



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.

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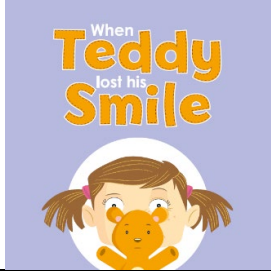
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Notes to the financial statements

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	Information	Family Support
<p>395 direct support enquiries during the year. Direct support is via email, telephone or face-to-face.</p> <p>64% had more knowledge of their health care options after contacting Facial Palsy UK.</p> <p>355 attendees of a combination of Virtual and Face-to-Face Support Groups with repeated attendance by many.</p> <p>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.</p> <p>90% of those who attended face-to-face groups said coming to the group makes them feel less isolated.</p>	<p>345,579 users of our website during the year.</p>  <p>Disability Benefits and Facial Palsy webpage added to our website.</p> <p>GP Notebook educational resource used by doctors updated to improve information about Bell's palsy, Ramsay Hunt syndrome and eye care.</p> <p>264 survey respondents highlighted the issues around getting an early and correct diagnosis.</p> <p>The survey also demonstrated that GPs and Emergency Departments are still not providing adequate eye care advice.</p>	<p>448 members of Parents & Carers Facebook group at 30 Jun 2023.</p> <p>27 families attended our first post-pandemic Family Day for children with facial palsy.</p> <p>73 copies of our children's book 'When Teddy lost his Smile' sold in the year.</p> <p>This is now available to order globally via websites such as Amazon, Waterstones, Barnes & Noble, and more.</p> <p>278 copies donated to libraries across the UK.</p> 
Volunteers	Awareness	
<p>104 active volunteers helping with support, information, research, feedback, content creation, story writing, video making and more!</p>	<p>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.</p> <p>16 media mentions on radio, in magazines, national and local press.</p>	

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.

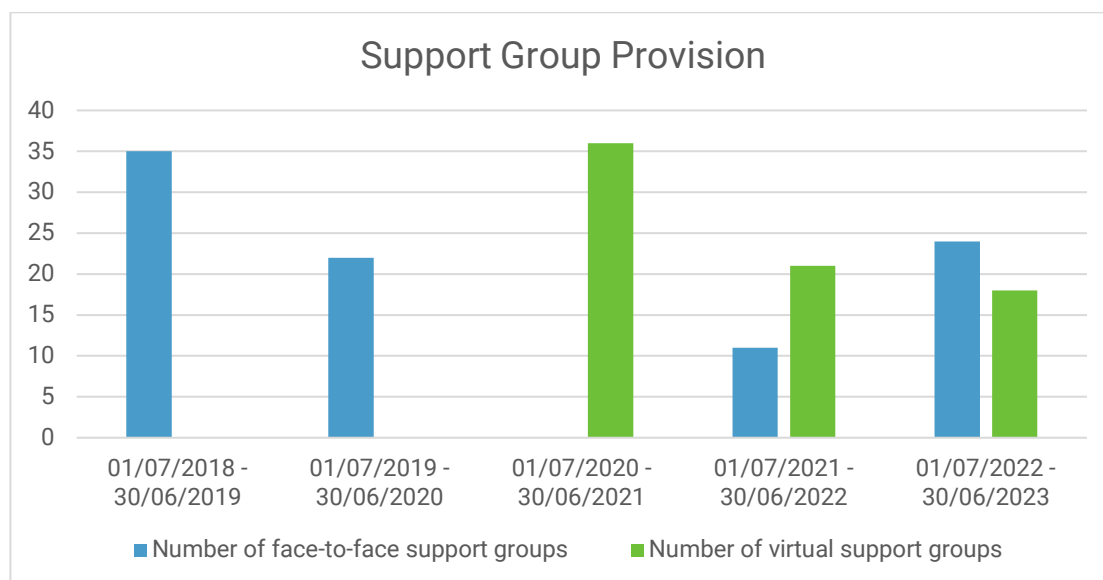


Figure 1. Numbers of face-to-face and virtual support groups between 1 July 2018 and 30 June 2023.

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.

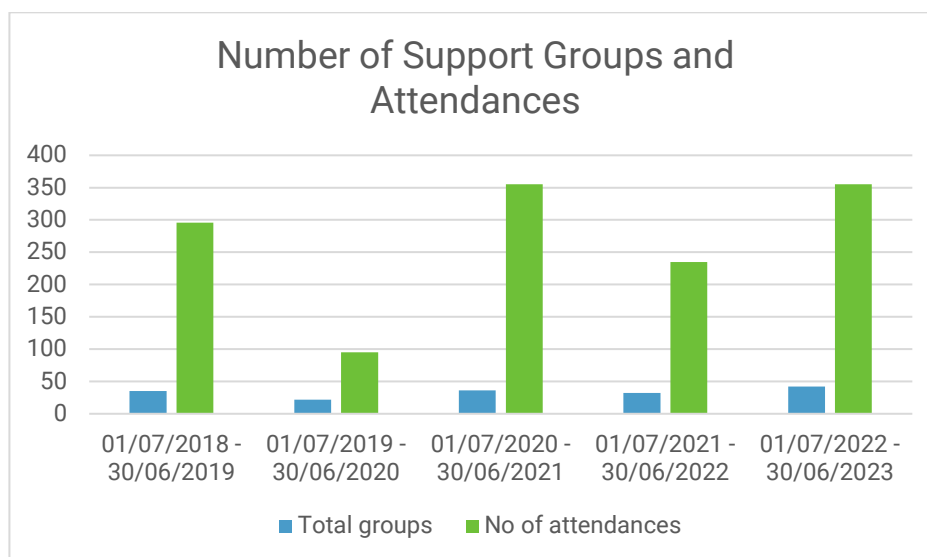


Figure 2. Total groups and attendances at support groups between 1 July 2018 and 30 June 2023.

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.

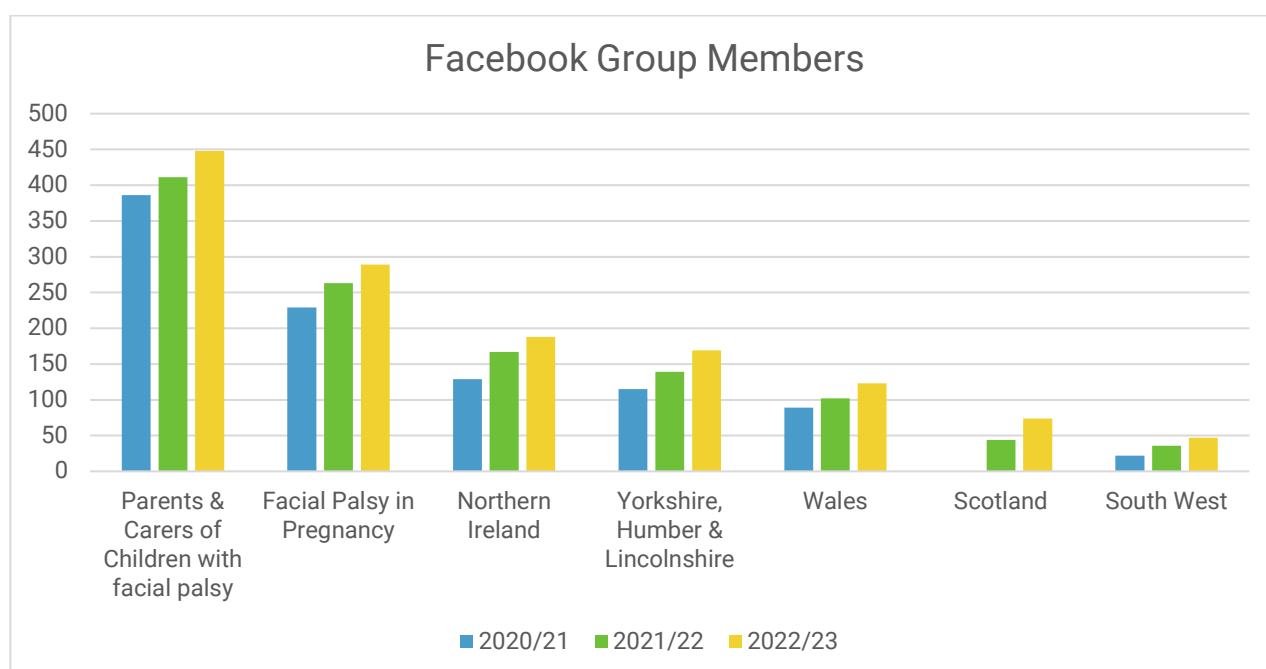


Figure 3. Facebook Group members between 1 July 2020 and 30 June 2023

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 year¹

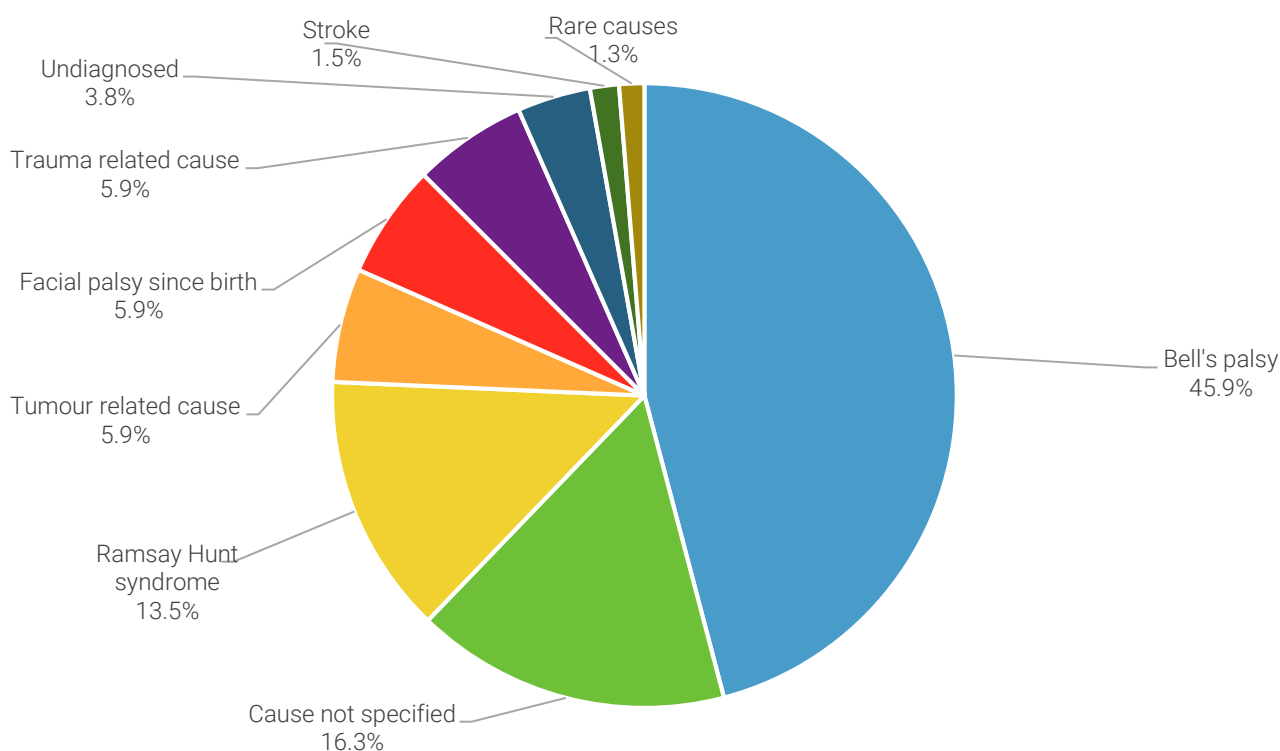


Figure 4. Causes of facial palsy supported this year.

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 increase 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.

The screenshot displays the FacialPalsy UK website. At the top, the logo 'FacialPalsy^{UK}' is accompanied by the tagline 'INFORM • SUPPORT • RESEARCH'. Navigation links for 'Inform', 'Support', 'Research', and 'Get Involved' are visible. A 'Contact Us' form and a 'Donate' button are also present. The main content area features a message about NHS pressures and a 'DONATE NOW' button, alongside a video of a child with glasses. Below this, a section titled 'Eye Lubrication' provides text about eye care and includes a close-up image of eyes. To the right, there are video thumbnails for 'Eye taping' and 'Chloe's Day: Living with facial palsy'. The 'Chloe's Day' video features a cartoon character and the text 'FacialPalsy^{UK} Registered charity in England & Wales (1148115) and Scotland (SC045086)'.

Information

Our target

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

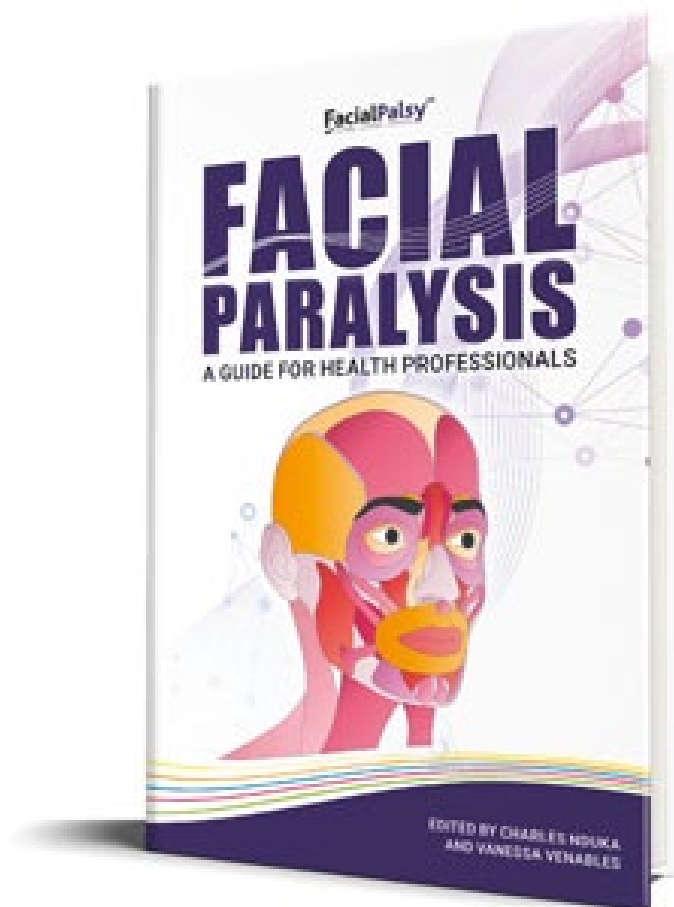
Our achievements

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 sleep². 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.

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.

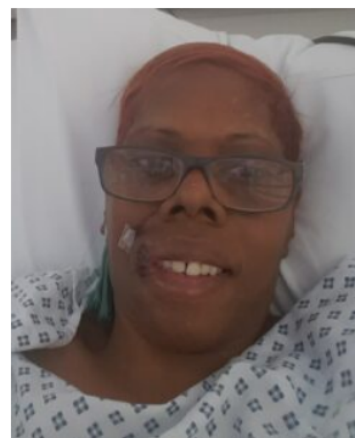
We were also featured on Fia Tarrant's Heart radio show for Global's Make Some Noise day in October 2022.

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.



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.

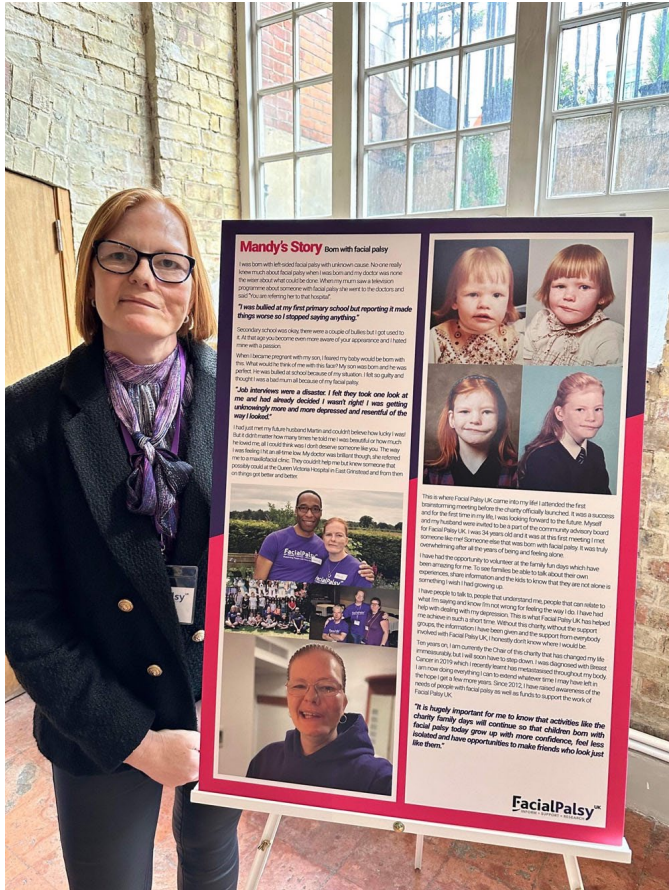
Up until this point, volunteer roles have mostly been allocated on an ad-hoc basis, where we occasionally contact individuals to help with certain tasks. Moving forward we are planning to increase and improve communication with volunteers, offering more opportunities to get involved in initiatives like 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:	
<p>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.</p> <p>Befriending – our volunteers offer to reach out to those newly diagnosed or those who are finding it difficult to cope.</p> <p>Research Volunteers offer valuable feedback to ensure that we remain focused on activities most important to people with facial palsy.</p> <p>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.</p>	<p>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'.</p> <p>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!</p> <p>Volunteers also helped make our 10th Anniversary Event a success in November 2022.</p> <p>Governance Our Trustee Board oversee strategic direction, efficiency and legal responsibilities of the charity.</p>

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:

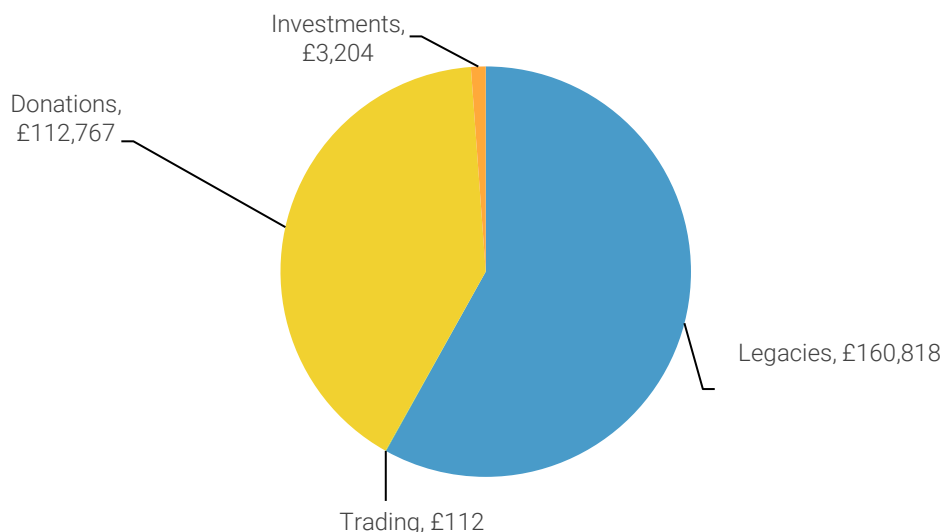


Figure 5. Income breakdown for year ending 30 June 2023.

Where we spend our income

Total resources expended this year were £103,863. Figure 6 below shows how we spent our income:

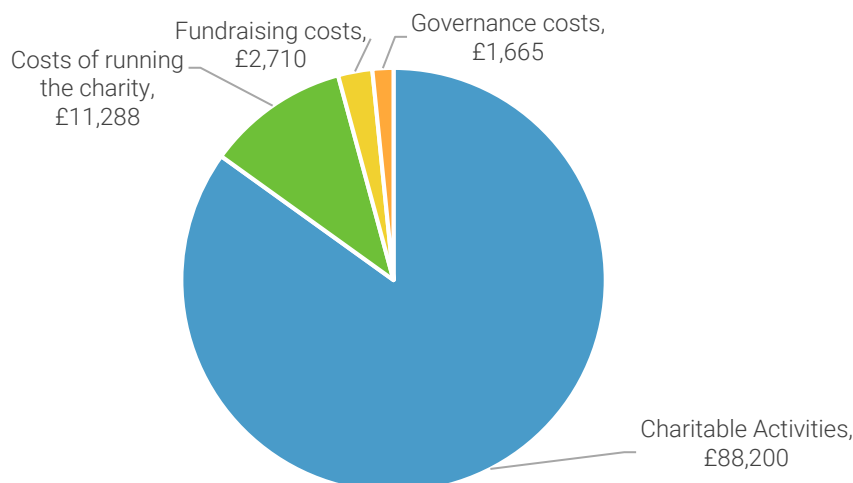


Figure 6. Expenditure breakdown for year ending 30 June 2023.

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

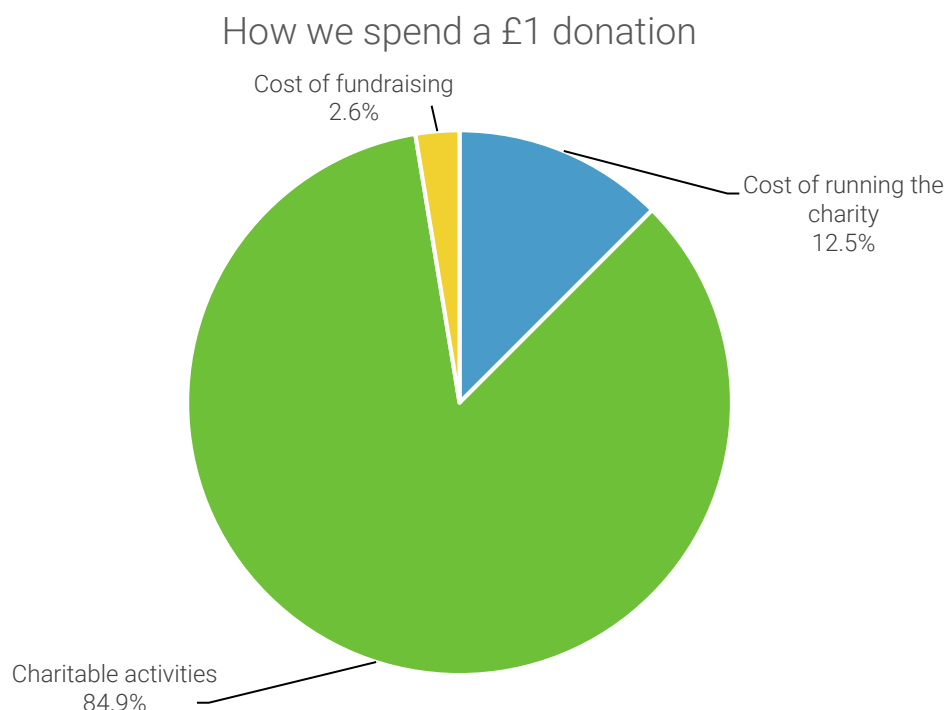


Figure 7. How we spent a £1 donation for year ending 30 June 2023.

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'.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.

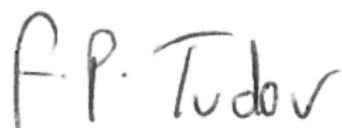
The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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:



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.



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		<u>260,599</u>	<u>16,302</u>	<u>276,901</u>	<u>88,755</u>
Expenditure on:					
Raising funds	7	<u>2,710</u>	<u>-</u>	<u>2,710</u>	<u>2,620</u>
Charitable activities	8	<u>76,719</u>	<u>24,434</u>	<u>101,153</u>	<u>74,269</u>
Total resources expended		<u>79,429</u>	<u>24,434</u>	<u>103,863</u>	<u>76,889</u>
Net incoming resources before transfers		<u>181,170</u>	<u>(8,132)</u>	<u>173,038</u>	<u>11,866</u>
Net income for the year/ Net movement in funds		181,170	(8,132)	173,038	11,866
Fund balances at 1 July 2022		<u>97,511</u>	<u>109,929</u>	<u>207,440</u>	<u>195,574</u>
Fund balances at 30 June 2023		<u><u>278,681</u></u>	<u><u>101,797</u></u>	<u><u>380,478</u></u>	<u><u>204,440</u></u>

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		<u>71,993</u>	<u>16,762</u>	<u>88,755</u>
Expenditure on:				
Raising funds	7	<u>2,620</u>	<u>-</u>	<u>2,620</u>
Charitable activities	8	<u>50,204</u>	<u>24,065</u>	<u>74,269</u>
Total resources expended		<u>52,824</u>	<u>24,065</u>	<u>76,889</u>
Net income for the year/ Net movement in funds		19,169	(7,303)	11,866
Fund balances at 1 July 2021		<u>78,342</u>	<u>117,232</u>	<u>195,574</u>
Fund balances at 30 June 2022		<u><u>97,511</u></u>	<u><u>109,929</u></u>	<u><u>207,440</u></u>

Balance sheet
as at 30 June 2023

	Notes	2023 £	£	2022 £	£
Current assets					
Debtors	14	5,582		8,941	
Cash at bank and in hand		380,533		203,354	
		<u>386,115</u>		<u>212,295</u>	
Creditors: amounts falling due within one year	15	<u>(5,637)</u>		<u>(4,855)</u>	
Net current assets			<u>380,478</u>		<u>207,440</u>
Income funds					
Restricted funds	16		101,797		109,929
<u>Unrestricted funds</u>					
Designated funds	17	173,292		24,736	
General unrestricted funds		<u>105,389</u>		<u>72,775</u>	
			<u>278,681</u>		<u>97,511</u>
			<u>380,478</u>		<u>207,440</u>

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
	<u>258,184</u>	<u>15,401</u>	<u>273,585</u>	<u>71,472</u>	<u>16,762</u>	<u>88,234</u>

4 Other trading activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Trading income	<u>112</u>	<u>282</u>

5 Investments

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £
Interest receivable	<u>2,303</u>	<u>901</u>	<u>3,204</u>	<u>39</u>

6 Other income

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Other income	<u>-</u>	<u>200</u>

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
	<u>2,710</u>	<u>2,620</u>

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	-
	<u>88,200</u>	<u>64,264</u>
Share of support costs (see note 9)	11,288	8,505
Share of governance costs (see note 9)	1,665	1,500
	<u>101,153</u>	<u>74,269</u>
Analysis by fund		
Unrestricted funds	76,719	50,204
Restricted funds	24,434	24,065
	<u>101,153</u>	<u>74,269</u>

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
	<u>11,288</u>	<u>1,665</u>	<u>12,953</u>	<u>10,005</u>
Analysed between Charitable activities	<u>11,288</u>	<u>1,665</u>	<u>12,953</u>	<u>10,005</u>

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
	<u>3</u>	<u>2</u>
Employment costs	2023 £	2022 £
Wages and salaries	64,696	51,492
Social security costs	1,038	700
Other pension costs	1,374	1,141
	<u>67,108</u>	<u>53,333</u>

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
	<hr/>	<hr/>
Measured at cost	383,311	208,816
	<hr/>	<hr/>
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
	<hr/>	<hr/>
Measured at cost	5,637	4,855
	<hr/>	<hr/>

14 Debtors

	2023 £	2022 £
Amounts falling due within one year:		
Other debtors	2,778	5,462
Prepayments and accrued income	2,804	3,479
	<hr/>	<hr/>
	5,582	8,941
	<hr/>	<hr/>

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
	<hr/>	<hr/>
	5,637	4,855
	<hr/>	<hr/>

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
	<u>117,232</u>	<u>4,262</u>	<u>(6,936)</u>	<u>(16,482)</u>	<u>109,929</u>	<u>16,302</u>	<u>(24,434)</u>	<u>101,797</u>

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' Psychological Assessment & Support Project - VTCT Foundation	23,022 -	- -	1,714 -	- -	24,736 -	(13,117) -	121,673 40,000	133,292 40,000
	<u>23,022</u>	<u>-</u>	<u>1,714</u>	<u>-</u>	<u>24,736</u>	<u>(13,117)</u>	<u>161,673</u>	<u>173,292</u>

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
	<u>105,389</u>	<u>173,292</u>	<u>101,797</u>	<u>380,478</u>	<u>72,775</u>	<u>24,736</u>	<u>109,929</u>	<u>207,440</u>

Notes to the financial statements (continued) for the year ended 30 June 2023

19 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2023 £	2022 £
Aggregate compensation	<u>36,557</u>	<u>39,102</u>

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).