



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

Charity numbers 1148115 and SC045086
Company number 08107184

Contents

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

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Highlights



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



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

85%

of those surveyed about 1:1 help felt more
supported in managing the impact of living with
facial palsy.

97%

said they felt less isolated as a result of attending
face-to-face support groups.

99%

would recommend our virtual support groups to
others with facial palsy.

100%

said they would attend another family day.

118

amazing volunteers.

THANK YOU!



Introduction from our Chair

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



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

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

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

Philippa Tudor CBE (Chair)

Our vision

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

Our mission

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

Our aims

Facial Palsy UK pledges:

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

Our three strategic objectives are:

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

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

Support

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

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

1:1 support

Our target

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

Our achievements

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

Support given

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

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

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

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

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

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

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

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

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

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

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

Support groups and networks

Our target

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

Our achievements

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

Face-to-face support groups

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

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

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

The Cheshire/Mersey group celebrated their 8th birthday.

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

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

A few stand-out statements are:

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

Virtual support groups

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

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

Some feedback which stood out was:

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

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

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

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

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

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

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

Other support networks

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

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

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

Website additions

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

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

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

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

FacialPalsy^{UK}
INFORM • SUPPORT • RESEARCH

www.facialpalsy.org.uk

Dear Photographer,

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

Thank you.



The conditions we've supported this year¹

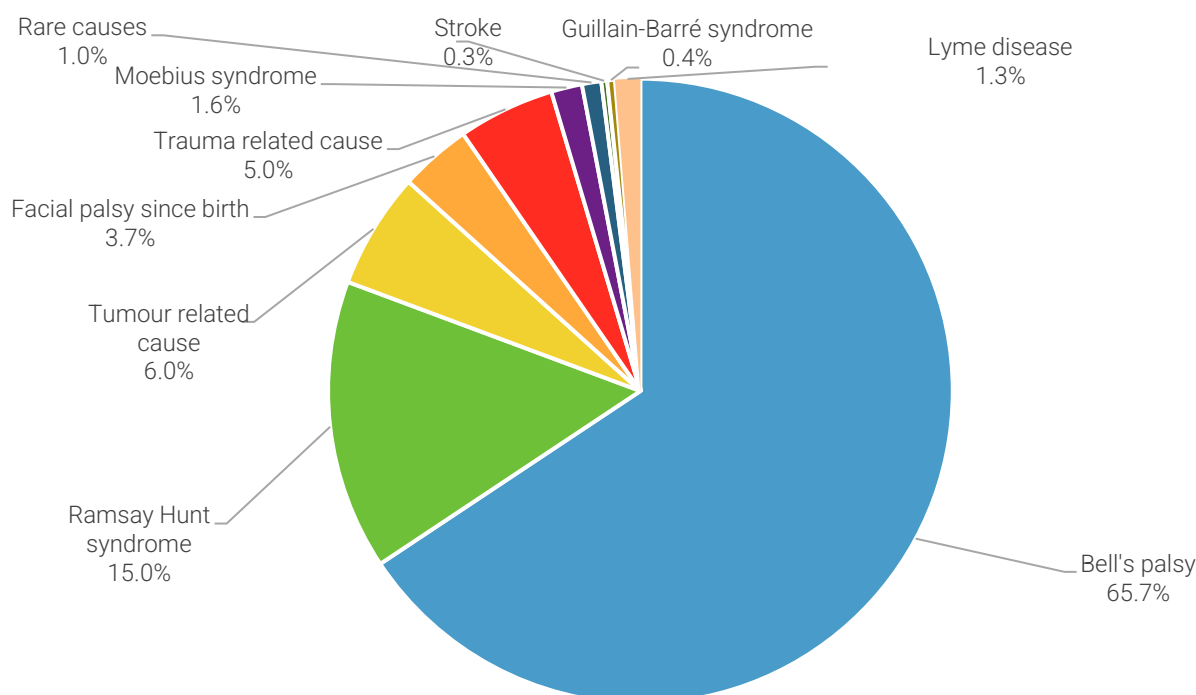


Figure 1. Causes of facial palsy supported this year.

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

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

Supporting families

Our target

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

Our achievements

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

Children's book

Our children's book aims to:

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



Parents and Carers Group

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

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

Mandy Brailsford Family Day - Barnstondale



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

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

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

Objectives:

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

Impact:

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

Feedback from Participants:

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

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

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

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

Post-Event Survey Results:

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

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

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

Highlight Reel:

Watch the video highlights from the day here:

<https://vimeo.com/1008392948>

Information

Our target

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

Our achievements

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

Patient website (www.facialpalsy.org.uk)

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

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

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

- [Initial Advice and Guidance](#)
- [Delayed Recovery](#)
- [What not to say](#)

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

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

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

We published two new resources for health professionals:

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

Awareness

Our target

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

Our achievements

This year we have:

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

Facial Palsy Awareness Week (1-7 March 2025)

Theme/Mission:

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



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

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

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

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

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

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

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

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

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

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

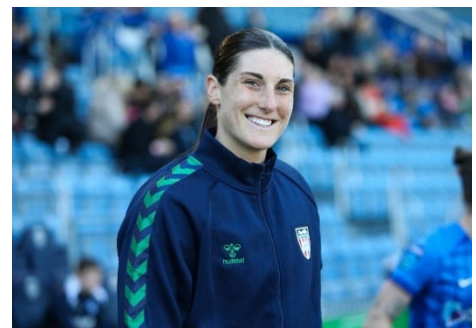
"Thank you so much Facial Palsy UK for your support over the years. It's the first time since I shared my story with yourselves that I have been brave enough to share it with friends and family on here, I have been overwhelmed with the comments I have received and how many of them signed the petition."

Sunderland WFC Campaign

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

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

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



Chain of Hope (Northern Ireland Campaign)

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

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

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

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

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

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

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

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

Campaign aims:

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

Campaign delivery:

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

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

Duration: 12th May – 1st June



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

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

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

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

Reach and Visibility:

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

Engagement:

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

Public feedback:

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

'This illustration shows exactly what it FEELS like.'

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

Wider campaign:

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

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

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

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



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

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

This campaign was generously funded by the National Lottery Community Fund



Media mentions

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

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

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

Social Media

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

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

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

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

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

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

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

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

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



Research & Education

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

Our target

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

Our achievements

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

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

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

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

The full survey results can be found here:
[Facial Palsy Awareness Week 2025 Survey](#)

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

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

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

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

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

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

Volunteering

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

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

Medical Advisory Board

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

Support

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

Befriending

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

Events, Administration, Marketing and Awareness

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

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

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

Research

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

Governance

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

How we are funded

Our target

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

Our achievements

This year:

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

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

We were also kindly supported by:

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

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

Thank you to our amazing fundraisers!

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

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

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

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

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

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



Where our income comes from

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

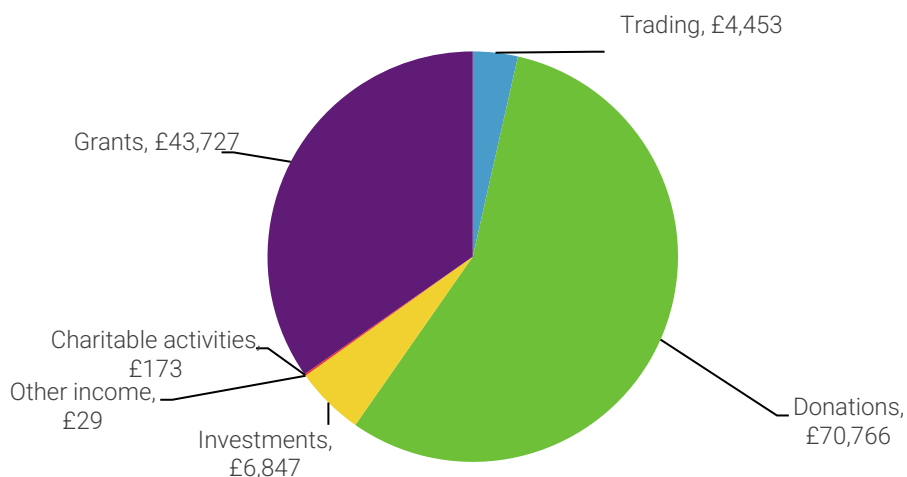


Figure 2. Income breakdown for year ending 30 June 2025.

Where we spend our income

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

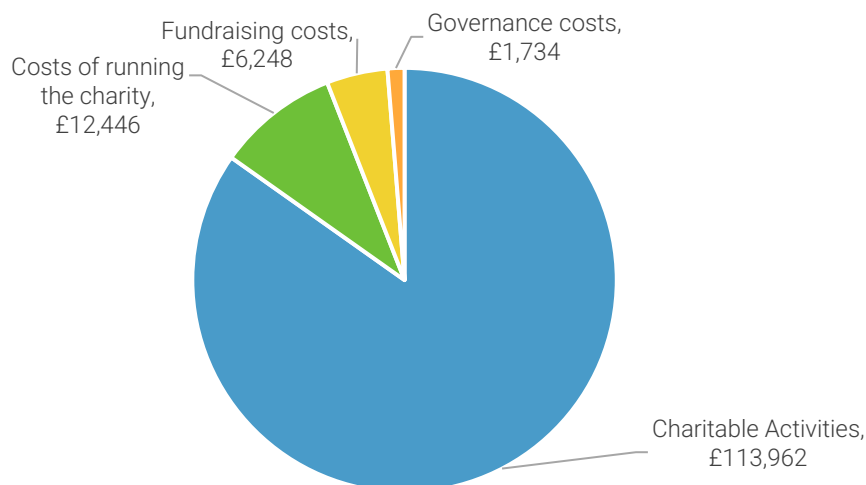


Figure 3. Expenditure breakdown for year ending 30 June 2025.

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

How do we raise our funds?

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

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

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

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

For every £1 we spent this year:

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

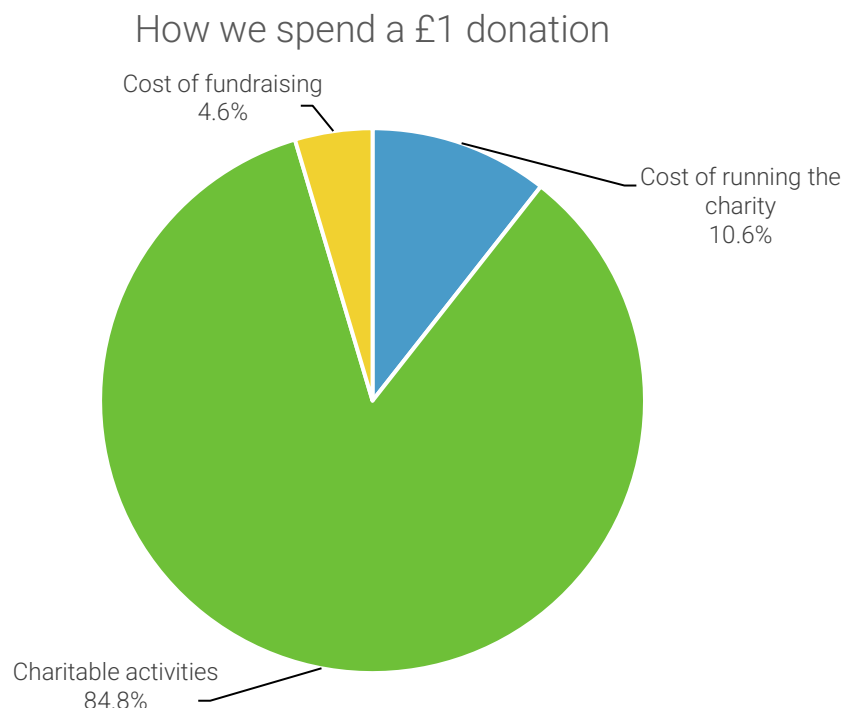


Figure 4. How we spent a £1 donation for year ending 30 June 2025.

Financial review

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

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

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

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

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

Reserves

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

Designated funds

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

Balance of funds

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

Risks and uncertainties

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

| RISK | MANAGEMENT |
|--|---|
| <p>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'.</p> | <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 in place 2023/26 • Investment in Trust and Legacy Fundraising. |
| <p>Operational: With such a small team, if one were to leave it would have a major impact, it's important our team feel valued and have opportunities for advancement. We also must ensure all volunteers feel valued and supported and are fully informed about policies and procedures. Data security should be continually reviewed in our ever-changing world to ensure it covers technological advancements that could make old policies and procedures obsolete. Safeguarding to always be a high priority. Projects should be completed on time.</p> | <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. • All policies and procedures relating to financial controls, safeguarding, data protection and security reviewed annually. • All communications centralised into database. • Document systems, plans and projects. • Focus on existing requirements and commitments and only take on additional projects when time allows. |
| <p>External: Incidents or events may negatively affect the charity's reputation or operations, e.g. non-compliance, fraud, security. Public perception of our work could be incorrect or misleading. Demographic considerations, e.g. services may not be in line with service user needs. Volunteers' perception, loss of interest due to failure to communicate and channel enthusiasm. Funder perception, loss of reputation amongst key funders.</p> | <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. • More focus on improving the volunteer experience – board level discussion. • Ensure the charity does not take on too much. |
| <p>Governance: Poor knowledge of regulatory requirements and legal responsibilities. Conflicts of interest could impact on reputation. Sudden loss of trustees due to uncertainty about length of service.</p> | <ul style="list-style-type: none"> • Trustee training, policies and procedures regularly communicated throughout whole organisation. • Procedure for managing conflicts of interest. • Be more transparent in decision making, become more structured and improve communications. • Ensure safeguarding responsibilities understood, training is provided, and safeguarding updates are on the agenda at each trustee meeting. • External board reviews to be held periodically. • Proactive discussions regarding Articles of Association to ensure fit for purpose, continue to meet the charity's needs, and are in line with best practice. |

Employees

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

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

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

Structure and Governance

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

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

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

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

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

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

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

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

Board of Trustees

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

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

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

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

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

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

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

Appointments and training

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

Compliance

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

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

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

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

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

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

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

Personnel (paid)

Co-CEO (part-time)
Charity Coordinator (part-time)
Support Worker (part-time)
Support Liaison Officer (part-time)

Karen Johnson
Helen Naylor
Vanessa Venables
Laura Warren

Policies and Procedures

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

Public benefit

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

Medical Advisory Board

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

Patrons

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

Nick and Susie Cave

John Sudworth

Sir Paul McCartney, MBE

Co-operation with other organisations

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

Independent Examiners

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

Reference and administrative details

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

How did we do?

| KEY | |
|-------------|--|
| Completed | |
| In progress | |
| Not started | |

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

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

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

Future plans

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

Operations

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

Information

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

Awareness

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

Support

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

Volunteers

- Continue work on our volunteering strategy at board level.

Health & Research

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

Fundraising

- Invest in legacy and trust fundraising.

Statement of responsibilities of the Trustees

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

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

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

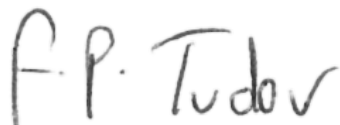
The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our independent examiners

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

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

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



Philippa Tudor (Chair)
Dated: 28 January 2026

Independent Examiner's Report

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

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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



Tracey Richardson BSc (Hons) FCA

Westpoint
Lynch Wood
Peterborough
Cambridgeshire
PE2 6FZ

Dated: 6 February 2026

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

Current financial year

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

Prior financial year

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

Balance sheet
as at 30 June 2025

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

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

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

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

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

F. P. Tudor

Philippa Tudor
Trustee

Company Registration No. 08107184

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

1 Accounting policies

Charity information

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

1.1 Accounting convention

The accounts have been prepared in accordance with the charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

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

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

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

1.2 Going concern

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

1.3 Charitable funds

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

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

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

1.4 Income

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

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

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

Notes to the financial statements (continued)

for the year ended 30 June 2025

1 Accounting policies

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

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

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

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

1.6 Cash and cash equivalents

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

1.7 Financial instruments

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

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

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

Basic financial assets

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

Notes to the financial statements (continued)

for the year ended 30 June 2025

1 Accounting policies

Basic financial liabilities

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

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

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

Derecognition of financial liabilities

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

1.8 Employee benefits

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

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

1.9 Retirement benefits

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

2 Critical accounting estimates and judgements

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

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

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

3 Donations and legacies

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

4 Other trading activities

| | Unrestricted funds 2025 £ | Unrestricted funds 2024 £ |
|--------------------------|------------------------------------|------------------------------------|
| Fundraising events | 4,420 | 2,654 |
| Trading income | 33 | 40 |
| | <u>4,453</u> | <u>2,994</u> |
| Other trading activities | <u>4,453</u> | <u>2,994</u> |

5 Investments

| | Unrestricted funds 2025 £ | Restricted funds 2025 £ | Total 2025 £ | Total 2024 £ |
|---------------------|------------------------------------|----------------------------------|--------------------|--------------------|
| Interest receivable | <u>5,081</u> | <u>1,766</u> | <u>6,847</u> | <u>7,471</u> |

6 Other Income

| Unrestricted funds £ | Total 2025 £ |
|----------------------------|--------------------|
| <u>29</u> | <u>29</u> |

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

7 Raising funds

| | 2025 £ | 2024 £ |
|----------------------------------|-----------|-----------|
| <u>Fundraising and publicity</u> | | |
| Other fundraising costs | 4,558 | 3,275 |
| Staff costs | 1,690 | 919 |
| | <hr/> | <hr/> |
| Fundraising and publicity | 6,248 | 4,194 |
| | <hr/> | <hr/> |

8 Charitable activities

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

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

9 Support costs

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

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

10 Trustees

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

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

11 Employees

The average monthly number of employees during the year was:

| | 2025 Number | 2024 Number |
|-------------------------|-------------------|-------------------|
| | <u>4</u> | <u>4</u> |
| Employment costs | 2025 £ | 2024 £ |
| Wages and salaries | 85,241 | 80,866 |
| Social security costs | 1,684 | 1,287 |
| Other pension costs | 1,805 | 1,655 |
| | <u>88,730</u> | <u>83,808</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 2025

12 Taxation

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

13 Financial instruments

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

14 Debtors

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

15 Creditors: amounts falling due within one year

| | 2025 £ | 2024 £ |
|------------------------------|-----------|-----------|
| Trade creditors | 1,148 | 1,344 |
| Other creditors | 232 | 142 |
| Accruals and deferred income | 1,734 | 1,662 |
| | <hr/> | <hr/> |
| | 3,114 | 3,148 |
| | <hr/> | <hr/> |

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

16 Restricted funds

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

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

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

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

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

Research Appeal - To fund future research.

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

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

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

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

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

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

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

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

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

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

17 Designated funds

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

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

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

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

18 Analysis of net assets between funds

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

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

19 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

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

Transactions with related parties

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

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