

REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020
FOR
ATRIAL FIBRILLATION ASSOCIATION

Murphy Salisbury Limited
Chartered Accountants
15 Warwick Road
Stratford upon Avon
Warwickshire
CV37 6YW

ATRIAL FIBRILLATION ASSOCIATION

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FOR THE YEAR ENDED 31 DECEMBER 2020

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ATRIAL FIBRILLATION ASSOCIATION

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 DECEMBER 2020

TRUSTEES	Prof. A J Camm Mrs P J Mudd Dr M R Fay Prof. M R Cowie
PRINCIPAL ADDRESS	c/o Murphy Salisbury Limited 15 Warwick Road Stratford upon Avon Warwickshire CV37 6YW
REGISTERED CHARITY NUMBER	1122442
INDEPENDENT EXAMINER	Murphy Salisbury Limited Chartered Accountants 15 Warwick Road Stratford upon Avon Warwickshire CV37 6YW

ATRIAL FIBRILLATION ASSOCIATION
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

The trustees present their report with the financial statements of the charity for the year ended 31 December 2020. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The principal aim of the charity is:

To raise awareness of Atrial Fibrillation (AF) by providing information and support materials for patients and medical professionals involved in detecting, diagnosing and managing Atrial Fibrillation.

Principal objects

The principal objectives of the charity are:

To provide support and information on Atrial Fibrillation to those affected by this condition.
To advance the education of the medical profession and the general public on the subject of Atrial Fibrillation.
To promote research into the management of Atrial Fibrillation.

Significant activities

The COVID-19 pandemic saw a major shift in the way that AF Association supported both patients and healthcare professionals with an interest in atrial fibrillation (AF). While we continued to focus on our "Know Your Pulse" to "Know your Heart Rhythm - It Could Save Your Life" campaign to help raise awareness of the need to "DETECT AF with a simple pulse check" to "PROTECT against AF-related stroke with anti-coagulation not aspirin", we had to find ways to provide our information and support virtually rather than at physical events. The report covers the following sections:

1. Supporting patients through the pandemic
2. Raising awareness of AF
3. Fundraising
4. Hosting events for both healthcare professionals and patients
5. Resources.

1. Supporting patients through the pandemic

The COVID-19 pandemic meant our services were needed more than ever. We saw a dramatic increase in calls, emails, and engagements on social media from people with AF looking for information and support. To support patients through the uncertainty of the pandemic, we created a dedicated COVID-19 webpage with information and advice about the virus and its potential impact on people with AF. In particular, we created a series of videos about the COVID-19 vaccines - giving advice about how these vaccines may affect people with arrhythmias and, specifically, those taking anticoagulants. By December 2020, the first vaccine video had received 13,000 views on YouTube.

2. Raising awareness of AF

Pre pandemic (Jan and Feb)

Prior to the start of the pandemic, and the associated social distancing restrictions, we hosted four "Know Your Pulse" events across the UK. We also used these events to distribute our resources.

During pandemic (March - Dec)

We hosted a virtual "Global AF Aware Week" (GFAAW; 16-20 November 2020), using social media platforms to promote our core message:

- PREVENT AF with healthy habits.
- DETECT AF with a simple pulse check.
- PROTECT against AF-related stroke with anti-coagulation not aspirin.
- CORRECT the irregular rhythm with access to appropriate treatment.
- PERFECT the patient care pathway.

ATRIAL FIBRILLATION ASSOCIATION
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

OBJECTIVES AND ACTIVITIES

Additionally, we developed toolkits for patients, healthcare professionals, and the public to use to share our messages. This included "detection" letters, explaining the implications of an irregular pulse and the risk of AF, for people who had detected possible AF (with manual or digital pulse checks) to give to their general practitioner (GP).

At the start of GAFAW 2020, we launched the AF Association Healthcare Pioneers Report - Showcasing Best Practice in AF 2021. This established report is used to give examples of best practice to inspire centres across the globe to improve care and quality of life for people with AF.

GAFAW 2020, and the launch of the 2020 AF Healthcare Pioneers Report, received considerable coverage from the medical press (e.g., The Hippocratic Post) to the international press (e.g., Arab News).

3. Fundraising

Fundraising events all but disappeared due to the COVID-19 pandemic and we saw an overall decline in donations.

4. Hosting events for both healthcare professionals and patients

COVID-19 restrictions meant we were unable to host physical events; however, because of demand, we held virtual events that were well attended. These included events for patients as well as those focussed on content for healthcare professionals.

AF Association Patients Day

For the first time, we hosted a virtual Patients Day. The event was so successful that we had more registrations than previous physical Patients Day. One delegate told us:

"What a fantastic resource! I was thinking it would only be available as a live webinar - this is fantastic that we can watch them at any point over the next 12 months. I'm sure this is going to be incredibly helpful and invaluable as I'm new to AF"

Connect AF Patient Education Series

AF Association also launched a new series - Connect AF - of online education events to provide continuous support and education to our patients. In our first event medical experts reviewed key issues affecting people with AF and answered questions from AF patients (sent in via our social media platform and online forums).

5. Resources

In 2020, we published the "Atrial Fibrillation Fact File" - a comprehensive "all you need to know" booklet about AF, looking at potential causes, therapies to protect against AF-related stroke, treatments to correct the irregular rhythm, and lifestyle advice to help patients manage their symptoms. This resource combined all our previous resources for those that really want to receive the A-Z of patient information.

The booklet is available as a downloadable PDF from our website, or as a hard copy.

Our resources are continually being reviewed and updated.

The COVID-19 pandemic has impacted all charities and AF Association is no exception however we are proud that our staff remain committed, our volunteers have continued to support, and we have met the increased demand on our services as people with AF, their families and carers have struggled with the government restrictions and fear of being at risk of COVID-19. Our reassurance, educational videos, virtual patient days and resources have proven a lifeline to our patient community.

Healthcare Professionals have also turned to us to support and assist during the pandemic and signposted even more patients to us. We have hosted numerous virtual educational events and have contributed to NICE AF Guidelines update and brought together a panel of experts to publish an AF White Paper early in 2021.

ATRIAL FIBRILLATION ASSOCIATION
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

OBJECTIVES AND ACTIVITIES

Public benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Volunteers

AF Association utilizes volunteers to assist in our work.

FINANCIAL REVIEW

Reserves policy and performance

The Trustees have a policy of maintaining a level of unrestricted reserves which should ensure that there are adequate funds to meet anticipated future liabilities. In practice the Trustees consider that holding reserves equivalent to a minimum of three months' core costs, excluding funds tied up in fixed assets, should provide sufficient funds to respond to unexpected adverse changes in the charity's funding or activities.

This equates to a minimum of £10,000 based on the current levels of activity. The Trustees consider that the current level of unrestricted reserves is therefore adequate.

Operating and financial review

During the year the total of the charity's incoming resources was £313,626 (2019: £372,713). Expenditure for the year was £182,632 (2019: £198,662). The charity had total funds at the end of the year of £377,173 (2019: £246,179).

The Trustees have a strategic and operational plan in place to ensure stability and growth.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is constituted under a Charity Commission Scheme and is registered charity number 1122442. The charity's activities are governed by a Declaration of Trust adopted on 30 October 2007. The Charity was granted charitable status on 23 January 2008.

Recruitment and appointment of new trustees

The management of the charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Trust deed. There must at all times be a minimum of three Trustees in office. The first Trustees are entitled to hold office for life. New Trustees are appointed by a resolution passed by the Trustees in special meeting.

Organisational structure

The AFA Board of Trustees meet twice per year with the AFA's Chief Executive to oversee the direction and financial management of the organisation. The Medical Advisory Committee members support the Trustees with the Chief Executive who is responsible for the strategic direction of the organisation and management of the staff, volunteers and consultants who assist in the running of AFA. Day to day management of the support services is carried out by an Information and Support Officer.

Induction and training of new trustees

New trustees undergo an orientation process to brief them on their legal obligations under charity law, the charity's governing documents, the committee and decision making processes, the business plan and recent financial performance of the charity. During the induction process they meet key employees and other trustees. Trustees are encouraged to attend appropriate external and internal training events which will assist them in carrying out their role.

ATRIAL FIBRILLATION ASSOCIATION

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

ACKNOWLEDGEMENTS

Atrial Fibrillation Association would like to acknowledge the various Trusts, Foundations and Medical Industry that so generously gave their support during the financial year.

CONNECTED CHARITIES

Arrhythmia Alliance (AA), a UK registered charity, number 1107496 is connected to AFA as an affiliate of the umbrella organisation.

Syncope Trust and Reflex Anoxic Seizures (STARS), a UK registered charity, number 1084898 is connected to AFA as an affiliate of the umbrella organisation.

STARS US, Inc, a registered 501(c) non profit organisation in the USA is connected to AFA as an affiliate of the umbrella organisation.

Approved by order of the board of trustees on 09/07/2021 and signed on its behalf by:



.....
Prof. A J Camm - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
ATRIAL FIBRILLATION ASSOCIATION

Independent examiner's report to the trustees of Atrial Fibrillation Association

I report to the charity trustees on my examination of the accounts of Atrial Fibrillation Association (the Trust) for the year ended 31 December 2020.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of _ which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Mark Bullock FCA
Murphy Salisbury Limited
Chartered Accountants
15 Warwick Road
Stratford upon Avon
Warwickshire
CV37 6YW

Date: 09/07/2021

ATRIAL FIBRILLATION ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	2020 Unrestricted fund £	2019 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies		234,744	165,908
Charitable activities			
Charitable activities		78,732	206,601
Investment income	2	150	204
Total		313,626	372,713
 EXPENDITURE ON			
Charitable activities			
Charitable activities		182,632	198,662
 NET INCOME		130,994	174,051
 RECONCILIATION OF FUNDS			
Total funds brought forward		246,179	72,128
 TOTAL FUNDS CARRIED FORWARD		377,173	246,179

ATRIAL FIBRILLATION ASSOCIATION

BALANCE SHEET
31 DECEMBER 2020

	Notes	2020 Total funds £	2019 Total funds £
CURRENT ASSETS			
Debtors	7	2,350	1,478
Cash at bank		532,125	402,504
		<u>534,475</u>	<u>403,982</u>
CREDITORS			
Amounts falling due within one year	8	(157,302)	(157,803)
		<u>377,173</u>	<u>246,179</u>
NET CURRENT ASSETS			
		<u>377,173</u>	<u>246,179</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>377,173</u>	<u>246,179</u>
NET ASSETS		<u>377,173</u>	<u>246,179</u>
FUNDS	9		
Unrestricted funds		<u>377,173</u>	<u>246,179</u>
TOTAL FUNDS		<u>377,173</u>	<u>246,179</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 19/07/2021 and were signed on its behalf by:



Prof. A J Camm - Trustee

ATRIAL FIBRILLATION ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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

Income

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

Expenditure

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

Tangible fixed assets

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

Computer equipment - 33.3% straight line basis

Taxation

The Atrial Fibrillation Association is registered with the Charity Commission and under the provisions of Section 505, Income and Corporation Taxes Act 1988, is exempt from liability to taxation.

Fund accounting

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

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

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

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

ATRIAL FIBRILLATION ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2020

2. INVESTMENT INCOME

	2020	2019
	£	£
Deposit account interest	150	204
	<u>150</u>	<u>204</u>

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2020 nor for the year ended 31 December 2019.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2020 nor for the year ended 31 December 2019.

4. STAFF COSTS

	2020	2019
	£	£
Wages and salaries	138,808	141,205
Social security costs	11,879	12,390
Other pension costs	1,837	1,787
	<u>152,524</u>	<u>155,382</u>

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

	2020	2019
Employees	4	4
	<u>4</u>	<u>4</u>

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

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	165,908
Charitable activities	
Charitable activities	206,601
Investment income	204
Total	<u>372,713</u>
EXPENDITURE ON	
Charitable activities	
Charitable activities	198,662
NET INCOME	<u>174,051</u>

ATRIAL FIBRILLATION ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2020

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

Unrestricted
fund
£

RECONCILIATION OF FUNDS

Total funds brought forward

72,128

TOTAL FUNDS CARRIED FORWARD

246,179

6. TANGIBLE FIXED ASSETS

Computer
equipment
£

COST

At 1 January 2020 and 31 December 2020

579

DEPRECIATION

At 1 January 2020 and 31 December 2020

579

NET BOOK VALUE

At 31 December 2020

-

At 31 December 2019

-

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

2020

2019

£

£

Other debtors

1,677

1,133

Prepayments

673

345

2,350

1,478

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

2020

2019

£

£

Other creditors

146,632

149,993

Accruals and deferred income

10,670

7,810

157,302

157,803

ATRIAL FIBRILLATION ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2020

9. MOVEMENT IN FUNDS

	At 1.1.20 £	Net movement in funds £	At 31.12.20 £
Unrestricted funds			
General fund	246,179	130,994	377,173
TOTAL FUNDS	<u>246,179</u>	<u>130,994</u>	<u>377,173</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	313,626	(182,632)	130,994
TOTAL FUNDS	<u>313,626</u>	<u>(182,632)</u>	<u>130,994</u>

Comparatives for movement in funds

	At 1.1.19 £	Net movement in funds £	At 31.12.19 £
Unrestricted funds			
General fund	72,128	174,051	246,179
TOTAL FUNDS	<u>72,128</u>	<u>174,051</u>	<u>246,179</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	372,713	(198,662)	174,051
TOTAL FUNDS	<u>372,713</u>	<u>(198,662)</u>	<u>174,051</u>

ATRIAL FIBRILLATION ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2020

9. MOVEMENT IN FUNDS - continued

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

	At 1.1.19 £	Net movement in funds £	At 31.12.20 £
Unrestricted funds			
General fund	72,128	305,045	377,173
TOTAL FUNDS	<u>72,128</u>	<u>305,045</u>	<u>377,173</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	686,339	(381,294)	305,045
TOTAL FUNDS	<u>686,339</u>	<u>(381,294)</u>	<u>305,045</u>

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2020.

11. TRANSACTIONS WITH CONNECTED CHARITIES

During the year, the charity was recharged £7,382 (2019: £6,771) by Arrhythmia Alliance (AA), charity number 1107496 for share of rent, rates, insurance and IT costs and £36,576 (2019: £22,187) for salary costs during the year. AF Aware week costs totalling £nil (2019: £39,250) were recharged to AA. A share of the Heart Rhythm Congress surplus was apportioned from AA for £78,732 (2019: £206,601). At the year end there was a balance due to this charity of £45,771 (2019: £82,838).

During the year, the charity was recharged £33,671 (2019: £30,797) by Syncope Trust and Reflex Anoxic Seizures, charity number 1084898 for salary costs incurred on its behalf. At the year end there was a balance due to this charity of £97,912 (2019: £64,241).

ATRIAL FIBRILLATION ASSOCIATION

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2020

	2020 £	2019 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	182,289	37,100
Grants	25,500	15,800
Other fundraising and sponsorship	26,955	113,008
	<hr/> 234,744	<hr/> 165,908
Investment income		
Deposit account interest	150	204
Charitable activities		
Grants and other income	78,732	206,601
	<hr/> 313,626	<hr/> 372,713
Total incoming resources		
EXPENDITURE		
Charitable activities		
Staff costs	138,808	141,205
Social security	11,879	12,390
Pensions	1,837	1,787
Printing, postage and stationery	1,831	11,925
Travel and conferences	-	2,965
Recharges	7,382	6,771
	<hr/> 161,737	<hr/> 177,043
Support costs		
Other		
Bank charges	310	342
Fundraising costs	216	216
Other costs	1,489	2,733
Consultancy costs	14,400	14,008
Bookkeeping costs	1,620	1,620
	<hr/> 18,035	<hr/> 18,919
Governance costs		
Independent examiner's fees	2,860	2,700
	<hr/> 182,632	<hr/> 198,662
Total resources expended		
Net income	<hr/> <hr/> 130,994	<hr/> <hr/> 174,051