

# SAMEYOU

England & Wales - Charity number 1170102

## Details

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Other names	THE ANIMA FOUNDATION
Status	Registered
Legal form	Charitable company
Company number	<a href="#">10134313</a>
Registered	2016-11-09
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Address	Sedulo London Office, 605 Albert House, 256 260 Old Street, LONDON
Postcode	EC1V 9DD
Phone	07388497851
Email	<a href="mailto:accounts@sameyou.org">accounts@sameyou.org</a>
Website	<a href="http://www.sameyou.org">www.sameyou.org</a>

## Activities

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**Objects:** THE OBJECTS OF THE CHARITY ARE FOR THE PUBLIC BENEFIT TO FURTHER SUCH CHARITABLE PURPOSES (ACCORDING TO THE LAW OF ENGLAND AND WALES) AS THE TRUSTEES SEE FIT FROM TIME TO TIME, IN PARTICULAR, BUT NOT EXCLUSIVELY, BY ADVANCING THE EDUCATION OF THE PUBLIC IN ALL SUBJECTS RELATING TO BRAIN INJURIES AND PROMOTING AND PROTECTING THE HEALTH OF INDIVIDUALS WHO HAVE EXPERIENCED, OR ARE AT RISK OF EXPERIENCING, A BRAIN INJURY.

**Activities:** To act as a catalyst to cause significant change in the recovery and rehabilitation for Young adults following Brain Injury and Stroke. Working with other organisations and charities in the UK and overseas to facilitate a change to the pathway of care by taking a holistic approach to rehabilitation of Brain, Body and Mind.

## Classification

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- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

## Geography

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- Scotland
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-09-30	£232,287	£241,161	-	-
2024-09-30	£304,774	£302,193	-	-
2023-09-30	£359,370	£363,428	-	-
2022-09-30	£408,320	£525,956	-	-
2021-09-30	£523,106	£530,211	£128,334	3

## Trustees

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Name	Role	Appointed
David Putrino		2025-09-01
Dr HENRY THOMAS MARSH		2016-07-24
EMILIA ISABELLE EUPHEMIA ROSE CLARKE		2016-08-23
EMMA BICKERSTAFFE		2025-10-01

**SAMEYOU**

England & Wales - Charity number 1170102

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# Accounts

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**SameYou**

**Charity No. 1170102**

**Trustees' Report and Unaudited Accounts**

**30 September 2025**

**SameYou**

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**SameYou**

**Trustees Annual Report**

The trustees present their report with the unaudited financial statements of the charity for the year ended 30 September 2025.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Charity No. 1170102**

**Trustees**

The following trustees served during the year:

E. Clarke

S. Lopez (Resigned 1 December 2025)

H.T. Marsh

D. Putrino

**Accountants**

Solutions Accountancy & Bookkeeping Ltd

1 The Mews

Little Brunswick Street

Huddersfield

HD1 5JL

**OBJECTIVES AND ACTIVITIES**

The Trustees are pleased to present their annual report with the financial statement of the Charity for the year ending 30th September 2025. These are also prepared to meet the requirements for a directors' report and accounts for the Companies Act 2006 purposes.

The financial statements comply with the Charities Act 2011, the Charity's Memorandum and Article of Association and Accounting and Reporting by Charities : Statement of Recommendation Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) (effective 1st January 2015).

Our Ambition Goals and Objectives remain constant this year as we continue to

They are :

- To Increase and improve the provision of innovative recovery services for those who have experienced a brain injury or stroke
- To raise awareness of the gap in the provision of rehabilitation and recovery care verses the need
- To be a catalyst in causing radical change to the pathway of care in bringing together Cognitive, Physical and Emotional rehabilitation (Brain, Body and Mind) into an integrated holistic approach to recovery.

Our guiding principles remain:

- Compliance with the legislation and regulations
- External transparency in terms of governance, actions and achievements
- That our efforts of additive and not competitive to other charities working in this arena
- That our strategy will delivery effective delivering tangible change to people's lives

Trustees:

Emilia Clarke remains interim Chair until a replacement can be secured. Recruitment for 4 new trustees started ready to our next financial year.

## SameYou

### Trustees Annual Report

#### FINANCIAL REVIEW

The Charity has received donations in the year totalling £232,263 which has enabled us to meet most of our administrative costs during another year of development, expansion and establishment. The charity holds minimal unrestricted reserves of £347 at the year end, which is not sufficient to provide meaningful financial resilience. The trustees recognise that rebuilding reserves through improved fundraising and cost management will be a priority for the coming year. Due to the decline in donations during the year, the trustees will need to review and potentially reduce the level of activity and objectives of the charity in the forthcoming period. The Charity is a company limited by guarantee governed by its Memorandum and Articles of Association dated 19th April 2016. It is registered with the Charity Commission. The Trustees have all been appointed in accordance with the articles of association. The Trustees have overall responsibility for the management and control of the Charity. They meet on a quarterly basis to make the decisions and are in contact between meetings as and when required. None of the trustees have received any remuneration or any other benefit from their work with the charity.

In the light of the general economic downturn and increasing pressure on charity donations, SameYou was also affected during this financial year.

From the middle of the year, we worked with strategic advisers to assess the reasons for the decline in donations. The advice was that our overheads were too high, we were not communicating clearly enough about our charitable value, and that we had spent too much of our time developing brain injury survivor support programmes to the detriment of our fundraising activities.

As a result, we took the following steps to stabilise the charity's financial position in 2025.

- Restructured our team
- Acknowledged we had become too mission-project focused versus fundraising focused
- Streamlined our services to better communicate our impact and support increased donations
- Developed a revised fundraising strategy focused on new revenue streams including grants, corporate partnerships and fundraising campaigns
- Worked towards securing £100k in new funding by December 2025

From August onwards we reduced both contractor and full-time staff roles, which lowered overheads from approximately £20k per month to an average of around £9k per month.

During this period, SameYou continued supporting its core programmes and partnerships with clinicians, researchers and survivor communities focused on improving emotional, social and physical recovery after brain injury.

During the year the charity also moved its accounting to an external firm to strengthen financial oversight and reporting. In addition, the trustees began the process of recruiting additional trustees during 2025–2026 to further strengthen governance and financial oversight.

## **SameYou**

### **Trustees Annual Report**

Following this review, we implemented our revised fundraising strategy focused on diversifying income through grants, corporate partnerships and community fundraising. Subsequent to the year end, this strategy generated £100k between December 2025 and February 2026.

As of March 2026, the charity has also received a pledge of £100k from a US foundation to support its continued work in the UK.

These steps have begun to stabilise the charity's financial position and provide a clearer path forward as we continue our work supporting brain injury survivors and their families. The Trustees will continue to monitor costs carefully while developing sustainable income streams to support the charity's long-term mission.

### **PLANS FOR FUTURE PERIODS**

The Trustees have been working closely with the SameYou team to strengthen the organisation's long-term sustainability and ensure we can achieve our core mission. Our focus remains on closing the "rehab gap" experienced by survivors of brain injury and stroke by advocating for consistent, long-term rehabilitation and mental-health support through our various projects

Looking ahead, we plan to demonstrate our new online rehabilitation app, with a full launch scheduled for 2026. This initiative represents a significant step toward expanding access to personalised, high-quality neurorehabilitation for survivors. Work is underway to develop a new, innovative mental-health-centred recovery pathway alongside an information and training programme. We have established connections with a major new partner to increase awareness of the need for rehabilitation and to highlight the impact of health inequality. We will also be looking to expand our recovery tools, as it is our vision that everyone has access to the support they need

**SameYou**

**Trustees Annual Report**

**Statement of trustees' responsibilities in relation to the financial statements**

The trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the incoming/outgoing resources and application of resources, including the income and expenditure, of the charitable company for that year. 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 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 charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

We will take steps to build a survivor led movement calling for transformation to recovery services and focusing on advocacy, community, awareness and fundraising

We plan to increase our volunteer network in order to achieve more, we will appoint a part time volunteer manager from our pool of volunteers and we will hire a strategic consultant to help us use digital mobilization through a structured framework to raise awareness and funds

This report has been prepared in accordance with the special provisions relating to small entities within Part 15 of the Companies Act 2006 and in accordance with Accounting & 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).

**Small Companies Exemption**

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Signed on behalf of the charity's trustees

Signed by:  
  
63F0CC01ECB4474...

E. Clarke  
Trustee  
13 March 2026

**SameYou**

**Independent Examiners Report**

**Independent Examiner's Report to the trustees of SameYou**

I report to the trustees on my examination of the financial statements of SameYou for the year ended 30 September 2025.

**Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

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

- the accounting records were not kept in respect of the charity as required by section 130 of the Act; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination.

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



Vicky Newham CPAA  
Solutions Accountancy & Bookkeeping Ltd  
1 The Mews  
Little Brunswick Street  
Huddersfield

HD1 5JL  
13 March 2026

**SameYou****Statement of Financial Activities**

for the year ended 30 September 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
<b>Income and endowments from:</b>					
Donations and legacies	3	232,263	-	232,263	304,748
Other	4	24	-	24	26
<b>Total</b>		<b>232,287</b>	<b>-</b>	<b>232,287</b>	<b>304,774</b>
<b>Expenditure on:</b>					
Raising funds	5	-	-	-	35,500
Other	6	202,141	39,020	241,161	266,693
<b>Total</b>		<b>202,141</b>	<b>39,020</b>	<b>241,161</b>	<b>302,193</b>
Net gains on investments		-	-	-	-
<b>Net (expenditure)/income</b>	7	<b>30,146</b>	<b>(39,020)</b>	<b>(8,874)</b>	<b>2,581</b>
Transfers between funds		-	-	-	-
<b>Net (expenditure)/income before other gains/(losses)</b>		<b>30,146</b>	<b>(39,020)</b>	<b>(8,874)</b>	<b>2,581</b>
<b>Other gains and losses</b>					
<b>Net movement in funds</b>		<b>30,146</b>	<b>(39,020)</b>	<b>(8,874)</b>	<b>2,581</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		(29,799)	39,020	9,221	6,640
<b>Total funds carried forward</b>		<b>347</b>	<b>-</b>	<b>347</b>	<b>9,221</b>

**SameYou**

**Balance Sheet**

**at 30 September 2025**

<b>Charity No. 1170102</b>	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>Fixed assets</b>		
Intangible assets	9 1,422	3,644
Tangible assets	10 540	323
	<u>1,962</u>	<u>3,967</u>
<b>Current assets</b>		
Debtors	11 18,475	18,968
Cash at bank and in hand	14,282	24,471
	<u>32,757</u>	<u>43,439</u>
<b>Creditors: Amount falling due within one year</b>	12 (34,372)	(38,185)
<b>Net current (liabilities)/assets</b>	<u>(1,615)</u>	<u>5,254</u>
<b>Total assets less current liabilities</b>	347	9,221
<b>Net assets excluding pension asset or liability</b>	<u>347</u>	<u>9,221</u>
<b>Total net assets</b>	<u><u>347</u></u>	<u><u>9,221</u></u>
<b>The funds of the charity</b>		
<b>Restricted funds</b>	13	
Restricted income funds	-	39,020
	<u>-</u>	<u>39,020</u>
<b>Unrestricted funds</b>	13	
General funds	347	(29,799)
	<u>347</u>	<u>(29,799)</u>
<b>Reserves</b>	13	
<b>Total funds</b>	<u><u>347</u></u>	<u><u>9,221</u></u>

Approved by the trustees on 13 March 2026

And signed on their behalf by:

Signed by:  
  
 63F0CC01ECB4474...  
 E. Clarke

Trustee

13 March 2026

**SameYou****Statement of Cash flows****for the year ended 30 September 2025**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>Cash flows from operating activities</b>		
<b>Net (expenditure)/income per Statement of Financial Activities</b>	(8,874)	2,581
<b>Adjustments for:</b>		
Depreciation of property, plant and equipment	592	-
Amortisation of intangible assets	2,222	2,998
Dividends, interest and rents from investments	(24)	(26)
Decrease/(Increase) in trade and other receivables	493	(18,968)
(Decrease)/Increase in trade and other payables	(3,813)	38,185
<b>Net cash (used in)/provided by operating activities</b>	<u>(9,404)</u>	<u>24,770</u>
<b>Cash flows from investing activities</b>		
Payments for property, plant and equipment	(809)	-
Dividends, interest and rents from investments	24	26
<b>Net cash used in investing activities</b>	<u>(785)</u>	<u>(187)</u>
<b>Net cash from financing activities</b>	<u>-</u>	<u>-</u>
<b>Net (decrease)/increase in cash and cash equivalents</b>	(10,189)	24,583
<b>Cash and cash equivalents at the beginning of the year</b>	24,471	-
<b>Cash and cash equivalents at the end of the year</b>	<u>14,282</u>	<u>24,583</u>
<b>Components of cash and cash equivalents</b>		
Cash and bank balances	14,282	24,471
	<u>14,282</u>	<u>24,471</u>

**SameYou**

**Notes to the Accounts**

**for the year ended 30 September 2025**

**1 Accounting policies**

**Basis of preparation**

The financial statements have been prepared in accordance with Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

**Change in basis of accounting or to previous accounts**

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

**Fund accounting**

Unrestricted funds These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.

Restricted funds These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

**Income**

Recognition of income Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.

Income with related expenditure Where income has related expenditure the income and related expenditure is reported gross in the SoFA.

Donations and legacies Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.

Tax reclaims on donations and gifts Income from tax reclaims is recognised in the SoFA at the time the related Gift Aid is received.

Donated services and facilities These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.

Volunteer help The value of any volunteer help received is not included in the accounts.

Investment income This is included in the accounts when receivable.

**SameYou****Notes to the Accounts****Expenditure**

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

**Taxation**

The charity is exempt from tax on its charitable activities.

**Tangible fixed assets and depreciation**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Computer equipment	33.33% Straight line basis.
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**Intangible fixed assets and amortisation**

Intangible fixed assets are carried at cost less accumulated amortisation and impairment losses.

Website development costs	33.33% Straight line basis.
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**Trade and other 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.

**Cash and cash equivalents**

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

**Trade and other creditors**

Short term creditors are measured at the transaction price. Other 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.

**SameYou****Notes to the Accounts****Foreign currencies**

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period.

Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred.

All exchange differences are taken into account in arriving at net income/expenditure.

**Pension costs**

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the charity pays fixed contributions into a separate entity. Once the contributions have been paid the charity has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the charity in independently administered funds.

**Related Party Transactions**

During the year, SameYou received donations and grants worth £37,358 (2024: £99,970) from SameYou Foundation. A charity registered in the USA which shares trustees in common with SameYou.

Trustees donated £500 in the year (2024: £50,500).

**2 Statement of Financial Activities - prior year**

	<b>Unrestricted funds 2024 £</b>	<b>Restricted funds 2024 £</b>	<b>Total funds 2024 £</b>
<b>Income and endowments from:</b>			
Donations and grants	288,193	16,555	304,748
Bank interest	26	-	26
<b>Total</b>	<u>288,219</u>	<u>16,555</u>	<u>304,774</u>
<b>Expenditure on:</b>			
Raising funds	35,500	-	35,500
Other	231,193	35,500	266,693
<b>Total</b>	<u>266,693</u>	<u>35,500</u>	<u>302,193</u>
<b>Net income</b>	<u>21,526</u>	<u>(18,945)</u>	<u>2,581</u>
<b>Net income before other gains/(losses)</b>	21,526	(18,945)	2,581
<b>Other gains and losses:</b>			
<b>Net movement in funds</b>	<u>21,526</u>	<u>(18,945)</u>	<u>2,581</u>
<b>Reconciliation of funds:</b>			
Total funds brought forward	(51,325)	57,965	6,640
<b>Total funds carried forward</b>	<u>(29,799)</u>	<u>39,020</u>	<u>9,221</u>

**SameYou****Notes to the Accounts****3 Income from donations and legacies**

	<b>Unrestricted</b>	<b>Total</b>	<b>Total</b>
		<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Donation and Grants	232,263	232,263	304,748
	<u>232,263</u>	<u>232,263</u>	<u>304,748</u>

**4 Other income**

	<b>Unrestricted</b>	<b>Total</b>	<b>Total</b>
		<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Bank Interest	24	24	26
	<u>24</u>	<u>24</u>	<u>26</u>

**5 Expenditure on raising funds**

		<b>Total</b>	<b>Total</b>
		<b>2025</b>	<b>2024</b>
		<b>£</b>	<b>£</b>
<i>Fundraising trading costs</i>			
Donations		-	35,500
		<u>-</u>	<u>35,500</u>

**6 Other expenditure**

	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total</b>	<b>Total</b>
			<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Other interest payable	4,369	-	4,369	-
Employee costs	125,128	-	125,128	185,278
Premises costs	1,574	-	1,574	1,493
Amortisation, depreciation, impairment, profit/loss on disposal of fixed assets	2,814	-	2,814	3,745
General administrative costs	33,265	10,020	43,285	46,444
Legal and professional costs	34,991	29,000	63,991	29,733
	<u>202,141</u>	<u>39,020</u>	<u>241,161</u>	<u>266,693</u>

**7 Net (expenditure)/income before transfers**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
This is stated after charging:		
Depreciation of owned fixed assets	592	747
Amortisation of intangible fixed assets	2,222	2,998
Independent Examiner's fee	2,160	4,085

**SameYou****Notes to the Accounts****8 Staff costs**

	<b>2025</b>	<b>2024</b>
Salaries and wages	110,227	168,629
Social security costs	13,495	14,505
Pension costs	1,406	2,144
	<u>125,128</u>	<u>185,278</u>

No employee received emoluments in excess of £60,000.

Total employee benefits received by key management personnel	2	3
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**9 Intangible fixed assets**

	<b>Development costs</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 1 October 2024	166,126	166,126
At 30 September 2025	<u>166,126</u>	<u>166,126</u>
<b>Amortisation and impairment</b>		
At 1 October 2024	162,482	162,482
Amortisation charge for the year	2,222	2,222
At 30 September 2025	<u>164,704</u>	<u>164,704</u>
<b>Net book values</b>		
At 30 September 2025	<u>1,422</u>	<u>1,422</u>
At 30 September 2024	<u>3,644</u>	<u>3,644</u>

**10 Tangible fixed assets**

	<b>Computer equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost or revaluation</b>		
At 1 October 2024	4,215	4,215
Additions	809	809
At 30 September 2025	<u>5,024</u>	<u>5,024</u>
<b>Depreciation and impairment</b>		
At 1 October 2024	3,892	3,892
Depreciation charge for the year	592	592
At 30 September 2025	<u>4,484</u>	<u>4,484</u>
<b>Net book values</b>		
At 30 September 2025	<u>540</u>	<u>540</u>
At 30 September 2024	<u>323</u>	<u>323</u>

**SameYou**

**Notes to the Accounts**

**11 Debtors**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Trade debtors	18,031	18,524
Other debtors	444	444
	<u>18,475</u>	<u>18,968</u>

**12 Creditors:**

amounts falling due within one year

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Trade creditors	15,400	14,645
Other taxes and social security	16,813	16,851
Accruals	2,159	6,689
	<u>34,372</u>	<u>38,185</u>

**13 Movement in funds**

	<b>At 1 October 2024</b>	<b>Incoming resources (including other gains/losses )</b>	<b>Resources expended</b>	<b>At 30 September 2025</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Restricted funds:</b>				
<b>Restricted income funds:</b>				
The National Lottery fund	39,020	-	(39,020)	-
<i>Total</i>	<u>39,020</u>	<u>-</u>	<u>(39,020)</u>	<u>-</u>
<b>Unrestricted funds:</b>				
<b>General funds</b>	(29,799)	232,287	(202,141)	347
<b>Total funds</b>	<u>9,221</u>	<u>232,287</u>	<u>(241,161)</u>	<u>347</u>

Purposes and restrictions in relation to the funds:

Restricted funds:

The National Lottery fund

**14 Analysis of net assets between funds**

	<b>Unrestricted funds</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
Fixed assets	1,962	1,962
Net current assets	(1,615)	(1,615)
	<u>347</u>	<u>347</u>

**SameYou**

**Notes to the Accounts**

**15 Reconciliation of net debt**

	<b>At 1 October</b>	<b>Cash flows</b>	<b>At 30</b>
	<b>2024</b>		<b>September</b>
	<b>£</b>	<b>£</b>	<b>2025</b>
			<b>£</b>
Cash and cash equivalents	24,471	(10,189)	14,282
	<u>24,471</u>	<u>(10,189)</u>	<u>14,282</u>
Net debt	<u>24,471</u>	<u>(10,189)</u>	<u>14,282</u>

**16 Commitments**

***Pension commitments***

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
The pension cost charge to the charity amounted to:	<u>1,406</u>	<u>2,144</u>

**SameYou****Detailed Statement of Financial Activities****for the year ended 30 September 2025**

	<b>Unrestricted</b>		<b>Total funds</b>	<b>Total funds</b>
	<b>funds</b>		<b>2025</b>	<b>2024</b>
	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income and endowments from:</b>				
Donations and legacies				
Donation and Grants	232,263	-	232,263	304,748
	<u>232,263</u>	<u>-</u>	<u>232,263</u>	<u>304,748</u>
Other				
Bank Interest	24	-	24	26
	<u>24</u>	<u>-</u>	<u>24</u>	<u>26</u>
<b>Total income and endowments</b>	<b>232,287</b>	<b>-</b>	<b>232,287</b>	<b>304,774</b>
<b>Expenditure on:</b>				
Costs of other trading activities				
Donations	-	-	-	35,500
	<u>-</u>	<u>-</u>	<u>-</u>	<u>35,500</u>
<b>Total of expenditure on raising funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>35,500</b>
Other expenditure				
Other interest payable	4,369	-	4,369	-
	<u>4,369</u>	<u>-</u>	<u>4,369</u>	<u>-</u>
Employee costs				
Salaries/wages	110,227	-	110,227	168,629
Employer's NIC	13,495	-	13,495	14,505
Pension costs	1,406	-	1,406	2,144
	<u>125,128</u>	<u>-</u>	<u>125,128</u>	<u>185,278</u>
Premises costs				
Rent	1,574	-	1,574	1,493
	<u>1,574</u>	<u>-</u>	<u>1,574</u>	<u>1,493</u>
General administrative costs, including depreciation and amortisation				
Amortisation	2,222	-	2,222	2,998
Depreciation of Computer equipment	592	-	592	747
Equipment leasing and hire charges	1,782	-	1,782	3,891
General insurances	706	-	706	-
Information and publications	6,479	-	6,479	6,752
Software, IT support and related costs	9,744	-	9,744	8,469
Subscriptions	1,945	-	1,945	1,225
Sundry expenses	11,165	10,020	21,185	24,399
Telephone, fax and broadband	1,444	-	1,444	1,708

**SameYou****Detailed Statement of Financial Activities**

	36,079	10,020	46,099	50,189
Legal and professional costs				
Audit/Independent examination fees	2,160	-	2,160	4,085
Accountancy and bookkeeping	2,615	-	2,615	2,604
Consultancy fees	18,063	29,000	47,063	20,382
Other legal and professional costs	12,153	-	12,153	2,662
	<u>34,991</u>	<u>29,000</u>	<u>63,991</u>	<u>29,733</u>
<b>Total of expenditure of other costs</b>	<u>202,141</u>	<u>39,020</u>	<u>241,161</u>	<u>266,693</u>
<b>Total expenditure</b>	202,141	39,020	241,161	302,193
Net gains on investments	-	-	-	-
	<u>30,146</u>	<u>(39,020)</u>	<u>(8,874)</u>	<u>2,581</u>
<b>Net (expenditure)/income</b>				
<b>Net (expenditure)/income before other gains/(losses)</b>	<u>30,146</u>	<u>(39,020)</u>	<u>(8,874)</u>	<u>2,581</u>
Other Gains	-	-	-	-
<b>Net movement in funds</b>	<u>30,146</u>	<u>(39,020)</u>	<u>(8,874)</u>	<u>2,581</u>
<b>Reconciliation of funds:</b>				
Total funds brought forward	(29,799)	39,020	9,221	6,640
<b>Total funds carried forward</b>	<u>347</u>	<u>-</u>	<u>347</u>	<u>9,221</u>

**SAMEYOU**

England & Wales - Charity number 1170102

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# Accounts

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# SameYou

Unaudited Report and Accounts

For the year ended 30 September 2024

Charity Registration No. 1170102

Company Registration No. 10134313 (England and Wales)

**SameYou  
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**SameYou**  
**Legal and Administrative Information**

<b>Charity Name</b>	SameYou
<b>Charity Number</b>	1170102
<b>Company Number</b>	10134313
<b>Trustees</b>	Emilia Clarke Henry Marsh Susana Lopez (Appointed on 01 October 2023) Oliver Lewis (Resigned 14 December 2023)
<b>Registered Office</b>	10 Queen Street Place London EC4R 1BE
<b>Independent Examiner</b>	Moore Kingston Smith LLP 6th Floor 9 Appold Street London EC2A 2AP
<b>Bankers</b>	Barclays Bank Plc Portman Square Group 2 9 Portman Square London W1A 3AL  Client Account: Worcester Branch, Unit 4, The Triangle, Wildwood Drive, Worcester WR5 2Q via; Clay Knox 166 Piccadilly, 3rd Floor Foxglove House, W1J 9EF
<b>Solicitors</b>	Bates Wells LLP 10 Queen Street Place London EC4R 1BE

**SameYou**  
**Report of the Trustees**  
**For the year ended 30 September 2024**

The Trustees are pleased to present their annual report with the financial statement of the Charity for the year ending 30 September 2024. These are also prepared to meet the requirements for a directors' report and accounts for the Companies Act 2006 purposes.

The financial statements comply with the Charities Act 2011, the Charity's Memorandum and Article of Association and Accounting and Reporting by Charities: Statement of Recommendation Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) (effective 1st January 2015).

The Trustees are delighted to provide a summary of the year.

Our Ambitious Goals and Objectives remain constant this year as we continue to minimize spend. They are:

- To increase and improve the provision of innovative recovery services for those who have experienced a brain injury or stroke;
- To raise awareness of the gap in the provision of rehabilitation and recovery care verses the need;
- To be a catalyst in causing radical change to the pathway of care in bringing together Cognitive, Physical and Emotional rehabilitation (Brain, Body and Mind) into an integrated holistic approach to recovery.

Our guiding principles remain:

- Compliance with the legislation and regulations;
- External transparency in terms of governance, actions and achievements;
- That our efforts of additive and not competitive to other charities working in this arena; and
- That our strategy will delivery effective delivering tangible change to peoples lives.

### **Achievements and Performance**

SameYou team has been working on a number of important and significant initiatives plus campaigns with leading hospitals and organisations.

In February 2024, Emilia Clarke and her mother were honoured to accept MBE awards for Services to People with Brain Injuries, on behalf of every brain injury survivor who has struggled to access quality rehabilitation and had to fight for their own recovery.

The global publicity around this enabled us to highlight the benefits of Neurorehabilitation Online (NROL) to boost recovery, and it amplified the stark message that rehabilitation after brain injury is shockingly inadequate.

A new partnership with the Big Issue was launched to provide survivors and their families with job coaches to help with their return to work. As part of that launch, an event was held in the House of Commons with 100 guests including politicians, clinicians and business leaders in August, where Emilia joined brain injury survivors to speak about the challenges and the support that is so essential.

We completed the recommendation for volunteer training mental health curriculum with Mount Sinai Health System, New York. As part of that partnership, the research abstract that was based on the data we collected from our survey has been accepted at American Heart Association's International Stroke conference, where the team will present the findings.

We have also formed a partnership with the National Rehabilitation Centre as a partner for Neurorehabilitation Online, the recovery sofas and online resources.

### **Achievements and Performance (continued)**

For NROL, we presented the programme to the Welsh Rehabilitation national teams and the Welsh Civil Service with agreement they should roll it out nationally, but seed funding is needed.

We also completed the independent audit to finalise the funding for NROL and we were thrilled when NROL was shortlisted for a national award in August.

In April, we joined the UK Stroke Forum, a coalition of 31 organisations who are all committed to improving stroke care in the UK. SameYou will be at the conference in December.

We relaunched our SameChat peer support programme to now include a groups options, where 9 people will be part of an online call led by a peer-support worker. The partnerships option, where survivors are put into pairs, is still available and popular.

SameYou secured speaking slots at Prestel & Partner Global Family Office event, plus the private family office evening gained us HNWI awareness plus 25 new connections including coaches, the Meta creative director, mental health specialists, AI start-ups, philanthropists and social media specialists.

### **Trustees**

Oliver Lewis stepped down as Chair during the financial year and Emilia Clarke stepped up as interim Chair until a replacement can be secured. Susanne Lopez joined the board in October 2023 and she brings a wealth of fundraising knowledge.

### **Plans for the Future**

We have an exciting new partnership with the owner of The Wombles, with the potential for a SameYou Womble, plus local community building tools, promotions and philanthropy.

We also have exciting plans for next year which will see us review our model and structure of our site to focus on strengthening clinically delivered rehabilitation plus fresh approaches to self-help and peer support.

### **Financial Review and Reserves**

This last financial year, we have had small but significant private and corporate donations which has given us a runway to 2025 despite no upturn in regular giving.

The Charity does not hold any free reserves and due to the decline in donations seen during the year will need to reassess the activity and objectives of the charity.

The Charity is a company limited by guarantee governed by its Memorandum and Articles of Association dated 19 April 2016. It is registered with the Charity Commission.

The Trustees have all been appointed in accordance with the Articles of Association.

**SameYou**  
**Report of the Trustees (Continued)**  
**For the year ended 30 September 2024**

**Financial Review and Reserves (continued)**

The Trustees have overall responsibility for the management and control of the Charity. They meet on a quarterly basis to make the decisions and are in contact between meetings as and when required.

None of the trustees have received any remuneration or any other benefit from their work with the charity.

**Statement of trustees' responsibilities**

The trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice.)

Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the incoming/outgoing resources and application of resources, including the income and expenditure, of the charitable company for that year. 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 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 charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions relating to small entities within Part 15 of the Companies Act 2006 and in accordance with Accounting & 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).

**Small Companies Exemption**

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

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



.....  
**E. Clark**  
**Interim Chairperson**  
**Date: 28.03.2025**

## Independent Examiner's report to the Trustees of SameYou

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2024.

### Responsibilities and basis of report

As the charity's trustees (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act.

### Independent Examiner's Statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the ACCA which is one of the listed bodies.

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

- (1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an Independent Examination; or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

6th Floor  
9 Appold Street  
London  
EC2A 2AP

**Date:** 06.05.2025



**Adam Fullerton**  
**FCA DChA**  
**For and on behalf of**  
**Moore Kingston Smith LLP**  
**Chartered Accountants**

SameYou

Statement of Financial Activities for the year ended 30 September 2024

	Note	Restricted Funds 2024 £	Unrestricted Funds 2024 £	Total 2024 £	Total Funds For Year to 2023 £
<b>INCOME AND ENDOWMENTS FROM:</b>					
Donations and grants	3	16,555	288,193	304,748	359,368
Investment Income	4	-	26	26	2
<b>Total</b>		<u>16,555</u>	<u>288,219</u>	<u>304,774</u>	<u>359,370</u>
<b>EXPENDITURE ON:</b>					
Charitable activities	5	35,500	266,693	302,193	363,428
<b>Total</b>		<u>35,500</u>	<u>266,693</u>	<u>302,193</u>	<u>363,428</u>
<b>Net Income</b>		(18,945)	21,526	2,581	(4,058)
<b>Transfers between funds</b>	13	-	-	-	-
<b>Net movement in funds</b>		(18,945)	21,526	2,581	(4,058)
<b>Reconciliation of funds:</b>					
Total Funds brought forward		<u>57,965</u>	<u>(51,325)</u>	<u>6,640</u>	<u>10,698</u>
<b>Total Funds carried forward</b>		<u><u>39,020</u></u>	<u><u>(29,799)</u></u>	<u><u>9,221</u></u>	<u><u>6,640</u></u>

**SameYou**  
**Balance Sheet**  
**As at 30 September 2024**

	<u>Note</u>	£	<u>2024</u>	£	£	<u>2023</u>	£
<b>Non-Current Assets</b>							
Intangible Fixed Assets	<b>9</b>			3,644			3,284
Tangible Fixed Assets	<b>10</b>			<u>323</u>			<u>1,070</u>
				<u>3,967</u>			<u>4,354</u>
<b>Current Assets</b>							
Debtors: amounts falling due within one year	<b>11</b>	18,968			12,032		
Cash at bank		<u>24,471</u>			<u>62,216</u>		
		43,439			74,248		
<b>Creditors: Amounts falling due within one year</b>	<b>12</b>		<u>(38,186)</u>			<u>(71,962)</u>	
<b>Net current assets</b>				<u>5,254</u>			<u>2,286</u>
<b>Net assets</b>				<u>9,221</u>			<u>6,640</u>
<b>Funds</b>							
Unrestricted funds	<b>13</b>			(29,799)			(51,325)
Restricted Funds	<b>13</b>			<u>39,020</u>			<u>57,965</u>
<b>Total Funds/(Deficit)</b>	<b>13</b>			<u>9,221</u>			<u>6,640</u>

For the financial year ended 30 September 2024 the company was entitled to exemption from audit under section 477 Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 30 September 2022 with section 476 of the Companies Act.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006 and in accordance with the provisions of the Financial Reporting Standard 102.

Approved by the Trustees on 28.03.2025 and signed on their behalf by:



.....  
**E. Clarke**  
 Interim Chairperson

Company Registration No. 10134313

SameYou  
Cash flow Statement  
As at 30 September 2024

	Notes	Year ended 2024 £	Year ended 2023 £
<b>Net cash flow used in operating activities (i)</b>		(34,413)	(66,982)
<b>Cash flows from investing activities:</b>			
Purchase of intangible fixed assets	9	(3,358)	(3,307)
Interest received		26	2
<b>Net cash used in investing activities</b>		<u>(3,332)</u>	<u>(3,305)</u>
<b>Net increase / (decrease) in cash and cash equivalents</b>		<u>(37,745)</u>	<u>(70,287)</u>
<b>Cash and cash equivalents at the start of the year</b>		<u>62,216</u>	<u>132,503</u>
<b>Cash and cash equivalents at the end of the year</b>		<u><u>24,471</u></u>	<u><u>62,216</u></u>
<b>Cash and cash equivalents consisted of:</b>			
Cash in hand and at the bank		<u><u>24,471</u></u>	<u><u>62,216</u></u>
<b>(i) Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>			
Net income for the year		£ 2,581	£ (4,058)
Adjustments for:			
Depreciation charges		747	747
Amortisation		2,998	25,390
Interest		(26)	(2)
(Increase)/decrease in debtors		(6,936)	(6,080)
Increase/(decrease) in creditors		(33,777)	(82,979)
<b>Net cash flow used in operating activities</b>		<u><u>(34,413)</u></u>	<u><u>(66,982)</u></u>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2024**

**1 Accounting Policies**

**Charity information**

SameYou is a Charitable company limited by guarantee incorporated and registered in England and Wales. The registered office is 10 Queen Street Place, London, EC4R 1BE.

**1.1 Basis of preparation**

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

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

The principal accounting policies, which are applied consistently, are set out below.

**1.2 Going Concern**

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern, including the ongoing cost of living crisis. Increased fundraising is expected in the coming financial year and the cash flow forecasts have been prepared to cover a period of at least one year from the date of approval of the financial statements showing that the charitable company can continue as a going concern.

**1.3 Status**

The company is limited by guarantee and does not have share capital. There are currently 4 Trustees who are also the members of the company. In the event of the company being wound up, the liability in respect of guarantee is limited to £1.

The company is a registered charity (number: 1170102).

**1.4 Incoming Resources**

Income is recognised in the Statement of Financial Activities when it becomes receivable, and the entitlement, measurement and probability principles are met.

**1.5 Resources Expended**

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.

Governance costs relate to the direct running of the Charity allowing the Charity to operate and generate the information required for public accountability. These costs have all been allocated to charitable activities.

**1.6 Fund Accounting**

Unrestricted funds are those which are available for the general purposes of the Charity at the discretion of the Trustees.

Designated funds comprise those unrestricted funds where the trustees, at their discretion, have created a fund for a specific purpose.

Restricted funds are funds 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.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2024**

**Taxation**

1.7 The entity is a registered charity and has no trading income, and is therefore exempt from taxation.

**1.8 Critical Accounting Estimates and Areas of Judgement**

Preparation of the accounts requires the Trustees to make significant judgements and estimates. The items in the accounts where these judgements and estimates have been made are in estimating the useful economic life of tangible fixed assets.

**1.9 Basic financial assets**

Basic financial assets, which include receivables and cash and bank balances, are initially measured at the amount receivable and subsequently adjusted for any impairment or other change in consideration expected to be received on settlement.

**1.10 Basic financial liabilities**

Basic financial liabilities, including trade payables, are initially measured at the amount payable and subsequently adjusted for any change in consideration expected to be paid on settlement.

**1.11 Short term benefits**

Short term benefits, including holiday pay and other similar non-monetary benefits, are recognised as an expense in the period in which the service is received.

**1.12 Pensions**

The entity operates a defined contribution plan for its employees. These contributions are recognised as an expense when they are due. Amounts not paid are shown in accruals in the

**1.13 Tangible fixed assets**

All fixed assets with a value over £1,000 are capitalised at cost, being their purchase cost together with any incidental expenses at acquisition, and depreciated to their estimated residual value over their estimated useful lives as follows:

Computer equipment                      3 years straight line basis.

**1.14 Intangible fixed assets**

Amortisation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The amortisation rates in use are as follows:

Website development costs

**2. Net expenditure for the year**

This is stated after charging:

	<u>2024</u> £	<u>2023</u> £
Independent examiner's remuneration	<u>6,689</u>	<u>7,337</u>

**3. Voluntary Income - Donations and grants**

	Restricted £	Unrestricted £	<u>2024</u> £	<u>2023</u> £
Donations and grants	<u>16,555</u>	<u>288,193</u>	<u>304,748</u>	<u>359,368</u>

For the year ended 2023, there were £57,965 restricted donations and grants.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2024**

4. Investment Income	Restricted	Unrestricted	<u>2024</u> £	<u>2023</u> £
Bank interest	-	26	26	2

5. Expenditure	Restricted	Unrestricted	<u>2024</u> £	<u>2023</u> £
<b>Expenditure directly allocated to activities</b>				
Donations	35,500	-	35,500	10,000
<b>Support costs allocated to activities</b>				
Travel and meetings	-	-	-	2,088
Accountancy	-	2,604	2,604	3,571
Independent examiner's fee	-	4,085	4,085	5,742
Wages and salaries	-	185,278	185,278	178,103
Legal and professional fees	-	2,662	2,662	2,900
Consultancy fees	-	20,382	20,382	20,002
Rent	-	1,493	1,493	277
IT software and consumables	-	8,469	8,469	8,528
Telecommunications	-	1,708	1,708	3,015
Other expenses	-	24,399	24,399	15,132
Depreciation	-	747	747	747
Amortisation	-	2,998	2,998	25,390
Professional Subscriptions	-	1,225	1,225	3,821
Fundraising Charges	-	3,891	3,891	66,811
Branding, video and advertising	-	6,752	6,752	17,301
	<u>35,500</u>	<u>266,693</u>	<u>302,193</u>	<u>363,428</u>

6. Employee Costs	<u>2024</u> £	<u>2023</u> £
Wages and salaries	168,629	162,350
Employer's NIC	14,505	13,964
Employer's pension	2,144	1,789
	<u>185,278</u>	<u>178,103</u>

The average monthly number of employees were:

	<u>2024</u>	<u>2023</u>
Average number of employees	<u>3</u>	<u>3</u>

1 (2023: 1) employee received remuneration of more than £60,000. This was between the bracket of £80,000 and £90,000 (2023: £70,000 and £80,000)

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2024**

**7. Trustees and Key Management Personnel**

The Charity considers key management personnel to comprise the Trustees and the CEO. The total employment benefits of key management personnel were £94,967 (2023: £88,886).

During the year Trustees received £nil (2023: £nil) for remuneration and the reimbursement of expenses.

**8. Taxation**

The Company is not liable to Corporation Tax as the income is of an exempt nature.

**9. Intangible fixed assets**

**Website Development Costs**

**£**

**Cost**

At 1 October 2023	162,768
Additions	3,358
Disposal	-
<b>At 30 September 2024</b>	<b>166,126</b>

**Amortisation**

At 1 October 2023	159,484
Charge per year	2,998
Eliminated on disposals	-
<b>At 30 September 2024</b>	<b>162,482</b>

**Net book value**

At 30 September 2024	3,644
At 1 October 2023	3,284

**10. Tangible fixed assets**

**Equipment**

**£**

**Cost**

At 1 October 2023	4,215
Additions	-
Disposal	-
<b>At 30 September 2024</b>	<b>4,215</b>

At 1 October 2023	3,145
Charge per year	747
Eliminated on disposals	-
<b>At 30 September 2024</b>	<b>3,892</b>

**Net book value**

At 30 September 2024	323
At 1 October 2023	1,070

**11. Debtors**

**2024**

**£**

**2023**

**£**

**Due within one year**

Trade debtors	18,524	11,588
Other debtors	444	444
	<b>18,968</b>	<b>12,032</b>

SameYou  
Notes to the Financial Statements  
For the year ended 30 September 2024

12. Creditors: Amounts falling due within one year

	2024 £	2023 £
Trade creditors	14,646	35,928
Taxation and social security	16,851	27,229
Accruals and deferred income	6,689	8,805
	<u>38,186</u>	<u>71,962</u>

13. Movement in Funds

	At 1 October 2023 £	Income £	Expenditure £	Transfers £	At 30 September 2024 £
Unrestricted Funds	<u>(51,325)</u>	288,219	<u>(266,693)</u>	-	<u>(29,799)</u>
	(51,325)	288,219	(266,693)	-	(29,799)
<b>Restricted Funds</b>					
The National Lottery fund	<u>57,965</u>	16,555	<u>(35,500)</u>	-	<u>39,020</u>
	57,965	16,555	(35,500)	-	39,020
Total Funds	<u>6,640</u>	<u>304,774</u>	<u>(302,193)</u>	-	<u>9,221</u>

14. Allocation of Net Assets between Funds

2024	Fixed Assets £	Current Assets £	Current Liabilities £	Total £
Restricted funds	-	39,020	-	39,020
Unrestricted funds	<u>3,967</u>	<u>4,419</u>	<u>(38,186)</u>	<u>(29,800)</u>
Total funds	<u>3,967</u>	<u>43,439</u>	<u>(38,186)</u>	<u>9,221</u>

15. Related Party Transactions

During the year, SameYou received donations and grants worth £99,970 (2023: £nil) from SameYou Foundation. A charity registered in the USA which shares trustees in common with SameYou.

Trustees donated £50,500 in the year (2023: £4,276).

16. Financial and capital commitments

As at 30 September 2024 the charity had capital commitments of £nil (2023: £nil).

**SAMEYOU**

England & Wales - Charity number 1170102

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# Accounts

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## SameYou Annual Trustee Report

Year ending 30<sup>th</sup> September 2023

The Trustees are pleased to present their annual report with the financial statement of the Charity for the year ending 30<sup>th</sup> September 2023. These are also prepared to meet the requirements for a directors' report and accounts for the Companies Act 2006 purposes.

The financial statements comply with the Charities Act 2011, the Charity's Memorandum and Article of Association and Accounting and Reporting by Charities : Statement of Recommendation Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) (effective 1<sup>st</sup> January 2015).

The Trustees are delighted to provide a summary of the year.

Our Ambition Goals and Objectives remain constant this year as we continue to They are :

- To Increase and improve the provision of innovative recovery services for those who have experienced a brain injury or stroke.
- To raise awareness of the gap in the provision of rehabilitation and recovery care verses the need
- To be a catalyst in causing radical change to the pathway of care in bringing together Cognitive, Physical and Emotional rehabilitation (Brain, Body and Mind) into an integrated holistic approach to recovery.

Our guiding principles remain :

- Compliance with the legislation and regulations
- External transparency in terms of governance, actions and achievements
- That our efforts of additive and not competitive to other charities working in this arena.
- That our strategy will delivery effective delivering tangible change to peoples lives

### Trustees

Richard Davidson stepped down as Chair at the beginning of the financial year and Emilia Clarke stepped up as interim Chair until a replacement can be secured. Susanne Lopez joined the board, she brings a wealth of fundraising knowledge

### Plans for the Future

The Trustees have worked with the SameYou team to help us focus on sustainability in order to reach our cause goals.

We will be developing our high value giving network more with a systematic approach to our top 20 potential donors,

## Statement of trustees' responsibilities

The trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice.)

Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the incoming/outgoing resources and application of resources, including the income and expenditure, of the charitable company for that year. 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 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 charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions relating to small entities within Part 15 of the Companies Act 2006 and in accordance with Accounting & 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).

### Small Companies Exemption

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

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

.....

Emilia  
Clarke  
Trustee  
Chairperson  
Date:

We will take steps to build a survivor led movement calling for transformation to recovery services and focusing on advocacy, community, awareness and fundraising  
We plan to increase our volunteer network in order to achieve more, we will appoint a part time volunteer manager from our pool of volunteers and we will hire a strategic consultant to help us use digital mobilization through a structured framework to raise awareness and funds

## Financial Review

The Charity has received donations in the year totally £££££ which has enabled us to meet most of our administrative costs during another year of development, expansion and establishment.

It does not hold any reserves and due to the serious decline in donations seen during the year will need to reduce the activity and objectives of the charity.

The Charity is a company limited by guarantee governed by its Memorandum and Articles of Association dated 19<sup>th</sup> April 2016. It is registered with the Charity Commission.

The Trustees have all been appointed in accordance with the articles of association.

The Trustees have overall responsibility for the management and control of the Charity. They meet on a quarterly basis to make the decisions and are in contact between meetings as and when required.

None of the trustees have received any remuneration or any other benefit from their work with the charity.

# SameYou

Unaudited Report and Accounts

For the year ended 30 September 2023

Charity Registration No. 1170102

Company Registration No. 10134313 (England and Wales)

**SameYou  
Contents**

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**SameYou**  
**Legal and Administrative Information**

<b>Charity Name</b>	SameYou
<b>Charity Number</b>	1170102
<b>Company Number</b>	10134313
<b>Trustees</b>	Emilia Clarke Henry Marsh Richard Davidson (Resigned 01 September 2023) Oliver Lewis (Resigned 14 December 2023) Susanne Lopez (Appointed 01 October 2023)
<b>Key Management Personnel</b>	Jennifer Clarke - CEO
<b>Registered Office</b>	10 Queen Street Place London EC4R 1BE
<b>Independent Examiner</b>	Moore Kingston Smith LLP 6th Floor 9 Appold Street London EC2A 2AP
<b>Bankers</b>	Barclays Bank Plc Portman Square Group 2 9 Portman Square London W1A 3AL  Client Account: Worcester Branch, Unit 4, The Triangle, Wildwood Drive, Worcester WR5 2Q via; Clay Knox 166 Piccadilly, 3rd Floor Foxglove House, W1J 9EF
<b>Solicitors</b>	Bates Wells LLP 10 Queen Street Place London EC4R 1BE

**SameYou**  
**Report of the Trustees**  
**For the year ended 30 September 2023**

The Trustees are pleased to present their annual report with the financial statement of the Charity for the year ending 30 September 2023. These are also prepared to meet the requirements for a directors' report and accounts for the Companies Act 2006 purposes.

The financial statements comply with the Charities Act 2011, the Charity's Memorandum and Article of Association and Accounting and Reporting by Charities : Statement of Recommendation Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) (effective 1st January 2015).

The Trustees are delighted to provide a summary of the year.

Our Ambitious Goals and Objectives remain constant this year as we continue to minimize spend. They are:

- To increase and improve the provision of innovative recovery services for those who have experienced a brain injury or stroke;
- To raise awareness of the gap in the provision of rehabilitation and recovery care verses the need;
- To be a catalyst in causing radical change to the pathway of care in bringing together Cognitive, Physical and Emotional rehabilitation (Brain, Body and Mind) into an integrated holistic approach to recovery.

Our guiding principles remain:

- Compliance with the legislation and regulations;
- External transparency in terms of governance, actions and achievements;
- That our efforts of additive and not competitive to other charities working in this arena; and
- That our strategy will delivery effective delivering tangible change to peoples lives.

## **Achievements and Performance**

In our 2022 report we outlined our plans for the future. The results in 2023 against these topics are:

We have increased funding to the University of South Lancashire UCLAN and East Lancashire Hospitals Trust. ELHT is working together to further develop the SameYou instigated group rehabilitation online service NROL which was first piloted with UCL at the start of the Covid-19 Pandemic.

This was made possible by the award from the National Lottery Community Fund in 2021. We granted the first installment of the grant to enable the roll-out across another four NHS Trusts in Lancashire. The team demonstrated the successful results of this pioneering intervention to their local NHS commissioning body and the NHS has offered trial funding of this service to other regions in the UK. This is a significant achievement for SameYou from concept to commissioning in two and a half years.

Almost 1,000 patients have gone through this programme so far which has revealed life-changing results. It is operated in real time via Teams, delivered by the NHS in London and Lancashire.

**SameYou**  
**Report of the Trustees (Continued)**  
**For the year ended 30 September 2023**

In 2023 we made giant strides forward by working with new partners, including the World Health Organisation, to help transform the recovery pathway. We have also continued work with The University of Edinburgh, Sphere Rehabilitation, The University of Central Lancashire and five East Lancashire hospitals, Spaulding Rehabilitation and Mount Sinai Health System.

We have created additional resources and worked with more survivors to enable them to share their stories, offering hope, comfort and important peer-to-peer support.

2024: Work is already underway to develop a new, innovative mental health-centred recovery pathway and an information and training programme. We have made connections with a major new partner to increase awareness of the need for rehabilitation and highlight the impact of health inequality. And we'll also be looking to expand our recovery tools as it's our vision that everyone has access to support.

### **Trustees**

Richard Davidson stepped down as Chair during the financial year and Emilia Clarke stepped up as interim Chair until a replacement can be secured. Susanne Lopez joined the board in October 2023 and she brings a wealth of fundraising knowledge.

### **Plans for the Future**

The Trustees have worked with the SameYou team to help us focus on sustainability in order to reach our cause goals. We will be developing our high value giving network more with a systematic approach to our top 20 potential donors.

We will take steps to build a survivor led movement calling for transformation to recovery services and focusing on advocacy, community, awareness and fundraising.

We plan to increase our volunteer network in order to achieve more, we will appoint a part time volunteer manager from our pool of volunteers and we will hire a strategic consultant to help us use digital mobilization through a structured framework to raise awareness and funds.

### **Financial Review and Reserves**

The Charity has received donations in the year totalling £359,368 which has enabled us to meet most of our administrative costs during another year of development, expansion and establishment.

The Charity does not hold any free reserves and due to the decline in donations seen during the year will need to reassess the activity and objectives of the charity.

The Charity is a company limited by guarantee governed by its Memorandum and Articles of Association dated 19 April 2016. It is registered with the Charity Commission.

The Trustees have all been appointed in accordance with the Articles of Association.

The Trustees have overall responsibility for the management and control of the Charity. They meet on a quarterly basis to make the decisions and are in contact between meetings as and when required.

### **Statement of trustees' responsibilities**

The trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice.)

Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the incoming/outgoing resources and application of resources, including the income and expenditure, of the charitable company for that year. 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 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 charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions relating to small entities within Part 15 of the Companies Act 2006 and in accordance with Accounting & 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).

### **Small Companies Exemption**

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

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



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**E. Clark**  
**Interim Chairperson**  
**Date: 27.04.2024**

## Independent Examiner's report to the Trustees of SameYou

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2023.

### Responsibilities and basis of report

As the charity's trustees (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act.

### Independent Examiner's Statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the ACCA which is one of the listed bodies.

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

- (1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an Independent Examination; or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

6th Floor  
9 Appold Street  
London  
EC2A 2AP

**Date:** 29/04/2024



**Adam Fullerton**  
**FCA DChA**  
**For and on behalf of**  
**Moore Kingston Smith LLP**  
Chartered Accountants

SameYou

Statement of Financial Activities for the year ended 30 September 2023

	Note	Restricted Funds 2023	Unrestricted Funds 2023 £	Total 2023 £	Total Funds For Year to 2022 £
<b>INCOME AND ENDOWMENTS FROM:</b>					
Donations and grants	3	57,965	301,403	359,368	408,320
Investment Income	4	-	2	2	-
Other Income	5	-	-	-	-
<b>Total</b>		<u>57,965</u>	<u>301,405</u>	<u>359,370</u>	<u>408,320</u>
<b>EXPENDITURE ON:</b>					
Charitable activities	6	-	363,428	363,428	525,956
<b>Total</b>		<u>-</u>	<u>363,428</u>	<u>363,428</u>	<u>525,956</u>
<b>Net Income</b>		57,965	(62,023)	(4,058)	(117,636)
<b>Transfers between funds</b>	14	<u>(40,619)</u>	<u>40,619</u>	-	-
<b>Net movement in funds</b>		17,346	(21,404)	(4,058)	(117,636)
<b>Reconciliation of funds:</b>					
Total Funds brought forward		40,619	(29,921)	10,698	128,334
<b>Total Funds carried forward</b>		<u><u>57,965</u></u>	<u><u>(51,325)</u></u>	<u><u>6,640</u></u>	<u><u>10,698</u></u>

**SameYou**  
**Balance Sheet**  
**As at 30 September 2023**

	<u>Note</u>	<u>£</u>	<u>2023</u>	<u>£</u>	<u>2022</u>	<u>£</u>
<b>Non-Current Assets</b>						
Intangible Fixed Assets	<b>10</b>			3,284		25,367
Tangible Fixed Assets	<b>11</b>			<u>1,070</u>		<u>1,817</u>
				4,354		27,184
<b>Current Assets</b>						
Debtors: amounts falling due within one year	<b>12</b>	12,032			5,952	
Cash at bank		<u>62,216</u>			<u>132,503</u>	
		74,248			138,455	
<b>Creditors: Amounts falling due within one year</b>	<b>13</b>			<u>(71,962)</u>		<u>(154,941)</u>
<b>Net current assets</b>				2,286		(16,486)
<b>Net assets</b>				<u>6,640</u>		<u>10,698</u>
<b>Funds</b>						
Unrestricted funds	<b>14</b>			(51,325)		(29,921)
Restricted Funds	<b>14</b>			57,965		40,619
Designated funds				<u>-</u>		<u>-</u>
<b>Total Funds/(Deficit)</b>	<b>14</b>			<u>6,640</u>		<u>10,698</u>

For the financial year ended 30 September 2023 the company was entitled to exemption from audit under section 477 Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 30 September 2022 with section 476 of the Companies Act.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006 and in accordance with the provisions of the Financial Reporting Standard 102.

Approved by the Trustees on

27.04.2024

and signed on their behalf by:



.....  
**E. Clarke**  
 Interim Chairperson

Company Registration No. 10134313

SameYou  
Cash flow Statement  
As at 30 September 2023

	Notes	Year ended 2023	Year ended 2022
		£	£
<b>Net cash flow generated from operating activities (i)</b>		(66,982)	61,469
<b>Cash flows from investing activities:</b>			
Purchase of tangible fixed assets	9	-	(2,242)
Purchase of intangible fixed assets	10	(3,307)	-
Interest received		2	-
<b>Net cash used in investing activities</b>		<u>(3,305)</u>	<u>(2,242)</u>
<b>Net increase / (decrease) in cash and cash equivalents</b>		<u>(70,287)</u>	<u>59,227</u>
<b>Cash and cash equivalents at the start of the year</b>		<u>132,503</u>	<u>73,276</u>
<b>Cash and cash equivalents at the end of the year</b>		<u><u>62,216</u></u>	<u><u>132,503</u></u>
<b>Cash and cash equivalents consisted of:</b>			
Cash in hand and at the bank		<u><u>62,216</u></u>	<u><u>132,503</u></u>
<b>(i) Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>			
		£	£
Net income for the year		(4,058)	(117,636)
Adjustments for :			
Depreciation charges		747	425
Amortisation		25,390	51,442
Interest		(2)	-
(Increase)/decrease in debtors		(6,080)	(3,606)
Increase/(decrease) in creditors		(82,979)	130,844
<b>Net cash provided by operating activities</b>		<u><u>(66,982)</u></u>	<u><u>61,469</u></u>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

**1 Accounting Policies**

**Charity information**

SameYou is a Charitable company limited by guarantee incorporated and registered in England and Wales. The registered office is 10 Queen Street Place, London, EC4R 1BE.

**1.1 Basis of preparation**

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

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

The principal accounting policies, which are applied consistently, are set out below.

**1.2 Going Concern**

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern, including the ongoing cost of living crisis. Increased fundraising is expected in the coming financial year and the cash flow forecasts have been prepared to cover a period of at least one year from the date of approval of the financial statements showing that the charitable company can continue as a going concern.

**1.3 Status**

The company is limited by guarantee and does not have share capital. There are currently 4 Trustees who are also the members of the company. In the event of the company being wound up, the liability in respect of guarantee is limited to £1.

The company is a registered charity (number: 1170102).

**1.4 Incoming Resources**

Income is recognised in the Statement of Financial Activities when it becomes receivable, and the entitlement, measurement and probability principles are met.

**1.5 Resources Expended**

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.

Governance costs relate to the direct running of the Charity allowing the Charity to operate and generate the information required for public accountability. These costs have all been allocated to charitable activities.

**1.6 Fund Accounting**

Unrestricted funds are those which are available for the general purposes of the Charity at the discretion of the Trustees.

Designated funds comprise those unrestricted funds where the trustees, at their discretion, have created a fund for a specific purpose.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

**Taxation**

1.7 The entity is a registered charity and has no trading income, and is therefore exempt from taxation.

**1.8 Critical Accounting Estimates and Areas of Judgement**

Preparation of the accounts requires the Trustees to make significant judgements and estimates. The items in the accounts where these judgements and estimates have been made are in estimating the useful economic life of tangible fixed assets.

**1.9 Basic financial assets**

Basic financial assets, which include receivables and cash and bank balances, are initially measured at the amount receivable and subsequently adjusted for any impairment or other change in consideration expected to be received on settlement.

**1.10 Basic financial liabilities**

Basic financial liabilities, including trade payables, are initially measured at the amount payable and subsequently adjusted for any change in consideration expected to be paid on settlement.

**1.11 Short term benefits**

Short term benefits, including holiday pay and other similar non-monetary benefits, are recognised as an expense in the period in which the service is received.

**1.12 Pensions**

The entity operates a defined contribution plan for its employees. These contributions are recognised as an expense when they are due. Amounts not paid are shown in accruals in the

**1.13 Tangible fixed assets**

All fixed assets with a value over £1,000 are capitalised at cost, being their purchase cost together with any incidental expenses at acquisition, and depreciated to their estimated residual value over their estimated useful lives as follows:

Computer equipment                      3 years straight line basis.

**1.14 Intangible fixed assets**

Amortisation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The amortisation rates in use are as follows:

Website development costs

**2. Net expenditure for the year**

This is stated after charging:

	<u>2023</u> £	<u>2022</u> £
Independent examiner's remuneration	<u>7,337</u>	<u>6,671</u>

**3. Voluntary Income - Donations and grants**

	Restricted £	Unrestricted £	<u>2023</u> £	<u>2022</u> £
Donations and grants	<u>57,965</u>	<u>301,403</u>	<u>359,368</u>	<u>408,320</u>

For the year ended 2022 there were £71,811 restricted donations and grants.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

4. Investment Income	Restricted	Unrestricted	<u>2023</u>	<u>2022</u>
Bank interest	-	2	2	-
<hr/>				
5. Other Income	Restricted	Unrestricted	<u>2023</u>	<u>2022</u>
Merchandise royalty	-	-	-	-
<hr/>				
6. Expenditure	Restricted	Unrestricted	<u>2023</u>	<u>2022</u>
			£	£
<b>Expenditure directly allocated to activities</b>				
Donations	-	10,000	10,000	156,999
<b>Support costs allocated to activities</b>				
Travel and meetings	-	2,088	2,088	295
Accountancy	-	3,571	3,571	4,573
Independent examiner's remuneration	-	5,742	5,742	5,220
Wages and salaries	-	178,103	178,103	178,953
Professional fees	-	2,900	2,900	2,042
Consultancy fees	-	20,002	20,002	69,558
Rent	-	277	277	-
IT software and consumables	-	8,528	8,528	5,060
Telecommunications	-	3,015	3,015	4,891
Other expenses	-	15,132	15,132	8,719
Depreciation	-	747	747	425
Amortisation	-	25,390	25,390	51,442
Professional Subscriptions	-	3,821	3,821	3,113
Utilities	-	-	-	144
Fundraising Charges	-	66,811	66,811	20,818
Branding, video and advertising	-	17,301	17,301	13,704
	-	363,428	363,428	525,956
<hr/>				

**7. Employee Costs**

	<u>2023</u>	<u>2022</u>
Wages and salaries	162,350	162,301
Employer's NIC	13,964	14,487
Employer's pension	1,789	2,165
	<hr/>	<hr/>
	178,103	178,953
	<hr/>	<hr/>

The average monthly number of employees were:

	<u>2023</u>	<u>2022</u>
Average number of employees	3	3
	<hr/>	<hr/>

1 (2022: 1) employee received remuneration of more than £60,000. This was between the bracket of £70,000 and £80,000.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

**8. Trustees and Key Management Personnel**

The Charity considers key management personnel to comprise the Trustees and the CEO. The total employment benefits of key management personnel were £88,886 (2022: £ 85,550).

During the year Trustees received £nil (2022: £nil) for the reimbursement of expenses.

**9. Taxation**

The Company is not liable to Corporation Tax as the income is of an exempt nature.

**10. Intangible fixed assets**

**Website Development Costs**

£

**Cost**

At 1 October 2022	159,461
Additions	3,307
Disposal	-
<b>At 30 September 2023</b>	<b>162,768</b>

**Amortisation**

At 1 October 2022	134,094
Charge for the year	25,390
Eliminated on disposals	-
<b>At 30 September 2023</b>	<b>159,484</b>

**Net book value**

At 30 September 2023	3,284
At 30 September 2022	25,367

**11. Tangible fixed assets**

**Equipment**

£

**Cost**

At 1 October 2022	4,215
Additions	-
Disposal	-
<b>At 30 September 2023</b>	<b>4,215</b>

At 1 October 2022	2,398
Charge for the year	747
Eliminated on disposals	-
<b>At 30 September 2023</b>	<b>3,145</b>

**Net book value**

At 30 September 2023	1,070
At 1 October 2022	1,817

**12.**

**Debtors**

	<b><u>2023</u></b>	<b><u>2022</u></b>
	£	£
<b>Due within one year</b>		
Trade debtors	11,588	5,000
Prepayments and Accrued Income	-	508
Other debtors	444	444
	<b>12,032</b>	<b>5,952</b>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

**13. Creditors: Amounts falling due within one year**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Trade creditors	35,928	137,589
Taxation and social security	27,229	9,348
Accruals and deferred income	8,805	8,004
	<u>71,962</u>	<u>154,941</u>

**14. Movement in Funds**

	<b>At 1 October 2022</b>	<b>Income</b>	<b>Expenditure</b>	<b>Transfers</b>	<b>At 30 September 2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Designated Funds	-	-	-	-	-
Unrestricted Funds	<u>(29,921)</u>	<u>301,405</u>	<u>(363,428)</u>	<u>40,619</u>	<u>(51,325)</u>
	(29,921)	301,405	(363,428)	40,619	(51,325)
<b>Restricted Funds</b>					
Hollyhock Charitable Foundation	13,973			(13,973)	-
The National Lottery fund	-	57,965		-	57,965
Micheal Hagger- Centre funding	<u>26,646</u>			<u>(26,646)</u>	<u>-</u>
	40,619	57,965	-	(40,619)	57,965
<b>Total Funds</b>	<u>10,698</u>	<u>359,370</u>	<u>(363,428)</u>	<u>-</u>	<u>6,640</u>

**15. Allocation of Net Assets between Funds**

	<b>Fixed Assets</b>	<b>Current Assets</b>	<b>Current Liabilities</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>2023</b>				
Designated funds	-	-	-	-
Unrestricted funds	<u>4,354</u>	<u>74,248</u>	<u>(71,962)</u>	<u>6,640</u>
<b>Total funds</b>	<u>4,354</u>	<u>74,248</u>	<u>(71,962)</u>	<u>6,640</u>

**16. Related Party Transactions**

During the year, SameYou received donations worth £nil (2022: £36,086) from SameYou Foundation. A charity Trustees donated £4,276 in the year (2022: £9,315).

**17. Financial and capital commitments**

As at 30 September 2023 the charity had capital commitments of £nil (2022: £nil).

# SameYou

Unaudited Report and Accounts

For the year ended 30 September 2023

Charity Registration No. 1170102

Company Registration No. 10134313 (England and Wales)

**SameYou  
Contents**

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**SameYou**  
**Legal and Administrative Information**

<b>Charity Name</b>	SameYou
<b>Charity Number</b>	1170102
<b>Company Number</b>	10134313
<b>Trustees</b>	Emilia Clarke Henry Marsh Richard Davidson (Resigned 01 September 2023) Oliver Lewis (Resigned 14 December 2023) Susanne Lopez (Appointed 01 October 2023)
<b>Key Management Personnel</b>	Jennifer Clarke - CEO
<b>Registered Office</b>	10 Queen Street Place London EC4R 1BE
<b>Independent Examiner</b>	Moore Kingston Smith LLP 6th Floor 9 Appold Street London EC2A 2AP
<b>Bankers</b>	Barclays Bank Plc Portman Square Group 2 9 Portman Square London W1A 3AL  Client Account: Worcester Branch, Unit 4, The Triangle, Wildwood Drive, Worcester WR5 2Q via; Clay Knox 166 Piccadilly, 3rd Floor Foxglove House, W1J 9EF
<b>Solicitors</b>	Bates Wells LLP 10 Queen Street Place London EC4R 1BE

**SameYou**  
**Report of the Trustees**  
**For the year ended 30 September 2023**

The Trustees are pleased to present their annual report with the financial statement of the Charity for the year ending 30 September 2023. These are also prepared to meet the requirements for a directors' report and accounts for the Companies Act 2006 purposes.

The financial statements comply with the Charities Act 2011, the Charity's Memorandum and Article of Association and Accounting and Reporting by Charities : Statement of Recommendation Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102) (effective 1st January 2015).

The Trustees are delighted to provide a summary of the year.

Our Ambitious Goals and Objectives remain constant this year as we continue to minimize spend. They are:

- To increase and improve the provision of innovative recovery services for those who have experienced a brain injury or stroke;
- To raise awareness of the gap in the provision of rehabilitation and recovery care verses the need;
- To be a catalyst in causing radical change to the pathway of care in bringing together Cognitive, Physical and Emotional rehabilitation (Brain, Body and Mind) into an integrated holistic approach to recovery.

Our guiding principles remain:

- Compliance with the legislation and regulations;
- External transparency in terms of governance, actions and achievements;
- That our efforts of additive and not competitive to other charities working in this arena; and
- That our strategy will delivery effective delivering tangible change to peoples lives.

## **Achievements and Performance**

In our 2022 report we outlined our plans for the future. The results in 2023 against these topics are:

We have increased funding to the University of South Lancashire UCLAN and East Lancashire Hospitals Trust. ELHT is working together to further develop the SameYou instigated group rehabilitation online service NROL which was first piloted with UCL at the start of the Covid-19 Pandemic.

This was made possible by the award from the National Lottery Community Fund in 2021. We granted the first installment of the grant to enable the roll-out across another four NHS Trusts in Lancashire. The team demonstrated the successful results of this pioneering intervention to their local NHS commissioning body and the NHS has offered trial funding of this service to other regions in the UK. This is a significant achievement for SameYou from concept to commissioning in two and a half years.

Almost 1,000 patients have gone through this programme so far which has revealed life-changing results. It is operated in real time via Teams, delivered by the NHS in London and Lancashire.

**SameYou**  
**Report of the Trustees (Continued)**  
**For the year ended 30 September 2023**

In 2023 we made giant strides forward by working with new partners, including the World Health Organisation, to help transform the recovery pathway. We have also continued work with The University of Edinburgh, Sphere Rehabilitation, The University of Central Lancashire and five East Lancashire hospitals, Spaulding Rehabilitation and Mount Sinai Health System.

We have created additional resources and worked with more survivors to enable them to share their stories, offering hope, comfort and important peer-to-peer support.

2024: Work is already underway to develop a new, innovative mental health-centred recovery pathway and an information and training programme. We have made connections with a major new partner to increase awareness of the need for rehabilitation and highlight the impact of health inequality. And we'll also be looking to expand our recovery tools as it's our vision that everyone has access to support.

### **Trustees**

Richard Davidson stepped down as Chair during the financial year and Emilia Clarke stepped up as interim Chair until a replacement can be secured. Susanne Lopez joined the board in October 2023 and she brings a wealth of fundraising knowledge.

### **Plans for the Future**

The Trustees have worked with the SameYou team to help us focus on sustainability in order to reach our cause goals. We will be developing our high value giving network more with a systematic approach to our top 20 potential donors.

We will take steps to build a survivor led movement calling for transformation to recovery services and focusing on advocacy, community, awareness and fundraising.

We plan to increase our volunteer network in order to achieve more, we will appoint a part time volunteer manager from our pool of volunteers and we will hire a strategic consultant to help us use digital mobilization through a structured framework to raise awareness and funds.

### **Financial Review and Reserves**

The Charity has received donations in the year totalling £359,368 which has enabled us to meet most of our administrative costs during another year of development, expansion and establishment.

The Charity does not hold any free reserves and due to the decline in donations seen during the year will need to reassess the activity and objectives of the charity.

The Charity is a company limited by guarantee governed by its Memorandum and Articles of Association dated 19 April 2016. It is registered with the Charity Commission.

The Trustees have all been appointed in accordance with the Articles of Association.

The Trustees have overall responsibility for the management and control of the Charity. They meet on a quarterly basis to make the decisions and are in contact between meetings as and when required.

### **Statement of trustees' responsibilities**

The trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice.)

Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the incoming/outgoing resources and application of resources, including the income and expenditure, of the charitable company for that year. 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 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 charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions relating to small entities within Part 15 of the Companies Act 2006 and in accordance with Accounting & 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).

### **Small Companies Exemption**

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

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



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**E. Clark**  
**Interim Chairperson**  
**Date: 27.04.2024**

## Independent Examiner's report to the Trustees of SameYou

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2023.

### Responsibilities and basis of report

As the charity's trustees (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act.

### Independent Examiner's Statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the ACCA which is one of the listed bodies.

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

- (1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an Independent Examination; or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

6th Floor  
9 Appold Street  
London  
EC2A 2AP

**Date:** 29/04/2024



**Adam Fullerton**  
**FCA DChA**  
**For and on behalf of**  
**Moore Kingston Smith LLP**  
Chartered Accountants

SameYou

Statement of Financial Activities for the year ended 30 September 2023

	Note	Restricted Funds 2023	Unrestricted Funds 2023 £	Total 2023 £	Total Funds For Year to 2022 £
<b>INCOME AND ENDOWMENTS FROM:</b>					
Donations and grants	3	57,965	301,403	359,368	408,320
Investment Income	4	-	2	2	-
Other Income	5	-	-	-	-
<b>Total</b>		<u>57,965</u>	<u>301,405</u>	<u>359,370</u>	<u>408,320</u>
<b>EXPENDITURE ON:</b>					
Charitable activities	6	-	363,428	363,428	525,956
<b>Total</b>		<u>-</u>	<u>363,428</u>	<u>363,428</u>	<u>525,956</u>
<b>Net Income</b>		57,965	(62,023)	(4,058)	(117,636)
<b>Transfers between funds</b>	14	<u>(40,619)</u>	<u>40,619</u>	-	-
<b>Net movement in funds</b>		17,346	(21,404)	(4,058)	(117,636)
<b>Reconciliation of funds:</b>					
Total Funds brought forward		40,619	(29,921)	10,698	128,334
<b>Total Funds carried forward</b>		<u><u>57,965</u></u>	<u><u>(51,325)</u></u>	<u><u>6,640</u></u>	<u><u>10,698</u></u>

**SameYou**  
**Balance Sheet**  
**As at 30 September 2023**

	<u>Note</u>	£	<u>2023</u>	£	£	<u>2022</u>	£
<b>Non-Current Assets</b>							
Intangible Fixed Assets	10			3,284			25,367
Tangible Fixed Assets	11			1,070			1,817
				<u>4,354</u>			<u>27,184</u>
<b>Current Assets</b>							
Debtors: amounts falling due within one year	12	12,032			5,952		
Cash at bank		<u>62,216</u>			<u>132,503</u>		
		74,248			138,455		
<b>Creditors: Amounts falling due within one year</b>	13					<u>(154,941)</u>	
<b>Net current assets</b>				2,286			(16,486)
<b>Net assets</b>				<u>6,640</u>			<u>10,698</u>
<b>Funds</b>							
Unrestricted funds	14			(51,325)			(29,921)
Restricted Funds	14			57,965			40,619
Designated funds				<u>-</u>			<u>-</u>
<b>Total Funds/(Deficit)</b>	14			<u>6,640</u>			<u>10,698</u>

For the financial year ended 30 September 2023 the company was entitled to exemption from audit under section 477 Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 30 September 2022 with section 476 of the Companies Act.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006 and in accordance with the provisions of the Financial Reporting Standard 102.

Approved by the Trustees on

27.04.2024

and signed on their behalf by:



.....  
**E. Clarke**  
 Interim Chairperson

Company Registration No. 10134313

SameYou  
Cash flow Statement  
As at 30 September 2023

	Notes	Year ended 2023	Year ended 2022
		£	£
<b>Net cash flow generated from operating activities (i)</b>		(66,982)	61,469
<b>Cash flows from investing activities:</b>			
Purchase of tangible fixed assets	9	-	(2,242)
Purchase of intangible fixed assets	10	(3,307)	-
Interest received		2	-
<b>Net cash used in investing activities</b>		<u>(3,305)</u>	<u>(2,242)</u>
<b>Net increase / (decrease) in cash and cash equivalents</b>		<u>(70,287)</u>	<u>59,227</u>
<b>Cash and cash equivalents at the start of the year</b>		<u>132,503</u>	<u>73,276</u>
<b>Cash and cash equivalents at the end of the year</b>		<u><u>62,216</u></u>	<u><u>132,503</u></u>
<b>Cash and cash equivalents consisted of:</b>			
Cash in hand and at the bank		<u><u>62,216</u></u>	<u><u>132,503</u></u>
<b>(i) Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>			
Net income for the year		£ (4,058)	£ (117,636)
Adjustments for :			
Depreciation charges		747	425
Amortisation		25,390	51,442
Interest		(2)	-
(Increase)/decrease in debtors		(6,080)	(3,606)
Increase/(decrease) in creditors		(82,979)	130,844
<b>Net cash provided by operating activities</b>		<u><u>(66,982)</u></u>	<u><u>61,469</u></u>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

**1 Accounting Policies**

**Charity information**

SameYou is a Charitable company limited by guarantee incorporated and registered in England and Wales. The registered office is 10 Queen Street Place, London, EC4R 1BE.

**1.1 Basis of preparation**

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

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

The principal accounting policies, which are applied consistently, are set out below.

**1.2 Going Concern**

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern, including the ongoing cost of living crisis. Increased fundraising is expected in the coming financial year and the cash flow forecasts have been prepared to cover a period of at least one year from the date of approval of the financial statements showing that the charitable company can continue as a going concern.

**1.3 Status**

The company is limited by guarantee and does not have share capital. There are currently 4 Trustees who are also the members of the company. In the event of the company being wound up, the liability in respect of guarantee is limited to £1.

The company is a registered charity (number: 1170102).

**1.4 Incoming Resources**

Income is recognised in the Statement of Financial Activities when it becomes receivable, and the entitlement, measurement and probability principles are met.

**1.5 Resources Expended**

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.

Governance costs relate to the direct running of the Charity allowing the Charity to operate and generate the information required for public accountability. These costs have all been allocated to charitable activities.

**1.6 Fund Accounting**

Unrestricted funds are those which are available for the general purposes of the Charity at the discretion of the Trustees.

Designated funds comprise those unrestricted funds where the trustees, at their discretion, have created a fund for a specific purpose.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

**Taxation**

1.7 The entity is a registered charity and has no trading income, and is therefore exempt from taxation.

**1.8 Critical Accounting Estimates and Areas of Judgement**

Preparation of the accounts requires the Trustees to make significant judgements and estimates. The items in the accounts where these judgements and estimates have been made are in estimating the useful economic life of tangible fixed assets.

**1.9 Basic financial assets**

Basic financial assets, which include receivables and cash and bank balances, are initially measured at the amount receivable and subsequently adjusted for any impairment or other change in consideration expected to be received on settlement.

**1.10 Basic financial liabilities**

Basic financial liabilities, including trade payables, are initially measured at the amount payable and subsequently adjusted for any change in consideration expected to be paid on settlement.

**1.11 Short term benefits**

Short term benefits, including holiday pay and other similar non-monetary benefits, are recognised as an expense in the period in which the service is received.

**1.12 Pensions**

The entity operates a defined contribution plan for its employees. These contributions are recognised as an expense when they are due. Amounts not paid are shown in accruals in the

**1.13 Tangible fixed assets**

All fixed assets with a value over £1,000 are capitalised at cost, being their purchase cost together with any incidental expenses at acquisition, and depreciated to their estimated residual value over their estimated useful lives as follows:

Computer equipment                      3 years straight line basis.

**1.14 Intangible fixed assets**

Amortisation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The amortisation rates in use are as follows:

Website development costs

**2. Net expenditure for the year**

This is stated after charging:

	<u>2023</u>	<u>2022</u>
	£	£
Independent examiner's remuneration	<u>7,337</u>	<u>6,671</u>

**3. Voluntary Income - Donations and grants**

	<u>Restricted</u>	<u>Unrestricted</u>	<u>2023</u>	<u>2022</u>
	£	£	£	£
Donations and grants	<u>57,965</u>	<u>301,403</u>	<u>359,368</u>	<u>408,320</u>

For the year ended 2022 there were £71,811 restricted donations and grants.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

4. Investment Income	Restricted	Unrestricted	<u>2023</u>	<u>2022</u>
Bank interest	-	2	2	-
<hr/>				
5. Other Income	Restricted	Unrestricted	<u>2023</u>	<u>2022</u>
Merchandise royalty	-	-	-	-
<hr/>				
6. Expenditure	Restricted	Unrestricted	<u>2023</u>	<u>2022</u>
			£	£
<b>Expenditure directly allocated to activities</b>				
Donations	-	10,000	10,000	156,999
<b>Support costs allocated to activities</b>				
Travel and meetings	-	2,088	2,088	295
Accountancy	-	3,571	3,571	4,573
Independent examiner's remuneration	-	5,742	5,742	5,220
Wages and salaries	-	178,103	178,103	178,953
Professional fees	-	2,900	2,900	2,042
Consultancy fees	-	20,002	20,002	69,558
Rent	-	277	277	-
IT software and consumables	-	8,528	8,528	5,060
Telecommunications	-	3,015	3,015	4,891
Other expenses	-	15,132	15,132	8,719
Depreciation	-	747	747	425
Amortisation	-	25,390	25,390	51,442
Professional Subscriptions	-	3,821	3,821	3,113
Utilities	-	-	-	144
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Branding, video and advertising	-	17,301	17,301	13,704
	-	363,428	363,428	525,956
<hr/>				

**7. Employee Costs**

	<u>2023</u>	<u>2022</u>
Wages and salaries	162,350	162,301
Employer's NIC	13,964	14,487
Employer's pension	1,789	2,165
	<hr/>	<hr/>
	178,103	178,953
	<hr/>	<hr/>

The average monthly number of employees were:

	<u>2023</u>	<u>2022</u>
Average number of employees	3	3
	<hr/>	<hr/>

1 (2022: 1) employee received remuneration of more than £60,000. This was between the bracket of £70,000 and £80,000.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

**8. Trustees and Key Management Personnel**

The Charity considers key management personnel to comprise the Trustees and the CEO. The total employment benefits of key management personnel were £88,886 (2022: £ 85,550).

During the year Trustees received £nil (2022: £nil) for the reimbursement of expenses.

**9. Taxation**

The Company is not liable to Corporation Tax as the income is of an exempt nature.

**10. Intangible fixed assets**

**Website Development Costs**

£

**Cost**

At 1 October 2022	159,461
Additions	3,307
Disposal	-
<b>At 30 September 2023</b>	<b>162,768</b>

**Amortisation**

At 1 October 2022	134,094
Charge for the year	25,390
Eliminated on disposals	-
<b>At 30 September 2023</b>	<b>159,484</b>

**Net book value**

At 30 September 2023	3,284
At 30 September 2022	25,367

**11. Tangible fixed assets**

**Equipment**

£

**Cost**

At 1 October 2022	4,215
Additions	-
Disposal	-
<b>At 30 September 2023</b>	<b>4,215</b>

At 1 October 2022	2,398
Charge for the year	747
Eliminated on disposals	-
<b>At 30 September 2023</b>	<b>3,145</b>

**Net book value**

At 30 September 2023	1,070
At 1 October 2022	1,817

**12.**

**Debtors**

	<b><u>2023</u></b>	<b><u>2022</u></b>
	£	£
<b>Due within one year</b>		
Trade debtors	11,588	5,000
Prepayments and Accrued Income	-	508
Other debtors	444	444
	<b>12,032</b>	<b>5,952</b>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2023**

**13. Creditors: Amounts falling due within one year**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Trade creditors	35,928	137,589
Taxation and social security	27,229	9,348
Accruals and deferred income	8,805	8,004
	<u>71,962</u>	<u>154,941</u>

**14. Movement in Funds**

	<b>At 1 October 2022</b>	<b>Income</b>	<b>Expenditure</b>	<b>Transfers</b>	<b>At 30 September 2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Designated Funds	-	-	-	-	-
Unrestricted Funds	<u>(29,921)</u>	<u>301,405</u>	<u>(363,428)</u>	<u>40,619</u>	<u>(51,325)</u>
	(29,921)	301,405	(363,428)	40,619	(51,325)
<b>Restricted Funds</b>					
Hollyhock Charitable Foundation	13,973			(13,973)	-
The National Lottery fund	-	57,965		-	57,965
Micheal Hagger- Centre funding	<u>26,646</u>			<u>(26,646)</u>	<u>-</u>
	40,619	57,965	-	(40,619)	57,965
<b>Total Funds</b>	<u>10,698</u>	<u>359,370</u>	<u>(363,428)</u>	<u>-</u>	<u>6,640</u>

**15. Allocation of Net Assets between Funds**

	<b>Fixed Assets</b>	<b>Current Assets</b>	<b>Current Liabilities</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>2023</b>				
Designated funds	-	-	-	-
Unrestricted funds	<u>4,354</u>	<u>74,248</u>	<u>(71,962)</u>	<u>6,640</u>
<b>Total funds</b>	<u>4,354</u>	<u>74,248</u>	<u>(71,962)</u>	<u>6,640</u>

**16. Related Party Transactions**

During the year, SameYou received donations worth £nil (2022: £36,086) from SameYou Foundation. A charity Trustees donated £4,276 in the year (2022: £9,315).

**17. Financial and capital commitments**

As at 30 September 2023 the charity had capital commitments of £nil (2022: £nil).

**SAMEYOU**

England & Wales - Charity number 1170102

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# Accounts

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# SameYou

Unaudited Report and Accounts

For the year ended 30 September 2022

Charity Registration No. 1170102

Company Registration No. 10134313 (England and Wales)

**SameYou  
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**SameYou**  
**Legal and Administrative Information**

<b>Charity Name</b>	SameYou
<b>Charity Number</b>	1170102
<b>Company Number</b>	10134313
<b>Trustees</b>	Emilia Clarke Henry Marsh Richard Davidson Oliver Lewis
<b>Key Management Personnel</b>	Jennifer Clarke - CEO
<b>Registered Office</b>	10 Queen Street Place London EC4R 1BE
<b>Independent Examiner</b>	Moore Kingston Smith LLP 6th Floor 9 Appold Street London EC2A 2AP
<b>Bankers</b>	Barclays Bank Plc Portman Square Group 2 9 Portman Square London W1A 3AL  Client Account : Worcester Branch, Unit 4, The Triangle, Wildwood Drive, Worcester WR5 2Q via; Clay Knox 166 Piccadilly, 3rd Floor Foxglove House, W1J 9EF
<b>Solicitors</b>	Bates Wells LLP 10 Queen Street Place London EC4R 1BE

**SameYou**  
**Report of the Trustees**  
**For the year ended 30 September 2022**

The Trustees are pleased to present their annual report with the financial statement of the Charity for the year ending 30 September 2022. These are also prepared to meet the requirements for a directors' report and accounts for the Companies Act 2006 purposes.

The financial statements comply with the Charities Act 2011, the Charity's Memorandum and Article of Association and Accounting and Reporting by Charities : Statement of Recommendation Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102).

The Trustees are delighted to provide a summary of the year.

Our Ambitious Goals and Objectives remain constant this year as we build back after the impact of Covid-19 and the implications for fundraising while we continue to minimize spend. They are :

- to Increase and improve the provision of innovative recovery services for those who have experienced a brain injury or stroke;
- to raise awareness of the gap in the provision of rehabilitation and recovery care verses the need;
- to be a catalyst in causing radical change to the pathway of care in bringing together Cognitive, Physical and Emotional rehabilitation (Brain, Body and Mind) into an integrated holistic approach to recovery.

Our guiding principles remain :

- compliance with the legislation and regulations;
- external transparency in terms of governance, actions and achievements;
- that our efforts of additive and not competitive to other charities working in this arena; and
- that our strategy will delivery effective delivering tangible change to peoples lives.

### **Achievements and Performance**

In our 2021 report we outlined our plans for the future. The results in 2022 against these topics are:

**Reaching our cause goals:** As the world recovers from the Covid-19 pandemic, SameYou has enabled a breakthrough service to be commissioned by the NHS. We did this through increasing funding to the University of South Lancashire UCLAN and East Lancashire Hospitals Trust. ELHT working together to further develop the SameYou instigated group rehabilitation online service NROL which was first piloted with UCL at the start of the Covid-19 Pandemic. This was made possible by the award from the National Lottery Community Fund in 2021. We granted the first installment of the grant to enable the roll-out across another four NHS Trusts in Lancashire. The team demonstrated the successful results of this pioneering intervention to their local NHS commissioning body and the NHS has offered trial funding of this service to other regions in the UK. This is a significant achievement for SameYou from concept to commissioning in two and a half years.

In addition, with the RCN Foundation we were able to increase funding to Edinburgh University for another year's postgraduate module in rehabilitation nursing. Due to the pressure nurses are currently under, this will extend to an 18 month period ending at the end of calendar year 2023.

SameYou also worked with the RCN Foundation to identify a research project designed to show the unmet need for long term holistic (brain, body and mind) rehabilitation services for young adult brain injury survivors. This thorough research report will be carried out with the intention of leading the way to a NIRC nationwide programme showing the widespread need.

**SameYou**  
**Report of the Trustees (Continued)**  
**For the year ended 30 September 2022**

**Developing our high value network:** We have worked on our high value giving network and have undertaken a programme to meet philanthropists and organisations with interest in neurology. Out of this networking we have found an organisation, and are working on a draft MOU agreeing to fund SameYou's work with UCL and UCLH. This initially covers funding a feasibility study for a new mental health pathway post brain injury and stroke. Our community identified emotional and mental health services as one of the key missing elements crucial for recovery after brain trauma. As this relationship develops, the feasibility study will lead the way towards a collaboration designed to drive and fund a new rehabilitation centre with UCL/UCLH based in Queen Square London.

**Developing a movement for neuro rehab change:** We have just signed an agreement with a major US tech organisation to be one of their four charity partners at the launch of a new platform which will give us visibility and access to their audience of hundreds of millions of US-based users. We are currently planning our year long series of campaigns to build awareness, start a movement and build our supporter base.

**Building our volunteer team:** We appointed a volunteer manager from our volunteer network during this year. This has given strength to our programme which has flourished. The charity now have 19 active volunteers from the USA to Europe, Australia and New Zealand. The volunteers support our external communications and marketing work and provide support to our partners and supplement our small full-time team to reach and build our community of survivors.

The new grants we achieved this year totalled £169,000.

These grants have enabled our support to UCLAN and enabled us to develop our core signposting services to support survivors of brain injury and stroke. These are:

- survivor stories published on our site.
- further development of directory listing rehabilitation services in the UK.
- recovery@Home videos to help survivors and carers improve mobility.
- creation of our Buddies peer to peer support programme.

As well as funding this, we were able to hire a well-respected digital consultant to educate and work with us to improve our digital campaigning. This resulted in a major shift from our approach of quantity of communications to one with metrics at the heart of our campaigning and move us to becoming a results-driven charity. The outcomes will be realised in the long term but has given the charity confidence about growing from a recognised best of breed approach.

**SameYou**  
**Report of the Trustees (Continued)**  
**For the year ended 30 September 2022**

**Plans for the Future**

The Trustees have recognized that to enable growth the charity in the next year needs to focus on:

1. Appointing a new professional CEO with a successful record in building a startup charity.
2. Increasing our board of Trustees to increase our networking and skills base.
3. Develop a high-net-worth individual programme of events.
4. Continuing to deliver against our core goals.

**Financial Review and Reserves**

The Charity has received donations in the year totalling £408,320 which has enabled us to meet most of our administrative costs during another year of development, expansion and establishment.

It does not hold any free reserves and due to the decline in donations seen during the year will need to reassess the activity and objectives of the charity.

The Charity is a company limited by guarantee governed by its Memorandum and Articles of Association dated 19 April 2016. It is registered with the Charity Commission.

The Trustees have all be appointed in accordance with the Articles of Association.

The Trustees have overall responsibility for the management and control of the Charity. They meet on a quarterly basis to make the decisions and are in contact between meetings as and when required.

None of the trustees have received any remuneration or any other benefit from their work with the charity.

### **Statement of trustees' responsibilities**

The trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice.)

Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the incoming/outgoing resources and application of resources, including the income and expenditure, of the charitable company for that year. 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 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 charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions relating to small entities within Part 15 of the Companies Act 2006 and in accordance with Accounting & 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).

### **Small Companies Exemption**

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

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



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**R. Davidson**  
**Trustee**  
**Date:**

## **Independent Examiner's report to the Trustees of SameYou**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2022.

### **Responsibilities and basis of report**

As the charity's trustees (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act.

### **Independent Examiner's Statement**

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the ACCA which is one of the listed bodies.

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

- (1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an Independent Examination; or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

6th Floor  
9 Appold Street  
London  
EC2A 2AP

**Date:**

**James Saunders**  
**FCCA DChA**  
**For and on behalf of**  
**Moore Kingston Smith LLP**  
Chartered Accountants

SameYou

Statement of Financial Activities for the year ended 30 September 2022

	Note	Restricted Funds 2022	Unrestricted Funds 2022 £	Total 2022 £	Total Funds For Year to 2021 £
<b>INCOME AND ENDOWMENTS FROM:</b>					
Donations and grants	3	71,811	336,509	408,320	522,697
Investment Income	4	-	-	-	4
Other Income	5	-	-	-	405
<b>Total</b>		<u>71,811</u>	<u>336,509</u>	<u>408,320</u>	<u>523,106</u>
<b>EXPENDITURE ON:</b>					
Charitable activities	6	65,819	460,137	525,956	530,211
<b>Total</b>		<u>65,819</u>	<u>460,137</u>	<u>525,956</u>	<u>530,211</u>
<b>Net Income</b>		5,992	(123,628)	(117,636)	(7,105)
<b>Transfers between funds</b>	14	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Net movement in funds</b>		5,992	(123,628)	(117,636)	(7,105)
<b>Reconciliation of funds:</b>					
Total Funds brought forward		34,627	93,707	128,334	135,439
<b>Total Funds carried forward</b>		<u><u>40,619</u></u>	<u><u>(29,921)</u></u>	<u><u>10,698</u></u>	<u><u>128,334</u></u>

**SameYou**  
**Balance Sheet**  
**As at 30 September 2022**

	<u>Note</u>	£	<u>2022</u>	£	£	<u>2021</u>	£
<b>Non-Current Assets</b>							
Intangible Fixed Assets	10			25,367			76,809
Tangible Fixed Assets	11			1,817			-
				<u>27,184</u>			<u>76,809</u>
<b>Current Assets</b>							
Debtors: amounts falling due within one year	12	5,952			2,346		
Cash at bank		<u>132,503</u>			<u>73,276</u>		
		138,455			75,622		
<b>Creditors: Amounts falling due within one year</b>	13			<u>(154,941)</u>			<u>(24,097)</u>
<b>Net current assets</b>				(16,486)			51,525
<b>Net assets</b>				<u>10,698</u>			<u>128,334</u>
<b>Funds</b>							
Unrestricted funds	14			(29,921)			(6,293)
Restricted Funds	14			40,619			34,627
Designated funds				-			100,000
<b>Total Funds/(Deficit)</b>	14			<u>10,698</u>			<u>128,334</u>

For the financial year ended 30 September 2022 the company was entitled to exemption from audit under section 477 Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 30 September 2022 with section 476 of the Companies Act.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006 and in accordance with the provisions of the Financial Reporting Standard 102.

Approved by the Trustees on

and signed on their behalf by:

*Richard Davidson*

.....  
**R. Davidson**  
Trustee

Company Registration No. 10134313

SameYou  
Cash flow Statement  
As at 30 September 2022

	Notes	Year ended 2022	Year ended 2021
		£	£
<b>Net cash flow generated from operating activities (i)</b>		59,227	66,874
<b>Cash flows from investing activities:</b>			
Purchase of intangible fixed assets	10	-	(28,853)
Interest received		-	4
<b>Net cash used in investing activities</b>		<u>-</u>	<u>(28,849)</u>
<b>Net increase / (decrease) in cash and cash equivalents</b>		<u>59,227</u>	<u>38,025</u>
<b>Cash and cash equivalents at the start of the year</b>		<u>73,276</u>	<u>35,251</u>
<b>Cash and cash equivalents at the end of the year</b>		<u><u>132,503</u></u>	<u><u>73,276</u></u>
<b>Cash and cash equivalents consisted of:</b>			
Cash in hand and at the bank		<u><u>132,503</u></u>	<u><u>73,276</u></u>
<b>(i) Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>			
Net income for the year		£ (117,636)	£ (7,105)
Adjustments for :			
Depreciation charges		425	54
Amortisation		51,442	52,284
Interest		-	(4)
(Increase)/decrease in debtors		(3,606)	31,514
Increase/(decrease) in creditors		130,844	(9,869)
Purchase of fixed assets		(2,242)	-
<b>Net cash provided by operating activities</b>		<u><u>59,227</u></u>	<u><u>66,874</u></u>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2022**

**1 Accounting Policies**

**Charity information**

SameYou is a Charitable company limited by guarantee incorporated and registered in England and Wales. The registered office is 10 Queen Street Place, London, EC4R 1BE.

**1.1 Basis of preparation**

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

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

The principal accounting policies, which are applied consistently, are set out below.

**Going Concern**

- 1.2** The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern, including the ongoing cost of living crisis. Increased fundraising is expected in the coming financial year and the cash flow forecasts have been prepared to cover a period of at least one year from the date of approval of the financial statements showing that the charitable company can continue as a going concern.

**Status**

- 1.3** The company is limited by guarantee and does not have share capital. There are currently 4 Trustees who are also the members of the company. In the event of the company being wound up, the liability in respect of guarantee is limited to £1.

The company is a registered charity (number: 1170102).

**Incoming Resources**

- 1.4** Income is recognised in the Statement of Financial Activities when it becomes receivable, and the entitlement, measurement and probability principles are met.

**Resources Expended**

- 1.5** 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.

Governance costs relate to the direct running of the Charity allowing the Charity to operate and generate the information required for public accountability. These costs have all been allocated to charitable activities.

**Fund Accounting**

- 1.6** Unrestricted funds are those which are available for the general purposes of the Charity at the discretion of the Trustees. Designated funds comprise those unrestricted funds where the trustees, at their discretion, have created a fund for a specific purpose.



**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2022**

4. Investment Income	Restricted	Unrestricted	<u>2022</u>	<u>2021</u>
Bank interest	-	-	-	4
<b>5. Other Income</b>	<b>Restricted</b>	<b>Unrestricted</b>	<b><u>2022</u></b>	<b><u>2021</u></b>
Merchandise royalty	-	-	-	405
<b>6. Expenditure</b>	<b>Restricted</b>	<b>Unrestricted</b>	<b><u>2022</u></b>	<b><u>2021</u></b>
			<b>£</b>	<b>£</b>
<b>Expenditure directly allocated to activities</b>				
Donations	52,111	104,888	156,999	67,517
<b>Support costs allocated to activities</b>				
Travel and meetings	-	295	295	102
Accountancy	-	4,573	4,573	5,717
Independent examiner's remuneration	-	5,220	5,220	4,740
Wages and salaries	12,654	166,299	178,953	239,932
Professional fees	-	2,042	2,042	1,115
Consultancy fees	-	69,558	69,558	82,746
Rent	-	-	-	5,409
IT software and consumables	1,054	4,006	5,060	5,025
Telecommunications	-	4,891	4,891	3,753
Other expenses	-	8,719	8,719	4,599
Depreciation	-	425	425	54
Amortisation	-	51,442	51,442	52,284
Professional Subscriptions	-	3,113	3,113	1,921
Utilities	-	144	144	437
Fundraising Charges	-	20,818	20,818	12,993
Branding, video and advertising	-	13,704	13,704	41,867
	<u>65,819</u>	<u>460,137</u>	<u>525,956</u>	<u>530,211</u>

In 2021, £8,000 restricted expenditure was incurred.

7. Employee Costs	<u>2022</u>	<u>2021</u>
	£	£
Wages and salaries	162,301	214,106
Employer's NIC	14,487	23,402
Employer's pension	2,165	2,424
	<u>178,953</u>	<u>239,932</u>

The average monthly number of employees were:

	<u>2022</u>	<u>2021</u>
Average number of employees	<u>3</u>	<u>3</u>

1 (2021: 1) employee received remuneration of more than £60,000. This was between the bracket of £70,000 and £80,000.

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2022**

**8. Trustees and Key Management Personnel**

The Charity considers key management personnel to comprise the Trustees and the CEO. The total employment benefits of key management personnel were £85,550 (2021: £106,898).

During the year Trustees received £nil (2021: £nil) for the reimbursement of expenses.

**9. Taxation**

The Company is not liable to Corporation Tax as the income is of an exempt nature.

**10. Intangible fixed assets**

**Website Development Costs**

£

**Cost**

At 1 October 2021	159,461
Additions	-
Disposal	-
<b>At 30 September 2022</b>	<b>159,461</b>

**Amortisation**

At 1 October 2021	82,652
Charge for the year	51,442
Eliminated on disposals	-
<b>At 30 September 2022</b>	<b>134,094</b>

**Net book value**

At 30 September 2022	25,367
At 30 September 2021	76,809

**11. Tangible fixed assets**

**Equipment**

£

**Cost**

At 1 October 2021	1,973
Additions	2,242
Disposal	-
<b>At 30 September 2022</b>	<b>4,215</b>

**Depreciation**

At 1 October 2021	1,973
Charge for the year	425
Eliminated on disposals	-
<b>At 30 September 2022</b>	<b>2,398</b>

**Net book value**

At 30 September 2022	1,817
At 1 October 2021	-

**12. Debtors**

**2022**

£

**2021**

£

**Due within one year**

Trade debtors	5,000	750
Prepayments and Accrued Income	508	1,152
Other debtors	444	444
	<b>5,952</b>	<b>2,346</b>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2022**

**13. Creditors: Amounts falling due within one year**

	<u>2022</u> £	<u>2021</u> £
Trade creditors	137,589	3,232
Taxation and social security	9,348	13,591
Accruals and deferred income	8,004	7,274
	<u>154,941</u>	<u>24,097</u>

**14. Movement in Funds**

	At 1 October 2021 £	Income £	Expenditure £	Transfers £	At 30 September 2022 £
Designated Funds	100,000	-	-	(100,000)	-
Unrestricted Funds	(6,293)	336,509	(460,137)	100,000	(29,921)
	<u>93,707</u>	<u>336,509</u>	<u>(460,137)</u>	-	<u>(29,921)</u>
<b>Restricted Funds</b>					
Hollyhock Charitable Foundation	34,627	-	(20,654)	-	13,973
The national lottery fund		44,111	(44,111)	-	-
Micheal Hagger- Centre funding	-	27,700	(1,054)	-	26,646
	<u>34,627</u>	<u>71,811</u>	<u>(65,819)</u>	-	<u>40,619</u>
<b>Total Funds</b>	<u>128,334</u>	<u>408,320</u>	<u>(525,956)</u>	-	<u>10,698</u>

Designated funds were transferred to unrestricted funds during the year due to the unrestricted deficit at the year end.

Unrestricted funds held a negative balance of £29,921 at the year end, due to a reduction in unrestricted income during the period.

**15. Allocation of Net Assets between Funds**

	Fixed Assets £	Current Assets £	Current Liabilities £	Total £
Designated funds	-	100,000	-	100,000
Restricted funds	-	42,627	-	42,627
Unrestricted funds	27,184	(4,172)	(154,941)	(131,929)
<b>Total funds</b>	<u>27,184</u>	<u>138,455</u>	<u>(154,941)</u>	<u>10,698</u>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2022**

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2022**

**16. Related Party Transactions**

During the year, SameYou received donations worth £36,086 (2021: £326,441) from SameYou Foundation. A charity registered in the USA which shares trustees in common with SameYou.

Oliver Lewis, a trustee, donated £9,315 in the year (2021: £nil) There was no related party expenditure incurred in 2022 (2021: £nil).

**17. Financial and capital commitments**

As at 30 September 2022 the charity had capital commitments of £nil (2021: £nil).

**SAMEYOU**

England & Wales - Charity number 1170102

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# Accounts

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# SameYou

Unaudited Report and Accounts

For the year ended 30 September 2021

Charity Registration No. 1170102

Company Registration No. 10134313 (England and Wales)

**SameYou  
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**SameYou**  
**Legal and Administrative Information**

<b>Charity Name</b>	SameYou
<b>Charity Number</b>	1170102
<b>Company Number</b>	10134313
<b>Trustees</b>	Emilia Clarke Henry Marsh Richard Davidson Oliver Lewis
<b>Key Management Personnel</b>	Jennifer Clarke - CEO
<b>Registered Office</b>	10 Queen Street Place London EC4R 1BE
<b>Independent Examiner</b>	Moore Kingston Smith LLP 6th Floor 9 Appold Street London EC2A 2AP
<b>Bankers</b>	Barclays Bank Plc Portman Square Group 2 9 Portman Square London W1A 3AL  Handlesbanken Client Account : Worcester Branch, Unit 4, The Triangle, Wildwood Drive, Worcester WR5 2Q via; Clay Knox 166 Piccadilly, 3rd Floor Foxglove House, W1J 9EF
<b>Solicitors</b>	Bates Wells LLP 10 Queen Street Place London EC4R 1BE

**SameYou**  
**Report of the Trustees**  
**For the year ended 30 September 2021**

The Trustees are pleased to present their annual report with the financial statement of the Charity for the year ending 30 September 2021. These are also prepared to meet the requirements for a directors' report and accounts for the Companies Act 2006 purposes.

The financial statements comply with the Charities Act 2011, the Charity's Memorandum and Article of Association and Accounting and Reporting by Charities : Statement of Recommendation Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS102).

The Trustees are delighted to provide a summary of the year.

Our Ambition Goals and Objectives remain constant this year as we continue to adapt to the Covid-19 pandemic and the implications for fundraising. They are :

- to Increase and improve the provision of innovative recovery services for those who have experienced a brain injury or stroke;
- to raise awareness of the gap in the provision of rehabilitation and recovery care verses the need;
- to be a catalyst in causing radical change to the pathway of care in bringing together Cognitive, Physical and Emotional rehabilitation (Brain, Body and Mind) into an integrated holistic approach to recovery.

Our guiding principles remain :

- compliance with the legislation and regulations
- external transparency in terms of governance, actions and achievements
- that our efforts of additive and not competitive to other charities working in this arena.
- that our strategy will delivery effective delivering tangible change to peoples lives

### **Achievements and Performance**

We started the year by making major cost savings due to concerns over covid reducing our opportunities to fundraise and our lack of income. We ended the lease on our office with no plans to replace, made significant redundancies and cut back on our other regular overheads. We lost two permanent members of staff, one part time staff member and one consultant. We also negotiated new terms with our CRM platform provider and our web development and creative agency. This action was necessitated by the Trustees asking the leadership team to reduce our scope of work in order to focus on increasing our unrestricted income from our supporters, while at the same time continuing to work with UCL/UCLH and our other clinical partners to bring about innovations in the neurorehab pathway.

The SameYou staff at the start of the financial year consisted of three people, CEO/comms/finance. In addition, SameYou continued to fund the UCL partnership programme manager as our contribution to the planning and feasibility study with the multiple interdisciplinary teams UCL/UCLH provided, to develop various levels of investment for the innovation centre for neurorehab in London.

It was decided that we need to maximise our community reach by recruiting volunteers to supplement the team.

**SameYou**  
**Report of the Trustees (Continued)**  
**For the year ended 30 September 2021**

The Trustees also directed the senior leadership team to build high value giving by recruiting a fundraising consultant to educate and work with this and UCL to cultivate our network and build a pipeline.

During the last quarter we had talks with a potential new Trustee, Clemency Burton Hill who has recently experienced a severe brain injury. She is a musician, broadcaster and lives in New York. We would work with her to raise awareness and funds through her youth networks.

Our partnership programmes continued with Edinburgh University launching the RCN granted post graduate masters module for Advance Level Practitioner nurses and neurological therapists to be trained in holistic (physical, psychological and emotional) rehabilitation care. Because of Covid this blended learning course was delayed and had to be delivered fully on line. The programme recruitment was successful and despite the increased pressures the pandemic put upon the nurses on the course, Edinburgh was able to complete as planned. SameYou will not continue to find funding to increase the uptake of the courses but will in 2022/23 use its best endeavors to make connections for further courses to be run around the world. The course has had input from both Swiss and American nursing groups to reflect other global practices of neurorehab nursing care. We will promote the Edinburgh programme on our web site and social media next year.

After the successful 3rd party reporting on the value of N-ROL Group Telerehab with UCL, we funded a pilot programme with the University of Lancashire to take the UCL model and adapt to their clinical/research resources. We funded an IT resource which enabled them to enhance their in-person rehab services. During the year after hiring a freelance fundraiser for Trusts we achieved a number of grants to support this. We also applied to the National Lottery Fund to increase the work across 5 NHS Trusts in the North West, with the ultimate goal after two years of providing evidence for the telerehab service to be commissioned by the NHS in parts of Lancashire. This would be a significant pioneering achievement for SameYou to have enabled.

We were award several grants- £42,627 towards UCLAN, and further grants of £8,000 for unrestricted funds.

During the year the team have increased our monthly income so by the end of the year we have increased on average to £18k vs the previous £4k. This has been done through a focus on social media, bringing onboard three US based volunteers to supplement the team, and running participation sports challenges, launching a new payments platform to make giving easier and developing a relationship with Visionable who provide funding each month for joint webinars with clinicians involved in the stroke and brain injury rehab pathways.

In the summer we started a project supported by Verizon, Visionable and the Chopra Foundation to use non fungible tokens (NFTs) for good to raise funds for SameYou. It was a pilot and the delivery of this will be undertaken in our next financial year.

**SameYou**  
**Report of the Trustees (Continued)**  
**For the year ended 30 September 2021**

**Plans for the Future**

The Trustees have worked with the SameYou leadership team to help us focus on sustainability in order to reach our cause goals.

We will be developing our high value giving network more with a systematic approach to our top 20 potential donors.

We will take steps to build a survivor-led movement calling for transformation to recovery services and focusing on advocacy, community, awareness and fundraising.

We plan to increase our volunteer network in order to achieve more, we will appoint a part time volunteer manager from our pool of volunteers and we will hire a strategic consultant to help us use digital mobilization through a structured framework to raise awareness and funds.

**Financial Review**

The Charity has received donations in the year totalling £522,697 which has enabled us to meet most of our administrative costs during another year of development, expansion and establishment.

The Charity is a company limited by guarantee governed by its Memorandum and Articles of Association dated 19 April 2016. It is registered with the Charity Commission.

The Trustees have all be appointed in accordance with the Articles of Association.

The Trustees have overall responsibility for the management and control of the Charity. They meet on a quarterly basis to make the decisions and are in contact between meetings as and when required.

None of the trustees have received any remuneration or any other benefit from their work with the charity.

### **Statement of trustees' responsibilities**

The trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice.)

Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the incoming/outgoing resources and application of resources, including the income and expenditure, of the charitable company for that year. 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 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 charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions relating to small entities within Part 15 of the Companies Act 2006 and in accordance with Accounting & 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).

### **Small Companies Exemption**

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

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



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**R. Davidson**  
**Trustee**  
**Date:**  
**16.06.2022**

## Independent Examiner's report to the Trustees of SameYou

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2021.

### Responsibilities and basis of report

As the charity's trustees (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act.

### Independent Examiner's Statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the ACCA which is one of the listed bodies.

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

- (1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an Independent Examination; or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

6th Floor  
9 Appold Street  
London  
EC2A 2AP

**Date:**  
**16.06.2022**

*Moore Kingston Smith LLP.*

**James Saunders**  
**FCCA DChA**  
**For and on behalf of**  
**Moore Kingston Smith LLP**  
Chartered Accountants

SameYou

Statement of Financial Activities for the year ended 30 September 2021

	Note	Restricted Funds 2021	Unrestricted Funds 2021 £	Total 2021 £	Total Funds For Year to 2020 £
<b>INCOME AND ENDOWMENTS FROM:</b>					
Donations and grants	3	42,627	480,070	522,697	615,168
Investment Income	4	-	4	4	22
Other Income	5	-	405	405	8,261
<b>Total</b>		<u>42,627</u>	<u>480,479</u>	<u>523,106</u>	<u>623,451</u>
<b>EXPENDITURE ON:</b>					
Charitable activities	6	8,000	522,211	530,211	608,853
<b>Total</b>		<u>8,000</u>	<u>522,211</u>	<u>530,211</u>	<u>608,853</u>
<b>Net Income</b>		34,627	(41,732)	(7,105)	14,598
<b>Transfers between funds</b>	14	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Net movement in funds</b>		34,627	(41,732)	(7,105)	14,598
<b>Reconciliation of funds:</b>					
Total Funds brought forward		-	135,439	135,439	120,841
<b>Total Funds carried forward</b>		<u>34,627</u>	<u>93,707</u>	<u>128,334</u>	<u>135,439</u>

**SameYou**  
**Balance Sheet**  
**As at 30 September 2021**

	<u>Note</u>	<u>2021</u>		<u>2020</u>	
		£	£	£	£
<b>Non-Current Assets</b>					
Intangible Fixed Assets	10		76,809		100,240
Tangible Fixed Assets	11		-		54
			<u>76,809</u>		<u>100,294</u>
<b>Current Assets</b>					
Debtors: amounts falling due within one year	12	2,346		33,860	
Cash at bank		<u>73,276</u>		<u>35,251</u>	
		75,622		69,111	
<b>Creditors: Amounts falling due within one year</b>	13	<u>(24,097)</u>		<u>(33,966)</u>	
<b>Net current assets</b>			51,525		35,145
<b>Net assets</b>			<u>128,334</u>		<u>135,439</u>
<b>Funds</b>					
Unrestricted funds	14		(6,293)		35,439
Restricted Funds	14		34,627		-
Designated funds			<u>100,000</u>		<u>100,000</u>
<b>Total Funds/(Deficit)</b>	14		<u>128,334</u>		<u>135,439</u>

For the financial year ended 30 September 2021 the company was entitled to exemption from audit under section 477 Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 30 September 2021 with section 476 of the Companies Act.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006 and in accordance with the provisions of the Financial Reporting Standard 102.

Approved by the Trustees on 16 June 2022 and signed on their behalf by:



.....  
**R. Davidson**  
Trustee

Company Registration No. 10134313

SameYou  
Cash flow Statement  
As at 30 September 2021

	Notes	Year ended 2021	Year ended 2020
		£	£
<b>Net cash flow generated from operating activities (i)</b>		66,874	32,588
<b>Cash flows from investing activities:</b>			
Purchase of intangible fixed assets	10	(28,853)	(115,200)
Interest received		4	22
<b>Net cash used in investing activities</b>		<u>(28,849)</u>	<u>(115,178)</u>
<b>Net increase / (decrease) in cash and cash equivalents</b>		<u>38,025</u>	<u>(82,590)</u>
<b>Cash and cash equivalents at the start of the year</b>		<u>35,251</u>	<u>117,841</u>
<b>Cash and cash equivalents at the end of the year</b>		<u><u>73,276</u></u>	<u><u>35,251</u></u>
<b>Cash and cash equivalents consisted of:</b>			
Cash in hand and at the bank		<u><u>73,276</u></u>	<u><u>35,251</u></u>
<b>(i) Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>			
Net income for the year		£ (7,105)	£ 14,598
Adjustments for :			
Depreciation charges		54	658
Amortisation		52,284	28,656
Interest		(4)	(22)
(Increase)/decrease in debtors		31,514	10,329
Increase/(decrease) in creditors		(9,869)	(21,631)
<b>Net cash provided by operating activities</b>		<u><u>66,874</u></u>	<u><u>32,588</u></u>

**SameYou**  
**Notes to the Financial Statements**  
**For the year ended 30 September 2021**

**1 Accounting Policies**

**Charity information**

SameYou is a Charitable company limited by guarantee incorporated and registered in England and Wales. The registered office is 10 Queen Street Place, London, EC4R 1BE.

**1.1 Basis of preparation**

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

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

The principal accounting policies, which are applied consistently, are set out below.

**Going Concern**

- 1.2** The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern, including the impact of covid-19. Increased fundraising is expected in the coming financial year and the cash flow forecasts have been prepared to cover a period of at least one year from the date of approval of the financial statements showing that the charitable company can continue as a going concern.

**Status**

- 1.3** The company is limited by guarantee and does not have share capital. There are currently 4 Trustees who are also the members of the company. In the event of the company being wound up, the liability in respect of guarantee is limited to £1.

The company is a registered charity (number: 1170102).

**Incoming Resources**

- 1.4** Income is recognised in the Statement of Financial Activities when it becomes receivable, and the entitlement, measurement and probability principles are met.

Donated services are included at their estimated open market value.

**Resources Expended**

- 1.5** 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.

Governance costs relate to the direct running of the Charity allowing the Charity to operate and generate the information required for public accountability. These costs have all been allocated to charitable activities.

**Fund Accounting**

- 1.6** Unrestricted funds are those which are available for the general purposes of the Charity at the discretion of the Trustees.

Designated funds comprise those unrestricted funds where the trustees, at their discretion, have created a fund for a specific purpose.



**SameYou**

**Notes to the Financial Statements (Continued)**

**For the year ended 30 September 2021**

4. Investment Income	Restricted	Unrestricted	<u>2021</u>	<u>2020</u>
Bank interest	-	4	4	22
	<u>-</u>	<u>4</u>	<u>4</u>	<u>22</u>
5. Other Income	Restricted	Unrestricted	<u>2021</u>	<u>2020</u>
Merchandise royalty	-	405	405	8261
	<u>-</u>	<u>405</u>	<u>405</u>	<u>8261</u>
6. Expenditure	Restricted	Unrestricted	<u>2021</u>	<u>2020</u>
			£	£
<b>Expenditure directly allocated to activities</b>				
Donations	8,000	59,517	67,517	101,869
<b>Support costs allocated to activities</b>				
Travel and meetings	-	102	102	18,445
Accountancy	-	5,717	5,717	5,040
Independent examiner's remuneration	-	4,740	4,740	4,511
Wages and salaries	-	239,932	239,932	220,224
Professional fees	-	1,115	1,115	12,662
Consultancy fees	-	82,746	82,746	141,385
Rent	-	5,409	5,409	37,554
IT software and consumables	-	5,025	5,025	6,133
Telecommunications	-	3,753	3,753	5,303
Other expenses	-	4,599	4,599	1,816
Depreciation	-	54	54	658
Amortisation	-	52,284	52,284	28,656
Professional Subscriptions	-	1,921	1,921	1,291
Utilities	-	437	437	1,862
Fundraising Charges	-	12,993	12,993	5,669
Branding, video and advertising	-	41,867	41,867	15,775
	<u>8,000</u>	<u>522,211</u>	<u>530,211</u>	<u>608,853</u>

In 2020, no restricted expenditure was incurred.

7. Employee Costs	<u>2021</u>	<u>2020</u>
	£	£
Wages and salaries	214,106	196,460
Employer's NIC	23,402	21,742
Employer's pension	2,424	2,022
	<u>239,932</u>	<u>220,224</u>

The average monthly number of employees were:

	<u>2021</u>	<u>2020</u>
Average number of employees	<u>3</u>	<u>5</u>

1 (2020: 1) employee received remuneration of more than £60,000. This was between the bracket of £90,000 and £100,000.

**SameYou**  
**Notes to the Financial Statements (Continued)**  
**For the year ended 30 September 2021**

**8. Trustees and Key Management Personnel**

The Charity considers key management personnel to comprise the Trustees and the CEO. The total employment benefits of key management personnel were £106,898 (2020: £86,278).

During the year Trustees received £nil (2020: £nil) for the reimbursement of expenses.

**9. Taxation**

The Company is not liable to Corporation Tax as the income is of an exempt nature.

**10. Intangible fixed assets**

**Website Development Costs**

£

**Cost**

At 1 October 2020	130,608
Additions	28,853
Disposal	-
<b>At 30 September 2021</b>	<b>159,461</b>

**Amortisation**

At 1 October 2020	30,368
Charge for the year	52,284
Eliminated on disposals	-
<b>At 30 September 2021</b>	<b>82,652</b>

**Net book value**

At 30 September 2021	76,809
At 30 September 2020	100,240

**11. Tangible fixed assets**

**Equipment**

£

**Cost**

At 1 October 2020	1,973
Additions	-
Disposal	-
<b>At 30 September 2021</b>	<b>1,973</b>

**Depreciation**

At 1 October 2020	1,919
Charge for the year	54
Eliminated on disposals	-
<b>At 30 September 2021</b>	<b>1,973</b>

**Net book value**

At 30 September 2021	-
At 1 October 2020	54

**12. Debtors**

**2021**

£

**2020**

£

**Due within one year**

Trade debtors	750	-
Prepayments and Accrued Income	1,152	32,464
Other debtors	444	1,396
	<b>2,346</b>	<b>33,860</b>

**SameYou**  
**Notes to the Financial Statements (Continued)**  
**For the year ended 30 September 2021**

**13. Creditors: Amounts falling due within one year**

	<u>2021</u> £	<u>2020</u> £
Trade creditors	3,232	3,972
Taxation and social security	13,591	10,967
Accruals and deferred income	<u>7,274</u>	<u>19,027</u>
	<u>24,097</u>	<u>33,966</u>

Included in creditors is deferred income of £nil (2020: £nil).

**14. Movement in Funds**

	<b>At 1 October 2020</b> £	<b>Income</b> £	<b>Expenditure</b> £	<b>Transfers</b> £	<b>At 30 September 2021</b> £
Designated Funds	100,000	-	-	-	100,000
Unrestricted Funds	<u>35,439</u>	<u>480,479</u>	<u>(522,211)</u>	-	<u>(6,293)</u>
	135,439	480,479	(522,211)	-	93,707
<b>Restricted Funds</b>					
Hollyhock Charitable Foundation	-	42,627	(8,000)	-	34,627
Total Funds	<u>135,439</u>	<u>523,106</u>	<u>(530,211)</u>	-	<u>128,334</u>

Designated funds are in relation to the project investigating the feasibility of working together to create a National Innovation Centre for Brain Injury Rehabilitation.

**15. Allocation of Net Assets between Funds**

	<b>Fixed Assets</b> £	<b>Current Assets</b> £	<b>Current Liabilities</b> £	<b>Total</b> £
Designated funds	-	100,000	-	100,000
Restricted funds	-	42,627	-	42,627
Unrestricted funds	<u>76,809</u>	<u>(67,005)</u>	<u>(24,097)</u>	<u>(14,293)</u>
Total funds	<u>76,809</u>	<u>75,622</u>	<u>(24,097)</u>	<u>128,334</u>

**SameYou**  
**Notes to the Financial Statements (Continued)**  
**For the year ended 30 September 2021**

**16. Related Party Transactions**

During the year, SameYou received donations worth £326,441 (2020: £410,773) from a SameYou Foundation a charity who shares trustees in common with SameYou. There was no related party expenditure incurred in 2021 (2020: £nil).

**17. Financial and capital commitments**

As at 30 September 2021 the charity had capital commitments of £nil (2020: £nil).