

REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021
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 2021

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ATRIAL FIBRILLATION ASSOCIATION

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 DECEMBER 2021

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 2021

The trustees present their report with the financial statements of the charity for the year ended 31 December 2021. 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 continued throughout 2021 which again restricted physical events however we continued to provide information, support, education and awareness to patients, caregivers, healthcare professionals and all those with an interest in or affected by atrial fibrillation

With the roll-out of the COVID-19 vaccination we re-introduced the Know Your Pulse To Know Your Heart Rhythm - it could save your life program. Whilst people were being called for their first and second vaccine, they were offered a one-lead ECG to detect AF. This proved highly successful and was adopted by many GP and vaccine centres. AHSN's also partnered to encourage clinics to help towards identifying AF leading to the reduction in AF-related strokes. By the end of 2021 we were also offering this service in the annual flu clinics. The report covers the following sections:

1. Supporting patients through the pandemic
2. Raising awareness of AF
3. Fundraising
4. Resources.

1. Supporting patients through the pandemic

We delivered a virtual AF Patient Day on the HRC Virtual Conference Platform with record numbers attending. Excellent feedback was received with many saying it was "better" than in person as they could watch with family and friends and re-visit as their journey developed along the treatment pathway.

"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".

We updated our COVID-19 vaccine and AF videos and a total of 123,485 have now viewed these to date.

2. Raising awareness of AF

We again hosted a virtual "Global AF Aware Week" (GAFAW; 15-21 November 2021), 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 2021

OBJECTIVES AND ACTIVITIES

This year we created new campaign and asset branding and new members of the Comms & Marketing Team developed digital toolkits - audience specific supporter digital toolkits that included a variety of materials, including social media posts. A Separate bespoke toolkit was created for HCPs.

Virtual Pulse Packs were distributed, and we utilised more social media features - including Instagram countdown reminder; Instagram stories; and the trialing of hashtag tracking software to provide further campaign analytics.

GFAFW 2021 - Campaign key messages

For 2021, our key message was "No More Time To Lose" to address the impact of the pandemic on people with, or at risk of, AF. Over the last 18 months, we have lost opportunities to PREVENT AF with healthy lifestyles, DETECT AF with a simple pulse check, PROTECT against AF-related stroke with anticoagulation, CORRECT the irregular rhythm with access to appropriate treatments, and, thus, PERFECT the patient care pathway. Because of these missed opportunities, as we emerge from the pandemic, we have No More Time To Lose.

In addition to the hundreds of posts across social media channels, our GFAFW 2021 campaign was featured internationally across websites, blogs, media and radio reaching a global audience of many millions.

GFAFW 2021 was a very successful digital awareness campaign which saw thousands of people get involved and in doing so reach a global audience of millions.

During GFAFW 2021, we also launched the 2022 AF Pioneers Report, showcasing best practice in AF.

The COVID-19 pandemic has had an overwhelming impact on AF clinical services during the last 18 months. We applaud the 2022 AF Pioneers for their efforts to improve care and quality of life for people with AF, and very much hope this report will inspire healthcare professionals to explore new approaches for detecting, diagnosing, treating and managing the condition.

3. Fundraising

Fundraising events all but disappeared due to the continuing COVID-19 pandemic and we saw an overall decline in donations. But in the upside, we received £5700 from Just Giving through individual fund raising.

4. Resources

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 caregivers have struggled during the pandemic and fear of being at risk of COVID-19. Our reassurance, education videos, virtual patient days and resources have proven a lifetime 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.

AF White Paper - Put People First

The AF Association White Paper was published in March as a precursor to the 2021 NICE AF guidelines. The aim of the White Paper is to outline the optimal approach to managing AF in the context of "prevent, detect, protect, correct and perfect". Following the publication of the NICE guidelines, the AF White paper was revised and officially launched (via a press release). The plan is to review and amend, as necessary, the White Paper on an annual basis.

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.

ATRIAL FIBRILLATION ASSOCIATION

REPORT OF THE TRUSTEES **FOR THE YEAR ENDED 31 DECEMBER 2021**

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 £166,518 (2020: £313,626). Expenditure for the year was £186,516 (2020: £182,632). The charity had total funds at the end of the year of £357,175 (2020: £377,173).

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.

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.

ATRIAL FIBRILLATION ASSOCIATION
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021

Approved by order of the board of trustees on 05/10/2022..... 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 2021.

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').

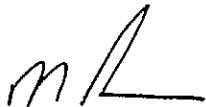
I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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: 5/10/2022

ATRIAL FIBRILLATION ASSOCIATION
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021

		2021 Unrestricted fund £	2020 Total funds £
INCOME AND ENDOWMENTS FROM	Notes		
Donations and legacies		92,253	234,744
Charitable activities			
Charitable activities		74,222	78,732
Investment income	2	43	150
Total		<u>166,518</u>	<u>313,626</u>
 EXPENDITURE ON			
Charitable activities			
Charitable activities		186,516	182,632
 NET INCOME/(EXPENDITURE)		<u>(19,998)</u>	<u>130,994</u>
 RECONCILIATION OF FUNDS			
Total funds brought forward		377,173	246,179
 TOTAL FUNDS CARRIED FORWARD		<u><u>357,175</u></u>	<u><u>377,173</u></u>

ATRIAL FIBRILLATION ASSOCIATION

BALANCE SHEET
31 DECEMBER 2021

	Notes	2021 Total funds £	2020 Total funds £
CURRENT ASSETS			
Debtors	7	26,097	2,350
Cash at bank		414,460	532,125
		<u>440,557</u>	<u>534,475</u>
CREDITORS			
Amounts falling due within one year	8	(83,382)	(157,302)
		<u>357,175</u>	<u>377,173</u>
NET CURRENT ASSETS			
		<u>357,175</u>	<u>377,173</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>357,175</u>	<u>377,173</u>
NET ASSETS			
		<u>357,175</u>	<u>377,173</u>
FUNDS	9		
Unrestricted funds		<u>357,175</u>	<u>377,173</u>
TOTAL FUNDS		<u>357,175</u>	<u>377,173</u>

The financial statements were approved by the Board of Trustees and authorised for issue on05/10/2022..... 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 2021**

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 2021

2. INVESTMENT INCOME

	2021	2020
	£	£
Deposit account interest	43	150
	<u>43</u>	<u>150</u>

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the year ended 31 December 2020.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2021 nor for the year ended 31 December 2020.

4. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	135,511	138,808
Social security costs	12,599	11,879
Other pension costs	2,009	1,837
	<u>150,119</u>	<u>152,524</u>

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

	2021	2020
	3	4
Employees	<u>3</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	234,744
Charitable activities	
Charitable activities	78,732
Investment income	150
Total	<u>313,626</u>
EXPENDITURE ON	
Charitable activities	
Charitable activities	182,632
NET INCOME	<u>130,994</u>

ATRIAL FIBRILLATION ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued			Unrestricted fund £
RECONCILIATION OF FUNDS			
Total funds brought forward			246,179
TOTAL FUNDS CARRIED FORWARD			<u>377,173</u>
6. TANGIBLE FIXED ASSETS			Computer equipment £
COST			
At 1 January 2021 and 31 December 2021			<u>579</u>
DEPRECIATION			
At 1 January 2021 and 31 December 2021			<u>579</u>
NET BOOK VALUE			
At 31 December 2021			<u>-</u>
At 31 December 2020			<u>-</u>
7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR			
	2021	2020	
	£	£	
Trade debtors	24,180	-	
Other debtors	1,624	1,677	
Prepayments	293	673	
	<u>26,097</u>	<u>2,350</u>	
8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR			
	2021	2020	
	£	£	
Trade creditors	361	-	
Other creditors	75,111	146,632	
Accruals and deferred income	7,910	10,670	
	<u>83,382</u>	<u>157,302</u>	

ATRIAL FIBRILLATION ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

9. MOVEMENT IN FUNDS

	At 1.1.21 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	377,173	(19,998)	357,175
TOTAL FUNDS	<u>377,173</u>	<u>(19,998)</u>	<u>357,175</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	166,518	(186,516)	(19,998)
TOTAL FUNDS	<u>166,518</u>	<u>(186,516)</u>	<u>(19,998)</u>

Comparatives for 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>

Comparative 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>

ATRIAL FIBRILLATION ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

9. MOVEMENT IN FUNDS - continued

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

	At 1.1.20 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	246,179	110,996	357,175
TOTAL FUNDS	<u>246,179</u>	<u>110,996</u>	<u>357,175</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	480,144	(369,148)	110,996
TOTAL FUNDS	<u>480,144</u>	<u>(369,148)</u>	<u>110,996</u>

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2021.

11. TRANSACTIONS WITH CONNECTED CHARITIES

During the year, the charity was recharged £6,790 (2020: £7,382) by Arrhythmia Alliance (AA), charity number 1107496 for repaying of services and £25,845 (2020: £36,576) for salary costs during the year. Repaying of services was apportioned from AA for £74,222 (2020: £78,732). At the year end there was a balance due to this charity of £3,292 (2020: £45,771).

During the year, the charity was recharged £21,384 (2020: £33,671) 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 £69,296 (2020: £97,912).

ATRIAL FIBRILLATION ASSOCIATION

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021

	2021 £	2020 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	29,014	182,289
Grants	1,200	25,500
Other fundraising and sponsorship	62,039	26,955
	<hr/> 92,253	<hr/> 234,744
Investment income		
Deposit account interest	43	150
Charitable activities		
Grants and other income	74,222	78,732
	<hr/> 166,518	<hr/> 313,626
Total incoming resources		
EXPENDITURE		
Charitable activities		
Staff costs	135,511	138,808
Social security	12,599	11,879
Pensions	2,009	1,837
Printing, postage and stationery	8,595	1,831
Recharges	6,791	7,382
	<hr/> 165,505	<hr/> 161,737
Support costs		
Other		
Bank charges	440	310
Fundraising costs	744	216
Other costs	1,107	1,489
Consultancy costs	14,400	14,400
Bookkeeping costs	1,620	1,620
	<hr/> 18,311	<hr/> 18,035
Governance costs		
Independent examiner's fees	2,700	2,860
	<hr/> 186,516	<hr/> 182,632
Total resources expended		
Net (expenditure)/income	<hr/> <hr/> (19,998)	<hr/> <hr/> 130,994