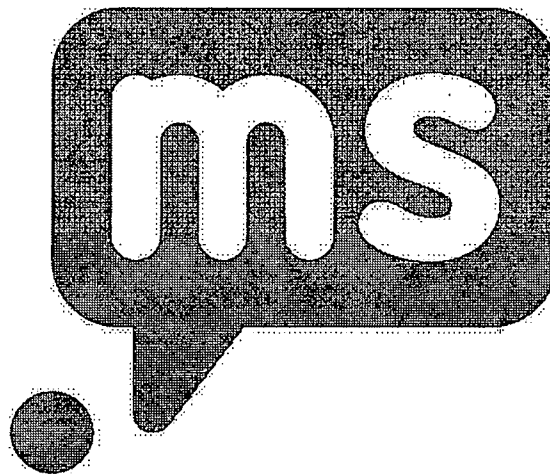


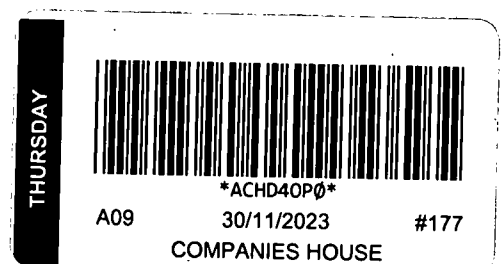
Company number: 06000961

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
---------------	-----------------

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

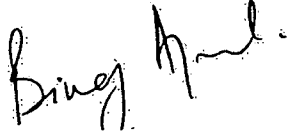
Third Sector Accountancy Limited were appointed as the charitable company's auditors in 2022 and have expressed their willingness to continue in that capacity.

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', written in a cursive style.

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

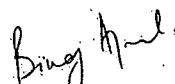
	Note	2023	2022
		£	£
Fixed assets			
Tangible assets	14	11,250	10,512
Total fixed assets		11,250	10,512
Current assets			
Debtors	15	146,375	286,522
Cash at bank and in hand		199,609	580,370
Total current assets		345,984	866,892
Liabilities			
Creditors: amounts falling due in less than one year	16	(83,254)	(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
Comparative period				
	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