.ms' changing needs and circumstances. As at 30 April 2024, the charity had total reserves of £629,916 (2023: 273,980) of which £288,734 were restricted (2023: £122,872) and £341,182 (2023: £151,108) were unrestricted.

To help facilitate growth and achievement of the charity's strategic aims the board has agreed a policy that requires a minimum level of free reserves to be held, sufficient to cover fixed expenditure for a period of three months. (Free reserves represent unrestricted reserves which are not tied up in fixed or intangible assets). At 30 April 2024 fixed expenditure was approximately £60K per month. At that date, Shift.ms had free reserves totalling £98,823 which equates to cover of 1.5 months and means there was a shortfall against the policy of £81,177. It is anticipated that during 2024/2025 corporate gift aid donations from the newly established subsidiary, Realworld MS Limited will allow Shift.ms to grow free reserve balances significantly.

The Trustees re-assess the calculation of the minimum level of unrestricted reserves on an annual basis to ensure that it remains sufficient and takes into account any changes in Shift.ms' circumstances.

The Trustees will continue to review the amount of reserves that are required on a quarterly basis to ensure that they are adequate to fulfil the charity's continuing obligations.

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Trustees' annual report for the year ended 30 April 2024

Plans for the future

2023/24 marked the final year of our current strategic period.

A new strategy was released in January 2024. This focuses on:

1. Delivering a mobile app that provides value to MSers, resulting in an engaged membership who regularly return to share their experiences and support others;
2. Improving the long-term financial stability of Shift.ms;
3. Collaborating with academic and clinical partners to deliver increased value to members and elevate the voices of lived experience within these settings;
4. Continuing to reach as many people affected with MS, particularly those newly diagnosed.

Our fundraising strategy will continue to focus on diversifying our funding sources and increasing income from areas where we have identified significant potential for growth, including public fundraising and major donors. This will allow us to continue to invest in our product development, leading to greater positive impact on MSers.

Structure, governance and management

Organisational structure

The organisation is a charitable company limited by guarantee, incorporated on 16 November 2006 and registered as a charity on 8 December 2006.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2024 was 8 (2023: 8). The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 11 to the accounts.

Recruiting trustees

Trustees are recruited via Nurole.com and by word of mouth.

To apply, potential trustees must complete an application form and undertake interviews with the board of trustees.

Trustees sign up for a 3-year term which can be extended to a second 3-year term, and in exceptional cases a third 3-year term.

Induction and training of new trustees

All new trustees are deemed to have sufficient knowledge of their specific field to understand the nature of Shift.ms and to contribute to the charity's current and medium-term strategies.

Trustees are given an in-house induction shortly after being appointed and are required to attend an external trustee training course and are encouraged to do so within 12 months of joining the board.

All Trustees are also required to complete a basic DBS check and complete a 'Safeguarding for Trustees' online course within the first three months of joining the board.

The charity is governed by its trustees in accordance with the guidelines laid down by the Charity Commission.

Making decisions

Delegation day-to-day management

The Trustees delegate day-to-day management of the charity and take advice from the following executive within Shift.ms:

George Pepper, Chief Executive and Co-Founder

Annual budget

The Trustees signing off the annual budget allows the Executives to make decisions throughout the year based on their assessment of the most effective way of delivering the activity. However, the Executives recognise there will be unforeseen matters where Trustee involvement will be necessary.

When possible, these matters will be added to the agendas of future Trustee meetings, however when there is a more pressing need for a response, the Executives can seek approval over email.

Shift.ms

Trustees' annual report for the year ended 30 April 2024

Trustee approval process

- Approval from Trustees can be requested by the Executives over email. All Trustees should submit a response within five working days where possible.
- Once a majority of Trustees have given their approval, the Executives can proceed unless there are any firm objections, at which point a conference call will be organised.
- In exceptional circumstances where an emergency decision is required, the active Chair of Trustees will make a decision on behalf of the board of Trustees.

Trustee sign off is required prior to Shift.ms commitment on strategically important matters. These matters include:

- any project affecting Shift.ms' intellectual property;
- any project involving wholesaling services to third parties;
- any project involving the NHS;
- any project representing a departure from Shift.ms' current service model and over £5,000 in value.

Remuneration policy for key management personnel

Shift.ms has a remuneration committee which meets periodically throughout the year. This committee oversees the remuneration policy and agrees the salaries and any other payments to the chief executive and executive leadership team. Its role is to ensure that Shift.ms' staff are rewarded fairly and differentially according to their contribution to the charity, both in achieving their objectives and in developing their competencies, skills and knowledge. The committee designs remuneration policies and practices to support strategy and promote long term sustainable success, with executive remuneration aligned to company purpose and values, clearly linked to the successful delivery of Shift.ms' long-term strategy. The Committee has full authority to appoint remuneration consultants and commission or purchase any reports, surveys or information which it deems necessary. No senior manager is involved in any decisions as to their own remuneration outcome.

Related parties

Until it was dissolved on 11 June 2024, Lived Health CIC was a related party of Shift.ms as George Pepper (CEO) was also a director of Lived Health CIC. Further details of transactions with Lived Health are provided in the notes to the accounts under related parties.

Realworld MS Limited was incorporated on 29 January 2024 and is a wholly owned trading subsidiary of Shift.ms. George Pepper (CEO), John Stier (Trustee) and Tom Tyler (Trustee) are directors of Realworld MS Limited. There were no transactions with the subsidiary during the year.

Risk management

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. In the opinion of the Trustees the only material fraud risk would relate to the custody of funds on deposit and they consider that adequate arrangements have been made to safeguard these funds. The management and the Trustees maintain a risk register, which is updated at least annually, and includes mitigation actions.

Statement of responsibilities of the trustees

The Trustees (who are also directors of Shift.ms for the purposes of company law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees' annual report for the year ended 30 April 2024

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware;
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

Third Sector Accountancy Limited were appointed as the charitable company's auditors in 2021 and have expressed their willingness to continue in that capacity.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

The Trustees' annual report was approved by the trustees on and signed on their behalf by:



06 / 12 / 2024

John Stier

Independent auditor's report to the members of Shift.ms

Opinion

We have audited the financial statements of Shift.ms (the 'charitable company') for the year ended 30 April 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows 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, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 April 2024 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 Companies Act 2006.

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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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 directors' 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 charitable company'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 directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Independent auditor's report to the members of Shift.ms

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 14, the trustees (who are also directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they 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 charitable company'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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 an auditor's report 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.

Independent auditor's report to the members of Shift.ms

Capability of the audit in detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Based on our understanding of the charity and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, safeguarding legislation, data protection and other legislation specific to the industry in which the charity operates, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principle risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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 auditor's report.

Use of the audit report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's 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 charitable company and, the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



12 / 12 / 2024

Patrick Morrello (Senior Statutory Auditor)
For and on behalf of Third Sector Accountancy Limited, Statutory Auditor
Holyoake House
Hanover Street
Manchester
M60 0AS

Shift.ms

Statement of Financial Activities (including income and expenditure account) for the year ended 30 April 2024

	Note	Unrestricted funds £	Restricted funds £	Total funds 2024 £	<i>Unrestricted funds £</i>	<i>Restricted funds £</i>	<i>Total funds 2023 £</i>
Income from:							
Donations and legacies	3	60,829	327,562	388,391	69,294	185,094	254,388
Charitable activities	4	145,578	545,920	691,498	140,824	248,263	389,087
Investments	5	1,266	-	1,266	6	-	6
Total income		207,673	873,482	1,081,155	210,124	433,357	643,481
Expenditure on:							
Raising funds	6	104,133	-	104,133	106,676	-	106,676
Charitable activities	7	148,220	472,866	621,086	296,058	811,248	1,107,306
Total expenditure		252,353	472,866	725,219	402,734	811,248	1,213,982
Net income/(expenditure) for the year	9	(44,680)	400,616	355,936	(192,610)	(377,891)	(570,501)
Transfer between funds		234,754	(234,754)	-	-	-	-
Net movement in funds for the year		190,074	165,862	355,936	(192,610)	(377,891)	(570,501)
Reconciliation of funds							
Total funds brought forward		151,108	122,872	273,980	343,718	500,763	844,481
Total funds carried forward		341,182	288,734	629,916	151,108	122,872	273,980

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Balance sheet as at 30 April 2024

	Note	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Fixed asset investments	14		1		-
Intangible fixed assets	15		234,753		-
Tangible assets	16		7,606		11,250
Total fixed assets			242,360		11,250
Current assets					
Debtors	17	59,862		146,375	
Cash at bank and in hand		358,640		199,609	
Total current assets		418,502		345,984	
Liabilities					
Creditors: amounts falling due in less than one year	18	(30,946)		(83,254)	
Net current assets			387,556		262,730
Total assets less current liabilities			629,916		273,980
Net assets			629,916		273,980
The funds of the charity:					
Restricted income funds	19		288,734		122,872
Unrestricted income funds	20		341,182		151,108
Total charity funds			629,916		273,980

The notes on pages 22 to 35 form part of these accounts.

Approved by the trustees on 06 / 12 / 2024 and signed on their behalf by:


.....

John Stier (Trustee)


.....

Kevin Asher (Trustee)

Statement of Cash Flows
for the year ending 30 April 2024

	Note	2024 £	2023 £
Cash provided by/(used in) operating activities	22	392,133	(376,544)
<i>Cash flows from investing activities:</i>			
Dividends, interest, and rents from investments		1,266	6
Purchase of tangible fixed assets		-	(4,223)
Investment in app development		(234,753)	
Investments in subsidiaries		(1)	-
Disposal of tangible fixed assets		386	-
Cash provided by/(used in) investing activities		(233,102)	(4,217)
Increase/(decrease) in cash and cash equivalents in the year		159,031	(380,761)
Cash and cash equivalents at the beginning of the year		199,609	580,370
Cash and cash equivalents at the end of the year		358,640	199,609

Notes to the accounts for the year ended 30 April 2024

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Shift.ms meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

Shift.ms as the parent entity is not preparing consolidated accounts because the subsidiary is immaterial.

b Judgments and estimates

The Trustees have made no key judgments which have a significant effect on the accounts.

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

c Preparation of the accounts on a going concern basis

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The Trustees have reduced fixed costs and continue to monitor reserves. They also continue to invest in resources to aid future fundraising and identifying new sources of income.

Notes to the accounts for the year ended 30 April 2024 (continued)

d Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

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

e Donated goods and services

Donated professional services are recognised on receipt at the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services of equivalent economic benefit on the open market. A corresponding amount is then also recognised in expenditure in the period of receipt. In accordance with the Charities SORP (FRS102), general volunteer time is not recognised. The Trustees' report provides further information on volunteers' contribution to the charity.

f Interest receivable

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

g Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity.

Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

Notes to the accounts for the year ended 30 April 2024 (continued)

h Expenditure and irrecoverable VAT

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

- Costs of raising funds comprise donor giving platform fees and costs of supporting volunteer fundraisers.
- Expenditure on charitable activities includes the costs undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 8.

j Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

k Tangible fixed assets

Individual fixed assets costing £250 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	20%
-------------------------------	-----

l Intangible fixed assets

The Trustees have taken the decision not to capitalise technical costs in relation to the website. They consider that these costs are necessary for the day to day running of the Shift.ms platform, rather than being a capital investment in an income generating asset.

However the Trustees consider that investment in app development creates an income generating asset. They have therefore taken the decision to capitalise costs of employee salaries and external developer time at cost where these relate to investment in this asset. These costs will be depreciated in line with the useful economic life of the asset on a straight line basis as follows:

App development costs	25%
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Notes to the accounts for the year ended 30 April 2024 (continued)

m Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

n Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

o Creditors and provisions

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

p Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

q Pensions

Employees of the charity are entitled to join a defined contribution scheme. The charity's contribution is restricted to the contributions disclosed in note 10. Outstanding contributions at the year end were £nil (2023: £4,687). The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 8.

2 Legal status of the charity

The charity is a company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The registered office address is disclosed on page 1.

Notes to the accounts for the year ended 30 April 2024 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2024 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2023</i> £
Trust projects	20,250	327,562	347,812	37,000	185,094	222,094
Community fundraising	23,079	-	23,079	25,030	-	25,030
Donated goods and services	17,500	-	17,500	-	-	-
Individual giving	-	-	-	1,370	-	1,370
Grants	-	-	-	5,894	-	5,894
Total	60,829	327,562	388,391	69,294	185,094	254,388

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2024 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2023</i> £
Commercial partnerships	-	545,920	545,920	-	248,263	248,263
Earned income	145,578	-	145,578	140,824	-	140,824
Total	145,578	545,920	691,498	140,824	248,263	389,087

Notes to the accounts for the year ended 30 April 2024 (continued)

5 Investment income

	2024 £	2023 £
Interest on bank deposits	1,266	6

6 Cost of raising funds

	2024 £	2023 £
General fundraising costs	1,995	1,253
Staff costs	80,406	78,792
Recruitment costs	6,881	-
Support costs (see note 8)	8,826	21,646
Governance costs (see note 8)	6,025	4,985
	<u>104,133</u>	<u>106,676</u>

7 Analysis of expenditure on charitable activities

	2024 £	2023 £
Staff costs	387,674	488,253
Service development	137,944	452,940
Support costs (see note 8)	46,337	135,016
Governance costs (see note 8)	49,131	31,097
	<u>621,086</u>	<u>1,107,306</u>
Restricted expenditure	472,866	811,248
Unrestricted expenditure	148,220	296,058
	<u>621,086</u>	<u>1,107,306</u>

Notes to the accounts for the year ended 30 April 2024 (continued)

8 Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Total 2024 £
Staff costs	Staff costs	21,420	23,054	44,474
Office costs	Staff costs	10,166	-	10,166
Audit fees	Staff costs	-	5,000	5,000
Accountancy services	Staff costs	540	-	540
Equipment	Staff costs	643	-	643
Sundry expenses	Staff costs	9,408	2,106	11,514
Travel costs	Staff costs	8,264	-	8,264
Legal and professional	Staff costs	4,423	21,035	25,458
Trustee expenses	Staff costs	-	361	361
Recruitment	Staff costs	299	3,600	3,899
		55,163	55,156	110,319
	Basis of apportionment	Support £	Governance £	Total 2023 £
Staff costs	Staff costs	25,110	19,487	44,597
Office costs	Staff costs	19,785	-	19,785
Audit fees	Staff costs	-	4,500	4,500
Accountancy services	Staff costs	1,680	-	1,680
Equipment	Staff costs	9,751	-	9,751
Sundry expenses	Staff costs	18,517	11,363	29,880
Travel costs	Staff costs	36,162	-	36,162
Legal and professional	Staff costs	18,909	-	18,909
Trustee expenses	Staff costs	-	732	732
Recruitment	Staff costs	26,748	-	26,748
		156,662	36,082	192,744

9 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2024 £	2023 £
Depreciation	3,258	3,485
Auditor's remuneration - audit fees	5,000	4,500
Auditor's remuneration - accountancy fees	540	1,680

Notes to the accounts for the year ended 30 April 2024 (continued)

10 Staff costs

Staff costs during the year were as follows:

	2024 £	2023 £
Wages and salaries	474,359	514,444
Social security	46,738	55,480
Pension costs	28,416	27,703
Staff training and other	97	4,166
Childcare and life assurance	1,612	2,408
Payroll processing	1,450	1,818
Subcontracted staff	-	4,925
Cycle to work scheme	(54)	698
Capitalised wages and salaries	(40,064)	-
	<u>512,554</u>	<u>611,642</u>
	<u><u>512,554</u></u>	<u><u>611,642</u></u>
Allocated as follows:		
Cost of raising funds	80,406	78,792
Charitable activities	387,674	488,253
Support costs	21,420	25,110
Governance costs	23,054	19,487
	<u>512,554</u>	<u>611,642</u>
	<u><u>512,554</u></u>	<u><u>611,642</u></u>

During the year the charity made statutory redundancy payments totalling £2,520 (2023 £nil).

The number of employees whose employee benefits amounted to over £60,000 in the year was as follows:

	2024	2023
£60,001 - £70,000	1	1

The average number of staff employed during the period was 12 (2023: 16).

The average full time equivalent number of staff employed during the period was 11 (2023: 16).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £73,676 (2023: £39,191).

Notes to the accounts for the year ended 30 April 2024 (continued)

11 Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration during the year. Trustees expenses of £361 were paid during the year, for travel, accomodation and subsistence in respect of 3 trustees (2023: £732).

Shift.ms CEO, George Pepper, was a director of LivedHealth CIC, until it was dissolved on 11 June 2024. During the year Shift.ms recognised £178 (2023: £9,488) in aggregate payments from LivedHealth CIC . At the year end, income from licence fees totalling £nil (2023: £5,400) was due to Shift.ms.

Realworld MS Limited is a wholly owned subsidiary of Shift.ms which was incorporated on 29 January 2024. Directors of Realworld MS Limited are George Pepper (CEO) and Tom Tyler (Trustee) and John Stier (Trustee). There were no transactions with Realworld MS Limited during the period to 30 April 2024.

There were no donations from related parties which are outside the normal course of business and no restricted donations from related parties. Aggregate unrestricted donations from Trustees totalled £106 (2023: £120)

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2023: Nil).

12 Government grants

The government grants recognised in the accounts were as follows:

	2024	2023
	£	£
National Lottery Community Fund	143,370	104,794

The charity receives no government funding. However, National Lottery money is classed as government because its spending priorities are set by the government.

13 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Notes to the accounts for the year ended 30 April 2024 (continued)

14 Fixed assets: investments

	2024 £	2023 £
Shares in subsidiaries	1	-
	<u>1</u>	<u>-</u>

Shift.ms owns the full rights regarding voting, payment of dividends and distributions in its wholly owned subsidiary, Realworld MS Limited (Registration number 15448915). Realworld MS Limited was incorporated on 29 January 2024 and its directors are George Pepper (CEO), John Stier (Trustee) and Tom Tyler (Trustee). There were no transactions with Realworld MS Limited during the period to 30 April 2024. At 30 April 2024 Realworld MS Limited had net assets of £nil, turnover £nil, expenditure £nil and profit/loss of £nil.

Shift.ms as the parent entity is not preparing consolidated accounts because the subsidiary is immaterial.

15 Fixed assets: intangible assets

	Total £
Cost	
At 1 May 2023	-
Additions	234,753
Disposals	-
	<u>234,753</u>
At 30 April 2024	<u>234,753</u>
Depreciation	
At 1 May 2023	-
Charge for the year	-
Disposals	-
	<u>-</u>
At 30 April 2024	<u>-</u>
Net book value	
At 30 April 2024	<u>234,753</u>
At 30 April 2023	<u>-</u>

Notes to the accounts for the year ended 30 April 2024 (continued)

16 Fixed assets: tangible assets

	Total £
Cost	
At 1 May 2023	19,677
Additions	-
Disposals	(645)
At 30 April 2024	19,032
Depreciation	
At 1 May 2023	8,427
Charge for the year	3,258
Disposals	(259)
At 30 April 2024	11,426
Net book value	
At 30 April 2024	7,606
At 30 April 2023	11,250

17 Debtors

	2024 £	2023 £
Prepayments and accrued income	55,260	137,239
Other debtors	4,602	9,136
	59,862	146,375

18 Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	3,278	25,894
Other creditors and accruals	20,634	41,509
Taxation and social security costs	7,034	11,164
Pension contributions	-	4,687
	30,946	83,254

Notes to the accounts for the year ended 30 April 2024 (continued)

19 Analysis of movements in restricted funds

	Balance at 1 May 2023 £	Income £	Expenditure £	Transfers £	Balance at 30 April 2024 £
Digital Peer Support					
National Lottery Community Fund	28,258	143,370	(79,891)	(62,741)	28,996
Other funders	11,364	99,800	(70,998)	(4,000)	36,166
	<u>39,622</u>	<u>243,170</u>	<u>(150,889)</u>	<u>(66,741)</u>	<u>65,162</u>
MSer led Health Education	59,469	545,920	(298,196)	(158,065)	149,128
App Development	-	84,392	-	(9,948)	74,444
Impact	23,781	-	(23,781)	-	-
Total	<u>122,872</u>	<u>873,482</u>	<u>(472,866)</u>	<u>(234,754)</u>	<u>288,734</u>

Comparative period

	Balance at 1 May 2022 £	Income £	Expenditure £	Transfers £	Balance at 30 April 2023 £
Total	<u>500,763</u>	<u>433,357</u>	<u>(811,248)</u>	<u>-</u>	<u>122,872</u>

**Name of
restricted fund****Description, nature and purposes of the fund**

Digital Peer Support - National Lottery	Support with delivery of digital peer support services including development of a 1-1 network.
Digital Peer Support - other funders	Support with delivery of digital peer support services, including development of a 1-1 network.
MSer led Health Education	Delivery of a number of MSer-led health education resources aimed at supporting people with MS through challenges an MS diagnosis can bring.
App Development	Support towards app design and development.
Impact	Support research and data collection to understand the impact of Mser self-care on the MS clinical care experience.

"Other funders" refers to multiple funders who supported projects that were part of Digital Peer Support work, in addition to those funders named above.

Notes to the accounts for the year ended 30 April 2024 (continued)

20 Analysis of movement in unrestricted funds

	Balance at 1 May 2023 £	Income £	Expenditure £	Transfers £	As at 30 April 2024 £
General fund	151,108	207,673	(252,353)	-	106,428
Designated fund - intangibles	-	-	-	234,754	234,754
	<u>151,108</u>	<u>207,673</u>	<u>(252,353)</u>	<u>234,754</u>	<u>341,182</u>
	<u><u>151,108</u></u>	<u><u>207,673</u></u>	<u><u>(252,353)</u></u>	<u><u>234,754</u></u>	<u><u>341,182</u></u>
Comparative period					
	Balance at 1 May 2022 £	Income £	Expenditure £	Transfers £	As at 30 April 2023 £
General fund	343,718	210,124	(402,734)	-	151,108
	<u>343,718</u>	<u>210,124</u>	<u>(402,734)</u>	<u>-</u>	<u>151,108</u>
	<u><u>343,718</u></u>	<u><u>210,124</u></u>	<u><u>(402,734)</u></u>	<u><u>-</u></u>	<u><u>151,108</u></u>

The General fund represents free reserves after allowing for all designated funds.

Designated fund intangibles, represents the net book value of the app which is held for continued use by the charity.

Notes to the accounts for the year ended 30 April 2024 (continued)

21 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2024 £
Tangible fixed assets	7,606	-	-	7,606
Intangible fixed assets	-	234,754	-	234,754
Net current assets/(liabilities)	98,822	-	288,734	387,556
Total	106,428	234,754	288,734	629,916
Comparative period				
	General fund £	Designated funds £	Restricted funds £	Total 2023 £
Tangible fixed assets	11,250	-	-	11,250
Net current assets/(liabilities)	139,858	-	122,872	262,730
Total	151,108	-	122,872	273,980

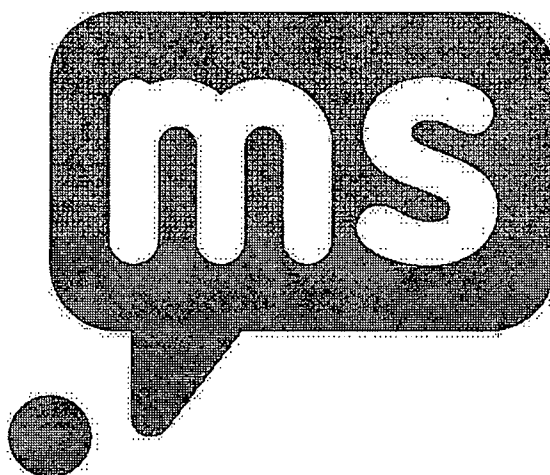
22 Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £	2023 £
Net income/(expenditure) for the year	355,936	(570,501)
Adjustments for:		
Depreciation charge	3,258	3,485
Loss/(profit) on sale of fixed assets	-	-
Dividends, interest and rents from investments	(1,266)	(6)
Decrease/(increase) in debtors	86,513	140,147
Increase/(decrease) in creditors	(52,308)	50,331
Net cash provided by/(used in) operating activities	392,133	(376,544)

Accounts

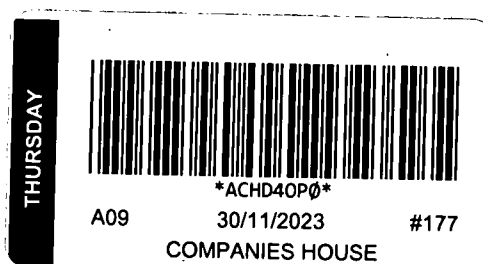
Company number: 06000961

Charity Number: 1117194



Shift.ms

Report and financial statements
For the year ended 30 April 2023



Shift.ms
Reference and administration information

Company number 06000961

Charity number 1117194

Registered office and operational address

Platform
New Station Street
Leeds, England
LS1 4JB

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Simon Cooper	(Chair)
Binay Agarwala	(Treasurer) Appointed 27 July 2022
Fabrice Allum	
Rachel Hillman	Resigned 11 October 2022
Dr Raj Kumar	Resigned 17 October 2022
Zera HuiXuan Ong	Resigned 11 October 2022
Elad Duschak	Resigned 11 October 2022
Mary Rose Ropner	
Barry Brackner	Resigned 14 November 2022
Soeren Fryland Moeller	
Natalie Pankova	
Tom Tyler	Appointed 19 July 2022

Key management personnel

In addition to the Trustees, the following are the Key Management Personnel to whom the Trustees have delegated day-to-day responsibilities:

George Pepper	Chief Executive
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Bankers

National Westminster Bank plc
Leeds City Office
8 Park Row
Leeds
LS1 5HD

Auditors

Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester
M60 0AS

Shift.ms

Trustees' annual report for the year ended 30 April 2023

The Trustees present their report and the audited financial statements for the year ended 30 April 2023. Included within the Trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

Shift.ms - www.Shift.ms - is the community for people with multiple sclerosis (MSers). Founded by MSers, for MSers, the charity exists to offer social and emotional support, and to inspire people with MS to take charge of their health as soon as possible after diagnosis. It's independent and it's free.

Why Shift.ms?

A diagnosis of MS is life changing. It strikes when you're in the prime of your life.

Hearing from people like you helps you listen, adapt and take charge.

Mission

Shift.ms equips people with MS (MSers) to make sense of MS as soon as possible after diagnosis.

Desired Outcomes

Shift.ms work seeks to impact MSers through:

- reduced isolation and loneliness
- improved emotional health
- increased self-efficacy

As a result of the above outcomes, Shift.ms aims to minimise the negative impact of an MS diagnosis on quality of life.

Beneficiaries of our services

Primary beneficiaries

Nearly 3 million people are estimated to live with MS worldwide. With no known cure, there are approximately 130,000 people living with MS in the UK, 1 million in the USA and a further 1.5 million across the rest of the globe. Each week 130 people in the UK and 200 people in the USA are diagnosed with MS. Since its inception, Shift.ms has been seeing a steady uptake in service users with approximately 1,000 newly diagnosed MSers registering on our platforms every month in 2022/23.

Shift.ms

Trustees' annual report for the year ended 30 April 2023

People within two years of diagnosis

Results from an independent review of Shift.ms' services (Tavistock Institute), have shown that Shift.ms has the biggest impact within the first two years of MS diagnosis, including social and emotional support, coping with diagnosis behaviorally and psychologically, increasing confidence in "getting on with life", and accessing information that is understandable and relevant.

People with MS (2 years+)

For those more experienced with MS, there is the need for support in adapting to changes in lifestyle and progression of the condition. There is the additional desire to 'give-back' and share social support, experience, knowledge and personal skills and networks with others who are new to life with the condition.

Support partners

Where relevant we will engage family, close friends or carers of those living with MS - both to enable them to better support the MSer(s) in their lives and themselves to thrive.

Secondary beneficiaries- Healthcare providers/systems

To reduce the strain on health services and improve health outcomes, there is the need to improve the self-management of MSers. Self-management of long term conditions (LTCs), is now a key priority of the NHS, to reduce the strain on health services and improve health outcomes¹.

By providing insights and perspectives, patients can help the wider healthcare community better understand their needs and ultimately enhance the value of healthcare solutions being developed.

Our strategy

In 2022/23 Shift.ms continues to deliver against the strategy set out in 2020 by increasing the positive impact on its beneficiaries, reaching more people recently diagnosed with MS, and developing a balanced income mix to ensure long term sustainability of the organisation. The Trustees have been involved in monitoring, challenging and refining the strategy alongside the Shift.ms team. The strategy identifies strategic priorities focusing on amplifying Shift.ms' positive impact on MSers and the operational areas required to deliver our strategy.

Our strategic priorities by April 2024 are as follows:

1. Reaching newly diagnosed MSers when they need support.
Reach 100k members by the end of October 2024, aligning Shift.ms's growth with our ambition to be the best social network for newly diagnosed MSers.
2. Ensuring MSers feel less isolated after their MS diagnosis.
Increase monthly active members on Shift.ms product by April 2024.
3. Improving quality of life for MSers
Shift.ms' mobile app is live and available to download from App Store and Google Play by April 2024

¹ 3-6 Department of Health 2005a,[7] [2,3,5]

Shift.ms
Trustees' annual report for the year ended 30 April 2023

4. Increasing the financial sustainability of Shift.ms by utilising the insights gained through the digital product and programmes

Develop a community insights product offering with an aim of generating £300,000 per annum by 2024.

Activities against these priorities

Reaching newly diagnosed MSers

We have targeted our advertising to reach a US audience which is a geographical area we aim to grow our reach in. We're delighted to launch a campaign with Ashfield Health to increase referrals to Shift.ms from MS nurses and we're working with a new SEO agency (search engine optimisation) to improve our website.

Ensuring MSers feel less isolated after their MS diagnosis.

We have developed a member engagement strategy, with a key focus on members helping us identify information gaps we need to fill. We are proud to have worked more and more collaboratively across the MS space with organisations such as the MS Society, MS-UK and OMS to ensure we're providing as much support as possible for MSers. The Buddy Network, our one to one peer support project with a focus on connecting newly diagnosed MSers with someone further along in their MS journey, continues to be a key service in helping to reduce loneliness and isolation amongst newly diagnosed MSers and demand for this service is continually increasing.

Improving quality of life through our product

We have spent time improving how members use www.Shift.ms to make it easier and quicker to use. This has included dedicating time and resources to understanding how MSers use our service, what the key pain points are and how we can improve. The changes we've made have led to a more accessible, friendly and intuitive experience.

Increase financial stability

As always, ensuring we're able to continue to survive in a tough economic and funding environment has been central to our work. We are continuing to work with external organisations as Design Partners and on Advisory Boards. We have also reinvigorated the fundraising culture of the organisation at Board level through the recruitment of some key Trustees.

The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the Trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Shift.ms
Trustees' annual report for the year ended 30 April 2023

Achievements

The charity's main activities and who it tries to help are described below. All its charitable activities focus on the advancement of education of the public, and in particular those who are newly diagnosed, in the subject of multiple sclerosis and are undertaken to further Shift.ms's charitable purposes for the public benefit.

Significant achievements:

Reaching newly diagnosed MSers

- At the end of 22/23, www.Shift.ms had over 55,500 members, a growth of 12,000 members. We reached 50,000 total members in December 2022. Slightly more than two thirds identify as women, with the US being our largest growing audience;
- We reached new members mainly through social media channels. Included within our social media activities were takeovers run by members of our community on weekends who talk about their experiences of living with MS. Our Instagram channel grew significantly, with a reach of 3,457,572;
- Continuing on from our pilot series of *MSers React*, which brings together a group of MSers to react in real-time whilst watching MS related videos on YouTube, whilst sharing their experiences/stories and feelings along the way, we released 4 new videos. The series now has over 20,000 views with comments such as 'I love this group's videos. Always makes me feel like I'm having a coffee and I'm part of the conversation. So relatable' and 'I also have MS and found myself nodding a LOT'.

Ensuring MSers feel less isolated after their MS diagnosis.

- The *Buddy Network*, our one-to-one peer support programme, continued to go from strength to strength. In this financial year, the Buddy Network received a 10% annual increase in requests for support in comparison to the previous year. 78% of MSers trusted their Buddy as a source of support and guidance. This was the second year of our three year National Lottery Community Fund grant for this project;
- Our direct messages functionality was improved significantly allowing people to connect one-to-one and expand their support network. Over 65,891 direct messages were sent between members in comparison to 43,000 in the previous year;
- We released 10 Learn about MS pages which have been independently verified by an MS Nurse.

Improving quality of life through our product

- We improved the experience of being able to ask questions other MSers with 8,000 conversations started on our forum, an increase of 1,000 on the previous year;
- We improved our Net Promoter Score (NPS), which asked whether a member would recommend the service to other newly diagnosed MSers', from 63.64 (anything above 30 is considered "good") to 64.5 this financial year.

Shift.ms

Trustees' annual report for the year ended 30 April 2023

Increase financial stability

- We established a role dedicated to ensuring community engagement with Shift.ms contributes directly to the long-term sustainability of the charity;
- Shift.ms digital products were reviewed and updated with community engagement and financial stability in mind;
- We recruited 2 new Trustees with commercial and fundraising backgrounds to help guide Shift.ms at a Board level;
- We reviewed our fundraising strategy and recruited a Head of Fundraising to help deliver against this strategy.

Volunteers

In 2022/23, Shift.ms worked with 256 volunteers, which means for every member of staff, we have 17 volunteers. In 2021/22, we worked with 252 volunteers.

99% of volunteers are people who live with MS and are members of www.Shift.ms. Our volunteers deliver some of our key services by sharing their skills and lived experience with the community. Volunteers contributed 2,184 hours and worked behind the scenes in a number of roles including creating social media content, providing support to newly diagnosed MSers through the Buddy Network and writing blog content. 95.5% of volunteers feel their skills are being used in their role (a 4.2% increase) and 90.9% feel more informed about their MS through their involvement (a 4% increase).

We saw a slight shift in our demographic of volunteers, with 36.4% being diagnosed in the last 5 years, an increase of 6% on last year. This change reflects our key target audience.

Fundraising

For the first four months of this financial year, we were without a dedicated Head of Fundraising, which meant that this area of income generation performed lower than expected.

Once we had a Head of Fundraising in place in Q2, the main focus has been to build on the successful relationships we formed in 21/22 in our smaller funder programme alongside building a robust pipeline with a wider variety of funders. We continued to diversify our sources of funding and we were successful in securing new funding from a mix of trusts and foundations and corporations.

Community event fundraising was stable this year, and performed consistently with the previous financial year, but is still not back up to pre-pandemic levels. We had some new supporters who raised money via taking part in the Asics 10k event in London alongside several self-organised fundraising events. Shift.ms wishes to thank the community for their continued support and generosity.

Our fundraising activity has been undertaken in-house by our Head of Fundraising with support from other internal members of the team. We have not worked with external fundraising organisations or agencies.

Shift.ms Trustees' annual report for the year ended 30 April 2023

Shift.ms is registered with the Fundraising Regulator and we adhere to the Code of Fundraising. Our privacy policy is kept up to date and reflects the changes made to the General Data Protection Regulation. Fundraising requests are made only of supporters who have opted in to receive communications from us, and they can unsubscribe at any time. We received no complaints this year in relation to fundraising activities.

Financial review

Our key sources of funding for this financial year have been grants from corporate partnerships, grants and donations from trusts and foundations, money raised from individuals through events or direct donations and earned income for fee-for-service work.

We had predicted there would be a net loss at the end of this financial year as we spent the last 12 months in a period of growth. This was approved by the Board of Trustees in January 2022 as part of the budget setting process.

As of April 2023, both our income and net profit are down in comparison to 2021/22 due to us beginning to lay foundations for significant growth and expansion to both our team and product to allow us to meet our strategic aims and to increase the impact and reach of the charity. The main area of expenditure growth was on staffing and consultant costs as our team grew from 12 staff to 17, and our consultant team grew from 3 to 7. In particular, we grew our marketing and communications team in line with our ambition to reach more people, alongside growing our product and technology team to help develop and implement our vision for improving

Our original budget was revised in October 2022 so that it more accurately reflected our most likely outcome in terms of income and expenditure. In particular, we reprofiled our trusts and foundations income as for the first four months of this financial year, we were without a dedicated Head of Fundraising, which meant that this area of income generation performed lower than expected.

The funding environment has become more and more competitive, with funders taking longer to make decisions which can have a significant impact on cash flow predictions. Whilst we have a lot of historic data to go on, we have found the 2022/23 financial year has been less predictable than previous years, especially in relation to timing of corporate partnership income. We also encountered some challenges with our fee-for-service work which resulted in this area also underperforming.

As a result of the current financial climate we have tightened our financial controls, with senior management meeting weekly to review the cash flow and income generation. The 2023/24 budget has been developed with the financial situation in mind. We expect to see stability in our staffing.

Shift.ms
Trustees' annual report for the year ended 30 April 2023

	2021/22 (£)	2022/23 (£)
Total Income	1,010,905	643,481
Total Expenditure	733,062	1,213,982
Net	277,843	(570,501)
Balance B/F	566,638	844,481
Balance C/F	844,481	273,980
Unrestricted	343,718	151,108
Restricted	500,763	122,872

The 2023/24 budget was set based on a realistic assessment of the income receivable and will be monitored and updated on a regular basis during the year with actions taken as required. The Trustees are satisfied that Shift.ms is a going concern.

Reserves policy

In accordance with charity law, all income received by Shift.ms is applied towards its charitable purposes within a reasonable period of receipt. In meeting this obligation, the Trustees of Shift.ms take into account the need to maintain reserves commensurate with the charity's financial circumstances and other relevant factors. The Trustees of Shift.ms monitor the level of such reserves throughout the year and regularly review the reserves policy to ensure that it meets Shift.ms' changing needs and circumstances. As at 30 April 2023 the charity had total reserves of £273,980 (2022: £844,481) of which £122,872 were restricted (2022: 500,763) and £151,108 were unrestricted (2022 £343,718).

To help facilitate growth and achievement of the charity's strategic aims the board agreed to amend Shift.ms' reserves policy: The minimum level of unrestricted reserves should be sufficient to cover our fixed expenditure for a period of three months (at 30 April 2023, approximately £75,000 per month). As at 30 April 2023, general unrestricted reserves, less fixed assets, stood at £139,858. This is a shortfall of £85,142. Subsequent to the year end and in order to address this shortfall, Shift.ms made significant reductions to ongoing fixed expenditure and has continued to develop monitoring procedures to allow the Trustees to identify and address issues as they arise.

The Trustees re-assess the calculation of the minimum level of unrestricted reserves on an annual basis to ensure that it remains sufficient and takes into account any changes in Shift.ms' circumstances.

The Trustees will continue to review the amount of reserves that are required on a quarterly basis to ensure that they are adequate to fulfil the charity's continuing obligations.

Shift.ms
Trustees' annual report for the year ended 30 April 2023

Plans for the future

2023/24 marks the final year of our current strategic period. A new strategy will be released mid-way through the financial year, but is likely to continue to focus on reaching MSers as soon as possible after diagnosis and delivering the greatest impact on managing health with a long-term health condition. In particular, we'll be leaning into our multi-channel approach with a focus on developing a mobile app to allow newly diagnosed MSers to receive 24/7 support, no matter where they are.

Our fundraising strategy will continue to focus on diversifying our funding sources and increasing income from areas where we have identified significant potential for growth, including public fundraising and major donors.

Structure, governance and management

Organisational structure

The organisation is a charitable company limited by guarantee, incorporated on 16 November 2006 and registered as a charity on 8 December 2006.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2023 was 8 (2022: 10). The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 11 to the accounts.

Recruiting Trustees

Trustees are recruited via Nurole.com and word of mouth.

To apply, potential Trustees must complete an application form and undertake interviews with the board of Trustees.

Trustees sign up for a 3-year term which can be extended to a second 3-year term, and in exceptional cases a third 3-year term.

Induction and training of new Trustees

All new Trustees are deemed to have sufficient knowledge of their specific field to understand the nature of Shift.ms and to contribute to the charity's current and medium-term strategies.

Trustees are given an in-house induction shortly after being appointed and are required to attend an external trustee training course and are encouraged to do so within 12 months of joining the board.

Shift.ms
Trustees' annual report for the year ended 30 April 2023

All Trustees are also required to complete a basic DBS check and complete a 'Safeguarding for Trustees' online course within the first three months of joining the board.

The charity is governed by its Trustees in accordance with the guidelines laid down by the Charity Commission.

Making decisions

Delegation day-to-day management

The Trustees delegate day-to-day management of the charity and take advice from the following executive within Shift.ms:

George Pepper, Chief Executive and Co-Founder

Annual budget

The Trustees signing off the annual budget allows the Executives to make decisions throughout the year based on their assessment of the most effective way of delivering the activity. However, the Executives recognise there will be unforeseen matters where Trustee involvement will be necessary.

When possible, these matters will be added to the agendas of future Trustee meetings, however when there is a more pressing need for a response, the Executives can seek approval over email.

Trustee approval process

- Approval from Trustees can be requested by the Executives over email. All Trustees should submit a response within five working days where possible.
- Once a majority of Trustees have given their approval, the Executives can proceed unless there are any firm objections, at which point a conference call will be organised.
- In exceptional circumstances where an emergency decision is required, the active Chair of Trustees will make a decision on behalf of the board of Trustees.

Trustee sign off is required prior to Shift.ms commitment on strategically important matters. These matters include:

- any project affecting Shift.ms' intellectual property;
- any project involving wholesaling services to third parties;
- any project involving the NHS;
- any project representing a departure from Shift.ms' current service model and over £5,000 in value.

Remuneration policy for key management personnel

Shift.ms has a remuneration committee which meets periodically throughout the year. This committee oversees the remuneration policy and agrees the salaries and any other payments to the chief executive and executive leadership team. Their role is to ensure that Shift.ms' staff are rewarded fairly and differentially according to their contribution to the charity, both in achieving their objectives and in developing their competencies, skills and knowledge. They design remuneration policies and practices to support strategy and promote long term sustainable success, with executive remuneration aligned to company purpose and values, clearly linked to the successful delivery Shift.ms' long-term strategy. The Committee has full authority to appoint remuneration consultants and commission or

Shift.ms
Trustees' annual report for the year ended 30 April 2023

purchase any reports, surveys or information which it deems necessary. No senior manager shall be involved in any decisions as to their own remuneration outcome.

Related parties

Lived Health CIC is a related party as George Pepper (CEO) is also a director of Lived Health CIC. Shift.ms is a Member of LivedHealth CIC and receives an annual licence fee from Lived Health CIC and details are given in note 11 to the accounts.

Risk management

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. In the opinion of the Trustees the only material fraud risk would relate to the custody of funds on deposit and they consider that adequate arrangements have been made to safeguard these funds. The management and the Trustees maintain a risk register, which is updated at least annually, and includes mitigation actions.

Shift.ms
Trustees' annual report for the year ended 30 April 2023

Statement of responsibilities of the Trustees

The Trustees (who are also directors of Shift.ms for the purposes of company law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware;
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

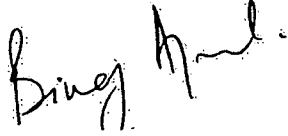
Third Sector Accountancy Limited were appointed as the charitable company's auditors in 2022 and have expressed their willingness to continue in that capacity.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

Shift.ms

Trustees' annual report for the year ended 30 April 2023

The Trustees' annual report has been approved by the Trustees on 11 / 11 / 2023 and signed on their behalf by

A handwritten signature in black ink, appearing to read 'Binay Agarwala', with a stylized flourish at the end.

Binay Agarwala (Treasurer)

Independent auditor's report to the members of Shift.ms

Opinion

We have audited the financial statements of Shift.ms (the 'charitable company') for the year ended 30 April 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows 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, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 April 2023 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 Companies Act 2006.

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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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 directors' 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 charitable company'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 directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Independent auditor's report to the members of Shift.ms

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 12, the trustees (who are also directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they 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 charitable company'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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 an auditor's report 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.

Independent auditor's report to the members of Shift.ms

Capability of the audit in detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Based on our understanding of the charity and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, safeguarding legislation, data protection and other legislation specific to the industry in which the charity operates, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principle risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Review of policies and risk assessments;
- Review of insurance;
- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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 auditor's report.

Use of the audit report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's 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 charitable company and, the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



17 / 11 / 2023

Patrick Morrello (Senior Statutory Auditor)
For and on behalf of Third Sector Accountancy Limited, Statutory Auditor
Holyoake House
Hanover Street
Manchester
M60 0AS

Shift.ms

Statement of Financial Activities
(including income and expenditure account)
for the year ended 30 April 2023

	Note	Unrestricted funds £	Restricted funds £	Total funds 2023 £	Unrestricted funds £	Restricted funds £	Total funds 2022 £
Income from:							
Donations and legacies	3	69,294	185,094	254,388	61,341	186,878	248,219
Charitable activities	4	140,824	248,263	389,087	179,721	582,965	762,686
Investments	5	6	-	6	-	-	-
Total income		210,124	433,357	643,481	241,062	769,843	1,010,905
Expenditure on:							
Raising funds	6	106,676	-	106,676	70,243	-	70,243
Charitable activities	7	296,058	811,248	1,107,306	57,919	604,900	662,819
Total expenditure		402,734	811,248	1,213,982	128,162	604,900	733,062
Net income/(expenditure) for the year	9	(192,610)	(377,891)	(570,501)	112,900	164,943	277,843
Transfer between funds		-	-	-	-	-	-
Net movement in funds for the year		(192,610)	(377,891)	(570,501)	112,900	164,943	277,843
Reconciliation of funds							
Total funds brought forward		343,718	500,763	844,481	230,818	335,820	566,638
Total funds carried forward		151,108	122,872	273,980	343,718	500,763	844,481

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Balance sheet as at 30 April 2023

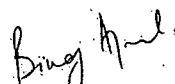
	Note	2023	2022
		£	£
Fixed assets			
Tangible assets	14	11,250	10,512
Total fixed assets		11,250	10,512
Current assets			
Debtors	15	146,375	286,522
Cash at bank and in hand		199,609	580,370
Total current assets		345,984	866,892
Liabilities			
Creditors: amounts falling due in less than one year	16	(83,254)	(32,923)
Net current assets		262,730	833,969
Total assets less current liabilities		273,980	844,481
Net assets		273,980	844,481
The funds of the charity:			
Restricted income funds	17	122,872	500,763
Unrestricted income funds	18	151,108	343,718
Total charity funds		273,980	844,481

The notes on pages 20 to 31 form part of these accounts.

Approved by the trustees on 11 / 11 / 2023 and signed on their behalf by:



Simon Cooper (Trustee)



Binay Agarwala (Trustee)

Statement of Cash Flows
for the year ending 30 April 2023

	Note	2023 £	2022 £
Cash provided by/(used in) operating activities	20	(376,544)	203,318
<i>Cash flows from investing activities:</i>			
Dividends, interest, and rents from investments	6	-	-
Purchase of tangible fixed assets		(4,223)	(5,645)
Cash provided by/(used in) investing activities		(4,217)	(5,645)
Increase/(decrease) in cash and cash equivalents in the year		(380,761)	197,673
Cash and cash equivalents at the beginning of the year		580,370	382,697
Cash and cash equivalents at the end of the year		199,609	580,370

Notes to the accounts for the year ended 30 April 2023

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Shift.ms meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Judgments and estimates'

The Trustees have made no key judgments which have a significant effect on the accounts.

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

c Preparation of the accounts on a going concern basis

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The Trustees have reduced fixed costs and continue to monitor reserves. They also continue to invest in resources to aid future fundraising and identifying new sources of income.

d Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

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

Notes to the accounts for the year ended 30 April 2023 (continued)

e Interest receivable

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

f Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g Expenditure and irrecoverable VAT

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

- Costs of raising funds comprise the costs of commercial trading including their associated support costs.
- Expenditure on charitable activities includes the costs undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 8.

i Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

j Tangible fixed assets

Individual fixed assets costing £250 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	20%
-------------------------------	-----

Notes to the accounts for the year ended 30 April 2023 (continued)

k Intangible fixed assets

The Trustees have taken the decision not to capitalise technical costs in relation to the website. They consider that these costs are necessary for the day to day running of the Shift.ms platform, rather than being a capital investment in an income generating asset.

l Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

m Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

n Creditors and provisions

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

o Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

p Pensions

Employees of the charity are entitled to join a defined contribution scheme. The charity's contribution is restricted to the contributions disclosed in note 10. Outstanding contributions at the year end were £4,687 which were paid when due in May 2023. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 8.

2 Legal status of the charity

The charity is a company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The registered office address is disclosed on page 1.

Notes to the accounts for the year ended 30 April 2023 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2023 £	Unrestricted £	Restricted £	Total 2022 £
Trust projects	37,000	185,094	222,094	8,141	186,878	195,019
Community fundraising	25,030	-	25,030	18,034	-	18,034
Individual giving	1,370	-	1,370	1,666	-	1,666
Grants	5,894	-	5,894	33,500	-	33,500
Total	69,294	185,094	254,388	61,341	186,878	248,219

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2023 £	Unrestricted £	Restricted £	Total 2022 £
Commercial partnerships		248,263	248,263	-	582,965	582,965
Earned income	140,824	-	140,824	179,721	-	179,721
Total	140,824	248,263	389,087	179,721	582,965	762,686

Notes to the accounts for the year ended 30 April 2023 (continued)

5 Investment income

	2023 £	2022 £
Interest on bank deposits	6	-

6 Cost of raising funds

	2023 £	2022 £
General fundraising costs	1,253	7,228
Staff costs	78,792	50,007
Support costs (see note 8)	21,646	11,975
Governance costs (see note 8)	4,985	1,033
	<u>106,676</u>	<u>70,243</u>

7 Analysis of expenditure on charitable activities

	2023 £	2022 £
Staff costs	488,253	343,058
Service development	452,940	230,525
Support costs (see note 8)	135,016	82,150
Governance costs (see note 8)	31,097	7,086
	<u>1,107,306</u>	<u>662,819</u>
Restricted expenditure	811,248	604,900
Unrestricted expenditure	296,058	57,919
	<u>1,107,306</u>	<u>662,819</u>

Notes to the accounts for the year ended 30 April 2023 (continued)

8 Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Total 2023 £
Staff costs	Staff costs	25,110	19,487	44,597
Office costs	Staff costs	19,785	-	19,785
Audit fees	Staff costs	-	4,500	4,500
Accountancy services	Staff costs	1,680	-	1,680
Equipment	Staff costs	9,751	-	9,751
Sundry expenses	Staff costs	18,517	11,363	29,880
Travel costs	Staff costs	36,162	-	36,162
Legal and professional	Staff costs	18,909	-	18,909
Trustee expenses	Staff costs	-	732	732
Recruitment	Staff costs	26,748	-	26,748
		156,662	36,082	192,744
	Basis of apportionment	Support £	Governance £	Total 2022 £
Staff costs	Staff costs	45,241	3,549	48,790
Office costs	Staff costs	16,392	-	16,392
Audit fees	Staff costs	-	3,500	3,500
Accountancy services	Staff costs	1,400	-	1,400
Equipment	Staff costs	8,742	-	8,742
Sundry expenses	Staff costs	10,652	733	11,385
Travel costs	Staff costs	6,482	-	6,482
Legal and professional	Staff costs	5,216	-	5,216
Trustee expenses	Staff costs	-	336	336
		94,125	8,118	102,243

9 Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2023 £	2022 £
Depreciation	3,485	1,760
Auditor's remuneration - audit fees	4,500	3,500
Auditor's remuneration - accountancy fees	1,680	1,400

Notes to the accounts for the year ended 30 April 2023 (continued)

10 Staff costs

Staff costs during the year were as follows:

	2023 £	2022 £
Wages and salaries	514,444	374,217
Social security	55,480	32,667
Pension costs	27,703	16,620
Staff training and other	4,166	8,548
Childcare and life assurance	2,408	1,125
Payroll processing	1,818	2,249
Subcontracted staff	4,925	6,429
Cycle to work scheme	698	-
	<u>611,642</u>	<u>441,855</u>
Allocated as follows:		
Cost of raising funds	78,792	50,007
Charitable activities	488,253	343,058
Support costs	25,110	45,241
Governance costs	19,487	3,549
	<u>611,642</u>	<u>441,855</u>

The number of employees whose employee benefits amounted to over £60,000 in the year were as follows:

£60,001 - £70,000	1	1
-------------------	---	---

The average number of staff employed during the period was 16 (2022: 12).

The average full time equivalent number of staff employed during the period was 16 (2022: 12).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £39,191 (2021: £36,543).

Notes to the accounts for the year ended 30 April 2023 (continued)

11 Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration during the year. Trustees expenses of £732 were paid during the year, for travel, accommodation and subsistence in respect of 5 trustees (2022: £336).

Shift.ms CEO George Pepper is a director of LivedHealth CIC. Shift.ms has recognised £9,488 (2022: £38,465) aggregate payments from LivedHealth CIC during the year, and made payments for recharged costs totalling £Nil (2022: £1,228). At the year end, income from licence fees totaling £9,488 was due to Shift.ms. Subsequent to the year end, LivedHealth CIC ceased to trade and a write off of £4,088 against the outstanding amount has been recognised in these financial statements.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties. Aggregate unrestricted donations from Trustees total £120 (2022: Nil)

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2022: Nil).

12 Government grants

The government grants recognised in the accounts were as follows:

	2023 £	2022 £
National Lottery Community Fund	104,794	87,000

The charity receives no government funding. However, National Lottery money is classed as government because its spending priorities are set by the government.

13 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Notes to the accounts for the year ended 30 April 2023 (continued)

14 Fixed assets: tangible assets

	Total £
Cost	
At 1 May 2022	15,454
Additions	4,223
	<u>19,677</u>
At 30 April 2023	<u>19,677</u>
Depreciation	
At 1 May 2022	4,942
Charge for the year	3,485
	<u>8,427</u>
At 30 April 2023	<u>8,427</u>
Net book value	
At 30 April 2023	<u>11,250</u>
At 30 April 2022	<u>10,512</u>

15 Debtors

	2023 £	2022 £
Prepayments and accrued income	137,239	286,522
Other debtors	9,136	-
	<u>146,375</u>	<u>286,522</u>

16 Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	25,894	10,475
Other creditors and accruals	41,509	13,010
Taxation and social security costs	11,164	7,281
Pension contributions	4,687	2,157
	<u>83,254</u>	<u>32,923</u>

Notes to the accounts for the year ended 30 April 2023 (continued)

17 Analysis of movements in restricted funds

	Balance at 1 May 2022 £	Income £	Expenditure £	Transfers £	Balance at 30 April 2023 £
Digital Peer Support					
National Lottery Community Fund	15,692	104,794	(92,228)	-	28,258
Other funders	87,422	99,800	(175,858)	-	11,364
	<u>103,114</u>	<u>204,594</u>	<u>(268,086)</u>	<u>-</u>	<u>39,622</u>
MSer led Health Education	337,028	212,923	(490,482)	-	59,469
Technology Infrastructure	31,447	-	(31,447)	-	-
Impact	29,174	15,840	(21,233)	-	23,781
Total	<u>500,763</u>	<u>433,357</u>	<u>(811,248)</u>	<u>-</u>	<u>122,872</u>

Comparative period

	Balance at 1 May 2021 £	Income £	Expenditure £	Transfers £	Balance at 30 April 2022 £
Total	<u>335,820</u>	<u>769,843</u>	<u>(604,900)</u>	<u>-</u>	<u>500,763</u>

Name of restricted fund	Description, nature and purposes of the fund
Digital Peer Support - National Lottery	Support with delivery of digital peer support services including development of a 1-1 network.
Digital Peer Support - other funders	Support with delivery of digital peer support services, including development of a 1-1 network, and support with people in need due to the Covid-19 pandemic.
MSer led Health Education	Delivery of a number of MSer-led health education resources aimed at supporting people with MS through challenges an MS diagnosis can bring.
Technology Infrastructure	Support towards website design and development.
Impact	Support research and data collection to understand the impact of MSer self-care on the MS clinical care experience.

"Other funders" refers to multiple funders who supported projects that were part of Digital Peer Support work, in addition to those funders named above.

Notes to the accounts for the year ended 30 April 2023 (continued)

18 Analysis of movement in unrestricted funds

	Balance at 1 May 2022 £	Income £	Expenditure £	Transfers £	As at 30 April 2023 £
General fund	343,718	210,124	(402,734)	-	151,108
	<u>343,718</u>	<u>210,124</u>	<u>(402,734)</u>	<u>-</u>	<u>151,108</u>
<i>Comparative period</i>					
	Balance at 1 May 2021 £	Income £	Expenditure £	Transfers £	As at 30 April 2022 £
General fund	180,818	241,062	(78,162)	-	343,718
Designated fund: Technology Infrastructure	50,000	-	(50,000)	-	-
	<u>230,818</u>	<u>241,062</u>	<u>(128,162)</u>	<u>-</u>	<u>343,718</u>

Name of
unrestricted fund

Description, nature and purposes of the fund

General fund

The free reserves after allowing for all designated funds

Notes to the accounts for the year ended 30 April 2023 (continued)

19 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2023 £
Tangible fixed assets	11,250	-	-	11,250
Net current assets/(liabilities)	139,858	-	122,872	262,730
Total	151,108	-	122,872	273,980
<i>Comparative period</i>				
	General fund £	Designated funds £	Restricted funds £	Total 2022 £
Tangible fixed assets	10,512	-	-	10,512
Net current assets/(liabilities)	333,206	-	500,763	833,969
Total	343,718	-	500,763	844,481

20 Reconciliation of net movement in funds to net cash flow from operating activities

	2023 £	2022 £
Net income/(expenditure) for the year	(570,501)	277,843
Adjustments for:		
Depreciation charge	3,485	1,760
Loss/(profit) on sale of fixed assets	-	-
Dividends, interest and rents from investments	(6)	-
Decrease/(increase) in debtors	140,147	(80,905)
Increase/(decrease) in creditors	50,331	4,620
Net cash provided by/(used in) operating activities	(376,544)	203,318

Accounts

Company number: 06000961

Charity Number: 1117194



Shift.ms

Report and financial statements
For the year ended 30 April 2022

Shift.ms
Reference and administration information

Company number 06000961

Charity number 1117194

Registered office and operational address

Platform, New Station Street, Leeds, England, LS1 4JB

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Fabrice Allum	(Chair)
Simon Cooper	(Treasurer)
Rachel Hillman	
Dr Raj Kumar	
Zera HuiXuan Ong	
Elad Duschak	
Mary Rose Ropner	
Barry Brackner	
Soeren Fryland Moeller	
Natalie Pankova	
Tom Tyler	Appointed 24 August 2022
Binay Agarwala	Appointed 30 August 2022

Key management personnel

In addition to the Trustees, the following are the Key Management Personnel to whom the Trustees have delegated day-to-day responsibilities:

George Pepper	Chief Executive
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Bankers

National Westminster Bank plc
Leeds City Office
8 Park Row
Leeds
LS1 5HD

Auditors

Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS

Shift.ms

Trustees' annual report for the year ended 30 April 2022

The trustees present their report and the audited financial statements for the year ended 30 April 2022. Included within the trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

Shift.ms - www.Shift.ms - is the community for people with multiple sclerosis (MSers). Founded by MSers, for MSers, the charity exists to offer social and emotional support, and to inspire people with MS to take charge of their health as soon as possible after diagnosis. It's independent and it's free.

Why Shift.ms?

A diagnosis of MS is life changing. It strikes when you're in the prime of your life.

Hearing from people like you helps you listen, adapt and take charge.

Mission

Shift.ms equips people with MS (MSers) to make sense of MS as soon as possible after diagnosis.

Desired Outcomes

Shift.ms work seeks to impact MSers through:

- reduced isolation and loneliness
- improved emotional health
- increased self-efficacy

As a result of the above outcomes, Shift.ms aims to minimise the negative impact of an MS diagnosis on quality of life.

Beneficiaries of our services

Primary beneficiaries

Each week 130 people in the UK are diagnosed with MS. With no known cure, there are approximately 130,000 people living with MS in the UK and 3 million worldwide. Since its inception, Shift.ms has been seeing a steady uptake in service users with approximately 800 newly diagnosed MSers registering on our platforms every month in 2021/22.

People within two years of diagnosis

Results from an independent review of Shift.ms' services (Tavistock Institute), have shown that Shift.ms has the biggest impact within the first two years of MS diagnosis, including social and emotional support, coping with diagnosis behaviorally and psychologically, increasing confidence in "getting on with life", and accessing information that is understandable and relevant.

People with MS (2 years+)

For those more experienced with MS, there is the need for support in adapting to changes in lifestyle and progression of the condition. There is the additional need to 'give-back' and share social support,

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Trustees' annual report for the year ended 30 April 2022

experience, knowledge and personal skills and networks with others who are new to life with the condition.

Support partners

Where relevant we will engage family, close friends or carers of those living with MS - both to enable them to better support the MSer(s) in their lives and themselves to thrive.

Secondary beneficiaries- Healthcare providers/systems

To reduce the strain on health services and improve health outcomes, there is the need to improve the self-management of MSers. Self-management of long term conditions (LTCs), is now a key priority of the NHS, to reduce the strain on health services and improve health outcomes¹.

Self-care support strategies have been identified as potentially benefiting 70% to 80% of people with LTCs. Empowered people, who are well-informed and well-supported are more likely to make healthy lifestyle choices; they tend to adhere better to medication regimes, they make informed and personally relevant decisions about their treatment, they better monitor symptoms & progression, and make healthy lifestyle choices and behaviours, and use less health care².

By providing insights and perspectives, patients can help the wider healthcare community better understand their needs and ultimately enhance the value of healthcare solutions being developed.

Our strategy

In 2021/22 Shift.ms continues to deliver against the strategy set out in the previous year by increasing the positive impact on its beneficiaries, reaching more people recently diagnosed with MS, and developing a balanced income mix to ensure long term sustainability of the organisation. The Trustees have been involved in monitoring, challenging and refining the strategy alongside the Shift.ms team. The strategy identifies strategic priorities focusing on amplifying Shift.ms' positive impact on MSers and the operational areas required to deliver our strategy in a post-COVID-19 world.

Our strategic priorities by April 2024 are as follows:

1. Reach newly diagnosed MSers when they need support.
Increase the number of MSers registered on www.Shift.ms to 100,000 by 2024.
2. Improve quality of life for MSers
By 2024 establish Shift.ms' product proposition as a tool for health management, with peer support and MSer-led education programmes integrated to connect, inform and inspire based on MSers' individual needs.
3. Increase the financial sustainability of Shift.ms by utilising the insights gained through the digital product and programmes
Develop a community insights product offering with an aim of generating £450,000 per annum by 2024.

Activities against these priorities

Reaching newly diagnosed MSers

- Put together a 3 year marketing strategy for the team to work from which includes both a member engagement and content marketing strategy;

¹ 3-6 Department of Health 2005a,[7] [2,3,5]

² Mosen et al 2007; Bodenheimer et al 2002

Trustees' annual report for the year ended 30 April 2022

- Planned out the team requirements to deliver against the strategy including job descriptions;
- Created a data warehousing brief in conjunction with our technology team.

Improving quality of life through our product

- Designed our product principles and vision;
- Reviewed our current user experience to create a plan on how to improve this moving forward;
- Built, tested and implement a personalisation infrastructure on www.Shift.ms to ensure member see content and people relevant to them;
- Implemented impact measures across the digital product - including net promoter score mechanism - to understand our impact on members.

Increase financial stability via our Insights programme

- Insight collection mechanisms were implemented by the product team;
- Ongoing development work to deliver digital tools and building relationships with key stakeholders.

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Achievements

The charity's main activities and who it tries to help are described below. All its charitable activities focus on the advancement of education of the public, and in particular those who are newly diagnosed, in the subject of multiple sclerosis and are undertaken to further Shift.ms's charitable purposes for the public benefit.

Significant achievements:

Reaching newly diagnosed MSers

- At the end of 21/22, www.Shift.ms had over 43,000, a growth of 5,000 members. Slightly more than two thirds identify as women, with the US being our largest growing audience;
- We reached new members mainly through social media channels. Included within our social media activities were takeovers run by members of our community on weekends who talk about their experiences of living with MS. The twitter channel grew in followers by 2,500 in comparison to 1,300 in the previous year;
- Our pilot *MSers React* series, in which we bring together a group of four MSers on Zoom to react in real-time whilst watching MS related videos on YouTube, whilst sharing their experiences/stories and feelings along the way, was a huge success. The series gained nearly 10,000 views in the first two months of release with many commenting on its 'relatable content' and improved their

Trustees' annual report for the year ended 30 April 2022

knowledge of living with MS. We're looking forward to producing more series in the coming financial year.

Improving quality of life through our product

- The *Buddy Network*, our one-to-one peer support programme, continued to go from strength to strength. In this financial year, the Buddy Network received an 118% annual increase in requests for support. 88% of MSers felt the Buddy Network is an accessible form of support. This was the first year of our three year National Lottery Community Fund grant for this project;
- We continued to roll out upgrades on www.Shift.ms, which helped improve people's connections with others. 71% of MSers made a meaningful connection on www.Shift.ms, an uplift of 5% on the previous year;
- We improved the experience of being able to ask questions other MSers with nearly 7,000 conversations started on our forum, an increase of nearly 2,000 on the previous year;
- Our direct messages functionality was improved significantly allowing people to connect one-to-one and expand their support network. Over 43,000 direct messages were sent between members in comparison to 18,000 in the previous year.
- We rolled out a new method for understanding the impact of our service with a single question, a Net Promoter Score (NPS), which asked whether a member would recommend the service to other newly diagnosed MSers'. This year our target was to create a baseline, which at the end of this financial year was a score of 63.64 (anything above 30 is considered "good"). We will use this to benchmark against in the next financial year.

Increase financial stability via our Insights programme

- We surpassed our financial 2021/22 Insights target set at the start of the year by £56,000;
- This was mainly due to our success with our Future of MS Care work. Following on from our white paper on MS and Covid-19 in 2020, we conducted another research piece with the MS community, *Future of MS Care*, to unearth insights from the patient perspective and identify what changes could be implemented to improve MSers' experience of care beyond the ongoing COVID-19 pandemic. This research included input from over 2,000 MSers, which is in line with the numbers we have involved in previous research pieces. These learnings have been shared widely both through Shift.ms channels and across the healthcare professional community. An abstract of the white paper was presented at ECTRIMS 2022.
- *Day One* is a series of short form MSer-led health information videos, with the aim of demystifying the uncertainty around a diagnosis of MS. The series featured 8 MSers talking about their first experience of having an MRI scan. It had over 17,000 views in its first 2 months of release with this number now growing to over 25,000.

Volunteers

In 2021/22, Shift.ms worked with 252 volunteers, which means for every member of staff, we have 21 volunteers. In 2020/21, we worked with 255 volunteers, and we aimed this year to maintain this number as we anticipated there would be a levelling out or a drop in people's availability to support our work as we moved into a phase of living with Covid-19.

95% of volunteers are people who live with MS and are members of www.Shift.ms. Our volunteers deliver some of our key services by sharing their skills and lived experience with the community. Volunteers contributed 2,915 hours and worked behind the scenes in a number of roles including creating social media content, providing support to newly diagnosed MSers through the Buddy Network and writing blog

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Trustees' annual report for the year ended 30 April 2022

content. 95.5% of volunteers feel they're part of a community, which is an increase of 3.5% on the previous year. 85% of volunteers agreed volunteering has helped them to adapt/adjust to living with MS, which is an increase of 5%. These both exceeded our expectations which were to remain relatively stable and in line with the previous year.

Fundraising

This year saw a period of stability in our fundraising, despite the fact that income dropped in some areas due to the reduction in pandemic related support funds due to Covid-19.

We continued to diversify our sources of funding and we were successful in securing new funding from a mix of trusts and foundations and corporations. In particular, we developed a small funder programme which has seen us secure funding from organisations we have not worked with before.

Community event fundraising was uneven, as the world continues to recover from the impact of Covid-19. Income was down on the previous year, but we had some new supporters who raised money via taking part in the Asics 10k event in London alongside several fundraising events held by a book club. Shift.ms wishes to thank the community for their continued support and generosity.

Our fundraising activity has been undertaken in-house by our Trusts & Foundations Manager with support from other internal members of the team. We have not worked with external fundraising organisations or agencies.

Shift.ms is registered with the Fundraising Regulator and we adhere to the Code of Fundraising. Our privacy policy is kept up to date and reflects the changes made to the General Data Protection Regulation. Fundraising requests are made only of supporters who have opted in to receive communications from us, and they can unsubscribe at any time. We received no complaints this year in relation to fundraising activities.

Financial review

Overall, we are in a strong and stable financial position at the year end April 2022. Both our income and net profit were down in comparison to 2020/21 due to us beginning to lay foundations for significant growth and expansion to both our team and product.

The Covid-19 pandemic was still majorly in effect during the financial year, and this particularly impacted our public fundraising income due to events not taking place or being cancelled. Pre-Covid, this was a fruitful income channel for us and it is hoped this income stream will recover to pre-pandemic levels in 2022/23.

Moving forward, we are likely to see a short to medium term decrease in our Trusts & Grants income due to the loss of a staff member in March 2022 which resulted in us not having a Fundraiser in position at the end of the Financial Year and for a further three months into 2022/23. Due to the likely upcoming economic crisis, we are anticipating there may be a fall in individual giving fundraising in the second half of 2022/23. We are also predicting an increase in staff expenditure due to inflated recruitment costs, a competitive job market and our continued plans for expansion.

Shift.ms
Trustees' annual report for the year ended 30 April 2022

The budget for 22/23 shows significant income growth during the year compared to 21/22, with increases in revenue from Insights, Corporate Partnerships and Trusts and Grants. It is recognised that these targets might be challenging to meet, particularly in relation to Trust and Grant income but we have made significant progress since in recruiting a new Head of Fundraising and adding further resource to the team.

	2021/22 (£)	2020/21 (£)
Total Income	1,010,905	1,049,323
Total Expenditure	733,062	708,848
Net	277,843	340,475
Balance B/F	566,638	226,163
Balance C/F	844,481	566,638
Unrestricted	343,718	230,818
Restricted	500,763	358,820

During 2022/23 the trustees will consider the most optimal route for its investments.

The 2022/23 budget was set based on a realistic assessment of the income receivable and will be monitored and updated on a regular basis during the year with actions taken as required. The Trustees are satisfied that Shift.ms is a going concern.

Reserves policy

In accordance with charity law, all income received by Shift.ms is applied towards its charitable purposes within a reasonable period of receipt. In meeting this obligation, the trustees of Shift.ms take into account the need to maintain reserves commensurate with the charity's financial circumstances and other relevant factors. The trustees of Shift.ms monitor the level of such reserves throughout the year and regularly review the reserves policy to ensure that it meets Shift.ms' changing needs and circumstances.

Shift.ms has diversified the sources of income over the last three years. Shift.ms surpassed its four month reserves target of £316,570 in April 2022 by £27,148 (with a total of £343,718 of unrestricted reserves). Shift.ms has an ambition to further increase its level of unrestricted reserves to six months over the coming years to ensure the long term sustainability of the organisation.

The actual level of unrestricted reserves at the end of the year is therefore more than the target level calculated by the Trustees. The additional reserves will be used to further the strategic objectives of the charity.

The Trustees will also re-assess the calculation of the minimum level of unrestricted reserves on an annual basis to ensure that it remains sufficient and takes into account any changes in Shift.ms' circumstances. The trustees will continue to review the amount of reserves that are required on a quarterly basis to ensure that they are adequate to fulfil the charity's continuing obligations.

Shift.ms
Trustees' annual report for the year ended 30 April 2022

Plans for the future

This is the second year of our new strategy. To help us deliver this ambitious strategy, 2022/23 will be another year of significant growth for the team. Our fundraising strategy over the coming years will continue to focus on diversifying our funding sources and increasing income from areas where we have identified significant potential for growth, including public fundraising and major donors. In particular, we plan to use some unrestricted funds to help us achieve our strategic objectives and build a solid base for the following few years.

Structure, governance and management

Organisational structure

The organisation is a charitable company limited by guarantee, incorporated on 16 November 2006 and registered as a charity on 8 December 2006.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2021 was 10 (2020: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 11 to the accounts.

Recruiting trustees

Trustees are recruited via Nurole.com and word of mouth.

To apply, potential trustees must complete an application form and undertake interviews with the board of trustees.

Trustees sign up for a 3-year term which can be extended to a second 3-year term, and in exceptional cases a third 3-year term.

Induction and training of new trustees

All new trustees are deemed to have sufficient knowledge of their specific field to understand the nature of Shift.ms and to contribute to the charity's current and medium-term strategies.

Trustees are given an in-house induction shortly after being appointed and are required to attend an external trustee training course and are encouraged to do so within 12 months of joining the board.

All Trustees are also required to complete a basic DBS check and complete a 'Safeguarding for Trustees' online course within the first three months of joining the board..

The charity is governed by its trustees in accordance with the guidelines laid down by the Charity Commission.

Shift.ms
Trustees' annual report for the year ended 30 April 2022

Making decisions

Delegation day-to-day management

The Trustees delegate day-to-day management of the charity and take advice from the following executive within Shift.ms:

George Pepper, Chief Executive and Co-Founder

Annual budget

The Trustees signing off the annual budget allows the Executives to make decisions throughout the year based on their assessment of the most effective way of delivering the activity. However, the Executives recognise there will be unforeseen matters where Trustee involvement will be necessary.

When possible, these matters will be added to the agendas of future Trustee meetings, however when there is a more pressing need for a response, the Executives can seek approval over email.

Trustee approval process

- Approval from Trustees can be requested by the Executives over email. All Trustees should submit a response within five working days where possible.
- Once a majority of Trustees have given their approval, the Executives can proceed unless there are any firm objections, at which point a conference call will be organised.
- In exceptional circumstances where an emergency decision is required, the active Chair of Trustees will make a decision on behalf of the board of Trustees.

Trustee sign off is required prior to Shift.ms commitment on strategically important matters. These matters include:

- any project affecting Shift.ms' intellectual property;
- any project involving wholesaling services to third parties;
- any project involving the NHS;
- any project representing a departure from Shift.ms' current service model and over £5,000 in value.

Remuneration policy for key management personnel

Shift.ms has a remuneration committee which meets periodically throughout the year. This committee oversees the remuneration policy and agrees the salaries and any other payments to the chief executive and executive leadership team. Their role is to ensure that Shift.ms' staff are rewarded fairly and differentially according to their contribution to the charity, both in achieving their objectives and in developing their competencies, skills and knowledge. They design remuneration policies and practices to support strategy and promote long term sustainable success, with executive remuneration aligned to company purpose and values, clearly linked to the successful delivery Shift.ms' long-term strategy. The Committee has full authority to appoint remuneration consultants and commission or purchase any reports, surveys or information which it deems necessary. No senior manager shall be involved in any decisions as to their own remuneration outcome.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. In the opinion of the trustees the only material fraud risk would relate to the custody of funds on deposit and consider that adequate arrangements have been made to safeguard these funds. The management and the trustees maintain a risk register, which is updated at least annually, and includes mitigation actions.

Trustees' annual report for the year ended 30 April 2022

Statement of responsibilities of the trustees

The trustees (who are also directors of Shift.ms for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

Third Sector Accountancy Limited were appointed as the charitable company's auditors in 2021 and have expressed their willingness to continue in that capacity.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

The trustees' annual report has been approved by the trustees and signed on their behalf by



Fabrice Allum, Chair

Independent auditor's report to the members of Shift.ms

Opinion

We have audited the financial statements of Shift.ms (the 'charitable company') for the year ended 30 April 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows 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, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 April 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 Companies Act 2006.

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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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 directors' 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 charitable company'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 directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Independent auditor's report to the members of Shift.ms

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 10, the trustees (who are also directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they 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 charitable company'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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 an auditor's report 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.

Independent auditor's report to the members of Shift.ms

Capability of the audit in detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Based on our understanding of the charity and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, safeguarding legislation, data protection and other legislation specific to the industry in which the charity operates, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principle risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Review of policies and risk assessments;
- Review of insurance;
- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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 auditor's report.

Use of the audit report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's 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 charitable company and, the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



21 / 10 / 2022

Patrick Morrello (Senior Statutory Auditor)

For and on behalf of Third Sector Accountancy Limited, Statutory Auditor

Holyoake House

Hanover Street

Manchester

M60 0AS

Statement of Financial Activities
(including income and expenditure account)
for the year ended 30 April 2022

	Note	Unrestricted funds £	Restricted funds £	Total funds 2022 £	Unrestricted funds £	Restricted funds £	Total funds 2021 £
Income from:							
Donations and legacies	3	61,341	186,878	248,219	39,545	353,342	392,887
Charitable activities	4	179,721	582,965	762,686	118,681	537,753	656,434
Investments	5	-	-	-	2	-	2
Total income		241,062	769,843	1,010,905	158,228	891,095	1,049,323
Expenditure on:							
Raising funds	6	70,243	-	70,243	59,242	-	59,242
Charitable activities	7	57,919	604,900	662,819	(48,295)	697,901	649,606
Total expenditure		128,162	604,900	733,062	10,947	697,901	708,848
Net income/(expenditure) for the year	9	112,900	164,943	277,843	147,281	193,194	340,475
Transfer between funds		-	-	-	(44,627)	44,627	-
Net movement in funds for the year		112,900	164,943	277,843	102,654	237,821	340,475
Reconciliation of funds							
Total funds brought forward		230,818	335,820	566,638	128,164	97,999	226,163
Total funds carried forward		343,718	500,763	844,481	230,818	335,820	566,638

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Shift.ms
Company number 06000961

Balance sheet as at 30 April 2022

	Note	2022	2021
		£	£
Fixed assets			
Tangible assets	14	10,512	6,627
Total fixed assets		10,512	6,627
Current assets			
Debtors	15	286,522	205,617
Cash at bank and in hand		580,370	382,697
Total current assets		866,892	588,314
Liabilities			
Creditors: amounts falling due in less than one year	16	(32,923)	(28,303)
Net current assets		833,969	560,011
Total assets less current liabilities		844,481	566,638
Net assets		844,481	566,638
The funds of the charity:			
Restricted income funds	17	500,763	335,820
Unrestricted income funds	18	343,718	230,818
Total charity funds		844,481	566,638

The notes on pages 17 to 27 form part of these accounts.

Approved by the trustees on 17 / 10 / 2022 and signed on their behalf by:


.....

Fabrice Allum (Trustee)


.....

Simon Cooper (Trustee)

Statement of Cash Flows
for the year ending 30 April 2022

	Note	2022 £	2021 £
Cash provided by/(used in) operating activities	20	203,318	276,637
<i>Cash flows from investing activities:</i>			
Dividends, interest, and rents from investments		-	2
Purchase of tangible fixed assets		(5,645)	(5,315)
Cash provided by/(used in) investing activities		(5,645)	(5,313)
Increase/(decrease) in cash and cash equivalents in the year		197,673	271,324
Cash and cash equivalents at the beginning of the year		382,697	111,373
Cash and cash equivalents at the end of the year		580,370	382,697

Notes to the accounts for the year ended 30 April 2022

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Shift.ms meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Judgments and estimates

The trustees have made no key judgments which have a significant effect on the accounts.

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

c Preparation of the accounts on a going concern basis

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

d Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

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

Notes to the accounts for the year ended 30 April 2022 (continued)

e Interest receivable

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

f Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g Expenditure and irrecoverable VAT

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

- Costs of raising funds comprise the costs of commercial trading including their associated support costs.
- Expenditure on charitable activities includes the costs undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 10.

i Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

j Tangible fixed assets

Individual fixed assets costing £250 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	20%
-------------------------------	-----

Notes to the accounts for the year ended 30 April 2022 (continued)

k Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m Creditors and provisions

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

n Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

o Pensions

Employees of the charity are entitled to join a defined contribution scheme. The charity's contribution is restricted to the contributions disclosed in note 10. Outstanding contributions at the year end were £2,157. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 10.

2 Legal status of the charity

The charity is a company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The registered office address is disclosed on page 1.

Notes to the accounts for the year ended 30 April 2022 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2022 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2021</i> £
Trust projects	8,141	186,878	195,019	-	353,342	353,342
Community fundraising	18,034	-	18,034	37,832	-	37,832
Individual giving	1,666	-	1,666	1,713	-	1,713
Grants	33,500	-	33,500	-	-	-
Total	61,341	186,878	248,219	39,545	353,342	392,887

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2022 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2021</i> £
Commercial partnerships	-	582,965	582,965	-	537,753	537,753
Earned income	179,721	-	179,721	118,681	-	118,681
Total	179,721	582,965	762,686	118,681	537,753	656,434

Notes to the accounts for the year ended 30 April 2022 (continued)

5 Investment income

	2022 £	2021 £
Interest on bank deposits	-	2
	<u> </u>	<u> </u>

6 Cost of raising funds

	2022 £	2021 £
General fundraising costs	7,228	29,000
Staff costs	50,007	25,372
Consultancy	-	-
Support costs (see note 8)	11,975	4,430
Governance costs (see note 8)	1,033	440
	<u> </u>	<u> </u>
	70,243	59,242
	<u> </u>	<u> </u>

7 Analysis of expenditure on charitable activities

	2022 £	2021 £
Staff costs	343,058	378,776
Service development	230,525	199,651
Support costs (see note 8)	82,150	64,753
Governance costs (see note 8)	7,086	6,426
	<u> </u>	<u> </u>
	662,819	649,606
	<u> </u>	<u> </u>
Restricted expenditure	604,900	697,901
Unrestricted expenditure	57,919	(48,295)
	<u> </u>	<u> </u>
	662,819	649,606
	<u> </u>	<u> </u>

Notes to the accounts for the year ended 30 April 2022 (continued)

8 Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Total 2022 £
Staff costs	Staff costs	45,241	3,549	48,790
Office costs	Staff costs	16,392	-	16,392
Audit fees	Staff costs	-	3,500	3,500
Accountancy services	Staff costs	1,400	-	1,400
Equipment	Staff costs	8,742	-	8,742
Sundry expenses	Staff costs	10,652	733	11,385
Travel costs	Staff costs	6,482	-	6,482
Legal and professional	Staff costs	5,216	-	5,216
Trustee expenses	Staff costs	-	336	336
		94,125	8,118	102,243
	Basis of apportionment	Support £	Governance £	Total 2021 £
Staff costs	Staff costs	15,310	1,880	17,190
Office costs	Staff costs	12,324	-	12,324
Audit fees	Staff costs	-	3,500	3,500
Accountancy services	Staff costs	1,400	-	1,400
Equipment	Staff costs	8,991	-	8,991
Sundry expenses	Staff costs	15,130	1,485	16,615
Travel costs	Staff costs	37	-	37
Legal and professional	Staff costs	15,990	-	15,990
		69,182	6,865	76,047

9 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2022 £	2021 £
Depreciation	1,760	1,244
Loss/(profit) on disposal of fixed assets	-	-
Auditor's remuneration - audit fees	3,500	3,500
Auditor's remuneration - accountancy fees	1,400	1,400
Independent examiner's fee	-	-

Notes to the accounts for the year ended 30 April 2022 (continued)

10 Staff costs

Staff costs during the year were as follows:

	2022 £	2021 £
Wages and salaries	374,217	359,633
Social security	32,667	31,362
Pension costs	16,620	17,185
Staff training and other	8,548	1,533
Childcare and life assurance	1,125	1,050
Payroll processing	2,249	2,326
Subcontracted staff	6,429	8,249
	441,855	421,338
Allocated as follows:		
Cost of raising funds	50,007	25,372
Charitable activities	343,058	378,776
Support costs	45,241	15,310
Governance costs	3,549	1,880
	441,855	421,338

The number of employees whose employee benefits amounted to over £60,000 in the year were as follows:

£60,001 - £70,000	-	1
£70,001 - £80,000	-	-

The average number of staff employed during the period was 12 (2021: 12).

The average full time equivalent number of staff employed during the period was 12 (2021: 12).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £36,543 (2021: £43,188).

11 Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration during the year. Trustees expenses of £710 were paid during the year, for travel, accommodation and subsistence in respect of 2 trustees (2021: £Nil).

Shift.ms CEO George Pepper is a director of LivedHealth CIC. Shift.ms has received £38,465 (2021: £23,365) aggregate payments for recharged costs from LivedHealth CIC during the year, and made payments for recharged costs totalling £1,228 (2021: £10,939).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2021: Nil).

Notes to the accounts for the year ended 30 April 2022 (continued)

12 Government grants

The government grants recognised in the accounts were as follows:

	2022 £	2021 £
National Lottery Community Fund	87,000	215,816

The charity receives no government funding. However, National Lottery money is classed as government because its spending priorities are set by the government.

13 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

14 Fixed assets: tangible assets

	Total £
Cost	
At 1 May 2021	9,809
Additions	5,645
Disposals	-
	<u>15,454</u>
At 30 April 2022	<u>15,454</u>
Depreciation	
At 1 May 2021	3,182
Charge for the year	1,760
Disposals	-
	<u>4,942</u>
At 30 April 2022	<u>4,942</u>
Net book value	
At 30 April 2022	<u>10,512</u>
At 30 April 2021	<u>6,627</u>

15 Debtors

	2022 £	2021 £
Prepayments and accrued income	286,522	205,617

16 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	10,475	3,774
Other creditors and accruals	13,010	16,422
Taxation and social security costs	7,281	5,729
Pension contributions	2,157	2,378
	<u>32,923</u>	<u>28,303</u>

Notes to the accounts for the year ended 30 April 2022 (continued)

17 Analysis of movements in restricted funds

	Balance at 1 May 2021 £	Income £	Expenditure £	Transfers £	Balance at 30 April 2022 £
Digital Peer Support					
National Lottery Community Fund	106,906	87,000	(178,214)	-	15,692
Other funders	39,050	333,178	(284,806)	-	87,422
	145,956	420,178	(463,020)	-	103,114
Mser led Health Education	164,864	306,000	(133,836)	-	337,028
Technology Infrastructure	25,000	8,700	(2,253)	-	31,447
Impact	-	34,965	(5,791)	-	29,174
Total	335,820	769,843	(604,900)	-	500,763
Comparative period					
	Balance at 1 May 2020 £	Income £	Expenditure £	Transfers £	Balance at 30 April 2021 £
Total	97,999	891,095	(697,901)	44,627	335,820

**Name of
restricted fund****Description, nature and purposes of the fund**

Digital Peer Support - National Lottery Community Fund	Support with delivery of digital peer support services including development of a 1-1 network.
Digital Peer Support - other funders	Support with delivery of digital peer support services, including development of a 1-1 network, and support with people in need due to the Covid-19 pandemic.
Mser led Health Education	Delivery of a number of Mser-led health education resources aimed at supporting people with MS through challenges an MS diagnosis can bring.
Technology Infrastructure	Support towards website design and development.
Impact	Support research and data collection to understand the impact of Mser self-care on the MS clinical care experience

"Other funders" refers to multiple funders who supported projects that were part of Digital Peer Support work, in addition to those funders named above.

Notes to the accounts for the year ended 30 April 2022 (continued)

18 Analysis of movement in unrestricted funds

	Balance at 1 May 2021 £	Income £	Expenditure £	Transfers £	As at 30 April 2022 £
General fund	180,818	241,062	(78,162)	-	343,718
Designated fund: Technology Infrastructure	50,000	-	(50,000)	-	-
	<u>230,818</u>	<u>241,062</u>	<u>(128,162)</u>	<u>-</u>	<u>343,718</u>
Comparative period					
	Balance £	Income £	Expenditure £	Transfers £	As at 30 April £
General fund	128,164	158,228	(10,947)	(94,627)	180,818
Designated fund: Technology Infrastructure	-	-	-	50,000	50,000
	<u>128,164</u>	<u>158,228</u>	<u>(10,947)</u>	<u>(44,627)</u>	<u>230,818</u>

**Name of
unrestricted fund****Description, nature and purposes of the fund**

General fund	The free reserves after allowing for all designated funds
Technology Infrastructure	Spend on website development in 2022

Notes to the accounts for the year ended 30 April 2022 (continued)

19 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2022 £
Tangible fixed assets	10,512	-	-	10,512
Net current assets/(liabilities)	333,206	-	500,763	833,969
Total	343,718	-	500,763	844,481
Comparative period				
	General fund £	Designated funds £	Restricted funds £	Total 2021 £
Tangible fixed assets	6,627	-	-	6,627
Net current assets/(liabilities)	174,191	50,000	335,820	560,011
Total	180,818	50,000	335,820	566,638

20 Reconciliation of net movement in funds to net cash flow from operating activities

	2022 £	2021 £
Net income/(expenditure) for the year	277,843	340,475
Adjustments for:		
Depreciation charge	1,760	1,244
Loss/(profit) on sale of fixed assets	-	1,182
Dividends, interest and rents from investments	-	(2)
Decrease/(increase) in debtors	(80,905)	(48,902)
Increase/(decrease) in creditors	4,620	(17,360)
Net cash provided by/(used in) operating activities	203,318	276,637

Accounts

Company number: 06000961

Charity Number: 1117194



Shift.ms

Report and financial statements
For the year ended 30 April 2021

Shift.ms
Reference and administration information

Company number 06000961

Charity number 1117194

Registered office and operational address

Platform, New Station Street, Leeds, England, LS1 4JB

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Fabrice Allum	(Chair)
Simon Cooper	(Treasurer)
Sylvie Watts	(resigned 7 July 2020)
Rachel Hillman	
Dr Raj Kumar	
Zera HuiXuan Ong	
Elad Duschak	
Mary Rose Ropner	(appointed 17 September 2020)
Barry Brackner	(appointed 28 October 2020)
Soeren Fryland Moeller	(appointed 28 October 2020)
Natalie Pankova	(appointed 28 October 2020)

Key management personnel

In addition to the Trustees, the following are the Key Management Personnel to whom the Trustees have delegated day-to-day responsibilities:

George Pepper	Chief Executive
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Bankers

National Westminster Bank plc
Leeds City Office
8 Park Row
Leeds
LS1 5HD

Auditors

Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS

Shift.ms

Trustees' annual report for the year ended 30 April 2021

The trustees present their report and the audited financial statements for the year ended 30 April 2021. Included within the trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

Shift.ms - www.Shift.ms - is the community for people with multiple sclerosis. Founded by MSers, for MSers, the charity supports many thousands of recently diagnosed people across the world as they make sense of MS. It's independent and it's free.

Why Shift.ms?

A diagnosis of MS is life changing. It strikes when you're in the prime of your life. Hearing from people like you helps you listen, adapt and take charge.

Mission

Shift.ms equips people with MS (MSers) to make sense of MS as soon as possible after diagnosis.

Desired Outcomes

Shift.ms work seeks to impact MSers through:

- reduced isolation and loneliness
- greater resilience to navigate the challenges of living with MS
- increased knowledge and confidence to manage their MS

Shift.ms anticipates that the long-term outcome of this impact is improving the mental and physical health of people living with Multiple Sclerosis.

Approach

Our plans and the way we work are guided by our beliefs and commitments:

- **By MSers, for MSers** - MSer leadership and involvement is the norm and meaningful. We ensure all programmes and services are designed, developed and evaluated under MSer leadership, ownership and involvement throughout and are not purely for the benefit of the organisation. Our Volunteers are involved in meaningful ways to change lives and bring others to Shift.ms. We leverage their time, treasure their talents, ensuring satisfaction and depth of meaning in their efforts.
- **Innovate and Adapt** - '*MS doesn't mean giving up on ambitions, just rethinking how to achieve them*'. Our motto drives both our community and internal approach. We make a habit of continuous improvement. We identify innovative solutions, test them and quickly expand where appropriate. Digital and technology is used to increase reach, effectiveness and impact and underpins everything we do.
- **Positive Partnerships** - We work with individuals and organisations who have the expertise to accelerate our progress all those who can accelerate progress toward reaching our goals and achieve greater positive impact for MSers. We build upon existing partnerships and seek opportunities to collaborate.

Trustees' annual report for the year ended 30 April 2021

- **Diversity and Inclusion** - As an organisation that supports people with long term health conditions, we believe in fostering an inclusive environment, both in our workplaces and in the services we provide. We want to ensure diversity based on all protected characteristics, but we are particularly interested in how we can support diversity of race, sexual orientation, neuro-diversity and disability as these will help us to better reflect the community we exist to support.

Our strategic priorities

1. Reach more newly diagnosed MSers when they need support
2. Expand and improve peer support service for MSers
3. Increase impacts of and access to MSer-led health information library
4. Secure income from diverse revenue streams to enable sustainable delivery of our mission

The delivery of these objectives will be aided by the development of robust digital platforms to ensure MSers receive personalised support when and where they need it.

Our activities

We deliver on our strategic priorities via two main distinctive programmatic areas:

Digital Peer Support- Shift.ms' core service and the main programme that delivers our strategic priorities and consists of two inter-connected strands:

1. *Autonomous Peer Support*- This approach relies on technology driven service delivery and offering highly personalised information and tools. We provide platforms and tools for MSers to connect digitally via www.Shift.ms and social media campaigns on Facebook, Twitter and Instagram. Through these Shift.ms platforms thousands of MSers meet, share personal experiences, knowledge, and support each other on a daily basis. Shift.ms staff's role is to reach out to those MSers in need and grow the number of member participants, develop and maintain these digital platforms, moderate user generated content from active forum users, support MSers with co-design and editorial input, and dissemination.
2. *Intervention-led Personalised Peer Support*- a bespoke one-to-one support and advice via the Buddy Network. Our digital expertise has helped us to develop a unique approach to peer-to-peer support but we wanted to offer more. Building on informal instances of MSers being asked by healthcare professionals to meet with someone newly diagnosed, we identified a gap in provision we felt we could fill through the creation of the Buddy Network. The Buddy Network matches a newly diagnosed MSer with a Buddy, an 'experienced' MSer, to help them to come to terms with their diagnosis and the social isolation that this can bring. We create a tailored way of connecting people with personalisation at its heart.

MSer-led Health Education: Shift.ms created its MSer-led health information service to be the trusted source of lived experience on what it means to live with MS, that is relevant and relatable to our audiences. Shift.ms uses two distinctive approaches to health information design and dissemination:

1. *Storytelling by MSers for MSers*- Shift.ms effectively uses this storytelling video content as a creative approach to patient engagement and peer support. 'Storytelling and narrative' video is the most effective video method (over 'traditional didactic teaching', or 'skills by example') to activate patients and promote behaviour change. This is especially the case when delivered by peers, providing an important emotional touchpoint, social support, a sense of human connection, reduce feelings of being alone, and validate patients' experiences. All health information materials are created by MSers with lived experience either independently themselves using Shift.ms digital tools and channels (website, forum, social media) or via "MSer on Screen" service

Shift.ms

Trustees' annual report for the year ended 30 April 2021

which involves creation of health information materials with support from and in partnership with Shift.ms.

2. *Personalisation of health information and user experience*- Through the categorisation of MSer-led education materials Shift.ms facilitates discovery for users visiting the Shift.ms service, driving improved patient engagement including search, related content and personalisation. Ultimately, categorised and related content is about empowering MSers to quickly find what they need, whilst also utilising the behaviour driven data members create to suggest related content, improving their engagement with the service and giving Shift.ms the opportunity to better understand our users' patterns of behaviour. Shift.ms health information library is rapidly-growing and we are now building a sophisticated and easily-accessible archive of MSer-led content. The library is grouped into three parent categories derived from extensive user needs research: 1. MS diagnosis and symptoms, 2. Managing MS, 3. Lifestyle and MS

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Achievements and performance

The charity's main activities and who it tries to help are described below. All its charitable activities focus on the advancement of education of the public, and in particular those who are newly diagnosed, in the subject of multiple sclerosis and are undertaken to further Shift.ms's charitable purposes for the public benefit.

Significant activities:

The 2020/21 period has been dominated by the global COVID-19 pandemic and our reaction to supporting our community in a time of great uncertainty. As a digital organisation, Shift.ms has been able to provide a full service to its beneficiaries throughout the crisis, a time that has seen unprecedented demand for the Charity's services.

During this period, we had an increased focus on the impact of our work on MSers, with our activities being split into the following:

Reducing isolation:

- The need for the *Co-Vid Companion project*, launched in our last financial year, continued strongly in the first and second quarter of this financial year. 27.8% of participants didn't know anyone else with MS prior to being connected, so the focus was on connecting people quickly in an attempt to accelerate the rate at which people made friends/connections. The project supported over 150 MSers over a 4 month period with 55.6% of participants saying they plan to keep in touch with their connection.

Trustees' annual report for the year ended 30 April 2021

- The *Buddy Network* continued to go from strength to strength. Year on year, the Buddy Network has received an 118% annual increase in requests for support. In the last 6 months of the financial year, we have had a 225% increase in requests for support. We received extension funding of our original grant from the National Lottery Community Fund which ended in February, alongside confirmation of a three year grant which started in April 21.
- We continued to work with over 200 *volunteers* consistently through the period, with volunteers giving more hours than the previous year with Covid-19 allowing more opportunities for people to get involved and Shift.ms working harder to engage volunteers by providing them with regular opportunities to connect them with each other. 92% of our volunteers feel they're part of a community and 100% agree that volunteering has helped them feel connected to others.

Improve knowledge and confidence:

- *Sidecar* - The Sidecar film has been Shift.ms's most watched film to date and has now received over 250,000 views and has been shared hundreds of times. As an organisation Shift.ms believe the information given to a person at the point of MS diagnosis should be clear, concise and include information about progression, so that MSers can make decisions that are right for them. Alongside improved health literacy support networks are crucial to people living with MS, but it is also important that they understand MS too. A diagnosis of secondary progressive MS is one that causes MSers more uncertainty - but there are still positive ways that you can adapt to get on with life.
- *Covid-19 response* - Shift.ms conducted the 'MS and Covid-19 study', producing a whitepaper to surface challenges and unmet needs experienced during the early stages of the global pandemic. The Shift.ms website was also optimised to account for members exclusively looking for information around the pandemic, with taxonomies created on the site, alongside co-produced MSer-led content dedicated to the topic.

Increasing resilience:

- *PPE for the Mind* - On the back of the COVID-19 pandemic, Shift.ms launched '*PPE for the Mind*' - a video course designed in collaboration with Neuropsychologist Jo Johnson. The course was designed to help MSers build the mental resilience needed to deal with uncertainty. While the need for the content was great during the global pandemic, the course will be built into the service and will be useful for anyone needing the mental reliance to deal with uncertainty. When asked, 87% of MSers reported that they found the sessions useful, with 80% reporting that they planned to practice the skills discussed.
- *Tomorrow* - Shift.ms worked with MSers from our community to develop a cross-platform campaign of MSer experiences of dealing with future uncertainty. The 'Tomorrow' campaign used trends across social media platforms to deliver case studies from MSers who shared lived experience of how uncertainty affects them on a daily basis. The Tomorrow campaign provides MSers with patient-led references to educate their support networks, build resilience and manage uncertainty. The 'Tomorrow' campaign, featuring the stories of 14 MSers, accrued over 210,500 views.

Reaching newly diagnosed MSers:

- Reaching newly diagnosed MSers as early as possible continues to be a key focus of our work.
- At the end of 20/21, www.Shift.ms had over 39,000 members

Raising funds:

Trustees' annual report for the year ended 30 April 2021

- Community event fundraising was impacted across the sector, with mass challenge events being cancelled due to lockdowns and social distancing measures. Places we had bought in the Asics 10k event were rolled over into 21/22.
- Some community members went ahead with their own challenge events, notably Mark Webb, who raised over £5,000 and Peter Langly-Smith who raised over £23,000.
- The community raised £27,971 by taking part in a number of public fundraising activities. Shift.ms wishes to thank the community for their continued support and generosity.
- There was a renewed focus on fundraising from individuals, and in particular of regular giving. Alongside the community and service team we worked with an external fundraising consultant and creative agency to create a campaign and build the infrastructure for individual giving to be integrated into www.Shift.ms.

MS Reporters → LivedHealth CIC:

- In response to the Covid-19 pandemic, our citizen journalist programme, MS Reporters, created several new series addressing concerns and pressing questions from the MS Community on topics such as 'how will Covid-19 impact people with MS?' and 'could Covid-19 trigger a relapse?'.
- LivedHealth CIC, formerly Articulated Health CIC, was formed as a Community Interest Company limited by guarantee in April 2020. The entity was operational from September 2020. Shift.ms is a Member of LivedHealth CIC.
- LivedHealth CIC was established as a vehicle to scale the successful 'MS Reporters' programme, previously run through Shift.ms, into conditions beyond multiple sclerosis (MS).
- Shift.ms receives a license fee on commercially-funded work delivered by LivedHealth CIC.

Volunteers

In 2020/21, Shift.ms worked with 255 volunteers, which means for every member of staff, we have 26 volunteers. 95% of whom are MSers and members of www.Shift.ms. Our volunteers deliver some of our key services by sharing their skills and lived experience with the community. Volunteers contributed 2,915 hours and worked behind the scenes in a number of roles including creating social media content, providing support to newly diagnosed MSers through the Buddy Network and writing blog content.

Fundraising

Before COVID-19, Shift.ms demonstrated a healthy financial position with growing income across key sources (corporate partnerships, grants, and public fundraising). COVID-19 negatively impacted our ability to generate public fundraising through events. We readdressed our objectives to diversify our sources of funding and we were successful in securing new funding from a mix of trusts and foundations and corporates. Our strategy has been to focus on securing income for the continuation of services, and development of COVID-19 related services. This side of our fundraising activity was undertaken in-house by our Head of Fundraising.

Alongside this, we continued with our plans to boost income from individuals, working with an external fundraising agency and fundraising consultant to support this work. Both of these parties underwent a rigorous and thorough recruitment process including several rounds of interviews and background checks. This area of our fundraising strategy is still in its infancy and has a lot of potential growth but requires several years to gain momentum and see significant returns on investment.

Shift.ms is registered with the Fundraising Regulator and we adhere to the Code of Fundraising. Our privacy policy is kept up to date and reflects the changes made to the General Data Protection

Trustees' annual report for the year ended 30 April 2021

Regulation. Fundraising requests are made only of supporters who have opted in to receive communications from us, and they can unsubscribe at any time. We received no complaints this year in relation to fundraising activities.

Beneficiaries of our services

Primary beneficiaries

Each week 45 people in the UK are diagnosed with MS. With no known cure, there are approximately 130,000 people living with MS in the UK and 2.5 million worldwide. Since its inception, Shift.ms has been seeing a steady uptake in service users with approximately 800 newly diagnosed MSers registering on our platforms every month in 2019/20.

People within two years of diagnosis

Results from an independent review of Shift.ms' services (Tavistock Institute 2013), have shown that peer support has the biggest impact within the first two years of MS diagnosis, including social and emotional support, coping with diagnosis behaviorally and psychologically, increasing confidence in "getting on with life" and accessing information that is understandable and relevant.

People with MS (2 years+)

For those more experienced with MS, there is the need for support in adapting to changes in lifestyle and progression of the condition. There is the additional need to 'give-back' and share social support, experience, knowledge and personal skills and networks with others who are new to life with the condition.

Support partners

Where relevant we will engage family, close friends or carers of those living with MS - both to enable them to better support the MSer(s) in their lives and themselves to thrive.

Secondary beneficiaries- Healthcare providers/systems

To reduce the strain on health services and improve health outcomes, there is the need to improve the self-management of MSers. Self-management of long term conditions (LTCs) is now a key priority of the NHS, to reduce the strain on health services and improve health outcomes [3-6 Department of Health 2005a][7] [2,3,5].

Self-care support strategies have been identified as potentially benefiting 70% to 80% of people with LTCs. Empowered people, who are well-informed and well-supported are more likely to make healthy lifestyle choices; they tend to adhere better to medication regimes, they make informed and personally relevant decisions about their treatment, they better monitor symptoms & progression, and make healthy lifestyle choices and behaviours, and use less health care (Mosen et al 2007; Bodenheimer et al 2002).

By providing insights and perspectives, patients can help the wider healthcare community better understand their needs and ultimately enhance the value of healthcare solutions being developed.

Shift.ms
Trustees' annual report for the year ended 30 April 2021

Financial review

The 2020/21 Budget was set during a time of uncertainty due to the Covid-19 pandemic. To mitigate the risk, Trustees approved two budget scenarios based on the certainty of the budget income. Expenditure was kept to a minimum to further mitigate the risk with accommodation and travel costs naturally reducing due to a change in working practices as all employees worked from home. Shift.ms was successful in accessing additional Covid related grants to further enhance the services to MSers to assist in addressing the particular issues they faced during the pandemic, as outlined in the 'Achievements and Performance' section. As a result of additional funding received and the success of the 'Insights' work a revised budget was approved by the Trustees for the second half of 2020/21.

Staffing costs also reduced in September 2020 as two staff transferred (TUPEd) to LivedHealth CIC and three staff worked part time across both Shift.ms and LivedHealth CIC.

There has been a £90,000 increase in income when compared to 2019/20, the main differences being:

- £180,000 increase in income from Donation and Legacies, primarily due to Covid-19 specific funding and
- £90,000 decrease in Income from charitable activities, notably earned income from MS Reporters which is now undertaken by the CIC.

There has been a £240,000 reduction in expenditure, due to the reasons highlighted above.

As outlined in the Trustee Report, in the medium term Shift.ms is aiming to diversify and increase its income streams through expanding the Insights Work and further promoting Individual Giving.

	2020/21 (£)	2019/20 (£)
Total Income	1,049,323	949,849
Total Expenditure	708,848	949,180
Net	340,475	669
Balance B/F	226,163	225,494
Balance C/F	566,638	226,163
Unrestricted	230,818	128,164
Restricted	358,820	97,999

The trustees are currently satisfied with the investment performance of the assets on deposit and at present do not have any plans to vary the current arrangements.

The Trustees have assessed the likely impact of Covid-19 on the financial position of Shift.ms. The 2020/21 budget was set based on a realistic assessment of the income receivable and will be monitored and updated on a regular basis during the year with actions taken as required. The Trustees are satisfied that Shift.ms is a going concern.

Shift.ms

Trustees' annual report for the year ended 30 April 2021

Reserves policy

In accordance with charity law, all income received by Shift.ms is applied towards its charitable purposes within a reasonable period of receipt. In meeting this obligation, the trustees of Shift.ms take into account the need to maintain reserves commensurate with the charity's financial circumstances and other relevant factors. The trustees of Shift.ms monitor the level of such reserves throughout the year and regularly review the reserves policy to ensure that it meets Shift.ms' changing needs and circumstances. For the current year, Shift.ms aims to maintain reserves to cover the risk of a budgeted source of income not materialising or being renewed.

Shift.ms has diversified the sources of income over the last three years. As a result, the trustees approved a change in the reserves policy to ensure income is being used to further Shift.ms' objectives, whilst ensuring adequate reserves are maintained. The reserves are currently calculated as a minimum of four months unrestricted expenditure, plus any additional amount the trustees feel necessary based on an analysis of the financial impact of significant risks identified through the risk management process. The level of Free Reserves required has been calculated as £174,832. The current level of Free Reserves per the statutory accounts is £180,818.

The Trustees will also re-assess the calculation of the minimum level of Unrestricted Reserves on an annual basis to ensure that it remains sufficient and takes into account any changes in Shift.ms' circumstances. The trustees will continue to review the amount of reserves that are required on a quarterly basis to ensure that they are adequate to fulfil the charity's continuing obligations.

Plans for the future

In 2020/21 Shift.ms has undergone a strategic review to analyse the performance of the previous strategy, reflect on the latest organisational developments, identify new growth areas, improve our impact, and reflect the changing external environment with the ongoing COVID-19 crisis and post crisis. We have developed a new 3-year strategy for the period 2021-2024. This strategy identifies new strategic priorities focusing on amplifying Shift.ms' positive impact on MSers and the operational areas required to deliver our strategy in a post-COVID-19 world:

1. Growth: Reach and engage newly diagnosed MSers when they need support;
2. Product: Refine Shift.ms' product proposition as a tool for health management. Building on our existing work in information provision, and utilising 12 years worth of community activity, we are working to develop a health management offering that can further improve the health outcomes for people with MS;
3. Insights: Growth and increased engagement in the service will allow Shift.ms to share learning opportunities with MSers, and partners, to ensure Shift.ms is well equipped and resourced to deliver impact relating to the needs of our community.

Structure, governance and management

Organisational structure

The organisation is a charitable company limited by guarantee, incorporated on 16 November 2006 and registered as a charity on 8 December 2006.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2021 was 10 (2020: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 11 to the accounts.

Recruiting trustees

Trustees are recruited via Nurole.com and word of mouth.

To apply, potential trustees must complete an application form and undertake interviews with the board of trustees.

Trustees sign up for a 3-year term which can be extended to a second 3-year term, and in exceptional cases a third 3-year term.

Induction and training of new trustees

All new trustees are deemed to have sufficient knowledge of their specific field to understand the nature of Shift.ms and to contribute to the charity's current and medium-term strategies.

Trustees are given an in-house induction shortly after being appointed and are required to attend an external trustee training course and are encouraged to do so within 12 months of joining the board.

All Trustees are also required to complete a basic DBS check and complete a 'Safeguarding for Trustees' online course within the first three months of joining the board..

The charity is governed by its trustees in accordance with the guidelines laid down by the Charity Commission.

Making decisions

Delegation day-to-day management

The Trustees delegate day-to-day management of the charity and take advice from the following executives within Shift.ms:

George Pepper, Chief Executive and Co-Founder;

Freddie Yauner, Head of Development and Innovation and Co-Founder.

Shift.ms

Trustees' annual report for the year ended 30 April 2021

Annual budget

The Trustees signing off the annual budget allows the Executives to make decisions throughout the year based on their assessment of the most effective way of delivering the activity. However, the Executives recognise there will be unforeseen matters where Trustee involvement will be necessary.

When possible, these matters will be added to the agendas of future Trustee meetings, however when there is a more pressing need for a response, the Executives can seek approval over email.

Trustee approval process

- Approval from Trustees can be requested by the Executives over email. All Trustees should submit a response within five working days where possible.
- Once a majority of Trustees have given their approval, the Executives can proceed unless there are any firm objections, at which point a conference call will be organised.
- In exceptional circumstances where an emergency decision is required, the active Chair of Trustees will make a decision on behalf of the board of Trustees.

Trustee sign off is required prior to Shift.ms commitment on strategically important matters. These matters include:

- any project affecting Shift.ms' intellectual property
- any project involving wholesaling services to third parties
- any project involving the NHS
- any project representing a departure from Shift.ms' current service model and over £5,000 in value
- any proposal to enter into a contract of employment

Related parties and relationships with other organisations

Shift.ms has, to date, provided a web-based service known as "MS Reporters" or "Relevant Reporters" to its beneficiaries. The potential to expand "MS Reporters"/"Relevant Reporters" to health conditions wider than multiple sclerosis (MS), with a view to facilitating reinvestment and development in MS Reporters, has been identified by Shift.ms.

As Shift.ms' charitable objects are restricted to MS, LivedHealthCIC has been established to expand the "MS Reporters"/"Relevant Reporters" concept to other long term health conditions.

LivedHealth CIC, formerly Articulated Health CIC, was formed as a Community Interest Company limited by guarantee in April 2020. The entity was operational from September 2020. Shift.ms is a Member of LivedHealth CIC.

Remuneration policy for key management personnel

Shift.ms has a remuneration committee which meets periodically throughout the year. This committee oversees the remuneration policy and agrees the salaries and any other payments to the chief executive and executive leadership team. Their role is to ensure that Shift.ms' staff are rewarded fairly and differentially according to their contribution to the charity, both in achieving their objectives and in developing their competencies, skills and knowledge. They design remuneration policies and practices to support strategy and promote long term sustainable success, with executive remuneration aligned to company purpose and values, clearly linked to the successful delivery Shift.ms' long-term strategy. The Committee has full authority to appoint remuneration consultants and commission or purchase any reports, surveys or information which it deems necessary. No senior manager shall be involved in any decisions as to their own remuneration outcome.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. In the opinion of the trustees the only material fraud risk would relate to the custody of funds on deposit and consider that adequate arrangements have been made to safeguard these funds. The management and the trustees maintain a risk register, which is updated at least annually, and includes mitigation actions.

Statement of responsibilities of the trustees

The trustees (who are also directors of Shift.ms for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Trustees' annual report for the year ended 30 April 2021

Auditors

Third Sector Accountancy Limited were appointed as the charitable company's auditors in 2021 and have expressed their willingness to continue in that capacity.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

The trustees' annual report has been approved by the trustees on 25 / 01 / 2022 and signed on their behalf by



Fabrice Allum, Chair

Independent auditor's report to the members of Shift.ms

Opinion

We have audited the financial statements of Shift.ms (the 'charitable company') for the year ended 30 April 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows 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, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 April 2021 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 Companies Act 2006.

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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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.

Other matter

The corresponding figures for the year ended 30 April 2020 have not been audited.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' 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 charitable company'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 directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

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.

Independent auditor's report to the members of Shift.ms

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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 23, the trustees (who are also directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they 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 charitable company'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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 an auditor's report 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

Independent auditor's report to the members of Shift.ms

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.

Capability of the audit in detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Based on our understanding of the charity and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, safeguarding legislation, data protection and other legislation specific to the industry in which the group operates, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principle risks were related to the pressure on management to achieve particular results. Audit procedures performed by the group engagement team included:

- Review of policies and risk assessments;
- Review of insurance;
- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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 auditor's report.

Use of the audit report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's 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 charitable company and, the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

P Morrello

Patrick Morrello (Senior Statutory Auditor)

For and on behalf of Third Sector Accountancy Limited, Statutory Auditor

Holyoake House

Hanover Street

Manchester

M60 0AS

Date

25 / 01 / 2022

Statement of Financial Activities
for the year ended 30 April 2021

	Note	Unrestricted funds £	Restricted funds £	Total funds 2021 £	Unrestricted funds £	Restricted funds £	Total funds 2020 £
Income from:							
Donations and legacies	3	39,545	353,342	392,887	60,756	141,575	202,331
Charitable activities	4	118,681	537,753	656,434	126,211	621,287	747,498
Investments	5	2	-	2	20	-	20
Total income		158,228	891,095	1,049,323	186,987	762,862	949,849
Expenditure on:							
Raising funds	6	59,242	-	59,242	75,678	-	75,678
Charitable activities	7	(48,295)	697,901	649,606	111,629	761,873	873,502
Total expenditure		10,947	697,901	708,848	187,307	761,873	949,180
Net income/(expenditure) for the year	9	147,281	193,194	340,475	(320)	989	669
Transfer between funds		(44,627)	44,627	-	(456)	456	-
Net movement in funds for the year		102,654	237,821	340,475	(776)	1,445	669
Reconciliation of funds							
Total funds brought forward		128,164	97,999	226,163	128,940	96,554	225,494
Total funds carried forward		230,818	335,820	566,638	128,164	97,999	226,163

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Shift.ms
Company number 6000961

Balance sheet as at 30 April 2021

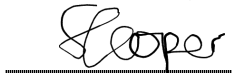
	Note	2021	2020
		£	£
Fixed assets			
Tangible assets	14	6,627	3,738
Total fixed assets		6,627	3,738
Current assets			
Debtors	15	205,617	156,715
Cash at bank and in hand		382,697	111,373
Total current assets		588,314	268,088
Liabilities			
Creditors: amounts falling due in less than one year	16	(28,303)	(45,663)
Net current assets		560,011	222,425
Total assets less current liabilities		566,638	226,163
Net assets		566,638	226,163
The funds of the charity:			
Restricted income funds	17	335,820	97,999
Unrestricted income funds	18	230,818	128,164
Total charity funds		566,638	226,163

The notes on pages 20 to 30 form part of these accounts.

Approved by the trustees on 25 / 01 / 2022 and signed on their behalf by:



Fabrice Allum (Trustee)



Simon Cooper (Trustee)

Statement of Cash Flows
for the year ending 30 April 2021

	Note	2021 £	2020 £
Cash provided by/(used in) operating activities	20	276,637	(96,671)
<i>Cash flows from investing activities:</i>			
Dividends, interest, and rents from investments	2	20	20
Purchase of tangible fixed assets		(5,315)	-
Cash provided by/(used in) investing activities		(5,313)	20
Increase/(decrease) in cash and cash equivalents in the year		271,324	(96,651)
Cash and cash equivalents at the beginning of the year		111,373	208,024
Cash and cash equivalents at the end of the year		382,697	111,373

Notes to the accounts for the year ended 30 April 2021

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Shift.ms meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Judgments and estimates

The trustees have made no key judgments which have a significant effect on the accounts.

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

c Preparation of the accounts on a going concern basis

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

d Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

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

Notes to the accounts for the year ended 30 April 2021 (continued)

e Interest receivable

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

f Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g Expenditure and irrecoverable VAT

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

- Costs of raising funds comprise the costs of commercial trading including their associated support costs.
- Expenditure on charitable activities includes the costs undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 10.

i Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

j Tangible fixed assets

Individual fixed assets costing £250 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	20%
-------------------------------	-----

Notes to the accounts for the year ended 30 April 2021 (continued)

k Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m Creditors and provisions

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

n Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

o Pensions

Employees of the charity are entitled to join a defined contribution scheme. The charity's contribution is restricted to the contributions disclosed in note 10. Outstanding contributions at the year end were £2,378. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 10.

2 Legal status of the charity

The charity is a company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The registered office address is disclosed on page 1.

Notes to the accounts for the year ended 30 April 2021 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2020</i> £
Trust projects	-	353,342	353,342	25,000	141,575	166,575
Community fundraising	37,832	-	37,832	35,756	-	35,756
Individual giving	1,713		1,713			-
Total	39,545	353,342	392,887	60,756	141,575	202,331

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2020</i> £
Commercial partnerships	-	537,753	537,753	98,000	466,495	564,495
Earned income	118,681		118,681	28,211	154,792	183,003
Total	118,681	537,753	656,434	126,211	621,287	747,498

Notes to the accounts for the year ended 30 April 2021 (continued)

5 Investment income

	2021 £	2020 £
Interest on bank deposits	2	20
	<u> </u>	<u> </u>

6 Cost of raising funds

	2021 £	2020 £
General fundraising costs	29,000	6,449
Staff costs	25,372	47,049
Consultancy	-	6,659
Support costs (see note 8)	4,430	14,677
Governance costs (see note 8)	440	844
	<u> </u>	<u> </u>
	59,242	75,678
	<u> </u>	<u> </u>

7 Analysis of expenditure on charitable activities

	2021 £	2020 £
Staff costs	378,776	425,259
Service development	199,651	307,956
Support costs (see note 8)	64,753	132,660
Governance costs (see note 8)	6,426	7,627
	<u> </u>	<u> </u>
	649,606	873,502
	<u> </u>	<u> </u>
Restricted expenditure	697,901	761,873
Unrestricted expenditure	(48,295)	111,629
	<u> </u>	<u> </u>
	649,606	873,502
	<u> </u>	<u> </u>

Notes to the accounts for the year ended 30 April 2021 (continued)

8 Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Total 2021 £
Staff costs	Staff costs	15,310	1,880	17,190
Office costs	Staff costs	12,324	-	12,324
Audit fees	Staff costs	-	3,500	3,500
Accountancy services	Staff costs	1,400	-	1,400
Equipment	Staff costs	8,991	-	8,991
Sundry expenses	Staff costs	15,130	1,485	16,615
Travel costs	Staff costs	37	-	37
Legal and professional	Staff costs	15,990	-	15,990
		69,182	6,865	76,047
	Basis of apportionment	Support £	Governance £	Total 2020 £
Catering & venue hire for meetings	Staff costs	-	5,956	5,956
Staff costs	Staff costs	8,707	955	9,662
Office costs	Staff costs	52,935	-	52,935
Audit fees	Staff costs	-	500	500
Accountancy services	Staff costs	2,170	-	2,170
Sundry expenses	Staff costs	7,790	-	7,790
Trustee expenses	Staff costs	-	630	630
Travel costs	Staff costs	7,612	430	8,042
Legal and professional	Staff costs	68,123	-	68,123
		147,337	8,471	155,808

9 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2021 £	2020 £
Depreciation	1,244	2,703
Loss/(profit) on disposal of fixed assets	-	-
Auditor's remuneration - audit fees	3,500	-
Auditor's remuneration - accountancy fees	1,400	1,000
Independent examiner's fee	-	500

Notes to the accounts for the year ended 30 April 2021 (continued)

10 Staff costs

Staff costs during the year were as follows:

	2021 £	2020 £
Wages and salaries	359,633	408,844
Social security	31,362	37,427
Pension costs	17,185	20,323
Staff training	1,533	2,416
Childcare and life assurance	1,050	900
Payroll processing	2,326	2,398
Subcontracted staff	8,249	9,662
	421,338	481,970
Allocated as follows:		
Cost of raising funds	25,372	47,049
Charitable activities	378,776	425,259
Support costs	15,310	8,707
Governance costs	1,880	955
	421,338	481,970

The number of employees whose employee benefits amounted to over £60,000 in the year were as follows:

£60,001 - £70,000	1	-
£70,001 - £80,000	-	1

The average number of staff employed during the period was 12 (2020: 12).

The average full time equivalent number of staff employed during the period was 12 (2020: 12).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer.

The total employee benefits of the key management personnel of the charity were £43,188.

11 Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2020: £630).

Shift.ms CEO George Pepper was appointed director of LivedHealth CIC in June 2020. Shift.ms has received £23,365 aggregate payments for recharged costs from LivedHealth CIC during the year, and made payments for recharged costs totalling £10,939. No related party transactions were reported in 2020.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2020: nil).

Notes to the accounts for the year ended 30 April 2021 (continued)

12 Government grants

The government grants recognised in the accounts were as follows:

	2021 £	2020 £
National Lottery Community Fund	215,816	90,000

The charity receives no government funding. However, National Lottery money is classed as government because its spending priorities are set by the government.

13 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

14 Fixed assets: tangible assets

	Total £
Cost	
At 1 May 2020	6,512
Additions	5,315
Disposals	(2,018)
At 30 April 2021	9,809
Depreciation	
At 1 May 2020	2,774
Charge for the year	1,244
Disposals	(836)
At 30 April 2021	3,182
Net book value	
At 30 April 2021	6,627
<i>At 30 April 2020</i>	<i>3,738</i>

15 Debtors

	2021 £	2020 £
Prepayments and accrued income	205,617	156,715

16 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	3,774	30,124
Other creditors and accruals	16,422	4,898
Taxation and social security costs	5,729	7,548
Pension contributions	2,378	3,093
	28,303	45,663

Notes to the accounts for the year ended 30 April 2021 (continued)

17 Analysis of movements in restricted funds

	Balance at 1 May 2020 £	Income £	Expenditure £	Transfers £	Balance at 30 April 2021 £
Digital Peer Support					
National Lottery					
Community Fund	8,999	215,816	(117,909)	-	106,906
Other funders	-	124,626	(85,576)	-	39,050
	8,999	340,442	(203,485)	-	145,956
MSer led Health Education					
City Bridge Trust	-	82,895	(74,573)	(8,322)	-
Other funders	89,000	353,128	(270,213)	(7,051)	164,864
	89,000	436,023	(344,786)	(15,373)	164,864
Technology Infrastructure	-	85,000	(120,000)	60,000	25,000
CAF Resilience Fund	-	29,630	(29,630)	-	-
Total	97,999	891,095	(697,901)	44,627	335,820
Comparative period					
	Balance at 1 May 2019 £	Income £	Expenditure £	Transfers £	Balance at 30 April 2020 £
Total	96,554	762,862	(761,875)	458	97,999

Notes to the accounts for the year ended 30 April 2021 (continued)

<i>Name of restricted fund</i>	<i>Description, nature and purposes of the fund</i>
Digital Peer Support - National Lottery Community Fund	Support with delivery of digital peer support services including development of a 1-1 network.
Digital Peer Support - other funders	Support with delivery of digital peer support services, including development of a 1-1 network, and support with people in need due to the Covid-19 pandemic.
MSer led Health Education	Delivery of a number of MSer-led health education resources aimed at supporting people with MS through challenges an MS diagnosis can bring.
Technology Infrastructure	Support towards website design and development.
City Bridge Trust	PPE for the Mind - Providing clinically-proven interventions to enhance mind health & cognitive fitness.
CAF Resilience Fund	Covid-19 Emergency response and core work

"Other funders" refers to multiple funders who supported projects that were part of Digital Peer Support work or Mser led Health Education work, in addition to those funders named above.

18 Analysis of movement in unrestricted funds

	Balance at 1 May 2020 £	Income £	Expenditure £	Transfers £	As at 30 April 2021 £
General fund	128,164	158,228	(10,947)	(94,627)	180,818
Designated fund: Technology Infrastructure	-	-	-	50,000	50,000
	<u>128,164</u>	<u>158,228</u>	<u>(10,947)</u>	<u>(44,627)</u>	<u>230,818</u>
Comparative period	<i>Balance £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers £</i>	<i>As at 30 £</i>
General fund	128,940	186,987	(187,307)	(456)	128,164
	<u>128,940</u>	<u>186,987</u>	<u>(187,307)</u>	<u>(456)</u>	<u>128,164</u>

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds
Technology Infrastructure	Planned spend on website development in 2022

Notes to the accounts for the year ended 30 April 2021 (continued)

19 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2021 £
Tangible fixed assets	6,627	-	-	6,627
Net current assets/(liabilities)	174,191	50,000	335,820	560,011
Total	180,818	50,000	335,820	566,638
Comparative period				
	General fund £	Designated funds £	Restricted funds £	Total 2020 £
Tangible fixed assets	3,738	-	-	3,738
Net current assets/(liabilities)	124,426	-	97,999	222,425
Total	128,164	-	97,999	226,163

20 Reconciliation of net movement in funds to net cash flow from operating activities

	2021 £	2020 £
Net income/(expenditure) for the year	340,475	669
Adjustments for:		
Depreciation charge	1,244	2,703
Loss/(profit) on sale of fixed assets	1,182	-
Dividends, interest and rents from investments	(2)	(20)
Decrease/(increase) in debtors	(48,902)	(126,873)
Increase/(decrease) in creditors	(17,360)	26,850
Net cash provided by/(used in) operating activities	276,637	(96,671)