

*My Life Films*

# Trustee's Annual Report and Financial Statements

For the year ended 28 February 2022

Registered Charity No. 1157198

Company No. 08898416

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



# Letter from the Chairman

Dear friends, funders and supporters,

In our last annual report, covering March 2020 to February 2021, we wrote about the huge challenges that the Covid-19 pandemic brought to us all. Whilst these receded as the vaccination programme was rolled out and the lockdowns lifted, it is hard to say that this reporting period of March 2021 to February 2022 was exactly back to what could be considered a pre-pandemic normal.

A huge thank you is owed to Monika and the My Life Films team for their excellent navigation of the ongoing challenges, and their adaptability in creating new ways to support people living with dementia, their families and their carers. Our beneficiaries are at the heart of everything we do and so reaching and helping more people has been a huge focus for the last year.

We have resumed filming our Life Story Films with families in London and beyond, creating bespoke biographical films largely for people still living at home, as care homes have been understandably slower to remove social distancing and filming requirements. Our Life Story Film remain a gold standard in our dementia interventions, and we deliver these through a few different models – in-person filming, remote filming, long-form and short-form.

Alongside this we have accelerated our ambitions for My Life TV, the dementia-friendly video-on-demand service. We continue to secure amazing programmes from our content partners (thank you!) and are filming more original content – quizzes, music, seated exercises, reminiscence programmes – as we know this is what our viewers love to watch. Our platform partner Vimeo continues to develop their product offer and we have partnered with Alzheimer's Society to promote it and to produce content together. The user base is growing steadily and our new trustee Hannah Yongo is our new marketing lead on the board to drive this, along with our new marketer Lynda Phoenix on the team.

Along with Hannah we also welcomed Maana Ruia as a new trustee, with expertise on the care home sector. Maana is already making great strides in our approaches to care home groups and our ESG funding strategy. Welcome Hannah and Maana! We also said farewell to one of our founding trustees Tim Greifenberg, who stepped down after seven years' service – thank you Tim!

A big thank you is also due to fellow trustees, including Lisa who chairs the Finance Committee and a big thank you to Petra who graciously volunteers her time to run our accounting. The My Life Films team continues to deliver strongly, Charlotte, Poppy, Sharon, Daniel, Henry and Lynda all contributing hugely to our impact.

We ended the financial year in a sound position thanks to Monika's deft management of My Life Films and the work we deliver. We have secured some three-year grants which gives us some security in our ambitions for the charity and is also a vote of confidence in the work we are doing. Thank you to all our funders, foundations and donors who continue to support My Life Films.

As we look to the years ahead, My Life Films will continue to innovate in how we deliver our service and understanding how we can further improve the lives of our beneficiaries – 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 2021, and up to the date of this report were as follows:

Jörg 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
Maana Ruia	appointed 1 December 2021
Hanna Yongo	appointed 1 December 2021

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

Jörg Roth

### Key Management Personnel

Monika Lang, Executive Director, appointed 26 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

### Design

Karoshi

## Trustees Report

The trustees present their report and the unaudited financial statements for the year ended 28 February 2022. Included within the trustees' report is the directors' report as required by company law.

Reference and administrative information set out on this page forms part of this report. 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 2021 to 28 February 2022. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. 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 three main activities. All its charitable activities focus on PLWD and are undertaken to further My Life Films charitable purposes for the public benefit.



## Biographical Life Story Films

- 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 premieres of life story films for families of PLWD in home or public settings

## My Life TV – the dementia friendly channel

- Offering the worlds' first dementia-friendly on demand channel My Life TV to families and care settings with carefully curated content to keep PLWD engaged and connected to the world

## My Life Films app

- A free to download app to create a short biographical film using photos and music

Furthermore, our fundraising and trading activity is operated to fund our charitable delivery.

## Our aims and objectives for FY 2022 were to:

- Continue to run biographical life story films with focus on the long-form, funding dependent, in Greater London and surrounding areas, as a remote and face-to-face service
- Launch My Life Films app and iterate based on feedback
- Develop and grow My Life TV, the dementia-friendly channel
- Strengthen our board of trustees and improve the diversity and inclusion of the charity, its staff and the beneficiaries it serves

The next section summarises the progress we have made to deliver our aims and objectives for the financial year.



**Every time mum watches the film is like the first time for her. As we are all so far away from her, it reinforces the fact that people care about her and, although she doesn't remember, that she did have a good life and achieved things she can feel proud of.**

Daughter of a PLWD responding to My Life Films Impact Assessment



## Case Study

# Gloria's Life Story Film

Gloria was born in Barbados in 1934 as the eldest of eight siblings. When she arrived in the UK with her two daughters in search for work, she became a machinist with a team of seamstresses above a shop on Peckham High Street before becoming a nurse for the rest of her life.

Gloria, 86, was diagnosed with Alzheimer's and her relative Tisha told us that she often felt anxious, sometimes felt depressed and was restless.

She signed up to My Life Films and benefited from the process. Gloria "really enjoyed talking about when she was in Barbados so we all found it a lovely experience to reminisce because it's not all the time you get to speak to people about their past and how they live so it was nice to have the rare opportunity, she's here with me".

Gloria's filmmaker Alice built up a great relationship with her: "Alice was very patient and lovely. It made it more enjoyable because she was so lovely."

Watching the film has a noticeable improvement on Gloria's mood: "when she watches the film it's just like she talks about it again, and again. Watching it is funny together. She's a church person, and the music from each section reminds her of that period of time and makes her think of certain memories".

My Life Films has provided Gloria and those around her with a lasting way of managing her well-being; "It's something we put on when she's not in a good mood and it definitely lifts her mood."





# Achievements and Performance

## Continue to deliver our biographical life story films

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.

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."

In the FY 2022, we delivered 25 film packages (long-form) and partially digitally where those involved are able to meet up with filmmakers socially distanced. 11 of the 25 film packages have been delivered to families within the BAME community, this percentage has increased further in 2022 due to targeted outreach.

In addition to the long-form format, My Life Films delivered two short films for people living with dementia in care settings aimed at improving person-centred care.





**Launch My Life Films app which translates 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 Films app enables 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.

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.

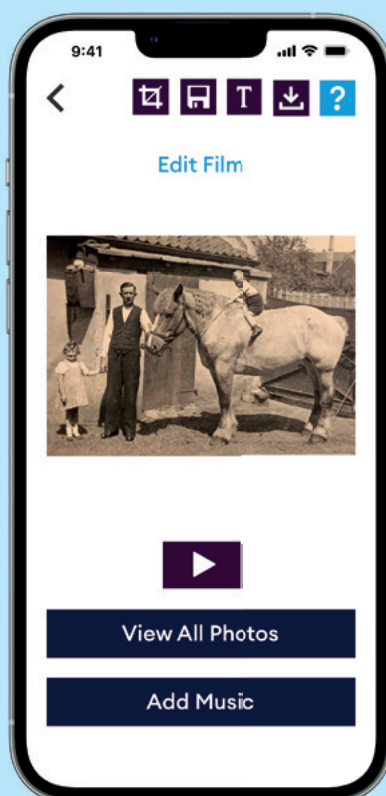
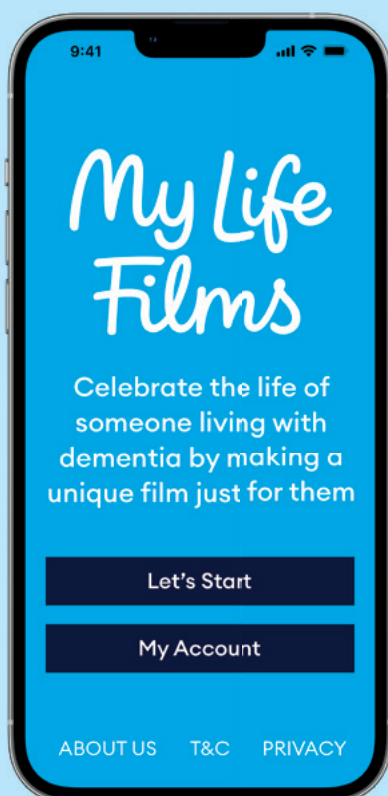
After a delay due to the pandemic, we launched the iOS and Android apps on the Apple and Google stores in November 2021. The number of downloads so far has been lower than we expected and we are planning to review the service this financial year, evaluating user feedback and assessing our options to decide the best path forward. Further development plans to create a version to be used in care settings have been put on hold.

As a result, we are continuing to maintain the service thanks to the generous support from Hampton Fund.



**During Covid times there is little daily change in environment or new news. The film has helped the PLWD to talk to friends, family and carers about the film and their lives more. This has been extremely useful to them.**

Primary carer responding to My Life Films Impact Assessment



## Develop and grow 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. My Life TV is a streaming service that offers a wide variety of dementia-friendly TV shows, documentaries, video-based activities and more for use in care settings and at home.



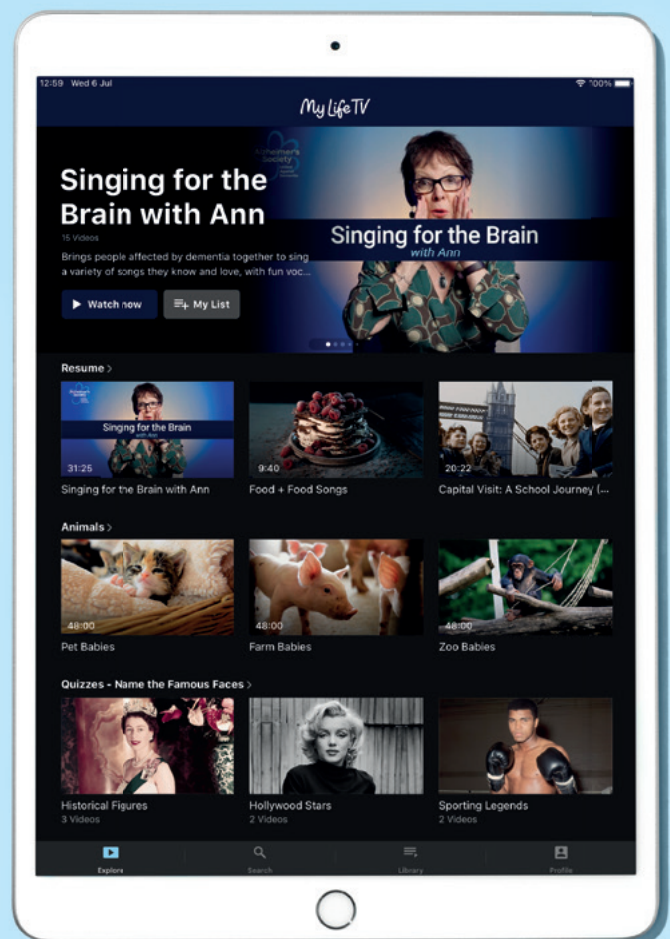
**TV is a lifeline, companion and vital source of information for many of the 900,000 people living with dementia in the UK. We're really excited to be working with My Life TV to create engaging content for people with dementia... Whether they want to challenge themselves with a quiz, belt out a song or just simply watch some feel-good movies, there's something for every mood.**

Zoe Campbell, Director of Operations at Alzheimer's Society

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. 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

During the reporting period, we have nearly tripled the number of total customers on My Life TV and we have doubled the number of content partners. Also, the hours of dementia-friendly content on the service more than doubled thanks to our in-house production team and generous support from the wider media industry. These include partners and content which are inclusive of Black British, Asian, other ethnic minorities and LGBTQ+ identities.

A particularly exciting development is that we have formed a ground breaking partnership with Alzheimer's Society nationally to deliver their digital strategy through a dedicated channel on MLTV, through which they are delivering their popular Singing for the Brain service digitally for the first time.



Zoe Campbell, Director of Operations at Alzheimer's Society said: "TV is a lifeline, companion and vital source of information for many of the 900,000 people living with dementia in the UK. We're really excited to be working with My Life TV to create engaging content for people with dementia... Whether they want to challenge themselves with a quiz, belt out a song or just simply watch some feel-good movies, there's something for every mood."

Over the next financial year, we will invest further into marketing to increase the reach of the service, especially to the care sector. We will also build up the evidence base for impact with external partners including Alzheimer's Society and Alzheimer Scotland and use feedback to refine our service and Monitoring and Evaluation process.

To influence broader change, we plan to set up a Dementia Media Committee, a coalition campaign group to raise awareness of the need for dementia-friendly television and influence cross-sector policy and practice, with high-profile members, which will help us to increase our reach, build more partnerships and get more content.

We partnered with the University of West Scotland to evaluate the impact of My Life TV in care homes and continue to apply for funding for this vital research. In October 2022, My Life TV will be part of their 'BA (Hons) for Integrated Health and Social Care' to explore how the service can support effective communication and person centered care.

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

We recruited two new trustees to add marketing and care home knowledge to the Board. The recruitment of Mrs Yongo and Mrs Ruia also improved 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.

### **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.



**It's an absolute life changer for people like mum... When mum starts to become agitated in the late afternoon, we can put on My Life TV and the images and music automatically calm her and she stops worrying.**

Lynn, who cares for her mother Celia living with dementia



# Impact of our Services

All our services aim to:

Improve PLWD's mood and mental wellbeing

- 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 PLWD

## Biographical Life Story Films

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>[1]</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.

<sup>[1]</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. We are immensely proud that 100% of our service users would recommend this service to other people affected by dementia.

Our families truly enjoy the filmmaking process, it brings everyone together and creates a memory for life to cherish. Sometime, our users only realise at a later stage in the dementia journey how useful the films are in supporting the day-to-day challenges dementia can task you with.

A service user wrote to us a year after the film was premiered:

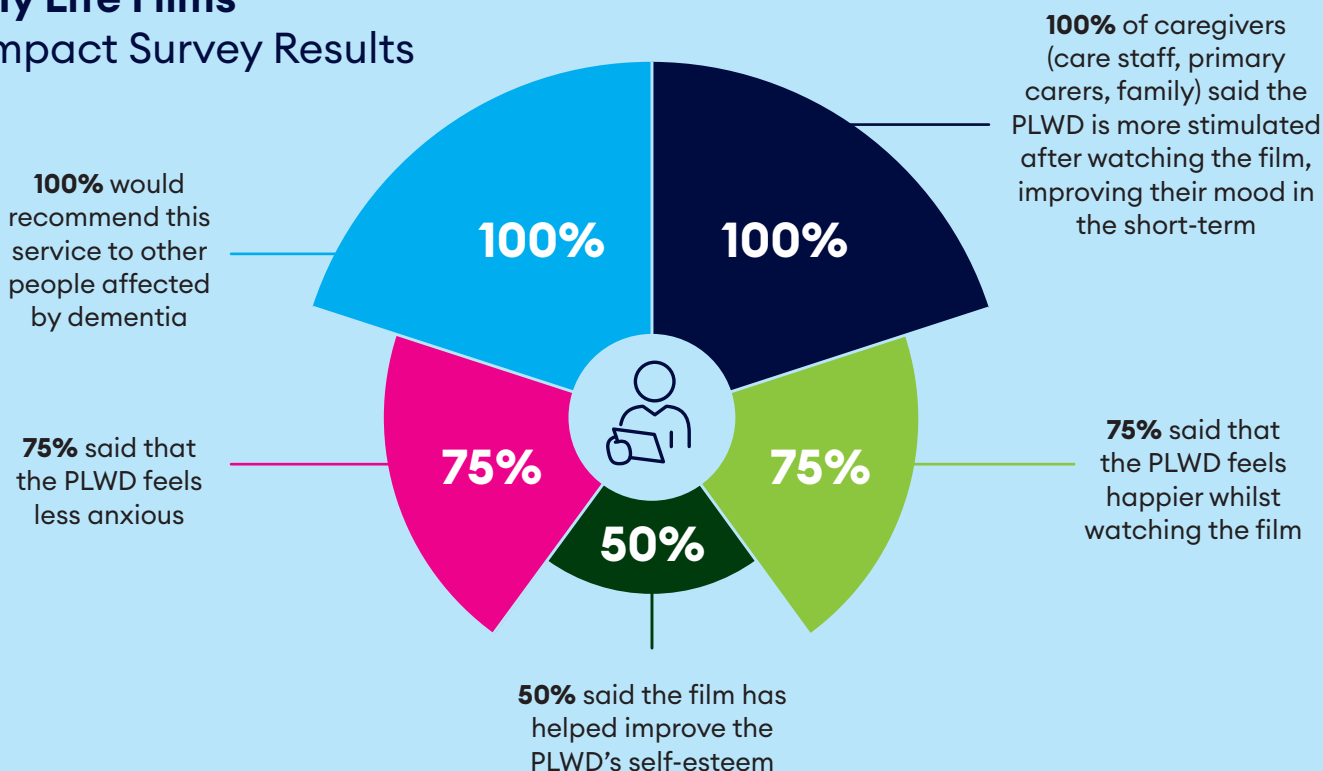
“This morning she also said that she does not know who she is so I put the film on for her. As soon as the film started, she recognised her picture and that of her parents and brothers, and other family members as they appeared; she asked lots of questions throughout the film which calmed her down. I show mum the film regularly now as it calms her and lightens her mood. I have told all the carers to do the same. I just wanted to let you know the impact that it has had, say thanks, and wish you continued success with it. I hope that many others can enjoy this experience.”



**Making and watching the film gave me a real sense of remembering my parents lives and how they were before dementia. I have had 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.**

Son of a PLWD responding to My Life Films Impact Assessment

## My Life Films Impact Survey Results





# Case Study

## Noel's Life Story Film

Noel grew up in Freetown, Sierra Leone, and moved to the UK in 1950s, where he joined the Royal Airforce and served an aero-engineer. He was a scholar, a pioneer and a community leader.

In 2018, Noel diagnosed with dementia. He was living at home and his sister Rita told us he experienced low moods, feeling anxious and confused.

An Occupational Therapist at Richmond Social Services recommended My Life Films to him.

Rita told us, "When I watched the introductory video about what you did, I thought it was brilliant and they encouraged me to go through with the project."



**As soon as the music comes on, and photographs of his mum comes on you were able to see him pointing at his mum and dad. Pointing at his sister and his mum. It was a really good experience to do. He really loved it. Friends and relatives loved it too.**

They signed up and "the filmmaker was very easy to communicate with, full of ideas, and extremely helpful. It was fun to work with Alice, the assigned filmmaker, very easy to work with she understood things. She was able to think of bright ideas, which I went with. Like some loud music, calypso music".

The impact on Noel was profound. "As soon as the music comes on, and photographs of his mum comes on you were able to see him pointing at his mum and dad. Pointing at his sister and his mum. It was a really good experience to do. He really loved it. Friends and relatives loved it too".

Noel watched the film right up until the end of his life: "he had a lot of mileage from it... On 19<sup>th</sup> November, we watched the film in his room in the home and then he passed away that week."





## My Life TV

My Life TV is designed 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 service is now in many care settings and homes across the UK and we are very encouraged to develop the service further after we have received very positive feedback from our service users. During this financial year, the service has been shaped by user feedback from Alzheimer's Society's national Dementia Voices Team, focus groups of activity providers in care settings and Alzheimer Scotland's ADAM product review team.

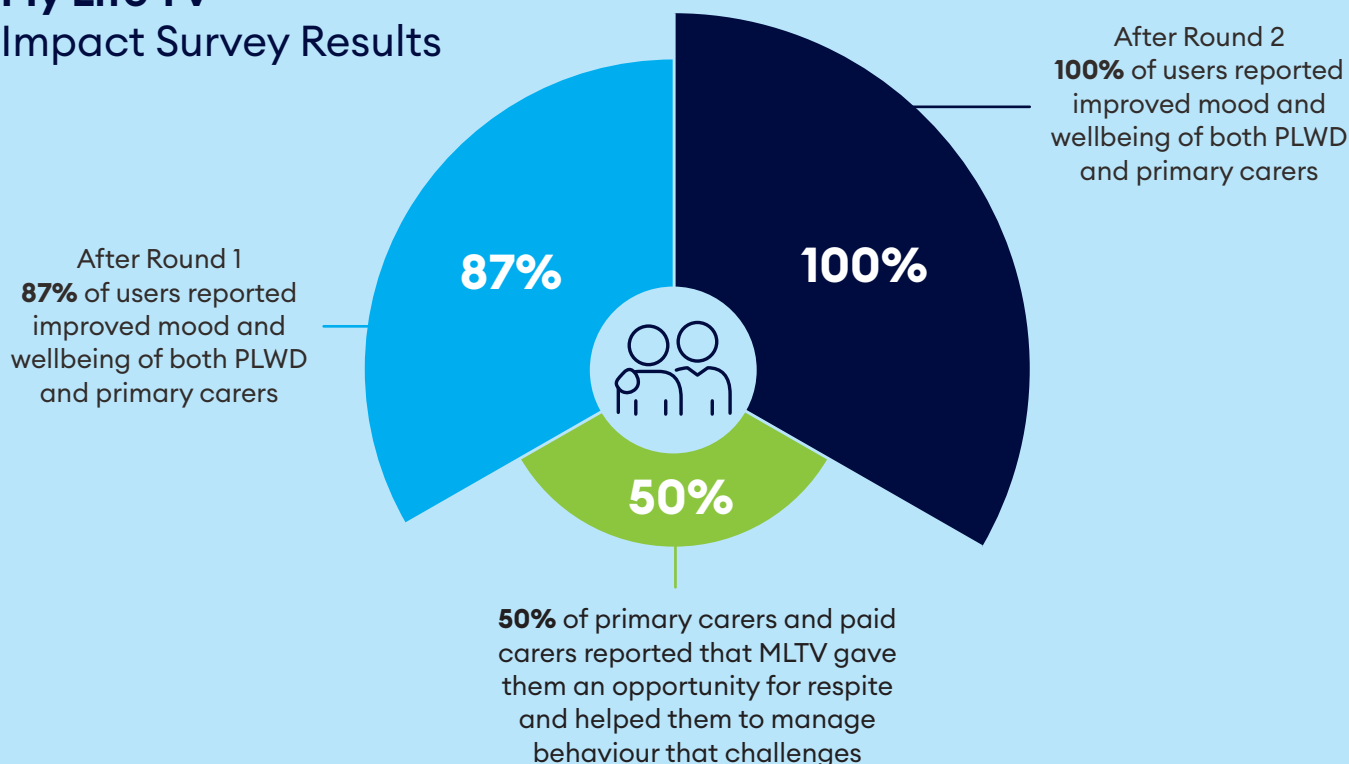
In addition, we run our internal feedback survey to service users. In our first round of impact surveys in May 2021, 87% of users reported improved mood and wellbeing of both PLWD and primary carers. This increased to 100% in our second round of surveys in February 2022. 50% primary carers and paid carers reported that MLTV gave them an opportunity for respite and helped them to manage behaviour that challenges in February 2022.



**[MLTV] increased my happiness as mum is more content and 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 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 demeanor continues throughout the day.**

Primary carer responding to MLTV  
Impact Assessment

## My Life TV Impact Survey Results



# Case Study

## My Life TV in Avon Manor and Connaught Court

### Avon Manor

Avon Manor in Worthing, Sussex is a residential care home supporting people living with dementia. They specialise in the dementia care mapping system of delivering person centred care to their residents. They subscribed to My Life TV at the beginning of the year and have been using My Life TV on a regular basis. Barbara Buch is an Activity Co-ordinator.

“The yoga sessions are really enjoyed by the residents and we use this in a group session and the residents participate and follow the instruction” and she added “We’re on hand to oversee the session and get feedback from everyone who participates and the response is overwhelmingly positive”.

They also use the Quizzes and the Hollywood Actors being one of the most popular as well as the Singalongs with Mr Meredith where the group engage in weekly singalongs, Barbara says:

“We find the sessions useful to have available as we know the residents enjoy them and it also enables us to engage in conversations about what they’ve seen and this makes them feel important, valued and involved”.

### Connaught Court

Connaught Court in the city centre of York it supports 94 residents with up to 46 in residential dementia care. Fran Tagg, is one of two Activity Co-ordinators and they have been using My Life TV for almost a year after being introduced to it on the Lifesize Touch table.

Currently they use My Life TV every week in activity sessions using the TV. Fran told us how she uses it:

“it is so useful to have a place where I can find things instantly for the activity session” and she adds “sometimes I walk in and there can be a lethargic attitude and on other times everyone is very animated so I can pick the right content to adapt to the situation”.

There are roughly five people in the session and Fran arranges the seating in a family arrangement around the screen so it’s a really communal atmosphere. The residents particularly enjoy & respond to the quizzes and the exercises and they also use some of the archive programmes for reminiscence.

“it’s a brilliant resource to use and the things that we watch on My Life TV can really spark off conversation”.



# Financial review

Total income for the year ended 28 February 2022 was £258,764 (2021: £269,197) and total funds at 28 February 2022 were £160,788 (2021: £166,194). Overall, our financial performance during the year delivered a net income/(expenditure) of £(5,406) (2021: £95,158), thanks to very successful grant income and support from existing and new funders, including some multi-year grants for upcoming financial years.

Restricted income was £67,009 (2021: £131,615) and restricted expenditure was £79,535 (2021: £52,474) generating net restricted (expenditure)/income of £(12,526) (2021: £79,141). Unrestricted income was £191,755 (2021: £137,582) and unrestricted expenditure was £184,635 (2021: £121,565) generating net unrestricted income of £7,120 (2021: £16,017). At the end of the year the charity's funds consisted of £45,009 (2021: £77,863) of restricted funds and £115,779 (2021: £88,331) of unrestricted funds.

The charitable expenditures increased to £236,061 (2021: £137,849).

Income from trading activities increased to £17,960 (2021: £9,022) as fundraising events have been possible again. The cost of raising funds reduced to £28,109 (2021: £36,190) as a result of one employee being on maternity leave.

My Life TV operation has been moved to the trading arm MLF Productions Limited from FY 21/22. The results of the trading arm are included in the accounting notes.

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



**It's a complete game changer for our residents. Putting on some of the films instantly changes their mood. They are happy, laughing, interacting with other residents. We don't necessarily have to sit with them, we could be doing other things in the room and then they even want to watch it over and over again.**

Joanna Warren, Manager of St Mary's Care Home

## 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 fundraising, that the charity will continue to be secure. Thanks to grant funding already secured for the next financial year, our unsecured income requirements are lower and we can focus on achieving this remaining income needed to achieve budget.

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 £115,779.

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 2022/23 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
- Continue to develop and grow My Life TV, the dementia-friendly channel
- Revisit My Life Films app



# 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 2022 was 9 (2021: 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 2022 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 2020/21 and has now been activated to support the new service My Life TV and the occasional commercial film production.

## 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 14 September 2022 and signed on their behalf by



**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 2022

I report on the accounts of the charity for the year ended 28 February 2022 set out on pages 19 to 30.

### 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 Act

have 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.



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

Date: 20 / 09 / 2022



# Statement of Financial Activities (including Income and Expenditure account) for the year ended 28 February 2022

	Note	Unrestricted funds £	Restricted funds £	Total funds 2022 £	Unrestricted funds £	Restricted funds £	Total funds 2021 £
<b>Income from:</b>							
Donations and legacies	3	173,780	43,009	216,789	70,695	16,000	86,695
Charitable activities	4	–	24,000	24,000	57,865	115,615	173,480
Other trading activities	5	17,960	–	17,960	9,022	–	9,022
Investments	6	15	–	15	–	–	–
<b>Total income</b>		<b>191,775</b>	<b>67,009</b>	<b>258,764</b>	<b>137,582</b>	<b>131,615</b>	<b>269,197</b>
<b>Expenditure on:</b>							
Raising funds	7	28,109	–	28,109	36,190	–	36,190
Charitable activities	8	156,526	79,535	236,061	85,375	52,474	137,849
<b>Total expenditure</b>		<b>184,635</b>	<b>79,535</b>	<b>264,170</b>	<b>121,565</b>	<b>52,474</b>	<b>174,039</b>
<b>Net income/(expenditure) for the year</b>	<b>9</b>	<b>7,120</b>	<b>(12,526)</b>	<b>(5,406)</b>	<b>16,017</b>	<b>79,141</b>	<b>95,158</b>
Transfer between funds		20,328	(20,328)	–	18,960	(18,960)	–
<b>Net movement in funds for the year</b>		<b>27,448</b>	<b>(32,854)</b>	<b>(5,406)</b>	<b>34,977</b>	<b>60,181</b>	<b>95,158</b>
<b>Reconciliation of funds</b>							
Total funds brought forward		88,331	77,863	166,194	53,354	17,682	71,036
<b>Total funds carried forward</b>		<b>115,779</b>	<b>45,009</b>	<b>160,788</b>	<b>88,331</b>	<b>77,863</b>	<b>166,194</b>

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

# Balance Sheet as at 28 February 2022

	Note	2022 £	2022 £	2021 £	2021 £
<b>Fixed assets</b>					
Tangible assets	14		1,995		3,324
Intangible assets	15		15,741		9,585
Investments	16		1		1
<b>Total fixed assets</b>			<b>17,737</b>		<b>12,910</b>
<b>Current assets</b>					
Debtors	17	6,473		4,628	
Cash at bank and in hand		140,089		156,591	
<b>Total current assets</b>		<b>146,562</b>		<b>161,219</b>	
<b>Liabilities</b>					
Creditors: amounts falling due in less than one year	18	(3,511)		(7,935)	
<b>Net current assets</b>			<b>143,051</b>		<b>153,284</b>
<b>Total assets less current liabilities</b>			<b>160,788</b>		<b>166,194</b>
<b>Net assets</b>			<b>160,788</b>		<b>166,194</b>
<b>The funds of the charity</b>					
Restricted income funds	19		45,009		77,863
Unrestricted income funds	20		115,779		88,331
<b>Total charity funds</b>			<b>160,788</b>		<b>166,194</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 21 to 30 form part of these accounts.

Approved by the trustees on and signed on their behalf by:

*Jörg Roth*

Jörg Roth (Trustee)

22/09/2022

Date Signed

# Notes to the accounts for the year ended 28 February 2022

## 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 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 fundraising salaries and freelance fees, and event 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.

### 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	25% and 50%

The mobile application is a life story app released onto Apple and Google Play stores in October 2021.



# Notes to the accounts for the year ended 28 February 2022 (continued)

## **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 scheme. The charity's contribution is restricted to the contributions disclosed in note 10. There were no outstanding contributions at year end. 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 02.

# Notes to the accounts for the year ended 28 February 2022 (continued)

## 3. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2022 £	Unrestricted £	Restricted £	Total 2021 £
Donations and grants	173,780	43,009	216,789	70,695	16,000	86,695
<b>Total</b>	<b>173,780</b>	<b>43,009</b>	<b>216,789</b>	<b>70,695</b>	<b>16,000</b>	<b>86,695</b>

## 4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2022 £	Unrestricted £	Restricted £	Total 2021 £
Grants	-	24,000	24,000	57,836	115,615	173,451
Charitable trading	-	-	-	29	-	29
<b>Total</b>	<b>-</b>	<b>24,000</b>	<b>24,000</b>	<b>57,865</b>	<b>115,615</b>	<b>173,480</b>

## 5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2022 £	Unrestricted £	Restricted £	Total 2021 £
Fundraising events	14,600	-	14,600	4,162	-	4,162
Film sales	-	-	-	1,500	-	1,500
Rent received	3,360	-	3,360	3,360	-	3,360
<b>Total</b>	<b>17,960</b>	<b>-</b>	<b>17,960</b>	<b>9,022</b>	<b>-</b>	<b>9,022</b>

## 6. Investment income

	Unrestricted £	Restricted £	Total 2022 £	Unrestricted £	Restricted £	Total 2021 £
Income from bank deposits	15	-	15	-	-	-
<b>Total</b>	<b>15</b>	<b>-</b>	<b>15</b>	<b>-</b>	<b>-</b>	<b>-</b>

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 2022 £	Unrestricted £	Restricted £	Total 2021 £
Film making/production costs	-	-	-	3,731	-	3,731
Staff costs	7,949	-	7,949	24,957	-	24,957
Fundraiser's fees	14,262	-	14,262	6,024	-	6,024
Fundraising events	5,589	-	5,589	992	-	992
Card/donation processing fees	309	-	309	486	-	486
<b>Total</b>	<b>28,109</b>	<b>-</b>	<b>28,109</b>	<b>36,190</b>	<b>-</b>	<b>36,190</b>

# Notes to the accounts for the year ended 28 February 2022 (continued)

## 8. Analysis of expenditure on charitable activities

	Total 2022 £	Total 2021 £
Staff costs	88,474	45,349
Film management	19,127	13,120
Film production costs	732	4,676
Film making	18,750	16,375
Mobile app expenses	491	–
My Life TV channel	63,740	11,092
100 Hours project	720	2,907
Premises costs	14,095	14,555
Accountancy, legal and other professional services	9,412	5,067
Grant writing	5,438	14,056
Subscriptions	4,001	2,897
IT support	1,397	1,461
Insurance	993	963
Telephone	723	1,029
General office expenses	1,232	648
Marketing	1,094	302
Bank charges	119	73
Depreciation	5,523	3,279
	<hr/> 236,061	<hr/> 137,849
Restricted expenditure	79,535	52,474
Unrestricted expenditure	156,526	85,375
	<hr/> <b>236,061</b>	<hr/> <b>137,849</b>

## 9. Net income/(expenditure) for the year

This is stated after charging/(crediting)	2022 £	2021 £
Depreciation and amortisation	5,523	3,279
Independent examiner's fee	1,440	1,440
	<hr/> 1,440	<hr/> 1,440



# Notes to the accounts for the year ended 28 February 2022 (continued)

## 10. Staff costs

Staff costs during the year were as follows:

	2022 £	2021 £
Wages and salaries	104,395	77,636
Social security costs	6,432	3,265
Pension costs	4,723	2,525
	<u>115,550</u>	<u>83,426</u>

### Allocated as follows:

Cost of raising funds	7,949	24,957
Charitable activities	107,601	58,469
	<u>115,550</u>	<u>83,426</u>

Staff costs for charitable activities include £19,127 shown separately as Film Management Costs in note 8.

No employee has employee benefits in excess of £60,000 (2021: Nil).

The average number of staff employed during the period was 4 (2021: 3).

The average full time equivalent number of staff employed during the period was 3.6 (2021: 3).

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 £42,698 (2021: £13,968). The post of Executive Director was vacant for part of the previous year.

## 11. Trustee remuneration and expenses, and related party transactions

Neither the trustees nor any persons connected with them received any remuneration or reimbursed expenses during the year (2021: Nil).

No trustee received travel or subsistence expenses during the year (2021: Nil).

The aggregate donations from related parties was £3,593 (2021: £250). 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 (2021: Nil).

## 12. Government Grants

The government grants recognised in the accounts were as follows:

	2022 £	2021 £
City of London – Emergency Grant	–	6,000
City of London – London Community Response Fund	–	3,000
National Lottery Community Fund	–	40,000
HMRC Covid Job Recovery Scheme	–	4,335
	<u>–</u>	<u>53,335</u>

There were no unfulfilled conditions and contingencies attaching to the grants.

## 13. 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.

# Notes to the accounts for the year ended 28 February 2022 (continued)

## 14. Fixed assets: tangible assets

	Office furniture £	Computer equipment £	Total £
<b>Cost</b>			
At 1 March 2021	1,881	3,437	5,318
At 28 February 2022	1,881	3,437	5,318
<b>Depreciation</b>			
At 1 March 2021	705	1,289	1,994
Charge for the year	470	859	1,329
At 28 February 2022	1,175	2,148	3,323
<b>Net book value</b>			
At 28 February 2022	706	1,289	1,995
At 28 February 2021	1,176	2,148	3,324

## 15. Fixed assets: intangible assets

	Website £	Mobile application £	Total £
<b>Cost</b>			
At 1 March 2021	7,800	4,710	12,510
Additions	–	10,350	10,350
At 28 February 2022	7,800	15,060	22,860
<b>Depreciation</b>			
At 1 March 2021	2,925	–	2,925
Charge for the year	1,950	2,244	4,194
At 28 February 2022	4,875	2,244	7,119
<b>Net book value</b>			
At 28 February 2022	2,925	12,816	15,741
At 28 February 2021	4,875	4,710	9,585

# Notes to the accounts for the year ended 28 February 2022 (continued)

## 16. Investments

	2022 £	2021 £
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 started trading in March 2021 and is used to produce films on a commercial basis and to operate My Life TV, the dementia-friendly streaming service. My Life TV is within the remit of the charity's objects.

### Profit and loss account

	2022 £
Income	71,802
Expenditure	(71,802)
Net profit/(loss)	-

### Balance sheet aggregates

	2022 £
Current assets	4,683
Creditors due in less than one year	(4,682)
Total assets less current liabilities	1
Net liabilities	1
Assets	4,683
Liabilities	(4,682)
Shareholder funds	1

## 17. Debtors

	2022 £	2021 £
Other debtors	289	421
Prepayments and accrued income	2,102	4,207
Amount owed to parent undertaking	4,082	-
	6,473	4,628

## 18. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	618	1,854
Other creditors and accruals	2,893	6,081
	3,511	7,935



# Notes to the accounts for the year ended 28 February 2022 (continued)

## 19. Analysis of movements in restricted funds

Purpose	Balance at 1 March 2021 £	Income £	Expenditure £	Transfers £	Balance at 28 February 2022 £
<b>Life story Films</b>					
City Bridge Trust	15,000	24,000	(16,500)	-	22,500
The Frances Winham Foundation	1,875	-	(1,551)	(324)	-
National Lottery Community Fund	24,000	-	(24,000)	-	-
<b>My Life TV</b>					
The Funding Network	-	22,009	-	-	22,009
McLay Dementia Trust	-	15,000	(15,000)	-	-
Richmond Parish Lands Charity (3)	15,273	-	(15,273)	-	-
<b>100 Hours of Conversation</b>					
City of London – London Community Response Fund	925	-	(720)	(250)	-
<b>My Life Films app</b>					
Hampton Fund	10,290	-	(491)	(9,799)	-
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>	<b>77,863</b>	<b>67,009</b>	<b>(79,535)</b>	<b>(20,328)</b>	<b>45,009</b>

### Transfers between funds

#### The Frances Winham Foundation and the City of London/London Community Response Fund

The funders agreed to the change from restricted to unrestricted funds as the related film projects had been completed.

#### 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 from this fund this year were £9799 and £4710 in the previous year.

#### Other major donors for My Life Films App

These funds were only partially used for the development of a mobile application for films being produced for the beneficiaries of the charity. The expenses capitalised from these funds were £551. The remainder of £9,449 has been transferred to unrestricted funds for other operational use with the permission of the donors.

# Notes to the accounts for the year ended 28 February 2022 (continued)

## 20. Comparative period

Purpose	Balance at 1 March 2020 £	Income £	Expenditure £	Transfers £	Balance at 28 February 2021 £
<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>	<b>17,682</b>	<b>131,615</b>	<b>(52,474)</b>	<b>(18,960)</b>	<b>77,863</b>

## Name of restricted fund

### Life Story Films

## Description, nature and purposes of the fund

grants toward film-making costs to produce life stories films for people affected by dementia

### My Life TV

grants towards the costs of the viability pilot project for My Life TV channel for people affected by dementia

### 100 Hours of Conversation

grants towards the cost of calls and conversations by the filmmakers with people affected by dementia

### My Life Films app

grant and donations towards the costs of developing a mobile application which allows families to create a life story film using their mobile phone. The application is free to use.

### Others/rent

grant towards the cost of rent for the charity's premises

# Notes to the accounts for the year ended 28 February 2022 (continued)

## 20. Analysis of movement in unrestricted funds

	Balance at 1 March 2021 £	Income £	Expenditure £	Transfers £	As at 28 February 2022 £
General fund	88,331	191,755	(184,635)	20,328	115,779
	88,331	191,755	(184,635)	20,328	115,779

### Comparative period

	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
	53,354	137,582	(121,565)	18,960	88,331

### Name of unrestricted fund

General fund

### Description, nature and purposes of the fund

The free reserves after allowing for all designated funds

## 21. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2022 £
Tangible fixed assets	1,995	–	–	1,995
Intangible fixed assets	15,741	–	–	15,741
Fixed asset investments	1	–	–	1
Net current assets/(liabilities)	98,042	–	45,009	143,051
Total	115,779	–	45,009	160,788

### Comparative period

	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
Total	88,331	–	77,863	166,194



