

Company number: 06000961

Charity Number: 1117194



Shift.ms

Report and financial statements

For the year ended 30 April 2025

Contents

Reference and administration information	1
Trustees' annual report for the year ended 30 April 2025	2
Audit report	18
Consolidated Statement of Financial Activities	24
Balance Sheets	25
Consolidated Statement of Cash Flows	26
Notes to the accounts	27

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.

Trustees' annual report for the year ended 30 April 2025

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

Trustees' annual report for the year ended 30 April 2025

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.

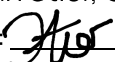
Auditors

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>