FACIAL PALSY UK

England & Wales · Charity number 1148115

Details

Status	Registered
Legal form	Charitable company
Company number	08107184
Registered	2012-07-16
Register	View on the Charity Commission register

Contact

Address

Facial Palsy UK
Eventus
Sunderland Road
Market Deeping
Peterborough

Phone	03000309333
Email	info@facialpalsy.org.uk
Website	www.facialpalsy.org.uk

Activities

Objects: THE OBJECTS OF THE CHARITY ARE TO RELIEVE SICKNESS AND TO PRESERVE THE HEALTH OF PERSONS LIVING WITH FACIAL PALSY WHO ARE RESIDENT PERMANENTLY OR TEMPORARILY IN THE UK.

Activities: Facial Palsy UK aims to:Provide information and support for people living with facial palsy and their families.Raise funds to sponsor research in the diagnosis and treatment of facial palsy.Provide information and training to health care professionals to improve equity of services throughout England and Wales.Represent the facial palsy community through advocacy services and lobbying.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£125,995	£134,390	-	-
2024-06-30	£126,376	£174,442	-	-
2023-06-30	£276,901	£103,863	-	-
2022-06-30	£88,755	£76,889	-	-
2021-06-30	£163,170	£69,629	-	-

Trustees

Name	Role	Appointed
Dr Fiona Philippa Tudor CBE	Chair	2023-01-24
Anna Pinsky		2023-01-24
Ben Haynes		2021-02-23
CHARLES NDUKA		2012-06-21
David Michael Coles		2023-06-16
Dr Rachel Fox		2023-01-24
FIONA SALMON		2013-04-03
Jan Jutsum		2016-10-08
Sheila Crowley		2017-01-18

FACIAL PALSY UK

England & Wales - Charity number 1148115

Accounts

Facial Palsy UK Annual Report and Unaudited Financial Statements
For the Period Ended 30 June 2025

Charity numbers 1148115 and SC045086
Company number 08107184

Contents

We believe that every person affected by facial palsy should be able to access care and treatment to improve their quality of life. When the charity launched in 2012, there was little to no support available. This report shows what we have been doing this year to improve the situation for everyone affected by this life-changing condition.

Introduction

Strategic Report

Financial statements

Highlights

1,277 individuals directly supported

via email, telephone, support groups and our annual family day.

579,000 users of our patient website during the year (increase of 25.6%).

85%	of those surveyed about 1:1 help felt more supported in managing the impact of living with facial palsy.
97%	said they felt less isolated as a result of attending face-to-face support groups.
99%	would recommend our virtual support groups to others with facial palsy.
100%	said they would attend another family day.
118	amazing volunteers.

Introduction from our Chair

This has been another very busy year. Each year demand for our support services increases, and last year saw a 16.7% increase in support enquiries, with 781 enquiries. 99% of respondents to the follow-up survey sent after our initial communication with enquirers said they would recommend this kind of support to other people with facial palsy and would contact us again if they needed more support in future. There was an even bigger increase in the number of attendees at our support groups, with a total of 547, up 26.6%. We ran 53 support group meetings, an increase of 6%, and feedback from these meetings was also very positive.

Managing all this, and much more, has required supreme effort from our four part-time staff. For two years from September 2023 our fourth staff member was funded by Global's Make Some Noise, and this funding was invaluable. Although that grant has now run its course, the Trustees have agreed that we need to continue with all four staff members. This means in turn that we need to focus more on fundraising, particularly as we remain determined that our support services should be accessible to all who need them, free of charge. We have continued to raise awareness of facial palsy with politicians and decision-makers, including Medical Advisory Board patient representative Janet Robb arranging a meeting at Stormont to highlight the need for specialist provision in Northern Ireland.

Facial Palsy UK (FPUK) benefits from the support of the VTCT Foundation, which supports organisations that help people living with a visible difference and their families and carers to overcome social, physical, psychological, emotional or other disadvantage. Previously this support has included very generous financial support for several of our projects. The VTCT Foundation has now ceased making grants but has continued to provide regular networking opportunities through The Appearance Collective, which brings together the CEOs and Chairs of other UK charities supporting people with facial difference. Among the challenges for us and other charities participating in The Appearance Collective is reaching people with facial difference who do not access our services. Men and women have an equal chance of developing facial palsy (with the exception of the heightened risk of women developing Bell's Palsy during pregnancy), but many more women than men attend our support groups. This year we therefore started an online support group for men. All our support groups rely on volunteers, who include medical professionals as well as people with lived experience of facial palsy. FPUK is so fortunate in the dedication of over 100 volunteers.

In November 2025 – outside the timeframe of this report – we held our first ever patient conference at Alder Hey Hospital's Institute in the Park. As a charity without our own office or other premises, opportunities to get together in person are rare and it was wonderful to see so many people there. It was also a chance for me to try to thank everyone involved, including those who had the vision to set up FPUK in 2012, Charles Nduka and Vanessa Venables, with Karen Johnson as our first staff member. It says much about them all that they all remain deeply engaged with FPUK. Thank you everyone.

Philippa Tudor CBE (Chair)

Our vision

A society where facial palsy is widely recognised and every person in the UK affected can access the information, treatment and support they need.

Our mission

Facial Palsy UK provides an essential service to those affected by facial palsy through the provision of information and support, promotion of best practice, and engagement in high quality research.

Our aims

Facial Palsy UK pledges:

- To increase awareness of facial palsy and its social, physical and psychological consequences.
- To improve the physical and emotional health of adults and children with facial palsy.
- To improve diagnosis and the acute and long-term management of the health of people living with facial palsy.

Our three strategic objectives are:

1. Inform – To improve further the information available to patients and health professionals about facial palsy and to raise more awareness whilst empowering those affected.

2. Support – To improve further our support services for people living with facial palsy and to influence and challenge healthcare providers to do the same.

3. Research – To gather evidence to inform and enable improvements in pathways of care for ‘right service, first time’ and encourage more research in the diagnosis and long-term management of facial palsy.

In 2023, we refreshed our strategic plan for the next three years and, as part of this process, updated our vision and mission statements to better reflect the difference we aim to make. This will be updated in 2026.

Support

During this financial year we operated with four part-time employees. Virtual support groups were mostly led by employees, but face-to-face support groups were wholly led by volunteers (including some trustees). Our Medical Advisory Board (MAB), who are also volunteers, assist in ensuring people receive correct information and the best support. Some MAB members also lead support groups.

Our support services were funded by Global's Make Some Noise from September 2023 over a two-year period. This funding has made a huge difference to the work we have achieved.

1:1 support

Our target

To improve the support we offer year on year, to reach more people, and to empower those affected by facial palsy.

Our achievements

There were 781 (2023/24: 669) direct support enquiries via email or telephone this year, an increase of 16.7% compared to last year. These 781 support enquiries came from 565 people, with some people returning for follow-up advice.

Support given

Most of our support was offered through email (83%), with 14% on the telephone, 3% on social media and 0.3% in letters.

After contacting us, 56% of our enquiries were provided with more knowledge of their healthcare options. 45% of enquiries discussed referral to a specialist, and we also supported 15 people by writing advocacy letters to their GP to highlight the importance of being referred to an appropriate specialist for treatment.

We sent 26 Claire's Cards to people with facial palsy and posted six of our new photograph cards.

We continued to send follow-up surveys between six and eight weeks after our initial communication with enquirers to:

1) Check how their recovery is progressing; and
2) See if they need any more support with their recovery or referral guidance.

This has been well received with many responses thanking us for following up and showing care about their recovery. During this period, we contacted 270 with a follow-up email and a survey. 78 (29%) completed the survey. From these surveys we found that:

- 85% of respondents felt more supported in managing the impact of living with facial palsy.
- 80% felt less isolated after contacting Facial Palsy UK.

- 83% understood more how to manage/cope with their symptoms.
- 82% felt more confident approaching their GP/healthcare provider for help.
- 99% said they would recommend this kind of support to other people with facial palsy and would contact us again if they needed more support in the future.

People have found the support we offer to be personable and individualised: “I'm really grateful to have exchanged emails with Laura. She clearly took the time and read my email thoroughly which covered the type of facial palsy I have; I could tell this by her response and reassurance that I definitely needed up to date monitoring and how to go about getting it. This was vital to me as I have had this type of facial palsy for 12 years now and have only ever been reviewed/assessed in 2013 and that's it - no monitoring. Laura gave me the confidence and reassurance (just in how she worded her email) that I was not wrong and worthy of an up-to-date appointment. Having an invisible type of palsy is still very isolating to have along with the symptoms you experience.”

We offered peace of mind to parents of children with facial palsy: “Thank you so much for the service you provided - as a parent with an 11 month old who is suffering from Bells Palsy, there was very little information out there. We are now under the care of a specialist and I feel so much more informed and at peace.”

And we have given hope to people by listening: “I cannot tell you the relief talking to Laura it's been hard after "every" doctors appointment since 2018 in connection with my bells palsy to be told to "keep it till its better ....talking with Laura made me feel seen and heard for the first time since my diagnosis (and I can't thank her enough) I truly thought I was loosing my mind and was a hypochondriac with my repeated visits and concerns.”

Support groups and networks

Our target

To reach as many people as possible who are seeking support in a group environment and to ensure that support meets their needs.

Our achievements

The total number of groups (face-to-face and virtual) held this was year was 53 (2023/24: 50) which was an increase of 6% compared to last year. There was a total of 547 attendees across our face-to-face and virtual support groups (2023/24: 432), an increase of 26.6%.

Face-to-face support groups

Our support groups have continued to grow this year. We had 547 attendees at our various groups – 219 have attended our 26 face-to-face groups (in Cheshire/Mersey, East Grinstead, London, Newcastle, Norwich, and the South-West: Devon, Dorset and Somerset).

The South-West network has continued to support their members monthly through regular zoom calls.

The Scotland group is becoming more established, holding speaker-led support groups regularly.

The Cheshire/Mersey group celebrated their 8th birthday.

There were many positive outcomes from the feedback of the attendees of our face-to-face groups.

- 97% said they feel less isolated as a result of attending the meetings.
- 89% said that being part of their group has made them feel more confident about socialising in future.
- 99% said they shared common experiences in the group.

A few stand-out statements are:

- How useful people have found attending the meetings: “This is a really valuable resource - I wish I'd discovered it earlier in my facial palsy journey.”
- The importance of the groups, for both the person with facial palsy and their family: “This support group has been a lifesaver for my affected husband and myself - encouragement, help, experiences - all have made an immeasurable difference to our lives since Ramsay Hunt struck.”
- The confidence provided by attending the groups and receiving local information about referrals: “If it wasn't for facial palsy uk I would never have known about the plastic surgeon. I had to advocate for myself in finding support but thank god I found facial palsy uk and they instantly helped in signposting me to gp urging a referral. I have since had a nerve graft, Botox and blephoplasty. I am so grateful.”
- The importance of the groups can be seen by how far some people travel to attend them: “This group offers a lifeline to the area where I live has no services to support RHS. So driving 80+ miles to attend the group is beneficial. Thank you.”
- How supportive the groups are when people are feeling their most vulnerable: “This was my first face-to-face meeting, and after feeling so nervous and anxious about attending - I was made to feel so welcome. It was so lovely to hear everyone's stories and not feel so alone when coping with FP. I would recommend anyone dealing with FP to attend a meet up. I came away feeling that I was not on my own and felt so supported.”

Virtual support groups

Through 27 virtual Zoom support groups, we supported 328 attendances, reaching 197 individual people.

- 89% said they felt less isolated after attending a virtual support group.
- 89% said they understood more how to manage/cope with their symptoms.
- 99% would recommend this type of support to others with facial palsy.

Some feedback which stood out was:

- The importance of knowing that the symptoms people feel are normal: “The group meeting was a great experience for me as others in the group described symptoms that I was also having so I felt less strange. The facilitators were very kind and knowledgeable. Thank you so much”
- How attending an online group can reduce feelings of isolation: “Just a big thank you. I wish I had attended a zoom call and reached out from the very beginning of my diagnosis. I've felt quite lost and isolated up until now. The group is amazing for information and experience sharing”
- The importance of having a medical professional on the group to ensure the information being shared is accurate: “It was the first meeting I had attended, and I will definitely be attending more sessions. The information from Vanessa and Laura in one session was more

> than I had ever received throughout my whole time with Facial Palsy. It's a relief to have found this group as I now see a way forward."

We continued the provision of 1:1s for those people who feel that group support is not for them. We ran three of these sessions, supporting 15 people.

100% of those stated that they left their 1:1 with an understanding of how to manage/cope with their symptoms, with comments such as: "Thank you on the 1-1 session. You are providing clear & valuable support & info which I have found it really hard to access from anywhere else."

The guided relaxation events we have run on Zoom have been very successful – with 74 attendees across the two sessions. 88% of those surveyed stated that their emotional wellbeing had improved after attending these sessions. With attendees saying:

- "Tonight's guided meditation was so relaxing. I'd had a really rubbish, emotional day and it was just what I needed. I feel so much calmer now. Am hoping it helps me to sleep better tonight!"
- "Tonight's relaxation session was lovely and it was great to do something a bit different."

We have introduced two new virtual support spaces this year. Firstly, we have created a men's group, featuring an online Facebook space and virtual Zoom chats, all facilitated by our male volunteers. We have also introduced a new signposting information session for those newly diagnosed – an hour whistlestop tour of the important parts of our website which should hopefully encourage better information sharing in the initial stages of diagnosis. These are in the early stages at the time of this report, and we will feedback more on their progress in our next annual report.

Other support networks

Our Facebook groups continue to provide virtual support to their members. All the 12 existing groups have grown this year, and our new group has grown very quickly to support men living with facial palsy.

Our five location-specific WhatsApp groups are a space for members to chat, often offering immediate support to each other regarding facial palsy and local available services. These groups are very welcoming to new members and ensure members can chat between face-to-face meetings. These groups are run by our support group leaders (volunteers) and moderated by Facial Palsy UK staff. They are continuing to grow.

"Reading all the WhatsApp messages from the support group reassures me that I am not alone"

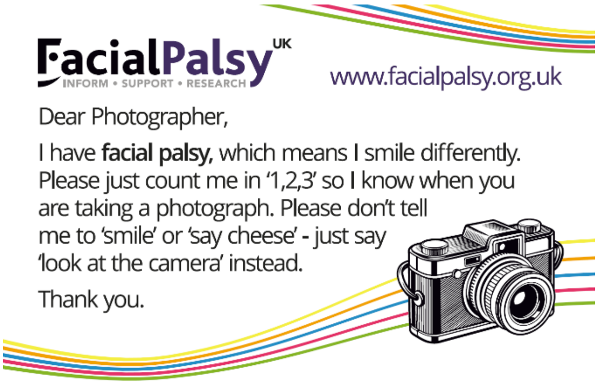
Website additions

After our support groups, we discovered that many attendees were upset by comments made by their friends and family regarding their recovery. There was a general lack of understanding about the challenges of living with facial palsy. To address this, we surveyed individuals with facial palsy and used their insights to create a webpage titled "What (Not) to Say." This resource can be shared with loved ones to help educate them and promote better understanding.

During Facial Palsy Awareness Week in 2025, we launched our new simplified guides on 'Initial Advice and Guidance' and 'Delayed Recovery.' Throughout March 2025, we hosted themed virtual support groups. Now, we are sharing these guides in our monthly support group email to help individuals easily find information relevant to their stage of recovery.

We also created a QR code sheet that includes links to all the essential pages of the website for individuals who are newly diagnosed or experiencing delayed recovery or synkinesis. This resource has been added to our Health Professionals website for easy access.

We created a 'photograph card' originally intended for children to use during school photo days. This card helps them avoid uncomfortable situations with the photographer. However, based on feedback from the community, we decided to make these cards available for anyone with facial palsy to use in any photo situation, such as weddings or group photos. The cards have also proved popular at our local support groups.



FacialPalsy UK
INFORM • SUPPORT • RESEARCH
www.facialpalsy.org.uk

Dear Photographer,

I have **facial palsy**, which means I smile differently. Please just count me in '1,2,3' so I know when you are taking a photograph. Please don't tell me to 'smile' or 'say cheese' - just say 'look at the camera' instead.

Thank you.

The conditions we've supported this year[1]

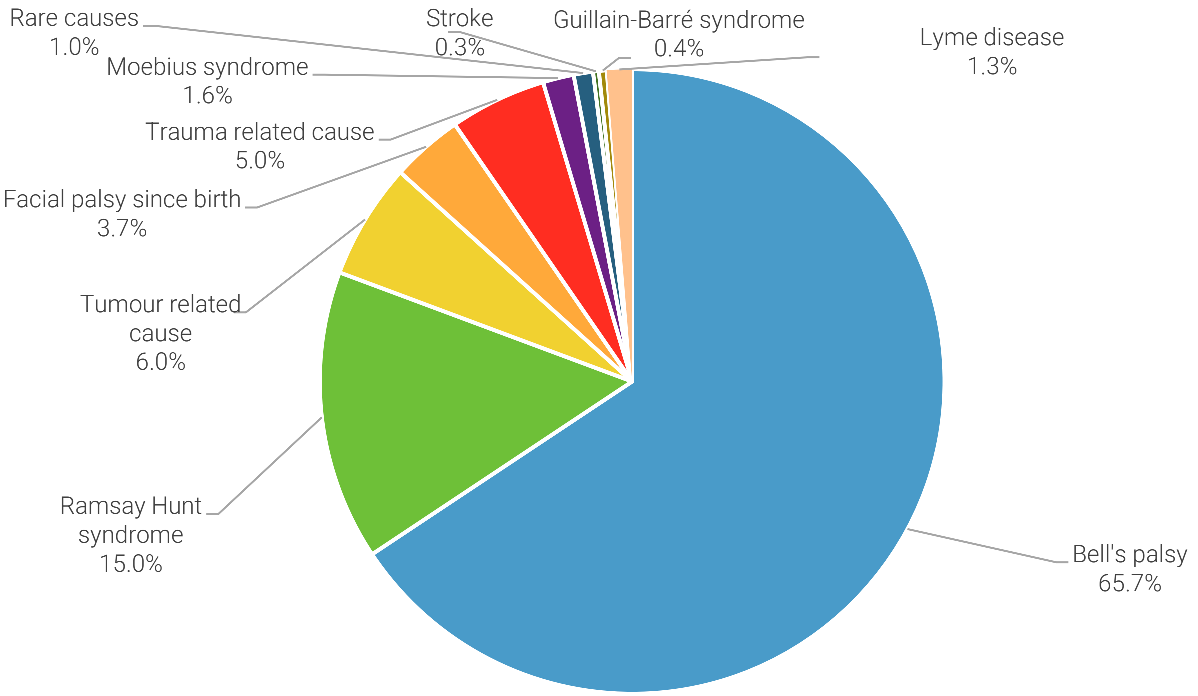


Figure 1. Causes of facial palsy supported this year.

Figure 1 demonstrates the variety of different causes of facial palsy we received enquiries about. Of these: 84.4% of enquiries were from adults with facial palsy, 6% were from parents/carers of children and adult children with facial palsy, 5% from other family members and 3.2% of enquiries came from health professionals seeking advice about the management of facial palsy. As well as people living with facial palsy and their friends and families, we also received enquiries from teachers seeking to understand facial palsy more.

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[1] Based on support enquiries between 1 July 2024 – 30 June 2025

Supporting families

Our target

To reduce isolation for children and young people with facial palsy and normalise the condition. To bring parents and carers together for mutual support.

Our achievements

- We sold 25 copies of our children’s book during the year (14 in the UK, 11 in the US).
- There were 535 members of our Parents & Carers Facebook Group at 30 June 2025.
- We held our ‘Mandy Brailsford Family Day’ at Barnstondale in August 2024.

Children’s book

Our children’s book aims to:

- Improve self-esteem in children with facial palsy by normalising the condition.
- Reduce feelings of isolation in children so they don’t feel they are ‘the only one’.
- Increase awareness of facial palsy in schools and the wider community.

Rosie asked Teddy why he was crying. Teddy told Rosie he felt sad because he had lost his smile.

“Bits of us don’t always work just the way they should,” said Rosie. “My grandpa’s ears no longer hear but we love him just the same.”

It was a very windy day and Rosie put on her sunglasses. Teddy looked up but couldn’t see the sun.

Rosie explained, “One of my eyes doesn’t blink or close, so my sunglasses stop the dust from making my eye sore.”

Parents and Carers Group

Our Parents and Carers Facebook Group is open to people worldwide who have a child with facial palsy. This is a platform where parents and carers can discuss common worries such as a child’s first MRI scan, surgery worries, eye care and how to deal with challenging questions from strangers. Our Parents and Carers Group is a safe place to discuss issues and share experiences. Our Support Liaison Officer monitors the group to see where new content may be needed for the website and is proactive in sharing content within the group that may benefit parents and carers.

This year we wrote a guide to ‘starting school’ aimed at children with facial palsy who are moving into full-time education. This included guidance on how to discuss medical needs with teachers, as well as providing appropriate wording for responses to curious questions from other children.

Mandy Brailsford Family Day - Barnstondale

In August 2024, we held our annual Mandy Brailsford Family Day at Barnstondale Activity Centre in Barnston, Wirral. Families took part in a wide range of inclusive activities including abseiling, a stream crossing, a cannonball run, arts and crafts, storytime, and a campfire with toasted marshmallows. The venue also offered plenty of free time for sports, unstructured play, and exploration of the adventure playground and sensory garden.

Many people with facial palsy have never had the chance to meet someone else with the condition. Our research shows that this lack of connection can lead to isolation and reduced self-confidence. Our Family Days create important opportunities for children and adults with facial palsy to meet others who share similar experiences. For many attendees, realising they are not alone can be transformative.

Since February 2021, Sayvol Environmental & Building Services Ltd has generously supported our Family Days through a monthly standing order. We are also grateful to additional donors who continue to fund this vital activity.

Objectives:

- To increase self-esteem and reduce feelings of isolation among adults and children with facial palsy.
- To provide an enjoyable, supportive, and memorable experience for people with facial palsy and their families.
- To create opportunities for attendees to connect with peers, discuss shared issues, explore different surgeries and treatment options, and build meaningful friendships.

Impact:

We welcomed 13 families to Barnstondale, comprising 28 adults and 33 children.

Feedback from Participants:

“It was nice to see so many people like me. It makes my move to high school less daunting. Thank you for helping me come out of my shell. I am NOT alone anymore <3”

“I think Family Days are a great opportunity to meet new people, make friends and just have fun!” – Niall

“Absolutely fantastic day out! Lovely accommodation, friendly, fun atmosphere. All the kids loved the activities. We will definitely come again.”

“A wonderful day where all the children and their families could spend time together, making new lifelong friendships.”

Post-Event Survey Results:

Following the event, we emailed a survey to attendees. Feedback was overwhelmingly positive:

- All respondents rated the day 4 or 5 out of 5 overall.
- All participants rated the ease of networking with other families 4 or 5 out of 5.
- 100% of respondents said they would attend another Family Day.

Overall, the event was a great success. Attendees reported having a fantastic time, and Barnstondale staff were exceptional in their support and hospitality. The format of the day, particularly the increased time for families to interact, proved highly effective, and we will certainly consider returning to this venue or choosing similar settings in future.

Highlight Reel:

Watch the video highlights from the day here:
https://vimeo.com/1008392948

Information

Our target

To improve the information available to patients and health professionals about facial palsy.

Our achievements

- Traffic to our patient website increased once again this year, demonstrating the increased reach of the charity.
- Our Health Professionals website is now up to 258 members.

Patient website (www.facialpalsy.org.uk)

There were 579,000 users of our patient website during the year, this is an increase of 25.6% compared to last year.

Our top performing webpages (excluding homepage)	Page views
What is facial palsy?	36,156
Eating and drinking advice	28,179
Ramsay Hunt syndrome	24,202
How to tape eye closed (adults)	22,873

Guided by our community, we have continued to add new pages and information to the website including:

- Initial Advice and Guidance
- Delayed Recovery
- What not to say

New medical pages are checked and approved by our volunteer Medical Advisory Board ensuring that patients always access high quality information checked by experts.

Health Professionals website (learn.facialpalsy.org.uk)

There were 611 users of our health professionals' website during the year and we currently have 258 members subscribed to the website. The site is free for anyone with an NHS email address to access and includes detailed information about facial palsy relevant to health professionals. We are also compiling a database of research articles relevant to this area of medicine. The Specialist Centres area of the website details multidisciplinary teams around the UK and is publicly viewable so GPs can easily access without having to register.

We published two new resources for health professionals:

- Pathway For Initial Assessment Of Acute Facial Paralysis In Primary Care / Accident & Emergency
- Eye care for patients with facial palsy

Awareness

Our target

- To demonstrate the physical and psychological consequences of living with facial palsy.
- To empower people with facial palsy and give them a voice.
- To be innovative and creative and find different ways to raise awareness of what it is like to live with facial palsy.

Our achievements

This year we have:

- Delivered a successful Facial Palsy Awareness Week 1-7 March 2025.
- Ran a successful petition leading to improved information on NHS websites.
- Been promoted by Sunderland Women's Football Club player Amy Goddard.
- Delivered a parliament awareness event and poster campaign in Northern Ireland.
- Achieved 11 media mentions in newspapers, magazines and television.

Facial Palsy Awareness Week (1-7 March 2025)

Theme/Mission:

To get 'Facial Palsy' pages published on the NHS websites for England, Scotland and Wales. #PageNotFound #NoService #FPAW

Overall, we had a great week which saw lots of interaction from our community and a fantastic response to our petition which received 2,600 signatures. NHS Wales published a facial palsy page during the week which means we are now halfway to achieving our mission. The campaign has provided us with plenty of evidence which demonstrates the need for better information on the NHS websites, and this is something we can now present to decision makers, in the hopes that the England and Scotland sites will follow the example set by Northern Ireland and Wales.

Our logo appeared in purple lights at the top of Tower 42 in London and we shared 16 new personal stories on our website. Seven children took part in a sponsored yoga-thon collectively raising over £3,000 between them!

Volunteer, Gary Parsons, ran two webinars about how businesses can support people with facial palsy (one to the general public and one for AIG).

We publicised the first meeting of our new Men's Group and launched a Student Prize to encourage interest in facial palsy amongst medical students.

During the week we had an Instagram 'Ask me anything' session.

Helen Martin, Advanced Practitioner Physiotherapist, took part in radio interviews with the BBC and Liverpool Live.

Bec Kimber, Specialist speech and language therapist, did an X (formerly Twitter) Takeover on RCSLT (50 tweets!)

That's Life magazine published media volunteer Amy Green's story.

"I would like to say a massive thank you to Facial Palsy UK for all the informative posts you have put out this week, and thank you for allowing me to share my story. It wasn't an easy thing for me to do, but I really think it has given my friends and family a better understanding of my condition. I would also like to thank everyone else who shared their stories - some of them were heartbreaking to read, but they've all helped to raise awareness of this life-changing condition."

"Thank you Facial Palsy UK for being there, when no one else could help"

"Thank you so much Facial Palsy UK for your support over the years. It's the first time since I shared my story with yourselves that I have been brave enough to share it with friends and family on here, I have been overwhelmed with the comments I have received and how many of them signed the petition."

Sunderland WFC Campaign

We were approached by Sunderland WFC player Amy Goddard, who was keen to help raise awareness of facial palsy following her own experience with Bell's palsy. Facial Palsy UK was featured in the matchday programme for Sunderland's fixture against Durham, which coincided with Facial Palsy Awareness Week.

We also published a blog post sharing Amy's personal experience, which was promoted across both our own and Sunderland's social media channels in May, around Sunderland's match against Sheffield United at the Stadium of Light. In addition, Amy recorded a series of videos speaking about her experience, which were shared on social media.

To further show their support, the team wore Facial Palsy UK's purple t-shirts during their warm-up. We are incredibly grateful to Amy and the Sunderland WFC team for their support in helping to raise awareness of facial palsy.

Chain of Hope (Northern Ireland Campaign)

Despite the serious impact facial palsy has on everyday life – affecting the ability to speak, eat, blink, and express emotion – patients in Northern Ireland are not receiving adequate treatment. There are no clear NHS care pathways, no consistent access to specialist services, and no early intervention to give patients the best chance of recovery. The result is a system where people are misdiagnosed, unsupported, and too often left with avoidable long-term damage. Janet Robb, patient volunteer, has been campaigning to improve this situation for many years and has been the driving force behind our work in Northern Ireland.

In March 2025, Facial Palsy UK representatives, healthcare professionals, patients, and politicians came together at Stormont to highlight the urgent need for improved support for people living with facial palsy.

The charity called on the Northern Ireland Health Service to commission a three-phase programme to transform care. The proposal included the recruitment of two specialist facial therapists and two psychologists, the creation of a dedicated botulinum toxin clinic, and the expansion of the clinical team and development of a fully operational multidisciplinary team (MDT). Facial Palsy UK also urged NHS commissioners to explore joint working with charities, including integration into upcoming projects like the Facial Palsy UK app and new virtual psychotherapy services – benefits Northern Ireland could miss out on without a dedicated specialist.

Specialist Facial Therapy is essential because facial rehabilitation is a complex post-graduate specialism not covered in standard therapy training. Facial muscles behave differently from other muscles, requiring tailored management at each stage of nerve recovery. Inappropriate treatment can worsen outcomes, while specialist therapists help avoid such risks, identify serious underlying conditions, and coordinate care with other professionals, including referrals for targeted treatments like botulinum toxin.

Janet emphasised the importance of peer connection, noting that while reassurance from loved ones is welcome, only fellow patients truly understand the distress of losing facial identity.

Event sponsor, MLA Nick Mathison, expressed his commitment to championing improved services, stating that while clinicians are ready to help, investment is essential to provide timely, integrated care for patients with this life-changing condition.

"I was only 8 weeks into my facial palsy journey when I attended this event. I felt so well supported by those from Facial Palsy UK - Northern Ireland Network and others who were interested in hearing my story as well as sharing their own experiences. It was a great opportunity to learn more about facial palsy and the types of services/treatments/supports available. Although there's a long way to go in terms of funding and a pathway for those with facial palsy in Northern Ireland, it's heartening that there are many health professionals here with a passion to do all within their means to help patients and advocate for us. The presentations were excellent, and the voices of those with lived experiences were so strong, emotive and this is essential to keep raising the profile. My heartfelt thank you to all those involved in making this event happen and to those who took part." Patient feedback, April 2025.

Following this event, Facial Palsy UK launched an advertising campaign in May encouraging people living with facial paralysis in Northern Ireland to contact the charity.

Campaign aims:

- To encourage people with facial palsy who are not receiving treatment to contact the charity.
- To raise awareness of Facial Palsy UK in Northern Ireland as an alternative due to lack of NHS services.
- To raise awareness of facial palsy in general.

Campaign delivery:

Advertising Channels: We created adverts featuring two models with facial palsy from Northern Ireland. These were displayed on a large digital billboard, 10 roadside panels and 100 interior bus panels across Belfast.

Key Messaging: Focused on both raising awareness of the condition and signposting people to support networks.

Duration: 12th May – 1st June

Don't face it alone.

Facial paralysis can affect every aspect of your daily life, yet in Northern Ireland, specialist services are practically non-existent.

If you've been left without proper treatment or support, **don't suffer in silence** – reach out to Facial Palsy UK for the help and guidance you **rightfully deserve**.

FacialPalsy UK
facialpalsy.org.uk 0300 030 9333
support@facialpalsy.org.uk

Landing page: We created a new landing page on our website linked to the QR codes on the adverts, so that we could accurately track how many visits to the site the campaign generated.

https://www.facialpalsy.org.uk/get-involved/northern-ireland-campaign/

Social media: The advertising campaign was also backed up by posts across Facial Palsy UK's social media channels (Facebook, Instagram and LinkedIn).

Press release: We sent out a press release about the campaign and the need for better services in Northern Ireland to various media outlets across the UK and Northern Ireland.

Reach and Visibility:

- Posters displayed on 1 billboard, 10 roadside panels and 100 bus panels across Belfast.

Engagement:

- During the campaign period, we had 461 new users from Northern Ireland visit the Facial Palsy UK website (357 from Belfast and the rest from surrounding areas).
- We've had 289 visits to the Northern Ireland campaign page since it went live on 24th April.

Public feedback:

We received positive feedback on social media from individuals living with facial palsy who reported feeling seen and represented.

'This illustration shows exactly what it FEELS like.'

'That's exactly how I feel but people just don't understand they always say oh I don't look so bad it looks terrible.'

Wider campaign:

After 11 years of campaigning, Facial Palsy UK volunteer, Janet Robb, has secured NHS funding for two facial palsy therapists to deliver a Botox® and facial therapy clinic. This is a massive step on the long road towards better services for people living with facial palsy in NI. Janet said that the attention from the larger political parties at the Stormont event created greater awareness. Members of the Health and Social Care Board were able to speak to patients first-hand about the issues they are dealing with.

The Northern Ireland Transport Campaign successfully raised awareness of facial palsy across the region, reaching thousands of people through highly visible advertising on public transport. It boosted engagement with Facial Palsy UK's services to some extent and helped foster greater recognition of the condition. The campaign has laid strong foundations for future advocacy and awareness initiatives in Northern Ireland.

Janet Robb explained that the funding had enabled far more people to engage with the campaign. Participants felt empowered through opportunities such as giving media interviews, featuring in the advertising, and speaking at the Stormont event.

One woman who attended the Stormont event shared that she had not left her home in seven years due to her facial palsy. She said the significant effort put into organising the event encouraged her to attend. Accompanied by her husband, she was introduced by Janet to a doctor at the event, who has since arranged an appointment for her.

A parent of a child with facial palsy also spoke at the event, describing the challenges of being left without a clear diagnosis and adequate care. On hearing about these experiences, another mother described her struggle to feed her baby and the lack of support she had received. These parents have now been connected with the right support networks.

Janet emphasised that the funding continues to create a ripple effect: awareness is growing, more people are being seen by medical professionals, and families are connecting with others who share similar experiences. As a result, people are finally going to be receiving the support they need and no longer feel alone.

This campaign was generously funded by the National Lottery Community Fund

COMMUNITY
FUND

Media mentions

We achieved 11 media mentions in local and national newspapers, magazines and on television and radio. Tulisa's appearance on I'm a Celebrity and a Gogglebox star sparked media interest in Bell's palsy. BBC Morning Live specifically mentioned the charity as an avenue of support for those affected by facial palsy.

Cosmopolitan featured Tulisa and spoke to our Medical Advisory Board member Catriona Neville about Bell's palsy and mentioned Facial Palsy UK in their article.

As with many medical charities, media coverage is often easier to secure when a well-known person is affected by a condition. Facial Palsy UK is widely recognised for its specialist expertise and for the breadth of work it delivers to support people affected by facial palsy, and is regularly approached by the media for expert comment.

Social Media

Over the past year, we have continued to grow our social media presence, enabling us to reach and engage with a wider audience while providing vital information and support. In addition to sharing important news and updates, social media allows us to run surveys and ask questions, giving us valuable insight into the issues that matter most to the people we support. We have also used these platforms to support fundraising initiatives such as our Christmas Campaign, promote events including the Family Day and Conference, and raise overall awareness of our work.

	Reach	Visits (1 July 2024 – 30 June 2025)	Content Interactions (1 July 2024 – 30 June 2025)	New Net Follows (1 July 2024 – 30 June 2025)
Facebook	*	23.6K (up 100.8% YoY)	14.6K (up 51.3% YoY)	730
Instagram	174.2K (up 830% YoY)	8.1K (up 98.6% YoY)	296 **	628

YoY = Year on Year (comparing performance to the same period in the previous year).
WoW = Week on Week (comparing performance to the same period in the previous week).

* Page Reach is no longer used to measure performance on Facebook so we will now track Visits and Interactions.

** No data was recorded between July and May due to a Meta error, so this figure is not an accurate reflection of our performance.

Social media engagement increased during our Awareness Week with 148.6K views (up 2.1K WoW) and 4.9K content interactions (up 4.4K% WoW) on Facebook and page reach of 41.8K (up 2.5K% WoW) on Instagram.

Overall, 1.6K users found us through social media – an increase of 769% WoW but a decrease of 26.9% YoY suggesting that this year's campaign was not as successful at driving traffic to the site as last years. The top 3 performing posts on Facebook during the week (by reach) were our Tower 42 photo, the new eye care resource, and Helena's personal story. The best performing posts on Instagram were all personal stories: Karen, Danielle and Helena.

We shared 33 posts on LinkedIn resulting in 214 reactions and 24 reposts.

Research & Education

Very few research projects are investigating the causes and treatments of facial palsy. A key reason for setting up Facial Palsy UK was to raise funds for medical research into the condition.

Our target

- Identify areas for medical research which will be beneficial to people with facial palsy.
- Raise funds to support or sponsor research and training for health professionals involved in the care of patients with facial palsy, which is not normally provided by the statutory authorities.
- Standardise assessment procedures which health professionals use to treat facial palsy.
- Gain an understanding from our community about how the health care system is working for them and to identify problems.
- Improve education for health professionals and patients about facial palsy.

Our achievements

- Published results of our Facial Palsy Awareness Week survey.
- The Medical Advisory Board completed a standardised clinical pathway for acute facial palsy, this project was led by Dr Simon Lowe.
- NICE guidance on Shingles management improved at our request.
- Dedicated Facial Palsy page on NI Direct, the NHS website for Northern Ireland.
- Improved information on NHS Bell's palsy page with links to Facial Palsy UK.
- Dedicated Facial Palsy page on NHS 111 Wales.
- Medical Advisory Board member with lived experience began supporting a Cochrane review updating earlier research on antiviral treatment for Bell's palsy.
- Work was completed on an article for Pulse about Bell's palsy in pregnancy.
- Supported research opportunities relating to facial palsy from external organisations.
- Work is nearly complete on our forthcoming book 'Facial Paralysis – a guide for Health Professionals'.
- Article published in Frontline for the Chartered Society of Physiotherapists about how facial palsy is misdiagnosed, misunderstood and mismanaged.
- At the time of writing this report, our new Facial Palsy App 'Improve FP' is about to be launched.

On 1 March 2025 we published Facial Palsy UK's Facial Palsy Awareness Week survey results. The survey aimed to understand how and if people use the NHS website as a source of healthcare information. Findings included:

- Of 365 respondents who had personally had facial palsy or supported someone with facial palsy, 40.5% said the cause of the condition had previously been misdiagnosed.
- 87.7% of respondents had looked up a health condition on the NHS website at some point.
- 81.2% agreed that NHS website health information is a trusted source of health information on the internet.
- 45.3% agreed that medical professionals recommended they look up health information on the NHS website.
- Only one in five (21.8%) believe there is sufficient information about Bell's Palsy on the NHS website.

- Only one in five (19.6%) believe there is sufficient information about other causes of Facial Palsy on the NHS website.
- 83.3% agreed that improved information on the NHS website could reduce misdiagnosis of the cause of facial palsy.
- Just one in three (34.3%) agreed that current information on the NHS website enables patients to understand when to access their GP for continuing treatment and support.

The full survey results can be found here:
Facial Palsy Awareness Week 2025 Survey

The pathway for initial assessment of acute unilateral flaccid facial paralysis in Primary Care and A&E was approved by the Medical Advisory Board in January 2025 and represents best practice in the initial assessment and management of facial palsy in the acute setting. It is available to download here. Accompanying the pathway is a newly created eye care guide for patients with facial palsy available here. One of our strategic aims following our 2023 patient survey was to consider how we address failings in eye care management in primary and secondary care for patients with facial palsy. The new eye care guide is comprehensive and is an easy way for clinicians to disseminate sight-saving information.

We asked NICE to update their guidance on shingles because the advice on head and non-truncal involvement wasn't clear. In October 2024, they updated the information to state more explicitly that shingles affecting the head or neck requires urgent specialist advice.

For Facial Palsy Awareness Week, we campaigned for improved information about facial palsy on the NHS websites. Although these pages are aimed at the public, it is important they are improved to educate health professionals as well. Thanks to the efforts of Janet Robb, the patient representative on our Medical Advisory Board, Northern Ireland health commissioners had already requested a dedicated facial palsy page a few months earlier. Having an example made it easier to engage other NHS areas. The English NHS website did not have the resources to create a dedicated Facial Palsy page but have improved the Bell's Palsy page at our request and added a 'Further information' section highlighting there are other causes with a link to our website. NHS 111 Wales liaised with the team in Northern Ireland to use their content as a template for a facial palsy page. We are still liaising with NHS Inform in Scotland about improving content.

Article written by Dr Simon Lowe for Pulse, the leading publication for GPs in the UK. The article discussed the management of Bell's palsy in pregnancy.
Clinical conundrum: Managing a patient with Bell's palsy

We shared many different relevant third-party research participation opportunities throughout the year from organisations such as the Centre for Appearance Research.

In addition, an organisational response was sent to Change NHS, to shape the NHS 10-year health plan.

Volunteering

Our volunteers are an essential part of Facial Palsy UK. With only four part-time staff members, we would not be able to deliver the information, support and research we provide without the dedication of the many individuals who generously give their time.

We currently have 118 volunteers signed up to support the charity in a variety of roles.

Medical Advisory Board

Forty-five of these volunteers are members of our Medical Advisory Board. They support the charity in several ways, including reviewing the accuracy of information on our website and assisting with responses to complex support enquiries. One of our trustees acts as Secretary to the Board.

Support

All of our support groups are led by volunteers, who do an outstanding job of providing support locally and online through Zoom calls, WhatsApp and Facebook groups.

Befriending

Our volunteers also offer one-to-one support by phone, online or in person, helping to reduce isolation for those who need additional support.

Events, Administration, Marketing and Awareness

Volunteers play a vital role in supporting our events, campaigns and administrative work. There was strong volunteer engagement across our campaigns throughout the year, particularly during Awareness Week, when volunteers submitted case studies, images and videos and helped share the campaign widely. One volunteer completed an insightful social media audit for us.

The event in Stormont that was part of our Chain of Hope campaign was volunteer led.

We were also supported by 11 volunteers at our Family Day at Barnstondale, who assisted with everything from setting up the venue to welcoming guests and getting stuck in with all the activities. Their contribution was invaluable and greatly helped to make the day a success.

Research

Volunteers have helped test the new FP Improve App that we are developing and also participated in surveys.

Governance

Our Trustee Board oversee the strategic direction, efficiency and legal responsibilities of the charity.

How we are funded

Our target

- To develop a diverse range of funding streams to ensure our activities are sustainable.
- To spend funds wisely and effectively.
- To work within the guidelines of the Fundraising Regulator and keep updated with changing legislation in relation to fundraising, charity accounting/reporting and data protection.

Our achievements

This year:

- 100% of our voluntary income came from the people, companies and trusts who support us.
- It was our second year as a Global's Make Some Noise charity. £24,000 was received during this financial year.
- Our community kindly continued to support the charity's work with regular and payroll giving. Income decreased slightly by 6.4% to £9,994 (2023/24: £10,679) for the year.
- Income from one-off donations made directly via our website increased by 73.4% to £9,224 (2023/24: £5,318) with the largest individual donation amount being £2,500.
- Net lottery income for the year was £2,297 (2023/24: £1,374). This funding source increased by 67.2%, due to reduced running costs, increased players and in part due to the lottery not running during September 2023 while we changed to a new provider.
- The Big Give campaign raised £9,850, funds to be used for a Family Day for all.
- We received a grant of £13,427 from The National Lottery Community Fund for our Chain of Hope campaign in Northern Ireland.
- The VTCT Foundation provided an additional grant of £6,300 for development of the app connected to the Psychological Assessment and Support project.
- We continued to promote legacy giving, mentioning subtly on social media channels and via our newsletters to keep this in people's minds as an option.

Thank you for the many generous donations we received during the year from individuals, companies and trusts. We are also grateful to those who offer regular support playing our lottery or making regular donations via payroll giving, standing order or direct debit.

We were also kindly supported by:

- Sayvol Environmental & Building Services Ltd who make a regular donation to support future family days.
- JGR Business Bureau who donated payroll processing hours to us.
- Leadtec who provide us with sponsored IT support.
- ANS Group Limited who provide the AI Chatbot on our website.

Facial Palsy UK has also received many other gifts of time and advice from individuals and organisations throughout the year. We wish to thank every single person and organisation who has supported Facial Palsy UK. We are sorry we cannot mention you all. Every gift is used carefully to improve the lives of people affected by facial palsy.

Thank you to our amazing fundraisers!

We couldn’t do what we do without the dedication of our wonderful fundraisers. Against the backdrop of the ongoing cost-of-living crisis, community fundraising fell by 23.4% this year, generating a total of £26,989. We are very grateful to those who support us and it’s important to remember that event fundraising is not just about raising funds, it helps to raise awareness too.

In addition, funds were raised via our lottery, Give as you Live, social media platforms, and in memory of loved ones, to name but a few. Thank you to everyone who supports us in so many ways, we appreciate everything you do.

People supported us by taking part in marathons and other running events, walks, cycling, ultra challenges, treks, Hyrox, charity football events, work fundraisers and more.

One of the highlights was the children’s yogathon during Facial Palsy Awareness Week.

The Deeping Lions also kindly supported Facial Palsy UK with their world-famous duck race.

We thank you all for your energy and passion for raising funds and awareness. You are amazing!

Where our income comes from

This year you helped us to raise £125,995. Figure 2 below shows where our income was generated:

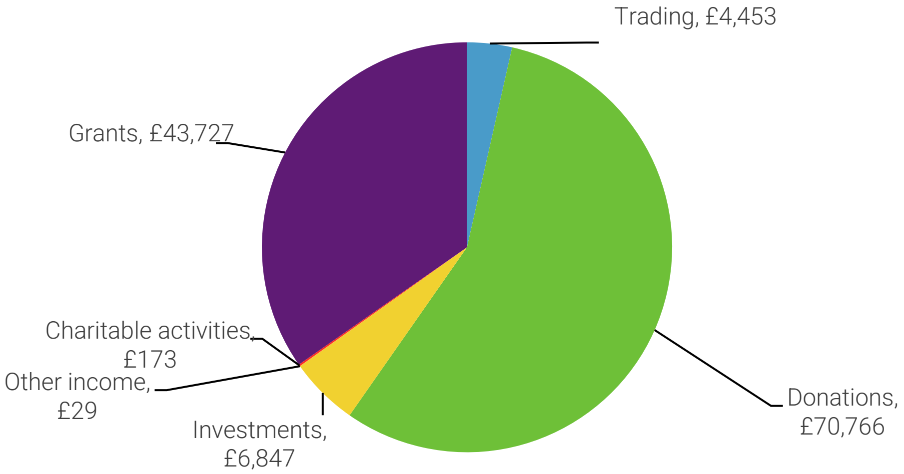


Figure 2. Income breakdown for year ending 30 June 2025.

Where we spend our income

Total resources expended this year were £134,390. Figure 3 below shows how we spent our income:

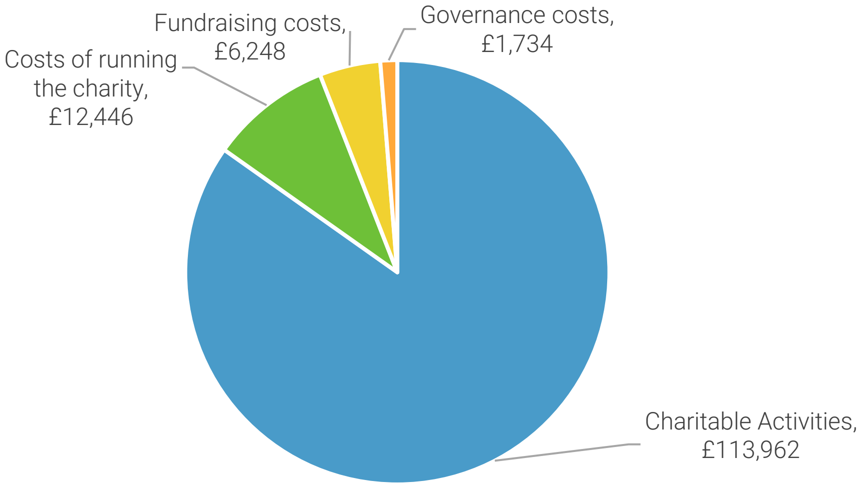


Figure 3. Expenditure breakdown for year ending 30 June 2025.

Charitable activities include: providing support and information, raising awareness and research projects. Costs of running the charity include: insurance, IT, telephone and internet costs and a proportion of salaries spent on operational requirements. Spend on fundraising costs was £6,248.

How do we raise our funds?

Since Facial Palsy UK launched in 2012, we have never employed high pressure fundraising tactics. We do not use fundraising agencies and we do not sell or exchange lists of data with any other charities or companies for marketing or fundraising purposes.

We are members of the Fundraising Regulator and our Fundraising Promise is clearly detailed on our website. We also have a Complaints procedure should anyone be unhappy with us or any person acting on our behalf. We have not received any complaints about our fundraising practices in our 13-year history.

We promise to adhere to industry guidelines and regulations. We have invested time in ensuring we meet the requirements of the General Data Protection Regulation (GDPR). We promise to ensure that all staff and volunteers are kept updated about data security and correct use and retention of data.

We promise to be open and honest about how the funds you raise are spent.

For every £1 we spent this year:

- 85p went on delivering and improving care for people with facial palsy
- 10p went on the running costs of the charity including governance
- 5p went on generating future income

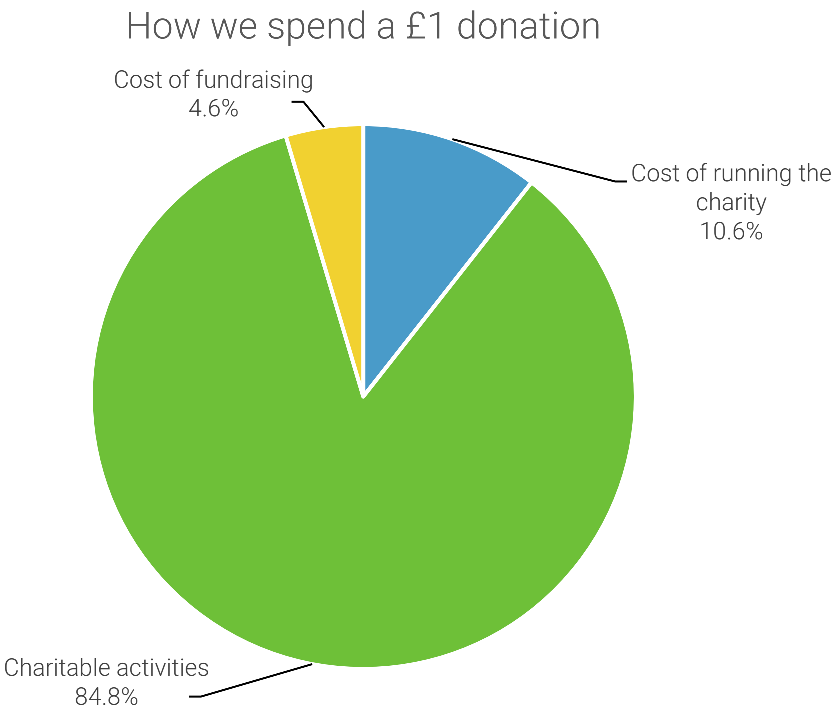


Figure 4. How we spent a £1 donation for year ending 30 June 2025.

Financial review

This year (2024/25) our total annual income remained fairly static decreasing by just 0.3% to £125,995 (previously £126,376).

The total unrestricted income was £62,969, a decrease of 30.9% (previously £91,135). Last year (2023/24) we received a legacy of £22,575.

Competition for grants has increased considerably with many trusts who had historically supported us unable to provide further funding.

Unrestricted expenditure decreased by 25.1% to £90,050 (previously £120,270). The previous year we spent a one-off amount of £40,888 on the development of an App hence the substantial reduction this year.

Total expenditure decreased by 23% to £134,390 (previously £174,442). £44,340 was spent from restricted funds on projects (detailed in note 16 to the accounts).

Reserves

As we do not receive any regular government funding, our level of income depends on the generosity of donors, the enthusiasm of fundraisers, the trust funding landscape, and how the wider economy is performing. We must consider what would happen to our services should this income significantly reduce. Our unrestricted funds balance at the end of June 2025 was £222,970 of which £90,970 has been set aside as per our reserves policy. Our minimum reserves are £53k which include redundancy costs, general costs for winding up the charity and salaries for three months (equivalent to approximately four months running costs). £38k has also been set aside to cover three months running costs including salaries. As we are a small team with just four part-time members of staff, the sudden absence of a key member of staff could disrupt services and therefore we feel it is prudent to hold sufficient reserves to manage this risk.

Designated funds

- The balance of funds designated to developing an App to support people with facial palsy was spent during the year.
- The funds previously designated to the Charity Coordinator role have been undesignated, see note 17 to the accounts for further details.

Balance of funds

The balance of unrestricted funds after deducting those set aside as per our reserves policy is £132,000. We are monitoring our financial situation carefully bearing in mind the current economic climate and assessing how we can make best use of these funds, e.g. investigate sourcing match funding for new or existing projects. Our Global’s Make Some Noise grant which funds our core support services ends in August 2025 and at the time of writing this report no grants are in place to replace that funding stream. An additional £89,780 is forecast to be needed to cover our budgeted expenditure in 2025/26. We will also be investing in a more proactive approach to trust and legacy fundraising in 2025/26 to ensure sustainability.

Risks and uncertainties

Our Risk Register is reviewed at every Trustee meeting. Risks are assessed top down and bottom up. An overview of key risks and our mitigation management are detailed in the table below:

RISK	MANAGEMENT
Financial: The charity is reliant on fluctuating voluntary income to provide our services. We have limited resources to dedicate to fundraising so careful planning is needed. We also need to consider the 'cost of living crisis'.	• Regular financial planning & review. • Sustain unrestricted reserves ensuring we can continue to operate and meet statutory obligations. • Fundraising strategy in place 2023/26 • Investment in Trust and Legacy Fundraising.
Operational: With such a small team, if one were to leave it would have a major impact, it's important our team feel valued and have opportunities for advancement. We also must ensure all volunteers feel valued and supported and are fully informed about policies and procedures. Data security should be continually reviewed in our ever-changing world to ensure it covers technological advancements that could make old policies and procedures obsolete. Safeguarding to always be a high priority. Projects should be completed on time.	• All staff to receive support and training. • Succession planning and training for staff to provide cover as required. • Keep under review volunteer requirements and necessary policies and training, etc. Ensure volunteers feel valued and supported. • All policies and procedures relating to financial controls, safeguarding, data protection and security reviewed annually. • All communications centralised into database. • Document systems, plans and projects. • Focus on existing requirements and commitments and only take on additional projects when time allows.
External: Incidents or events may negatively affect the charity's reputation or operations, e.g. non-compliance, fraud, security. Public perception of our work could be incorrect or misleading. Demographic considerations, e.g. services may not be in line with service user needs. Volunteers' perception, loss of interest due to failure to communicate and channel enthusiasm. Funder perception, loss of reputation amongst key funders.	• Preventative mechanisms, policies & procedures are in place. • Ensure good quality reporting of charity activities and how funds are spent. • Ensure we are still providing services that are in line with service user needs by seeking feedback at every opportunity and improving impact reporting. • More focus on improving the volunteer experience – board level discussion. • Ensure the charity does not take on too much.
Governance: Poor knowledge of regulatory requirements and legal responsibilities. Conflicts of interest could impact on reputation. Sudden loss of trustees due to uncertainty about length of service.	• Trustee training, policies and procedures regularly communicated throughout whole organisation. • Procedure for managing conflicts of interest. • Be more transparent in decision making, become more structured and improve communications. • Ensure safeguarding responsibilities understood, training is provided, and safeguarding updates are on the agenda at each trustee meeting. • External board reviews to be held periodically. • Proactive discussions regarding Articles of Association to ensure fit for purpose, continue to meet the charity's needs, and are in line with best practice.

Employees

Our four part-time employees are permanently home-based. They mainly communicate with the Trustee Board via email, telephone or virtual meetings. There are occasional face-to-face meetings. Information is mainly disseminated to volunteers by email or telephone as most volunteers are not based locally.

We are committed to being a diverse and inclusive charity. We have equal opportunities monitoring in place and value each individual’s contribution. We set up a staff pension scheme in July 2017 in line with government requirements.

Employee pay is agreed by trustees as part of the annual budget setting process. No individual performance bonuses are paid.

Structure and Governance

Facial Palsy UK is a company limited by guarantee (incorporated on 15 June 2012, registered number 08107184) and a registered charity in England & Wales (charity number 1148115) and Scotland (charity number SC045086).

The charity purpose is set out in its Articles of Association (updated 25 April 2022 to remove the stipulation for a minimum number of face-to-face meetings per year).

The need for a charity specifically for facial palsy was recognised following the development of the Facial Palsy Clinic at the Queen Victoria Hospital in East Grinstead. In 2009, Consultant Plastic and Reconstructive Surgeon Charles Nduka who set up the clinic, conducted a survey and in conjunction with patient feedback noted that:

- The average duration between the onset of paralysis and referral to a specialist for treatment was 5.6 years which means that there is a huge unmet need for help.
- Patients were travelling from across the UK (including Northern Ireland and Scotland) in order to be seen.
- The information that patients had been given by some health professionals was incorrect and might impact negatively on their outcome.

The objects for which the charity is established for the public benefit are:

- to improve the level of care and treatment of persons living with facial palsy by increasing awareness and understanding of facial palsy and its physical and psychological consequences;
- to assist the treatment and care of persons living with facial palsy by the provision of information, support, education and practical advice;
- to improve access to care by raising the profile of facial palsy and its consequences, through education and training of healthcare professionals, where such education and training is not normally provided by the statutory authorities;
- to raise funds to support and sponsor research and training for healthcare professionals involved in the management and treatment of facial palsy, where such activities are not normally provided by the statutory authorities;
- to be an advocate for the facial palsy community in the development of service provision, education and research.

There has been no change to charity objects during the year.

Karen Johnson (Co-CEO) is also Company Secretary, appointed on 19 January 2022.

Board of Trustees

The Board of Trustees is legally responsible for directing the affairs of the charity. Trustees are the directors of the company and serve for renewable terms of three years. Under the requirements of the Memorandum and Articles of Association, one third (or the nearest one third) of the trustees must retire at each AGM each year, those longest in office retiring first. Eligible retiring trustees may be reappointed. The Board comprised ten trustees as at 30 June 2025. Trustees have a wide range of skills and experience including clinical and professional expertise.

The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

Philippa Tudor CBE (Chair)	(Retired, Re-elected 30 January 2025)
Charles Nduka (Co-CEO, unpaid.)	
Fiona Hawthorne	
Jan Jutsum	
Sheila Crowley	
Monica Letts (Treasurer)	(Retired 30 January 2025)
Ben Haynes	(Retired, Re-elected 30 January 2025)
Catherine Parr	(Retired 28 January 2026)
Anna Pinsky	(Retired, Re-elected 28 January 2026)
Rachel Fox	(Retired, Re-elected 28 January 2026)
David Coles	(Retired, Re-elected 28 January 2026)

The board meets at least four times per year to regularly review and direct Facial Palsy UK's strategy, budget and performance. All trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in note 10 to the accounts. None of the trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Potential conflicts of interest are disclosed at the start of every meeting and are listed here for complete transparency:

- Charles Nduka, as co-founder and co-CEO of the charity has noted the following potential conflicts of interest in his role as surgeon, researcher and technology developer in a private company (Emteq). Charles Nduka has committed to donate any personal profits from facial palsy products to Facial Palsy UK.

Transparency has been maintained at Trustee meetings and with all parties.

Appointments and training

The Board of Trustees appoint all new trustees who are recruited through a process of advertisement, application and interviews based on selection criteria. We aim to ensure a broad range of relevant skills and experience to benefit the charity. All new trustees are sent all relevant documents which set out the operational framework for the charity including the Memorandum and Articles and details of the current financial position as set out in the published accounts. They are also given copies of Strategic and Business plans. They normally have introductory discussions with the Chair and co-CEOs and other members of the Trustee Board. They also meet staff and volunteers as relevant. They are signposted to relevant information on the Charity Commission website about 'the Essential Trustee'. They are given the opportunity to attend inexpensive training courses offered through NCVO and other providers. All trustees are asked to provide a list of their skills and update it regularly.

Compliance

A revised Charity Governance Code was published In November 2025, and was circulated to trustees. The Code sets out universal principles of governance for charities to consider. Compliance with the Code is not a regulatory requirement but it is a practical tool for trustees to encourage discussion about standards, behaviours and processes that are helpful in cultivating good governance.

In 2024 Facial Palsy UK successfully applied for pro bono management consultancy support from the Cranfield Trust to undertake a governance review. The Cranfield Trust engaged Rob Avann of Orchard Park Consulting to undertake this pro bono project. The work was completed over the course of three months from November 2024 to February 2025 and involved three elements: a document review, two board meeting observations and 10 interviews with Trustees and the co-CEO. The governance review focused on five areas agreed with the charity's Chair. These were board business and delegation, board composition and succession planning, board development, diversity and staff overload and wellbeing where it relates to governance. These focus areas were reviewed against sector good practice and the Charity Governance Code for small charities (the revised Charity Governance Code now covers all charities).

The report noted areas of strength for all five focus areas, in addition to areas of development, for which it included recommendations for action. The board considered these at our annual awayday in May 2025, for part of which we were joined by consultant Rob Avann. The board agreed on which recommendations to implement as a priority. These included financial reporting to the board, income generation, including legacy fundraising, and clarifying roles and responsibilities.

Following recommendations in the report, the agendas for board meetings were restructured to allow more time to focus on key decision items and strategic discussions. Minutes of board meetings now have a separate actions table, which has already proved useful in preventing agreed actions from drifting. In terms of financial reporting and fundraising, the Board decided against forming a separate sub-committee, as given the relatively small size of our charity we considered that a better approach would be to appoint, in addition to our existing Treasurer, a trustee legacy fundraising lead. This we have done, and, with the help of external specialist legacy fundraising consultancy, have agreed a new fundraising strategy.

The high priority recommendations in the report included two recommendations relating to board roles. The board has agreed role descriptions for the Chair and Treasurer, based on the Charity Commission's Guidance, as well as a written role description for the Trustee Designated Safeguarding Lead. The report also recommended that the board should collectively discuss the Co-CEO roles and recognition of the special status of FPUK's founder, Charles Nduka, who has been a trustee since the formation of the charity in 2012. The Board is unanimous that it wishes to recognise his significant commitment and achievement to FPUK in appointing him as President of the charity with ongoing board membership, not subject to reappointment (the Code recommends a maximum of 3 x 3 year terms – 9 years - for board membership). It will seek to revise the Memorandum and Articles accordingly.

Several practices which the new Code recommends as best practice are already embedded at FPUK. For example, we have since 2023 had a regular schedule for board consideration and if necessary updating of core policies. The Board usually considers and updates its risk register at each meeting. We will continue to seek to develop these practices. Having found the 2024-25 external review very helpful we plan to undertake another in 2027-28, as part of a three yearly external review cycle.

The new Code of Corporate Governance has a separate section on Board effectiveness, including behaviours, policy, processes and practice, and suggested evidence and assurance. The Board plans to focus on these during its May 2026 awayday.

Personnel (paid)

Co-CEO (part-time)	Karen Johnson
Charity Coordinator (part-time)	Helen Naylor
Support Worker (part-time)	Vanessa Venables
Support Liaison Officer (part-time)	Laura Warren

Policies and Procedures

We have comprehensive policies and procedures in place (e.g. data protection & security, confidentiality, health & safety, equal opportunities, diversity, anti-fraud, conflict of interest, ethical fundraising, volunteers, bullying and harassment, risk assessment and management, child protection, photography, whistleblowing, safeguarding adults at risk, recruitment, privacy, complaints, financial controls, pay policy and more). We regularly review and update our Privacy Policy and have put systems in place in line with GDPR requirements. All policies and procedures are periodically reviewed to ensure they continue to meet the needs of the charity, comply with relevant legislation and new ones added where appropriate. Safeguarding training is regularly updated to ensure people across the organisation understand their responsibilities.

Public benefit

The trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011 when reviewing our aims and objectives and in planning our future activities.

Medical Advisory Board

The Medical Advisory Board is made up of practitioners from a range of medical professions of relevance to facial palsy, three having personal experience of the condition. There is also a patient representative with personal experience of facial palsy. Members help with Facial Palsy UK website content ensuring it is checked for medical accuracy. They also provide guidance to our support team and are media volunteers.

Patrons

Our patrons receive feedback about our work but do not have decision-making powers. They are:

Nick and Susie Cave
John Sudworth
Sir Paul McCartney, MBE

Co-operation with other organisations

We are members of the Appearance Collective, a group of charities working together to support those with appearance related conditions. Meetings are funded by the VTCT Foundation.

Independent Examiners

A resolution proposing Azets Accountants be re-appointed as Independent Examiners of the charity will be put to the Annual General Meeting.

Reference and administrative details

Charity number: 1148115 (England & Wales), SC045086 (Scotland)
Company number: 08107184
Registered office: Facial Palsy UK, Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.
Accountants: Azets, Westpoint, Lynch Wood, Peterborough, PE2 6FZ.
Bankers: HSBC, 125 Church Road, Hove, East Sussex, BN3 2AN.

How did we do?

KEY	
Completed	🟩
In progress	🟨
Not started	🟥

In our annual report for the previous year (ending 30 June 2023) we highlighted our plans for the next year. This was in line with our 3-year Strategic plan for 2023-2026:

	TARGET	PROGRESS
SUPPORT & INFORMATION	Finalise the project plan for the inaugural Patient Facial Palsy Conference and apply for funding. Event date is 8 November 2025.	🟨 The conference has been planned, and speakers organised. Tickets available from September 2025.
	Drawing on feedback from our previous family days, deliver an interactive Family Day with a focus on encouraging families to spend more time together.	🟩 We held a successful Family Day at Barnstondale outdoor education and activity centre in the Wirral in August 2024. This was more interactive and received excellent feedback. Full detail in this report.
	Continue to develop our face-to-face, virtual and online support groups.	🟩 This has been made possible by the grant from Global's Make Some Noise and successes are detailed earlier in this report.
	Improve the information on our website using feedback from support groups and enquiries.	🟩 New pages have been added such as 'What (not) to say. We created a 'photograph card' originally intended for children on school photo days but it has proven popular with adults as well.
	Continue investigations into how best to distribute information about facial palsy to primary and secondary care centres including QR codes.	🟩 We added downloadable leaflets to our Health Professionals website which include QR codes to useful pages on our patient website.
AWARENESS, COMMUNICATIONS & VOLUNTEERS	Deliver a successful Facial Palsy Awareness Week and continue to raise awareness about facial palsy year-round.	🟩 Our mission for 2025 was to get Facial Palsy on the NHS patient information websites for all nations. We were successful in getting a new page on NHS 11 Wales and improvements to the NHS England Bell's palsy page. NHS Inform (Scotland) are also working on changes. Northern Ireland had already put this in place.
	Complete our Children's Book into Libraries project.	🟨 This project needs to be completed still.
	Engage more professional organisations and health professionals to help promote Facial Palsy Awareness Week and raise the profile of our services.	🟩 We reached out to health professionals and related organisations to support the campaign and sign the petition. Some shared the campaign on social media. One professional did an 'X' takeover and another did radio interviews with BBC and Liverpool Live.
	Review our social media activities, reach and impact to understand how to improve.	🟩 A Social Strategist contributed pro bono hours to review our activities. She completed a Social Audit which gave an overview of what worked well and where we could improve.
	Continue to raise awareness about facial palsy year-round exploring the research completed by London School of Economics (LSE) volunteers.	🟩 We used the research gathered by the LSE volunteers as the basis for our Northern Ireland 'Don't Face It Alone' campaign.
	Complete our new Volunteering Strategy ensuring we offer more opportunities to get involved in initiatives like micro volunteering as well as larger tasks and projects.	🟨 This work is still ongoing.
FUNDRAISING & OPERATIONS	Conduct a cost-benefit analysis of our fundraising activities and implement our fundraising strategy.	🟩 Fundraising has been discussed regularly by the Trustee board and a plan put in place to invest in legacy and trust fundraising in 2025/26. We engaged a legacy expert who ran a focus group to understand the perspective of people with facial palsy about legacies and agree future actions. We engaged a trust fundraising expert to review our processes and produce a trust fundraising audit. The results of the audit are expected August 2025.

HEALTH & RESEARCH	Complete our educational facial palsy book for health professionals.	On review, it was decided that quite a few updates were needed and this is now on target for completion early 2026.
	Continue to conduct regular (at least biennial) surveys about facial palsy and to analyse and promulgate the responses to decision/makers.	This year we conducted a survey to understand how people use the NHS websites for information about facial palsy to support the need for improvement.
	Development of our Facial Palsy App	Work ongoing with expected launch 2025.
	Develop a template pathway of care to manage acute facial palsy.	Completed, published and ongoing promotion to NHS contacts.

Future plans

Crucially we must tie all plans into our strategy, monitor and evaluate our work, and report on work openly and transparently. Due to our limited resources, we must also stay focused on specific plans and not try to take on too much for one year to ensure continued success.

Operations

Our three-year strategy for 2023-26 is a fluid document to be reviewed again in 2026. Here are the activities (in line with our strategic plan) that we intend to focus on in 2025/26:

Information

- Continue to distribute information about facial palsy to primary and secondary care centres.

Awareness

- Complete our Children’s Book into Libraries project.
- Deliver a successful Facial Palsy Awareness Week 1-7 March 2026.

Support

- Deliver our second ‘Family day for all’ keeping the focus on encouraging families to spend more time together.
- Deliver our first Facial Palsy Patient Conference.

Volunteers

- Continue work on our volunteering strategy at board level.

Health & Research

- Complete our educational facial palsy book for health professionals.
- Continue to conduct regular (at least biennial) surveys about facial palsy and to analyse and promulgate the responses to decision/makers.
- Launch the Facial Palsy App.
- Support research activities.

Fundraising

- Invest in legacy and trust fundraising.

Statement of responsibilities of the Trustees

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

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, for the financial year. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards 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 business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

Statement as to disclosure to our independent examiners

In so far as the trustees are aware at the time of approving our trustees' annual report:

- so far as we are aware, there is no relevant information of which the company's independent examiners are unaware, and
- as the directors of the charitable company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit/independent examination information and to establish that the charity's independent examiners are aware of that information.

Approved by the Board of Trustees and signed on its behalf by:

F.P. Tudor

Philippa Tudor (Chair)
Dated: 28 January 2026

Independent Examiner’s Report

I report to the Trustees on my examination of the financial statements of Facial Palsy UK (the charity) for the year ended 30 June 2025.

Responsibilities and basis of report

As the Trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements of the charity are not required by charity or company law to be audited and have chosen instead to have an independent examination.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity’s financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of the ICAEW which is one of the listed bodies.

I have completed my examination. I confirm that no 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 charity as required by section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the accounting requirements of section 396 of the 2006 Act 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; or

4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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 financial statements to be reached.

T Richardson

Tracey Richardson BSc (Hons) FCA

Westpoint
Lynch Wood
Peterborough
Cambridgeshire
PE2 6FZ

Dated: 6 February 2026

Statement of financial activities including income and expenditure account for the year ended 30 June 2025

Current financial year

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Total 2024 £
Income and endowments from:					
Donations and legacies	3	53,406	61,087	114,493	115,776
Charitable activities		-	173	173	135
Other trading activities	4	4,453	-	4,453	2,994
Investments	5	5,081	1,766	6,847	7,471
Other Income	6	29	-	29	
Total income		62,969	63,026	125,995	126,376
Expenditure on:					
Raising funds	7	6,248	-	6,248	4,194
Charitable activities	8	83,802	44,340	128,142	170,248
Total expenditure		90,050	44,340	134,390	174,442
Net (expenditure)/income for the year/ Net movement in funds		(27,081)	18,686	(8,395)	(48,066)
Fund balances at 1 July 2024		250,051	82,361	332,412	380,478
Fund balances at 30 June 2025		222,970	101,047	324,017	332,412

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Statement of financial activities including income and expenditure account for the year ended 30 June 2024

Prior financial year

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income and endowments from:				
Donations and legacies	3	82,556	33,220	115,776
Other trading activities		2,994	-	2,994
Investments	4	5,585	1,886	7,471
Charitable Activities	5	-	135	135
Total income		91,135	35,241	126,376
Expenditure on:				
Raising funds	7	4,194	-	4,194
Charitable activities	8	116,076	54,172	170,248
Total expenditure		120,270	54,172	174,442
Gross transfer between funds		505	(505)	-
Net (expenditure)/income for the year/ Net movement in funds		(28,630)	(19,436)	(48,066)
Fund balances at 1 July 2023		278,681	101,797	380,478
Fund balances at 30 June 2024		250,051	82,361	332,412

Balance sheet
as at 30 June 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Current assets					
Debtors	14	4,305		4,735	
Cash at bank and in hand		322,826		330,825	
		327,131		335,560	
Creditors: amounts falling due within one year	15	(3,114)		(3,148)	
Net current assets			324,017		332,412
Income funds					
Restricted funds	16		101,047		82,361
Unrestricted funds					
Designated funds	17	-		109,338	
General unrestricted funds		222,970		140,713	
			222,970		250,051
			324,017		332,412

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 June 2025.

The Trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 28 January 2026.

F.P. Tudor

Philippa Tudor
Trustee

Company Registration No. 08107184

Notes to the financial statements for the year ended 30 June 2025

1 Accounting policies

Charity information

Facial Palsy UK is a private company limited by guarantee incorporated in England and Wales. The registered office is Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD, United Kingdom.

1.1 Accounting convention

The accounts have been prepared in accordance with the charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and “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)” (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Notes to the financial statements (continued)
for the year ended 30 June 2025

1 Accounting policies

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 for the provision of specified service is deferred until the criteria for income recognition are met.

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

1.5 Expenditure

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 of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services, exhibitions and other educational activities undertaken to further the purposes of the charity and their associated support costs.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost of using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Notes to the financial statements (continued)
for the year ended 30 June 2025

1 Accounting policies

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Notes to the financial statements (continued) for the year ended 30 June 2025

3 Donations and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations and gifts	53,406	17,360	70,766	58,481	4,220	62,701
Legacies receivable	-	-	-	22,575	-	22,575
Grants	-	43,727	43,727	1,500	29,000	30,500
	53,406	61,087	114,493	82,556	33,220	115,776

4 Other trading activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising events	4,420	2,654
Trading income	33	40
Other trading activities	4,453	2,994

5 Investments

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Total 2024 £
Interest receivable	5,081	1,766	6,847	7,471

6 Other Income

	Unrestricted funds £	Total 2025 £
	29	29

Notes to the financial statements (continued)
for the year ended 30 June 2025

7 Raising funds

	2025 £	2024 £
Fundraising and publicity		
Other fundraising costs	4,558	3,275
Staff costs	1,690	919
Fundraising and publicity	6,248	4,194

8 Charitable activities

	2025 £	2024 £
Staff costs	80,205	75,975
Advertising and marketing	9,146	2,380
Professional expenses	2,750	1,713
Online donation charges	1,696	1,128
Postage, freight and courier	477	164
Printing and stationery	93	24
Travel	2,783	1,637
Website improvements	6,132	10,980
Sundry	964	1,436
Event costs	1,497	17,326
Office supplies	533	896
App development	6,723	40,888
Operating lease charges	963	-
	113,962	154,547
Share of support costs (see note 9)	12,446	14,006
Share of governance costs (see note 9)	1,734	1,695
	128,142	170,248
Analysis by fund		
Unrestricted funds	83,802	116,076
Restricted funds	44,340	54,172
	128,142	170,248

Notes to the financial statements (continued)
for the year ended 30 June 2025

9 Support costs

	Support costs £	Governance costs £	2025 £	2024 £
Staff costs	6,835	-	6,835	6,914
Office rent	1,152	-	1,152	1,779
Insurance	771	-	771	730
IT support	2,234	-	2,234	2,296
Telephone & internet	683	-	683	429
Bank charges	212	-	212	235
Travel	559	-	559	1,517
Accountancy	-	1,734	1,734	1,695
Sundries	-	-	-	-
	12.446	1,734	14,180	15,701
Analysed between				
Charitable activities	12,446	1,734	14,180	15,701

Governance costs includes payments to the independent examiner of £1,734 (2024 - £1,695) for fees.

10 Trustees

The Trustees received no remuneration from the charity in the year (2024 - £nil).

During the year expenses of £280 (2024 - £597) were paid to 3 Trustees (2024 - 2). No Trustee received payment for professional or other services supplied to the charity (2024 - £nil).

11 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
	4	4

Employment costs	2025 £	2024 £
Wages and salaries	85,241	80,866
Social security costs	1,684	1,287
Other pension costs	1,805	1,655
	88,730	83,808

There were no employees whose annual remuneration was more than £60,000.

Notes to the financial statements (continued)
for the year ended 30 June 2025

12 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

13 Financial instruments

	2025 £	2024 £
Carrying amount of financial assets		
Other debtors	639	1,028
Bank and cash	322,826	330,825
Measured at cost	323,465	331,853
Carrying amount of financial liabilities		
Trade creditors	1,148	1,344
Accruals and deferred income	1,734	1,662
Other creditors	232	142
Measured at cost	3,114	3,148

14 Debtors

Amounts falling due within one year:	2025 £	2024 £
Other debtors	639	1,028
Prepayments and accrued income	3,666	3,707
	4,305	4,735

15 Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	1,148	1,344
Other creditors	232	142
Accruals and deferred income	1,734	1,662
	3,114	3,148

Notes to the financial statements (continued)
for the year ended 30 June 2025

16 Restricted funds

	Balance at 1 July 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 1 July 2024 £	Incoming resources £	Resources expended £	Balance at 30 June 2025 £
Tamworth Family Day	505	-	-	(505)	-	-	-	-
Family Day	5,241	4,421	(8,180)	-	1,482	4,435	(580)	5,337
Children's Book Appeal	1,179	24	-	-	1,203	23	-	1,226
Research Appeal	209	4	-	-	213	2,305	(51)	2,467
HP Website	10,919	134	(7,159)	-	3,894	58	(1,808)	2,144
Patient Guides	413	8	-	-	421	8	-	429
Northern Ireland Appeal	-	20	-	-	-	20	(3)	17
Chain of Hope – Northern Ireland	-	-	-	-	-	13,489	(12,137)	1,352
Children's Book into Libraries	3,118	51	(1,496)	-	1,673	31	(50)	1,654
Supporting more people with facial palsy - GMSN	-	29,211	(21,554)	-	7,657	24,148	(25,282)	6,523
Charity Coordinator	10,895	-	(10,895)	-	-	-	-	-
Psychological Assessment & Support Project	69,318	1,368	(4,888)		65,798	7,566	(2,722)	70,642
Big Give - Family day for all	-	-	-	-	-	10,965	(1,709)	9,256
	101,797	35,241	(54,172)	(505)	82,361	63,025	(44,339)	101,047

Notes to the financial statements (continued)
for the year ended 30 June 2025

Tamworth Family Day - Funds given specifically for a family day at the Tamworth Snowdome. The funds have been unrestricted during the year after confirmation was received from the donor that the funds can be used for another purpose.

Family Day - To provide family days for children with facial palsy, reducing isolation and increasing confidence and self-esteem.

Children's Book Appeal - To fund a children's book to support children affected by facial palsy.

Research Appeal - To fund future research.

Health Professionals' website – To create a platform for health professionals for the purpose of sharing knowledge, education and collaboration opportunity.

Patient Guides – To create eight patient guides in download format covering various causes of facial palsy.

Northern Ireland Funds - To be spent on health professional education in Northern Ireland.

Chain of Hope Northern Ireland – Creating links within the facial palsy community (National Lottery Community Fund) – Facial Palsy UK awareness event at Stormont March 2025 and advertising campaign in Northern Ireland.

Children's Book into Libraries - Funds specifically given for distributing our children's book into libraries in the UK.

Global's Make Some Noise (GMSN) – Funds to improve our support services including a new part-time role

Charity Coordinator Post- Funds given by the VTCT Foundation for a part-time Charity Coordinator post over two years including ad hoc expenses needed for the role, e.g. laptop, computer software.

Psychological Assessment and Support project – funds given by the VTCT Foundation to evaluate the degree of psychological distress in patients with facial palsy.

Big Give Family Day for All – Not the only one Christmas 2024 – A match funding campaign supported by donation from the Hospital Saturday Fund, donations to be used to open up our Family Day in August 2025 to adults as well as children with facial palsy.

Notes to the financial statements (continued)
for the year ended 30 June 2025

17 Designated funds

	Balance at 1 July 2023	Incoming resources	Resources expended	Balance at 1 July 2024	Incoming resources	Resources expended	Transfers	Balance at 30 June 2025
	£	£	£	£		£	£	£
Charity Coordinator	133,292	434	(28,584)	105,142	-	(29,452)	(75,690)	-
Psychological Assessment & Support	40,000	196	(36,000)	4,196	-	(4,196)	-	-
	173,292	630	(64,584)	109,338	-	(33,648)	(75,690)	-

Charity Coordinator relates to an amount that was transferred from unrestricted funds to fund a part-time staff member. The trustees have conducted their annual review of the charity's designated funds. It was determined that the funds previously set aside for the Charity Coordinator role should be undesignated to allow greater flexibility as staff numbers have increased. In accordance with the Charities SORP, these funds were unrestricted in nature and the designation was an internal administrative decision. The trustees have therefore approved the undesignation of these funds, transferring them back into the general unrestricted reserves to provide greater flexibility in meeting that charity's current priority needs in line with our overall charitable objectives.

Psychological Assessment and Support project – funds designated to develop an app to evaluate the degree of psychological distress in patients with facial palsy.

18 Analysis of net assets between funds

	Unrestricted funds 2025 £	Designated funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Designated funds 2024 £	Restricted funds 2024 £	Total 2024 £
Fund balances at 30 June 2025 are represented by:								
Current assets/(liabilities)	222,970	-	101,047	324,017	140,713	109,338	82,361	332,412
	222,970	-	101,047	324,017	140,713	109,338	82,361	332,412

19 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2025 £	2024 £
Aggregate compensation	39,677	37,686

Transactions with related parties

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

There were no other disclosable related party transactions during the year (2024 – none).

Accounts

Facial Palsy UK Annual Report and Unaudited Financial Statements
For the Period Ended 30 June 2024

Charity numbers 1148115 and SC045086
Company number 08107184

Contents

We believe that every person affected by facial palsy should be able to routinely access care and treatment to improve their quality of life. When the charity launched in 2012, there was little to no support available. This report shows what we have been doing this year to improve the situation for everyone affected by this life-changing condition.

Introduction

Strategic Report

Financial statements

What we do

Facial Palsy UK (FPUK) is a national charity supporting people affected by facial palsy due to any cause. We offer expert help, guidance and support to those living with the condition, their friends and families, and the professionals that care for them. Here are some of the highlights of our year.

Direct Support

669

direct support enquiries during the year. Direct support is via email, telephone or face-to-face (69.4% increase on previous year).

98%

of those who gave feedback felt more supported in managing the impact of living with facial palsy.

432

attendees of a combination of Virtual and Face-to-Face Support Groups with repeated attendance by many.

100%

of those who completed post-meeting surveys after our virtual support groups said they would recommend them as a form of support for others.

89%

of those who attended face-to-face groups said coming to the group makes them feel less isolated.

Information

461,000

users of our patient website during the year. Our busiest year ever.


COVID-19 has slowed our small charity down but we are still here.

We urgently need your help to continue our work to improve the lives of people affected by facial palsy.

Facial palsy and the ear and **Hearing issues** webpages created.

Health Professionals' website launched.

Delivered our first **webinar** aimed at Health Professionals.

Development began on our **Facial Palsy App**.

329

survey respondents highlighted the issues around getting appropriate and timely healthcare advice.

Family Support

493

members of Parents & Carers Facebook group at 30 Jun 2024.

168

people attended our first Family Day for both adults and children with facial palsy.

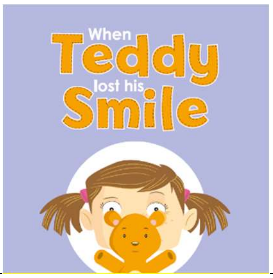
38

copies of our children's book 'When Teddy lost his Smile' sold in the year.

This is available to order globally via websites such as Amazon, Waterstones, Barnes & Noble, and more.

172

copies donated to libraries across the UK.



Volunteers

108

active volunteers helping with support, information, research, feedback, content creation, story writing, video making and more!

Awareness

Successful Facial Palsy Awareness Week with the theme 'Recognising Facial Palsy'. Our aim was to raise awareness of the need for the condition to be better recognised and treated appropriately.

7 media mentions on tv, and in national and local press.

100% funded from charitable donations this year (see page 24 for more details)

Introduction from our Chair

This report covers another exceptionally busy year. In 2023 we reported that thanks to the combination of a legacy and a two-year grant from Global's Make Some Noise we would be able to expand our team with an additional staff member. We now have four staff, all part-time and working from home. We are so grateful to them all. For our small UK-wide charity seeking to support everyone in the UK affected by facial palsy who contacts us, having this additional colleague has made a significant difference, as the statistics in this report show. It has meant that we have been able to support more people and their families, and also encouraged us to trial different support mechanisms such as 1-2-1 bookable sessions, whilst continuing with the virtual support groups we started during the Covid-19 pandemic, alongside the in-person meetings which some people prefer.

Unlike many larger charities, FPUK does not have a team of staff focusing on fundraising, and trustees considered carefully how best to spend the very welcome legacy. Talking about legacies is always difficult, but if you feel that you might be able to help FPUK in this way sometime in the distant future we would love to hear from you. Donations, however small, really make a large difference to our charity. Our overheads are small, as we have no offices or other property to worry about, and you can be sure that your money will be well spent.

All our staff consistently go above and beyond in the dedication and skills which they bring to their work. Most of our activities would not be possible, however, without the support of our amazing volunteers, of whom we now have over 100. Many volunteers, including most of our trustee board, have lived experience of facial palsy, either themselves or through supporting close family members or friends. All are deeply committed to the aims of FPUK.

Despite our small size, we are a UK-wide charity. This report covers activities in all parts of the United Kingdom, including Northern Ireland and Wales, where specialist resources for Facial Palsy are particularly lacking and our volunteers have been campaigning to change this. Some parts of Scotland and England also suffer from a lack of specialist services such as specialist facial therapy. During the year I have welcomed the opportunity of attending a Zoom session with some of our support group leaders from across the UK. Their tireless and often demanding work is rarely seen apart from by those whom they aim to support. I hope all staff and volunteers reading this report will allow yourselves to recognise that you are heroes.

FPUK aims to be a community, and to focus on the people it tries to support. We are grateful to everyone who responds to our requests for feedback, both in the annual survey and in the post-support group meeting surveys. If you ever wonder whether bothering to fill in surveys makes a difference, I can assure you that at FPUK you really do. We ensure everything is read and carefully considered. I hope you enjoy reading this report and will feel inspired by what FPUK has achieved.

Philippa Tudor CBE (Chair)

In 2023, we refreshed our strategic plan for the next three years and, as part of this process, updated our vision and mission statements to better reflect the difference we aim to make.

Our vision

A society where facial palsy is widely recognised and every person in the UK affected can access the information, treatment and support they need.

Our mission

Facial Palsy UK provides an essential service to those affected by facial palsy through the provision of information and support, promotion of best practice, and engagement in high quality research.

Our aims

Facial Palsy UK pledges:

- To increase awareness of facial palsy and its social, physical and psychological consequences.
- To improve the physical and emotional health of adults and children with facial palsy.
- To improve diagnosis and the acute and long-term management of the health of people living with facial palsy.

Our three strategic objectives are:

1. Inform – To improve further the information available to patients and health professionals about facial palsy and to raise more awareness whilst empowering those affected.

2. Support – To improve further our support services for people living with facial palsy and to influence and challenge healthcare providers to do the same.

3. Research – To gather evidence to inform and enable improvements in pathways of care for ‘right service, first time’ and encourage more research in the diagnosis and long-term management of facial palsy.

Frontline Support

During this financial year we operated with four part-time employees. Virtual support groups were mostly led by employees, but face-to-face support groups were wholly led by volunteers (including some trustees). Our Medical Advisory Board, who are also volunteers, assist in ensuring people receive correct information and the best support.

Our support services were funded by Global's Make Some Noise from September 2023 over a two-year period. This funding has made a huge difference to the work we have achieved, and we have benefited from a new member of the team, Laura, who is our Support Liaison Officer. We reviewed and changed our data collection strategy within this year, so some outcomes cover Sep 2023 -Jun 2024 only as new questions were introduced to better understand the impact of our work.

Support groups and networks

Our target

To reach as many people as possible who are seeking support in a group environment and to ensure that support meets their needs.

Achievements

The total number of groups (face-to-face and virtual) held this was year was 50 (2022/23: 42) which was an increase of 19% compared to last year. There was a total of 432 attendees across our face-to-face and virtual support groups.

We trialled different options such as 1:1 Zoom support, a guided relaxation session, and inviting a clinical psychologist to one of the groups.

Of our 2,294 Facial Palsy UK community members, 86.2% opt-in to receive updates about support groups, demonstrating the great need for this type of support.

Face-to-face support groups

- There were 23 face-to-face groups held during the year. These were our Cheshire & Mersey, East Grinstead, Edinburgh & Perth, London, Newcastle, Norwich, and southwest (Devon, Dorset and Somerset) groups. There were 180 attendances in total.
- The London group had their first meeting post-pandemic in November (2023) and have held another two since re-starting; welcoming thirty attendees.
- Feedback from our face-to-face support groups (gathered Sep 23-Jun 24) found that 89% said coming to the support group made them feel less isolated; 74% said they felt more confident socialising in the future; 95% said they shared common experiences during their support group and 60% felt more confident approaching their GP for help after attending a support group.

"It was my first group meeting after recent diagnosis and I was a little apprehensive about attending. I'm so pleased I went as everyone was so friendly and happy to share experiences. I learnt so much and wouldn't hesitate to recommend the group session to others."

"It was good to meet experts face to face and facial palsy representatives. Made me feel there was hope and more that can be accessed in terms of support and services."

"This group has been invaluable. My experience was limited to no knowledge amongst healthcare professionals of treatment options for chronic Bell's palsy and no route to treatment seemed to be available. Through this group I was able to get referred to a specialist unit in Oxford that, despite living in Oxfordshire no one at my local hospital or gp knew anything about."

Cheshire & Mersey Group – 7th Anniversary, remembering group co-founder Sheila Fairclough.

Virtual support groups

- A total of 27 virtual support groups were held compared to 18 the previous year (50% increase). Attendances increased to 283 compared to 172 in the previous year (64.5% increase). There were 166 unique attendees. Anyone from any part of the UK can access a virtual support group.
- The South-West network has established regular online support groups as well as their face-to-face support groups.
- Of those who completed post-meeting surveys after our virtual support groups, 100% said they would recommend this type of support to others.
- Feedback collected after our virtual support groups (gathered Sep 23-Jun 24) found that 75% gained a better understanding of how to cope with their symptoms; 87% said they felt less isolated as a result of attending the group, 81% said their emotional wellbeing had improved as a result of attending the group.

"Great to hear from other people with similar symptoms and experiences. Also great to get a medical perspective."

“Support group makes me feel so much better. I don't anymore feel that I am the only person who have this, I feel happy more stronger meeting everyone. They help me boost my confidence and I now have someone who can relate to me and I can share things openly. I would thank everyone who is leading this and putting constant effort. Thank you so much for starting this support group”

“It was my first zoom and I felt so welcome and listened to. Those running the session were mindful of all, listening and advising with great respect. It was also lovely to see a group of people with the same thing, felt inclusive and uplifting, thank you so much.”

1:1 Zoom Support Calls

- We trialled 1:1 Zoom support calls with our support team, which have been successful both in popularity and outcome. We held two sessions (blocks of 6 x 15-minutes), both of which were oversubscribed. During one session we can book five appointments but we received requests from double that number. Therefore, we have continued to offer these, particularly for people who do not feel comfortable to share in a group setting.

“I attended a 1:1 session. Without access to FPUK support I wouldn't know what was available to support me or where to begin to try and access support. It is an invaluable resource as the appropriate support available to people with FP is only available in a very few areas in others at best it's disjointed, sporadic and you have to know what you need and where in order to ask for a referral and you need to be able and prepared to travel.”

“I found the one to one session far more helpful than the group online sessions, though I'm sure they are more time consuming for the team, but I really felt listened to. Many thanks”

Guided relaxation evening via Zoom

- This session was well attended (49 attendees) and received very positive feedback.

“Tonight's guided meditation was so relaxing. I'd had a really rubbish, emotional day and it was just what I needed. I feel so much calmer now. Am hoping it helps me to sleep better tonight! Thank you”

“It was refreshing to experience a relaxation session that was holistic in nature encompassing all parts of the body and the session was accommodating to all abilities.”

Virtual support group with guest clinical psychologist

- There were 19 attendees and the clinical psychologist shared some brilliant strategies of how to cope living with facial palsy.

“Very informative and I'll be looking at the suggested book as a general overview, thank you”

“I really enjoyed her approach and felt she provided a good foundation for further investigation on our part...I've already bought one of the recommended books.”

Other support networks

Our Facebook groups continue to provide virtual support to their members. All of the existing groups have grown this year, and our new groups are also expanding to support members in sharing local information about facial palsy services.

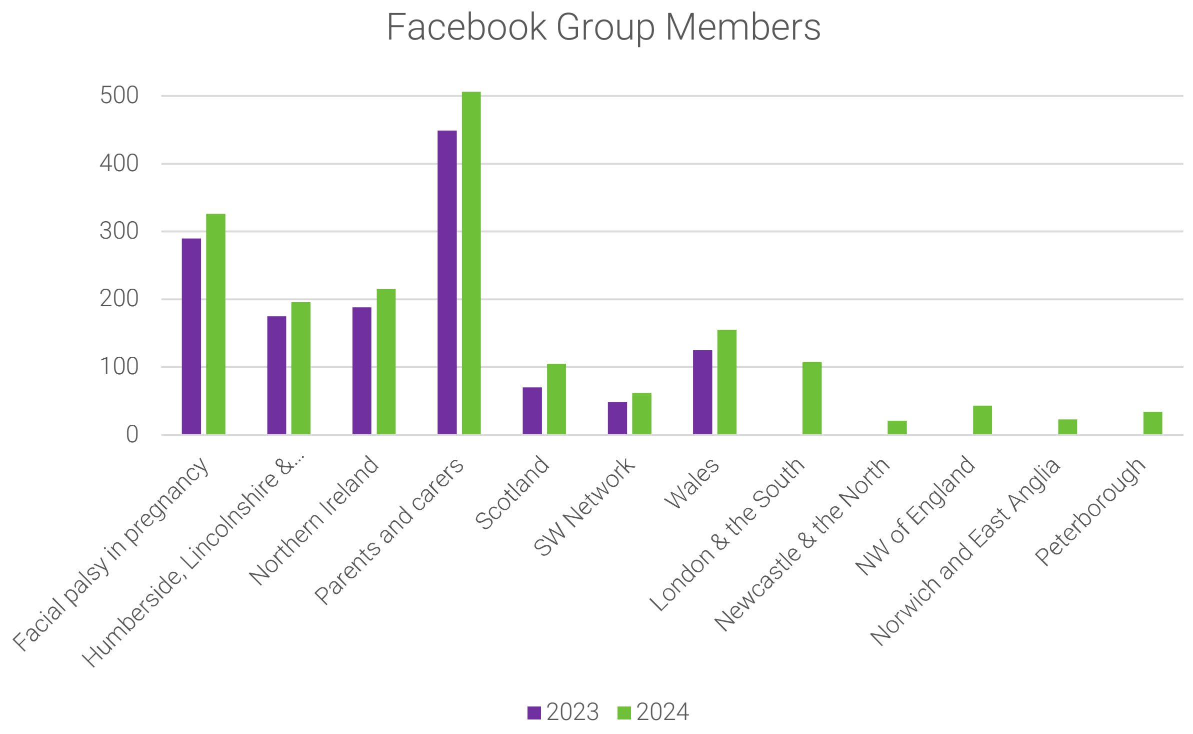


Figure 1. Facebook Group members for the periods 1 July 2022 – 30 June 2023 and 1 July 2023 – 30 June 2024

We now have five WhatsApp groups – location specific – where members chat often offering immediate support to each other regarding facial palsy and services available. These groups are very welcoming to new members and ensure members can chat between face-to-face meetings. We've introduced two new groups this year, both of which are growing steadily and offer valuable support to their members. These groups are run by our support group leaders (volunteers) and moderated by Facial Palsy UK staff.

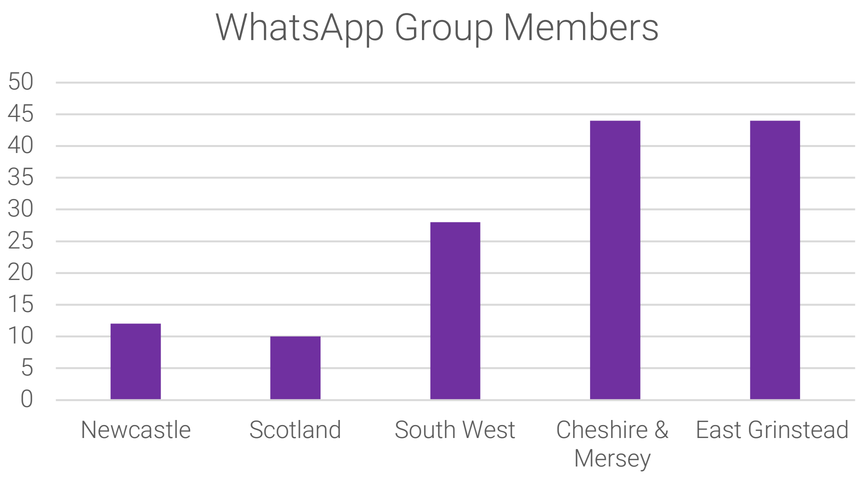


Figure 2. WhatsApp Group members for the period 1 July 2023 – 30 June 2024

Telephone and email support

Our target

To improve the support we offer year on year and to empower those affected by facial palsy.

Our achievements

There were 669 (2022/23: 395) direct support enquiries via email or telephone this year, an increase of 69.4% compared to last year. These 669 support enquiries came from 500 people, with some people returning for follow-up advice. From September we started logging how people first contacted us. Of the 669 enquiries, there were 453 contacts via email (65%), 73 on the telephone (10.9%) and 35 through social media (5.2%), the others were not logged.

The key areas of support offered by phone or email are:

- Listening - encouraging the individual to talk about their feelings, increasing understanding of their situation and enabling the individual to see things more clearly.
- Information giving - helping individuals to understand their diagnosis, treatment and future options, and signposting to local specialists and support groups.

Many people we speak to have been diagnosed, provided some initial treatment but have had no further clinical input. Months or years later they are still having significant physical and psychological problems. Many have not met anyone else with facial palsy.

The average support enquiry takes 17 minutes to deal with. Clients are often distressed and anxious about their altered appearance and the many functional problems that accompany it. It is also extremely difficult when help via the NHS is not routinely available to them due to the poor pathways of care in many areas. This can leave people feeling like they do not matter and that facial palsy is not recognised as a genuine health condition.

After contacting us, over half (55.2%) of our enquirers were provided with more knowledge of their healthcare options.

We began sending follow-up surveys six weeks after communication with enquirers, along with an email to check how recovery was going, or if they needed any more support with their referrals etc. We had 108 responses to the survey. From these surveys, we found that:

- 98% of respondents felt more supported in managing the impact of living with facial palsy.
- 94% felt less isolated after contacting Facial Palsy UK.
- 94% understood more how to manage/cope with their symptoms.
- 94% felt more confident approaching their GP/healthcare provider for help

There were many positive outcomes from our support enquiries, but a few stand out statements are:

"You have been an important part of my recovery journey and I can't thank you enough for the understanding and emotional support I have received. Truly excellent. Thank you"

"After being let down by the NHS, FPUK was a shot in the dark. It turned out to be the clearest and most helpful advice I had received, and was the turning point in my recovery."

"We were getting nowhere when I contacted facial palsy Uk on behalf of my husband. I emailed in expecting to receive a response weeks down the line. Within hours I received an informative and thorough email from the team and immediately felt supported and less alone in finding our way to the right care path. Thank you."

The key areas of concern raised by enquirers were:

- A lack of information and support when initially diagnosed.
- GPs being unaware that further specialist help is available for patients.
- Lack of follow-up care and feeling they have to research specialists themselves.
- Being unable to access certain aspects of specialist health care in Wales, Scotland, Northern Ireland and some areas of England.

We frequently write letters to GPs on patients' behalf, explaining why they need specialist input and signposting to specialist NHS services. With our new system of following up routinely after 6 weeks, we are encouraging earlier referrals to specialists where appropriate and reminding people that we are here for them. Many thank us for following up, saying it's comforting to know someone cares.

We always analyse the support enquiries we receive and assess whether new content would benefit those we support. We added new webpages on the following topics:

- Drooling
- Hearing issues
- Communication techniques
- Facial palsy and the ear

As there are over 60 different causes of facial palsy, our support team must have a broad knowledge of associated conditions. We supported people with 25 different confirmed diagnoses/causes in 2023/24. If we suspect someone has an atypical form of facial palsy (not following the normal pattern of development and recovery) then we check if they have had particular tests or scans.

We advocated for several individuals struggling to access the right specialists and medical investigations. Sometimes cases are complex and we ask members of our Medical Advisory Board to review the patient history and put together a statement for the patient's GP. This often details any tests they recommend and an explanation of why the patient needs more specialist referral. We also signpost the GP to appropriate specialists as we find that many GPs don't understand that facial palsy is a specialist area of clinical interest. The problem with patients not being sent to clinicians who see a broad range of facial palsies is that this is when cancers and tumours may get missed, as non-specialists don't always discern between atypical and typical symptoms.

The conditions we've supported this year[1]

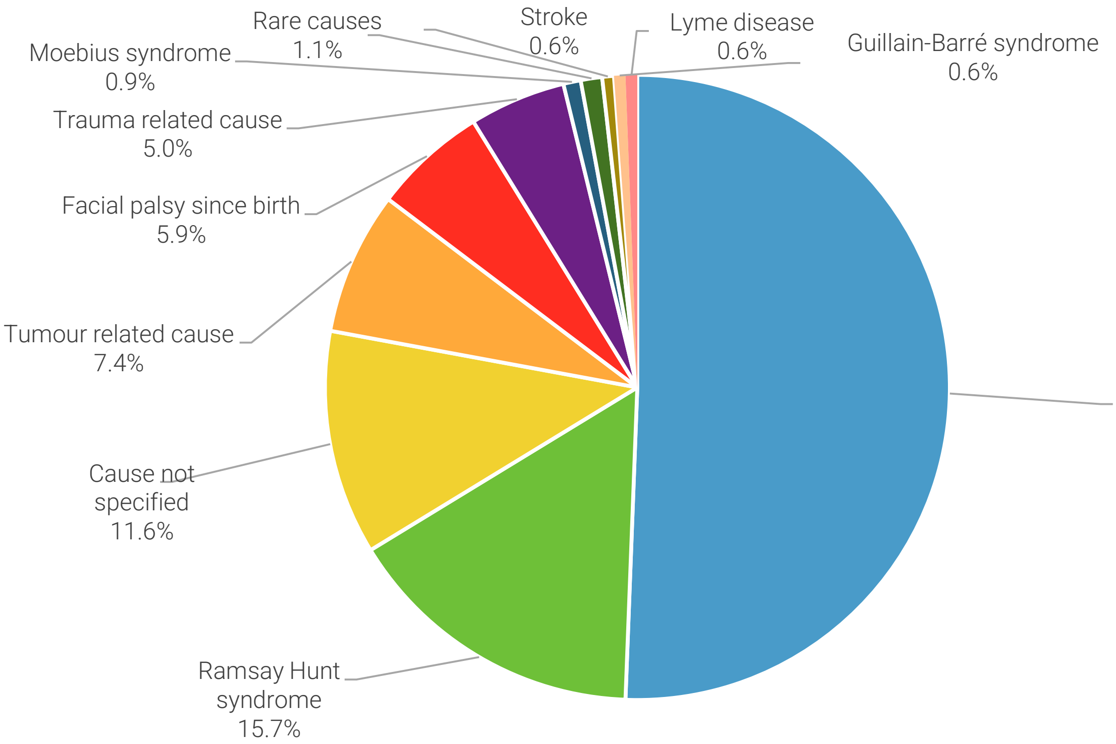


Figure 3. Causes of facial palsy supported this year.

Figure 3 demonstrates the variety of different causes of facial palsy we received enquiries about. Of these: 81.9% of enquiries were from adults with facial palsy, 8.6% were from parents/carers of children and adult children with facial palsy, 9.3% from other family members and 3.4% of enquiries came from health professionals seeking advice about the management of facial palsy. As well as people living with facial palsy and their friends and families, we also received enquiries from teachers seeking to understand facial palsy more.

Feedback about a support call from a previous year and the outcome:

"In April 2025 I will be running the Brighton marathon and would like to raise money for the Facial Palsy charity. Back In 2021 I was searching the internet trying to find help for my son, who had Bell's palsy, being in the middle of COVID we were getting nowhere with our GP and the neurologist at our hospital told my 15yr old son "you'll get over it, it takes time, nothing I can do, I'm going to discharge you" even though we were telling him it wasn't getting better but in fact it was getting worse. I found your charity, a quick call to your help line and a lot of tears later we were put in contact with a surgeon in Chelmsford. Since then, on the NHS, Ms Tzafetta has looked after Ben with amazing results. It was quickly confirmed that Ben's palsy was in fact permanent and he went on to have double facial nerve transfers from his legs implanted across his face, he had a further two operations since then one to have platinum weights put in his eye lids. He still sees Ms Tzafetta regularly but without you and your charity I honestly don't know if I would still have my son. Ben also said you did so much for him just being there on the end of a phone when we were struggling to get answers from the GP and neurologists at our local hospital. Listening and suggestions for help were perfect. I may not raise much at all but I want to say the biggest thank you I possibly can to you all!!"
Sarah Gifford

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[1] Based on support enquiries between 1 July 2023 – 30 June 2024

Supporting families

Our target

To reduce isolation for children and young people with facial palsy and normalise the condition. To bring parents and carers together for mutual support.

Our achievements

- We sold 38 copies of our children's book during the year (an increase of 25.9%).
- 172 hardback copies of our children's book 'When Teddy Lost His Smile' were distributed to libraries across the UK.
- There were 493 members of our Parents & Carers Facebook Group at 30 June 2024.
- We held our 'Mandy Brailsford Family Day' at Alton Towers in August 2023 which was open to adults with facial palsy as well as children, for the first time.

Children's book

Our children's book aims to:

- Improve self-esteem in children with facial palsy by normalising the condition.
- Reduce feelings of isolation in children so they don't feel they are 'the only one'.
- Increase awareness of facial palsy in schools and the wider community.

"Thank you so much, I'm so excited to have these for any children who join our school that have facial palsy. They will also help as a member of staff to share this with any new class to help them understand why I look a little 'different'. Such a wonderful idea, thank you." School Librarian

Rosie asked Teddy why he was crying. Teddy told Rosie he felt sad because he had lost his smile.

"Bits of us don't always work just the way they should," said Rosie.

"My grandpa's ears no longer hear but we love him just the same."

6

It was a very windy day and Rosie put on her sunglasses. Teddy looked up but couldn't see the sun.

Rosie explained, "One of my eyes doesn't blink or close, so my sunglasses stop the dust from making my eye sore."

10

Parents and Carers Group

Our Parents and Carers Facebook Group is open to people worldwide who have a child with facial palsy. This is a platform where parents and carers can discuss common worries such as a child's first MRI scan, surgery worries, eye care and how to deal with challenging questions from strangers. Our Parents and Carers Group is a safe place to discuss issues and share experiences. Our Support Liaison Officer monitors the group to see where new content may be needed for the website and is proactive in sharing content within the group that may benefit parents and carers.

Mandy Brailsford Family Day

The Mandy Brailsford Family Day took place on 26 August 2023.

Many people with facial palsy have never had the opportunity to meet another person with this condition. Our research has shown that this can lead to feelings of isolation and can have a serious effect on people's self-confidence. We have run family days in the past for children with facial palsy so that they can meet others like them and it has made such a difference to them to know that they are not the only one.

Since February 2021 we have been generously supported by Sayvol Environmental & Building Services Ltd with a monthly direct debit to fund our family days. We have also been supported by other donors who want to fund this specific type of activity. The funding from our Big Give Christmas campaign (Dec 2022), generously supported by the Hospital Saturday Fund, allowed us to extend this opportunity to adults with facial palsy. We organised a family day at Alton Towers where both adults and children with facial palsy could enjoy a fantastic day out and socialise in a fun, relaxed setting with other people who share their experiences and know how hard it is to live with the challenges of this condition.

Objectives/Targets:

- To increase the self-esteem and reduce feelings of isolation in adults and children with facial palsy.
- To provide an enjoyable and valuable experience for people with facial palsy and the families who support them.
- To create an opportunity for people with facial palsy to talk to their peers about common issues, different surgeries and treatment options, or to simply make friends with others who share their experiences.

Impact:

- We welcomed 87 adults (16 with FP) and 81 children (44 with FP) – making this our largest event to date.

Sample Comments from Survey:

“Lovely to spend time with people that look like me. Got to meet Mr Townley [member of the Facial Palsy UK medical advisory board] and hope to be referred to him for treatment.”

“It was lovely to not feel alone and for my daughter to see others with a smile like hers.”

“Thoroughly enjoyed it and feel like family days help people with facial palsy feel more at ease and relaxed about their condition knowing you are not alone.”

“I had a wonderful day with my family and it is always so nice to be around other people that can understand how you feel and remind you that you are not on your own.”

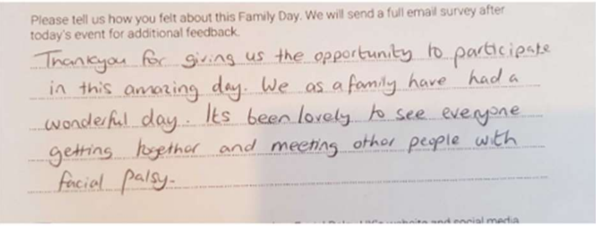
“I have mild facial palsy and my son also has it. I think as an adult, I knew I didn't have to worry about people noticing my eye when laughing etc as I'm usually quite self conscious. Being around individuals with facial palsy took my self consciousness away.”

“The adults were an amazing inspiration and role model to the children.”

Thank you so much to the Hospital Saturday Fund for supporting this project. It meant a great deal to those who attended; increasing their self-esteem, helping them to feel less isolated and creating a positive atmosphere around the condition.

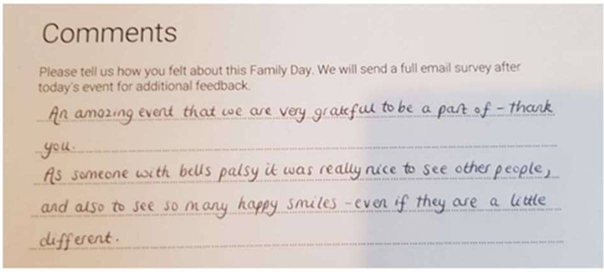
Post-event survey:

- When asked how the day went 76% of 25 respondents gave it 5 out of 5.
- 100% said they would come again.
- When asked how easy it was to network with other families, 25% scored it 5 out of 5 so this is something we would look to improve upon at our next event.
- 8 out of 9 people said that they thought it was a good idea to include adults with facial palsy (we only asked this question to those who had attended previous events).
- A number of attendees commented that they wanted more time/opportunity to interact with each other so this is something we will bear in mind for future events.



Please tell us how you felt about this Family Day. We will send a full email survey after today's event for additional feedback.

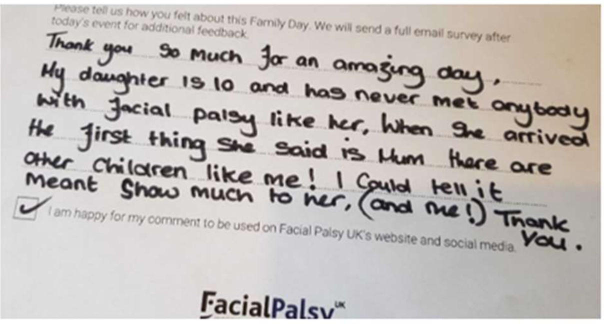
Thankyou for giving us the opportunity to participate in this amazing day. We as a family have had a wonderful day. Its been lovely to see everyone getting togethor and meeting othor people with facial palsy.



Comments

Please tell us how you felt about this Family Day. We will send a full email survey after today's event for additional feedback.

An amazing event that we are very grateful to be a part of - thank you.
As someone with bells palsy it was really nice to see other people, and also to see so many happy smiles - even if they are a little different.



Please tell us how you felt about this Family Day. We will send a full email survey after today's event for additional feedback.

Thank you so much for an amazing day, My daughter is 10 and has never met anybody with facial palsy like her, When she arrived the first thing she said is Mum there are other children like me! I could tell it meant show much to her, (and me!) Thank you.

☑ I am happy for my comment to be used on Facial Palsy UK's website and social media.

FacialPalsy UK

Overall, we had a wonderful day and it seems to have been very well received.

Everything ran very smoothly this year (a benefit of returning to the same venue) and Alton Towers provided an excellent service with good communication throughout, very helpful staff and a good range of quality food and drinks.

However, from feedback received we think that a smaller, more interactive event may be a good choice for next year where families can spend more time together.

Websites

Our target

To improve the information available to patients and health professionals about facial palsy.

Our achievements

- Our patient website experienced its busiest year since we launched in 2012.
- Our dedicated Health Professionals website launched in March 2024.

Patient website (www.facialpalsy.org.uk)

There were 461,000 users of our patient website during the year, this is an increase of 33.4% compared to last year.

Our top performing webpages (excluding homepage)	Page views
Eating and drinking advice	35,979
Bell’s palsy	31,005
What is facial palsy?	26,482
How to tape eye closed (adults)	24,511

Guided by the issues raised by our community, we continue to add new content.

Our new page ‘Facial palsy and the ear’ is a comprehensive guide to all the ways facial palsy can affect the ear, e.g. pain, hearing and stapedial synkinesis. It includes videos demonstrating how to release and stretch painful muscles around the ear.

Another new page ‘Hearing issues’ discusses the different kinds of hearing issues people living with facial palsy experience with tips how to access further support.

New pages of this type are checked and approved by our volunteer Medical Advisory Board ensuring that patients always access high quality information checked by experts.

“I was referred to Facial Palsy by chance after encountering a LinkedIn post celebrating the charity. The videos and techniques I learnt about in the early days of my facial palsy were instrumental to my recovery I believe. Had I waited simply for my NHS referral, I feel both my physical and emotional health would have been far worse, and I only hope that healthcare professionals can recommend Facial Palsy UK more quickly upon diagnosis, rather than follow up care.” **Stephanie S**

Health Professionals website (learn.facialpalsy.org.uk)

There were 408 users of our health professionals’ website during the four months since it was officially launched and 161 members subscribed to the website during this same period. The website is free for anyone with an NHS email address to access and includes detailed information about facial palsy relevant to health professionals. We are also compiling a database of research articles relevant to this area of medicine. The Specialist Centres area of the website details multidisciplinary teams around the UK and is publicly viewable so GPs can easily access without having to register.

Information

Our target

To improve the information we provide for clients and health professionals.

Our achievements

- We delivered our first webinar during Facial Palsy Awareness Week (6 March 2024).
- Work continued on our forthcoming book 'Facial Paralysis – a guide for Health Professionals' but further development is needed on some sections so this is still ongoing. We are grateful to the volunteers who continue this work.
- Work began on development of our Facial Palsy App.

Webinar: Recognising Facial Palsy – an Overview for Clinicians

This webinar was intended as an overview for clinicians wanting to learn more about facial palsy. There were four sections:

1. Introduction to facial palsy – diagnosis and General Practice – Dr Simon Lowe
2. Surgical management of facial palsy - Mr Omar Ahmed, Consultant Plastic Surgeon
3. The role of Specialist Facial Therapy in the management of facial palsy – Karen Young and Catriona Neville
4. Psychological considerations in the management of patients with facial paralysis - Dr Matt Hotton

We advertised on Eventbrite and had 130 registrations (this was the maximum we allowed). This was realised to around 80 attendees and videos were recorded for attendees to access post-event.

Attendees included speech and language therapists, psychologists, GPs and physiotherapists. The majority of attendees were physiotherapists.

The most popular segments were specialist facial therapy and psychological considerations and ranked 10/10 by 80% of those who completed the post-webinar feedback form. The GP perspective and surgical segments were also well-received with 60% ranking them 10/10 for usefulness.

"Excellent MDT session with interesting and engaging and informative presentations. Thank you so much, could have listened for hours!"

"This was an excellent webinar. It felt a little rushed and adding 5 mins per presentation may have helped. Thank you for recording it, this will help with my assimilation and consolidation of information."

Future topics requested were eye care consensus, synkinesis treatment and patient case studies.

Facial Palsy App:

Our facial palsy app 'ImproveFP' was created and is in the final testing stages at the time of writing this report.

Awareness

Facial palsy – not a cosmetic problem

Over 100,000 people are thought to have facial palsy in the UK. Facial palsy is an umbrella term which covers more than 60 different causes. Members of the general public mostly associate facial droop with stroke due to high profile awareness campaigns by stroke charities, yet just 0.6% of our support enquiries this year came from people who had facial palsy due to stroke. Once stroke is ruled out as a cause, there is little after-care or empathy for those with other causes of facial palsy.

Previous Freedom of Information requests to local health authorities demonstrate that a vast majority consider facial palsy a cosmetic problem, not one that affects basic human function such as the ability to smile or close the eye for sleep[2]. More awareness is urgently needed.

Raising media awareness is resource-intensive and uncertain, while correcting misinformation is time-consuming. Hiring a Communications Manager could improve efficiency and expand reach.

Our targets

- To demonstrate the real physical and psychological consequences of living with facial palsy, particularly to health professionals responsible for patient care.
- To empower people with facial palsy and give them a voice.
- To be innovative and creative and find different ways to raise awareness of what it is like to live with facial palsy.

Our achievements

This year we have:

- Achieved 7 media mentions on tv, and in national and local press.
- Distributed 172 hardback copies of our children's book to libraries across the UK.
- Published 13 personal stories on our website.
- Delivered a successful Facial Palsy Awareness Week 1-7 March 2024.
- Continued to raise awareness via social media.
- Become a Global's Make Some Noise charity and have been featured in their publicity campaigns.
- Engaged students at the London School of Economics to research an awareness campaign.

"The psychological effects have been astronomical. Depression for knowing how different I look and for things not working as they should. Very paranoid that people would look. And generally deflated with a lack of self-esteem. However, I try to stay positive and grateful."
Scott's story

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[2] Kilshaw, A.D., Holmes, W.J.M., Matteucci, P. (2016) Funding in facial palsy. *Journal of Plastic, Reconstructive and Aesthetic Surgery*. Vol 69(11):1526-1527.

Facial Palsy Awareness Week 1–7 March 2024

Our theme for 2024 was ‘Recognising Facial Palsy’. In our pre-campaign survey, nearly 90% of respondents called for ‘greater recognition of facial palsy as a serious and potentially long-term health condition’.

This need tied in with our charity’s vision of a society where facial palsy is widely recognised and every person in the UK affected can access the information, treatment and support they need. We want the condition to be recognised by health professionals and the general public and for those with the condition to be treated with the understanding and compassion they deserve. With this in mind, we set the following campaign objectives:

- Raise the profile of Facial Palsy within the NHS.
- Educate general clinicians about Facial Palsy.
- Demonstrate the impact of the lack of recognition of Facial Palsy and promote the needs of this patient group.

Highlights of the activities during the campaign included:

- A webinar for Health Professionals hosted by Trustee Rachel Fox.
- The launch of our Health Professionals Website.
- Northern Ireland Minister Nick Mathison MLA spoke in their Assembly explaining the urgent need for a facial palsy service in NI – huge thanks to Janet Robb for making this happen.
- Baroness Merron, at the time shadow Opposition spokesperson for Health and Social Care, tabled a series of written questions in the House of Lords. These were published in Hansard, together with the Government’s responses.
- Conducted a survey about how it feels for the condition to not be widely recognised. The survey had 329 respondents. We posted statistics from this throughout the week.
- Tower 42 was lit up in purple with our logo.
- Posted 11 videos across various social media channels from people with facial palsy and health professionals who discussed how the condition wasn’t recognised and what we can do to improve the situation.
- Posted 10 new personal stories.

- Posted a blog about Facial Palsy having ‘No medical home’.
- Shared a presentation with commonly asked questions about Facial Palsy.
- The QVH team and volunteer, Carole Compagnone, were featured on ITV News (Meridian).
- We published a case study about media volunteer, Verity Connor, which was picked up by several publications including the Daily Echo.
- Volunteer, Gary Parsons, created social media posts on Facebook and LinkedIn about Recognising Facial Palsy in the workplace.
- Lots of people interacting with our hashtags #RecognisingFacialPalsy and #FPAW2024 and sharing their own stories and content on social media.
- @faceitmama wrote a song about Facial Palsy and shared on Tiktok.

We saw increased traffic to the website during the week - 35% increase week on week and 30.3% year on year.

Feedback from the campaign:

“Hello! I just wanted to say thank you for the posts you have been sharing for facial palsy awareness week. I have had a facial palsy since I was 17 (now 33) it has an impact on me every single day and it can feel very lonely sometimes. I have been able to relate to every post and have taken comfort in knowing that actually I am not alone and others are going through similar experiences. I have never met or spoken to anyone else living with a long term facial palsy so this is a great platform to see and hear from others. Thank You!”

“It is so good to see Facial Palsy being highlighted so much this week, it has to be the most recognition I have ever seen I do hope this will have a positive impact. 👏👏”

Social media

We have continued to grow our social media presence over the past year allowing us to reach and interact with a wider audience and provide them with vital information and support. As well as allowing us to share important news and information, social media allows us to run surveys and ask questions which give us insight into the things that are most important to the people we support. We also used it to support fundraising initiatives like our Christmas Campaign, to publicise events like the Family Day, and to raise awareness.

Page Reach (1 July 2023 – 30 June 2024)	New Net Follows (1 July 2023 – 30 June 2024)
Facebook – 72.5K (up 20.2%)	Facebook – 352
Instagram – 22.8K (up 16.2%)	Instagram – 133

We saw a big uplift in social media engagement during Awareness week. Our Facebook reach increased by 606.3% week on week while our Instagram reach increased by 347.7% week on week. This also led to increased profile visits across both platforms. We also gained 62 new Facebook followers (5.5K) and 168 new Instagram followers (2,473). Over the course of the week we gained 11.8K impressions on X (formerly Twitter).

The best performing posts were Claire's Case Study with a 5.8K reach on FB and Gemma's case study on Instagram (2K reach). Our top performing tweet was a video message from Facial Therapist, Sarah Kilcoyne.

We gained 1 new follower on TikTok during the week bringing us up to a total of 124. Most videos received around 250 watches with the exception being Alison's which had 786 views and 4 likes. This is something we will need to work on for next year if we decide to continue using the platform.

Our LinkedIn posts resulted in 224 reactions and 24 reposts. The best performing post was our image of Tower 42 lit up with our logo which had 570 impressions.

London School of Economics

We partnered with students from the London School of Economics enlisting them to do research that could be used to support future awareness campaigns. We asked the students to conduct research and create a campaign to be used on Transport for London (TFL) to raise awareness of facial palsy, directing people to our website so they can learn more about the help available. The research was divided into two main components, research relating to what past charities have done that was found to be effective and research relating to what is effective for the viewer.

Their final recommendations included:

- Type of advertising that offers the best value and return on investment (ROI) for Facial Palsy UK.
- Potential ideas on what the advertisement could look like.
- How to best use social media to support the campaign.
- What has worked well for previous advertisers.

This research will be used to ensure we utilise funds spent on this kind of advertising to ensure the best ROI and therefore impact for our community. We are very grateful to the students and their academic advisors for their substantial amount of research and clear report.

Research & Education

Very few research projects are investigating the causes and treatments of facial palsy. A key reason for setting up Facial Palsy UK was to raise funds for medical research into the condition.

Our target

- Identify areas for medical research which will be beneficial to people with facial palsy.
- Raise funds to support or sponsor research and training for health professionals involved in the care of patients with facial palsy, which is not normally provided by the statutory authorities.
- Standardise assessment procedures which health professionals use to treat facial palsy.
- Gain an understanding from our community about how the health care system is working for them and to identify problems.

Our achievements

- The Medical Advisory Board began work on a standardised clinical pathway for acute facial palsy.
- Article written by Simon Lowe for GPs and other clinicians on Scothealthcare.com reflecting on the lack of NICE guidelines for facial palsy as well as the need for better pathways and improved therapeutic options for chronic facial palsy.
- Supported research opportunities relating to facial palsy from external organisations.
- Published results of our Facial Palsy Awareness Week survey.

We shared many different relevant third-party research participation opportunities throughout the year from organisations such as the Centre for Appearance Research.

On 1 March 2024 we published Facial Palsy UK's survey results about pathways of care for people with facial palsy and the psychological and social impact of the condition. Findings included:

- Out of 329 respondents, only 41% felt they were given appropriate and timely advice by the health professional who diagnosed them.
- Over a quarter (27.4%) of the 329 respondents were initially misdiagnosed. Over half (55.6%) later had their cause changed to Ramsay Hunt syndrome.
- Of 250 respondents who obtained a referral to a specialist at their usual hospital, more than a quarter (28.8%) waited a year or more for a referral to be made. For over a quarter (27.6%), the time from date of referral to appointment was more than 18 weeks. The commonest referral was to ENT (60.2%). Only around a quarter (27%) were given information at their hospital appointment about what to do next if things didn't improve.

The full survey results can be found here:
Facial Palsy Awareness Week 2024: Recognising Facial Palsy

Volunteering

Our volunteers are a hugely important part of Facial Palsy UK. With only four part-time staff members, we could not provide the information, support and research that we do without the help of all the wonderful people who freely give up their time.

As of 30th June 2024, we have 108 active volunteers supporting the charity in various ways.

Medical Advisory Board

45 of those volunteers are members of our Medical Advisory Board who assist with various tasks including checking the accuracy of information on our website and assisting with answers to complex support enquiries. One of the trustees acts as secretary to this Board.

Support

Our support groups are all led by volunteers who do an incredible job of bringing support to people in their local areas and online through Zoom calls, WhatsApp and Facebook groups.

Befriending

Our volunteers also speak to others on a one-to-one basis by phone, online or in person where people are feeling isolated.

Events, Admin, Marketing and Awareness

Our volunteers do a fantastic job of supporting our events, campaigns and helping with our admin. We had lots of engagement from our volunteers for our various campaigns throughout the year, particularly our Awareness Week where they submitted case studies, images and videos, as well as sharing the campaign far and wide.

We welcomed 11 volunteers to our Family Day at Alton Towers who helped out with various aspects of the day from setting up the room, to welcoming guests and even a bit of DJing. They did a fantastic job of keeping the event running smoothly and we couldn’t have done it without them.

Research

Our volunteers have helped to provide valuable feedback in the various surveys and research that Facial Palsy UK and other external organisations have carried out this year. Their input helps to ensure that we remain focused on the activities most important to our beneficiaries and helps to shape important research and projects around Facial Palsy.

Governance

We’d like to say a huge thank you to our Trustee Board who oversee the strategic direction, efficiency and legal responsibilities of the charity.

How we are funded

Our target

- To develop a diverse range of funding streams to ensure our activities are sustainable.
- To spend funds wisely and effectively.
- To work within the guidelines of the Fundraising Regulator and keep updated with changing legislation in relation to fundraising, charity accounting/reporting and data protection.

Our achievements

This year:

- 100% of our voluntary income came from the people, companies and trusts who support us.
- We became a Global's Make Some Noise charity in September 2023 over a two-year period, £29,000 was received during this financial year.
- Our community kindly continued to support the charity's work with regular and payroll giving increasing by 4.3% to £10,679 (2022/23: £10,237) for the year.
- Income from one-off donations made directly via our website decreased by 34% to £5,318 (2022/23: £8,063) reflecting the ongoing cost-of-living crisis.
- We moved to a new Lottery provider and net income from this funding source increased by 29%.
- We continued to promote legacy giving, promoting subtly on social media channels and via our newsletters to keep this in people's minds as an option.

Thank you for the many generous donations we received during the year from individuals, companies and trusts. We are also grateful to those who offer regular support playing our lottery or making regular donations via payroll giving, standing order or direct debit.

The following gift has made a significant difference to future work we are now able to fund:

- A legacy of £22,575 left by a generous supporter.

We were also kindly supported by:

- Sayvol Environmental & Building Services Ltd who make a regular donation to support future family days.
- JGR Business Bureau who donated payroll processing hours to us.
- Leadtec who provide us with sponsored IT support.

Facial Palsy UK has also received many other gifts of time and advice from individuals and organisations throughout the year. We wish to thank every single person and organisation who has supported Facial Palsy UK. We are sorry we cannot mention you all. Every gift is used carefully to improve the lives of people affected by facial palsy.

Thank you to our amazing fundraisers!

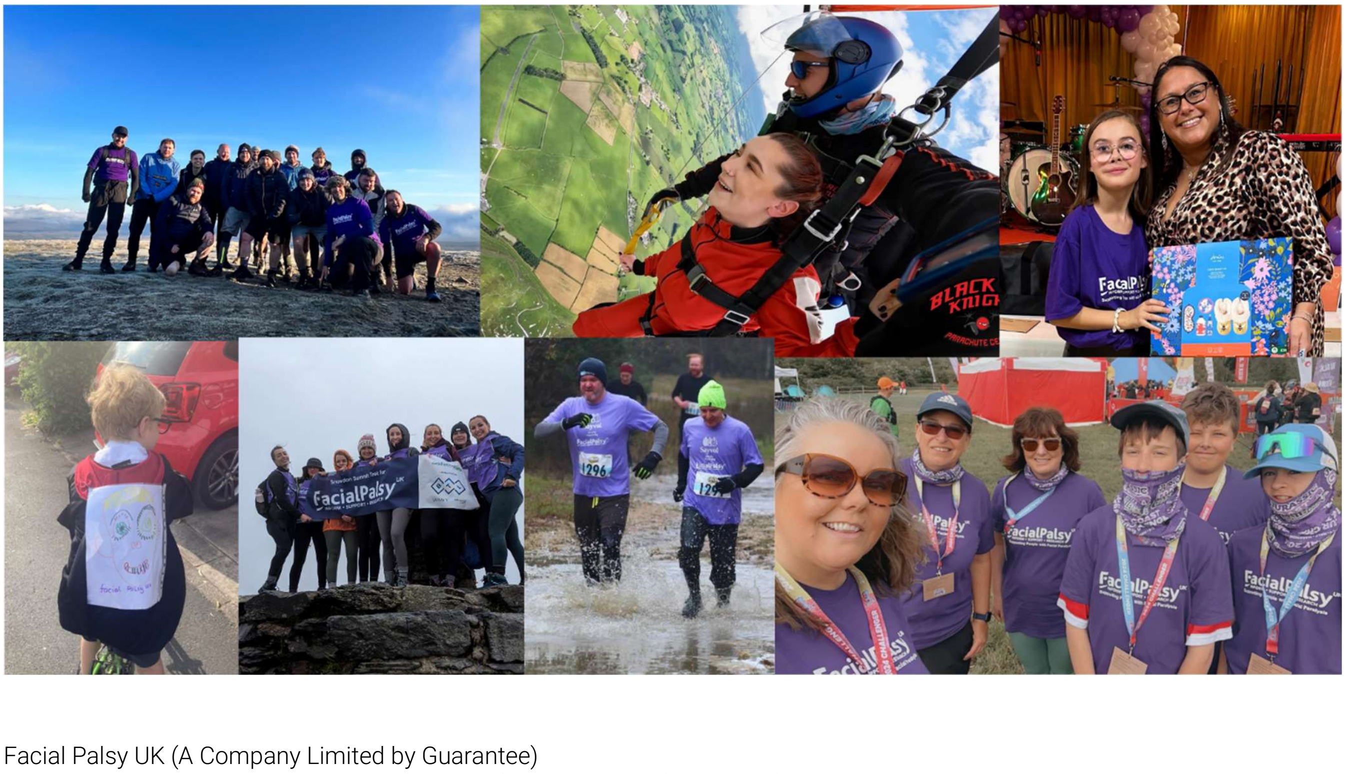
We couldn't do what we do without the dedication of our wonderful fundraisers. Last year our community fundraising dropped significantly but this year event fundraising income bounced back with the total raised £35,217, an increase of 73.2% compared to the previous year. We are very grateful to those who support us and it's important to remember that event fundraising is not just about raising funds, it helps to raise awareness too.

In addition, funds were raised via our lottery, Give as you Live, DontSendMeACard.com, social media platforms, and in memory of loved ones, to name but a few. Thank you to everyone who supports us in so many different ways, we appreciate everything you do.

People supported us by taking part in the Great Manchester Run, Brighton Marathon, Newry Half Marathon, London Summer Walk Ultra Challenge and more. James completed a fancy-dress bike ride and Amelia a Millport cycle ride. Members and friends of our Devon, Dorset and Somerset Support Group completed the Jurassic Coast Ultra Challenge. Molly, Alex and Amy worked together on a set of challenges which included sky diving, running 100km in 10 days and cycling for 12 hours on a spin bike. Staff from 'Aesthetically You' completed a Snowdon summit trek and employees from Sayvol undertook the GRIM South Mud Run in extremely cold conditions. Hayley organised a fantastic fundraising evening event and part of her network the Team Sardines completed the Two Ball Banger Rally. Linzi Jo and family tackled the Yorkshire Three Peaks to raise funds and awareness. Tekkerslovakia Charity Football Club hosted a football match in aid of Facial Palsy UK.

People also fundraised during Facial Palsy Awareness Week and shared their stories to raise awareness of the need for funds. We thank you all for your energy and passion for raising funds and awareness. You are amazing!

"I found out about Facial Palsy UK on my own and that is something I'd love to try and change and that's why I do this. I love to try and raise awareness so that other people don't need to feel in the dark and scared like I did with nobody to talk to. Meeting the families and the kids affected is also another thing that spurs me on. It makes me happy trying to raise awareness and raise funds for the charity as I feel helping in any way I can is so important." **Cheryl Wilson, fundraiser and volunteer.**



Where our income comes from

This year you helped us to raise £126,376. Figure 4 below shows where our income was generated:

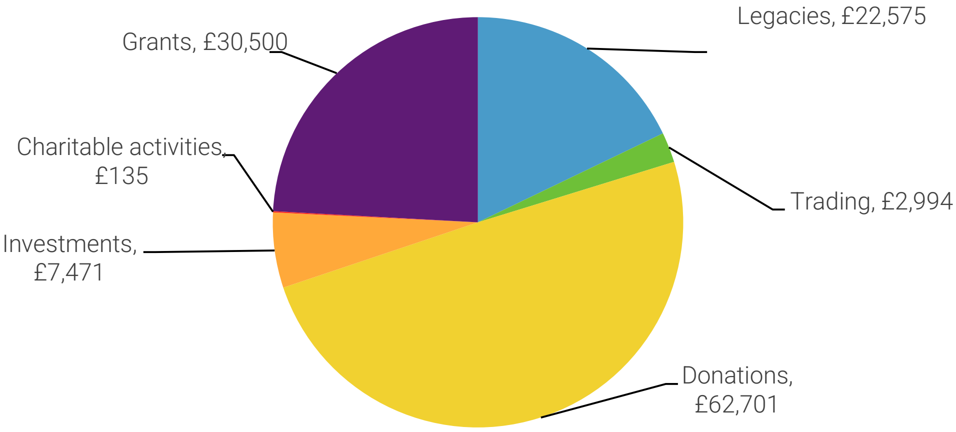


Figure 4. Income breakdown for year ending 30 June 2024.

Where we spend our income

Total resources expended this year were £174,442. Figure 5 below shows how we spent our income:

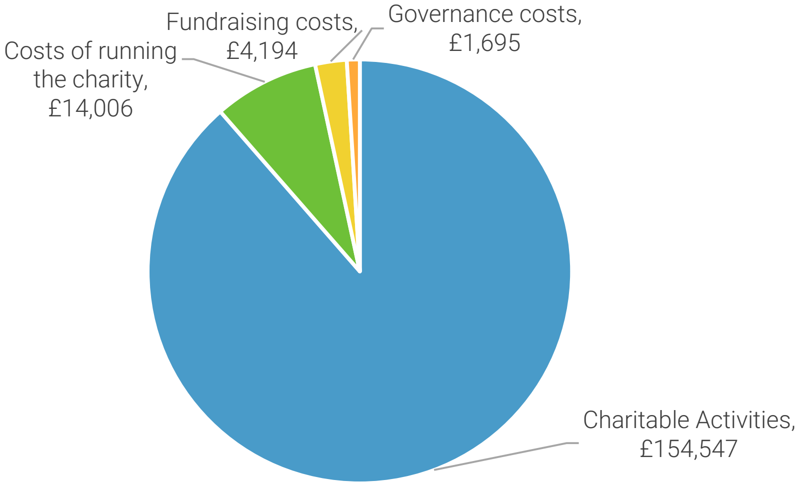


Figure 5. Expenditure breakdown for year ending 30 June 2024.

Charitable activities include: providing support and information, raising awareness and research projects. Costs of running the charity include: insurance, IT, telephone and internet costs and a proportion of salaries spent on operational requirements. Spend on fundraising costs was £4,194.

How do we raise our funds?

Since Facial Palsy UK launched in 2012, we have never employed high pressure fundraising tactics. We do not use fundraising agencies and we do not sell or exchange lists of data with any other charities or companies for marketing or fundraising purposes.

We are members of the Fundraising Regulator and our Fundraising Promise is clearly detailed on our website. We also have a Complaints procedure should anyone be unhappy with us or any person acting on our behalf. We have not received any complaints about our fundraising practices in our 12-year history.

We promise to adhere to industry guidelines and regulations. We have invested time in ensuring we meet the requirements of the new General Data Protection Regulation (GDPR). We promise to ensure that all staff and volunteers are kept updated about data security and correct use and retention of data.

We promise to be open and honest about how the funds you raise are spent.

For every £1 we spent this year:

- 89p went on delivering and improving care for people with facial palsy
- 9p went on the running costs of the charity including governance
- 2p went on generating future income

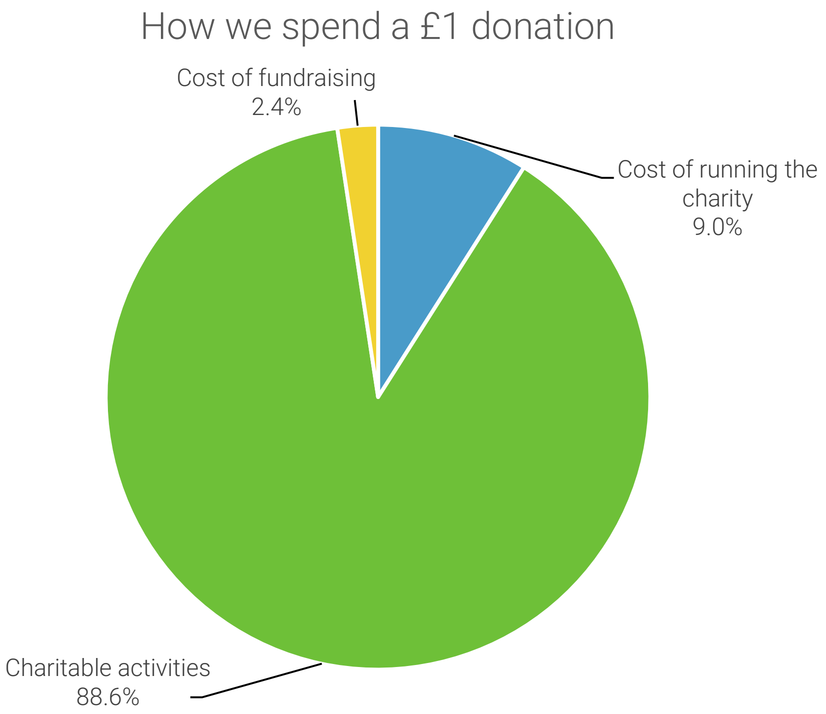


Figure 6. How we spent a £1 donation for year ending 30 June 2024.

Financial review

This year (2023/24) our total annual income decreased by 54.4% to £126,376 (previously £276,901).

The total unrestricted income was £91,135, a decrease of 65% (previously £260,599). Last year (2022/23) we received a large legacy and unusually high one-off donation totalling £210,818.

In 2022/23 when excluding the legacy and the large donation mentioned above, the unrestricted income was £49,781. This year (2023/24) we received a legacy of £22,575. Our total unrestricted income of £91,135 minus the legacy was £68,560, a 37.5% increase compared to the previous year.

Competition for grants has increased considerably with many trusts who had historically supported us unable to provide further funding.

Unrestricted expenditure increased by 51.4% to £120,270 (previously £79,429). We employed four members of staff during this period compared to three the previous year. We also spent a one-off amount of £40,888 on the development of an App, using funds from the previous year's legacy.

Total expenditure increased by 68% to £174,442 (previously £103,863). £54,172 was spent from restricted funds on projects (detailed in note 15 to the accounts).

Reserves

As we do not usually receive any regular government funding, our level of income depends on the generosity of donors, the enthusiasm of fundraisers and how the wider economy is performing. We must consider what would happen to our services should this income significantly reduce. Our unrestricted funds balance at the end of June 2024 was £250,051 of which we consider £66,942 to be free reserves (covering six months of budgeted expenditure plus contingency for redundancy payments and winding up costs of the charity).

Designated funds

Careful discussions took place regarding how to best use the funds from the 2022/23 legacy.

- £40,000 was previously designated towards developing an App to support people with facial palsy, there is a balance of £4,196 left in 2023/24.
- Funds continue to be designated towards the Charity Coordinator role over the next three years with a balance of £105,142. This is vital to manage a previous risk where we were operating with just one member of staff and will give us the time and resources to properly develop our future fundraising strategy and future-proof the charity.

Balance of funds

The balance of funds is therefore £73,771. We will be monitoring our financial situation carefully bearing in mind the current economic climate and assessing how we can make best use of these funds, e.g. investigate sourcing match funding for new or existing projects.

Risks and uncertainties

Our Risk Register is reviewed at every Trustee meeting either by discussion or correspondence. Risks are assessed top down and bottom up. An overview of key risks and our mitigation management are detailed in the table below:

RISK	MANAGEMENT
Financial: The charity is reliant on fluctuating voluntary income to provide our services. We have limited resources to dedicate to fundraising so careful planning is needed. We also need to consider the 'cost of living crisis'.	• Regular financial planning & review. • Sustain unrestricted reserves ensuring we can continue to operate and meet statutory obligations. • Fundraising strategy completed 2023/24 but staff time needs allocating to follow through.
Operational: With such a small team, if one were to leave it would have a major impact, it's important our team feel valued and have opportunities for advancement. We also must ensure all volunteers feel valued and supported and are fully informed about policies and procedures. Data security should be continually reviewed in our ever-changing world to ensure it covers technological advancements that could make old policies and procedures obsolete. Safeguarding should always be a high priority. Projects should be completed on time.	• All staff to receive support and training. • Succession planning and training for staff to provide cover as required. • Keep under review volunteer requirements and necessary policies and training, etc. Ensure volunteers feel valued and supported with communications. • All policies and procedures relating to financial controls, safeguarding, data protection and security reviewed annually. • All communications centralised into database. • Document systems, plans and projects. • Focus on existing requirements and commitments and only take on additional projects when time allows.
External: Incidents or events may negatively affect the charity's reputation or operations, e.g. non-compliance, fraud, security. Public perception of our work could be incorrect or misleading. Demographic considerations, e.g. services may not be in line with service user needs. Funder perception, loss of reputation amongst key funders.	• Preventative mechanisms, policies & procedures are in place. • Ensure good quality reporting of charity activities and how funds are spent. • Ensure we are still providing services that are in line with service user needs by seeking feedback at every opportunity and improving impact reporting. • Ensure the charity does not take on too much.
Governance: Poor knowledge of regulatory requirements and legal responsibilities. Conflicts of interest could impact on reputation. Trustees could be lost due to poor communications.	• Trustee training, policies and procedures regularly communicated throughout whole organisation. • Procedure for managing conflicts of interest. • Be more transparent in decision making, become more structured and improve communications. • Ensure safeguarding responsibilities understood.

Employees

Our four part-time employees are permanently home-based. They mainly communicate with the Trustee Board via email, telephone or virtual meetings. There are occasional face-to-face meetings. Information is mainly disseminated to volunteers by email or telephone as most volunteers are not based locally.

We are committed to being a diverse and inclusive charity. We have equal opportunities monitoring in place and value each individual’s contribution. We set up a staff pension scheme in July 2017 in line with government requirements.

Employee pay is agreed by trustees as part of the annual budget setting process. No individual performance bonuses are paid.

Structure and Governance

Facial Palsy UK is a company limited by guarantee (incorporated on 15 June 2012, registered number 08107184) and a registered charity in England & Wales (charity number 1148115) and Scotland (charity number SC045086).

The charity purpose is set out in its Articles of Association (updated 25 April 2022 to remove the stipulation for a minimum number of face-to-face meetings per year).

The need for a charity specifically for facial palsy was recognised following the development of the Facial Palsy Clinic at the Queen Victoria Hospital in East Grinstead. In 2009, Consultant Plastic and Reconstructive Surgeon Charles Nduka who set up the clinic, conducted a survey and in conjunction with patient feedback noted that:

- The average duration between the onset of paralysis and referral to a specialist for treatment was 5.6 years which means that there is a huge unmet need for help.
- Patients were travelling from across the UK (including Northern Ireland and Scotland) in order to be seen.
- The information that patients had been given by some health professionals was incorrect and might impact negatively on their outcome.

The objects for which the charity is established for the public benefit are:

- to improve the level of care and treatment of persons living with facial palsy by increasing awareness and understanding of facial palsy and its physical and psychological consequences;
- to assist the treatment and care of persons living with facial palsy by the provision of information, support, education and practical advice;
- to improve access to care by raising the profile of facial palsy and its consequences, through education and training of healthcare professionals, where such education and training is not normally provided by the statutory authorities;
- to raise funds to support and sponsor research and training for healthcare professionals involved in the management and treatment of facial palsy, where such activities are not normally provided by the statutory authorities;
- to be an advocate for the facial palsy community in the development of service provision, education and research.

There has been no change to charity objects during the year.

Karen Johnson (Co-CEO) is also Company Secretary, appointed on 19 January 2022.

Board of Trustees

The Board of Trustees is legally responsible for directing the affairs of the charity. Trustees are the directors of the company and serve for renewable terms of three years. Under the requirements of the Memorandum and Articles of Association, one third (or the nearest one third) of the trustees must retire at each AGM each year, those longest in office retiring first. Eligible retiring trustees may be reappointed. The Board comprised eleven trustees as at 30 June 2024. Trustees have a wide range of skills and experience including clinical and professional expertise.

The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

Philippa Tudor CBE (Chair)	(Retired, Re-elected 30 January 2025)
Charles Nduka (Co-CEO, unpaid.)	
Fiona Hawthorne	(Retired, Re-elected 6 February 2024)
Jan Jutsum	(Retired, Re-elected 6 February 2024)
Sheila Crowley	(Retired, Re-elected 6 February 2024)
Monica Letts (Treasurer)	(Retired 30 January 2025)
Ben Haynes	(Retired, Re-elected 30 January 2025)
Catherine Parr	(Retired, Re-elected 30 January 2025)
Anna Pinsky	
Rachel Fox	
David Coles	(Elected 6 February 2024)

The board meets at least four times per year to regularly review and direct Facial Palsy UK's strategy, budget and performance. All trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in note 9 to the accounts. None of the trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Potential conflicts of interest are disclosed at the start of every meeting and are listed here for complete transparency:

- Charles Nduka, as co-founder and co-CEO of the charity has noted the following potential conflicts of interest in his role as surgeon, researcher and technology developer in a private company (Emteq). Charles Nduka has committed to donate any personal profits from facial palsy products to Facial Palsy UK.

Transparency has been maintained at Trustee meetings and with all parties. All financial movements through the bank are signed off at board level.

Appointments and training

The Board of Trustees appoint all new trustees who are recruited through a process of advertisement, application and interviews based on selection criteria. We aim to ensure a broad range of relevant skills and experience to benefit the charity. All new trustees are sent all relevant documents which set out the operational framework for the charity including the Memorandum and Articles and details of the current financial position as set out in the published accounts. They are also given copies of Strategic and Business plans. They normally have introductory discussions with the Chair and co-CEOs and other members of the Trustee Board. They also meet staff and volunteers as relevant. They are signposted to relevant information on the Charity Commission website about 'the Essential Trustee'. They are given the opportunity to attend inexpensive training courses offered through NCVO and other providers. All trustees are asked to provide a list of their skills and update it regularly.

Personnel (paid)

Co-CEO (part-time)	Karen Johnson
Charity Coordinator (part-time)	Helen Naylor
Support Worker (part-time)	Vanessa Venables
Support Liaison Officer (part-time)	Laura Warren

Policies and Procedures

We have comprehensive policies and procedures in place (e.g. data protection & security, confidentiality, health & safety, equal opportunities, diversity, anti-fraud, conflict of interest, ethical fundraising, volunteers, bullying and harassment, risk assessment and management, child protection, photography, whistleblowing, safeguarding adults at risk, recruitment, privacy, complaints, financial controls, pay policy and more). We regularly review and update our Privacy Policy and have put systems in place in line with GDPR requirements. All policies and procedures are periodically reviewed to ensure they continue to meet the needs of the charity, comply with relevant legislation and new ones added where appropriate.

Public benefit

The trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011 when reviewing our aims and objectives and in planning our future activities.

Medical Advisory Board

The Medical Advisory Board is made up of practitioners from a range of medical professions of relevance to facial palsy, three having personal experience of the condition. There are also two patient representatives with personal experience of facial palsy. Members help with Facial Palsy UK website content ensuring it is checked for medical accuracy. They also provide guidance to our support team and are media volunteers.

Patrons

Our patrons receive feedback about our work but do not have decision-making powers. They are:

Nick and Susie Cave
John Sudworth
Sir Paul McCartney, MBE

Co-operation with other organisations

We are members of the Appearance Collective, a group of charities working together to support those with appearance related conditions. Meetings are funded by the VTCT Foundation.

Independent Examiners

A resolution proposing Azets Accountants be re-appointed as Independent Examiners of the charity will be put to the Annual General Meeting.

Reference and administrative details

Charity number:	1148115 (England & Wales), SC045086 (Scotland)
Company number:	08107184
Registered office:	Facial Palsy UK, Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.
Accountants:	Azets, Westpoint, Lynch Wood, Peterborough, PE2 6FZ.
Bankers:	HSBC, 125 Church Road, Hove, East Sussex, BN3 2AN.

How did we do?

KEY	
Completed	🟩
In progress	🟨
Not started	🟥

In our annual report for the previous year (ending 30 June 2023) we highlighted our plans for the next year. This was in line with our 3-year Strategic plan for 2023-2026:

	TARGET	PROGRESS
SUPPORT & INFORMATION	Finalise the project plan for the inaugural Patient Facial Palsy Conference and apply for funding. Estimated delivery in 2025.	A date has been set for 8 November 2025, the venue is confirmed as the Alder Hey Research Institute. We are still trying to attract additional funding to reduce costs to attendees.
	Deliver our first 'Family Day for All' funded by the Big Give campaign.	This was held in August 2023 and was a successful event.
	Continue to develop our face-to-face, virtual and online support groups.	This has been made possible by the grant from Global's Make Some Noise and successes are detailed earlier in this report.
	Begin to look how best to distribute information about facial palsy to primary and secondary care centres including QR codes.	There has been some early discussion about this. We intend to discuss with other charities working with people with visible differences to see if we can combine efforts.
AWARENESS, COMMUNICATIONS & VOLUNTEERS	Deliver a successful Facial Palsy Awareness Week and continue to raise awareness about facial palsy year-round.	Our theme for 2024 was 'Recognising Facial Palsy' which tied in with our charity's vision. One of our campaign objectives was to educate general clinicians about facial palsy. This was achieved by hosting our first webinar for health professionals. We also launched our Health Professionals website. We saw a 35% increase in traffic to our website during the week compared to the previous year. Much of our year-round work raising awareness this year focused on educating health professionals, writing to hospitals where patients had been given incorrect treatment.
	Complete our Children's Book into Libraries project.	Another 172 books were distributed during the year to libraries across the UK. Another push is needed on this next year to complete the project.
	Create a new Volunteering Strategy for 2024 ensuring we offer more opportunities to get involved in initiatives like micro volunteering as well as larger tasks and projects.	This is still in the planning stages but we have engaged new volunteers for micro volunteering opportunities. We aim to complete the Volunteering Strategy in 2025.
FUNDRAISING & OPERATIONS	Complete our Fundraising Strategy and conduct a cost-benefit analysis of our fundraising activities.	The Fundraising Strategy was completed apart from the cost-benefit analysis section which needs some final tweaks.
HEALTH & RESEARCH	Complete our educational facial palsy book for health professionals.	This needed some further improvement but is now in the final stages and will be completed in the first half of 2025 subject to volunteer time.
	Complete and launch the dedicated Health Professionals' website during Facial Palsy Awareness Week 2024. To include information about specialist multidisciplinary teams.	Completed and launched as per deadline.
	Develop our Facial Palsy App	Work is ongoing with expected launch 2025.
	Continue to conduct regular (at least biennial) surveys about facial palsy and to analyse and promulgate the responses to decision makers.	Survey completed 2024.

Future plans

Crucially we must tie all plans into our strategy, monitor and evaluate our work, and report on work openly and transparently. Due to our limited resources, we must also stay focused on specific plans and not try to take on too much for one year to ensure continued success.

Operations

Our three-year strategy for 2023-26 is a fluid document to be reviewed again in 2025. Here are the activities (in line with our strategic plan) that we intend to focus on in 2024/25:

Information

- Continue investigations into how best to distribute information about facial palsy to primary and secondary care centres including QR codes.
- Improve the information on our website using feedback from support groups and enquiries.

Awareness

- Engage more professional organisations and health professionals to help promote Facial Palsy Awareness Week and raise the profile of our services.
- Review our social media activities, reach and impact to understand how to improve.
- Complete our Children's Book into Libraries project.
- Deliver a successful Facial Palsy Awareness Week 1-7 March 2025.
- Continue to raise awareness about facial palsy year-round exploring the research completed by London School of Economics volunteers.

Support

- Drawing on feedback from our previous family days, deliver an interactive Family Day with a focus on encouraging families to spend more time together.
- Finalise the project plan for the inaugural Patient Facial Palsy Conference and apply for funding. Event date is 8 November 2025.
- Continue to develop our face-to-face, virtual and online support groups exploring how we reach different audiences.

Volunteers

- Complete our new Volunteering Strategy ensuring we offer more opportunities to get involved in initiatives like micro volunteering as well as larger tasks and projects.

Health & Research

- Complete our educational facial palsy book for health professionals.
- Continue to conduct regular (at least biennial) surveys about facial palsy and to analyse and promulgate the responses to decision/makers.
- Development of our Facial Palsy App.
- Develop a template pathway of care to manage acute facial palsy.

Fundraising

Conduct a cost-benefit analysis of our fundraising activities and implement our fundraising strategy.

Statement of responsibilities of the Trustees

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

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, for the financial year. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards 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 business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

Statement as to disclosure to our independent examiners

In so far as the trustees are aware at the time of approving our trustees' annual report:

- so far as we are aware, there is no relevant information of which the company's independent examiners are unaware, and
- as the directors of the charitable company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit/independent examination information and to establish that the charity's independent examiners are aware of that information.

Approved by the Board of Trustees and signed on its behalf by:

P. P. Tudor

Philippa Tudor (Chair)
Dated: 30 January 2025

Independent Examiner's Report

I report to the Trustees on my examination of the financial statements of Facial Palsy UK (the charity) for the year ended 30 June 2024.

Responsibilities and basis of report
As the Trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements of the charity are not required by charity or company law to be audited and have chosen instead to have an independent examination.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement
Since the charity is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of the ICAEW which is one of the listed bodies.

I have completed my examination. I confirm that no 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 charity as required by section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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 financial statements to be reached.

Tracey Richardson BSc (Hons) FCA

Westpoint
Lynch Wood
Peterborough
Cambridgeshire
PE2 6FZ

Dated: 5 February 2025

Statement of financial activities including income and expenditure account for the year ended 30 June 2024

Current financial year

3	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Total 2023 £
Income and endowments from:					
Donations and legacies	3	82,556	33,220	115,776	273,585
Charitable activities		-	135	135	-
Other trading activities	4	2,994	-	2,994	112
Investments	5	5,585	1,886	7,471	3,204
Total income		91,135	35,241	126,376	276,901
Expenditure on:					
Raising funds	6	4,194	-	4,194	2,710
Charitable activities	7	116,076	54,172	170,248	101,153
Total resources expended		120,270	54,172	174,442	103,863
Net incoming resources before transfers		(29,135)	(18,931)	(48,066)	173,038
Gross transfers between funds		505	(505)	-	-
Net (expenditure)/income for the year/ Net movement in funds		(28,630)	(19,436)	(48,066)	173,038
Fund balances at 1 July 2023		278,681	101,797	380,478	207,440
Fund balances at 30 June 2024		250,051	82,361	332,412	380,478

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Statement of financial activities including income and expenditure account for the year ended 30 June 2023

Prior financial year

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income and endowments from:				
Donations and legacies	3	258,184	15,401	273,585
Other trading activities	4	112	-	112
Investments	5	2,303	901	3,204
Total income		260,599	16,302	276,901
Expenditure on:				
Raising funds	6	2,710	-	2,710
Charitable activities	7	76,719	24,434	101,153
Total resources expended		76,429	24,434	103,863
Net income for the year/ Net movement in funds		181,170	(8,132)	173,038
Fund balances at 1 July 2022		97,511	109,929	207,440
Fund balances at 30 June 2023		278,681	101,797	380,478

Balance sheet
as at 30 June 2024

	Notes	2024 £	2024 £	2023 £	2023 £
Current assets					
Debtors	13	4,735		5,582	
Cash at bank and in hand		330,825		380,533	
		335,560		386,115	
Creditors: amounts falling due within one year	14	(3,148)		(5,637)	
Net current assets			332,412		380,478
Income funds					
Restricted funds	15		82,361		101,797
Unrestricted funds					
Designated funds	16	109,338		173,292	
General unrestricted funds		140,713		105,389	
			250,051		278,681
			332,412		380,478

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 June 2024.

The Trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 30 January 2025.

F.P. Tudor

Philippa Tudor
Trustee

Company Registration No. 08107184

Notes to the financial statements for the year ended 30 June 2024

1 Accounting policies

Charity information

Facial Palsy UK is a private company limited by guarantee incorporated in England and Wales. The registered office is Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.

1.1 Accounting convention

The accounts have been prepared in accordance with the charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "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)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Notes to the financial statements (continued)
for the year ended 30 June 2024

1 Accounting policies

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 for the provision of specified service is deferred until the criteria for income recognition are met.

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

1.5 Expenditure

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 of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services, exhibitions and other educational activities undertaken to further the purposes of the charity and their associated support costs.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Notes to the financial statements (continued)
for the year ended 30 June 2024

1 Accounting policies

Basic financial assets
Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities
Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities
Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.8 Employee benefits
The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.9 Retirement benefits
Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Notes to the financial statements (continued) for the year ended 30 June 2024

3 Donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Donations and gifts	58,481	4,220	62,701	97,366	15,401	112,767
Legacies receivable	22,575	-	22,575	160,818	-	160,818
Grants	1,500	29,000	30,500	-	-	-
	82,556	33,220	115,776	258,184	15,401	273,585

4 Other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising events	2,654	-
Trading income	40	112
Other trading activities	2,994	112

5 Investments

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Total 2023 £
Interest receivable	5,585	1,886	7,471	3,204

6 Raising funds

	2024 £	2023 £
Fundraising and publicity		
Other fundraising costs	3,275	1,496
Staff costs	919	1,214
Fundraising and publicity	4,194	2,710

7 Charitable activities

	2024 £	2023 £
Staff costs	75,975	59,716
Advertising and marketing	2,380	4,758
Professional expenses	1,713	932
Online donation charges	1,128	1,866
Postage, freight and courier	164	163
Printing and stationery	24	901
Travel	1,637	1,360
Website improvements	10,980	6,176
Sundry	1,436	894
Event costs	17,326	11,434
Office supplies	896	-
App development	40,888	-
	154,547	88,200
Share of support costs (see note 9)	14,006	11,288
Share of governance costs (see note 9)	1,695	1,665
	170,248	101,153
Analysis by fund		
Unrestricted funds	116,076	76,719
Restricted funds	54,172	24,434
	170,248	101,153

8 Support costs

	Support costs £	Governance costs £	2024 £	2023 £
Staff costs	6,914	-	6,914	6,178
Office rent	1,779	-	1,779	1,764
Insurance	730	-	730	718
IT support	2,296	-	2,296	1,851
Telephone & internet	429	-	429	208
Bank charges	235	-	235	65
Travel	1,517	-	1,517	504
Accountancy	-	1,695	1,695	1,665
Sundries	106	-	106	-
	14,006	1,695	15,701	12,953
Analysed between				
Charitable activities	14,006	1,695	15,701	12,953

Governance costs includes payments to the independent examiner of £1,695 (2022 - £1,665) for fees.

9 Trustees

The Trustees received no remuneration from the charity in the year (2023 - £nil).

During the year expenses of £597 (2023 - £470) were paid to 2 Trustees (2023 – 3). No Trustee received payment for professional or other services supplied to the charity (2023 - £nil).

10 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
	4	3

Employment costs	2024 £	2023 £
Wages and salaries	80,866	64,696
Social security costs	1,287	1,038
Other pension costs	1,655	1,374
	83,808	67,108

There were no employees whose annual remuneration was more than £60,000.

Notes to the financial statements (continued)
for the year ended 30 June 2024

11 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12 Financial instruments

	2024 £	2023 £
Carrying amount of financial assets		
Other debtors	1,028	2,778
Bank and cash	330,825	380,533
Measured at cost	331,853	383,311
Carrying amount of financial liabilities		
Trade creditors	1,344	1,952
Accruals and deferred income	1,662	1,742
Other creditors	142	1,943
Other taxation and social security	-	-
Measured at cost	3,148	5,637

13 Debtors

Amounts falling due within one year:	2024 £	2023 £
Other debtors	1,028	2,778
Prepayments and accrued income	3,707	2,804
	4,735	5,582

14 Creditors: amounts falling due within one year

	2024 £	2023 £
Other taxation and social security	-	-
Trade creditors	1,344	1,952
Other creditors	142	1,943
Accruals and deferred income	1,662	1,742
	3,148	5,637

15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Balance at 1 July 2022 £	Incoming resources £	Resources expended £	Balance at 1 July 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 30 June £
Tamworth Family Day	500	5	-	505	-	-	(505)	-
Family Day	6,179	4,440	(5,378)	5,241	4,421	(8,180)	-	1,482
Children's Book Appeal	1,416	12	(249)	1,179	24	-	-	1,203
Research Appeal	146	63	-	209	4	-	-	213
HP Website	11,781	102	(964)	10,919	134	(7,159)	-	3,894
Patient Guides	559	4	(150)	413	8	-	-	421
Northern Ireland Appeal	-	-	-	-	20	-	-	20
Northen Ireland Funds	30	-	(30)	-	-	-	-	-
Welsh Virtual Support Group - Lottery	885	-	(885)	-	-	-	-	-
Children's Book into Libraries	5,693	45	(2,620)	3,118	51	(1,496)	-	1,673
Supporting more people with facial palsy - GMSN	-	-	-	-	29,211	(21,554)	-	7,657
Charity Coordinator	14,053	-	(14,053)	-	-	-	-	-
Psychological Assessment & Support Project	68,687	631	-	69,318	1,368	(4,888)	-	65,798
Big Give - Not the only one Christmas	-	11,000	(105)	10,895	-	(10,895)	-	-
	109,929	16,302	(24,434)	101,797	35,241	(54,172)	(505)	82,361

Notes to the financial statements (continued)
for the year ended 30 June 2024

Tamworth Family Day - Funds given specifically for a family day at the Tamworth Snowdome. The funds have been unrestricted during the year after confirmation was received from the donor that the funds can be used for another purpose.

Family Day - To provide family days for children with facial palsy, reducing isolation and increasing confidence and self-esteem.

Children's Book Appeal - To fund a children's book to support children affected by facial palsy.

Research Appeal - To fund future research.

Health Professionals' website – To create a platform for health professionals for the purpose of sharing knowledge, education and collaboration opportunity.

Patient Guides – To create eight patient guides in download format covering various causes of facial palsy.

Northern Ireland Appeal – To be spent on support in Northern Ireland.

Northern Ireland Funds - To be spent on health professional education in Northern Ireland.

Welsh Virtual Support Groups – Funds given by the National Lottery Community Fund Wales to provide virtual support groups.

Children's Book into Libraries - Funds specifically given for distributing our children's book into libraries in the UK.

Global's Make Some Noise (GMSN) – Funds to improve our support services including a new part-time role

Charity Coordinator Post- Funds given by the VTCT Foundation for a part-time Charity Coordinator post over two years including ad hoc expenses needed for the role, e.g. laptop, computer software.

Psychological Assessment and Support project – funds given by the VTCT Foundation to evaluate the degree of psychological distress in patients with facial palsy.

Big Give – Not the only one Christmas 2022 – A match funding campaign supported by donation from the Hospital Saturday Fund, donations to be used to open up our Family Day in August 2023 to adults as well as children with facial palsy.

Notes to the financial statements (continued)
for the year ended 30 June 2024

16 Designated funds

	Balance at 1 July 2022	Resources expended	Transfers	Balance at 1 July 2023	Incoming resources	Resources expended	Transfers	Balance at 30 June
	£	£	£	£	£	£	£	£
Charity Coordinator	24,736	(13,117)	121,673	133,292	434	(28,584)	-	105,142
Psychological Assessment & Support	-	-	40,000	40,000	196	(36,000)	-	4,196
	24,736	(13,117)	161,673	173,292	630	(64,584)	-	109,338

Charity Coordinator relates to an amount that has been transferred from unrestricted funds to fund a part-time staff member in this role to 2027.

Psychological Assessment and Support project – funds designated to develop an app to evaluate the degree of psychological distress in patients with facial palsy.

17 Analysis of net assets between funds

	Unrestricted funds 2024	Designated funds 2024	Restricted funds 2024	Total 2024	Unrestricted funds 2023	Designated funds 2023	Restricted funds 2023	Total 2023
	£	£	£	£	£	£	£	£
Fund balances at 30 June 2023 are represented by:								
Family Day	140,713	109,338	82,361	332,412	105,389	173,292	101,797	380,478
	140,713	109,338	82,361	332,412	105,389	173,292	101,7979	380,478

18 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2024 £	2023 £
Aggregate compensation	37,686	36,557

Transactions with related parties

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

There were no other disclosable related party transactions during the year (2023 – none).

FACIAL PALSY UK

England & Wales - Charity number 1148115

Accounts

Facial Palsy UK Annual Report and Unaudited Financial Statements
For the Period Ended 30 June 2023

Charity numbers 1148115 and SC045086
Company number 08107184

Contents

We believe that every person affected by facial palsy should be able to routinely access care and treatment to improve their quality of life. When the charity launched in 2012, there was little to no support available. This report shows what we have been doing this year to improve the situation for everyone affected by this life-changing condition.

Introduction

Strategic Report

Financial statements

What we do

Facial Palsy UK (FPUK) is a national charity supporting people affected by facial palsy due to any cause. We offer expert help, guidance and support to those living with the condition, their friends and families, and the professionals that care for them. Here are some of the highlights of our year.

Direct Support

395

direct support enquiries during the year. Direct support is via email, telephone or face-to-face.

64%

had more knowledge of their health care options after contacting Facial Palsy UK.

355

attendees of a combination of Virtual and Face-to-Face Support Groups with repeated attendance by many.

99%

of those who completed post-meeting surveys after our virtual support groups said they would recommend them as a form of support for others.

90%

of those who attended face-to-face groups said coming to the group makes them feel less isolated.

Information

345,579

users of our website during the year.

COVID-19 has slowed our small charity down but we are still here.

We urgently need your help to continue our work to improve the lives of people affected by facial palsy.

Disability Benefits and Facial Palsy webpage added to our website.

GP Notebook educational resource used by doctors updated to improve information about Bell's palsy, Ramsay Hunt syndrome and eye care.

264

survey respondents highlighted the issues around getting an early and correct diagnosis.

The survey also demonstrated that GPs and Emergency Departments are still not providing adequate eye care advice.

Family Support

448

members of Parents & Carers Facebook group at 30 Jun 2023.

27

families attended our first post-pandemic Family Day for children with facial palsy.

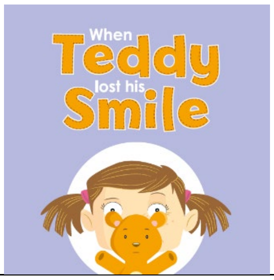
73

copies of our children's book 'When Teddy lost his Smile' sold in the year.

This is now available to order globally via websites such as Amazon, Waterstones, Barnes & Noble, and more.

278

copies donated to libraries across the UK.



Volunteers

104

active volunteers helping with support, information, research, feedback, content creation, story writing, video making and more!

Awareness

Successful Facial Palsy Awareness Week with the theme 'Treat Me Right'. Our aim was to raise awareness of how challenging it can be for people with facial palsy to access the correct treatment.

16 media mentions on radio, in magazines, national and local press.

100% funded from charitable donations this year (see page 26 for more details)

Introduction from our Chair

Having volunteered for Facial Palsy UK (FPUK) for many years, it has been a great honour to have been appointed Chair of Trustees in January 2023. This was under the saddest of circumstances, as the previous Chair Mandy Brailsford died of cancer that month. Mandy was always an enthusiastic supporter of the wonderful annual Family Days, and with the agreement of her husband these are now named in her memory. 27 families attended the first post-pandemic Family Day in August 2022, which was a great success.

This report covers another exceptionally busy year, and the activity statistics speak for themselves. Thanks to a combination of a legacy and a two-year grant from Global's Make Some Noise we have been able to expand our staff team, and now have three staff, all part-time and working from home – FPUK has no offices to pay for or worry about - wonderfully supported by Vanessa Venables, who with Charles Nduka was one of the founders of FPUK in 2012. As a small UK-wide charity seeking to support everyone in the UK affected by facial palsy who contacts us, we are also vitally dependent on our wonderful volunteers, of whom we now have over 100. These include the members of the Medical Advisory Board, whose activities are mentioned in the report and whose secretary is one of the new trustees who joined at the same time as me, as well as a number of other trustees. We are very fortunate in the wide range of skills being offered in this way, as well as the diversity which is reflected in our trustees.

FPUK has always focused on the needs of the people it aims to support, responding wherever possible to feedback. We appreciate the time it takes to fill out feedback forms (and then in turn for us to analyse them) and they really do guide our decision-making and use of resources. Some key examples of this have been the post-support group meeting surveys. During the pandemic we introduced virtual support groups. 99% of those who completed surveys after these meetings said they would recommend them as a form of support for others. As a result, we are very much committed to continuing these in future, together with face-to-face meetings where there is demand for these. Ahead of the annual Facial Palsy Awareness Week in March, we ran another large survey, which attracted 264 respondents. Key findings were the ongoing issues about getting an early and correct diagnosis, and the lack of adequate eye care advice from several GPs and Emergency Departments. With the help of a retired GP who is one of our 104 very active volunteers, the GP Notebook widely used by doctors has been updated to improve information for GPs.

This year has been a year of consolidation and growth. We have been moving forward from the pandemic with a renewed focus as FPUK enters its second decade. Whilst much has been achieved, there is also much more we want to do in each of our three objectives, to inform, support and research. We have been focusing on progressing two major projects, developing an App and a handbook for medical professionals – more news on both soon. We are entirely dependent on individual donations and grants for those two projects, and are so grateful to everyone who has supported FPUK, and thus everyone affected by facial palsy in the UK. We can guarantee that all donations will be greatly appreciated and put to good use. Thank you to everyone for all you do for our wonderful charity.

Philippa Tudor CBE (Chair)

In 2023 we refreshed our strategic plan for the next three years and as part of this process updated our vision and mission statements to better reflect the difference we aim to make.

Our vision

A society where facial palsy is widely recognised and every person in the UK affected can access the information, treatment and support they need.

Our mission

Facial Palsy UK provides an essential service to those affected by facial palsy, through the provision of information and support, promotion of best practice; and engagement in high quality research.

Our aims

Improve health

To improve the physical and emotional health of adults and children with facial palsy.

Greater awareness

To increase awareness of facial palsy and its social, physical and psychological consequences.

Better diagnosis, management & rehabilitation

To promote access to diagnosis, acute and long-term management and rehabilitation of people living with facial palsy.

Our three strategic objectives are:

1. Inform – To improve further the information available to patients and health professionals about facial palsy and to raise more awareness whilst empowering those affected.
2. Support – To improve further our support services for people living with facial palsy and to influence and challenge healthcare providers to do the same.
3. Research - To gather evidence to inform and enable improvements in pathways of care for ‘right service, first time’ and encourage more research in the diagnosis and long-term management of facial palsy.

Frontline Support

During this financial year we operated with three part-time employees. Virtual support groups were mostly led by employees, but face-to-face support groups were wholly led by volunteers (including some trustees).

Our Medical Advisory Board, who are also volunteers, assist in ensuring people receive correct information and the best support.

Support groups and networks

Our target

One benefit of the pandemic was that it forced many people to adapt to using virtual meeting technology, this enabled us to reach more people across the UK with virtual support groups. However, many people with facial palsy dislike seeing themselves in photographs or video so joining a support group via video link can often be very daunting. This is why we never insist that people have their cameras on and why resuming face-to-face support groups was a key target for us once it was safe to do so.

Our last full financial year to fall in pre-pandemic times was 2018-19, figures 1 and 2 below show the changes that have occurred over the past five years regarding support group provision. In 2020-21 we only held virtual support groups due to the various lockdowns and restrictions. As people were struggling to see their GP and could not attend social events, attendances at this time were exceptionally high.

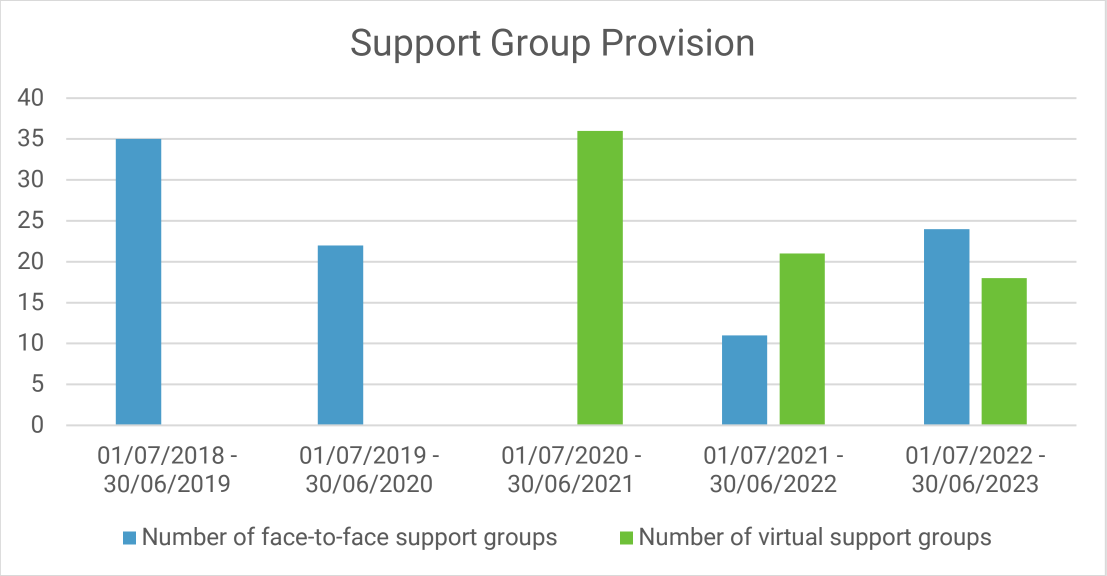


Figure 1. Numbers of face-to-face and virtual support groups between 1 July 2018 and 30 June 2023.

We were pleased to see attendances reach the same high level in this financial year but across a mixture of face-to-face and virtual support groups. The total number of groups held this year was 42, an increase of 31.3% compared to 2021/22.

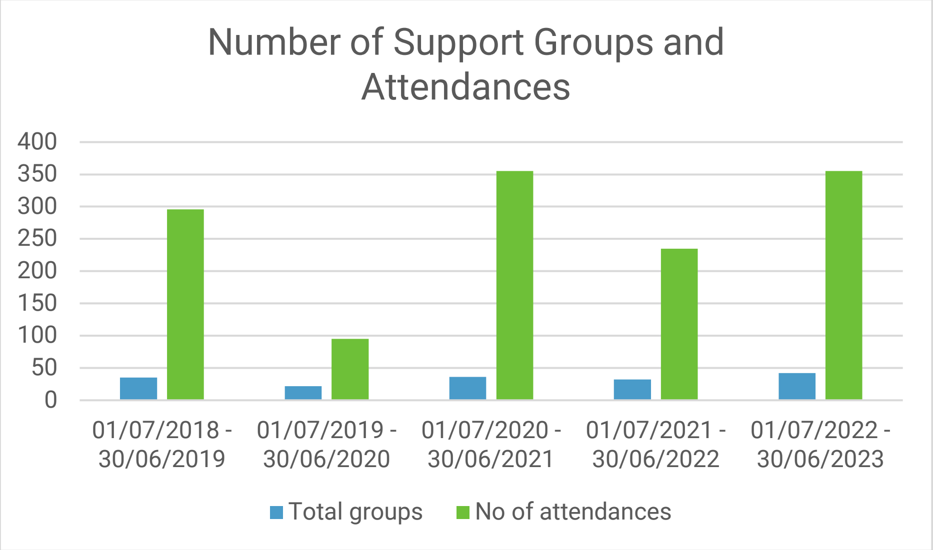


Figure 2. Total groups and attendances at support groups between 1 July 2018 and 30 June 2023.

It has been important to ensure volunteers only return to running groups when they are ready, especially as many support group leaders work in the NHS and have been under considerable pressure during and since the pandemic. For example, larger groups like our Newcastle one had still not restarted during this financial year but will be restarting 2023/24, and we are very grateful for the support of all our volunteers.

Of our Facial Palsy UK community members, 76.2% have opted-in to receive updates about support groups.

Achievements

- There were 24 face-to-face groups held during the year, these were our London, Norwich, Cheshire & Mersey, Cambridge, East Grinstead, Edinburgh & Perth, Essex, and southwest (Devon, Dorset and Somerset) groups. There were 183 attendances in total, an increase of 161% compared to the previous year (2021/22: 70 attendances).
- Feedback from our face-to-face support groups found that 90% felt the support group made them feel less isolated and 91% felt more confident in their daily life. 96% said it was helpful to hear other people's experiences and 93% felt more knowledgeable about their health care options after attending a group.
- A total of 18 virtual support groups were held compared to 21 the previous year. Attendances increased to 172 compared to 165 in the previous year. Anyone from any part of the UK can access a virtual support group.
- Feedback from our virtual support groups found that 97% felt more supported in managing the impact of living with facial palsy and 84% gained a better understanding of how to cope with their symptoms. 89% said they felt less isolated as a result of attending the group and 99% would recommend this kind of support to others with 1% unsure.
- Cheshire & Mersey Group Members (45), East Grinstead Group members (42), and Southwest group members (17) continued to support each other via WhatsApp, these are volunteer led.

"This is a very professional and thoughtful, caring service organised by medical staff in their own spare time." East Grinstead face-to-face support group attendee.

Our Cheshire & Mersey Support Group (pictured) celebrated their 6-year anniversary in November 2022. At the time of writing this report, Sheila Fairclough, one of the volunteers who set up this group, has sadly passed away. We will write more about Sheila later in this report.

Feedback from virtual support group meetings:

"I find the support groups hugely supportive and informative. It's so helpful to hear from people going through different stages of facial palsy and for me it has been a lifeline. It has been vital to supporting me both psychologically and physically. Thank you so much for all your extraordinary work as a charity."

"This support group has been so important to me for the information that I have received to help me live with Bell's Palsy. I feel that my quality of life has greatly improved from the support of the group. There isn't enough support out there for this type of diagnosis, so I am so grateful for having this resource available."

"I think health outcomes are strongly influenced by the amount of quality information you can get around the time of diagnosis - thank you for your support so far - very useful service - definitely worth funding."

"The advice was invaluable in terms of seeking treatment. It is clear that not only is there a lack of readily available advice there is a lot of damaging misinformation."

"It always inspires me to self help for example with the exercises relaxation and a positive mindset......thank you."

Members of our groups often come up with clever ways to help them manage their facial palsy. As an example, someone mentioned that a great way to combat a dry throat when out and about is to use a small spray bottle to spray the back of your throat with water, especially for those who struggle to use sports bottles etc. due to poor lip seal. We take notes of any useful tips and add them to our website or social media pages. It's always important to listen to patients who are often the experts with their lived experience.

Other support networks

Where face-to-face groups were not available originally, we set up Facebook Groups for specific geographical areas to fill gaps in service provision, bringing people together in need of support and information. We also have two Facebook groups for specific groups, one is for parents and carers of children with facial palsy and the other for those who have experienced facial palsy in relation to pregnancy. The chart below shows the growth in our Facebook group membership over the past three years.

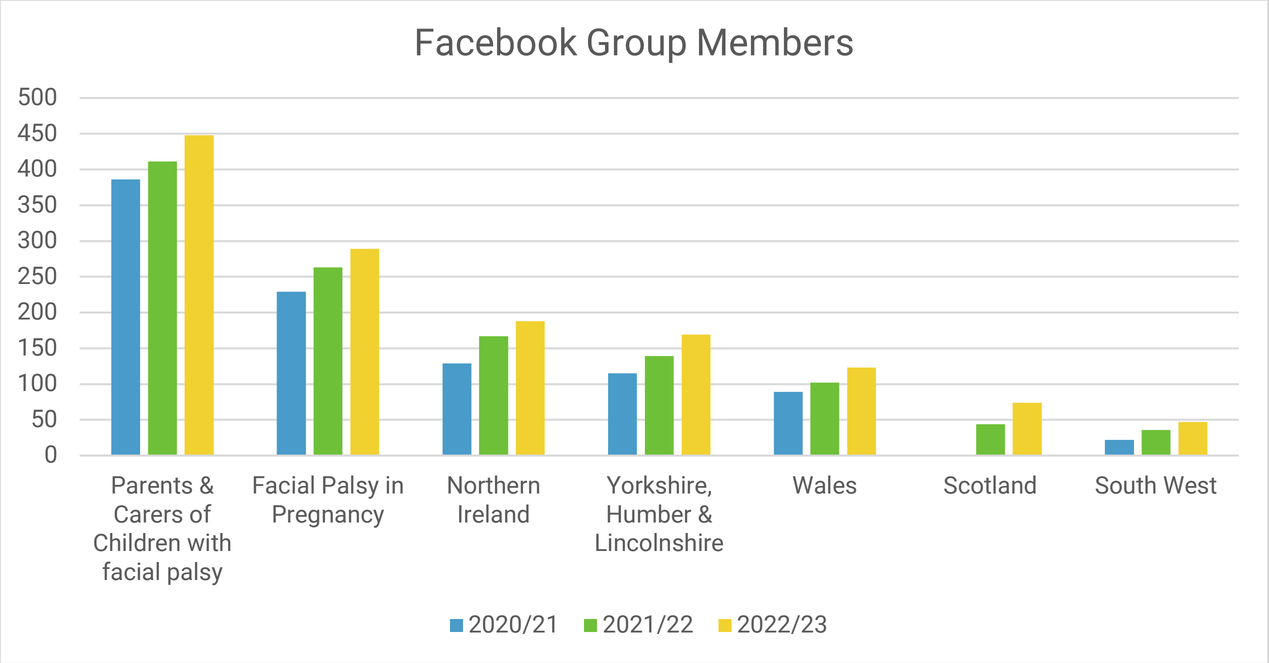


Figure 3. Facebook Group members between 1 July 2020 and 30 June 2023

Our Northern Ireland Facebook group which now has 188 members is a hub for a community that does not have access anywhere in the country to a specialist multidisciplinary team. Janet Robb, a volunteer with facial palsy leads the group. After eight years of pushing for a service, Janet continues to work with the Department of Health in Northern Ireland to develop a pathway of care for facial palsy. The development of a multidisciplinary team and full service will still depend on making a case for the funding, but work has started on how to educate GPs and Emergency Departments about facial palsy and how the NHS can use resources more effectively. For example, some patients with facial palsy are already in the health care system in Northern Ireland but being seen by the wrong consultants which is therefore a waste of money.

Part of our work next year will be to look at our online support provision to ensure we continue to deliver effective and inclusive support to those that seek it.

A volunteer specialist facial therapist from our Medical Advisory Board helps with therapy related questions within the Facebook groups. Thank you to all our volunteers who help with running support groups and networks, we couldn't do what we do without you.

Telephone and email support

Our target

To improve the support we offer year on year and to empower those affected by facial palsy.

Our achievements

There were 395 direct support enquiries via email or telephone this year.

The key areas of support offered by phone or email are:

- Listening - encouraging the individual to talk about their feelings, increasing understanding of their situation and enabling the individual to see things more clearly.
- Information giving - helping individuals to understand their diagnosis, treatment and future options, and signposting to local specialists and support groups.

Many people we speak to have been diagnosed, provided some initial treatment but have had no further clinical input. Months or years later they are still having significant physical and psychological problems. Many have not met anyone else with facial palsy.

The average support call was 22 minutes long this year. Clients are often distressed and anxious about their altered appearance and the many functional problems that accompany it. It is also extremely difficult when help via the NHS is not routinely available to them due to the poor pathways of care in many areas. This can leave people feeling like they do not matter and that facial palsy is not recognised as a genuine health condition. We have asked the NHS to include a page about facial palsy on the NHS website but they will only feature information about Bell's palsy. The terms are not interchangeable though, and a facial palsy is only described as Bell's palsy when all other causes are ruled out. The issues with pathways of care may also be due to no one clinical specialism taking responsibility for the care of this patient group.

Almost two thirds of those who contacted us (63.8%) now have more information about healthcare options available to them that they weren't aware of before. About a fifth (20.3%) were seeking general support due to feelings of isolation. Similarly, 32.2% sought guidance how to ask for the help they needed from their GP. More than one quarter (28.4%) of enquiries were from people struggling to get a referral for specialist health care.

The key areas of concern raised by enquirers were:

- GPs being unaware that further specialist help is available for patients.
- A lack of information and support when initially diagnosed.
- Lack of follow-up care and feeling they have to research specialists themselves.
- Being unable to access certain aspects of specialist health care in Wales, Scotland, Northern Ireland and some areas of England.
- The psychological impact of facial palsy being misunderstood by health professionals and the condition frequently considered a cosmetic problem. This leads to problems getting funding for surgeries, treatments and therapies that can help.
- Employers misunderstanding the impact of facial palsy, for example, some don't understand why screen work or driving can be difficult when the eye(s) won't blink or close.

We also received enquiries along legal themes such as:

- Are people with facial palsy entitled to disability benefits?
- Are there legal protections afforded to employees with facial palsy?

We always analyse the support enquiries we receive and assess whether new content would benefit those we support. We added a new webpage about disability benefits explaining how the points system works for different types of benefits and signposting to specialist organisations who can help.

As there are over 50 different causes of facial palsy, our support team must have a broad knowledge of associated conditions. We supported people with 16 different confirmed diagnoses/causes in 2022/23. If we suspect someone has an atypical form of facial palsy (not following the normal pattern of development and recovery) then we check if they have had particular tests or scans.

We advocated for several individuals struggling to access the right specialists and medical investigations. Members of our Medical Advisory Board helped with putting statements together for GPs and other non-specialist health professionals to ensure patients were receiving correct follow-up care and investigations. We find that many GPs don't understand that facial palsy is a specialist area of clinical interest. For example, we tried to get one patient a referral to a plastic surgeon with a special interest in facial palsy but the GP was reluctant to refer due to the patient having already been seen by plastic surgery in their local hospital. The problem with patients not being sent to clinicians who see a broad range of facial palsies is that this is when cancers and tumours may get missed, as non-specialists don't always discern between atypical and typical symptoms.

The conditions we've supported this year[1]

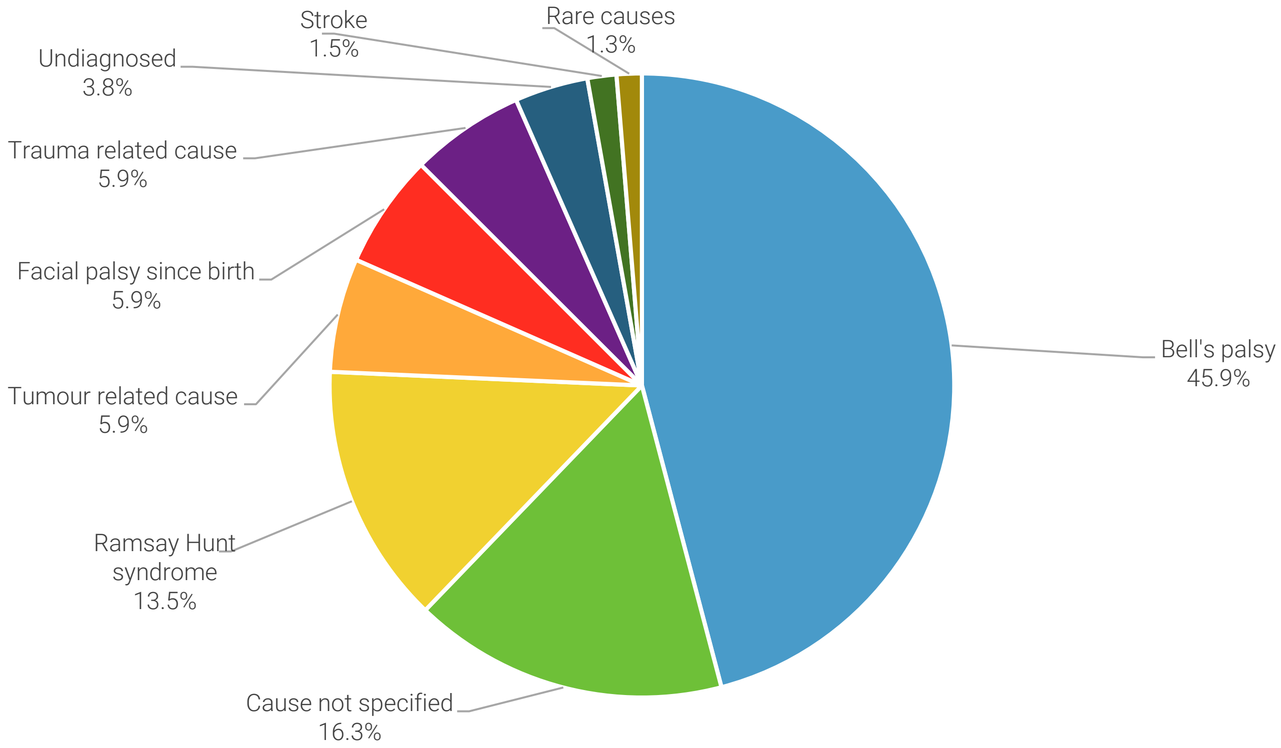


Figure 4. Causes of facial palsy supported this year.

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[1] Based on support enquiries between 1 July 2022 – 30 June 2023

Figure 4 demonstrates the variety of different causes of facial palsy we received enquiries about. Of these: 76.7% of enquiries were from adults with facial palsy, 8.6% were from parents/carers of children and adult children with facial palsy, 9.1% from other family members and 2.8% of enquiries came from health professionals seeking advice about the management of facial palsy. As well as people living with facial palsy and their friends and families, we also received enquiries from teachers seeking to understand facial palsy more.

Supporting families

Our target

To reduce isolation for children and young people with facial palsy and normalise the condition. To bring parents and carers together for mutual support.

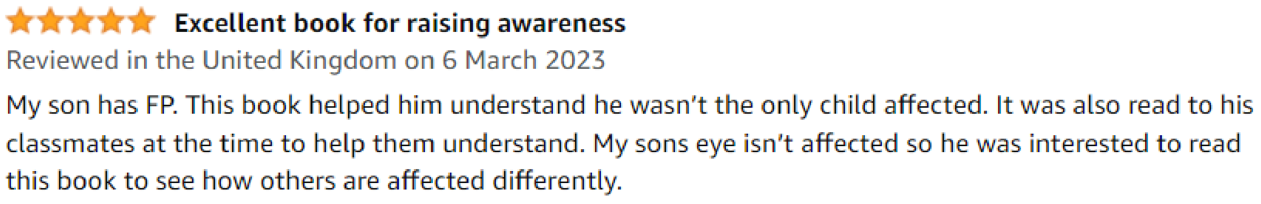
Our achievements

- We sold 73 copies of our children's book during the year (an increase of 25.9%).
- 278 hardback copies of our children's book 'When Teddy Lost His Smile' were distributed to libraries across the UK.
- There were 448 members of our Parents & Carers Facebook Group at 30 June 2023.
- We held our first post-pandemic family day at Alton Towers Family Day in August 2022.

We published a second edition of our children's book 'When Teddy Lost His Smile' in hardback and paperback using a print-on-demand distribution model meaning it can be purchased internationally. This year we sold 51 softbacks, 17 hardbacks and 5 eBooks to individuals, in addition to the 278 hardback copies distributed to libraries.

The book aims to:

- Improve self-esteem in children with facial palsy by normalising the condition.
- Reduce feelings of isolation in children so they don't feel they are 'the only one'.
- Increase awareness of facial palsy in schools and the wider community.



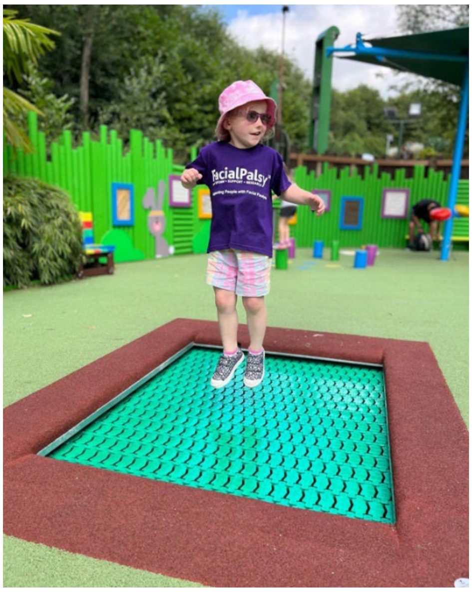
★★★★★ **Excellent book for raising awareness**

Reviewed in the United Kingdom on 6 March 2023

My son has FP. This book helped him understand he wasn't the only child affected. It was also read to his classmates at the time to help them understand. My sons eye isn't affected so he was interested to read this book to see how others are affected differently.

Our Parents and Carers Facebook Group is open to people worldwide who have a child with facial palsy. This is a platform where parents and carers can discuss common worries such as a child's first MRI scan, surgery worries, eye care and how to deal with challenging questions from strangers. Our Parents and Carers Group is a safe place to discuss issues and share experiences.

Since February 2021 we have been generously supported by Sayvol Environmental & Building Services Ltd with a monthly direct debit to fund our family days. We have also been supported by other donors who want to fund this specific type of activity. We are grateful that this put us in a position to resume our face-to-face family days in 2022. We were joined by 27 families (over 120 people) in August 2022 at Alton Towers for a fun-filled day of rides and rollercoasters. This was our largest family day event so far. As well as the thrills and spills of the park, we also enjoyed food and entertainment in our own private function room which gave families a chance to socialise and share experiences. Of those who completed our post-event survey, all stated that they would attend another Facial Palsy UK Family Day. Over half the families had travelled more than 100 miles to attend this event. When asked on a scale of 1 to 5 how easy it was to network with other families (where 1 is the least satisfied and 5 is the most satisfied), 73.4% rated as at least 4 out of 5. Regarding satisfaction with how the day went, 86.7% were completely satisfied (5 out of 5) and the remainder (13.3%) scored a 4. One of the key areas we need to improve is on networking as many families travel a long way and the events are only held once a year, so we need to ensure they get as much out of the day as possible. Making new friends and staying in touch after the event is key to reducing isolation for children with facial palsy all year round.



When we asked parents 'What do you think your child/children got out of the day?' here is a sample of responses:

"Although he didn't say it at the time, my son loved feeling no longer alone as he'd never seen or met anyone with a facial palsy before. Him not being the odd one out was fantastic for him and improved his confidence."

"I think it was wonderful for my child to meet other people with facial palsy but more importantly he recognised that the special day out wouldn't have happened if he didn't have facial palsy so it put a really positive spin on it for him. He now feels happier about being 'different'."

"Benefitted from seeing other children with the same condition and has linked up with another child on social media so that they can chat going forwards."

When we asked parents 'What did you get out of the day?' here is a sample of responses:

"I loved it! I loved how all the children could embrace their uniqueness. You feel part of a community that you belong to."

"It was great to see so many people and to help us as a family feel we are not going through this alone and helped us get an insight into what the future could be like for things that we could possibly look towards doing i.e. treatments."

"Had the opportunity to meet other families and talk to people in the charity that really understand what we're going through."

Website

Our target

To improve the information available to patients and health professionals about facial palsy.

Our achievements

- Our Facial Palsy UK Community increased by 15.9% to 2,410 members.
- We are in the final stages of completing our dedicated Health Professionals' website and this will be launched in early 2024.

We receive new sign-ups to 'Join our Community' every day. Our community is free to join, people sign up via the website or by paper form. They can opt-in or out to receive general news, information about fundraising, support groups, volunteering or research. We ask people what caused their facial palsy and also their connection to facial palsy when they sign up which enables us to make communications more relevant. We have increased our signups meaning more people will receive information, support and opportunities to attend events or take part in research.

There were 345,579 users of our website during the year, this is a decrease of 18.9% compared to last year but figures may be skewed due to more people now opting to switch tracking cookies off when browsing the internet. We also benefitted from an unusual high level of exposure last year due to pop singer Justin Bieber being diagnosed with Ramsay Hunt syndrome.

Our top performing webpages (excluding homepage)	Page views
Bell's palsy	33,675
Ramsay Hunt syndrome	32,848
What is facial palsy?	31,854

"I live in South Wales and was diagnosed with Bell's palsy nearly six weeks ago. Your website has been invaluable to me as the only reliable place I could find really useful and trustworthy advice. I'm a GP and will forever recommend your charity/website as a fantastic resource for facial palsy patients!"

As mentioned previously, we created a new page about disability benefits and facial palsy due to the increasing number of enquiries we receive on this topic. We also worked with the Lyme Disease UK charity and updated our webpage about Lyme disease to include their latest research which highlighted that Lyme disease is the most common cause of facial nerve paralysis in children. Staff at the Oxford Facial Palsy service at the John Radcliffe Hospital volunteered to review our 'Psychological Needs' pages, improving text and layout of information.

During Facial Palsy Awareness Week users of our website increased by 56.2% compared to the previous week (11,219 vs 7,184). This was also a step up from Awareness Week 2022 which saw 10,354 users visit the site. The majority of our visits this year came from organic search but there was a marked increased in referrals from social media (up 721%).

"Thank you so much for your website, I learnt everything from there and nothing from my GP or the hospital consultant."

"I would like to share why I support Facial Palsy UK.

In April I was suddenly diagnosed with Bell's Palsy, which was a very frustrating and scary experience. It was arguably made more frustrating and scary from the absolute lack of guidance/advice from GPs and hospital consultants. I was given absolutely no support, and I remember sitting in my GP appointment and the GP telling me that I 'will just have to ride it out', when my Bell's palsy was arguably at its worst stage- this was not the advice that I needed to hear! I was literally diagnosed with Bell's Palsy in A&E and left to get on with it. I booked a GP appointment for a couple of days after my diagnosis, in the hopes that they could help me with further understanding the condition, which did not happen.

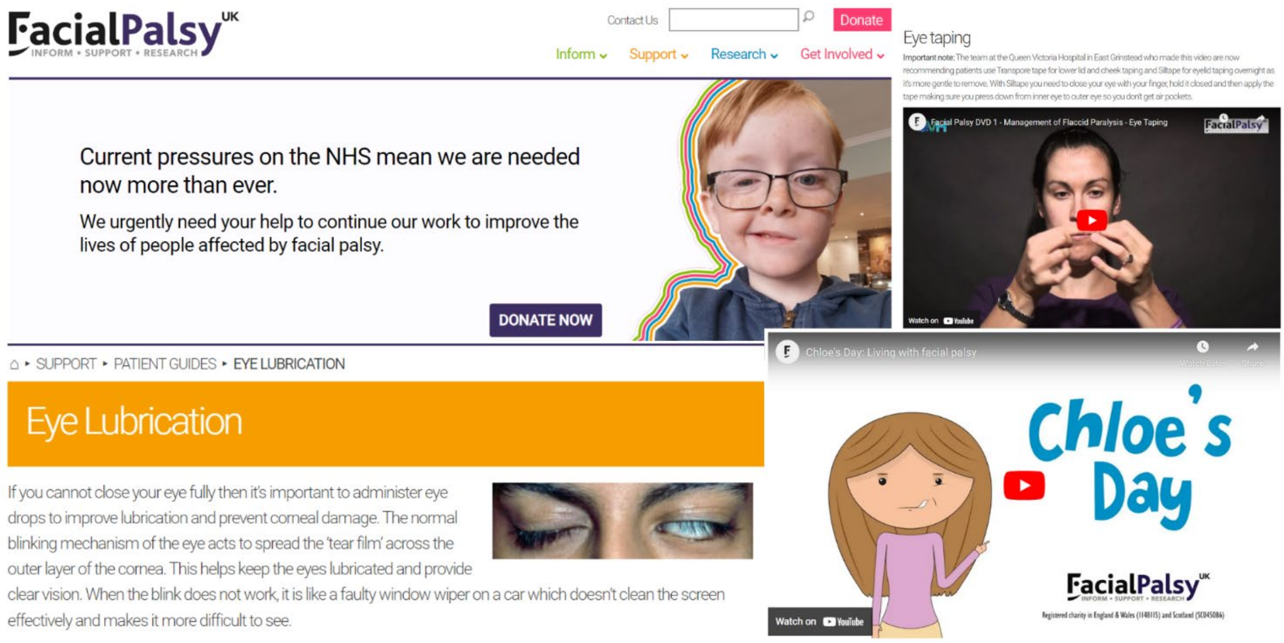
The Facial Palsy UK website proved to be my go to for anything related to my Bell's Palsy. Any questions that I had were answered through looking at the resources available on there and helped me to understand both what was happening to my face and how I could help it- again, something that was not told to me by healthcare professionals.

My face has since recovered, but having been affected by facial palsy and just using the website resources alone, I absolutely understand the importance of this charity and the work that you do.

I cannot stress enough how helpful the resources were to me, so I want to keep supporting to help others who also turn to Facial Palsy UK for answers, guidance and support.

I look forward to continuing to support Facial Palsy UK in the future and the fantastic work that you do."

O Boden, June 2023.



Current pressures on the NHS mean we are needed now more than ever.

We urgently need your help to continue our work to improve the lives of people affected by facial palsy.

Eye Lubrication

If you cannot close your eye fully then it's important to administer eye drops to improve lubrication and prevent corneal damage. The normal blinking mechanism of the eye acts to spread the 'tear film' across the outer layer of the cornea. This helps keep the eyes lubricated and provide clear vision. When the blink does not work, it is like a faulty window wiper on a car which doesn't clean the screen effectively and makes it more difficult to see.

Eye taping

Important note: The team at the Queen Victoria Hospital in East Grinstead who made this video are now recommending patients use Transpore tape for lower lid and cheek taping and Siltape for eyelid taping overnight as it's more gentle to remove. With Siltape you need to close your eye with your finger, hold it closed and then apply the tape making sure you press down from inner eye to outer eye so you don't get air pockets.

Information

Our target

To improve the information we provide for clients and health professionals.

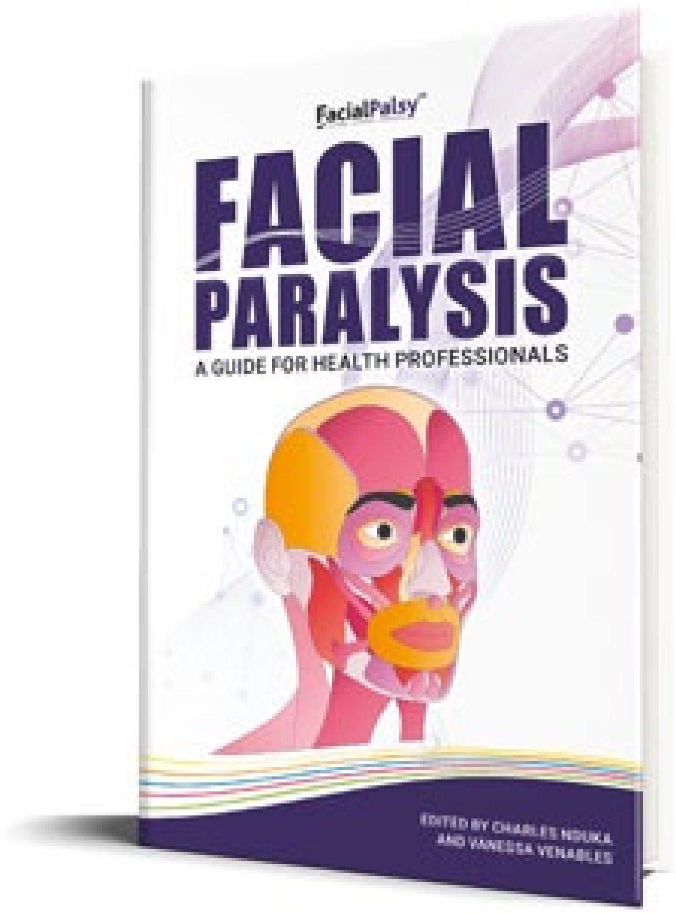
Our achievements

We supported the Centre for Health and Disability Assessments (operated by Maximus) by reviewing their information about Bell's palsy.

Volunteer health professionals completed the draft chapters for our forthcoming book 'Facial Paralysis – a guide for Health Professionals'. This will be edited ready for publication in 2024.

Work continued on developing a new dedicated Health Professionals' website. The website will provide a platform for sharing knowledge, education, as well as collaboration opportunity. The planned launch is early 2024.

We continued work on patient guides relating to Lyme disease as well as facial palsy after tumour removal. Both are expected to be published in 2023/24.



Awareness

Facial palsy – not a cosmetic problem

Over 100,000 people are thought to have facial palsy in the UK. Facial palsy is an umbrella term which covers more than 50 different causes. Members of the general public mostly associate facial droop with stroke due to high profile awareness campaigns by stroke charities, yet just 1.6% of our support enquiries this year came from people who had facial palsy due to stroke. Once stroke is ruled out as a cause, there is little after-care or empathy for those with other causes of facial palsy.

Previous Freedom of Information requests to local health authorities demonstrate that a vast majority consider facial palsy a cosmetic problem, not one that affects basic human function such as the ability to smile or close the eye for sleep[2]. It's demeaning for people with facial palsy to have to go through lengthy applications for treatment that could greatly improve their quality of life. There are few medical conditions where people are simply left to 'get on with it', but this is often the reality for this patient group. More awareness is urgently needed.

Our targets

- To demonstrate the real physical and psychological consequences of living with facial palsy, particularly to health professionals responsible for patient care.
- To empower people with facial palsy and give them a voice.
- To be innovative and creative and find different ways to raise awareness of what it is like to live with facial palsy.

Our achievements

This year we have:

- Achieved 16 media mentions on radio, in magazines, national and local press.
- Distributed 278 hardback copies of our children's book to libraries across the UK.
- Published 15 personal stories on our website.
- Delivered a successful Facial Palsy Awareness Week 1-7 March 2023.
- Continued to raise awareness via social media.
- Been chosen as a Global's Make Some Noise charity for their October 2022 campaign.

Continued interest in Justin Bieber's diagnosis of Ramsay Hunt syndrome led to more media coverage, particularly when he had to postpone his world tour. People's Friend featured an article about Ramsay Hunt syndrome and Facial Palsy UK was mentioned in seven other media articles about the international pop star.

We have been working with the charity Lyme Disease UK (Lyme disease is the most common cause of facial palsy in children) and were mentioned in a press article about Lyme disease hotspots in England. We were also featured in a press article organised by the charity Changing Faces with the help of our trustee Catherine Parr. Partnership working is important especially when we are supporting people with so many different causes of facial palsy.

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[2] Kilshaw, A.D., Holmes, W.J.M., Matteucci, P. (2016) Funding in facial palsy. *Journal of Plastic, Reconstructive and Aesthetic Surgery*. Vol 69(11):1526-1527.

We were also featured on Fia Tarrant's Heart radio show for Global's Make Some Noise day in October 2022.

We arranged to be included on a libraries mailing list where we offered free copies of our children's book 'When Teddy Lost His Smile' to those who applied for them. This was funded by the Allergan International Foundation and 278 hardback copies have been distributed across the UK so far. One of the book's aims is to increase awareness of facial palsy in schools and the wider community.

Personal stories on our website raise awareness and also help people to learn what has helped or not helped others, and to know that they are not alone with their feelings.

An excerpt from Pam's story:

After about three years of going back and forth with doctors, in 2016 I had a procedure which involved a static suspension sling being fitted. The purpose of this surgery is to help with the appearance of facial symmetry when you're not smiling. That means that when my face is at rest the overall appearance is now much more even. I feel that the surgery has really helped me. My face isn't perfect but I love to smile and I really do see a lot of benefits from having had the surgery. It did take quite a few months to heal from the surgery but it was worth it in the end!

When it came to lockdown though I was aware of the difficulties posed by having facial palsy because I didn't feel comfortable talking with people that I didn't know very well over a screen. Having said that, now that I've read all of the other stories on the Facial Palsy UK website I feel less like that and also less isolated generally.

An excerpt from Emma's story:

Growing up with facial palsy has been difficult. I remember the day I realised I was different from the other children when I looked in the mirror and my dad pointed it out to me. Ever since then I've questioned what is wrong with me as no one else my age looked the way I did and no one in movies or TV looked like me either.

My facial palsy never bothered me much during my primary school days as it was overlooked and I was accepted no matter what, but it soon changed when I got into secondary school. The change of environment meant that I was no longer around people who had been exposed to how I look and I began to worry about how other people would perceive me and my facial palsy.

When I was 13, I remember getting into an argument with someone and they pulled a face which mocked the way that I spoke and moved my face. From then on, I hated how I looked and I began to see my facial palsy as a burden. I have always had questions asked about my facial palsy and have always been happy to answer them, but it just hurts a little bit more every time someone asks because it's a constant reminder of this thing that I'm having to live with.

Facial Palsy Awareness Week 1–7 March 2023

Facial Palsy Awareness Week (FPAW) took place between 1-7 March 2023 and the theme was 'Treat Me Right'. Our aim was to raise awareness of how challenging it can be for people with facial palsy to access the correct treatment due to lack of knowledge, services and funding, and the physical and mental impact this can have.

Highlights of activities during the campaign were:

- Survey on NHS treatment – 264 respondents – we shared stats from the survey throughout the week on social media. Summary of published report sent to the Secretary of State.
- Our logo displayed on Tower 42 and Liverpool Radio Tower lit up in purple.
- Treat Me Right Videos – 10 videos from members of our community sharing their experiences were posted on social media.
- Quotes and videos from Medical Advisory Board members on how they ensure their patients are treated right (3 videos and 1 quote).
- Shared 10 new case studies on the website and social media.
- Things they don't tell you – videos and images highlighting things that your health professional may not have told you (e.g. how to tape your eye closed, when to seek a specialist referral, what psychological help is available etc.)
- Posted 14 Tiktoks – our first time really engaging with the platform.
- Press coverage of Justin Bieber's decision to cancel the remainder of his world tour coincided with the start of the week. We were linked to in several articles (BBC, Standard) and released our own blog post which had great engagement on social media. We also helped to arrange an interview on BBC Radio Wales with several members of our community to discuss Ramsay Hunt syndrome.
- Article in the Daily Express by Dr Rosemary Leonard.
- Our founder Charles Nduka was interviewed by BBC Radio Shropshire.
- We worked with various external organisations (some through our Medical Advisory Board) who shared content throughout the week. We were supported by Changing Faces, NF2 Biosolutions, Centre for Appearance Research, Face Equality International, Lyme Disease UK, Moebius Syndrome Foundation, Oxford Facial Palsy Service, Facial Therapy Specialists International, St Helen's and Whiston Hospital and the Queen Victoria Hospital
- Fundraisers organised bake sales and completed walking and running events.
- Children got involved with activities such as a "how many sweets in the jar" challenge at school, as well as holding a school assembly and asking classmates to wear purple to raise money/awareness.
- People raised awareness with displays at work.
- Many people interacted with our hashtags #TreatMeRight and #FPAW2023 sharing their own stories about the treatment they have received as patients or given as health professionals.

Woman left unable to smile after waking up paralysed

Olivia Devyea watched half of her face slowly become paralysed while she was getting ready one morning, aged 25

Molly Powell • Wednesday 01 March 2023 14:58 GMT

We are always grateful for people arranging their own press articles for Facial Palsy Awareness Week, Olivia was featured in The Independent on 1 March.

Social media

Social media has allowed us to reach and interact with a wider audience this year and provide them with vital information and support. We frequently run surveys and ask questions via social media which give us insight into the things that are most important to the people we support. It also helps us to publicise fundraising initiatives like our lottery and events such as our family day and it is a vital tool for spreading awareness, particularly during our Awareness Week.

Page Reach (1 July 2022 – 30 June 2023)	New Likes and Follows (1 July 2022 – 30 June 2023)
Facebook – 60,319 (down 14.3%)	Facebook – 460
Instagram – 19,619 (up 39.3%)	Instagram – 130

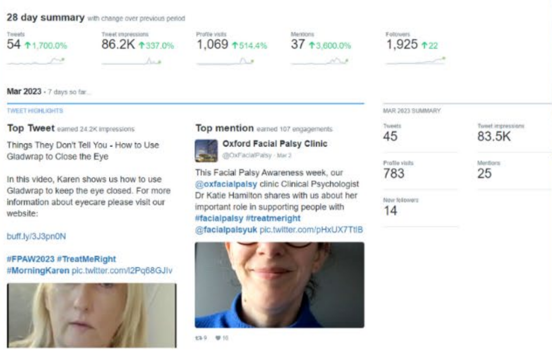
Social media reach during Facial Palsy Awareness Week:

During Facial Palsy Awareness Week visits to our Facebook profile page increased by 693.4% with our most successful posts being our blog about Justin Bieber cancelling his world tour (5.3k reach) and our Tower 42 post (228 reactions). We gained 71 new Facebook page followers.

Video posts performed highest on Instagram with one of our community created 'Treat Me Right' videos being the most popular. Visits to our Instagram profile page increased by 842.1% and we gained 137 new followers.

On Twitter (now known as 'X') our best performing tweets were an instruction video about taping your eye closed using Gladwrap (a type of food wrap) and another community created 'Treat Me Right' video.

This was our first time engaging with TikTok and we gained 74 followers, our best performing video was viewed 1,065 times. A number of users engaged with the hashtags sharing their own content and one user with 10.2k followers said it was the first year she had come across Facial Palsy Awareness Week which proved there is an opportunity here to interact with people who need us on this platform.



28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
54 ↑1,700.0%	86.2K ↑337.0%	1,069 ↑514.4%	37 ↑3,600.0%	1,925 ↑22

Mar 2023 - 7 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 24.2K impressions

Things They Don't Tell You - How to Use Gladwrap to Close the Eye

In this video, Karen shows us how to use Gladwrap to keep the eye closed. For more information about eyecare please visit our website:

buff.ly/3J3pn0N

#FPAW2023 #TreatMeRight #MorningKaren pic.twitter.com/I2Pq68GJIv

Top mention earned 107 engagements

Oxford Facial Palsy Clinic @OxFacialPalsy · Mar 2

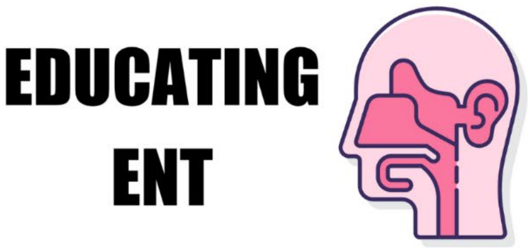
This Facial Palsy Awareness week, our @oxfacialpalsy clinic Clinical Psychologist Dr Katie Hamilton shares with us about her important role in supporting people with #facialpalsy #treatmeright @facialpalsyuk pic.twitter.com/pHxUX7TtIB

MAR 2023 SUMMARY

Tweets	Tweet impressions
45	83.5K

Profile visits	Mentions
783	25

New followers
14



Research & Education

Very few research projects are investigating the causes and treatments of facial palsy. A key reason for setting up Facial Palsy UK was to raise funds for medical research into the condition.

Our target

- Identify areas for medical research which will be beneficial to people with facial palsy.
- Raise funds to support or sponsor research and training for health professionals involved in the care of patients with facial palsy, which is not normally provided by the statutory authorities.
- Standardise assessment procedures which health professionals use to treat facial palsy.
- Gain an understanding from our community about how the health care system is working for them and to identify problems.

Our achievements

- First post-covid meeting of the Medical Advisory Board.
- Updates to GP Notebook information.
- Supported research opportunities relating to facial palsy from external organisations.
- Published results of the ‘Treat Me Right’ survey about the pathways of care for people with facial palsy and where misdiagnosis and late treatment occurs.

With the majority of our Medical Advisory Board members working within the NHS and under a great deal of pressure, we held just one meeting this year. Examples of ideas under ongoing discussion are creating an algorithm to guide GPs and Emergency Departments managing patients with facial palsy and creating a National Institute for Health and Care Research (NIHR) Clinical Studies Group for facial palsy. One of the actions from the meeting was to look into where GPs get their information from. Medical Advisory member Dr Simon Lowe surveyed GPs and junior doctors and found that many use GP Notebook for information. He successfully liaised with GP Notebook to get guidance on Bell’s palsy and Ramsay Hunt syndrome improved with specific attention to more detail about eye care.

We shared many different relevant third-party research participation opportunities throughout the year from organisations such as the Centre for Appearance Research.

The key findings of our Facial Palsy Awareness Week 2023 survey ‘Treat Me Right’ were:

- Issues exist around early and correct diagnosis ensuring optimum treatment for the best chance of a full recovery.
- GPs and Emergency Departments are still not providing adequate eye care advice with less than half of those surveyed receiving eye drops, tape or information about eye care.
- There are also problems with GPs not knowing where to refer to despite patients having residual, life-changing symptoms.
- The tendency to syphon referrals by default to Ear, Nose & Throat (ENT) should be examined, as an improved care pathway could save the NHS money and reduce distress caused to those patients referred to non-specialist teams. Many treatment options become costlier the longer a patient is left.

Volunteering

Our volunteers are the driving force that keeps our charity going, and we are so grateful to those who have donated their time, skills and energy to support people with facial palsy.

We have now reached triple figures with over 100 volunteers signed up via our Better Impact portal. This includes the 44 members of our Medical Advisory Board. The new system has made it much easier to handle the admin for volunteers and our challenge for next year is to start making the most of those people who have kindly offered their support.

Up until this point, volunteer roles have mostly been allocated on an ad-hoc basis, where we occasionally contact individuals to help with certain tasks. Moving forward we are planning to increase and improve communication with volunteers, offering more opportunities to get involved in initiatives like micro volunteering as well as larger tasks and projects. In order to achieve this, we are putting together a new volunteering strategy for 2024, which will set out our volunteering targets and how we are to achieve them.

Our achievements

Volunteers have helped in the following ways this year:

Support
All our support groups are run by volunteers, and they have been working hard to bring our groups back up to strength following the pandemic. Our volunteers also continue to oversee some of our Facebook Groups and WhatsApp groups.

Befriending – our volunteers offer to reach out to those newly diagnosed or those who are finding it difficult to cope.

Research
Volunteers offer valuable feedback to ensure that we remain focused on activities most important to people with facial palsy.

Medical Advisory Board
All of our website content relating to health care is checked for accuracy by volunteers from our Medical Advisory Board. They also assist in answering complex support enquiries. Working together they seek to improve patient care by discussing the issues and proposing solutions.

Events, Admin, Marketing & Awareness
Our volunteers got involved with our Awareness Week providing videos and stories to be shared on our social media following our theme 'Treat Me Right'.

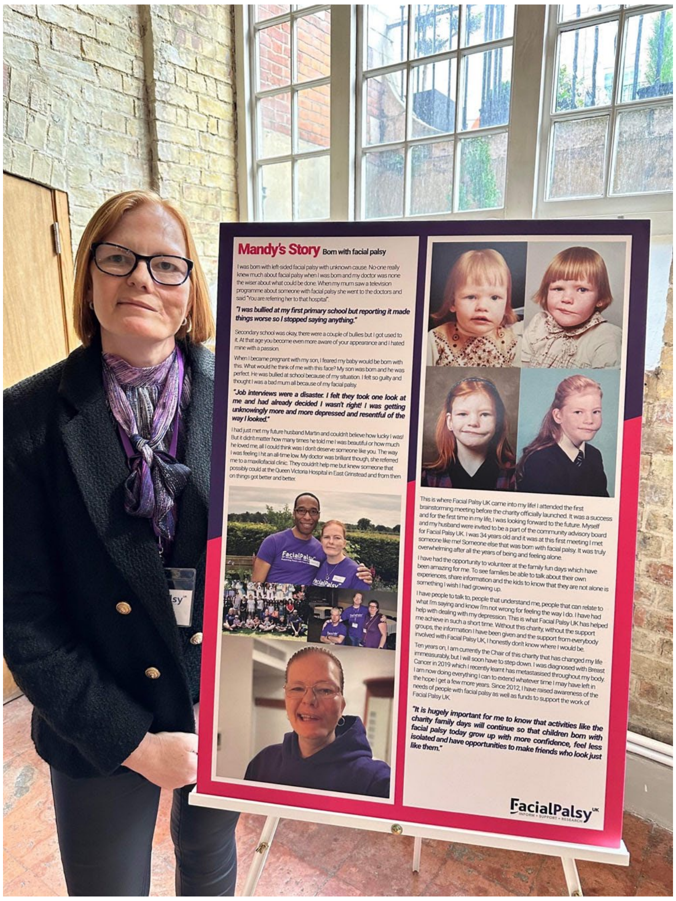
We ran our largest ever Family Day at Alton Towers and we couldn't have done it without the support of the 14 volunteers who came along on the day. Thank you!

Volunteers also helped make our 10th Anniversary Event a success in November 2022.

Governance
Our Trustee Board oversee strategic direction, efficiency and legal responsibilities of the charity.

Remembering Mandy

Our Chair of Trustees Mandy Brailsford sadly passed away on Tuesday 17 January 2023. Mandy was involved with Facial Palsy UK from the very beginning as part of the Community Advisory Board in 2012. She joined the charity’s Trustee Board in January 2020 and since autumn 2021 had acted as interim Chair of Trustees until her death.



“I feel honoured to have known Mandy, and grateful for what she taught me. She was the embodiment of kindness, compassion and good humour in the face of adversity. She told her story at the Facial Palsy UK AGM which I would encourage you to read. Having had facial palsy since birth, she underwent her first operation when she was six years old. It was her experience that first made me realise that surgeons need to think about the potentially negative effect of not involving the patient in decision-making about life-changing surgical procedures. Parents and carers can only follow what we as medical professionals advise, and Mandy helped me to understand the important need for psychological input alongside surgery.

She and her husband Martin have worked tirelessly for the charity, raising awareness at events across the country. They were regulars at our family days, connecting children with facial palsy. In a way, I feel she was righting the wrong that she had experienced – Mandy did not meet anyone else with facial palsy until she was aged 34. Parents of children with facial palsy also did not receive support years ago and Mandy recognised that an important part of the family days was for parents to be able to share experiences with each other.

Mandy persevered with courage and grace to the end. Despite being diagnosed as terminal and being in severe pain, she still attended the charity’s 10-year anniversary event in London in November 2022. Mandy is survived by her husband Martin and son Jamie. She will be sorely missed.”

Charles Nduka, Founder of Facial Palsy UK.

“One of Mandy’s last actions with the charity was to wholeheartedly approve her successor, Philippa Tudor. Like Mandy, Philippa has volunteered for the charity for many years and Mandy knew she would share her passion and dedication and was leaving the charity in safe hands."

Martin Brailsford

Remembering Sheila

At the time of writing this report, we are sorry to report that one of our most dedicated volunteers, Sheila Fairclough, sadly passed away in September 2023. Sheila co-founded and ran our Cheshire & Mersey group since 2016 and was one of the most caring and wonderful people you could hope to meet, bringing comfort and hope to so many people affected by facial palsy. She will be sorely missed.

Pictured: Helen Martin (left) and Sheila Fairclough (right).

"A message to all those who had the honour and privilege of knowing Sheila Fairclough. Sheila sadly died on the afternoon of Wednesday 20 September surrounded by her close family. Her contribution and now loss to the facial palsy community is immeasurable. A more unfailingly kind, generous, welcoming and loyal friend would be hard to find.

My last message to Sheila was written in a card from the members of our Cheshire and Merseyside Facial Palsy UK Support Group. It is a quote taken from the Wizard of Oz:

'A heart is not judged by how much you love; but by how much you are loved by others'

On that basis, Sheila had the biggest and best heart. Rest in peace now, pain-free, my wonderful colleague and friend."

Helen Martin, volunteer and Medical Advisory Board member.

10th Anniversary

Facial Palsy UK held its official launch in November 2012 (pictured left), it was and remains the first and only UK charity of its kind to specifically support people with facial palsy due to any cause.

The charity was founded by a plastic surgeon and a speech and language therapist with a special interest in supporting this patient group. They recruited a team of people with lived experience to shape what the new charity's vision, mission, aims and objectives should be.

Fast forward ten years, in November 2022 we held an event in London to celebrate our 10th Anniversary. This was an opportunity to thank just some of the many people who have helped the charity become the success it is today.

We heard speeches from Catherine Parr, Helen Martin (on behalf of Sheila Fairclough), Charles Nduka and long-time supporter Colin Salmon.

Despite a last-minute train strike being called on the day of the event, we were extremely grateful that people still found ways to travel.

Thank you to the many volunteers who helped with this event.

"Thank you all for inviting us. It was a wonderful get together. Very well organised in a lovely venue. To meet similar people, I feel so good. I feel I am not alone."

How we are funded

Our target

- To develop a diverse range of funding streams to ensure our activities are sustainable.
- To spend funds wisely and effectively.
- To work within the guidelines of the Fundraising Regulator and keep updated with changing legislation in relation to fundraising, charity accounting/reporting and data protection.

Our achievements

This year:

- 100% of our voluntary income came from the people, companies and trusts who support us.
- Our community kindly continued to support the charity's work with regular and payroll giving at similar levels with a total of £10,237 (2021/22: £10,628) for the year.
- Income from one-off donations made directly via our website decreased by 11.7% to £8,063 (2021/22: £9,136) but with the cost-of-living crisis we consider this to be an achievement. According to the Charities Aid Foundation (CAF) 2021 Giving Report, one in seven (14%) people said they would cut back on charitable donations to help manage their bills.
- We continued to promote legacy giving, promoting subtly on social media channels and via our newsletters to keep this in people's minds as an option.
- We ran our first Big Give campaign 'Not the only one' in December 2022.
- We were chosen as a Global's Make Some Noise charity, funding to start September 2023.

Thank you for the many generous donations we received during the year from individuals, companies and trusts. We are also grateful to those who offer regular support playing our lottery or making regular donations via payroll giving, standing order or direct debit. Our first Big Give Christmas Challenge campaign was a great success, we raised a net total of £10,895 including gift aid. This included £2,500 from our Champion funder The Hospital Saturday Fund. This will fund our August 2023 Family Day which for the first time will be opened up to adults as well as children with facial palsy. Thank you to everyone who supported this campaign.

The following generous gifts made a significant difference to future work we are now able to fund:

- A £50,000 donation from Dominic Bray (plastic surgeon and Medical Advisory Board member).
- A legacy of £160,818 left by a generous supporter previously unknown to us.

We were also kindly supported by:

- Sayvol Environmental & Building Services Ltd who make a regular donation to support future family days.
- JGR Business Bureau who donated payroll processing hours to us.
- Leadtec who provide us with sponsored IT support.

Facial Palsy UK has also received many other gifts of time and advice from individuals and organisations throughout the year. We wish to thank every single person and organisation who has supported Facial Palsy UK. We are sorry we cannot mention you all. Every gift is used carefully to improve the lives of people affected by facial palsy.

Thank you to our amazing fundraisers!

We couldn't do what we do without the dedication of our wonderful fundraisers. The cost-of-living crisis has understandably had an impact on community fundraising and we appreciate that there are sensitivities around asking for sponsorship during such difficult and uncertain times for many. Community fundraising income this year was £20,339, a decrease of 39.6% compared to last year. We are very grateful to those who supported us and it's important to remember that community fundraising is not just about raising funds, it helps to raise awareness too. A big thank you to everyone who supported us and who helped shine a spotlight on the work of our small charity. We appreciate everything you do.

In addition, funds were raised via our lottery, eBay donations, Amazon Smile, Give as you Live, DontSendMeACard.com, and in memory of loved ones, to name but a few. Thank you to everyone who supports us in so many different ways.

People supported us by taking part in the ASICS London 10k, Exeter Half Marathon, London to Brighton Cycle Ride, Chelmsford Half Marathon, Brighton Marathon, Royal Parks Half Marathon and more. Ali set herself a personal challenge of raising 10k in 10 years after a brain tumour diagnosis. Following a clear 10-year scan Ali (accompanied by friends) took on a 25km walk, a 25km cycle ride and a 10km swimming challenge to raise funds for three charities including Facial Palsy UK. Cheryl and friends, family and work colleagues were very busy in Scotland during August, September and October 2022. Cheryl and Specialist Facial Therapist, Sarah Kilcoyne, gave a presentation about facial palsy to a group of Barclays staff in August to raise awareness. Fundraising activities included a car boot sale, raffle, sponsored swim, cutting hair off, walking one million miles in 30 days and a team quiz. Many friends and colleagues of the late Mandy Brailsford also took on fundraising challenges including the Yorkshire 3-peaks challenge. Tim completed a solo and unsupported 1,000km bike ride from St Malo to Bilbao. During Facial Palsy Awareness Week people organised bake sales as well as finding competitive events to take part in to raise funds.

We thank you all for your energy and passion for raising funds and awareness. You are amazing!

Where our income comes from

This year you helped us to raise £276,901. Figure 5 below shows where our income was generated:

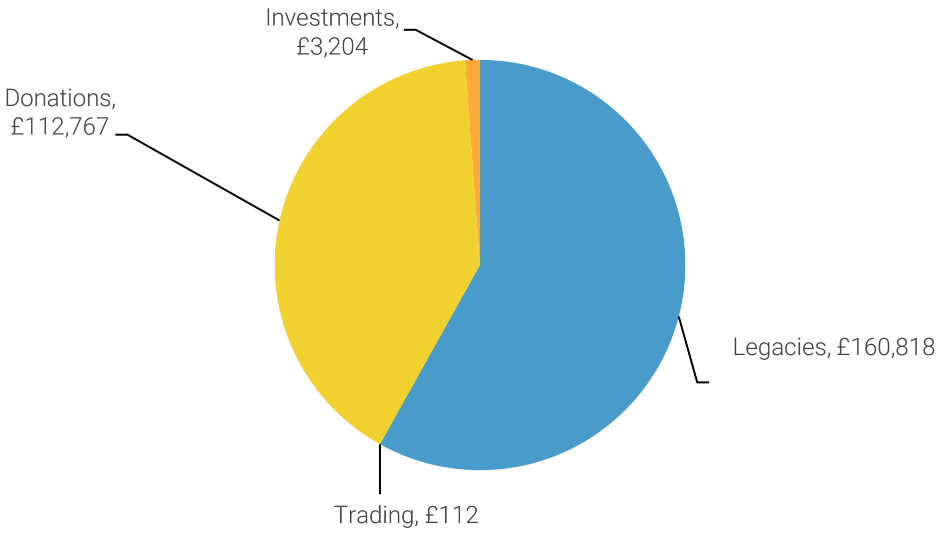


Figure 5. Income breakdown for year ending 30 June 2023.

Where we spend our income

Total resources expended this year were £103,863. Figure 6 below shows how we spent our income:

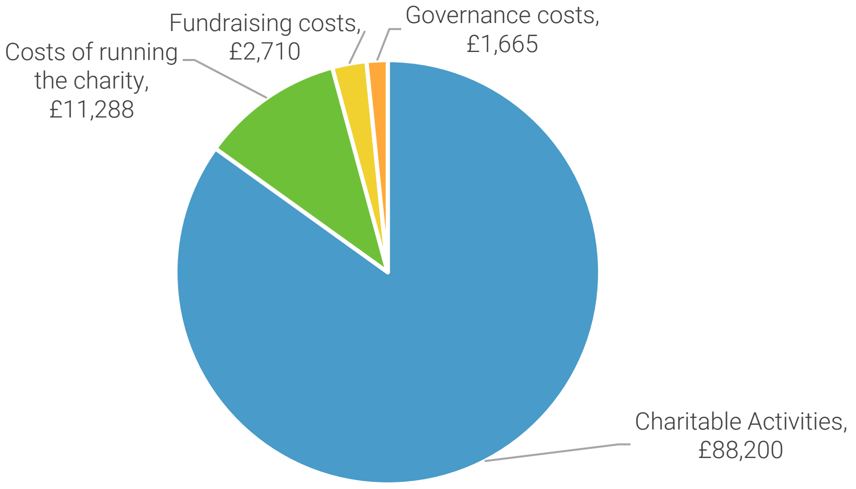


Figure 6. Expenditure breakdown for year ending 30 June 2023.

Charitable activities include: providing support and information, raising awareness and research projects. Costs of running the charity include: insurance, IT, telephone and internet costs and a proportion of salaries spent on operational requirements. Spend on fundraising costs was £2,710.

How do we raise our funds?

Since Facial Palsy UK launched in 2012, we have never employed high pressure fundraising tactics. We do not use fundraising agencies and we do not sell or exchange lists of data with any other charities or companies for marketing or fundraising purposes.

We are members of the Fundraising Regulator and our Fundraising Promise is clearly detailed on our website. We also have a Complaints procedure should anyone be unhappy with us or any person acting on our behalf. We have not received any complaints about our fundraising practices in our 11-year history.

We promise to adhere to industry guidelines and regulations. We have invested time in ensuring we meet the requirements of the new General Data Protection Regulation (GDPR). We promise to ensure that all staff and volunteers are kept updated about data security and correct use and retention of data.

We promise to be open and honest about how the funds you raise are spent.

For every £1 we spent this year:

- 85p went on delivering and improving care for people with facial palsy
- 12p went on the running costs of the charity including governance
- 3p went on generating future income

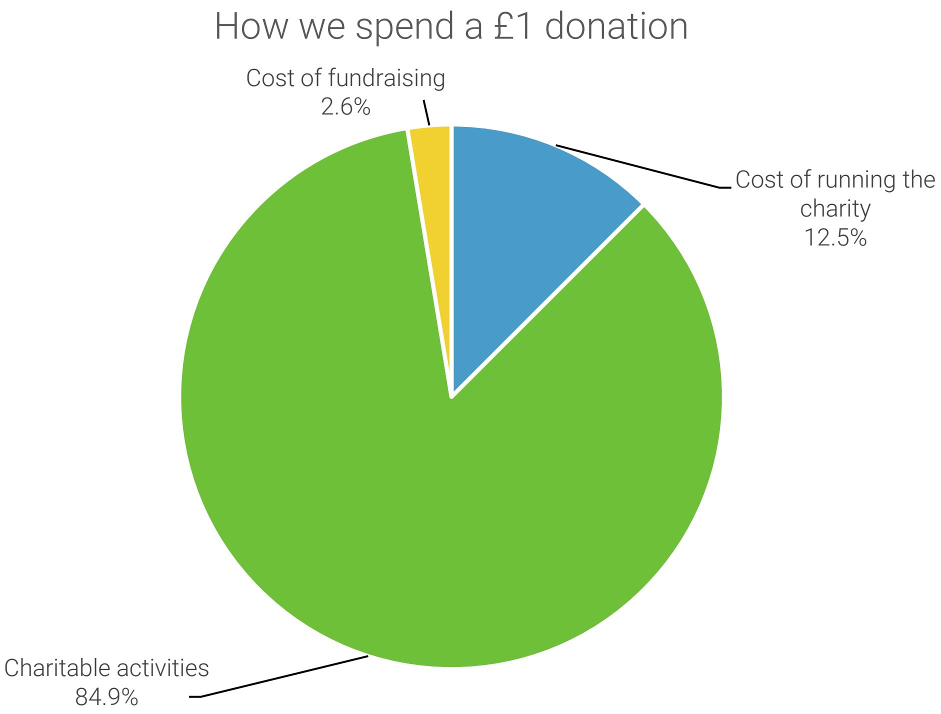


Figure 7. How we spent a £1 donation for year ending 30 June 2023.

Financial review

This year our total annual income increased by 212% to £276,901 (previously £88,755). The legacy was £160,818 and we also received an unusually high one-off donation of £50,000.

The total unrestricted income was £260,599, an increase of 262% (previously £71,993). Excluding the legacy and the large donation mentioned above, the unrestricted income was £49,781 which is a 30.9% decrease compared to the previous year. Part of this is represented by the difference in community fundraising income (£13,338 less raised in comparison to the previous year) and the rest is due to donations generally being reduced across many areas.

Competition for grants has increased considerably with many trusts who had historically supported us unable to provide further funding.

Unrestricted expenditure increased by 50.4% to £79,429 (previously £52,824). We employed three members of staff during this period compared to two the previous year, resulting in an uplift of spend on salaries of £13,775. There was also a one-off cost of £8,564 for our 10th Anniversary event. As many of our support groups restarted and we held our first family day since the pandemic, travel and event costs also increased.

Total expenditure increased by 35.1% to £103,863 (previously £76,889).

Reserves

As we do not usually receive any regular government funding, our level of income depends on the generosity of donors, the enthusiasm of fundraisers and how the wider economy is performing. We must consider what would happen to our services should this income significantly reduce. Our unrestricted funds balance at the end of June 2023 was £278,681 of which we consider £65,646 to be free reserves (covering six months of budgeted expenditure plus contingency for redundancy payments and winding up costs of the charity).

Designated funds

Careful discussions have taken place regarding how to best use the funds from the legacy.

- £40,000 has been designated towards developing an App to support people with facial palsy, this is in addition to previously received grant funding and the project is due for completion end of December 2024.
- Further funds have been designated towards the Charity Coordinator role over the next four years totalling £133,292. This is vital to manage the previous risk where we were operating with just one member of staff and will give us the time and resources to properly develop our future fundraising strategy and future-proof the charity.

Balance of funds

The balance of funds is therefore £39,743. We will be monitoring our financial situation carefully bearing in mind the current economic climate and assessing how we can make best use of these funds, e.g. investigate sourcing match funding for new or existing projects.

Risks and uncertainties

Our Risk Register is reviewed at every Trustee meeting either by discussion or correspondence. Risks are assessed top down and bottom up. An overview of key risks and our mitigation management are detailed in the table below:

RISK	MANAGEMENT
Financial: The charity is reliant on fluctuating voluntary income to provide our services. We have limited resources to dedicate to fundraising so careful planning is needed. We also need to consider the 'cost of living crisis'.	• Regular financial planning & review. • Sustain unrestricted reserves ensuring we can continue to operate and meet statutory obligations. • Fundraising strategy review due 2023/24.
Operational: With such a small team, if one were to leave it would have a major impact, it's important our team feel valued and have opportunities for advancement. We also must ensure all volunteers feel valued and supported and are fully informed about policies and procedures. Data security should be continually reviewed in our ever-changing world to ensure it covers technological advancements that could make old policies and procedures obsolete. Projects should be completed on time.	• All staff to receive support and training. • Succession planning and training for staff to provide cover as required. • Keep under review volunteer requirements and necessary policies and training, etc. Ensure volunteers feel valued and supported with communications. • All policies and procedures relating to data protection and security reviewed annually. • All communications are centralised into a charity database. • Document systems, plans and projects. • Focus on existing requirements and commitments and only take on additional projects when time allows.
External: Incidents or events may negatively affect the charity's reputation or operations, e.g. non-compliance, fraud, security. Public perception of our work could be incorrect or misleading. Demographic considerations, e.g. services may not be in line with service user needs. Funder perception, loss of reputation amongst key funders.	• Preventative mechanisms, policies & procedures are in place. • Ensure good quality reporting of charity activities and how funds are spent. • Ensure we are still providing services that are in line with service user needs by seeking feedback at every opportunity and improving impact reporting.
Governance: Poor knowledge of regulatory requirements and legal responsibilities. Conflicts of interest could impact on reputation. Trustees could be lost due to poor communications.	• Trustee training, policies and procedures regularly communicated throughout whole organisation. • Procedure for managing conflicts of interest • Aim to be more transparent in decision making, become more structured and improve communications.

Employees

Our three part-time employees are permanently home-based. They mainly communicate with the Trustee Board via email, telephone or virtual meetings. There are occasional face-to-face meetings. Information is mainly disseminated to volunteers by email or telephone as most volunteers are not based locally.

We are committed to being a diverse and inclusive charity. We have equal opportunities monitoring in place and value each individual's contribution. We set up a staff pension scheme in July 2017 in line with government requirements.

Pay is agreed as part of the annual budget setting process and agreed annually. No individual performance bonuses are paid.

Structure and Governance

Facial Palsy UK is a company limited by guarantee (incorporated on 15 June 2012, registered number 08107184) and a registered charity in England & Wales (charity number 1148115) and Scotland (charity number SC045086).

The charity purpose is set out in its Articles of Association (updated 25 April 2022 to remove the stipulation for a minimum number of face-to-face meetings per year).

The need for a charity specifically for facial palsy was recognised following the development of the Facial Palsy Clinic at the Queen Victoria Hospital in East Grinstead. In 2009, Consultant Plastic and Reconstructive Surgeon Charles Nduka who set up the clinic, conducted a survey and in conjunction with patient feedback noted that:

- The average duration between the onset of paralysis and referral to a specialist for treatment was 5.6 years which means that there is a huge unmet need for help.
- Patients were travelling from across the UK (including Northern Ireland and Scotland) in order to be seen.
- The information that patients had been given by some health professionals was incorrect and might impact negatively on their outcome.

The objects for which the charity is established for the public benefit are:

- to improve the level of care and treatment of persons living with facial palsy by increasing awareness and understanding of facial palsy and its physical and psychological consequences;
- to assist the treatment and care of persons living with facial palsy by the provision of information, support, education and practical advice;
- to improve access to care by raising the profile of facial palsy and its consequences, through education and training of healthcare professionals, where such education and training is not normally provided by the statutory authorities;
- to raise funds to support and sponsor research and training for healthcare professionals involved in the management and treatment of facial palsy, where such activities are not normally provided by the statutory authorities;
- to be an advocate for the facial palsy community in the development of service provision, education and research.

There has been no change to charity objects during the year.

Karen Johnson (Deputy CEO) is also Company Secretary, appointed on 19 January 2022.

Board of Trustees

The Board of Trustees is legally responsible for directing the affairs of the charity. Trustees are the directors of the company and serve for renewable terms of three years. Under the requirements of the Memorandum and Articles of Association, one third (or the nearest one third) of the trustees must retire at each AGM each year, those longest in office retiring first. Eligible retiring trustees may be reappointed. The Board comprised eleven trustees as at 30 June 2023. Trustees have a wide range of skills and experience including clinical and professional expertise. We were pleased to welcome several new trustees to the board this year bringing new skills, experience, and a wealth of enthusiasm to the charity. The loss of Mandy Brailsford as mentioned previously in this report, has been difficult for all of us, but we know she would be happy with the progress we are making.

The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

Mandy Brailsford (Chair)	(Passed away 17 January 2023)
Philippa Tudor CBE (Chair)	(Elected 24 January 2023)
Charles Nduka (CEO, unpaid.)	(Retired, Re-elected 24 January 2023)
Fiona Hawthorne	
Jan Jutsum	
Sheila Crowley	
Monica Letts (Treasurer)	(Retired, Re-elected 24 January 2023)
Ben Haynes	(Retired, Re-elected 24 January 2023)
Catherine Parr	(Elected 24 January 2023)
Anna Pinsky	(Elected 24 January 2023)
Rachel Fox	(Elected 24 January 2023)
David Coles	(Co-opted 16 June 2023)

The board meets at least four times per year to regularly review and direct Facial Palsy UK's strategy, budget and performance. All trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in note 10 to the accounts. None of the trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Potential conflicts of interest are disclosed at the start of every meeting and are listed here for complete transparency:

- Charles Nduka, as co-founder and volunteer CEO of the charity has noted the following potential conflicts of interest in his role as surgeon, researcher and technology developer in a private company (Emteq). Charles Nduka has committed to donate any personal profits from facial palsy products to Facial Palsy UK.

Transparency has been maintained at Trustee meetings and with all parties. Day-to-day management of the charity is delegated by the CEO to the Deputy CEO. All financial movements through the bank are signed off at board level.

Appointments and training

The Board of Trustees appoint all new trustees who are recruited through a process of advertisement, application and interviews based on selection criteria. We aim to ensure a broad range of relevant skills and experience to benefit the charity. All new trustees are sent all relevant documents which set out the operational framework for the charity including the Memorandum and Articles and details of the current financial position as set out in the published accounts. They are also given copies of Strategic and Business plans. They normally have introductory discussions with the Chair and CEO and other members of the Trustee Board. They also meet the Deputy CEO, and staff and volunteers as relevant. They are signposted to relevant information on the Charity Commission website about 'the Essential Trustee'. They are given the opportunity to attend inexpensive training courses offered through NCVO and other providers. All trustees are asked to provide a list of their skills and update it regularly.

Personnel

Deputy CEO (part-time)	Karen Johnson
Charity Coordinator (part-time)	Helen Naylor
Support Worker (part-time)	Vanessa Venables

Policies and Procedures

We have comprehensive policies and procedures in place (e.g. data protection & security, confidentiality, health & safety, equal opportunities, diversity, anti-fraud, conflict of interest, ethical fundraising, volunteers, bullying and harassment, risk assessment and management, child protection, photography, whistleblowing, safeguarding vulnerable adults, recruitment, privacy, complaints, financial controls, pay policy and more). We regularly review and update our Privacy Policy and have put systems in place in line with GDPR requirements. All policies and procedures are periodically reviewed to ensure they continue to meet the needs of the charity, comply with relevant legislation and new ones added where appropriate.

Public benefit

The trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011 when reviewing our aims and objectives and in planning our future activities.

Medical Advisory Board

The Medical Advisory Board is made up of practitioners from a range of medical professions of relevance to facial palsy, three having personal experience of the condition. There are also two patient representatives with personal experience of facial palsy. Members help with Facial Palsy UK website content ensuring it is checked for medical accuracy. They also provide guidance to our support team and are media volunteers.

Patrons

Our patrons receive feedback about our work but do not have decision-making powers. They are:

Nick and Susie Cave
John Sudworth
Sir Paul McCartney, MBE

Co-operation with other organisations

We are members of the Appearance Collective, a group of charities working together to support those with appearance related conditions. Meetings are funded by the VTCT Foundation.

Independent Examiners

A resolution proposing Azets Accountants be re-appointed as Independent Examiners of the charity will be put to the Annual General Meeting.

Reference and administrative details

Charity number:	1148115 (England & Wales), SC045086 (Scotland)
Company number:	08107184
Registered office:	Facial Palsy UK, Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.
Accountants:	Azets, Ruthlyn House, 90 Lincoln Road, Peterborough, PE1 2SP.
Bankers:	HSBC, 125 Church Road, Hove, East Sussex, BN3 2AN.

How did we do?

KEY	
Completed	🟩
In progress	🟨
Not started	🟥

In our annual report for the previous year (ending 30 June 2022) we highlighted our plans for the next year. This was in line with our 3-year Strategic plan for 2019-2022:

	TARGET	PROGRESS
SUPPORT & INFORMATION	Plan our first Facial Palsy Conference aimed at patients for delivery 2024.	Planning has begun but delivery will probably now be 2025. We are hoping to tie in with a professional conference so that we can attract more speakers.
	Deliver our first family day post-pandemic.	This was held in August 2022 and was a successful event.
	Complete our Children's Book into libraries project.	This is nearing completion with 278 books distributed during the year to libraries across the UK.
AWARENESS, COMMUNICATIONS & VOLUNTEERS	Deliver a successful Facial Palsy Awareness Week.	Our theme for 2023 was 'Treat Me Right' and our aim was to raise awareness of how challenging it can be for people with Facial Palsy to access the correct treatment due to lack of knowledge, services and funding, and the physical and mental impact this can have. We increased our reach on social media during the week and published the results of a new survey highlighting particular issues around NHS care for this patient group. Community involvement was positive. A future aim is to improve how we measure our success.
	Support and recruit more volunteers, and ensure they feel valued.	We now have over 100 volunteers signed up via our Better Impact portal. This includes the 44 members of our Medical Advisory Board. The new system has made it much easier to handle the admin for volunteers and our challenge for next year is to start making the most of those people who have kindly offered their support.
FUNDRAISING & OPERATIONS	Complete our fundraising strategy	Work is in progress and this will be completed early 2024 at the latest.
	Complete strategic plan for 2023-2026	Completed and approved by the board of Trustees on 14 June 2023.
HEALTH & RESEARCH	Promote the need for more research in line with our 'Top 10' priorities decided by patients, carers and health professionals.	Ongoing work.
	Create our own template business case for a facial palsy service for new Health Professionals' website.	We have collated several examples of business cases and this work is ongoing.
	Complete facial palsy book and website aimed at 'Health Professionals'	These are in the final stages with work being completed no later than 1 March 2024.
	Explore the potential to develop a national register of people with facial palsy to better assess outcomes.	First stages of this are complete, the next stage will be to explore requirements for a pilot survey to prove the need.
	Host first Medical Advisory Board meeting post-pandemic to start to shape future activities.	Meeting held December 2022 with a focus on improving pathways of care and research. Positive results such as GP education via GP Notebook.

Future Plans

Crucially we must tie all plans into our strategy, monitor and evaluate our work, and report on work openly and transparently. Working with limited resources has been challenging, but it's important to plan, ensuring we continue to deliver what our community 'says' they need and not what we 'assume' they need. We must also stay focused on specific plans and not try to take on too much for one year to ensure continued success.

Operations

Our three-year strategy for 2023-26 was published in June 2023 and we were delighted to win the Best Small Charity Strategy award in the Heyheyjoe charity strategy awards.

Here are the activities (in line with our strategic plan) that we intend to focus on in 2023/24:

Information

- Begin to look at how best to distribute information about facial palsy to primary and secondary care centres including QR codes.

Awareness

- Complete our Children's Book into libraries project.
- Deliver a successful Facial Palsy Awareness Week 1-7 March 2024 and improve monitoring of how well the campaign was received and the impact we had.
- Continue to raise awareness about facial palsy year-round.

Support

- Deliver our first 'Family Day for All' which will be funded by the Big Give campaign.
- Finalise the project plan for the inaugural Patient Facial Palsy Conference and apply for funding. Estimated delivery in 2025.
- Continue to develop our face-to-face, virtual and online support groups.

Volunteers

- Create a new Volunteering Strategy for 2024 ensuring we offer more opportunities to get involved in initiatives like micro volunteering as well as larger tasks and projects.

Health & Research

- Complete our educational facial palsy book for health professionals.
- Complete and launch the dedicated Health Professionals' website during Facial Palsy Awareness Week 2024. To include information about specialist multidisciplinary teams.
- Continue to conduct regular (at least biennial) surveys about facial palsy and to analyse and promulgate the responses to decision/makers.
- Development of our Facial Palsy App.

Fundraising

- Complete our fundraising strategy and conduct a cost-benefit analysis of our fundraising activities.

Statement of responsibilities of the Trustees

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

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, for the financial year. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards 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 business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

Statement as to disclosure to our independent examiners

In so far as the trustees are aware at the time of approving our trustees' annual report:

- so far as we are aware, there is no relevant information of which the company's independent examiners are unaware, and
- as the directors of the charitable company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit/independent examination information and to establish that the charity's independent examiners are aware of that information.

Approved by the Board of Trustees and signed on its behalf by:

F.P. Tudor

Philippa Tudor (Chair)
6 February 2024

Independent Examiner’s Report

I report to the Trustees on my examination of the financial statements of Facial Palsy UK (the charity) for the year ended 30 June 2023.

Responsibilities and basis of report

As the Trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements of the charity are not required by charity or company law to be audited and have chosen instead to have an independent examination.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity’s financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of the ICAEW which is one of the listed bodies.

I have completed my examination. I confirm that no 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 charity as required by section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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 financial statements to be reached.

Richardson

Tracey Richardson BSc (Hons) FCA

Westpoint
Lynch Wood
Peterborough
Cambridgeshire
PE2 6FZ

Dated: 7 February 2024

Statement of financial activities including income and expenditure account for the year ended 30 June 2023

Current financial year

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Total 2022 £
Income and endowments from:					
Donations and legacies	3	258,184	15,401	273,585	88,234
Other trading activities	4	112	-	112	282
Investments	5	2,303	901	3,204	39
Other income	6	-	-	-	200
Total income		260,599	16,302	276,901	88,755
Expenditure on:					
Raising funds	7	2,710	-	2,710	2,620
Charitable activities	8	76,719	24,434	101,153	74,269
Total resources expended		79,429	24,434	103,863	76,889
Net incoming resources before transfers		181,170	(8,132)	173,038	11,866
Net income for the year/ Net movement in funds		181,170	(8,132)	173,038	11,866
Fund balances at 1 July 2022		97,511	109,929	207,440	195,574
Fund balances at 30 June 2023		278,681	101,797	380,478	204,440

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Statement of financial activities including income and expenditure account for the year ended 30 June 2023

Prior financial year

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Income and endowments from:				
Donations and legacies	3	71,472	16,762	88,234
Other trading activities	4	282	-	282
Investments	5	39	-	39
Other income	6	200	-	200
Total income		71,993	16,762	88,755
Expenditure on:				
Raising funds	7	2,620	-	2,620
Charitable activities	8	50,204	24,065	74,269
Total resources expended		52,824	24,065	76,889
Net income for the year/ Net movement in funds		19,169	(7,303)	11,866
Fund balances at 1 July 2021		78,342	117,232	195,574
Fund balances at 30 June 2022		97,511	109,929	207,440

Balance sheet
as at 30 June 2023

	Notes	2023 £	2023 £	2022 £	2022 £
Current assets					
Debtors	14	5,582		8,941	
Cash at bank and in hand		380,533		203,354	
		386,115		212,295	
Creditors: amounts falling due within one year	15	(5,637)		(4,855)	
Net current assets			380,478		207,440
Income funds					
Restricted funds	16		101,797		109,929
Unrestricted funds					
Designated funds	17	173,292		24,736	
General unrestricted funds		105,389		72,775	
			278,681		97,511
			380,478		207,440

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 June 2023.

The Trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 6 February 2024.

F. P. Tudor

Philippa Tudor
Trustee

Company Registration No. 08107184

Notes to the financial statements for the year ended 30 June 2023

1 Accounting policies

Charity information

Facial Palsy UK is a private company limited by guarantee incorporated in England and Wales. The registered office is Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.

1.1 Accounting convention

The accounts have been prepared in accordance with the charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and “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)” (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Notes to the financial statements (continued)
for the year ended 30 June 2023

1 Accounting policies

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 for the provision of specified service is deferred until the criteria for income recognition are met.

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

1.5 Expenditure

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 of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services, exhibitions and other educational activities undertaken to further the purposes of the charity and their associated support costs.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Notes to the financial statements (continued)
for the year ended 30 June 2023

1 Accounting policies

Basic financial assets
Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities
Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities
Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.8 Employee benefits
The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.9 Retirement benefits
Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Notes to the financial statements (continued)
for the year ended 30 June 2023

3 Donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Donations and gifts	97,366	15,401	112,767	70,472	4,262	74,734
Legacies receivable	160,818	-	160,818	-	-	-
Grants	-	-	-	1,000	12,500	13,500
	258,184	15,401	273,585	71,472	16,762	88,234

4 Other trading activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Trading income	112	282

5 Investments

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £
Interest receivable	2,303	901	3,204	39

6 Other income

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Other income	-	200

Notes to the financial statements (continued)
for the year ended 30 June 2023

7 Raising funds

	2023 £	2022 £
Fundraising and publicity		
Other fundraising costs	1,496	1,623
Staff costs	1,214	997
	2,710	2,620

8 Charitable activities

	2023 £	2022 £
Staff costs	59,716	47,792
Advertising and marketing	4,758	2,393
Professional expenses	932	6,720
Online donation charges	1,866	2,158
Postage, freight and courier	163	302
Printing and stationery	901	273
Travel	1,360	-
Website improvements	6,176	4,104
Sundry	894	522
Event costs	11,434	-
	88,200	64,264
Share of support costs (see note 9)	11,288	8,505
Share of governance costs (see note 9)	1,665	1,500
	101,153	74,269
Analysis by fund		
Unrestricted funds	76,719	50,204
Restricted funds	24,434	24,065
	101,153	74,269

Notes to the financial statements (continued)
for the year ended 30 June 2023

9 Support costs

	Support costs £	Governance costs £	2023 £	2022 £
Staff costs	6,178	-	6,178	4,544
Office rent	1,764	-	1,764	1,518
Insurance	718	-	718	658
IT support	1,851	-	1,851	1,435
Telephone & internet	208	-	208	166
Bank charges	65	-	65	32
Travel	504	-	504	152
Accountancy	-	1,665	1,665	1,500
	11,288	1,665	12,953	10,005
Analysed between				
Charitable activities	11,288	1,665	12,953	10,005

Governance costs includes payments to the independent examiner of £1,665 (2022 - £1,500) for fees.

10 Trustees

The Trustees received no remuneration from the charity in the year (2022 - £nil).

During the year expenses of £470 (2022 - £nil). No Trustee received payment for professional or other services supplied to the charity (2022 - £nil).

11 Employees

The average monthly number of employees during the year was:

	2023 Number	2022 Number
	3	2

Employment costs	2023 £	2022 £
Wages and salaries	64,696	51,492
Social security costs	1,038	700
Other pension costs	1,374	1,141
	67,108	53,333

There were no employees whose annual remuneration was more than £60,000.

Notes to the financial statements (continued)
for the year ended 30 June 2023

12 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

13 Financial instruments

	2023 £	2022 £
Carrying amount of financial assets		
Other debtors	2,778	5,462
Bank and cash	380,533	203,354
Measured at cost	383,311	208,816
Carrying amount of financial liabilities		
Trade creditors	1,952	2,085
Accruals and deferred income	1,742	1,635
Other creditors	1,943	182
Other taxation and social security	-	953
Measured at cost	5,637	4,855

14 Debtors

Amounts falling due within one year:	2023 £	2022 £
Other debtors	2,778	5,462
Prepayments and accrued income	2,804	3,479
	5,582	8,941

15 Creditors: amounts falling due within one year

	2023 £	2022 £
Other taxation and social security	-	953
Trade creditors	1,952	2,085
Other creditors	1,943	182
Accruals and deferred income	1,742	1,635
	5,637	4,855

Notes to the financial statements (continued)
for the year ended 30 June 2023

16 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Balance at 1 July 2021	Incoming resources	Resources expended	Transfers	Balance at 1 July 2022	Incoming resources	Resources expended	Balance at 30 June
	£	£	£	£	£	£	£	£
Tamworth Family Day	500	-	-	-	500	5	-	505
Family Day	2,364	4,200	(385)	-	6,179	4,440	(5,378)	5,241
Children's Book Appeal	1,869	-	(453)	-	1,416	12	(249)	1,179
Research Appeal	84	62	-	-	146	63	-	209
HP Website	12,696	-	(915)	-	11,781	102	(964)	10,919
Patient Guides	559	-	-	-	559	4	(150)	413
Northern Ireland Funds	1,346	-	(1,346)	-	-	-	-	-
Wales Funds	1,077	-	(1,077)	-	-	-	-	-
Trust Fundraiser	16,482	-	-	(16,482)	-	-	-	-
Children's Book into Libraries	5,693	-	-	-	5,693	45	(2,620)	3,118
Northern Irish Virtual Support Groups - Lottery	1,030	-	(1,000)	-	30	-	(30)	-
Oakdale Trust- Welsh Support Materials	359	-	(359)	-	-	-	-	-
Welsh Virtual Support Group - Lottery	2,286	-	(1,401)	-	885	-	(885)	-
UK-wide Virtual Support Groups	2,200	-	(2,200)	-	-	-	-	-
Psychological Assessment & Support Project	68,687	-	-	-	68,687	631	-	69,318
Charity Coordinator Post- VTCT Foundation	-	12,500	(14,929)	16,482	14,053	-	(14,053)	-
Big Give - Not the only one Christmas 2022	-	-	-	-	-	11,000	(105)	10,895
	117,232	4,262	(6,936)	(16,482)	109,929	16,302	(24,434)	101,797

Notes to the financial statements (continued)
for the year ended 30 June 2023

Tamworth Family Day - Funds given specifically for a family day at the Tamworth Snowdome.

Family Day - To provide family days for children with facial palsy, reducing isolation and increasing confidence and self-esteem.

Children's Book Appeal - To fund a children's book to support children affected by facial palsy.

Research Appeal - To fund future research.

Health Professionals' website – To create a platform for health professionals for the purpose of sharing knowledge, education and collaboration opportunity.

Patient Guides – To create eight patient guides in download format covering various causes of facial palsy.

Northern Ireland Funds - To be spent on health professional education in Northern Ireland.

Wales Funds - To be spent on health professional education in Wales.

Trust Fundraiser - In agreement with the funder, the VTCT Foundation, the balance of funds has been transferred to use for the Charity Coordinator post.

Children's Book into Libraries - Funds specifically given for distributing our children's book into libraries in the UK.

Northern Irish Virtual Support Groups – Funds given by the National Lottery Community Fund Northern Ireland to provide virtual support.

Welsh Support Materials – Funds given by the Oakdale Trust to create support materials in Welsh language.

Welsh Virtual Support Groups – Funds given by the National Lottery Community Fund Wales to provide virtual support groups.

UK-wide Virtual Support Groups – funds given by the Edward Gostling Foundation for the purpose of running support groups.

Psychological Assessment and Support project – funds given by the VTCT Foundation to evaluate the degree of psychological distress in patients with facial palsy.

Charity Coordinator Post- Funds given by the VTCT Foundation for a part-time Charity Coordinator post over two years including ad hoc expenses needed for the role, e.g. laptop, computer software.

Big Give – Not the only one Christmas 2022 – A match funding campaign supported by donation from the Hospital Saturday Fund, donations to be used to open up our Family Day in August 2023 to adults as well as children with facial palsy.

Notes to the financial statements (continued)
for the year ended 30 June 2023

17 Designated funds

	Balance at 1 July 2021 £	Incoming resources £	Resources expended £	Balance at 1 July 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 30 June £
Part funding of staff role 'Charity Coordinator'	23,022	-	1,714	-	24,736	(13,117)	121,673	133,292
Psychological Assessment & Support Project - VTCT Foundation	-	-	-	-	-	-	40,000	40,000
	23,022	-	1,714	-	24,736	(13,117)	161,673	173,292

The part funding of staff role relates to an amount that has been transferred from unrestricted funds to part fund a new staff member on a two year contract from 2021 to 2023.

Psychological Assessment and Support project – funds designated to evaluate the degree of psychological distress in patients with facial palsy.

18 Analysis of net assets between funds

	Unrestricted funds 2023 £	Designated funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Designated funds 2022 £	Restricted funds 2022 £	Total 2022 £
Fund balances at 30 June 2023 are represented by:								
Family Day	105,389	173,292	101,797	380,478	72,775	24,736	109,929	207,440
	105,389	173,292	101,797	380,478	72,775	24,736	109,929	207,440

19 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2023 £	2022 £
Aggregate compensation	36,557	39,102

Transactions with related parties

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

There were no other disclosable related party transactions during the year (2022 – none).

Accounts

Facial Palsy UK Annual Report and Unaudited Financial Statements
For the Period Ended 30 June 2022

Charity numbers 1148115 and SC045086
Company number 08107184

Thank you!

We would like to express our grateful thanks to everyone who has supported us during our first 10 years.

Contents

We believe that every person affected by facial palsy should be able to routinely access care and treatment to improve their quality of life. When the charity launched in 2012, there was little to no support available. This report shows what we have been doing this year to improve the situation for everyone affected by this life-changing condition.

Introduction

Strategic Report

Financial statements

What we do

Facial Palsy UK is a national charity supporting people affected by facial palsy due to any cause. We offer expert help, guidance and support to those living with the condition, their friends and families, and the professionals that care for them. Here are some of the highlights of our year.

Direct Support

446

direct support enquiries during the year. Direct support is via email, telephone or face-to-face.

66%

had more knowledge of their health care options after contacting Facial Palsy UK.

235

attendees of a combination of Virtual and Face-to-Face Support Groups with repeated attendance by many.

98%

of those who completed post-meeting surveys after our virtual support groups said they would recommend them as a form of support for others.

96%

of those who attended face-to-face groups said coming to the group makes them feel less isolated and more confident in daily life.

Information

426,223

users of our website during the year.

COVID-19 has slowed our small charity down but we are still here.

We urgently need your help to continue our work to improve the lives of people affected by facial palsy.

Bell's palsy patient guide translated into Welsh and distributed to the Morriston Hospital in Swansea.

Selective Neurolysis and Myectomy surgery webpage added to our website.

New **meditation video** and **eye makeup tutorial video** added to our website.

37,337

users of our website in the ten days following Justin Bieber's diagnosis of Ramsay Hunt syndrome, a 200% increase on the previous period last year.

Family Support

411

members of Parents & Carers Facebook group at 30 Jun 2022.

61

families received direct support via telephone and/or email.

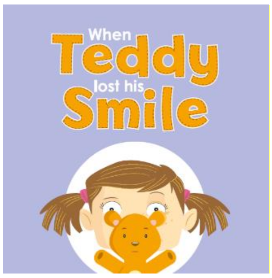
58

copies of our children's book 'When Teddy lost his Smile' sold in the year.

This is now available to order globally via websites such as Amazon, Waterstones, Barnes & Noble, and more.

300

copies donated to five hospitals treating children with facial palsy.



Volunteers

90

active volunteers helping with support, information, research, feedback, content creation, story writing, video making and more!

Awareness

Successful community-focused Facial Palsy Awareness Week highlighting the 'Little Things' that affect you when you live with facial palsy.

45 media mentions on television and radio, in magazines, national and local press. Television interviews across all major news channels.

100% funded from charitable donations this year (see page 19 for more details)

Introduction from our Chair

In April 2012 I joined Facial Palsy UK's Community Advisory Board, a group of patient volunteers brought together by founders Charles Nduka and Vanessa Venables. The board's role was to decide on the aims and objectives of the new charity to be established June 2012, the first of its kind. To current and past volunteers, supporters, trustees and employees, we should all be proud of what we have achieved in our first ten years. We are also thankful to the service users who trusted us to reach out for help and provided feedback helping us improve. To those who shared their stories via media or our website, thank you for raising awareness. With your help we are now a respected leading resource for information about facial palsy, and many health professionals now refer patients to our website. Thank you.

What is going on in the wider world continues to impact charities and Facial Palsy UK is no exception. While the NHS, businesses, charities and individuals begin to pick up the pieces after the pressures of the pandemic, we now face a 'cost of living crisis'. During such uncertain times, our staff, trustees, and all our volunteers have once again been fantastic. This year 100% of our voluntary income came from the people, companies and trusts that supported us. These vital funds ensure our support activities can continue. We were pleased to see fundraising events able to resume as they not only raise funds but much needed awareness too. We also saw a large increase in regular and payroll giving which was amazing. We can't thank our supporters enough, we know these are extremely challenging times.

This report describes the past year's activities of our small team. We are lucky to be continually supported by trustees and a huge team of volunteers and medical advisors, without whom we would struggle to achieve all that we do. Thank you.

My highlights from this year:

- Seeing face-to-face support groups resume, these meetings are highly valued by many that attend with 96% reporting the groups make them feel less isolated.
- Our children's book now being available globally via stores such as Amazon.
- Charity representatives being interviewed across all major news channels about Ramsay Hunt syndrome and highlighting the issues with misdiagnosis.
- Our 'Little Things' themed Facial Palsy Awareness Week which saw more volunteer involvement, and traffic from social media increase by 707% during the week.

As a person born with facial palsy, until this charity existed I had never met another person that looked like me. Knowing I was 'not the only one' changed my life immeasurably. It is hugely important for me to know that activities like the charity family days will continue so that children born with facial palsy today grow up with more confidence, feel less isolated and have opportunities to make friends who look just like them. At the time of writing this introduction we had already held our first post-pandemic family day at Alton Towers (August 2022). I felt privileged to see the children interacting, knowing personally that those friendships formed will make a huge difference to them.

This will be my last report as chair of trustees as I will shortly be stepping down due to ill health. I was diagnosed with breast cancer in 2019 which has now metastasised throughout my body. On behalf of all our trustees I would like to give our sincere thanks and appreciation to our supporters, volunteers, staff and partners for all their contributions over the past year and more.

Thank you.

Mandy Brailsford, Chair
(Mandy sadly passed away 17 January 2023)

Our aims

In 2023, we will be consulting with our stakeholders and refreshing our strategic plan, as part of this we will also review our vision and mission statements. As a small and still fairly young organisation with very limited resources, it can be difficult to focus on anything other than constantly reacting to client need. This is why our strategic plan is so important. It ensures we focus on our overall vision and keep our activities in line with our key aims and strategic objectives.

Improve health

To improve the physical and emotional health of adults and children with facial palsy.

Greater awareness

To increase awareness of facial palsy and its social, physical and psychological consequences.

Better diagnosis, management & rehabilitation

To promote diagnosis, acute and long-term management and rehabilitation of people living with facial palsy.

Our vision

- A greater understanding and awareness among health professionals and the public about the functional and psychological aspects of facial palsy.
- For patients to receive timely access to care, to minimise the risks of physical and psychological complications of the condition.
- For treatments for facial palsy (at a specialist level) to be available to all in the UK. Ongoing support for anyone with facial palsy who desires more confidence and greater self-esteem.
- To encourage good quality research to be conducted into the causes and treatments of facial palsy.

Our mission

For every person in the UK affected by facial palsy to be given access to the best information, treatment and support available.

Frontline Support

We operated for the first five months of the financial year with just one member of staff engaging ad hoc help as required. In December 2021 we recruited a Charity Coordinator to assist with the general operations of the charity and help with support enquiries when cover was required. We were also supported by our Medical Advisory Board and other volunteers in ensuring people received correct information and the best support.

Support groups and networks

Our target

As we recovered from the impact of the pandemic, we wanted to restart face-to-face support groups in a safe and practical way. At the same time, we aimed to continue support via virtual meetings. It is important that our groups provide the best support and information for attendees, help to reduce isolation and are accessible to as many people as possible. This was to be managed using staff, volunteers and external support providers as required. It was important to ensure volunteers were properly supported and not pressured into restarting groups before they were ready.

Achievements

- There were 11 face-to-face groups held during the year, these were Norwich, Cheshire & Mersey, East Grinstead, London, and southwest (Devon, Dorset and Somerset). There were 70 attendances in total. Covid changed many of our lives and some volunteer group leaders decided to step down, therefore our Manchester and Glasgow groups are no longer running.
- Feedback from our face-to-face support groups found that 96% felt the support group made them feel less isolated and more confident in their daily life. Everyone agreed it was helpful to hear other people's experiences. 96% felt more knowledgeable about their health care options after attending a group.
- A total of 21 virtual support groups were held (165 attendances), mostly UK-wide but some were specifically for dedicated areas such as Wales, Northern Ireland and the southwest. Most importantly, anyone from any part of the UK can access a virtual support group.
- Feedback from our virtual support groups found that 94% felt more supported in managing the impact of living with facial palsy and 88% gained a better understanding of how to cope with their symptoms. 92% said they felt less isolated as a result of attending the group and 98% would recommend this kind of support to others with 2% unsure.
- Cheshire & Mersey Group Members (43) and East Grinstead Group members (35) continued to support each other via WhatsApp, these are volunteer led. A new WhatsApp group was launched for the Southwest group which now has 14 members and is also volunteer led.

Feedback from face-to-face support group meetings:

"Wonderful meeting. Good to meet in person and exchange experiences and views after the lockdowns."

"Group meetings are really helpful to give more self-confidence." Face-to-face support group attendee.

"Thank you, the support group has made me feel much more positive about my situation."

Our Cheshire & Mersey Support Group (pictured) celebrated their 5-year anniversary in November 2021.

Feedback from virtual support group meetings:

"A lot of us opened up about ourselves at this zoom meeting. That meant so much to me because it's not only your looks that change but it's what is going on in your head and how sad it makes you feel. It was a comfort knowing I am not the only one."

"Without this support I would have struggled to make sense of this condition as there seem to be very few, if any, places to seek help."

"I feel less alone after tonight's meeting. I felt heard and supported by the rest of the group. A very positive experience for me. Thankyou."

"This is the first time I have had facial palsy explained to me. I only met a doctor in Emergency when I first had Bell's palsy and though he was very pleasant he spoke to me to confirm I did not have a stroke and gave me 10 steroids. That was 7 months ago. I feel so much better having attended this meeting and can understand what's happening now."

"These meetings are brilliant I always feel better when I come off them."

"I find the support very beneficial and helps me cope with day to day living with it."

"Very impressed with knowledge of services and treatments and the assistance provided to access appropriate services."

Other support networks

Where face-to-face groups were not available originally, we set up Facebook Groups for specific geographical areas to fill gaps in service provision, bringing people together in need of support and information. This helped establish where people were trying to access local NHS services for help with facial palsy and struggling. Often this is because GPs don't know where to refer patients to and they are frequently funnelled into local ENT or Neurology departments. However, unless consultants are facial palsy specialists, they don't always know what therapies and treatments are available. This is not only a waste of NHS resources but frustrating for patients who wait a long time for appointments only to find they've been referred to someone who cannot help them.

Our Wales Network Facebook Group, launched in 2019, now has 102 members. In 2019, a national facial palsy service launched in Swansea which we publicise. At present they do not offer specialist facial therapy but the more people who access the service, the more it will demonstrate the need.

In March 2022, we launched our Scotland Network Facebook group which had 44 members by the end of June. As is the case for other areas, people in Scotland struggle to access specialist facial therapy due to a lack of funding and expertise.

Our Northern Ireland Facebook group which now has 167 members is a hub for a community that does not have access anywhere in the country to a specialist multidisciplinary team. Janet Robb, a volunteer with facial palsy leads the group. Janet has garnered political support and after seven years of pushing for a service, Janet is now working with the Department of Health in Northern Ireland to develop a pathway of care for facial palsy. The development of a multidisciplinary team and full service will still depend on making a case for the funding, but work has started on how to educate GPs and Emergency Departments about facial palsy and how the NHS can use resources more effectively. For example, some patients with facial palsy are already in the health care system in Northern Ireland but being seen by the wrong specialists which is therefore a waste of money.

"This year we have seen progress with active and visible participation from the Health and Social Care Board of Northern Ireland as well as continued support from Nick Mathison MLA and Gavin Robinson MP who I am extremely grateful for. We have held many stakeholder meetings and patients' voices are being heard in a forum early January. I am still cautious as I am unsure of how funding will be granted for this service and have yet to be involved with medical stakeholders, but this year has seen gains and progress made. I promise I will continue to fight for people on this island for support both physically and mentally with facial palsy."
Janet Robb, volunteer.

We have two non-geographical Facebook groups which bring together people with shared experiences. There are other excellent Facebook groups which are either cause-specific or open to anyone with facial palsy, so we only set up groups where a specific need exists.

Our Parents & Carers of Children with Facial Palsy Facebook group continues to grow with 411 members. Our Facial palsy in Pregnancy Facebook group now has 263 members. Facial or Bell's palsy in pregnancy often comes in those last few days before giving birth and our group gives people immediate access to a community who understand how they feel.

A volunteer specialist facial therapist from our Medical Advisory Board helps with therapy related questions within the Facebook groups. Thank you to all our volunteers who help with running support groups and networks, we couldn't do what we do without you.

Telephone and email support

Our target

To improve the support we offer year on year and to empower those affected by facial palsy.

Our achievements

We directly supported 446 people this year by telephone or email – a 23.2% decrease compared to 2020/21. During the height of the pandemic many people struggled to see a GP and needed extra reassurance especially when newly diagnosed. We also now have more information about how and when to seek a referral to a specialist which may negate the need for a direct enquiry.

The key areas of support offered by phone or email are:

- Listening - encouraging the client to talk about their feelings, increasing understanding of their situation and enabling the client to see things more clearly.
- Information giving - helping individuals to understand their diagnosis, treatment and future options, and signposting to local specialists and support groups.

Many people we speak to have been diagnosed, provided some initial treatment but have had no further clinical input. Months or years later they are still having significant physical and psychological problems. Many have not met anyone else with facial palsy.

The average support call was 22 minutes long this year. Clients are often distressed and anxious about their altered appearance and the many functional problems that accompany it. It is also extremely difficult when help via the NHS is not routinely available to them due to the poor pathways of care in many areas. This can leave people feeling like they do not matter and that facial palsy is not recognised as a genuine health condition.

Two thirds of those who contacted us (66.1%) now have more information about healthcare options available to them that they weren't aware of before. Almost a fifth (22.9%) were seeking general support due to feelings of isolation. Similarly, 30% sought guidance how to ask for the help they needed from their GP. We always analyse the support enquiries we receive and assess whether new content would benefit those we support. Last year we created a new page on our website about how to seek a referral for specialist help for facial palsy so we could easily share this information to more people. During the past 12 months this page has had 7,112 unique page views.

"Before I do anything with the wonderful information you have sent me I just want to say how happy I am that I've found you guys. At last someone to talk to about my Bells who actually knew something about it and could help me, instead of the endless platitudes. It's been a lonely 8 weeks since my diagnosis. I feel more hopeful now, ready to do what it takes to get better."
Anon, February 2022.

The key areas of concern raised by enquirers were:

- GPs being unaware that further specialist help is available for patients.
- A lack of information and support when initially diagnosed.
- Lack of follow-up care and feeling they have to research specialists themselves.

- Being unable to access certain aspects of specialist health care in Wales, Scotland, Northern Ireland and some areas of England.
- The psychological impact of facial palsy being misunderstood by health professionals and the condition frequently considered a cosmetic problem. This leads to problems getting funding for surgeries, treatments and therapies that can help.
- Employers misunderstanding the impact of facial palsy, for example, some don't understand why screen work or driving can be difficult when the eye(s) won't blink or close.

We also received enquiries along legal themes such as:

- Are people with facial palsy entitled to disability benefits?
- Are there legal protections afforded to employees with facial palsy?
- Do restaurants by law have to provide straws for people with disabilities?

Last year 7% of our enquiries related to covid concerns around vaccines and mask wearing. This year enquiries of this nature were halved with 2.2% of our enquiries from people who had developed a facial palsy after having either the vaccine or covid infection and 1.1% of our enquiries from people concerned about having the vaccine. We are unable to offer medical advice regarding whether to take the vaccine but we have continually reviewed and updated our Medical Advisory Board's statement on this subject. We signpost to government website information about the vaccine.

As there are over 50 different causes of facial palsy, our support team must have a broad knowledge of associated conditions. We supported people with 23 different confirmed diagnoses/causes in 2021/22. If we suspect someone has an atypical form of facial palsy (not following the normal pattern of development and recovery) then we check if they have had particular tests or scans.

We advocated for several individuals struggling to access the right specialists and medical investigations. Members of our Medical Advisory Board helped with putting statements together for GPs and other non-specialist health professionals to ensure patients were receiving correct follow-up care and investigations.

Misdiagnosis – a case study (shared with permission from the patient)

A patient contacted us in February 2021 having been diagnosed with Bell's palsy seven years previously. Our support team although not medically trained knew that the symptoms described and the progressive nature of the facial paralysis were unusual. The patient had been under the local health care system receiving physiotherapy and ophthalmic care including surgeries to help with eyelid closure. Without alarming the patient we encouraged them to request further tests. With permission from the patient and guidance from our Medical Advisory Board we provided a comprehensive document for the patient's GP detailing tests that were needed. We directed their GP to a plastic surgeon to arrange and oversee the tests. The patient reported back to us this year that the tests revealed they had a rare tumour (a paraganglioma) which was removed within six months of our letter to the GP.

Some of the information passed to the patient's GP:

"The patient absolutely needs a contrast enhanced, thin section MRI of the whole course of the facial nerve. She should be assumed to have a tumour until proven otherwise, that said the disease has progressed only slowly and is likely to continue to do so. I think she meets the criteria for 'red flagging' although I don't know exactly what they would be in this context."
Rupert Obholzer, ENT/Skull Base Consultant, Guy's and St Thomas's.

The conditions we've supported this year[1]

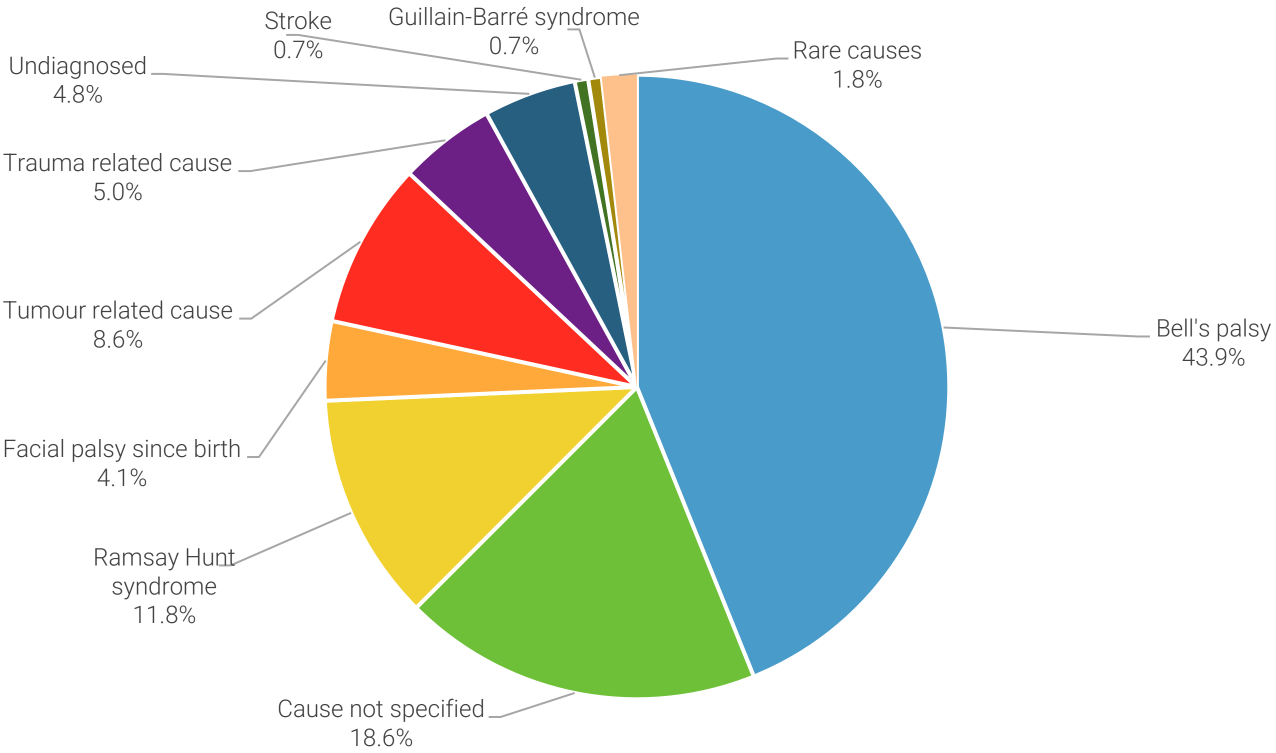
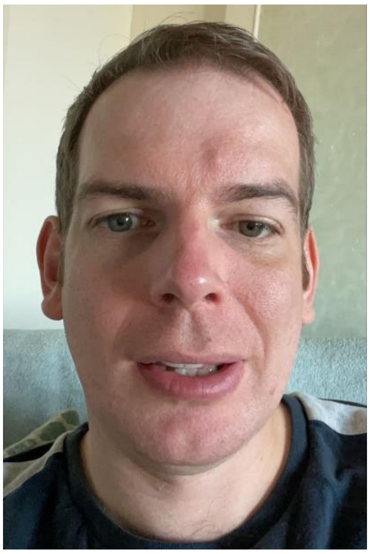


Figure 1. Causes of facial palsy supported this year.

Figure 1 above demonstrates the variety of different causes of facial palsy we received enquiries about. Of these: 79.6% of enquiries were from adults with facial palsy, 8.3% were from parents/carers of children with facial palsy, 9.5% from other family members and 4.3% of enquiries came from health professionals seeking advice about the management of facial palsy. As well as people living with facial palsy and their friends and families, we also received enquiries from employers seeking to understand facial palsy more.

"I wanted to write to say a HUGE thank you! I had my latest appointment with that team at Stoke on Trent earlier this week, after my first Botox treatment, and the different has been amazing. Since your email I've openly talked about Bell's Palsy to my friends, colleagues and strangers. This week I found myself looking in the mirror and not being upset with the image looking back at me. My confidence has gone through the roof and I'm so much more content!"

Gary Parsons, March 2022



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[1] Based on support enquiries between 1 July 2021 – 30 June 2022

Supporting families

Our target

To reduce isolation for children and young people with facial palsy and normalise the condition. To bring parents and carers together for mutual support.

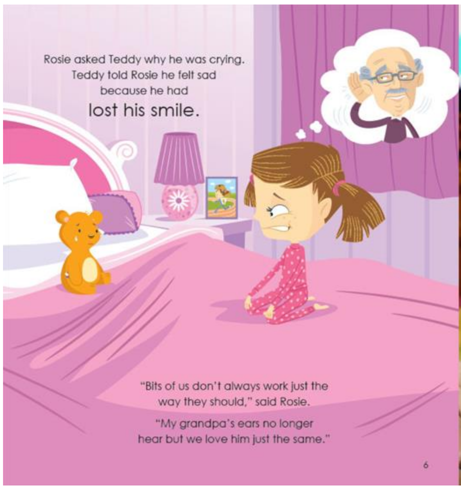
Our achievements

- There were 411 members of our Parents & Carers Facebook Group at 30 June 2022.
- We sold 58 copies of our children's book during the year (an increase of 115%).
- 300 copies of our children's book donated to hospitals.
- We began planning for our Alton Towers Family Day (to take place in August 2022).

Our Parents and Carers Facebook Group is open to people worldwide who have a child with facial palsy. This is a platform where parents and carers can discuss common worries such as a child's first MRI scan, surgery worries, eye care and how to deal with challenging questions from strangers. Our Parents and Carers Group is a safe place to discuss issues and share experiences.

Our children's book 'When Teddy Lost His Smile' was relaunched using a print on demand distribution model which means it can now be purchased internationally. This has resulted in more international sales and less work for our in-house staff. We will continue to market the book in the UK and abroad and are planning to publish a hardback version in 2023, which will allow the book to be placed in libraries across the UK.

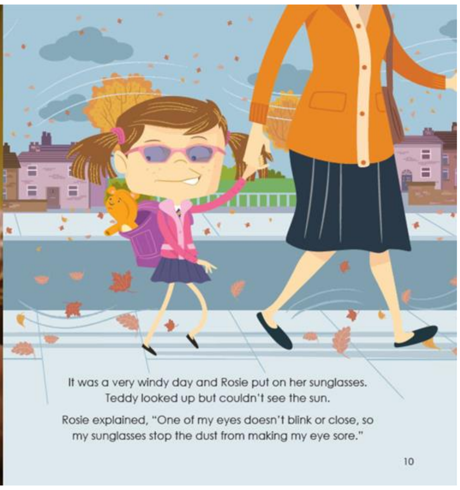
We shipped fifty copies of 'When Teddy Lost His Smile' to six different hospitals to give out to young patients with facial palsy. These included Alder Hey Children's Hospital, The Evelina Hospital, Queen Victoria Hospital, Morriston Hospital, John Radcliffe Hospital and Great Ormond Street.



Rosie asked Teddy why he was crying.
Teddy told Rosie he felt sad
because he had
lost his smile.

"Bits of us don't always work just the
way they should," said Rosie.
"My grandpa's ears no longer
hear but we love him just the same."

6



It was a very windy day and Rosie put on her sunglasses.
Teddy looked up but couldn't see the sun.
Rosie explained, "One of my eyes doesn't blink or close, so
my sunglasses stop the dust from making my eye sore."

10

Our face-to-face family days have been on hold due to the pandemic but we started to make plans to hold a family day at Alton Towers in August 2022. Since February 2021 we have been generously supported by Sayvol Environmental & Building Services Ltd with a monthly direct debit to fund future family days. We have also been supported by other donors who want to help fund this specific type of activity. We are grateful that this has put us in a good financial position to resume face-to-face family days.

Website

Our target

To improve the information available to patients and health professionals about facial palsy.

Our achievements

- Our membership of our Facial Palsy UK Community in 2020/21 was 2,074 members. In the previous year we removed members who had not opened emails for a long period of time. Our membership numbers recovered to 2,080 members by the end of this 12-month period.
- Our website continued to perform strongly with 426,223 unique visitors during the year.
- We are in the final stages of completing our dedicated Health Professionals' website and expect to launch in 2023.

We receive new sign-ups to 'Join our Community' every day. Our community is free to join, people sign up via the website or by paper form. They can opt-in or out to receive general news, information about fundraising, support groups, volunteering or research. We ask people what caused their facial palsy when they sign up which enables us to make communications more relevant. Enquiries about local support groups continue to increase suggesting people are finding information more easily. Out of 2,080 community members, 77% opted-in to receive information about Support Groups.

There were 426,223 users of our website during this financial year.

Our top three website topics (excluding homepage)	Page views
Ramsay Hunt syndrome	42,504
What is facial palsy?	42,384
Bell's palsy	42,063

Canadian pop singer Justin Bieber was diagnosed with Ramsay Hunt syndrome in June 2022. As a result our Ramsay Hunt syndrome page received 11,720 extra page views compared to the previous year. Ramsay Hunt syndrome is often misdiagnosed as Bell's palsy meaning some patients aren't prescribed antiviral medications which may improve long term outcomes. Reaching more people is a positive step forward in raising awareness.

We added a new page to our website about Selective Neurolysis (Neurectomy) and Myectomy surgery. This is a relatively new surgery in the UK which may be suitable for people with synkinesis in the lower part of their face to relieve discomfort.

With the difficulties accessing help via the NHS, some people turn to beauty therapies to try and improve their situation. Our Electrical Stimulation page was updated to include CACI devices. Any form of electrical stimulation is not generally advised in facial palsy management. As well as trying to help people get help via the NHS we are also trying to educate against potential alternative treatments which may cause more harm than good.

We updated our Eating and Drinking webpage to include more information for those with bilateral facial palsy. Volunteer Selma Abbey created a new video for our makeup page with tips about how to apply makeup when you have facial palsy and specialist facial therapist Mara Robinson created a new meditation video.

Information

Our target

To improve the information we provide for clients and health professionals.

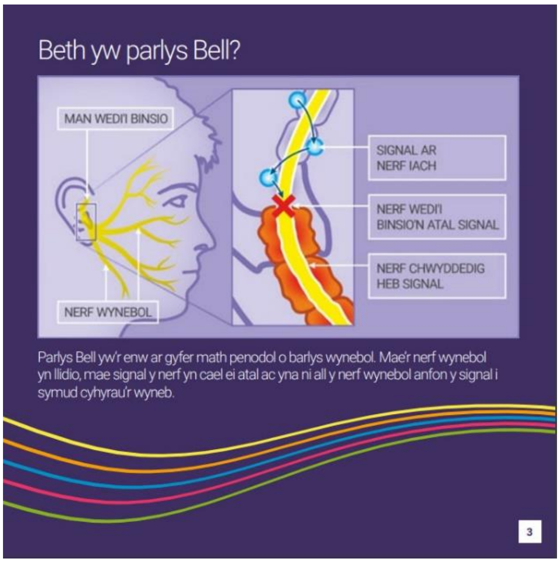
Our achievements

This year we have:

- Taken part in a podcast hosted by the Centre for Appearance Research in Bristol – Appearance Matters: Facial Palsy. This was to discuss facial palsy and its physical and psychosocial impact as well as the help that is available.
- Addressed erroneous advice given by the programme's resident GP on the Jeremy Vine Radio 2 show. It was incorrectly stated that Botulinum Toxin (Botox) could not help people affected by facial palsy. We engaged the support of the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS) and a correction was read out by Jeremy Vine two weeks later stating that Botox is routinely used to help this patient group.
- Liaised with Scope Eyecare to share information such as how to manage Mask Associated Dry Eye (MADE) and access to a Free Eye Well-Being webinar.
- Translated our Bell's Palsy Patient Guide into Welsh and distributed printed copies to the Morriston Hospital in Swansea. Completed with grateful thanks to the Oakdale Trust.

parlys Bell

FacialPalsy UK
INFORM • SUPPORT • RESEARCH



Beth yw parlys Bell?

Parlys Bell yw'r enw ar gyfer math penodol o barlys wynebol. Mae'r nerf wynebol yn llidio, mae signal y nerf yn cael ei atal ac yna ni all y nerf wynebol anfon y signal i symud cyhyrau'r wyneb.

3

Work continued on developing a new dedicated Health Professionals' website. The website will provide a platform for sharing knowledge, education, as well as collaboration opportunity. The website has been built and the majority of the content loaded. Volunteer health professionals have been working on a Health Professionals' Guide to Facial Palsy' book, the content of which will also be used on the new website. The planned launch date for website and book was March 2020 but this has been delayed due to the pandemic as many of our volunteer health professionals have had to focus on pandemic related priorities. We are currently in the final stages of gathering outstanding content, creating illustrations and completing final edits.

Awareness

Facial palsy – not a cosmetic problem

Over 100,000 people are thought to have facial palsy in the UK. Facial palsy is an umbrella term which covers more than 50 different causes. Members of the general public mostly associate facial droop with stroke due to high profile awareness campaigns by stroke charities, yet just 0.7% of our support enquiries this year came from people who had facial palsy due to stroke. Once stroke is ruled out as a cause, there is little after-care or empathy for those with other causes of facial palsy.

Previous Freedom of Information requests to local health authorities demonstrate that a vast majority consider facial palsy a cosmetic problem, not one that affects basic human function such as the ability to smile or close the eye for sleep[2]. It's demeaning for people with facial palsy to have to go through lengthy applications for treatment that could greatly improve their quality of life. There are few medical conditions where people are simply left to 'get on with it', but this is often the reality for this patient group. More awareness is urgently needed.

Our targets

- To demonstrate the real physical and psychological consequences of living with facial palsy, particularly to health professionals responsible for patient care.
- To empower people with facial palsy and give them a voice.
- To be innovative and creative and find different ways to raise awareness of what it is like to live with facial palsy.

Our achievements

This year we have:

- Achieved 45 media mentions on television and radio, in magazines, national and local press.
- Delivered a successful Facial Palsy Awareness Week 1-7 March 2022.
- Been mentioned in new book 'Smile' by Sarah Ruhl, an American playwright with Bell's palsy.
- Supported the exhibition 'A Face in Time' by Helena g Anderson at the Museum of Classical Archaeology in Cambridge. The exhibit featured a series of thought-provoking images that captured Helena's experience with Ramsay Hunt syndrome and facial palsy.

Television interviews featuring our medical experts about Justin Bieber's diagnosis of Ramsay Hunt syndrome were broadcast across all major news channels including Sky News, ITV News and BBC News. Our representatives also spoke on Channel 4's Steph's Packed Lunch and GB News.

We were also quoted across worldwide news outlets. The Guardian did a feature piece on Ramsay Hunt syndrome.

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[2] Kilshaw, A.D., Holmes, W.J.M., Matteucci, P. (2016) Funding in facial palsy. *Journal of Plastic, Reconstructive and Aesthetic Surgery*. Vol 69(11):1526-1527.

Social media

We have been posting more regularly on social media and this has resulted in increased page reach, profile visits and followers across our platforms, particularly on Instagram, helping us to reach more people who need our support.

Page Reach (1 July 2021 – 30 June 2022)	New Likes and Follows (1 July 2021 – 30 June 2022)
Facebook – 78,067 (Up 3.3%)	Facebook – 441
Instagram – 15,466 (Up 201.5%)	Instagram – 161

Facial Palsy Awareness Week 1–7 March 2022

Facial Palsy Awareness Week (FPAW) took place between 1-7 March 2022 and focused on 'The Little Things' that affect you when you have facial palsy and how they can add up to so much more. Due to covid, we chose to do the majority of our Awareness Week activity online this year.

Highlights of the social media campaign:

- Our logo being displayed on Tower 42, the fifth tallest building in London.
- Little Things Videos – a series of candid videos from the FP community (16 videos in total).
- Little Things Videos from Health Professionals (9 videos in total).
- Seven new case studies added to the website and two on social media.
- A series of line drawings depicting the little things some might take for granted like eating, speaking, kissing etc (7 posts).
- A series of posts under the heading 'If only it were that easy' depicting little things some take for granted (14 posts).
- We shared the Oxford Patient Guides with our community.
- We created a video highlighting the lack of services for Northern Ireland.
- We publicised training opportunities for health professionals.
- We created a meditation video for synkinesis with Mara Robinson.
- Volunteers Elaine, Freya and Heather were interviewed on Radio Somerset about the new Somerset support group and FPAW.
- We were also tagged in various posts by others including personal stories, fundraisers and general awareness posts.

Traffic from social media for the week increased by 707.3% and we had 30% more users (2363 more people) visit the website compared to the previous week. 82% of those were new users, proving that the campaign helped us to reach people who may not have found us otherwise.

Research & Education

Very few research projects are investigating the causes and treatments of facial palsy. A key reason for setting up Facial Palsy UK was to raise funds for medical research into the condition.

Our target

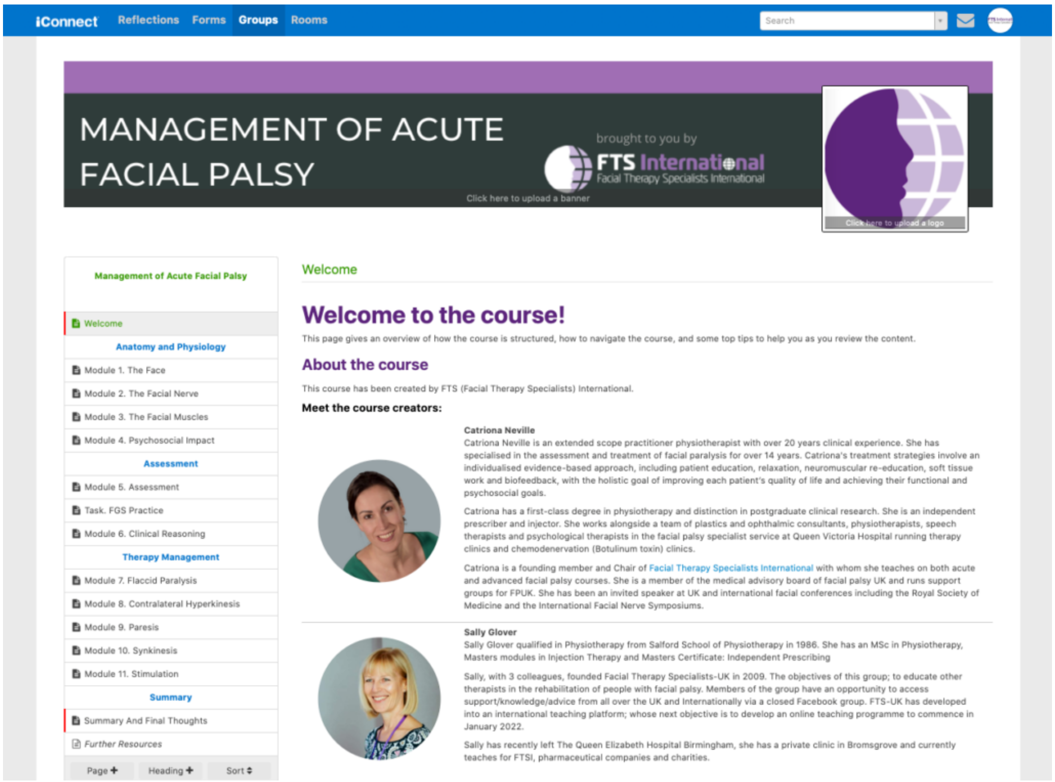
- Identify areas for medical research which will be beneficial to people with facial palsy.
- Raise funds to support or sponsor research and training for health professionals involved in the care of patients with facial palsy, which is not normally provided by the statutory authorities.
- Standardise assessment procedures which health professionals use to treat facial palsy.

Our achievements

- Sponsored the development of an online modular course ‘Management of acute facial palsy’ for facial therapists using funds raised by patients in Wales and Northern Ireland.
- Awarded one free place on the above course to a consultant plastic surgeon in Wales and five free places to physiotherapists/speech and language therapists in Northern Ireland. Ten free places were agreed in total as part of the sponsorship arrangement with four still to be awarded to health professionals in Wales.

Due to the pandemic, meetings of our Medical Advisory Board have been paused. We expect to resume in December 2022.

We shared many different relevant third-party research opportunities throughout the year.



Welcome

Welcome to the course!

This page gives an overview of how the course is structured, how to navigate the course, and some top tips to help you as you review the content.

About the course

This course has been created by FTS (Facial Therapy Specialists) International.

Meet the course creators:

Catriona Neville
Catriona Neville is an extended scope practitioner physiotherapist with over 20 years clinical experience. She has specialised in the assessment and treatment of facial paralysis for over 14 years. Catriona's treatment strategies involve an individualised evidence-based approach, including patient education, relaxation, neuromuscular re-education, soft tissue work and biofeedback, with the holistic goal of improving each patient's quality of life and achieving their functional and psychosocial goals.

Catriona has a first-class degree in physiotherapy and distinction in postgraduate clinical research. She is an independent prescriber and injector. She works alongside a team of plastics and ophthalmic consultants, physiotherapists, speech therapists and psychological therapists in the facial palsy specialist service at Queen Victoria Hospital running therapy clinics and chemodenervation (Botulinum toxin) clinics.

Catriona is a founding member and Chair of Facial Therapy Specialists International with whom she teaches on both acute and advanced facial palsy courses. She is a member of the medical advisory board of facial palsy UK and runs support groups for FPUK. She has been an invited speaker at UK and international facial conferences including the Royal Society of Medicine and the International Facial Nerve Symposiums.

Sally Glover
Sally Glover qualified in Physiotherapy from Salford School of Physiotherapy in 1986. She has an MSc in Physiotherapy, Masters modules in Injection Therapy and Masters Certificate: Independent Prescribing

Sally, with 3 colleagues, founded Facial Therapy Specialists-UK in 2009. The objectives of this group; to educate other therapists in the rehabilitation of people with facial palsy. Members of the group have an opportunity to access support/knowledge/advice from all over the UK and Internationally via a closed Facebook group. FTS-UK has developed into an international teaching platform; whose next objective is to develop an online teaching programme to commence in January 2022.

Sally has recently left The Queen Elizabeth Hospital Birmingham, she has a private clinic in Bromsgrove and currently teaches for FTSI, pharmaceutical companies and charities.

Volunteering

We would like to send our heartfelt thanks once again to all the amazing volunteers who have given up their time, skills and energy to help us this year. Your support makes such a huge difference to those affected by facial palsy across the UK.

We have 90 active volunteers in total. This year we have set up a new online system to help manage volunteers. The Better Impact portal allows us to manage volunteer applications and communications online. All existing volunteers will be added to this system in the New Year (2023) allowing us to start communicating more regularly and effectively with all of the wonderful people who do so much for our charity.

Our target

- Value our people, support them and listen to them.

Our achievements

Volunteers have helped in the following ways this year:

Support
All our support groups are run by volunteers, and thanks to a number of new volunteers coming on board, we have been able to launch two new groups – our Cambridge Group and our Devon, Dorset & Somerset Group. We've also had new volunteers join some of our existing groups to help restart them following the pandemic.

Our volunteers continue to oversee some of our Facebook Groups.

Befriending – our volunteers offer to reach out to those newly diagnosed or those who are finding it difficult to cope. Our new volunteer portal will allow us to formalise this process, so that we can put people in contact more easily.

Research
Volunteers offer valuable feedback to ensure that we remain focused on activities most important to people with facial palsy.

Medical Advisory Board
All of our website content relating to health care is checked for accuracy by volunteers from our Medical Advisory Board. They also assist in answering complex support enquiries.

Events, Admin, Marketing & Awareness
Our volunteers did a fantastic job getting involved during Awareness Week by providing content such as the 'Little Things' videos and by sharing and supporting the campaign.

We called on some of our volunteers to provide commentary in the national media when Justin Bieber was diagnosed with Ramsay Hunt Syndrome in June 2022.

Our volunteers have also helped to write up and edit stories for our website and one of our volunteers also provided some fantastic make-up tutorials in April.

Governance
Our Trustee Board oversee strategic direction, efficiency and legal responsibilities of the charity.

How we are funded

Our target

- To develop a diverse range of funding streams to ensure our activities are sustainable.
- To spend funds wisely and effectively.
- To work within the guidelines of the Fundraising Regulator and keep updated with changing legislation in relation to fundraising, charity accounting/reporting and data protection.

Our achievements

This year:

- 100% of our voluntary income came from the people, companies and trusts who supported us.
- Our community kindly increased support for the charity's work with regular and payroll giving, resulting in an increase of 87% to £10,628 per year.
- One-off donations made directly via our website increased by 5% to £9,136.
- We improved the fundraising pages on our website to make it easier to see how to fundraise for Facial Palsy UK.
- We created a new Fundraising Pack and improved our system of communicating with fundraisers, sharing links to posters, sponsorship forms and other information that could help them with their fundraising.
- We started to promote legacy giving, promoting subtly on social media channels and via our newsletters to keep this in people's minds as an option.

Thank you for the many generous donations we received during the year from individuals, companies and trusts. We are also grateful to those who offer regular support playing our lottery or making regular donations via payroll giving, standing order or direct debit.

We are grateful for the following grants:

- The VTCT Foundation - £12,500 (Charity Coordinator Position)
- Chapman Charitable Foundation - £1,000 (Core costs)

With special thanks to Sayvol Environmental & Building Services Ltd who are making a regular donation to support future family days.

We were also kindly supported by:

- JGR Business Bureau who donated payroll processing hours to us.
- Leadtec who provide us with sponsored IT support.
- Argentum Proofreading who provided pro bono hours to us.

Facial Palsy UK has also received many other gifts of time and advice from individuals and organisations throughout the year. We wish to thank every single person and organisation who has supported Facial Palsy UK. We are sorry we cannot mention you all. Every gift is used carefully to improve the lives of people affected by facial palsy.

Thank you to our amazing fundraisers!

We couldn't do what we do without the dedication of our wonderful fundraisers. We received an amazing £33,677 in community fundraising income this year. Thank you to everyone who has supported us. Also, a big thank you to those who kept training and fundraising for events that had been repeatedly postponed due to the pandemic.

In addition, funds were raised via our lottery, eBay donations, Amazon Smile, Give as you Live, DontSendMeACard.com, and in memory of loved ones, to name but a few. Thank you to everyone who supports us in so many different ways. The pennies soon add up, with income from Amazon Smile, for example, being £467 over the year (14% increase on the previous year).

As covid restrictions were lifted and events restarted, people supported us by taking part in the Great North Run, the London Marathon, the Exeter Live Better Marathon, the Edinburgh Marathon, the Oxford Lock2Lock 10K Swim, the Birmingham Great Run, the Brighton Marathon, the Vitality 10k, the Cardiff Half Marathon and the Great East Run. Specialist Facial Therapist Catriona Neville is not keen on heights but decided to do a Skydive for Facial Palsy UK. Verity completed the Easter 50 Challenge taking in scenic Windsor.

Rob Green tested himself with his first Ultra Marathon, the Frontier South Downs 50k. Heather Turner swam twice a week in the sea all year for Facial Palsy UK.

Leanne Curry raised funds by putting on a fantastic Christmas Light display outside her house and Jessica fundraised during Facial Palsy Awareness Week with a bake sale and "Guess how many sweets in a jar" challenge.

We also had our first gaming/streaming event fundraiser.

We thank you all for your energy and passion for raising funds and awareness. You are amazing!

Where our income comes from

This year you helped us to raise £88,755. Figure 2 below shows where our income was generated:

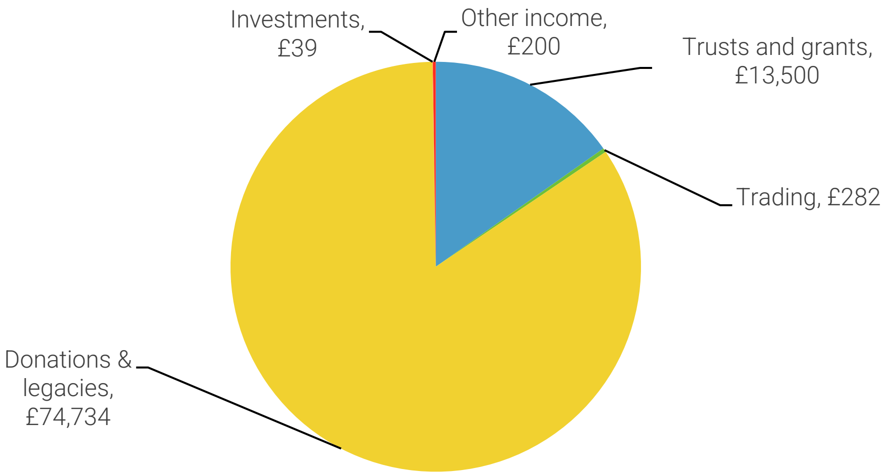


Figure 2. Income breakdown for year ending 30 June 2022.

Where we spend our income

Total resources expended this year were £76,889. Figure 3 below shows how we spent our income:

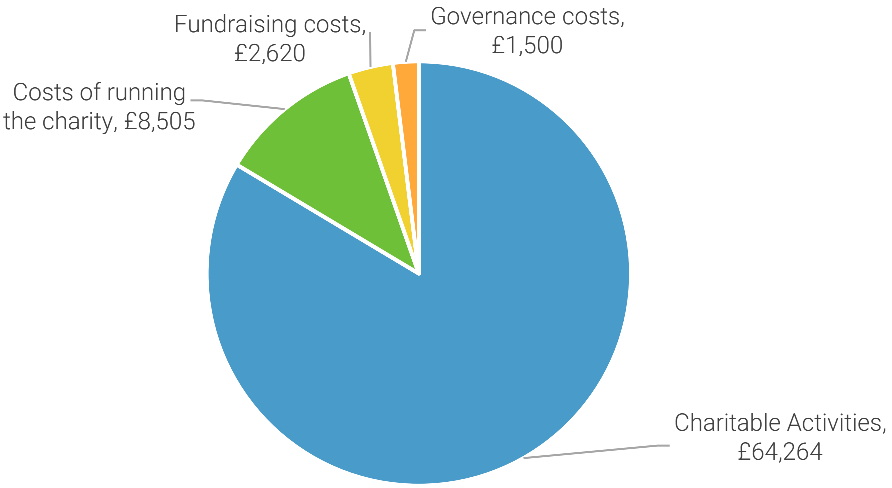


Figure 3. Expenditure breakdown for year ending 30 June 2022.

Charitable activities include: providing support and information, raising awareness and research projects. Costs of running the charity include: insurance, IT, telephone and internet costs and a proportion of salaries spent on operational requirements. Spend on fundraising costs was £2,620.

How do we raise our funds?

Since Facial Palsy UK launched in 2012, we have never employed high pressure fundraising tactics. We do not use fundraising agencies and we do not sell or exchange lists of data with any other charities or companies for marketing or fundraising purposes.

We are members of the Fundraising Regulator and our Fundraising Promise is clearly detailed on our website. We also have a Complaints procedure should anyone be unhappy with us or any person acting on our behalf. We have not received any complaints about our fundraising practices in our 10-year history.

We promise to adhere to industry guidelines and regulations. We have invested time in ensuring we meet the requirements of the new General Data Protection Regulation (GDPR). We promise to ensure that all staff and volunteers are kept updated about data security and correct use and retention of data.

We promise to be open and honest about how the funds you raise are spent.

For every £1 we spent this year:

- 84p went on delivering and improving care for people with facial palsy
- 13p went on the running costs of the charity including governance
- 3p went on generating future income

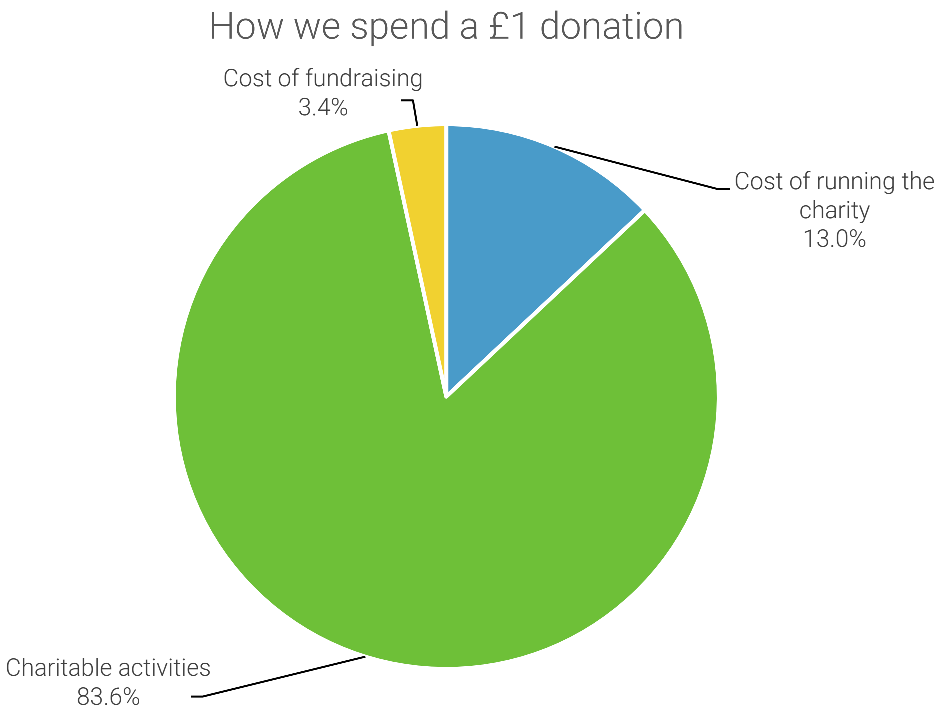


Figure 4. How we spent a £1 donation for year ending 30 June 2022.

Financial review

In the first year of the charity's life (2012/13) there were start-up costs for advertising and marketing. Our first-year deficit was facilitated by a loan of £17,000 from the charity's founder, Charles Nduka. An additional £3,000 was loaned to the charity by Mr Nduka in September 2013. In 2014/15, £15,000 was donated to the charity to clear part of this loan with a balance of £5,000 owing. This loan was repaid on 30 June 2022.

This year our total annual income decreased by 45.6% to £88,755 (previously £163,170). In the previous year we received a grant of £68,687 which accounts for a large proportion of the difference. Unrestricted income decreased by 6.1% to £71,993 (previously £76,692 which included £3,621 from the government job retention scheme, i.e. furlough). Excluding the government funding the reduction in unrestricted income is 1.5%.

Unrestricted expenditure decreased by 3.5% to £52,824 (previously £54,748). We employed two members of staff during this period, the second member of staff joining us in December 2021.

Total expenditure increased by 10.4% to £76,889 (previously £69,629).

Charitable activities

Expenditure on charitable activities increased by 10.7% to £74,269 (previously £67,100).

Reacting to the pandemic and the cost of living crisis

With lockdowns lifted and restrictions being eased it meant more fundraising events could go ahead, however, the fall in 'real' disposable incomes began in late 2021, the start of the 'cost of living crisis'. It was therefore extremely important to 'future proof' the charity by planning effectively. We continued with one employee from July – November 2021 and requested to repurpose grant funds (£16,482) for a new Charity Coordinator role from December 2021. We secured an additional grant of £12,500 and had also set aside £23,022 as designated funds for this role in the previous year. This meant we could fund this role over two years. Although we still need an additional employee for a support role, we wanted to mitigate the risk of relying on one employee for operational activities and took a broader view on what was most important to the long-term survival of the charity. Support enquiries have been managed using volunteers, external providers and the inhouse team.

Reserves

As we do not usually receive any regular government funding, our level of income depends on the generosity of donors, the enthusiasm of fundraisers and how the wider economy is performing. We must consider what would happen to our services should this income significantly reduce. Our unrestricted funds balance at the end of June 2022 was £97,511 of which we consider £56,188 to be free reserves (covering six months of budgeted expenditure plus contingency for redundancy payments). This has been increased from four to six months due to the cost of living crisis. £24,736 has been designated to part-fund a new staff member on a two-year contract 2021/23. The balance of funds is therefore £16,587 which will be used carefully to ensure we continue to provide the best support and information to the community we serve.

Risks and uncertainties

Our Risk Register is reviewed at every Trustee meeting either by discussion or correspondence. Risks are assessed top down and bottom up. An overview of key risks and our mitigation management are detailed in the table below:

RISK	MANAGEMENT
Financial: The charity is reliant on fluctuating voluntary income to provide our services and has a lack of regular income streams. We have limited resources to dedicate to fundraising so careful planning is needed. We also need to plan considering the 'cost of living crisis' following the pandemic.	• Diversify income streams. • Regular financial planning & review. • Sustain unrestricted reserves ensuring we can continue to operate and meet statutory obligations. • Fundraising strategy review due 2023.
Operational: With such a small team, if one were to leave it would have a major impact, it's important our team feel valued and have opportunities for advancement. We also must ensure all volunteers feel valued and supported and are fully informed about policies and procedures. Data security should be continually reviewed in our ever-changing world to ensure it covers technological advancements that could make old policies and procedures obsolete.	• Charity Coordinator to receive support and training in order to provide cover for important operational requirements. • Succession planning. • Keep under review volunteer requirements and necessary policies and training, etc. Ensure volunteers feel valued and supported with communications. • All policies and procedures relating to data protection to be reviewed annually. • All communications are centralised into a charity database. • Document systems, plans and projects.
External: Incidents or events may negatively affect the charity's reputation or operations, e.g. non-compliance, fraud, security. Public perception of our work could be incorrect or misleading.	• Preventative mechanisms, policies & procedures are in place. • Ensure good quality reporting of charity activities. • Ensure we are still providing services that are in line with service user needs by seeking feedback at every opportunity and improving impact reporting.
Governance: Poor knowledge of regulatory requirements and legal responsibilities. Some trustees have felt there has been a lack of communication which needs addressing. We have been working with an interim Chair of Trustees for the majority of the year who kindly stepped in temporarily on the agreement a more experienced person would eventually replace them.	• Trustee training (has been refreshed in 2021/22). • Policies and procedures regularly reviewed and communicated throughout whole organisation. • Become more structured and improve communications. • Recruit a Chair of Trustees with more experience and time.

Employees

Our two employees are permanently home-based, the second employee starting with the charity in December 2021. They communicate with the Trustee Board via email, telephone or virtual meetings. Face-to-face meetings have not taken place due to the pandemic and people being geographically distant. Information is mainly disseminated to volunteers by email or telephone as nearly all our volunteers are not based locally.

We are committed to being a diverse and inclusive charity. We have equal opportunities monitoring in place and value each individual's contribution. We set up a staff pension scheme in July 2017 in line with government requirements.

Remuneration policy

To ensure we retain staff, going forward we are intending to pay salaries at the median market rate. A review took place in 2021/22. Our pay policy sets out that we are committed to ensuring our salaries are competitive in the labour market.

No individual performance bonuses are paid.

Structure and Governance

Facial Palsy UK is a company limited by guarantee (incorporated on 15 June 2012, registered number 08107184) and a registered charity in England & Wales (charity number 1148115) and Scotland (charity number SC045086).

The charity purpose is set out in its Articles of Association (updated 25 April 2022 to remove the stipulation for a minimum number of face-to-face meetings per year).

The need for a charity specifically for facial palsy was recognised following the development of the Facial Palsy Clinic at the Queen Victoria Hospital in East Grinstead. In 2009, Consultant Plastic and Reconstructive Surgeon Charles Nduka who set up the clinic, conducted a survey and in conjunction with patient feedback noted that:

- The average duration between the onset of paralysis and referral to a specialist for treatment was 5.6 years which means that there is a huge unmet need for help.
- Patients were travelling from across the UK (including Northern Ireland and Scotland) in order to be seen.
- The information that patients had been given by some health professionals was incorrect and might impact negatively on their outcome.

It was from this that Facial Palsy UK's mission grew: for every person in the UK affected by facial palsy to be given access to the best information, treatment and support available.

The objects for which the charity is established for the public benefit are:

- to improve the level of care and treatment of persons living with facial palsy by increasing awareness and understanding of facial palsy and its physical and psychological consequences;
- to assist the treatment and care of persons living with facial palsy by the provision of information, support, education and practical advice;
- to improve access to care by raising the profile of facial palsy and its consequences, through education and training of healthcare professionals, where such education and training is not normally provided by the statutory authorities;
- to raise funds to support and sponsor research and training for healthcare professionals involved in the management and treatment of facial palsy, where such activities are not normally provided by the statutory authorities;
- to be an advocate for the facial palsy community in the development of service provision, education and research.

There has been no change to charity objects during the year.

Karen Johnson (Deputy CEO) was appointed as Company Secretary on 19 January 2022.

Board of Trustees

The Board of Trustees is legally responsible for directing the affairs of the charity. Trustees are the directors of the company and serve for renewable terms of three years. Under the requirements of the Memorandum and Articles of Association, one third (or the nearest one third) of the trustees must retire at each AGM each year, those longest in office retiring first. Eligible retiring trustees may be reappointed. The Board comprised seven trustees as at 30 June 2022. Trustees have a wide range of skills and experience including clinical and professional expertise.

The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

Rebecca Black (Chair)	(Retired 17 September 2021)
Charles Nduka (CEO)	
Fiona Hawthorne	
Jan Jutsum	(Retired, Re-elected 19 January 2022)
Susan Parsons	(Retired 10 September 2021)
Sheila Crowley	(Retired, Re-elected 19 January 2022)
Debbie Byles	(Retired 26 July 2021)
Mandy Brailsford (Chair)	(Elected as Chair 17 November 2021)
Monica Letts (Treasurer)	(Elected as Treasurer 17 November 2021)
Ben Haynes	

We thank Becky Black for her support as both Chair and trustee of Facial Palsy UK, and appreciate the hard work and dedication Becky gave to improving our data collection and helping with events and networking. We thank Debbie Byles and Sue Parsons for their support as trustees, bringing invaluable community fundraising and event organisation experience to the charity and helping us to grow.

The board meets at least four times per year to regularly review and direct Facial Palsy UK's strategy, budget and performance. All trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in note 10 to the accounts. None of the trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Potential conflicts of interest are disclosed at the start of every meeting and are listed here for complete transparency:

- Charles Nduka, as co-founder and volunteer CEO of the charity has noted the following potential conflicts of interest in his role as surgeon, researcher and technology developer in a private company (Emteq). Charles Nduka has committed to donate any personal profits from facial palsy products to Facial Palsy UK.

Transparency has been maintained at Trustee meetings and with all parties. Day-to-day management of the charity is delegated by the CEO to the Deputy CEO. All financial movements through the bank are signed off at board level.

Appointments and training

The Board of Trustees appoint all new trustees who are recruited through a process of advertisement, application and interviews based on selection criteria. We aim to ensure a broad range of relevant skills and experience to benefit the charity.

All new trustees are sent all relevant documents which set out the operational framework for the charity including the Memorandum and Articles and details of the current financial position as set out in the published accounts. They are also given copies of Strategic and Business plans. They normally have introductory discussions with the Chair and CEO and other members of the Trustee Board. They also meet the Deputy CEO, and staff and volunteers as relevant. They are signposted to relevant information on the Charity Commission website about 'the Essential Trustee'. They are given the opportunity to attend inexpensive training courses offered through NCVO and the Foundation for Social Improvement. All trustees are asked to provide a list of their skills and update it regularly.

Personnel

Deputy CEO	Karen Johnson
Charity Coordinator	Helen Naylor – joined December 2021

Policies and Procedures

We have comprehensive policies and procedures in place (e.g. data protection & security, confidentiality, health & safety, equal opportunities, diversity, anti-fraud, conflict of interest, ethical fundraising, volunteers, bullying and harassment, risk assessment and management, child protection, photography, whistleblowing, safeguarding vulnerable adults, recruitment, privacy, complaints, financial controls, pay policy and more). We regularly review and update our Privacy Policy and have put systems in place in line with GDPR requirements. All policies and procedures are periodically reviewed to ensure they continue to meet the needs of the charity, comply with relevant legislation and new ones added where appropriate.

Public benefit

The trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011 when reviewing our aims and objectives and in planning our future activities.

Medical Advisory Board

The Medical Advisory Board is made up of practitioners from a range of medical professions of relevance to facial palsy, three having personal experience of the condition. There are also two patient representatives with personal experience of facial palsy. Members help with Facial Palsy UK website content ensuring it is checked for medical accuracy. They also provide guidance to our support team and are media volunteers.

Patrons

Our patrons receive feedback about our work but do not have decision-making powers. They are:

Nick and Susie Cave

John Sudworth

Sir Paul McCartney, MBE

Co-operation with other organisations

We are members of the Appearance Collective, a group of charities working together to support those with appearance related conditions. Meetings are funded by the VTCT Foundation.

Independent Examiners

A resolution proposing Azets Accountants be re-appointed as Independent Examiners of the charity will be put to the Annual General Meeting.

Reference and administrative details

Charity number:	1148115 (England & Wales), SC045086 (Scotland)
Company number:	08107184
Registered office:	Facial Palsy UK, Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.
Accountants:	Azets, Ruthlyn House, 90 Lincoln Road, Peterborough, PE1 2SP.
Bankers:	HSBC, 125 Church Road, Hove, East Sussex, BN3 2AN.

How did we do?

KEY	
Completed	🟩
In progress	🟨
Not started	🟥

In our annual report for the previous year (ending 30 June 2021) we highlighted a reduced number of plans to focus on for the next year, due to limited resources. This is in line with our 3-year Strategic plan for 2019-2022:

	TARGET	PROGRESS
SUPPORT & INFORMATION	Continue with our online support groups and resume face-to-face groups as soon as safe to do.	🟩 Face-to-face support groups restarted with 11 taking place during the year. Continued to offer virtual support groups with 21 taking place.
	Increase the information available via our patient website and as printed literature aimed at patients	🟨 Additional content created for website, including additional self-help resources. Bell's palsy patient guide translated into Welsh with printed and e-versions available.
AWARENESS, COMMUNICATIONS & VOLUNTEERS	Plan a Facial Palsy Awareness Week that fits around likely restrictions due to the pandemic, reduces isolation and does not put undue pressure on community members.	🟩 Completed. As part of this we also achieved additional goals from our strategic plan which were to create more patient stories in video format and increase the number of personal stories on our website. 16 short videos were created about the 'little things' that affect people living with facial palsy. Seven new case studies were added to the website.
	Develop a communications plan to promote Facial Palsy UK and increase knowledge of facial palsy in the community year-round.	🟩 Our new Charity Coordinator effectively plans our communications and from 2022 we have been regularly communicating via various channels.
	Improve coordination and project management of Medical Advisory Board activities.	🟨 Our Medical Advisory Board are receiving more regular communications using new software. The first meeting since the pandemic still needs to be arranged.
	Improve volunteer recruitment programme and procedures, as well as management of our volunteer base to ensure that every volunteer feels valued.	🟨 We are in the process of moving our existing volunteers to our new software, this work will be completed in 2023. All new volunteers are added via the new system. Processes have been improved and we are communicating more effectively.
FUNDRAISING	Formalise our fundraising strategy after strategic review early 2022.	🟥 This is a hugely important piece of work which must be undertaken as priority. Unfortunately, due to limited resources for half of the year, and a new member of staff starting just before our busiest time of year (Facial Palsy Awareness Week), we have been unable to progress on this piece of work. It will be a priority in 2023.
HEALTH & RESEARCH	Promote the need for more research in line with our 'Top 10' priorities decided by patients, carers and health professionals.	🟨 Ongoing work.
	Create our own template business case for a facial palsy service for new Health Professionals' website.	🟨 We have collated several examples of business cases and this work in ongoing.
	Continue work on Health Professionals' website and book.	🟨 Most of the content is now complete for the book and the illustrations have been commissioned. This project is expected to complete in 2023.
	Support training of more facial therapists with online training.	🟩 Completed.

In addition to the above, we achieved another goal on our strategic plan, i.e. Work with artists/photographers to raise awareness of facial palsy and its impact. We supported the exhibition 'A Face in Time' by Helena g Anderson at the Museum of Classical Archaeology in Cambridge. The exhibit featured a series of thought-provoking images that captured Helena's experience with Ramsay Hunt syndrome and facial palsy.

Future Plans

Crucially we must tie all plans into our strategy, monitor and evaluate our work, and report on work openly and transparently. Working with limited resources and the on-going pandemic has been challenging, but it's important to plan, ensuring we continue to deliver what our community 'says' they need and not what we 'assume' they need. We must also stay focused on specific plans and not try to take on too much for one year to ensure continued success.

Operations

In 2023 we will be updating our three-year strategy. There is a lot of behind-the-scenes work to be completed, for example, updating how we manage our media store of images and videos to improve efficiency. We also need to review the functionality of our website ensuring it is mobile-friendly. Content needs to be reviewed periodically and there is a backlog due to lack of availability from health professional volunteers who are under enormous pressure due to the issues facing the NHS.

Here are the activities (as per our strategic plan) that we intend to focus on in 2022/23:

Information

- Complete our Children's Book into libraries project.

Awareness

- Deliver a successful Facial Palsy Awareness Week.

Support

- Plan our first Facial Palsy conference aimed at patients for delivery 2024.
- Deliver our first family day post- pandemic.

Volunteers

- Support and recruit more volunteers, and ensure they feel valued.

Health & Research

- Complete facial palsy book and website aimed at health professionals.
- Explore the potential to develop a national register of people with facial palsy to better assess outcomes.
- Create our own template business case for a facial palsy service for new Health Professionals' website.
- Promote the need for more research in line with our 'Top 10' priorities decided by patients, carers and health professionals.
- Host first Medical Advisory Board meeting post-pandemic to re-engage and start to shape future activities.

Fundraising

- Complete our Fundraising Strategy.

Statement of responsibilities of the Trustees

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

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, for the financial year. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards 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 business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

Statement as to disclosure to our independent examiners

In so far as the trustees are aware at the time of approving our trustees' annual report:

- so far as we are aware, there is no relevant information of which the company's independent examiners are unaware, and
- as the directors of the charitable company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit/independent examination information and to establish that the charity's independent examiners are aware of that information.

Approved by the Board of Trustees and signed on its behalf by:

Charles Nduka (Trustee)
24 January 2023

Independent Examiner’s Report

I report to the Trustees on my examination of the financial statements of Facial Palsy UK (the charity) for the year ended 30 June 2022.

Responsibilities and basis of report

As the Trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements of the charity are not required by charity or company law to be audited and have chosen instead to have an independent examination.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity’s financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of the ICAEW which is one of the listed bodies.

I have completed my examination. I confirm that no 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 charity as required by section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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 financial statements to be reached.

Tracey Richardson BSc (Hons) FCA

Ruthlyn House
90 Lincoln Road
Peterborough
Cambridgeshire
PE1 2SP

Dated: 8 February 2023

Statement of financial activities including income and expenditure account for the year ended 30 June 2022

Current financial year

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Total 2021 £
Income and endowments from:					
Donations and legacies	3	71,472	16,762	88,234	154,319
Other trading activities	4	282	-	282	608
Investments	5	39	-	39	10
Other income	6	200	-	200	200
Total income		71,993	16,762	88,755	163,170
Expenditure on:					
Raising funds	7	2,620	-	2,620	2,529
Charitable activities	8	50,204	24,065	74,269	67,100
Total resources expended		52,824	24,065	76,889	69,629
Net incoming resources before transfers		19,169	(7,303)	11,866	93,541
Net income for the year/ Net movement in funds		19,169	(7,303)	11,866	93,541
Fund balances at 1 July 2021		78,342	117,232	195,574	102,033
Fund balances at 30 June 2022		97,511	109,929	207,440	195,574

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Statement of financial activities including income and expenditure account for the year ended 30 June 2021

Prior financial year

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Income and endowments from:				
Donations and legacies	3	72,453	81,866	154,319
Other trading activities	4	608	-	608
Investments	5	10	-	10
Other income	6	3,621	4,612	8,233
Total income		76,692	86,478	163,170
Expenditure on:				
Raising funds	7	2,529	-	2,529
Charitable activities	8	52,219	14,881	67,100
Total resources expended		69,569	17,069	86,638
Net incoming resources before transfers		21,944	71,597	93,541
Gross transfers between funds		2,395	(2,395)	-
Net income for the year/ Net movement in funds		24,339	69,202	93,541
Fund balances at 1 July 2020		54,003	48,030	102,033
Fund balances at 30 June 2021		78,342	117,232	195,574

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Balance sheet as at 30 June 2022

	Notes	2022 £	2022 £	2021 £	2021 £
Current assets					
Debtors	13	8,941		4,466	
Cash at bank and in hand		203,354		200,103	
		212,295		204,569	
Creditors: amounts falling due within one year	14	(4,855)		(8,995)	
Net current assets			207,440		195,574
Income funds					
Restricted funds	15		109,929		117,232
Unrestricted funds					
Designated funds	16	24,736		23,022	
General unrestricted funds		72,775		55,320	
			97,511		78,342
			207,440		195,574

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 June 2022.

The Trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Charles Nduka 24 January 2023
Trustee

Company Registration No. 08107184

Notes to the financial statements for the year ended 30 June 2022

1 Accounting policies

Charity information

Facial Palsy UK is a private company limited by guarantee incorporated in England and Wales. The registered office is Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.

1.1 Accounting convention

The accounts have been prepared in accordance with the charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "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)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1 Accounting policies

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 for the provision of specified service is deferred until the criteria for income recognition are met.

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

1.5 Expenditure

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 of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services, exhibitions and other educational activities undertaken to further the purposes of the charity and their associated support costs.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1 Accounting policies

Basic financial assets
Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities
Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities
Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Notes to the financial statements (continued)
for the year ended 30 June 2022

3 Donations and legacies

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Donations and gifts	70,472	4,262	74,734	61,251	2,371	63,622
Grants	1,000	12,500	13,500	11,202	79,495	90,697
	71,472	16,762	88,234	72,453	81,866	154,319

4 Other trading activities

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Trading income	282	608

5 Investments

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Interest receivable	39	10

6 Other income

	Unrestricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Other income	200	200	-	-	-
Job retention scheme income	-	-	3,621	-	3,621
The National Lottery Coronavirus Community Support Fund	-	-	-	4,612	4,612
	200	200	3,621	4,612	8,233

Notes to the financial statements (continued)
for the year ended 30 June 2022

7 Raising funds

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Fundraising and publicity		
Other fundraising costs	1,623	851
Staff costs	997	1,678
Fundraising and publicity	2,620	2,529
	2,620	2,529

8 Charitable activities

	2022 £	2021 £
Staff costs	47,792	39,111
Advertising and marketing	2,393	1,511
Professional expenses	6,720	7,585
Online donation charges	2,158	1,949
Postage, freight and courier	302	757
Printing and stationery	273	683
Website improvements	4,104	6,619
Sundry	522	585
	64,264	58,800
Share of support costs (see note 9)	8,505	6,860
Share of governance costs (see note 9)	1,500	1,440
	74,269	67,100
Analysis by fund		
Unrestricted funds	50,204	52,219
Restricted funds	24,065	14,881
	74,269	67,100

Notes to the financial statements (continued)
for the year ended 30 June 2022

9 Support costs

	Support costs £	Governance costs £	2022 £	2021 £
Staff costs	4,544	-	4,544	3,194
Office rent	1,518	-	1,518	1,152
Insurance	658	-	658	626
IT support	1,435	-	1,435	1,828
Telephone & internet	166	-	166	60
Bank charges	32	-	32	60
Travel	152	-	152	60
Accountancy	-	1,500	1,500	1,440
	8,505	1,500	10,005	8,300
Analysed between				
Charitable activities	8,505	1,500	10,005	8,300

Governance costs includes payments to the independent examiner of £1,500 (2021 - £1,440) for fees.

10 Trustees

The Trustees received no remuneration from the charity in the year (2021 - £nil).

During the year there were no expenses paid to Trustees (2021 - £nil). No Trustee received payment for professional or other services supplied to the charity (2021 - £nil).

11 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
	2	2

Employment costs	2022 £	2021 £
Wages and salaries	51,492	43,045
Social security costs	700	-
Other pension costs	1,141	938
	53,333	43,983

No employees earned more than £60,000 in the year (2021 - none).

Notes to the financial statements (continued) for the year ended 30 June 2022

12 Financial instruments

	2022 £	2021 £
Carrying amount of financial assets		
Other debtors	5,462	3,317
Bank and cash	203,354	200,103
Measured at cost	208,816	203,420
Carrying amount of financial liabilities		
Trade creditors	2,085	1,660
Accruals and deferred income	1,635	1,440
Other creditors	182	5,000
Other taxation and social security	953	895
Measured at cost	4,855	8,995

13 Debtors

Amounts falling due within one year:	2022 £	2021 £
Other debtors	5,462	3,317
Prepayments and accrued income	3,479	1,149
	8,941	4,466

14 Creditors: amounts falling due within one year

	2022 £	2021 £
Other taxation and social security	953	895
Trade creditors	2,085	1,660
Other creditors	182	5,000
Accruals and deferred income	1,635	1,440
	4,855	8,995

Notes to the financial statements (continued)
for the year ended 30 June 2022

15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

		Movement in funds				Movement in funds			
	Balance at 1 July 2020	Incoming resources	Resources expended	Transfers	Balance at 1 July 2021	Incoming resources	Resources expended	Transfers	Balance at 30 June 2022
	£	£	£	£	£	£	£	£	£
Tamworth Family Day	500	-	-	-	500	-	-	-	500
Family Day	310	2,121	(67)	-	2,364	4,200	(385)	-	6,179
Children's Book Appeal	1,997	-	(128)	-	1,869	-	(453)	-	1,416
Support Services Project	1,250	2,000	(3,250)	-	-	-	-	-	-
Research Appeal	34	50	-	-	84	62	-	-	146
HP Website	14,776	-	(2,080)	-	12,696	-	(915)	-	11,781
Patient Guides	559	-	-	-	559	-	-	-	559
GP Awareness Fund	2,395	-	-	(2,395)	-	-	-	-	-
Northern Ireland Funds	1,346	-	-	-	1,346	-	(1,346)	-	-
Wales Funds	1,077	-	-	-	1,077	-	(1,077)	-	-
Trust Fundraiser	16,482	-	-	-	16,482	-	-	(16,482)	-
Children's Book into Libraries	5,693	-	-	-	5,693	-	-	-	5,693
John Lewis Norwich GP Awareness	1,139	-	(1,139)	-	-	-	-	-	-
Stockport GP awareness	472	-	(472)	-	-	-	-	-	-
Deepings Lions- Online Support UK wide	-	200	(200)	-	-	-	-	-	-
Northern Irish Virtual Support Groups - Lottery	-	2,220	(1,190)	-	1,030	-	(1,000)	-	30
Oakdale Trust- Welsh Support Materials	-	500	(141)	-	359	-	(359)	-	-
Welsh Virtual Support Group - Lottery	-	2,688	(402)	-	2,286	-	(1,401)	-	885
Carried forward to next page	48,030	9,779	9,069	(2,395)	46,345	4,262	6,936	(16,482)	27,189

Notes to the financial statements (continued)
for the year ended 30 June 2022

15 Restricted funds

		Movement in funds				Movement in funds			
	Balance at 1 July 2020 £	Incoming resources £	Resources expended £	Transfers £	Balance at 1 July 2021 £	Incoming resources £	Resources expended £	Transfers £	Balance at 30 June 2022 £
Brought forward from previous page	48,030	9,779	9,069	(2,395)	46,345	4,262	6,936	(16,482)	27,189
Welsh Virtual Support Groups - Moondance Foundation	-	900	(900)	-	-	-	-	-	-
English Virtual Support Groups - Lottery	-	4,612	(4,612)	-	-	-	-	-	-
UK-wide Virtual Support Groups	-	2,500	(300)	-	2,200	-	(2,200)	-	-
Psychological Assessment & Support Project	-	68,687	-	-	68,687	-	-	-	68,687
Charity Coordinator Post- VTCT Foundation	-	-	-	-	-	12,500	(14,929)	16,482	14,053
	48,030	9,779	(9,069)	(2,395)	117,232	16,762	(24,065)	-	109,929

Tamworth Family Day - Funds given specifically for a family day at the Tamworth Snowdome.

Family Day - To provide family days for children with facial palsy, reducing isolation and increasing confidence and self-esteem.

Children's Book Appeal - To fund a children's book to support children affected by facial palsy.

Support Services Project - To provide support and information to people affected by facial palsy, via local support groups, telephone and email.

Research Appeal - To fund future research.

Health Professionals' website – To create a platform for health professionals for the purpose of sharing knowledge, education and collaboration opportunity.

Patient Guides – To create eight patient guides in download format covering various causes of facial palsy.

GP Awareness Fund – To raise awareness of facial palsy with GPs (change of use to core costs agreed with fundraiser).

15 Restricted funds

Northern Ireland Funds - To be spent on health professional education in Northern Ireland.

Wales Funds - To be spent on health professional education in Wales.

Trust Fundraiser - In agreement with the funder, the VTCT Foundation, the balance of funds has been transferred to use for the Charity Coordinator post.

Children's Book into Libraries - Funds specifically given for distributing our children's book into libraries in the UK.

John Lewis Norwich GP Awareness - Funds specifically raised for GP Awareness in the Norwich area.

Stockport GP awareness - Funds specifically raised for GP Awareness in the Stockport area.

Deepings Lions - Online Support UK wide

Northern Irish Virtual Support Groups – Funds given by the National Lottery Community Fund Northern Ireland to provide virtual support.

Welsh Support Materials – Funds given by the Oakdale Trust to create support materials in Welsh language.

Welsh Virtual Support Groups – Funds given by the National Lottery Community Fund Wales to provide virtual support groups.

Welsh Virtual Support Groups – Funds given by the Moondance Foundation for support groups in Wales.

English Virtual Support Groups – Funds given by the National Lottery Coronavirus Community Support Fund to provide virtual support in England.

UK-wide Virtual Support Groups – funds given by the Edward Gostling Foundation for the purpose of running support groups.

Psychological Assessment and Support project – funds given by the VTCT Foundation to evaluate the degree of psychological distress in patients with facial palsy.

Charity Coordinator Post- Funds given by the VTCT Foundation for a part-time Charity Coordinator post over two years including ad hoc expenses needed for the role, e.g. laptop, computer software.

Notes to the financial statements (continued)
for the year ended 30 June 2022

16 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 July 2020 £	Transfers £	Balance at 1 July 2021 £	Resources expended £	Balance at 30 June 2022 £
Part funding of staff role 'Charity Coordinator' to be recruited in 2021/22	-	23,022	23,022	1,714	24,736
	-	23,022	23,022	1,714	24,736

The part funding of staff role relates to an amount that has been transferred from unrestricted funds to part fund a new staff member on a two year contract from 2021 to 2023.

17 Analysis of net assets between funds

	Unrestricted funds 2022 £	Designated funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Fund balances at 30 June 2022 are represented by:							
Current assets/(liabilities)	72,775	24,736	109,929	207,440	55,320	117,232	195,574
	72,775	24,736	109,929	207,440	55,320	117,232	195,574

Notes to the financial statements (continued)
for the year ended 30 June 2022

18 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2022 £	2021 £
Aggregate compensation	39,102	32,826

Transactions with related parties

Included in other creditors is a loan of £nil (2021 - £5,000) due to Charles Nduka, Chair of Trustees and Acting CEO. No interest is charged on this loan.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

FACIAL PALSY UK

England & Wales - Charity number 1148115

Accounts

Facial Palsy UK Annual Report and Unaudited Financial Statements
For the Period Ended 30 June 2021

Charity numbers 1148115 and SC045086
Company number 08107184

Contents

We believe that every person affected by facial palsy should be able to routinely access care and treatment to improve their quality of life. When the charity launched in 2012, there was little to no support available. This report shows what we have been doing this year to improve the situation for everyone affected by this life-changing condition.

Introduction

Strategic Report

Financial statements

What we do

Facial Palsy UK is a national charity supporting people affected by facial palsy due to any cause. We offer expert help, guidance and support to those living with the condition, their friends and families, and the professionals that care for them. Here are some of the highlights of our year.

Direct Support

581

direct support enquiries during the year.

Direct support is via email, telephone or face-to-face.

63%

had more knowledge of their health care options after contacting Facial Palsy UK.

187

individuals supported via Virtual Support Groups with repeated attendance by many. There were 355 attendances in total.

99.5%

of those who completed post-meeting surveys said they would recommend our virtual support groups as a form of support for others.

57%

Of those who attended had had facial palsy for more than three months but less than a year.

Volunteers

63

active volunteers helping with support, information, research, feedback, content creation, story writing, video making and more!

Information

31

Individuals attended an online information session about selective neurolysis with consultant plastic surgeon Omar Ahmed.

455,358

users of our website during the year.

COVID-19 has slowed our small charity down but we are still here.

We urgently need your help to continue our work to improve the lives of people affected by facial palsy.

Published:
Recommendations for Supporting the Psychological Well-being of Children and Adults with Facial Palsy – a consensus document.

Information detailing when and how to seek a referral to a facial palsy specialist.

4,800

Views of our first Facebook Live about Specialist Facial Therapy.

440

entries into our Facial Palsy Quiz.

Family Support

386

members of Parents & Carers Facebook group at 30 Jun 2021.

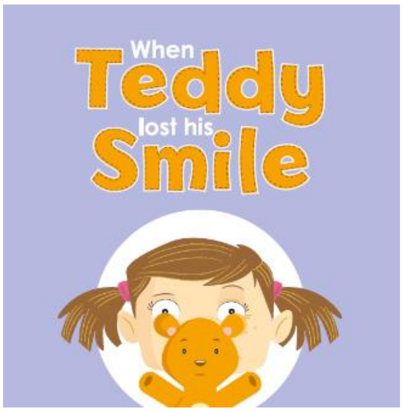
41

families received direct support via telephone and/or email.

27

copies of our children's book 'When Teddy lost his Smile' sold in the year.

A free electronic version of the book provided during the pandemic.



Awareness

14

media mentions in magazines, national and local press, and radio.

95% funded from charitable donations this year (see page 19 for more details)

Introduction from our Chair

It's been a year unlike any other. Restrictions from the first lockdown eased at the beginning of this financial year, as we learned to live in the global pandemic. We entered our third lockdown in December 2020. During such apprehensive and uncertain times, our staff, trustees, and all our volunteers have once again been fantastic.

The majority of the charity's funds usually come from community fundraising activities. Due to uncertainty caused by Covid, fundraising is still a challenge. You all continued to amaze us with your much appreciated and needed fundraising efforts. We can't thank our team and supporters enough because without this, we may not have been able to survive as a charity.

The support we delivered this year was shaped by a Facial Palsy UK survey undertaken in June 2020, where we ascertained the immediate support needs of those affected by facial palsy. With most facial palsy specialists' clinics unable to run normally, it was imperative that we were successful in delivering what was needed, in a safe and effective manner.

This report describes the past year's activities of our small team. We are lucky to be continually supported by trustees and a huge team of volunteers and medical advisors, without whom we would struggle to achieve all that we do. Thank you.

My highlights from this year:

- Our first Facebook Live was presented by Specialist Facial Therapist Catriona Neville during Facial Palsy Awareness Week (with approximately 4,800 views) and was a huge success!
- Website and Social Media hits were still as high with nearly half a million website visitors alone. The homepage was refreshed to point visitors to self-help pages. This has never been more important than now with a global pandemic and the NHS having to re-focus.
- Our support services continue to receive positive feedback across a range of mediums, enabling those affected to draw on individual and group support. Our Zoom support groups continued through the pandemic and demand grew.
- Our final high was from some of our community fundraisers. The Charity Lads continued their mission to fundraise, running the "Broads 50k" and raising enough money for us to take on a second employee in 2021/22!

There will be challenges ahead of us with the global pandemic still prominent in our lives, but as we learn to live alongside it, we shall adapt where necessary, so we can continue to deliver support and information and continue the research that is so needed. We are going into our 10th year with the same enthusiasm, aspiration, determination, and passion we have always had to help this charity grow. With increasing pressures on the NHS and restrictions in funding for services that principally affect quality of life, patients and their families need more support than ever.

The Trustees would like to give our sincere thanks and appreciation to each and every one of our supporters, volunteers, staff and partners for all of their contributions over the past year. Thank you.

Mandy Brailsford, Chair

Our aims

In September 2019 we refreshed our three-year strategic plan. As a small and still fairly young organisation with very limited resources, it can be difficult to focus on anything other than constantly reacting to client need. This is why our strategic plan is so important. It ensures we focus on our overall vision and keep our activities in line with our key aims and strategic objectives.

Improve health

To improve the physical and emotional health of adults and children with facial palsy.

Greater awareness

To increase awareness of facial palsy and its social, physical and psychological consequences.

Better diagnosis, management & rehabilitation

To promote diagnosis, acute and long-term management and rehabilitation of people living with facial palsy.

Our vision

- A greater understanding and awareness among health professionals and the public about the functional and psychological aspects of facial palsy.
- For patients to receive timely access to care, to minimise the risks of physical and psychological complications of the condition.
- For treatments for facial palsy (at a specialist level) to be available to all in the UK. Ongoing support for anyone with facial palsy who desires more confidence and greater self-esteem.
- To encourage good quality research to be conducted into the causes and treatments of facial palsy.

Our mission

For every person in the UK affected by facial palsy to be given access to the best information, treatment and support available.

Frontline Support

Before the pandemic we operated with normally two or three members of staff. We operated over half of this year with just one member of staff bringing in ad hoc help as required. Our part-time Information Coordinator moved to a new role with a different company in April 2021, having been furloughed from the period March – October 2020 due to the pandemic's impact on fundraising income.

Reacting to the pandemic:

Face-to-face groups were cancelled from March 2020 onwards. Many of our support group volunteers work in the NHS and were under pressure to adapt to new working practices and pressures in their employment. We needed to find a way to continue to provide support with just one member of staff and a reduced number of volunteers.

We carried out a survey of 120 people affected by facial palsy in June 2020 to understand people's support needs during the pandemic which informed what kind of support we should deliver while there were restrictions on meeting 'in person'. All participants felt they would benefit from more support with their facial palsy. 51 adults were under a facial palsy specialist and all had missed or were going to miss their specialist appointments due to the pandemic. Comments included:

"Increased time in front of screens from working from home means I suffer more frequently with a dry or sore eye on the affected side of my face."

"Everyone wants to use zoom and I hate being on camera or video so avoid it which not many people understand."

"My regular Botox injections have been cancelled until further notice which means the affected side of my face and neck are now getting tighter and tighter, and increasingly more painful just from everyday use. Also, my face is becoming a lot more distorted/ asymmetrical which isn't great for my confidence."

"My initial consultation appointment was cancelled due to covid. I have missed the support group. Almost two years in, I don't know if what I am experiencing is normal or permanent. I get long periods of feeling very down and have nobody I can talk to who has any understanding. The lockdown has caused utter isolation in respect of my face."

"Covid-19 has not had any effect on my health, the only good thing is I can wear a mask if I want in public and I'm not really meeting people due to not socialising."

"I worry about my teeth being affected as food has been getting caught in the affected side. With dentists closed for so long I am concerned about any decay."

"I was due to have Botox five days after lockdown. I have now gone eight months without it and it is affecting my speech and muscle tightness."

"I usually attend a local quarterly facial palsy support group which has been put on hold. This is one of the only social activities I attend on a regular basis and we usually have someone who gives a talk on alternative therapies that can help, or a meditation, or from someone that is affected and has turned their life around, etc. I've missed meeting up with everyone and sharing our stories."

Support groups and networks

Our target

In the absence of local face-to-face support groups which were paused due to the pandemic, we needed to ensure people had access to covid-safe online support group meetings. We also wanted to continue to develop our support groups ensuring they provide the best support and information for attendees. This was to be managed using staff, volunteers and external support providers as required.

Achievements

- Norwich Support Group held ad hoc support meetings via Zoom which were volunteer led.
- Cheshire & Mersey Group Members and East Grinstead Group members continued to support each other via WhatsApp, also volunteer led.
- There were 36 additional virtual support group meetings during the year which were 80% staff and 20% volunteer led. People from across the UK were able to attend. In normal times we run 35 face-to-face support groups per year of which there were 296 attendances pre-pandemic in 2018/19 compared to 355 attendances (187 individuals) at Virtual Support Groups in 2020/21.
- Medical Advisory Board member and consultant plastic surgeon, Jonathan Cubitt, attended one group to explain the services already available and those planned in Wales, and how to get referred for NHS treatment for facial palsy.

For our winter support groups between October 2020 and March 2021, attendees were surveyed before and after the sessions. Of those that completed both surveys (152 respondents), this is what we found:

- People attended from England, Scotland, Wales and Northern Ireland.
- Many people chose to regularly attend a virtual support group.
- More than half (57%) had had facial palsy for more than three months but less than a year.
- Before attending a support group, 66% of individuals felt that having facial palsy made them feel quite isolated and alone and 19% disagreed. Afterwards, this shifted to 50% agreeing and 33% disagreeing to the statement.
- Similarly, in responding to the statement: “I feel supported in managing the impact of living with facial palsy”, before attending 49% of individuals agreed and afterwards this rose to 84% agreeing.
- On reflecting on their understanding of facial palsy (“I feel like I understand my facial palsy”), 20% disagreed and 19% neither agreed nor disagreed. After attending a support group this shifted to 5% disagreeing and 9% neither agree nor disagree.
- When thinking about the recovery they could expect (“I feel like I understand what recovery I can expect”) ahead of attending a support group 30% felt that they did not understand what to expect, 20% were uncertain and 50% felt they did understand. This changed after attending the support group with: 7% feeling they did not understand, 17% uncertain, and 76% feeling they did understand what to expect with their recovery.
- After attending the support group, 86% of individuals agreed that: “I know how to manage/cope with my symptoms” compared to only 5% that disagreed. This compares to 59% agreeing and 30% disagreeing before the support group.

- In thinking about socialising and meeting others for the first time (statement: “I feel that having facial palsy makes me feel anxious about socialising and/or meeting people for the first time”), the majority felt anxious (81% agreed) before attending the support group. Afterwards, this feeling remained with the majority (72% agreeing) of individuals.
- When considering the statement: “I feel that having facial palsy makes me feel anxious about going to work”, 69% agreed, 13% neither agreed nor disagreed, and 18% disagreed prior to attending the support group. This changed slightly after attending a group with 65% agreeing, 15% neither agreed nor disagreed, and 20% disagreed.

These findings clearly exemplify how vital our virtual support groups have been to individuals with facial palsy.

Our ‘after’ survey included two additional questions. Nearly all of the individuals that attended a support group and completed the after survey (206 out of 207 respondents) said they would recommend our virtual support groups as a form of support to others (one was not sure). The final question asked individuals for any further comments. We have provided a small selection of the quotes below; we feel that this really illustrates the value of our groups and the positive support that has been received:

“It is mutually reassuring to see and talk to others who totally understand how I feel.”

“This is the most support I've received in 5 months. It was so useful to speak to experts and listen to others. What a wonderful and valuable support service. I'm very grateful for the advice received. It's really given me a boost to be listened to and understood.”

“I came away from the zoom call feeling more understood, listened to and supported than I have felt for the 4+ year's I have had Ramsay Hunt Syndrome.”

“These support sessions are invaluable. Facial Palsy UK is the only organisation I have found that really understands the condition and provides information and support that my local NHS services have not.”

“Karen and Vanessa were very knowledgeable and supportive. It was a relief to see and speak with others who have facial palsy.”

“I am very impressed with the session as I was struggling to get information from my G.P. about my condition.”

“I think these Zoom calls reach more people that normally wouldn't go to a face-to-face meeting.”

“I'm so grateful for this group to be available to me, especially during lockdown.”

“I felt so alone, especially in the current climate with covid, I went online looking for any sort of help and found facial palsy uk. I contacted them and have now been chatting, I come off buzzing as I feel I have learnt so much and do not feel so alone, there is very little help in Northern Ireland. So I feel this is a life line. Thank you.”

Other support networks

Where face-to-face groups were not available originally, we set up Facebook Groups for specific geographical areas to fill gaps in service provision, bringing people together in need of support and information. This helped establish where people were trying to access local NHS services for help with facial palsy and struggling. Often this is because GPs don’t know where to refer patients to and they are frequently funnelled into local ENT or Neurology departments. However, unless consultants are facial palsy specialists, they don't always know what therapies and treatments are available. This is not only a waste of NHS resources but frustrating for patients who wait a long time for appointments only to find they've been referred to someone who cannot help them. We set up our Wales Network Facebook Group in 2019, and it now has 89 members. On receiving funding from the National Lottery Community Fund Wales and the Moondance Foundation, we were able to offer virtual support group meetings via Zoom from October 2020. We invited people from the Wales Facebook group, via our community newsletters, and advertised locally. A national facial palsy service was set up in 2019 in Swansea which more people are now aware how to access. At present they do not offer specialist facial therapy but the more people who access the service will demonstrate the need. A volunteer specialist facial therapist from our Medical Advisory Board helps with therapy related questions within the Facebook group. We are also in the process of translating our Bell's palsy patient guide into Welsh with support from the Oakdale Trust.

Our Northern Ireland Facebook group which now has 129 members is a hub for a community that does not have access anywhere in the country to a specialist multidisciplinary team. A Northern Irish volunteer with facial palsy leads the group with support from a Specialist Facial Therapist. Covid-19 and other health care priorities have meant previous guarantees to set up a specialist facial palsy service in Northern Ireland are no longer being honoured by Health and Social Care Northern Ireland. Health professionals with the experience to treat patients with facial palsy are not properly funded which creates capacity issues. This means patients in Northern Ireland still have to arrange funding (which can be a lengthy and drawn out process) and fly to mainland UK for treatment. This is expensive and distressing, and ultimately unfair. It is vitally important that we bring people together to ensure they have a voice. On receiving funding from the National Lottery Community Fund Northern Ireland, we have delivered dedicated virtual support groups for Northern Ireland during the year.

The Northern Irish volunteer has been seeking political support and now has a local minister and a parliamentary MP supporting the case for a multidisciplinary clinic in Northern Ireland. They have written to the Northern Ireland Health Minister to understand why commissioning is said to be patient centric yet in over six years nothing has been established.

"It has been extremely difficult and upsetting at times to keep getting hopes dashed at the drop of a hat by the Health and Social Care Board of Northern Ireland but I will continue to fight for people on this island for support both physically and mentally with facial palsy." **Janet Robb, volunteer.**

Other local Facebook groups have continued to grow but many more people have accessed our Zoom support groups due to the benefit of a specialist facial therapist leading the session.

We have two non-geographical Facebook groups which bring together people with shared experiences. There are other excellent Facebook groups which are either cause-specific or open to anyone with facial palsy, so we only set up groups where a specific need exists.

Our Facebook group for Parents & Carers of Facial Palsy continues to grow with 386 members. We also have a Facial palsy in pregnancy group which has 229 members. Facial or Bell's palsy in pregnancy often comes in those last few days before giving birth and our group gives people immediate access to a community who understand how they feel.

Thank you to all our volunteers who help with running support groups and networks, we couldn't do what we do without you.

Telephone and email support

Our target

To improve the support we offer year on year and to empower those affected by facial palsy.

Our achievements

We directly supported 581 people this year by telephone or email – this is a 2.7% decrease on 2019/20 meaning increased demand has remained fairly constant (demand rose in 2019/20 from the previous year by 18%). We were pleased to be able to continue to meet demand despite severely reduced staff levels. This was managed by additional volunteer hours from our team but is unsustainable long-term. We aim to recruit an additional staff member later in 2021.

We advocated for several individuals struggling to access the right specialists and medical investigations. Members of our Medical Advisory Board helped with putting statements together for GPs and other non-specialist health professionals to ensure patients were receiving correct follow-up care and investigations. Our advocacy service is especially important for patients in Northern Ireland who struggle to access specialist healthcare provision.

Many people we speak to have been diagnosed, provided some initial treatment but have had no further clinical input. Months or years later they are still having significant physical and psychological problems. Many have not met anyone else with facial palsy.

The average support call was 20 minutes long this year. Clients are often distressed and anxious about their altered appearance and the many functional problems that accompany it. A third of callers require a follow-up call, email or letter. Emails often take the form of an ongoing dialogue throughout a day. As a trusting relationship is built up, a client often asks increasingly complex questions and begins to seek advice in other areas outside their initial query. We pride ourselves on the supportive environment we create with our clients.

Nearly two thirds of those who contacted us (63%) now have more information about healthcare options available to them that they weren't aware of before. Almost a fifth (18.2%) were seeking general support due to feelings of isolation. Similarly, 19.6% sought guidance how to ask for the help they needed from their GP. We always analyse the support enquiries we receive and assess whether new content would benefit those we support. We created a new page in March 2021 on our website about how to seek a referral for specialist help for facial palsy so we could easily share this information to more people. Between March and June 2021 this page has had 1,391 unique page views.

The key areas of support offered by phone or email are:

- Listening - encouraging the client to talk about their feelings, increasing understanding of their situation and enabling the client to see things more clearly.
- Information giving - helping individuals to understand their diagnosis, treatment and future options, and signposting to local specialists and support groups.

As there are over 50 different causes of facial palsy, our support team must have a broad knowledge of associated conditions. We supported people with 22 different confirmed diagnoses/causes in 2020/21.

The pandemic has created additional pressures on the charity, but no support enquiry has gone unanswered. We are extremely grateful to our volunteers including Trustees who stepped in to cover support enquiries when needed.

"Facial Palsy UK have been a great help to me over the years and, coincidentally, reached out to me during my time of need at just the right moment, offering support and even just a shoulder to (virtually) cry on. Knowing they are here to help people like me gives me hope that no one need suffer in silence." **Anna, February 2021.**

The conditions we've supported this year[1]

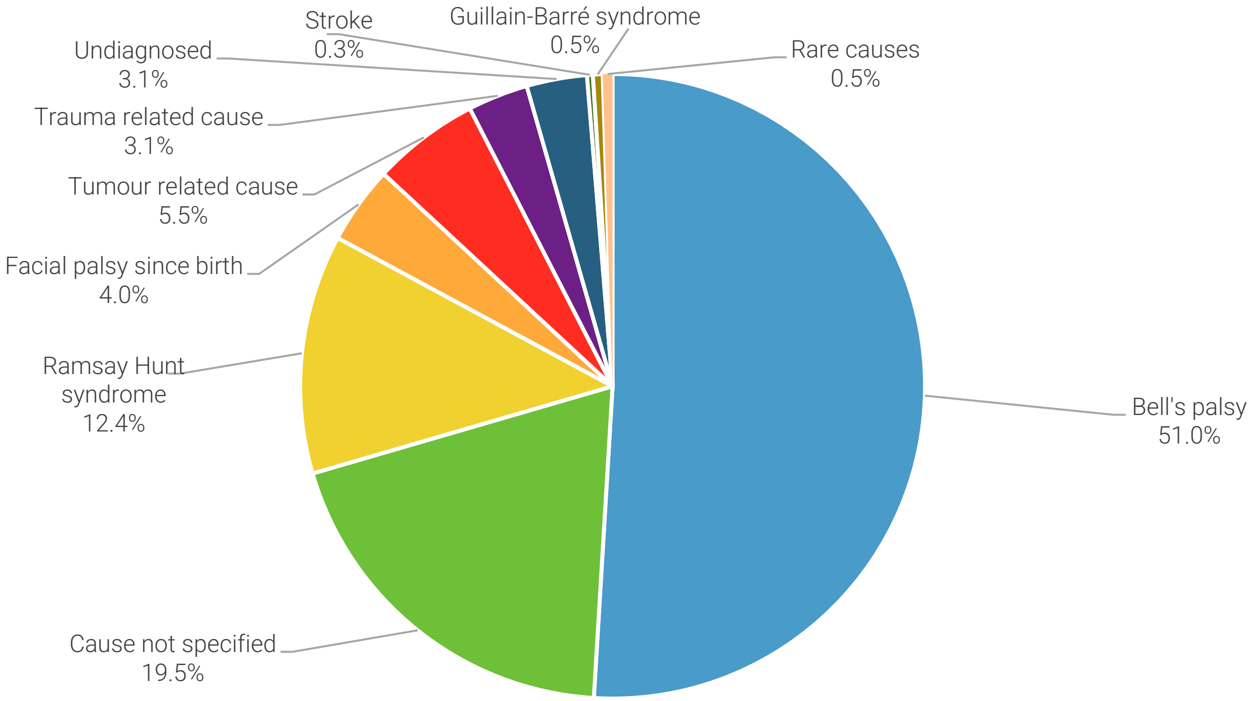


Figure 1. Causes of facial palsy supported this year.

Figure 1 above demonstrates the variety of different causes of facial palsy we received enquiries about. Of these: 78% of enquiries were from adults with facial palsy, 7% were from parents/carers of children with facial palsy, 9.5% from other family members and 3% of enquiries came from health professionals seeking advice about the management of facial palsy. As well as people living with facial palsy and their friends and families, we also receive enquiries from teachers and employers seeking to understand facial palsy more. The key areas of concern raised by enquirers were:

- GPs being unaware that further specialist help is available for patients.
- A lack of information and support when initially diagnosed.
- Lack of follow-up care and feeling they have to research specialists themselves.
- Specialist teams being absent in Northern Ireland and some areas of England and Wales.
- The psychological impact of facial palsy being misunderstood by health professionals and the condition frequently considered a cosmetic problem. This leads to problems getting funding for surgeries, treatments and therapies that can help.

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[1] Based on support enquiries between 1 July 2020 – 30 June 2021

- Employers misunderstanding the impact of facial palsy, for example, some don't understand why screen work or driving can be difficult when the eye(s) won't blink or close.
- The pandemic has also raised different types of questions and situations.

Wearing a face mask has impacted people in different ways psychologically (both positively and negatively) and physically: for example, the breath being directed upwards to an unblinking eye can increase dryness and pain. People have had treatments such as Botox injections delayed so are suffering from increased facial pain and tightness. There has been more understanding about the importance of facial expression this year from the general public due to masks.

New enquiry themes related to covid and concerns about the vaccine. A very small number of people were diagnosed with facial palsy after the vaccine (3.2%) and others contacted us worried about the risk of potential vaccine side-effects (3.4%). In total 7% of our enquiries related to covid concerns around vaccines and mask wearing. Some people had had Bell's palsy before and some hadn't. We are unable to offer medical advice regarding whether to take the vaccine but we did issue a statement from the Medical Advisory Board and were able to signpost them to get information they needed from the government websites or GPs.

Supporting families

Our target

To reduce isolation for children and young people with facial palsy and normalise the condition. To bring parents and carers together for mutual support.

Our achievements

- There were 386 members of our Parents & Carers Facebook Group at 30 June 2021 (21% increase from 2020).
- We sold 27 copies of our children's book during the year.
- We held a Zoom Christmas Quiz for children with facial palsy but only two families joined.

No face-to-face family days have been able to go ahead due to the pandemic. Since February 2021 we have been generously supported by Sayvol Environmental & Building Services Ltd with a monthly direct debit to fund future family days. This has put us in a good financial position to resume face-to-face family days as soon as we are able.

An electronic version of our children's book "When Teddy Lost His Smile" is available freely online.

Our children's book

Our Parents and Carers Facebook Group is open to people worldwide who have a child with facial palsy. This is a platform where parents and carers can discuss common worries such as a child's first MRI scan, eye care and how to deal with challenging questions from strangers. Our Parents and Carers Group is a safe place to discuss issues and experiences about children with facial palsy.

As much larger charities such as Changing Faces have been offering family support via Zoom during the pandemic and can attract a wider take-up we have signposted families to them.

Challenges to supporting families

Going forward and post-pandemic we must ensure family days are accessible to as many people as possible. We currently rotate around England. As of yet we have not had enough interest from people in Wales, Scotland or Northern Ireland to justify limited resources organising such events. We must do more to help families in remote areas and as part of our future plans, we are considering the feedback received from previous family days and in the Parents and Carers' Facebook Group. We are looking at potentially holding weekend long events which would make it more worthwhile for families to travel long distances and attract greater numbers.

Website

Information rich and user-friendly

Our target

To improve the information available to patients and health professionals about facial palsy.

Our achievements

- Membership of our Facial Palsy UK Community grew by 19% to 2,074 members.
- Overall visitors to our website increased by 7% compared to previous year.
- We are in the final stages of completing our dedicated Health Professionals' website, but official launch has been delayed due to COVID-19.

We receive new sign-ups to 'Join our Community' every day. Our community is free to join, people sign up via the website or by paper form. They can opt-in or out to receive general news, information about fundraising, support groups, volunteering or research. We ask people what caused their facial palsy when they sign up which enables us to make our communications more relevant and helpful. Enquiries about local support groups continue to increase suggesting people are finding information more easily. Out of 2,074 community members, 75% opted-in to receive information about Support Groups.

There were 455,358 users of our website during this financial year.

Our top three website topics	Page views
What is facial palsy?	54,991
Bell's palsy	53,783
Eating & drinking advice	38,244

We added new content on our patient website this year, including a comprehensive guide about how to seek a referral to a specialist, what information to give to GPs and what photos to take as a record of recovery so far. 'Recommendations for Supporting the Psychological Well-being of Children and Adults with Facial Palsy' was added to our website as well as new personal stories. Stacey shared her experience as the first patient to have the Labbé surgery in Wales. Several people from Northern Ireland shared their stories with the help of one of our volunteers. A pandemic specific blog covered the use of hand sanitiser and caring for dry eyes, and volunteer Anneka created a Breath and Meditation video to aid relaxation.

Information

Our target

To improve the information we provide for clients and health professionals.

Our achievements

This year we have:

- Created a Facial Palsy Awareness Quiz of 20 questions which has had 440 entries.
- Taken information shared in our Virtual Support Groups and created a Top Tips from Support Groups infographic.
- Delivered an information session via Zoom to 31 people about the surgery 'selective neurolysis'. This was kindly led by volunteer and Medical Advisory Board member Omar Ahmed (a consultant plastic surgeon).
- Hosted our first Facebook Live. This was presented by Specialist Facial Therapist Catriona Neville during Facial Palsy Awareness Week. The topic was Specialist Facial Therapy and it received approximately 4,800 views. The recording is now available on our website.
- Sent information packs* to 35 Stockport GP surgeries funded by Waitrose Cheadle & Hulme collection.
- Sent information packs* to 94 GP surgeries serviced by the Norfolk and Waveney Clinical Commissioning Group funded by Norwich John Lewis collection.
- Collaborated on the creation of the consensus document 'Recommendations for Supporting the Psychological Well-being of Children and Adults with Facial Palsy'.

*Information packs included Facial Palsy UK general leaflets; Bell's palsy, Ramsay Hunt syndrome and Your Child and Facial Palsy patient guides; GP guide to Bell's palsy; and Ramsay Hunt syndrome mnemonic.

Work continued on developing a new dedicated Health Professionals' website. The website will provide a platform for sharing knowledge, education, as well as collaboration opportunity. The website has been built and the majority of the content loaded. Volunteer health professionals have been working on a 'Health Professionals' Guide to Facial Palsy' book, the content of which will also be used on the new website. The planned launch date for website and book was March 2020 but this has been delayed due to the pandemic as many of our volunteer health professionals have had to focus on pandemic related priorities. We are currently in the final stages of gathering outstanding content, creating illustrations and completing final edits.

We worked with an international group on a consensus document which aimed to outline recommendations for the psychosocial support for people affected by facial palsy "Recommendations for Supporting the Psychological Well-being of Children and Adults with Facial Palsy'. The group comprised of Clinical Psychologists, a Psychological Therapist, a Counselling Psychologist, a Child and Adolescent Psychiatrist and Researchers, all of whom work with people with facial palsy and some of whom have facial palsy themselves. The authors drew from evidence-based approaches for the support of people with facial palsy and similar conditions to present recommendations for how mental health professionals can best work alongside physical health practitioners (e.g. surgeons, neurologists, facial therapists) to assess and meet the psychological needs of people with facial palsy.

Awareness

Facial palsy – not a cosmetic problem

Over 100,000 people are thought to have facial palsy in the UK. Facial palsy is an umbrella term which covers more than 50 different causes. Members of the general public mostly associate facial droop with stroke due to high profile awareness campaigns by stroke charities, yet just 0.3% of our support enquiries this year came from people who had facial palsy due to stroke. Once stroke is ruled out as a cause, there is little after-care or empathy for those with other causes of facial palsy.

Previous Freedom of Information requests to local health authorities demonstrate that a vast majority consider facial palsy a cosmetic problem, not one that affects basic human function such as the ability to smile or close the eye for sleep[2]. It's demeaning for people with facial palsy to have to go through lengthy applications for treatment that could greatly improve their quality of life. There are few medical conditions where people are simply left to 'get on with it', but this is often the reality for this patient group. More awareness is urgently needed. The pandemic has been for obvious reasons the focus of most health-related news. Also, our lack of resources during the pandemic has meant we have had less time to devote to awareness raising. Thankfully, we were helped out by some fantastic fundraisers!

Our targets

- To demonstrate the real physical and psychological consequences of living with facial palsy, particularly to health professionals responsible for patient care.
- To empower people with facial palsy and give them a voice.
- To be innovative and creative and find different ways to raise awareness of what it is like to live with facial palsy.

Our achievements

This year we have:

- Had fourteen media mentions in magazines, press, radio and television.
- Delivered a successful Facial Palsy Awareness Week 1-7 March 2021.

We were helped enormously in early 2021 by a group of 15 university friends – the Charity Lads. They undertook a mammoth fundraising challenge and managed to secure eight media mentions of our work in just three months across a range of platforms including radio and local news. They also inspired other fundraisers adding another two media mentions to our yearly total!

During Facial Palsy Awareness Week, we were mentioned in an article by Kathleen Bogart (Associate Professor of Psychology) 'Look Beyond Face Value: The Psychology of Facial Paralysis' which encouraged people to think about expressive diversity. Emma Lazenby wrote for The Telegraph 'Will my face stay like this forever?: How it feels to have Bell's palsy', about her personal experience. Also in March, the Mail on Sunday featured a story about how difficult it has been to get Botox treatments for facial palsy during lockdown as the condition is deemed cosmetic and non-essential.

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[2] Kilshaw, A.D., Holmes, W.J.M., Matteucci, P. (2016) Funding in facial palsy. *Journal of Plastic, Reconstructive and Aesthetic Surgery*. Vol 69(11):1526-1527.

Social media

We use the social media channels Facebook, Twitter, Instagram and LinkedIn. With a small team and limited resources, we are mainly active on Facebook using Twitter and Instagram less frequently. During Facial Palsy Awareness Week, we post on Twitter and Instagram more regularly. We need to improve this situation and use social media more effectively.

As of the 30 June 2021 we had:

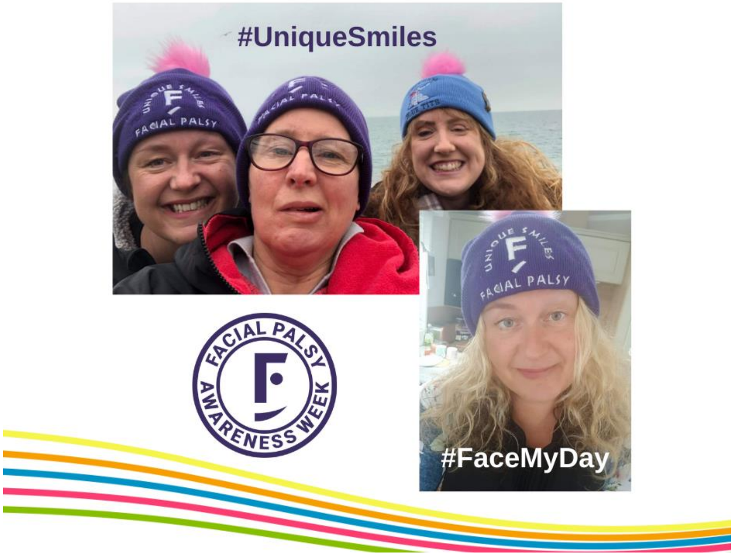
- 1,739 Twitter followers (7% increase on last year)
- 4,258 Facebook Likes (8% increase on last year)
- 1,363 Instagram Followers (45% increase on last year)

Facial Palsy Awareness Week 1–7 March 2021

In 2015 we designated the first week of March as Facial Palsy Awareness Week.

Awareness Week activities included:

- Facial Palsy Awareness Week Quiz.
- Infographic published with Top Tips from our Support Groups.
- Launch of new guide 'Recommendations for Supporting the Psychological Well-being of Children and Adults with Facial Palsy'.
- Launch of new comprehensive page about 'How to seek a referral for specialist help'.
- People shared pictures and posted comments on social media to raise awareness.
- People shared new stories on our website.
- Community member Heather Turner undertook a wild swimming challenge in January 2021 committing to go wild swimming twice a week for the whole year to fundraise for Facial Palsy UK. During awareness week, Heather encouraged friends and fellow swimmers to sport half beards and makeup to raise awareness of how it feels to look different. Heather also created some wonderful custom hats.



What Heather says to children to help them understand her facial palsy.

"My face is a bit like a lamp so when you have the lead going from the plug to the lamp then it works and the light shines, but when the lead is then cut the light won't shine anymore. I'm a bit like car headlights so when one light goes out the other side shines a little bit brighter."

Facial Palsy Awareness Week was impacted by the pandemic and therefore most activities took place online.

Research & Education

Very few research projects are investigating the causes and treatments of facial palsy. A key reason for setting up Facial Palsy UK was to raise funds for medical research into the condition.

Our target

- Identify areas for medical research which will be beneficial to people with facial palsy.
- Raise funds to support or sponsor research and training for health professionals involved in the care of patients with facial palsy, which is not normally provided by the statutory authorities.
- Standardise assessment procedures which health professionals use to treat facial palsy.

Our achievements

- Received funding (£68,687) towards evaluating the degree of psychological distress in patients with facial palsy (an 18-month project).
- New members joined our Medical Advisory Board ensuring members continue to be enthusiastic and proactive in supporting the charity's goals.

Our own research has been on hold this year due to the pandemic, lack of resources, and pressure on our volunteers who work in the NHS. However, we have encouraged participation on ongoing projects organised by external organisations and advertised opportunities, e.g. The Oxford Facial Palsy Guides project.

However, we did receive new project funding that should provide evidence about the impact of facial palsy and why people need much more support. We are concerned that due to the pressures of Covid-19, patients with facial paralysis will be disproportionately impacted by increasingly restricted access to care, and this may lead to worsening physical and mental health. The VTCT Foundation has funded Facial Palsy UK to undertake an 18-month project to evaluate the degree of psychological distress in patients with facial palsy. A new mobile app will enable patients to take online assessments at home and will provide them with tailored information. In addition, the app will collect functional and psychological assessments from those awaiting clinical review. Six hospitals across the UK will be recruited to facilitate remote access psychological assessment. The project is in association with Dr Matthew Hotton of Oxford University Hospitals NHS Trust who has developed psychological management tools for patients. The project outcomes will be evaluated in collaboration with the Centre for Appearance Research at the University of the West of England. The project start date will be 2022.

We want to say thank you to the members of our Medical Advisory Board who retired in August 2020. We appreciate all of your efforts in bringing Facial Palsy UK to where it is today. We also welcome new members including our first GP who has personal experience of Ramsay Hunt syndrome, and a new patient representative, Janet Robb, who is from Belfast, meaning we now have representation from all countries in the UK.

Volunteering

We would not be where we are now without our volunteers – thank you!

The charity has come a long way since it started nine years ago. The support we offer would not be possible without our volunteers. Over this year, 63 people gave up their time, skills and energy to help others affected by facial palsy. Thank you for the incredible support you give the charity.

Our target

- Value our people, support them and listen to them.

Our achievements

Volunteers have helped in the following ways this year:

Support
Although our face-to-face support groups have not been running, many of our support group volunteers have still been helping behind the scenes. Examples include helping people get referred to a specialist, putting people in touch with others with shared experiences, and helping Facial Palsy UK staff answer support emails.

Volunteers oversee some of our Facebook groups offering support.

Befriending – people offer to reach out to those newly diagnosed, often encouraging them to attend their first support group.

Research
Volunteers offer valuable feedback to ensure that we remain focused on activities most important to people with facial palsy.

Medical Advisory Board
All of our website content relating to health care is checked for accuracy by volunteers from our Medical Advisory Board. They also assist in answering complex support enquiries.

Events, Admin, Marketing & Awareness
Volunteers helped with Facial Palsy Awareness Week by overseeing communications with people who wanted to share new stories or update their stories.

Some volunteers helped write up and edit stories for our website. Others helped with creating and editing video content.

Volunteers also helped with social media and fundraising. Some of our Trustees have been busy working on a new fundraising pack due for launch next year.

Our media volunteers do an important job in raising awareness.

Governance
Our Trustee Board oversee strategic direction, efficiency and legal responsibilities of the charity.

This year our trustees have also stepped in to cover employee sickness answering support enquiries, helped with summarising outcome reports for funders, and more.

How we are funded

95% voluntary funded this year

Our target

- To develop a diverse range of funding streams to ensure our activities are sustainable.
- To spend funds wisely and effectively.
- To work within the guidelines of the Fundraising Regulator and keep updated with changing legislation in relation to fundraising, charity accounting/reporting and data protection.

Our achievements

This year:

- 95% of our voluntary income came from the people, companies and trusts who supported us. We received £3,621 via the Government job retention scheme (furlough grant) and £4,612 via the Coronavirus Community Support Fund (distributed via the National Lottery Community Fund).
- Our community kindly increased support for the charity's work with regular giving, resulting in an increase of 50% to £5,692 per year.
- We updated our website donation platform in November 2020 due to some technical issues with the previous provider. One-off donations made directly via our website increased by 21% to £8,704.
- In February 2021 we estimated that we needed to raise £25,000 to get us through the next 18 months. The Charity Lads, a group of 15 university friends, decided they wanted to help and planned a Broads 50km Challenge which took place in June 2021. They raised £18,351 between them which ensured stability for Facial Palsy UK meaning we could focus on offering support to those who needed it and plan to take on a new member of staff in 2021/22. Other fundraisers also generously gave their time to support our cause making up the balance of money we needed to raise.

Thank you for the many generous donations we received during the year from individuals, companies and trusts. We are also grateful to those who offer regular support playing our lottery or making regular donations via payroll giving, standing order or direct debit.

We are grateful for the following grants:

- The Sir Jules Thorn Charitable Trust - £1,000 (Core costs)
- The Albert Hunt Trust - £2,000 (General support services)
- The National Lottery Community Fund Northern Ireland - £2,220 (Northern Irish Support Groups)
- Moondance Foundation - £900 (Welsh Support Groups)
- The National Lottery Community Fund Wales - £2,688 (Welsh Support Groups)
- The National Lottery Coronavirus Community Support Fund - £4,612 (English Support Groups – government funding)
- Julia and Hans Rausing - £9,202 (Charity Survival Fund – Core costs)
- The Oakdale Trust - £500 (Welsh Support Materials)

- The Broyst Foundation - £1,000 (Core costs)
- The VTCT Foundation - £68,687 (Psychological Assessment & Support Project)
- The Edward Gostling Foundation - £2,500 (UK Online Support Groups)

With special thanks to Sayvol Environmental & Building Services Ltd who are making a regular donation to support future family days. The Deepings Lions Club also gave us an initial donation to trial our virtual support groups providing evidence to get further grants.

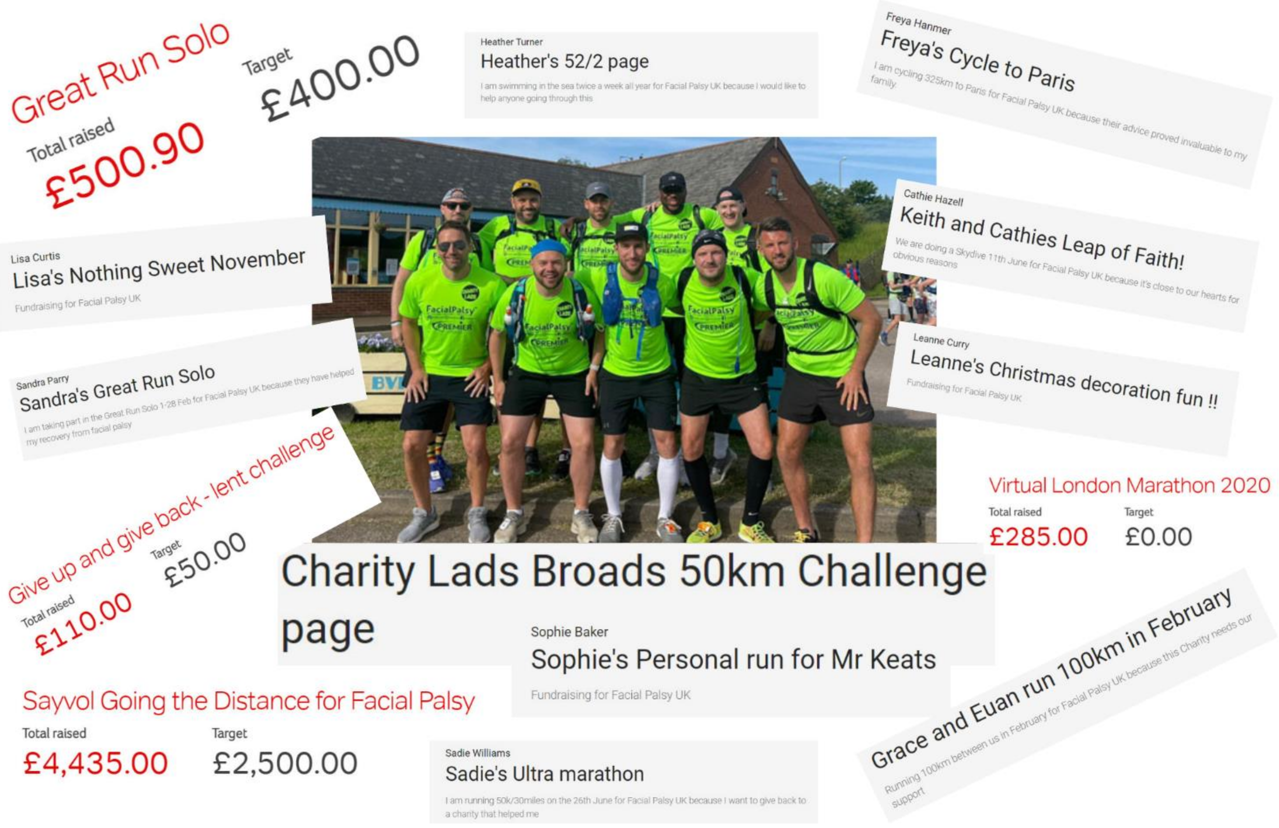
We were also kindly supported with pro bono support by:

- JGR Business Bureau who donated payroll processing hours to us.
- Argentum Proofreading who worked on the 'Recommendations for Supporting the Psychological Well-being of Children and Adults with Facial Palsy' consensus document.

Facial Palsy UK has also received many other gifts of time and advice from individuals and organisations throughout the year. We wish to thank every single person and organisation who has supported Facial Palsy UK. We are sorry we cannot mention you all. Every gift is used carefully to improve the lives of people affected by facial palsy.

Thank you to our amazing fundraisers!

We couldn't do what we do without the dedication of our wonderful fundraisers, we received an amazing £29,867 in community fundraising income this year. We don't have many photos due to the pandemic limiting fundraising activities but here is a flavour of what activities people have been doing to raise funds for Facial Palsy UK. Thank you to everyone who has supported us this year. Also, a big thank you to those who kept training and fundraising while events were repeatedly postponed due to the pandemic.



Great Run Solo
Total raised
£500.90
Target
£400.00

Heather Turner
Heather's 52/2 page
I am swimming in the sea twice a week all year for Facial Palsy UK because I would like to help anyone going through this

Freya Hanmer
Freya's Cycle to Paris
I am cycling 325km to Paris for Facial Palsy UK because their advice proved invaluable to my family

Lisa Curtis
Lisa's Nothing Sweet November
Fundraising for Facial Palsy UK

Cathie Hazell
Keith and Cathies Leap of Faith!
We are doing a Skydive 11th June for Facial Palsy UK because it's close to our hearts for obvious reasons

Sandra Parry
Sandra's Great Run Solo
I am taking part in the Great Run Solo 1-28 Feb for Facial Palsy UK because they have helped my recovery from facial palsy

Leanne Curry
Leanne's Christmas decoration fun !!
Fundraising for Facial Palsy UK

Give up and give back - lent challenge
Total raised
£110.00
Target
£50.00

Virtual London Marathon 2020
Total raised
£285.00
Target
£0.00

Charity Lads Broads 50km Challenge page

Sophie Baker
Sophie's Personal run for Mr Keats
Fundraising for Facial Palsy UK

Sayvol Going the Distance for Facial Palsy
Total raised
£4,435.00
Target
£2,500.00

Sadie Williams
Sadie's Ultra marathon
I am running 50k/30miles on the 26th June for Facial Palsy UK because I want to give back to a charity that helped me

Grace and Euan run 100km in February
Running 100km between us in February for Facial Palsy UK because this Charity needs our support

Where our income comes from

This year you helped us to raise £163,170. Figure 2 below shows where our income was generated:

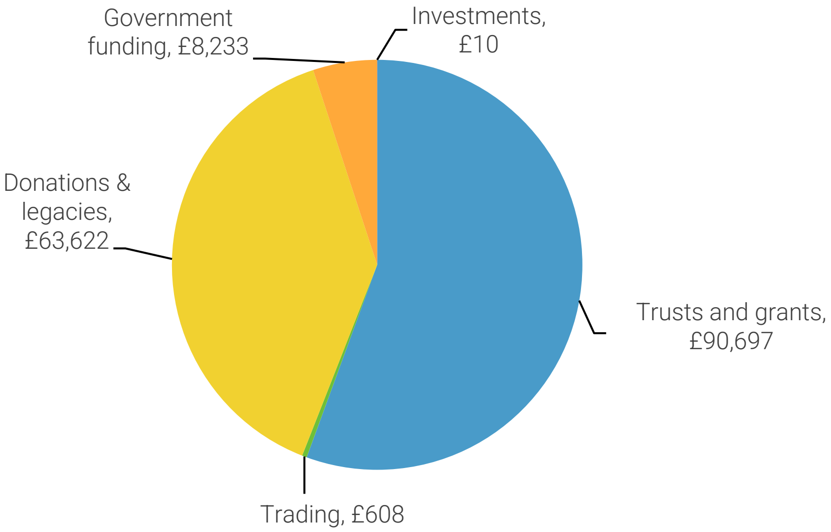


Figure 2. Income breakdown for year ending 30 June 2021.

Where we spend our income

Total resources expended this year were £69,629. Figure 3 below shows how we spent our income:

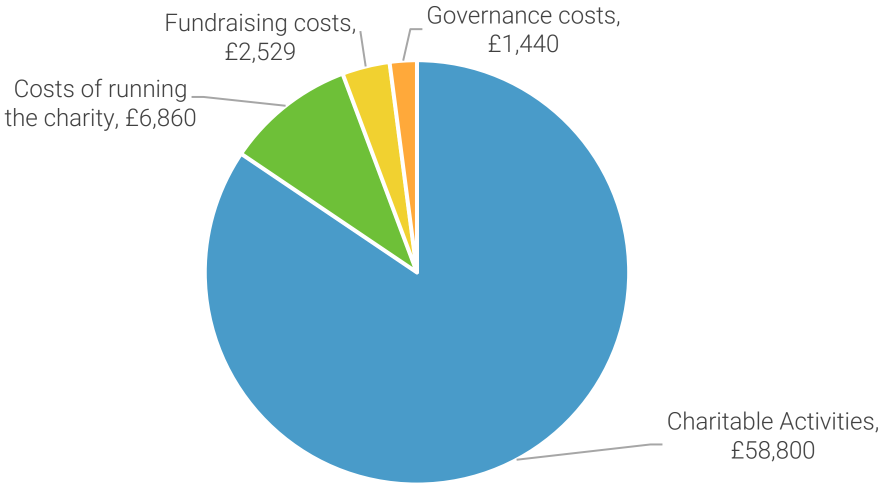


Figure 3. Expenditure breakdown for year ending 30 June 2021.

Charitable activities include: providing support and information, raising awareness and research projects. Costs of running the charity include: office rent, insurance, IT, telephone and internet costs and a proportion of salaries spent on operational requirements. Spend on fundraising costs was £2,529.

How do we raise our funds?

Since Facial Palsy UK launched in 2012, we have never employed high pressure fundraising tactics. With our 'Join our Community' form we ask whether people want to receive emails with a solely fundraising focus. The ability for people to opt-in or opt-out means that people only receive information on topics important to them.

We do not use fundraising agencies and we do not sell or exchange lists of data with any other charities or companies for marketing or fundraising purposes.

We are members of the Fundraising Regulator and our Fundraising Promise is clearly detailed on our website. We also have a Complaints procedure should anyone be unhappy with us or any person acting on our behalf. We have not received any complaints about our fundraising practices in our 9-year history.

We promise to adhere to industry guidelines and regulations. We have invested time in ensuring we meet the requirements of the new General Data Protection Regulation (GDPR). We promise to ensure that all staff and volunteers are kept updated about data security and correct use and retention of data.

We promise to be open and honest about how the funds you raise are spent.

For every £1 we spent this year:

- 84p went on delivering and improving care for people with facial palsy
- 4p went on generating future income
- 12p went on the running costs of the charity including governance

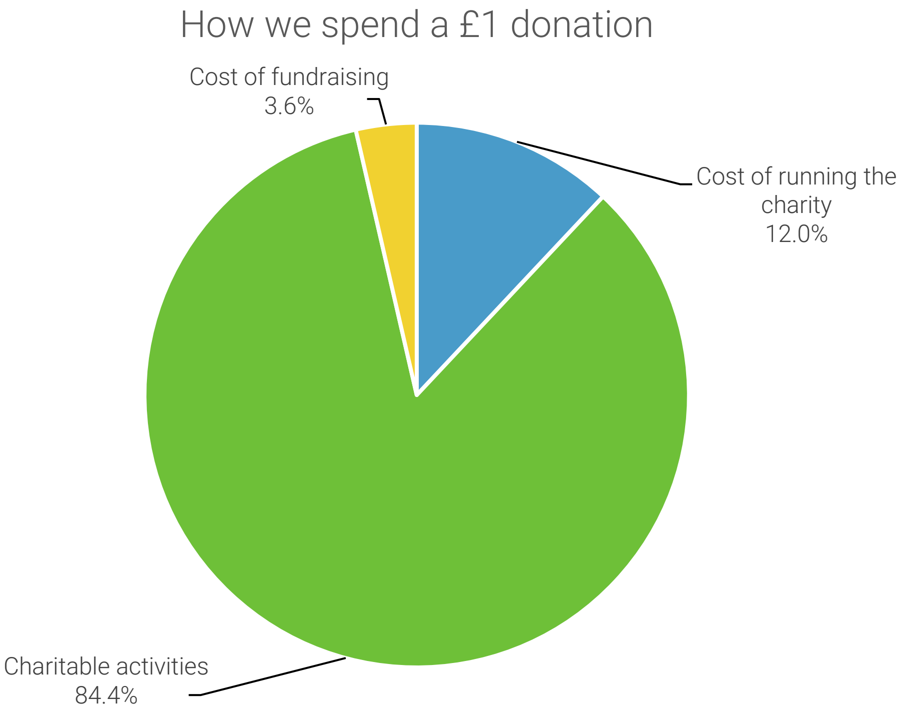


Figure 4. How we spent a £1 donation for year ending 30 June 2021.

Financial review

In the first year of the charity's life (2012/13) there were start-up costs for advertising and marketing. Our first-year deficit was facilitated by a loan of £17,000 from the charity's founder, Charles Nduka. An additional £3,000 was loaned to the charity by Mr Nduka in September 2013. In 2014/15, £15,000 was donated to the charity to clear part of this loan with another £5,000 to be repaid in future. No date has been set for this repayment.

This year our total annual income increased by 62.9% to £163,170 (previously £100,139). Unrestricted income which includes government support of £3,621decreased by 13.2% to £76,692 (previously £88,328).

Unrestricted expenditure decreased by 21.3% to £54,748 (previously £69,569). We employed one full-time and one part-time member of staff during this period, the part-time member of staff was furloughed until November 2020 and left in April 2021. We relinquished our office space from 1 July 2020 and changed to work-from-home, this saved £6,739 annually in rent costs. However, new charges were incurred to retain a virtual office address as well as container rental for stock and equipment, costing £1,177 per year. A £26 per month allowance was made to employees from November 2020 to cover additional costs incurred working from home, a total of £288 during the year. The net cost saving as a result of closing the office was £5,274.

Total expenditure decreased by 19.6% to £69,629 (previously £86,638).

Charitable activities

Expenditure on charitable activities decreased by 10.2% to £67,100 (previously £74,730).

Reacting to the pandemic

Management and Trustees had regular virtual meetings to discuss our response to the pandemic. We continued to monitor income and expenditure and planned 12-18 months in advance. In January 2021 we forecast that we would need to raise £25,656 by June 2022. With the help of community fundraisers that target was met within six months meaning we could now plan to recruit a new member of staff. We had been operating with one member of staff since April which was unsustainable and a risk to the charity.

Reserves

As we do not usually receive any regular government funding, our level of income depends on the generosity of donors, the enthusiasm of fundraisers and how the wider economy is performing. We must consider what would happen to our services should this income significantly reduce, or the pandemic continue to restrict fundraising activity. Our unrestricted funds balance at the end of June 2021 was £78,342 of which we consider £28,000 to be free reserves (covering four months of budgeted expenditure plus contingency for redundancy payments). £23,022 has been designated to part-fund a new staff member on a two-year contract 2021/23. The balance of funds is therefore £27,320 which will be used carefully to ensure we get through the next phase of the pandemic.

Risks and uncertainties

Our Risk Register is reviewed at every Trustee meeting either by discussion or correspondence. Risks are assessed top down and bottom up. An overview of key risks and our mitigation management are detailed in the table below:

RISK	MANAGEMENT
Financial: The charity is reliant on fluctuating voluntary income to provide our services and has a lack of regular income streams. We have limited resources to dedicate to fundraising so careful planning is needed. We have also had to plan for the lack of community fundraising income as a result of the pandemic.	• Diversify income streams. • Regular financial planning & review. • Sustain unrestricted reserves to ensure we can continue to operate and meet statutory obligations if necessary. • Fundraising strategy review. • COVID-19 financial response plan.
Operational: The loss of our Deputy CEO (sole full-time employee) although unlikely to happen, would have a major impact. We also must ensure all volunteers feel valued and supported and are fully informed about policies and procedures. Data security should be continually reviewed in our ever-changing world to ensure it covers technological advancements that could make old policies and procedures obsolete.	• Ensure Deputy CEO supported effectively. • Keep under review volunteer requirements and necessary policies and training, etc. • All policies and procedures relating to data protection to be reviewed annually with reference to latest legislation. • All communications are centralised into a charity database to allow for any required handover. • Document systems, plans and projects to ensure any required handover.
External: Incidents or events may negatively affect the charity's reputation or operations, e.g. non-compliance, fraud, security. Public perception of our work could be incorrect or misleading.	• Preventative mechanisms, policies & procedures are in place. • Monitoring of preventative measures are in place to ensure appropriate external activity. • Improve our impact reporting to ensure all impact is recorded.
Governance: Poor knowledge of regulatory requirements and legal responsibilities. Some trustees have felt there has been a lack of communication which needs addressing.	• Trustee training (to be refreshed in next 12 months). • Policies and procedures regularly reviewed and communicated throughout whole organisation. • Training provided as necessary or as requested. • Become more structured and improve communications.

Employees

Our two employees (one full-time and one part-time) worked from home during the year, our part-time employee worked between November 2020 and April 2021 having been furloughed previously. They communicate with the Trustee Board via email, telephone or virtual meetings. Face-to-face meetings have not taken place due to the pandemic and people being geographically distant. Information is mainly disseminated to volunteers by email or telephone as nearly all our volunteers are not based locally.

We are committed to be a diverse and inclusive charity. We have equal opportunities monitoring in place and value each individual's contribution. We set up a staff pension scheme in July 2017 in line with government requirements.

Remuneration policy

To ensure we retain staff, going forward we are intending to pay salaries at the median market rate. A review will take place in 2021/22. Our pay policy sets out that we are committed to ensuring our salaries are competitive in the labour market.

No individual performance bonuses are paid.

Our full-time employee is currently over-stretched with the volume of work and it's vitally important that we take on an additional staff member in 2021/22 to assist with day-to-day operations thus increasing resource so we can grow the charity.

Structure and Governance

Facial Palsy UK is a company limited by guarantee (incorporated on 15 June 2012, registered number 08107184) and a registered charity in England & Wales (charity number 1148115) and Scotland (charity number SC045086).

The charity purpose is set out in its Articles of Association (updated 7 July 2014).

The need for a charity specifically for facial palsy was recognised following the development of the Facial Palsy Clinic at the Queen Victoria Hospital in East Grinstead. In 2009, Consultant Plastic and Reconstructive Surgeon Charles Nduka who set up the clinic, conducted a survey and in conjunction with patient feedback noted that:

- The average duration between the onset of paralysis and referral to a specialist for treatment was 5.6 years which means that there is a huge unmet need for help.
- Patients were travelling from across the UK (including Northern Ireland and Scotland) in order to be seen.
- The information that patients had been given by some health professionals was incorrect and might impact negatively on their outcome.

It was from this that Facial Palsy UK's mission grew: for every person in the UK affected by facial palsy to be given access to the best information, treatment and support available.

The objects for which the charity is established for the public benefit are:

- to improve the level of care and treatment of persons living with facial palsy by increasing awareness and understanding of facial palsy and its physical and psychological consequences;
- to assist the treatment and care of persons living with facial palsy by the provision of information, support, education and practical advice;
- to improve access to care by raising the profile of facial palsy and its consequences, through education and training of healthcare professionals, where such education and training is not normally provided by the statutory authorities;
- to raise funds to support and sponsor research and training for healthcare professionals involved in the management and treatment of facial palsy, where such activities are not normally provided by the statutory authorities;
- to be an advocate for the facial palsy community in the development of service provision, education and research.

There has been no change to charity objects during the year.

Board of Trustees

The Board of Trustees is legally responsible for directing the affairs of the charity. Trustees are the directors of the company and serve for renewable terms of three years. Under the requirements of the Memorandum and Articles of Association, one third (or the nearest one third) of the trustees must retire at each AGM each year, those longest in office retiring first. Eligible retiring trustees may be reappointed. The Board comprised ten trustees as at 30 June 2021. Trustees have a wide range of skills and experience including clinical and professional expertise. Rebecca Black was designated chair in January 2019 but had resigned from the trustee board at the time of writing this report.

The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

Rebecca Black (Chair)	
Charles Nduka (CEO)	
Fiona Hawthorne	
Gareth Price	(Retired 23 February 2021)
Jan Jutsum	
Susan Parsons	(Retired, Re-elected 22 January 2020)
Sheila Crowley	(Retired, Re-elected 22 January 2020)
Debbie Byles	
Mandy Brailsford	(Elected 22 January 2020)
Monica Letts	(Co-opted 21 July 2020, elected 23 February 2021)
Ben Haynes	(Elected 23 February 2021)

We thank Gareth Price for his support as a trustee and also as a volunteer at Family Days and events. The board meets at least four times per year to regularly review and direct Facial Palsy UK's strategy, budget and performance. All trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in note 10 to the accounts. None of the trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Potential conflicts of interest are disclosed at the start of every meeting and are listed here for complete transparency:

- Charles Nduka, as co-founder and volunteer CEO of the charity has noted the following potential conflicts of interest in his role as surgeon, researcher and technology developer in a private company (Emteq). Charles Nduka has committed to donate any personal profits from facial palsy products to Facial Palsy UK.

Transparency has been maintained at Trustee meetings and with all parties. Day-to-day management of the charity is delegated by the CEO to the Deputy CEO. All financial movements through the bank are signed off at board level.

Appointments and training

The Board of Trustees appoint all new trustees who are recruited through a process of advertisement, application and interviews based on selection criteria. We aim to ensure a broad range of relevant skills and experience to benefit the charity.

All new trustees are sent all relevant documents which set out the operational framework for the charity including the Memorandum and Articles and details of the current financial position as set out in the published accounts. They are also given copies of Strategic and Business plans. They have introductory discussions with the Chair and CEO and other members of the Trustee Board. They also meet the Deputy CEO, and staff and volunteers as relevant. They are signposted to relevant information on the Charity Commission website about 'the Essential Trustee'. They are given the opportunity to attend inexpensive training courses offered through the Small Charities Coalition and the Foundation for Social Improvement. All trustees are asked to provide a list of their skills and update it regularly.

Personnel

Deputy CEO	Karen Johnson (full-time)
Information Coordinator	Leanne Armstrong (part-time) – left April 2021

Policies and Procedures

We have comprehensive policies and procedures in place (e.g. data protection & security, confidentiality, health & safety, equal opportunities, diversity, anti-fraud, conflict of interest, ethical fundraising, volunteers, bullying and harassment, risk assessment and management, child protection, photography, whistleblowing, safeguarding vulnerable adults, recruitment, privacy, complaints, pay policy and more). We regularly review and update our Privacy Policy and have put systems in place in line with GDPR requirements. All policies and procedures are periodically reviewed to ensure they continue to meet the needs of the charity, comply with relevant legislation and new ones added where appropriate.

Public benefit

The trustees have given due consideration to the Charity Commission’s published guidance on the Public Benefit requirement under the Charities Act 2011 when reviewing our aims and objectives and in planning our future activities.

Medical Advisory Board

The Medical Advisory Board is made up of practitioners from a range of medical professions of relevance to facial palsy, three having personal experience of the condition. There are also two patient representatives with personal experience of facial palsy. Members help with Facial Palsy UK website content ensuring it is checked for medical accuracy. They also provide guidance to our support team and are media volunteers.

Patrons

Our patrons receive feedback about our work but do not have decision-making powers. They are:

Nick and Susie Cave
John Sudworth
Sir Paul McCartney, MBE

Co-operation with other organisations

We are members of the Appearance Collective, a group of charities working together to support those with appearance related conditions. Meetings are funded by the VTCT Foundation.

Independent Examiners

A resolution proposing Azets Accountants be re-appointed as Independent Examiners of the charity will be put to the Annual General Meeting.

Reference and administrative details

Charity number:	1148115 (England & Wales), SC045086 (Scotland)
Company number:	08107184
Registered office:	Facial Palsy UK, Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.
Accountants:	Azets, Ruthlyn House, 90 Lincoln Road, Peterborough, PE1 2SP.
Bankers:	HSBC, 125 Church Road, Hove, East Sussex, BN3 2AN.

How did we do?

KEY	
Completed	🟩
In progress	🟨
Not started	🟥

In our annual report for the previous year (ending 30 June 2020) we highlighted a reduced number of plans to focus on for the next year, due to limited resources. This is in line with our 3-year Strategic plan for 2019-2022:

	TARGET	PROGRESS
SUPPORT & INFORMATION	Explore how we can better advocate for patients struggling to access specialist healthcare.	🟩 Created new content for the website about information to give to the patient's GP and also when is the right time to seek specialist help.
	Continue to develop our support groups, this will involve moving support online during the pandemic.	🟩 35 virtual support groups delivered to people across the UK.
	Increase the information available via our patient website and as printed literature aimed at patients	🟨 Additional content created for website, including additional self-help resources. Hand-outs and follow-up information sent to support group attendees. More work to be done.
AWARENESS, COMMUNICATIONS & VOLUNTEERS	Plan a Facial Palsy Awareness Week that fits around likely restrictions due to the pandemic, reduces isolation and does not put undue pressure on community members.	🟩 Completed.
	Develop a communications plan and calendar to promote Facial Palsy UK and increase knowledge of facial palsy in the community year-round.	🟨 The calendar was completed by a volunteer in January 2021. The communications plan will be taken forward when we have more resource in 2021/22.
	Improve our communications via our newsletters so subscribers are aware of all activities in a timely manner.	🟩 People informed of forthcoming virtual support groups via newsletters.
	Improve coordination and project management of Medical Advisory Board activities.	🟨 Researched software which will help us improve communications. Otherwise ongoing due to pandemic causing delays.
	Improve volunteer recruitment programme and procedures, as well as management of our volunteer base to ensure that every volunteer feels valued.	🟨 Ongoing work, we will be using the same software as we have sourced for the Medical Advisory Board communications above. This is a key area to be developed.
FUNDRAISING	Budgets and cash flow to be tightly managed planning ahead until at least June 2022. This is particularly important as we will likely lose a high proportion of Spring/Summer 2021 community fundraising income due to the pandemic.	🟩 Successfully completed as can be seen from the accounts. Having long-term targets meant we could communicate to fundraisers and potential donors exactly how much we needed to raise keeping in mind there is no known 'end date' to the effects of the pandemic.
	Our communications strategy is important to ensure people know the work we are doing, we must be visible, and people should know how to give. But we felt people should not be put under undue pressure to donate at this time and language during this time is more important than ever.	🟩 We believe we have achieved the right level of communications about fundraising during the pandemic but always welcome feedback.
	Continue to adhere strictly to our Trust Fundraising procedures and seek additional grant income.	🟩 Achieved.
HEALTH & RESEARCH	Promote the need for more research in line with our 'Top 10' priorities decided by patients, carers and health professionals.	🟨 Ongoing work.
	Create our own template business case for a facial palsy service for new Health Professionals' website.	🟨 Ongoing work.
	Continue work on Health Professional's website and book.	🟨 Much has been completed during the year but content is still outstanding which is causing delays.

Future Plans

Crucially we must tie all plans into our strategy, monitor and evaluate our work, and report on work openly and transparently. Working with limited resources and the on-going pandemic is challenging, but it's important to plan, ensuring we continue to deliver what our community 'says' they need and not what we 'assume' they need. Here are the activities we intend to focus on in 2021/22:

Operations

We must stay focused on specific plans and not try to take on too much for one year to ensure continued success. In early 2022 we will be updating our three-year strategy and also formalising our fundraising strategy. We continue to work with scaled-back plans for 2021/22 as we do not expect an additional staff member to start until nearly midway through the next financial year. All plans are in line with our Strategic Plan 2019-2022.

Now having the infrastructure in place for all staff to work remotely we have decided to permanently work from home. This reduces overheads and ensures more money is spent on charitable activities.

Information

- Increase the information available via our patient website and as printed literature aimed at patients.

Awareness

- Plan a Facial Palsy Awareness Week that fits restrictions potentially in place due to the pandemic, reduces isolation and does not put undue pressure on community members.
- Develop a communications plan to promote Facial Palsy UK and increase knowledge of facial palsy in the community year-round.

Support

- Continue with our online support groups and resume face-to-face groups as soon as safe to do.
- Support training of more facial therapists with online training.

Volunteers

- Improve volunteer recruitment programme and procedures, as well as management of our volunteer base to ensure that every volunteer feels valued.
- Improve coordination and project management of Medical Advisory Board activities.

Health & Research

- Promote the need for more research in line with our 'Top 10' research priorities decided by patients, carers and health professionals.
- Create our own template business case for a facial palsy service for new Health Professionals' website.
- Complete work on Health Professionals' website and book.

Fundraising

- Formalise our fundraising strategy after strategic review early 2022.

Statement of responsibilities of the Trustees

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

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, for the financial year. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards 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 business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

Statement as to disclosure to our independent examiners

In so far as the trustees are aware at the time of approving our trustees' annual report:

- so far as we are aware, there is no relevant information of which the company's independent examiners are unaware, and
- as the directors of the charitable company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit/independent examination information and to establish that the charity's independent examiners are aware of that information.

Approved by the Board of Trustees and signed on its behalf by:

Charles Nduka (Trustee)
19 January 2022

Independent Examiner's Report

I report to the Trustees on my examination of the financial statements of Facial Palsy UK (the charity) for the year ended 30 June 2021.

Responsibilities and basis of report

As the Trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements of the charity are not required by charity or company law to be audited and have chosen instead to have an independent examination.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of the ICAEW which is one of the listed bodies.

I have completed my examination. I confirm that no 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 charity as required by section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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 financial statements to be reached.

TRichardson

Tracey Richardson BSc (Hons) FCA

Ruthlyn House
90 Lincoln Road
Peterborough
Cambridgeshire
PE1 2SP

Dated: 25 January 2022

Statement of financial activities including income and expenditure account for the year ended 30 June 2021

Current financial year

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Total 2020 £
Income and endowments from:					
Donations and legacies	3	72,453	81,866	154,319	86,848
Other trading activities	4	608	-	608	412
Investments	5	10	-	10	145
Other income	6	3,621	4,612	8,233	12,734
Total income		76,692	86,478	163,170	100,139
Expenditure on:					
Raising funds	7	2,529	-	2,529	11,908
Charitable activities	8	52,219	14,881	67,100	74,730
Total resources expended		54,748	14,881	69,629	86,638
Net incoming resources before transfers		21,944	71,597	93,541	13,501
Gross transfers between funds		2,395	(2,395)	-	-
Net income for the year/ Net movement in funds		24,339	69,202	93,541	13,501
Fund balances at 1 July 2020		54,003	48,030	102,033	88,532
Fund balances at 30 June 2021		78,342	117,232	195,574	102,033

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Statement of financial activities including income and expenditure account for the year ended 30 June 2020

Prior financial year

	Notes	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Income and endowments from:				
Donations and legacies	3	75,037	11,811	86,848
Other trading activities	4	412	-	412
Investments	5	145	-	145
Other income	6	12,734	-	12,734
Total income		88,328	11,811	100,139
Expenditure on:				
Raising funds	7	7,073	4,835	11,908
Charitable activities	8	62,496	12,234	74,730
Total resources expended		69,569	17,069	86,638
Net incoming resources before transfers		18,759	(5,258)	13,501
Net income for the year/ Net movement in funds		18,759	(5,258)	13,501
Fund balances at 1 July 2019		35,244	53,288	88,532
Fund balances at 30 June 2020		54,003	48,030	102,033

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Balance sheet
as at 30 June 2021

		2021		2020	
	Notes	£	£	£	£
Current assets					
Debtors	13	4,466		5,113	
Cash at bank and in hand		200,103		103,986	
		204,569		109,099	
Creditors: amounts falling due within one year	14	(8,995)		(7,066)	
Net current assets			195,574		102,033
Income funds					
Restricted funds	15		117,232		48,030
Unrestricted funds					
Designated funds	16	23,022		-	
General unrestricted funds		55,320		54,003	
			78,342		54,003
			195,574		102,033

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 June 2021.

The Trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Charles Nduka 19 January 2022
Trustee

Company Registration No. 08107184

Notes to the financial statements for the year ended 30 June 2021

1 Accounting policies

Charity information
Facial Palsy UK is a private company limited by guarantee incorporated in England and Wales. The registered office is Eventus, Sunderland Road, Market Deeping, Peterborough, PE6 8FD.

1.1 Accounting convention

The accounts have been prepared in accordance with the charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and “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)” (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation, including the continued impact of COVID-19, that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

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 for the provision of specified service is deferred until the criteria for income recognition are met.

Notes to the financial statements (continued)
for the year ended 30 June 2021

1 Accounting policies

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

1.5 Expenditure

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 of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services, exhibitions and other educational activities undertaken to further the purposes of the charity and their associated support costs.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	33% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

Intangible assets with indefinite useful lives and intangible assets not yet available for use are tested for impairment annually, and whenever there is an indication that the asset may be impaired.

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1 Accounting policies

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Notes to the financial statements (continued)
for the year ended 30 June 2021

3 Donations and legacies

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Donations and gifts	61,251	2,371	63,622	68,037	8,311	76,348
Grants	11,202	79,495	90,697	7,000	3,500	10,500
	72,453	81,866	154,319	75,037	11,811	86,848

4 Other trading activities

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Trading income	608	412

5 Investments

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Interest receivable	10	145

6 Other income

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £
Job retention scheme income	3,621	-	3,621	2,734
South Kesteven District Council COVID-19 grant	-	-	-	10,000
The National Lottery Coronavirus Community Support Fund	-	4,612	4,612	-
	3,621	4,612	8,233	12,734

Notes to the financial statements (continued)
for the year ended 30 June 2021

7 Raising funds

	Unrestricted funds 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fundraising and publicity				
Other fundraising costs	851	7,073	4,835	11,908
Staff costs	1,678	-	-	-
Fundraising and publicity	2,529	7,073	4,835	11,908
	2,529	7,073	4,835	11,908

8 Charitable activities

	2021 £	2020 £
Staff costs	39,111	42,857
Depreciation and impairment	-	276
Advertising and marketing	1,511	2,420
Professional expenses	7,585	600
Online donation charges	1,949	1,351
Postage, freight and courier	757	3
Printing and stationery	683	1,940
Travel - national	-	990
Website improvements	6,619	8,667
Sundry	585	1,532
	58,800	60,636
Share of support costs (see note 9)	6,860	12,654
Share of governance costs (see note 9)	1,440	1,440
	67,100	74,730
Analysis by fund		
Unrestricted funds	52,219	62,496
Restricted funds	14,881	12,234
	67,100	74,730

Notes to the financial statements (continued)
for the year ended 30 June 2021

9 Support costs

	Support costs £	Governance costs £	2021 £	2020 £
Staff costs	3,194	-	3,194	3,056
Office rent	1,152	-	1,152	7,374
Insurance	626	-	626	663
IT support	1,828	-	1,828	1,363
Telephone & internet	60	-	60	198
Accountancy	-	1,440	1,440	1,440
	6,860	1,440	8,300	14,094
Analysed between				
Charitable activities	6,860	1,440	8,300	14,094

Governance costs includes payments to the independent examiner of £1,440 (2020 - £1,440) for fees.

10 Trustees

The Trustees received no remuneration from the charity in the year (2020 - £nil).

During the year there were no expenses paid to Trustees (2020 - one Trustee was reimbursed £29). No Trustee received payment for professional or other services supplied to the charity (2020 - £nil).

11 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
	2	2

Employment costs	2021 £	2020 £
Wages and salaries	43,045	43,977
Social security costs	-	999
Other pension costs	938	937
	43,983	45,913

No employees earned more than £60,000 in the year (2020 - none).

Notes to the financial statements (continued)
for the year ended 30 June 2021

12 Financial instruments

	2021 £	2020 £
Carrying amount of financial assets		
Other debtors	3,317	3,633
Bank and cash	200,103	103,986
Measured at cost	203,420	107,619
Carrying amount of financial liabilities		
Trade creditors	1,660	56
Accruals and deferred income	1,440	1,440
Other creditors	5,000	5,000
Other taxation and social security	895	590
Measured at cost	8,995	7,086

13 Debtors

Amounts falling due within one year:	2021 £	2020 £
Other debtors	3,317	3,633
Prepayments and accrued income	1,149	1,480
	4,466	5,113

14 Creditors: amounts falling due within one year

	2021 £	2020 £
Other taxation and social security	895	570
Trade creditors	1,660	56
Other creditors	5,000	5,000
Accruals and deferred income	1,440	1,440
	8,995	7,066

15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

		Movement in funds			Movement in funds			
	Balance at 1 July 2019	Incoming resources	Resources expended	Balance at 1 July 2020	Incoming resources	Resources expended	Transfers	Balance at 30 June 2021
	£	£	£	£	£	£	£	£
Tamworth Family Day	-	500	-	500	-	-	-	500
Family Day	462	-	(152)	310	2,121	(67)	-	2,364
Children's Book Appeal	2,396	-	(399)	1,997	-	(128)	-	1,869
Support Services Project	39	9,250	(8,039)	1,250	2,000	(3,250)	-	-
Research Appeal	34	-	-	34	50	-	-	84
HP Website	17,660	-	(2,884)	14,776	-	(2,080)	-	12,696
Patient Guides	559	-	-	559	-	-	-	559
GP Awareness Fund	2,395	-	-	2,395	-	-	(2,395)	-
Northern Ireland Funds	649	697	-	1,346	-	-	-	1,346
Cheshire & Mersey Group Funds	460	-	(460)	-	-	-	-	-
Wales Funds	185	892	-	1,077	-	-	-	1,077
Trust Fundraiser	21,317	-	(4,835)	16,482	-	-	-	16,482
Children's Book into Libraries	5,693	-	-	5,693	-	-	-	5,693
John Lewis Norwich GP Awareness	1,439	-	(300)	1,139	-	(1,139)	-	-
Stockport GP awareness	-	472	-	472	-	(472)	-	-
Virtual Support Groups Pilot	-	-	-	-	200	(200)	-	-
Northern Irish Virtual Support Groups - Lottery	-	-	-	-	2,220	(1,190)	-	1,030
Welsh Support Materials	-	-	-	-	500	(141)	-	359
Welsh Virtual Support Group - Lottery	-	-	-	-	2,688	(402)	-	2,286
Carried forward to next page	53,288	11,811	17,069	48,030	9,779	9,069	(2,395)	46,345

Notes to the financial statements (continued)
for the year ended 30 June 2021

15 Restricted funds

		Movement in funds			Movement in funds			
	Balance at 1 July 2019	Incoming resources	Resources expended	Balance at 1 July 2020	Incoming resources	Resources expended	Transfers	Balance at 30 June 2021
	£	£	£	£	£	£	£	£
Brought forward from previous page	53,288	11,811	17,069	48,030	9,779	9,069	(2,395)	46,345
Welsh Virtual Support Groups - Moondance Foundation	-	-	-	-	900	(900)	-	-
English Virtual Support Groups - Lottery	-	-	-	-	4,612	(4,612)	-	-
UK-wide Virtual Support Groups	-	-	-	-	2,500	(300)	-	2,200
Psychological Assessment & Support Project	-	-	-	-	68,687	-	-	68,687
	53,288	11,811	(17,069)	48,030	9,779	(9,069)	(2,395)	117,232

Tamworth Family Day - Funds given specifically for a family day at the Tamworth Snowdome.

Family Day - To provide family days for children with facial palsy, reducing isolation and increasing confidence and self-esteem.

Children's Book Appeal - To fund a children's book to support children affected by facial palsy.

Support Services Project - To provide support and information to people affected by facial palsy, via local support groups, telephone and email.

Research Appeal - To fund future research.

Health Professionals' website – To create a platform for health professionals for the purpose of sharing knowledge, education and collaboration opportunity.

Patient Guides – To create eight patient guides in download format covering various causes of facial palsy.

GP Awareness Fund – To raise awareness of facial palsy with GPs (change of use to core costs agreed with fundraiser).

Notes to the financial statements (continued)
for the year ended 30 June 2021

15 Restricted funds

Cheshire & Mersey Group Funds - Change of use agreed with funder to creation of support group video.

Wales Funds - To be spent on health professional education in Wales.

Trust Fundraiser - Funds given by the VTCT Foundation specifically for the employment of a Trust Fundraiser (change of use for balance of funds currently under discussion with grantmaker).

Children's Book into Libraries - Funds specifically given for distributing our children's book into libraries in the UK.

John Lewis Norwich GP Awareness - Funds specifically raised for GP Awareness in the Norwich area.

Stockport GP awareness - Funds specifically raised for GP Awareness in the Stockport area.

Virtual Support Groups Pilot – Funds given by the Deepings Lions Club to run pilot virtual support groups, providing evidence for other funding applications.

Northern Irish Virtual Support Groups – Funds given by the National Lottery Community Fund Northern Ireland to provide virtual support.

Welsh Support Materials – Funds given by the Oakdale Trust to create support materials in Welsh language.

Welsh Virtual Support Groups – Funds given by the National Lottery Community Fund Wales to provide virtual support groups.

Welsh Virtual Support Groups – Funds given by the Moondance Foundation for support groups in Wales.

English Virtual Support Groups – Funds given by the National Lottery Coronavirus Community Support Fund to provide virtual support in England.

UK-wide Virtual Support Groups – funds given by the Edward Gostling Foundation for the purpose of running support groups.

Notes to the financial statements (continued)
for the year ended 30 June 2021

16 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Movement in funds			
	Incoming resources	Balance at 1 July 2020	Transfers	Balance at 30 June 2021
	£	£	£	£
Part funding of staff role 'Charity Coordinator' to be recruited in 2021/22	-	-	23,022	23,022
	-	-	23,022	23,022

The part funding of staff role relates to an amount that has been transferred from unrestricted funds to part fund a new staff member on a two-year contract from 2021 to 2023.

17 Analysis of net assets between funds

	Unrestricted funds 2021	Designated funds 2021	Restricted funds 2021	Total 2021	Unrestricted funds 2020	Restricted funds 2020	Total 2020
	£	£	£	£	£	£	£
Fund balances at 30 June 2021 are represented by:							
Current assets/(liabilities)	55,320	23,022	117,232	195,574	54,003	48,030	102,033
	55,320	23,022	117,232	195,574	54,003	48,030	102,033

Notes to the financial statements (continued)
for the year ended 30 June 2021

18 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2021 £	2020 £
Aggregate compensation	32,826	31,609

Transactions with related parties

Included in other creditors is a loan of £5,000 (2020 - £5,000) due to Charles Nduka, Chair of Trustees and Acting CEO. No interest is charged on this loan.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties