

# **Trustee's Annual Report and Financial Statements**

**For the year ended 28 February 2021**

**Registered Charity No. 1157198**

**Company No. 08898416**

**[www.mylifefilms.org](http://www.mylifefilms.org)**

# Letter from the Chairman

Dear friends,

Nobody could have anticipated the rollercoaster year we had as a nation since the coronavirus struck last March. It has been a terrifically tough time for many people, losing loved ones, facing financial hardship and prolonged isolation for the most vulnerable in society.

At the start of the national lockdown My Life Films committed to continuing our activity despite the restrictions and challenges we faced. We knew we would be needed more than ever during these times, so ploughed on regardless.

The lockdowns forced our hand to innovate rapidly. As face-to-face filming was impossible, we developed a remote filmmaking model. Once covid-safe filming was allowed, we developed new protocols to get us back to our beneficiaries.

We also knew our beneficiaries and their families would need extra support during lockdown, so we ran a crowdfunder and received support from London Community Response Fund which enabled us to launch our befriending 100-Hours-of-Conversation project, with our filmmakers checking in for weekly telephone and video chats.

We accelerated the development and launch of My Life TV, the world's first dementia-friendly video-on-demand service, which is an amazing team effort to offer great content to people living with dementia at home and in care homes. We are partnering with Vimeo to deliver My Life TV and with sector leads such as Alzheimer's Society to promote it.

Our My Life Films app – a simple life-story slideshow people can create on their phones – is now on the Apple and Android app stores in beta testing ahead of full release.

So this really has been a year of delivering some amazing new services despite a challenging environment. A huge thank you to the energetic and dedicated My Life Films team, which is thriving under Monika's leadership. A big thank you to my fellow trustees, who have all provided guidance, direction and expertise at board meetings, sub-committees and working groups. Each trustee brings a set of skills that supports My Life Films in specific areas, from finance and fundraising to service design and evaluation.

A huge thank you to our funders, who have been incredibly sympathetic during the challenges of covid times, including Esmée Fairbairn Foundation and City Bridge Trust who provided extra funding to their grantees to help fund core costs during this last year, the National Lottery Community Fund (who funded remote film delivery in Greater London during the pandemic) and Garfield Weston. Thank you to our long-

term key funders including Richmond Parish Land Charity and Hampton Fund, and additional emergency support from the London Community Response Fund and Richmond Discretionary Business Fund.

Thank you to our generous supporters who kindly donated to our befriending project and continued to raise funds for us through challenges and our Christmas raffle (which replaced our popular Christmas Dinner), along with major donors who have supported My Life TV and My Life Films app. These two projects are helping us build reach far beyond our direct life-story filmmaking.

As a result of the strong fundraising, changes to our delivery model and careful financial stewardship thanks to Monika, Petra and Lisa, My Life Films ended the year in a solid financial position, with strengthened reserves and restricted funds earmarked for our life-story film commitments.

In the new financial year of 2021-22 we will be seeking to expand our new services, continue testing our new film delivery models, and strengthen the board with new trustees to lead on marketing and care home delivery. We will prioritise recruiting new trustees from BAME communities to improve our organisational diversity and inclusion, and better represent the diversity of our beneficiaries.

As My Life Films builds upon our creative filmmaking to improve the lives of people living with dementia and continues innovating to reach more beneficiaries, we can help everyone tell their amazing story.

Through these stories, we can help transform the wellbeing and quality of life for people living with dementia, their families and carers. Thank you.



Alexander Kann  
Chairman

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## Reference and Administrative Information

**Registered Charity number** 1157198  
**Company Number** 08898416

### **Registered Office and Operational Address:**

Unit 2, Dickson House, 3 Grove Road, Richmond, Surrey, TW10 6SP

### **Trustees**

The trustees of the charity, who served during the period from 1 March 2020, and up to the date of this report were as follows:

Jorg Roth	appointed 17 February 2014
Tim Greifenberg	appointed 17 February 2014, resigned 11 August 2021
Carolin-Marie Roth	appointed 17 February 2014
Piers Kotting	appointed 31 May 2016
Alexander Kann	appointed 3 May 2016
Aileen Jackson	appointed 31 May 2016
Elizabeth Allen	appointed 15 February 2017
Lisa Silver	appointed 21 November 2018

There were no trustees who held title to property belonging to the charity during the reporting period or at the date of approval.

### **Company Secretary**

Jorg Roth

### **Key Management Personnel**

Monika Lang, Executive Director, appointed 26<sup>th</sup> October 2020

### **Bankers**

Barclays Bank plc, 8 George Street, North Sheen, Richmond upon Thames, Surrey, TW9 1JY

### **Independent Examiner**

Patrick Morrello ACA, Third Sector Accountancy, Holyoake House, Hanover Street, Manchester, M60 0AS

## Trustees Report

The trustees present their report and the unaudited financial statements for the year ended 28 February 2021. Included within the trustees' report is the directors' report as required by company law.

The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

## Objectives and Activities

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period, from 1 March 2020 to 28 February 2021. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the set aims and objectives.

My Life Films **charitable objective** is to relieve the needs of people living with dementia and its effects on their families, friends and carers through creative filmmaking. We have created a range of innovative, evidence-based services that help people living with dementia (PLWD) and those that care for them to live better lives after a dementia diagnosis. We are the UK's leader in video-based dementia care and our **mission** is to improve the lives of people affected by dementia in the UK. Our **vision** is a world where PLWD aren't defined by their illness.

The **impact of all our services** is to improve the mental health and wellbeing of PLWD, enable their care staff to deliver more person-centered care and give their primary carers an opportunity for respite and shared, meaningful activity.

The **beneficiaries** of My Life Films are people living with dementia, their families and carers. Carers are either primary carers which are mostly family members or paid carers at home or in care settings.

My Life Films supports their beneficiaries through the following main activities:

## **My Life Films Life Stories**

- Production of biographical life story films (long-form) which serve as a lasting reminiscence tool as well as an innovative care tool
- Production of biographical life story films (short-form) in care settings aimed at improving person-centred care
- Organising of premiers of life story films for families of PLWD in home or public settings
- Research into the effectiveness of biographical films for individuals with moderate-severe dementia

## **My Life TV**

- Offering a subscription model to individuals and care homes to My Life TV, the worlds' first dementia-friendly on demand channel

## **My Life Films app**

- Innovating new methods of biographical film delivery through the new My Life Films app

Furthermore, our **fundraising and trading activity** is operated to fund our charitable delivery. Throughout 2020/21, our work helped people and communities to cope with and recover from the impacts of COVID-19, and live better with dementia beyond then.

## **Our aims and objectives for 2020-2021 were to:**

- Continue to develop and deliver our life story films as long-form and shorter-form product
- Build and launch My Life Films mobile app which will translate our filmmaking service into an easy-to-use app that allows people with dementia and their families to make their own film
- Pilot and launch a new video-on-demand TV channel with carefully curated content for people living with dementia - My Life TV, the dementia-friendly channel
- To reinvigorate our trading activity and secure additional grant funding / fundraising income
- Strengthen our board of trustees and improve the diversity and inclusion of the charity, its staff and the beneficiaries it serves

The section below summarises the progress we have made to deliver our aims and objectives for the year and our response to the pandemic.

## Achievements and performance

### **Continue to develop and deliver our biographical life story films as both a long-form and shorter-form product**

Our established service creates personalised biographical films for PLWD, the star of the film, using their photos, videos and filmed interviews. It's like having a documentary made about your life, capturing the best bits from birth to present.

We recruit beneficiaries through our existing partner network (Alzheimer's Society, AGE UK, local NHS GPs). For each PLWD, one of our filmmakers works closely with them and any family over six-to-eight weeks to create two films: a 30-minute-long film which provides PLWD a lasting form of reminiscence therapy, and a five-minute short film which gives their care staff a quick way to get to know them.



*Jo watching her biographical film*

The finished films are shown in a premier as a celebration of life. My Life Films also offers a short-form of the biographical films to care settings aimed at improving person-centered care.

Since 2015, we have made films for more than 300 PLWD, helping over 3,000 people affected by dementia, and 90% beneficiaries reported that the films improved their mental health and wellbeing. The service was awarded Outstanding Dementia Care Product of the Year in 2016 and after commissioning it, Hampshire County Council concluded, "in an ideal world, everybody living with dementia should have access to a tool such as this."

The coronavirus crisis has worsened the mental health of PLWD, made them even more isolated and made caring for them even more challenging. Many of our beneficiaries had to continue to shield or isolate as lockdown relaxed but the pandemic continued. Simply put, the need for our services has never been greater which forced us to explore new innovative ways to delivery our life story films.



We adapted our service to make it remotely accessible, and delivered **27 film packages** (long-form) in a fully digital way where necessary, and partially digitally where those involved are able to meet up with filmmakers socially distanced. Filmmakers collected photos over email/WhatsApp and conducted interviews over Zoom where necessary and offered beneficiaries guidance on using these. Five of the 27 film packages have been delivered to families within the BAME community, this percentage has increased further in 2021 due to targeted outreach.

With lifting of restrictions, we re-introduced our face-to-face service in summer 2021 but will continue to offer a remote process for families who feel safer this way. The new remote process allows us also to reach families in locations where we do not have trained filmmakers which will increase our overall reach within England and Wales. It has also increased the number of family members who participate in the film as more and more families and especially older people have become more confident with technology. The charity predicts that the pandemic will still limit the number of films we are able to produce for the next financial year though.

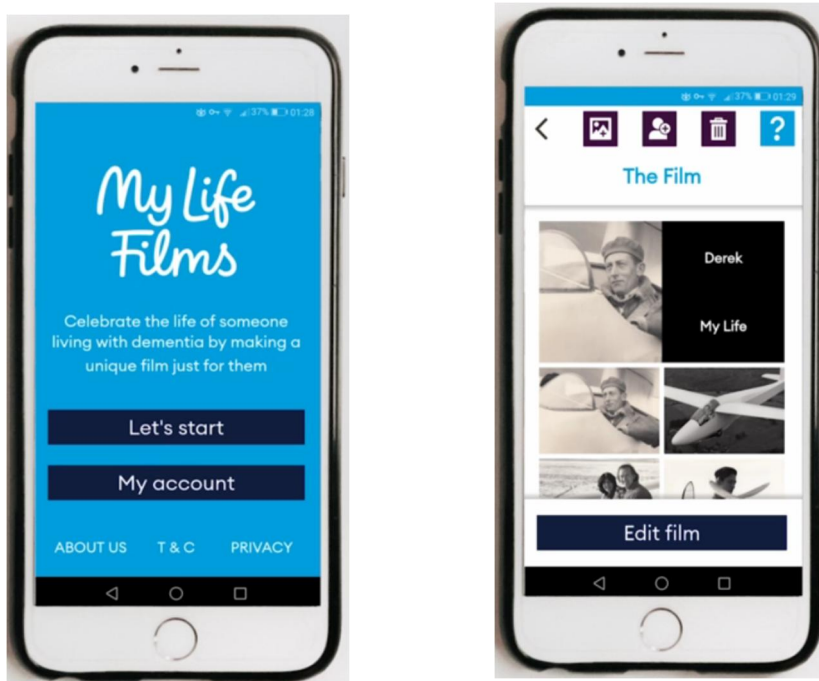
In addition to the long-form format, My Life Films delivered **five short films** for people living with dementia in care settings aimed at improving person-centred care. Originally, we planned to deliver 20 short-films but the pandemic made access to care homes nearly impossible. As a consequence, we stopped this service this financial year and converted a grant into core cost to support our other services.

In 2019, the feasibility study into biographical films as a person-centered approach to reduce neuropsychiatric symptoms of dementia in residential care was published by South West London and St George's Mental Health NHS Trust. Following this, we are preparing for a new research into the effectiveness of biographical films for individuals with moderate-severe dementia with an abbreviated 'My Life Films tool (REBIND 2)'. This controlled study is due to commence in 2022 and will be based on our My Life Films App created films.

## **Build and launch My Life Films mobile app which will translate our filmmaking service into an easy-to-use app that allows people with dementia and their families to make their own film**

Our new, free My Life App will enable people in the early stages of dementia and their friends and families to create their own life story film from the comfort of their armchair using a smart device. It will make our pioneering life story film format available to PLWD around the UK.

This project was possible thanks to a grant from Hampton Fund and generous support from major donors. After project delays due to the pandemic, the app is now in beta testing and scheduled for release in Apple and Google stores in autumn 2021. The app provides people affected by dementia with user-friendly film editing software on their smart device. It has a simple, intuitive 'dot-to-dot' process that makes it easy to use for people who are not tech-savvy - suitable for a PLWD in the early stages of the illness, and for a carer or family member to use with them in the later stages.



The app-created film is a slick slideshow of your photos accompanied by your chosen music telling the story of your life from birth to the present day, focusing on favourite memories. Later on, it will feature a self-recorded voiceover that provides narration. Overall, it is a simpler version of the films created by a trained filmmaker for our established filmmaking service.

Dementia impairs a person's cognition and their ability to communicate, which means at some point they will be unable to tell care staff what they need and have meaningful conversations. One member of care staff told us: "It can be difficult if they are unable to converse and tell you about themselves or their life". Thanks to our new My Life Films App, care staff will have a quick, engaging way of getting to know the PLWD in order to deliver person-centered care and improve their quality of life.

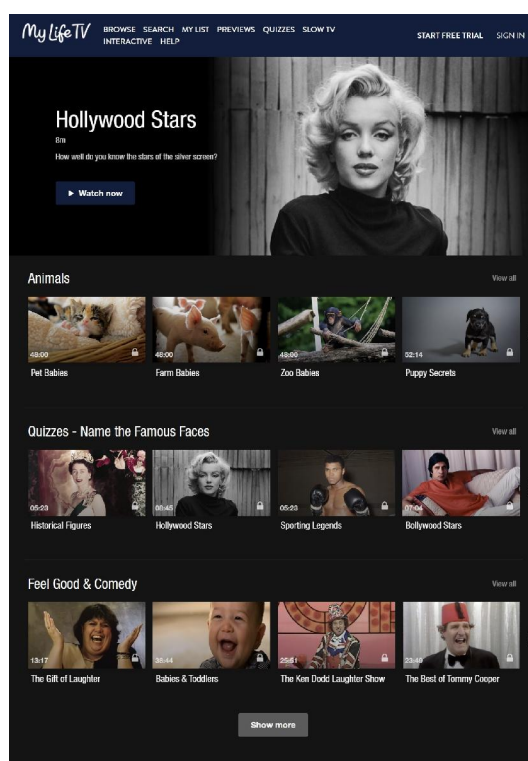
The App translates our established filmmaking service into an easy-to-use app that enables users to create their own life story film with photos and music on a smart device, from the comfort of their armchair. The app-created films will provide PLWD with lasting, personalised reminiscence therapy that they can enjoy and benefit from for the rest of their lives, improving their mental health and wellbeing in the long-term. It uses the pioneering, NHS-proven life story format which we developed for our established filmmaking service.

As part of the development plan for 2022, a functionality to record a voiceover narration will be added which will mean the app generated life story films can be used by care staff to get to know the PLWD with the aim to improve person-centred care.

## Pilot and launch a new video-on-demand TV channel with carefully curated content for people living with dementia - My Life TV, the dementia-friendly channel

My Life TV is the world's first Video on Demand service designed specifically for PLWD, showing new and existing TV programmes that have been created or chosen for their cognitive needs.

MLTV uses dementia-friendly television to help isolated, unoccupied PLWD, improving their mental health and wellbeing, helping their caregivers to deliver essential care in all care settings, and offering primary carers respite and shared, meaningful activity.



We launched this ground-breaking service in January 2021 to offer isolated, unoccupied PLWD a safe, easy way to stay stimulated and connected to the world during COVID-19 and beyond. It's like Netflix for PLWD. Research has shown that lack of mental stimulation is a significant factor in the poor mental health of PLWD.<sup>1</sup> Television could be the best way to address this issue, as people aged 65+ watch over six

<sup>1</sup> Daly, S., Allen, J. (2016) *Inequalities in mental health, cognitive impairment and dementia among older people* [Online] Available at: <http://www.instituteofhealthequity.org/resources-reports/inequalities-in-mental-health-cognitive-impairment-and-dementia-among-older-people/inequalities-in-mental-health-cognitive-impairment-and-dementia-among-older-people.pdf> (Accessed: 10 March 2021)

hours of broadcast TV every day on average.<sup>2</sup> However, people in the middle-to-late stages of dementia cannot watch mainstream TV because of cognitive impairment, struggling with fast plots and loud music.<sup>3</sup> Prior to launch, we ran a Feasibility Pilot with very positive results, involving 34 participants across two care homes where 94% caregivers said My Life TV can improve the mental health of PLWD, and care staff reported it can keep residents “occupied”, “improve communication”, “increase compliance with staff” and “support in improving behaviour that challenges”.

Within the first six month of the service going live, we have created and acquired over 90 hours of dementia-friendly content, formed partnerships with over 30 content partners including the British Film Institute (BFI), Royal Botanic Gardens, Kew and Getty Images (plus many more) to provide dementia-friendly content for the channel. We launched our subscription models for individuals (£4 per months, up to 3 devices) in January 2021 and soon realised that particularly larger care homes require more access points with one login. This is why we set up and launched an additional subscription model aimed at care homes (£30 per months, up to 30 devices) in April 2021. To further ease the viewing experience, we invested into TV Apps which will be ready in autumn 2021.



Anne and her mother Joyce watching My Life TV

All of the dementia-friendly content is “feel good”, ranging from interactive shows like armchair yoga and quizzes to passive entertainment like nature shows and feelgood shows. The content is either created by our in-house production team (independently and in collaboration with other organisations) or it is acquired through deals with rights owners.

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<sup>2</sup> (2020) *OFCOM Media Nations 2020: Interactive Report* [Online]. Available at: <https://www.ofcom.org.uk/research-and-data/tv-radio-and-on-demand/media-nations-reports/media-nations-2020/interactive-report> (Accessed: 21 January 2021)

<sup>3</sup> Funnell, L., Garriock, I., Shirley, B. and Williamson, T., (2019) ‘Dementia-friendly design of television news broadcasts’ *Journal of Enabling Technologies*, 13(3), p.137-149. Available at: <https://doi.org/10.1108/JET-02-2018-0009> (Accessed: 21 January 2021)

We are taking a collaborative, cross-sector approach to sourcing content which means it's also the first dedicated platform to enable organisations from all sectors to reach and support PLWD using dementia-friendly video.

We are also exploring alternative income models including corporate sponsorship which would cover part of the costs, enabling the most disadvantaged PLWD to use the service for free.

Over this financial year, we will continue to run the channel, develop the platform by offering newly created content and acquiring existing ones, develop and manage partnerships with organisations from the charity, public and corporate sectors to acquire shows and market the service across multiple channels and run our purpose-built impact assessment.

We created a marketing strategy in order to ensure that PLWD and care homes around the UK discover the service and sign up to a paid subscription.

Part of this will be done in-house by our core team, and we have already formed partnerships with Alzheimer's Society nationally, the National Activity Providers Association (NAPA) and the National Care Forum to market the service to their many thousands of combined users. We will form partnerships with organisations representing the specific needs of marginalised communities in order to reach PLWD from those communities.

To influence broader change, we are establishing the Dementia Media Steering Group, a coalition campaign group to raise awareness of the need for dementia-friendly television and influence cross-sector policy and practice. This will bring together media companies, dementia charities and academics. We aim to influence policy and practice with regards commissioning and producing dementia-friendly television, which would then influence the media industry more widely.



## My Life Films response to fight isolation and loneliness during Covid-19

With our main life story film service put on hold during lockdown, we diverted our time and energy into helping the over 300 people with dementia and their families that we've made films for already.

Many experienced isolation and loneliness before coronavirus and relied on social interactions outside of home to survive, like attending a community centre or simply chatting to the shop assistant at the supermarket checkout. Now that they were locked indoors 24/7 and effectively cut off from the world, they really needed our help to stay well and connected to the world.

This is why we launched '**100 Hours of Conversation**' where our filmmakers called our previous beneficiaries on a regular basis for a friendly conversation about their life, past and present.



100 hours of conversation

In the course of making the life story films, our filmmakers develop close, trusting relationships with our beneficiaries and our feedback always shows how much people value this bond.

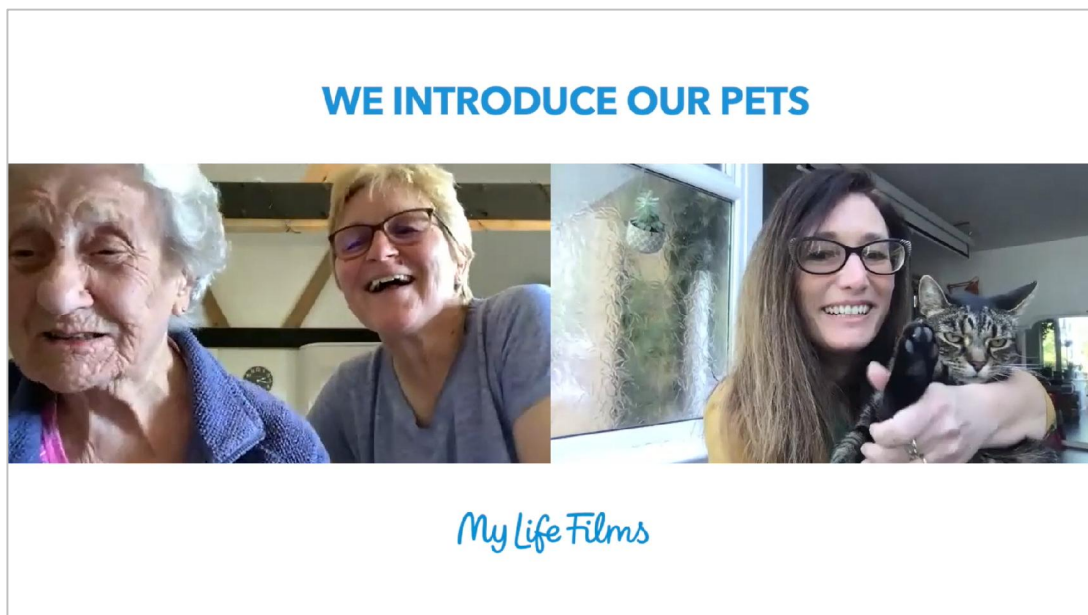
Jenny, whose mum Patricia has dementia, told us: "The filmmaker did an incredible job to make Patricia comfortable... The film making was as much of a positive as the film itself."

By assigning the filmmakers to their families, we were sure that these calls will boost their mood, reduce loneliness and improve their wellbeing. We also signposted people to local support services and resources if they were in need.

Our campaign has been a huge success. With reports of improved mood, decreased loneliness and an increase in overall wellbeing from callers. We received some lovely feedback from family members.

*"Mum's chats with you are of so much benefit, particularly in these challenging times. She looks forward to your calls with eager anticipation and is happy throughout the rest of the day... It also helps me as I am always so pleased and relaxed to see her so very happy and engaging. How can we ever thank you for that gift?"*

*"I looked forward to the weekly call to me by the filmmaker, she was gentle, something that I needed at this time as I felt very isolated and scared. The service your charity provided was just amazing.*



Alice our filmmaker in her weekly call during lockdown with Anne and Joyce

Some of these calls are still ongoing today and My Life Films will continue this support to help isolated and lonely people with dementia and their families.

This project was only possible thanks to the generous support from City of London Community Response Fund and an overwhelming response and support from existing supporters and the wider community who contributed to a fundraising appeal.



## **Reinvigorate our trading activity and secure additional grant funding / fundraising income**

The plan to launch a support service for people with dementia and their families has not been addressed due to the impact the pandemic had on the charity and the sector and our strategic shift towards offering new digital services in form of My Life Films mobile app and My Life TV.

Furthermore, My Life Films offered additional support to our existing beneficiaries during Covid-19 to fight isolation and loneliness and to support our filmmakers during this difficult time.

Our efforts to reinvigorate our trading activity have been started by launching a subscription model for My Life TV, this will also decrease our dependency on grant funding over the next years. As the Financial Review section below details, thanks to the support of our grant funders during the pandemic, along with strong controls on expenditure, My Life Films ended the reporting period in a stronger financial position than it began the year.

## **Strengthen our board of trustees and improve the diversity and inclusion of the charity, its staff and the beneficiaries it serves**

The recruitment of new trustees to improve the diversity and inclusion of the charity has been delayed to 2021. We are committed to being inclusive employers, helping to give diverse filmmakers their first step on the career ladder. 17 of our 40 regular freelance filmmakers identify as Black, Asian or another ethnic minority.

## **Use of funds**

My Life Films generates income through grant-funded projects, donations from mass participation, beneficiary families and local events, and trading activity. Our mix of restricted and unrestricted funding enables us to produce life-story films for beneficiary groups and in areas specified by our grant funders along with films produced with families on our beneficiary shortlist funded by our unrestricted funds.

Funds have been used prudently through careful financial planning, controlled spending and regular forecasting. Management accounts are regularly presented to the Finance Committee and the Board.

## **Volunteers**

My Life Films has regular volunteers supporting some of the key operational areas, including finances, fundraising and development.

Volunteers work closely with the team to deliver their duties and areas of expertise. Volunteers receive training and supervision and contribute to My Life Films' operation and delivery, from financial management through to innovative new services.

The board thanks our amazing volunteers for their important contribution to My Life Films and helping the charity improve the lives of our beneficiaries.

## Impact

### All our services aim to:

- Improve PLWD's mood and mental wellbeing, improving their mental health over time
- Enable care staff to deliver more person-centred care to PLWD, improving their quality of life
- Improve care staff and primary carers' ability to deliver essential care to PLWD, including helping them to manage behaviour that challenges and non-compliance
- Improve PLWD's social connections and relationships with care staff, fellow care home residents and primary carers, plus friends and family
- Make the role of care staff more impactful and fulfilling
- Provide primary carers with opportunities for respite, improving their mood and mental wellbeing
- Provide primary carers, family and care staff with shared, meaningful activities with PLW

### Life Stories

We monitor and evaluate impact through custom-built Impact Assessments for each service which we have developed with Prof. Tracey Williamson at University of Worcester, Dr. Robert Lawrence at NHS Barnes Hospital, and Richmond Council for Voluntary Services.

The **impact of the established life story film service** has been proven in a clinical trial by South West London and St George's Mental Health NHS Trust in 2019, the results of which were published in the *Journal of Clinical Psychology*.<sup>4</sup> It concluded that our films can decrease dementia symptom levels, improve quality of life, help care staff to deliver person-centered care, support routine care and in some instances, reduce drug use.

This was the first study to investigate biographical films as a form of reminiscence therapy.

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<sup>4</sup> Francis, E.R., Smith, J.G., Qayyum, M., Lee, J., Woodgate, P., Lawrence, R.M., (2019) 'Biographical films as a person-centered approach to reduce neuropsychiatric symptoms of dementia in residential care: A feasibility study.' *Journal of Clinical Psychological*, 76 (1), p.1–9. Available at: <https://doi.org/10.1002/jclp.22853> (Accessed: 21 January 2021)

## What do our service users say?

The feedback we receive from our life story films is very positive and we are very proud of our trained filmmakers and the strong relationships they form during the filmmaking process. One of our stars wrote to us: "The life story films are a fabulous idea and I know it will be helpful to me and my friends. I have very appreciated the way in which it has been done – gently, kindly and thoughtfully."

- **75% of our families report that the film improves the mood and wellbeing of the PLWD as it helps them to reminisce positively over their life.**

*"The film has been a great asset to my Mum, when she has been watching it, she lives each moment and it keeps those memories going, she has lost so much of her past this helps her more than photos and us talking to her."*

- **75% of our families say that the life story film brings family and friends together and it makes the PLWD being part of that family.**

*"During covid times there is little daily change in environment or new news. The film has helped my Mum to talk to friends, family and carers about their lives more."*

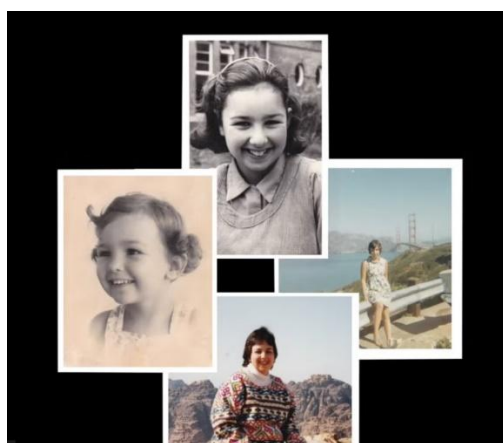
- Another family member wrote about the film we made for her parents:

*"Making and watching the film gave me a real sense of remembering my parents lives and how they were before dementia. Having the film has a long- term effect of being happier about knowing more about their lives and remembering the good times and our history. I cannot stress how positive this has been for me."*

## Case Study - Life Story filmmaking during lockdown

Gill was diagnosed with Alzheimer's and Vascular Dementia in September 2019 and Gill's closest friend Sue contacted us in November 2020 to have a life story film made. Due to Covid, filmmaking wasn't able to happen in-person so we had to adapt to a new remote filmmaking process.

Gill had a huge number of photos of her early years and Gill and Sue enjoyed the process of making a detailed journal of Gill's life together. Gill remarked on the filmmaking process: ***'It is a fabulous idea and I know it is helpful to me and my friends. I have appreciated the way in which it has been done, gently, kindly, thoughtfully'***.



Jamie, our filmmaker, collected lots of home video footage from family members. Gill wrote about him: ***"It was so important to highlight the different points in my life. I did not think he had a hope of getting my sister to take part, but there she is, even with the occasional smile! Jamie has a very natural, easy way of drawing people out and he was always helpful with practical issues of making the film"***.

The film took five weeks to produce and the film premiere was watched by Gill, Sue and family and friends separately in their own homes. The feedback was extremely heart-warming and positive.

Since the film was produced, Gill's stage of dementia has advanced slightly and she watches the film a few times a month, sometimes with her best friend Sue. Watching the film helps Gill to reminisce positively over her life. Sue remarked that everyone involved in the process has learnt more about Gill's life and recognised her as a unique person with a full life history.

The film is of continuous benefit to Gill as it helps her to feel less anxious and more stimulated. Gill says the film 'will be even more brilliant' in the future as her condition may deteriorate further.

## My Life TV

We established a feedback process with our users at home and in care settings to deliver the best service for people living with dementia through our new dementia-friendly channel.

### What do our service users in care homes and at home say?

- **87% report positive difference to mood and wellbeing of PLWD and their carer.**

*One primary carer reported that My Life TV "...increased my happiness as Mum is more content and also more vocal about her life before diagnosis. We have also had many deep conversations that may not have happened without the introduction of My Life TV. I can leave Mum knowing that she is happy, entertained and stimulated which allows me to carry out jobs I may not have had the time for. Her good positive mood and demeanour continues throughout the day."*

- One care home reported: *"It has had a calming effect on those that walk with intent all day, they sit for longer periods of time and spend time chatting about their experiences in life, others have their moods lifted and will sing, dance, laugh and chat more."*

- **88% report that My Life TV offers a shared and meaningful activity with primary carer and fellow care home residents, it improves social interactions and relationships with others.**

*"...it has a calming or uplifting affect to all the residents in the care setting, it has opened up lots of new conversations."*

- **57% report that it improves social interactions and relationships with others**

*"...it has had such a positive impact on the home environment, residents look forward to watching the programme and discussing the content which, has helped with building connections and conversations within the home."*

*"It has given the staff better opportunities to engage in a more meaningful way."*

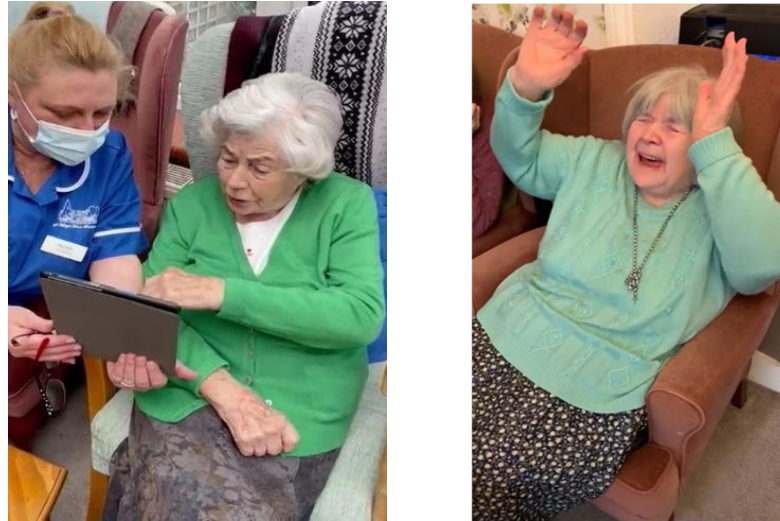
- **75% report it helps to manage behaviour that might be challenging and 50% confirmed that it helps to deliver more person-centred care and helps to manage the mood of a PLWD (83%)**

*Joanna Warren from St. Mary's Care Home Hampton says that My Life TV has greatly helped some of their residents. "It is a complete game changer for our residents, My Life TV can instantly change their mood, making them happy, laughing and interacting with others."*

*"If My Life TV is playing in a room the environment is instantly lifted to a more positive place to be in."*

## Case Study - My Life TV in St Mary's House, Hampton

St Mary's House in Hampton, Middlesex is 24-bed care home specialising in dementia care for people over 65. My Life Films has produced several life story films for residents over the past few years. We approached them in the summer of 2020 to trial our DementiaFlix platform (this was our working title) with their residents. As a result of their 90% positive feedback and the overall enthusiasm for the platform that My Life Films decided to commit to launching My Life TV.



Residents in St Mary's House enjoying My Life TV

In January 2021, a month after launch, My Life TV featured on BBC TV London News. Joanne Warren, the Deputy Care Home Manager, appeared along with resident Barbara giving a positive review of the service. Barbara's dementia often leaves her upset and tearful and the carers use a programme called Gift of Laughter on My Life TV to lift her spirits, it has the effect of making her roar with laughter and her anxiety is temporarily forgotten.

After St Mary's initial three-month free trial they subscribed. They use it to improve mood, help address agitation, anxiety and apathy and as Jo says "You know straight away if someone is completely anxious so we get the iPad and start a programme and it's just like that, they're instantly changed – it's amazing" and she also remarked "One resident, within a few moments of watching, her body language changes from a slumped disinterested position, to upright attentive posture".

It also helps keep residents engaged and occupied with meaningful activities including quizzes, chair yoga and singalong, Jo adds: "The quizzes and singalongs are good as it involves everybody, it's like the singer is in the room he asks in the video to sing out with him."

It also creates common ground between care staff and residents "There are programmes residents particularly engage with and we'll end up talking about that maybe an old famous actor or somebody in the Royal Family, it brings out conversations that you wouldn't normally have".

## Financial review

Total income for the year ended 28 February 2021 was £269,197 (2020: £194,013) and total funds at 28 February 2021 were £166,194 (2020: £71,036). Overall, our financial performance during the year delivered a net income of £95,158 (2020: deficit £45,832), thanks to very successful grant income and emergency relief support from existing and new funders.

Restricted income was £131,615 (2020: £58,750) and restricted expenditure was £52,474 (2020: £66,328) generating net restricted income of £79,141 (2020: deficit £7,578). Unrestricted income was £137,582 (2020: £135,263) and unrestricted expenditure was £121,565 (2020: £173,517) generating net unrestricted income of £16,017 (2020: deficit £38,254). At the end of the year the charity's funds consisted of £77,863 (2020: £17,682) of restricted funds and £88,331 (2020: £53,354) of unrestricted funds.

The charitable expenditures reduced to £137,849 (2020: £189,755) due to the impact the pandemic had on our life story film delivery. Furthermore, we operated with reduced staff for a period of time.

Income from trading activities decreased to £9,022 (2020: £68,141) as the charity stopped offering commercial films and diverse fundraising events had to be cancelled due to the pandemic. The cost of raising funds reduced to £36,190 (2020: £50,090) as a result of the cancelled fundraising events. Income from trading activities is expected to increase over the next financial year through My Life TV subscription income.

My Life Films' model is based on low overheads and staff, employing freelance filmmakers as needed based on our grant delivery, which enables us to scale our activity up and down depending on workload. My Life TV operation has been moved to the trading arm My Life Films Productions Limited from FY 21/22.

The Trustees consider the financial position at the year-end as positive and stable.

### Going Concern

The Trustees believe My Life Films is a going concern and are confident that through a strong grant pipeline, alongside donated income and increasing trading income from My Life TV, that the charity will continue to be secure. The charity's model enables it to scale up and down in activity as income allows and should there be material changes to projected income, the charity can reduce costs to manage its finances.

### Reserves Policy

The aim of the Reserves Policy is to ensure that the charity's ongoing and future activities are reasonably protected from unexpected fluctuations in its income and expenditure. The board reviewed the Reserves Policy and agreed that a minimum level of two-month unrestricted general funds of £35,000 for

expenditure is appropriate given the risks faced by the charity and the sustainability of its different income streams. At the end of the financial year, unrestricted funds were £88,331.

The reserves level required is regularly monitored by the Finance Committee who will make any required adjustments if and when the need arises. The Reserves Policy is reviewed by the Board on a yearly basis and whenever there are significant changes in My Life Films operations.

## Plans for the future

During 2021/22 our aims are to:

- Continue to run My Life Films Life Stories (long-form), funding dependent, in Greater London and surrounding areas, as a remote and face-to-face service
- Develop and grow My Life TV, the dementia-friendly channel
- Launch My Life Films App and work on a second version to be used in care settings
- Strengthen our board of trustees and improve the diversity and inclusion of the charity, its staff and the beneficiaries it serves

## Structure and governance

The organisation is a charitable company limited by guarantee, incorporated on 17 February 2014 (company number 08898416) and registered as a charity in England and Wales on 27 May 2014 (registered charity number 1157198).

The Charity is registered under the name My Life Films Limited and it operates as My Life Films. The charity has no share capital. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 28 February 2021 was 8 (2010: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

The Charity's governing instrument is the company's Memorandum & Articles of Association dated 18 January 2014. These set out the objects and powers of the charity and how it is governed. A board of trustees has been appointed in accordance with them. The board has a minimum of three and maximum of ten trustees. The board is responsible for the overall governance of the charity and determines its strategy.



One third of the trustees (or the nearest number to one third) must retire at each AGM by rotation and are eligible for re-appointment. The appointment of new trustees is overseen by the Board following an analysis of the skills and expertise each new trustee brings.

All trustees held office from 28 February 2021 to the date of this report.

During this reporting period My Life Films held four board meetings. The trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out as described in note 11 to the accounts.

## **Operations**

My Life Films is run by the team of staff, freelance film makers and volunteers. This ranges from income generation roles (grants, voluntary income, trading income) and finances to project management, filmmaking, impact reporting and innovation. Along with amazing volunteer support we have many supporters raising funds for us through mass participation events.

During this reporting period the day-to-day running of My Life Films was delegated to the Executive Director Monika Lang, who led the staff team of four. This role is accountable to the Board of Trustees and attended Board meetings.

## **Related parties**

My Life Films has a trading subsidiary MLF Productions Ltd, originally set up if trading income exceeds the legal limits. The trading arm was dormant for most the financial year 20/21 and has now been activated to support the new service My Life TV.

## **Remuneration policy for key management personnel**

The Finance Committee has responsibility for nominations and remuneration and actively monitor staff salaries. The key management personnel include the Executive Director.

## **Risk management**

The board manages financial, operational and other risks through regular review at board meetings, as well as Finance Committee meetings. The charity's risk register details the major risks and mitigating actions that can be applied to them and is regularly reviewed by the board. Procedures are in place to ensure compliance with safety of staff, volunteers and clients and these procedures are reviewed periodically.

The charity has registered a data protection policy in accordance with GDPR legislation. Intellectual property rights reside with the families who commission the charity to make the films. The charity has a conflict of interest policy and a reserves policy that is reviewed yearly.

## Statement of responsibilities of the trustees

The trustees (who are also directors of My Life Films Limited for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial 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, of the charitable company for that period.

In preparing these 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 and statements of recommended practice 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 operation

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and to enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safe-guarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant information of which the charitable company's independent examiner is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the independent examiner is aware of that information.

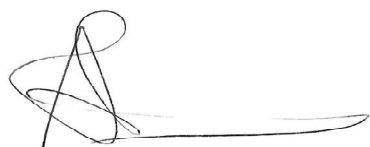
The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

## **Small Company Exemptions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

The trustee's annual report has been approved by the trustees on 11 August 2021 and signed on their behalf by

A handwritten signature in black ink, appearing to be 'Alexander Kann', with a long horizontal stroke extending to the right.

Alexander Kann  
Chairman of My Life Films

## Independent examiner's report

### Independent examiner's report to the trustees of My Life Films Limited for the year ended 28 February 2021

I report on the accounts of the charity for the year ended 28 February 2021 set out on pages 28 to 42.

#### Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

#### Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Charities Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Acthave not been met, or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

P Morrello

Patrick Morrello ACA  
Third Sector Accountancy Limited  
Holyoake House  
Hanover Street  
Manchester  
M60 0AS

Date: 18 / 08 / 2021

My Life Films Limited  
Statement of Financial Activities  
(including Income and Expenditure account)  
for the year ended 28 February 2021

	Note	Unrestricted funds £	Restricted funds £	Total funds 2021 £	<i>Unrestricted funds £</i>	<i>Restricted funds £</i>	<i>Total funds 2020 £</i>
<b>Income from:</b>							
Donations and legacies	3	70,695	16,000	86,695	18,216	12,750	30,966
Charitable activities	4	57,865	115,615	173,480	48,900	46,000	94,900
Other trading activities	5	9,022	-	9,022	68,141	-	68,141
Investments	6	-	-	-	6	-	6
<b>Total income</b>		<b>137,582</b>	<b>131,615</b>	<b>269,197</b>	<b>135,263</b>	<b>58,750</b>	<b>194,013</b>
<b>Expenditure on:</b>							
Raising funds	7	36,190	-	36,190	49,340	750	50,090
Charitable activities	8	85,375	52,474	137,849	124,177	65,578	189,755
<b>Total expenditure</b>		<b>121,565</b>	<b>52,474</b>	<b>174,039</b>	<b>173,517</b>	<b>66,328</b>	<b>239,845</b>
<b>Net income/(expenditure) for the year</b>	9	<b>16,017</b>	<b>79,141</b>	<b>95,158</b>	<b>(38,254)</b>	<b>(7,578)</b>	<b>(45,832)</b>
Transfer between funds		18,960	(18,960)	-	20,568	(20,568)	-
<b>Net movement in funds for the year</b>		<b>34,977</b>	<b>60,181</b>	<b>95,158</b>	<b>(17,686)</b>	<b>(28,146)</b>	<b>(45,832)</b>
<b>Reconciliation of funds</b>							
Total funds brought forward		53,354	17,682	71,036	71,040	45,828	116,868
<b>Total funds carried forward</b>		<b>88,331</b>	<b>77,863</b>	<b>166,194</b>	<b>53,354</b>	<b>17,682</b>	<b>71,036</b>

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

My Life Films Limited  
Company number 8898416  
Balance sheet as at 28 February 2021

	Note	2021	2020
		£	£
<b>Fixed assets</b>			
Tangible assets	13	3,324	4,653
Intangible assets	14	9,585	6,825
Investments	15	1	1
<b>Total fixed assets</b>		<b>12,910</b>	<b>11,479</b>
<b>Current assets</b>			
Debtors	16	4,628	11,124
Cash at bank and in hand		156,591	62,530
<b>Total current assets</b>		<b>161,219</b>	<b>73,654</b>
<b>Liabilities</b>			
Creditors: amounts falling due in less than one year	17	(7,935)	(14,097)
<b>Net current assets</b>		<b>153,284</b>	<b>59,557</b>
<b>Total assets less current liabilities</b>		<b>166,194</b>	<b>71,036</b>
<b>Net assets</b>		<b>166,194</b>	<b>71,036</b>
<b>The funds of the charity:</b>			
Restricted income funds	18	77,863	17,682
Unrestricted income funds	19	88,331	53,354
<b>Total charity funds</b>		<b>166,194</b>	<b>71,036</b>

For the year in question, the company was entitled to exemption from an audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts are prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

The notes on pages 30 to 42 form part of these accounts.

Approved by the trustees on 11 August 2021 and signed on their behalf by:

  
 \_\_\_\_\_  
 Jorg Roth (Trustee)

18 / 08 / 2021

Date signed

## **1 Accounting policies**

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

### **a Basis of preparation**

The financial statements have been prepared in accordance with 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) issued in October 2019 - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

My Life Films Limited meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

### **b Judgments and estimates**

The trustees have made no key judgments which have a significant effect on the accounts.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

### **c Preparation of the accounts on a going concern basis**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees have reviewed the charity's forecasts and projections and in particular have considered the potential implications of the Coronavirus (COVID-19) pandemic. Whilst the eventual financial impact of the pandemic on the charity, and on the overall economy, remains uncertain, the trustees are confident that the charity will be able to remain operational throughout the pandemic. It has reviewed its expenditure and projects and, based on its reserves and some donor commitments, the trustees are confident that the charity can also fulfil its commitments to its beneficiaries for the period ending 28 February 2022.

In addition, with the benefit of relevant government support packages to help organisations through the pandemic, the trustees have a reasonable expectation that the charity will have adequate resources to continue in operational existence for the foreseeable future.

The charity therefore continues to adopt the going concern basis in preparing its financial statements.

**d Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

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.

**e Interest receivable**

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

**f Fund accounting**

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

**g Expenditure and irrecoverable VAT**

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 the costs of commercial trading including commercial film making, salaries and production costs.
- Expenditure on charitable activities includes the costs of life story film making, salaries and production costs undertaken to further the purposes of the charity.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.



Notes to the accounts for the year ended 28 February 2021 (continued)

**h Tangible fixed assets**

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Furniture and equipment	25%
-------------------------	-----

**Intangible assets**

The charity's intangible assets are recognised at cost and amortised over their estimated useful economic life on a straight line basis as follows:

Website	25%
Mobile Application Development	not yet operational

The mobile application is a specialist software still in development at the year end. It is envisaged to go live in the next financial year. Amortisation for the software is still to be determined.

**i Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**j Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**k Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**l Pensions**

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 10. Outstanding contributions at the year end were £574 which were paid in March 2021. The costs of the defined contribution scheme are included within the charitable activities and fundraising costs as direct costs.

**2 Legal status of the charity**

The charity is a private company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The registered office address is disclosed on page 1.

My Life Films Limited

Notes to the accounts for the year ended 28 February 2021 (continued)

**3 Income from donations and legacies**

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2020</i> £
Donations and grants	70,695	16,000	86,695	18,216	12,750	30,966
<b>Total</b>	<u>70,695</u>	<u>16,000</u>	<u>86,695</u>	<u>18,216</u>	<u>12,750</u>	<u>30,966</u>

**4 Income from charitable activities**

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2020</i> £
Grants	57,836	115,615	173,451	48,900	46,000	94,900
Charitable trading	29	-	29	-	-	-
<b>Total</b>	<u>57,865</u>	<u>115,615</u>	<u>173,480</u>	<u>48,900</u>	<u>46,000</u>	<u>94,900</u>

**5 Income from other trading activities**

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2020</i> £
Fundraising events	4,162	-	4,162	24,381	-	24,381
Film sales	1,500	-	1,500	40,400	-	40,400
Rent received	3,360	-	3,360	3,360	-	3,360
	<u>9,022</u>	<u>-</u>	<u>9,022</u>	<u>68,141</u>	<u>-</u>	<u>68,141</u>

# My Life Films Limited

## Notes to the accounts for the year ended 28 February 2021 (continued)

### 6 Investment income

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2020</i> £
Income from bank deposits	-	-	-	6	-	6
	<u>-</u>	<u>-</u>	<u>-</u>	<u>6</u>	<u>-</u>	<u>6</u>
	<u>-</u>	<u>-</u>	<u>-</u>	<u>6</u>	<u>-</u>	<u>6</u>

All of the charity's investment income arises from money held in interest bearing deposit accounts. All investment income is unrestricted.

### 7 Cost of raising funds

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2020</i> £
Film making/production costs	3,731	-	3,731	11,128	-	11,128
Staff costs	24,957	-	24,957	25,124	-	25,124
Fundraiser's fees	6,024	-	6,024	1,788	-	1,788
Brand mark development	-	-	-	2,858	750	3,608
Fundraising events	992	-	992	8,061	-	8,061
Card/donation processing fees	486	-	486	381	-	381
	<u>36,190</u>	<u>-</u>	<u>36,190</u>	<u>49,340</u>	<u>750</u>	<u>50,090</u>

## Notes to the accounts for the year ended 28 February 2021 (continued)

**8 Analysis of expenditure on charitable activities**

	Total 2021 £	Total 2020 £
Staff costs	45,349	81,547
Staff recruitment and training	-	1,858
Film management	13,120	22,883
Film production costs	4,676	5,969
Film making	16,375	35,150
My Life TV channel	11,092	-
100 Hours project	2,907	-
Premises costs	14,555	14,252
Accountancy, legal and other professional services	5,067	6,259
Grant writing	14,056	10,120
Subscriptions	2,897	2,605
Travel and accommodation	-	507
IT support	1,461	1,123
Insurance	963	990
Telephone	1,029	796
General office expenses	648	1,959
Marketing	302	1,951
Bank charges	73	146
Depreciation	3,279	1,640
	<u>137,849</u>	<u>189,755</u>
Restricted expenditure	52,474	65,578
Unrestricted expenditure	85,375	124,177
	<u>137,849</u>	<u>189,755</u>

Film overhead costs of £2,444 are included in the charity's overhead costs as shown above.

**9 Net income/(expenditure) for the year**

This is stated after charging/(crediting):	2021 £	2020 £
Depreciation and amortisation	3,279	1,640
Independent examiner's fee	1,440	1,440
	<u>          </u>	<u>          </u>

## Notes to the accounts for the year ended 28 February 2021 (continued)

**10 Staff costs**

Staff costs during the year were as follows:

	2021 £	2020 £
Wages and salaries	77,636	119,816
Social security costs	3,265	8,048
Pension costs	2,525	2,565
	<u>83,426</u>	<u>130,429</u>
<b>Allocated as follows:</b>		
Cost of raising funds	24,957	25,124
Charitable activities	58,469	105,305
	<u>83,426</u>	<u>130,429</u>

Staff costs for charitable activities include £13,120 shown separately as Film Management Costs in note 8.

No employee has employee benefits in excess of £60,000 (2020: Nil).

The average number of staff employed during the period was 3 (2020: 4).

The average full time equivalent number of staff employed during the period was 3 (2020: 4).

The key management personnel of the charity comprise the trustees and the Executive Director. The total employee benefits of the key management personnel of the charity were £13,968 (2020: £39,974). The post of Executive Director was vacant for part of the year.

**11 Trustee remuneration and expenses, and related party transactions**

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2020: Nil).

No members of the management committee received travel and subsistence expenses during the year (2020: Nil).

The aggregate donations from related parties was £250 (2020: Nil). There were no conditions attached to the donations .

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2020: Nil).

## Notes to the accounts for the year ended 28 February 2021 (continued)

**12 Corporation tax**

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

**13 Fixed assets: tangible assets**

	Office furniture £	Computer equipment £	Total £
<b>Cost</b>			
At 1 March 2020	1,881	3,437	5,318
	<hr/>	<hr/>	<hr/>
At 28 February 2021	1,881	3,437	5,318
	<hr/>	<hr/>	<hr/>
<b>Depreciation</b>			
At 1 March 2020	235	430	665
Charge for the year	470	859	1,329
	<hr/>	<hr/>	<hr/>
At 28 February 2021	705	1,289	1,994
	<hr/>	<hr/>	<hr/>
<b>Net book value</b>			
At 28 February 2021	1,176	2,148	3,324
	<hr/>	<hr/>	<hr/>
<i>At 29 February 2020</i>	<i>1,646</i>	<i>3,007</i>	<i>4,653</i>
	<hr/>	<hr/>	<hr/>

**14 Fixed assets: intangible assets**

	Website £	Mobile Application £	Total £
<b>Cost</b>			
At 1 March 2020	7,800	-	7,800
Additions	-	4,710	4,710
At 28 February 2021	7,800	4,710	12,510
<b>Depreciation</b>			
At 1 March 2020	975	-	975
Charge for the year	1,950	-	1,950
At 28 February 2021	2,925	-	2,925
<b>Net book value</b>			
At 28 February 2021	4,875	4,710	9,585
At 29 February 2020	6,825	-	6,825

**15 Investments**

	2021 £	2020 £
Investment in the shares of the subsidiary company MLF Productions Ltd	1	1

The charity owns the whole of the issued ordinary share capital of MLF Productions Ltd, a company registered in England, register no 12085071. The subsidiary has not yet traded and is currently dormant.

**16 Debtors**

	2021 £	2020 £
Trade debtors	-	9,175
Other debtors	421	305
Prepayments and accrued income	4,207	1,644
	4,628	11,124

**17 Creditors: amounts falling due within one year**

	2021 £	2020 £
Trade creditors	1,854	7,342
Other creditors and accruals	6,081	3,789
Taxation and social security costs	-	2,966
	<u>7,935</u>	<u>14,097</u>

**18 Analysis of movements in restricted funds**

	Balance at 1 March 2020 £	Income £	Expenditure £	Transfers £	Balance at 28 February 2021 £
<b>Purpose</b>					
<b>Life Story Films</b>					
Bite Size Pieces	500	-	(500)	-	-
Cadbury Trust	1,000	-	(1,000)	-	-
City Bridge Trust	6,000	18,000	(9,000)	-	15,000
The Frances Winham Foundation	5,000	-	(3,125)	-	1,875
Kew Fete Charity	1,500	-	(1,500)	-	-
National Lottery Community Fund		40,000	(16,000)		24,000
Richmond Parish Lands Charity (2)	-	15,000	(750)	(14,250)	-
WG Edwards Charitable Foundation	-	750	(750)	-	-
<b>My Life TV</b>					
Richmond Parish Lands Charity (3)	-	23,865	(8,592)	-	15,273
Weslyan Foundation	2,500	-	(2,500)	-	-
<b>100 Hours of Conversation</b>					
City of London - London Community Response Fund	-	3,000	(2,075)	-	925
The Clothworkers' Foundation	682	-	(682)	-	-
<b>My Life Films App</b>					
Hampton Fund	-	15,000	-	(4,710)	10,290
Other major donors		10,000	-		10,000
<b>Others/Rent</b>					
Richmond Parish Lands Charity (1)	500	6,000	(6,000)	-	500
<b>Total</b>	<u>17,682</u>	<u>131,615</u>	<u>(52,474)</u>	<u>(18,960)</u>	<u>77,863</u>



## Notes to the accounts for the year ended 28 February 2021 (continued)

**Transfers between funds***Richmond Parish Lands Charity (2)*

The funder agreed to the change from restricted to unrestricted funds to allow the charity more flexibility to address operational adjustments due to the Covid-19 pandemic.

*Hampton Fund*

This fund is used for the development of a mobile application for films being produced for the beneficiaries of the charity. The expenses capitalised to date are £4710.

**Comparative period**

	Balance at 1 March 2019 £	Income £	Expenditure £	Transfers £	Balance at 29 February 2020 £
<b>Funders</b>					
<i>The Barnes Fund / Barnes Workhouse Fund</i>	1,000	-	(1,000)	-	-
<i>Blackbaud</i>	2,200	-	(2,200)	-	-
<i>Bite Size Pieces</i>	-	500	-	-	500
<i>Cadbury Trust</i>	1,000	-	-	-	1,000
<i>City Bridge Trust</i>	3,000	24,000	(21,000)	-	6,000
<i>The Clothworkers' Foundation</i>	-	6,000	-	(5,318)	682
<i>D'Oyly Carte Charitable Trust</i>	-	3,000	(3,000)	-	-
<i>The February Foundation</i>	-	3,000	(3,000)	-	-
<i>The Frances Winham Foundation</i>	-	5,000	-	-	5,000
<i>The Funding Network</i>	5,128	-	(5,128)	-	-
<i>Richmond Parish Lands Charity (rent grant)</i>	500	6,000	(6,000)	-	500
<i>Hampton Fund Healthcare</i>	2,000	-	(1,000)	(1,000)	-
<i>Management Trust</i>	15,000	-	(750)	(14,250)	-
<i>Kew Fete Charity</i>	-	3,000	(1,500)	-	1,500
<i>The Margaret Fisher Charitable Trust</i>	9,000	7,500	(16,500)	-	-
<i>Weslyan Foundation</i>	7,000	-	(4,500)	-	2,500
<i>Woodroffe Benton Foundation</i>	-	750	(750)	-	-
<b>Total</b>	<b>45,828</b>	<b>58,750</b>	<b>(66,328)</b>	<b>(20,568)</b>	<b>17,682</b>

My Life Films Limited

Notes to the accounts for the year ended 28 February 2021 (continued)

Name of restricted fund	Description, nature and purposes of the fund
<b>Life Story Films</b>	grants toward film-making costs to produce life stories films for people affected by dementia
<b>My Life TV</b>	grants towards the costs of the viability pilot project for My Life TV channel for people affected by dementia
<b>100 hours of conversation</b>	grants towards the cost of calls and conversations by the filmmakers with people affected by dementia
<b>My Life Films App</b>	grant and donations towards the costs of developing a mobile application for showing the life stories of and for people affected by dementia
<b>Others/Rent</b>	grant towards the cost of rent for the charity's premises

19 Analysis of movement in unrestricted funds

	Balance at 1 March 2020 £	Income £	Expenditure £	Transfers £	As at 28 February 2021 £
General fund	53,354	137,582	(121,565)	18,960	88,331
	<u>53,354</u>	<u>137,582</u>	<u>(121,565)</u>	<u>18,960</u>	<u>88,331</u>

*Comparative period*

	Balance at 1 March 2019 £	Income £	Expenditure £	Transfers £	As at 29 February 2020 £
General fund	71,040	135,263	(173,517)	20,568	53,354
	<u>71,040</u>	<u>135,263</u>	<u>(173,517)</u>	<u>20,568</u>	<u>53,354</u>

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds

My Life Films Limited

Notes to the accounts for the year ended 28 February 2021 (continued)

**20 Analysis of net assets between funds**

	General fund £	Designated funds £	Restricted funds £	Total 2021 £
Tangible fixed assets	3,324	-	-	3,324
Intangible fixed assets	9,585	-	-	9,585
Fixed asset investments	1	-	-	1
Net current assets/(liabilities)	75,421	-	77,863	153,284
	<hr/>	<hr/>	<hr/>	<hr/>
Total	88,331	-	77,863	166,194
	<hr/>	<hr/>	<hr/>	<hr/>

**Comparative period**

	General fund £	Designated funds £	Restricted funds £	Total 2020 £
Tangible fixed assets	4,653	-	-	4,653
Intangible fixed assets	6,825	-	-	6,825
Fixed asset investments	1	-	-	1
Net current assets/(liabilities)	41,875	-	17,682	59,557
	<hr/>	<hr/>	<hr/>	<hr/>
Total	53,354	-	17,682	71,036
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