

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

Charity Name	SameYou
Charity Number	1170102
Company Number	10134313
Trustees	Emilia Clarke Henry Marsh Richard Davidson Oliver Lewis
Key Management Personnel	Jennifer Clarke - CEO
Registered Office	10 Queen Street Place London EC4R 1BE
Independent Examiner	Moore Kingston Smith LLP 6th Floor 9 Appold Street London EC2A 2AP
Bankers	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
Solicitors	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.

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:



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

	Note	Restricted Funds 2021	Unrestricted Funds 2021 £	Total 2021 £	Total Funds For Year to 2020 £
INCOME AND ENDOWMENTS FROM:					
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
Total		<u>42,627</u>	<u>480,479</u>	<u>523,106</u>	<u>623,451</u>
EXPENDITURE ON:					
Charitable activities	6	8,000	522,211	530,211	608,853
Total		<u>8,000</u>	<u>522,211</u>	<u>530,211</u>	<u>608,853</u>
Net Income		34,627	(41,732)	(7,105)	14,598
Transfers between funds	14	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Net movement in funds		34,627	(41,732)	(7,105)	14,598
Reconciliation of funds:					
Total Funds brought forward		-	135,439	135,439	120,841
Total Funds carried forward		<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>
		£	£
Non-Current Assets			
Intangible Fixed Assets	10	76,809	100,240
Tangible Fixed Assets	11	-	54
		<u>76,809</u>	<u>100,294</u>
Current Assets			
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
Creditors: Amounts falling due within one year	13	<u>(24,097)</u>	<u>(33,966)</u>
Net current assets		51,525	35,145
Net assets		<u>128,334</u>	<u>135,439</u>
Funds			
Unrestricted funds	14	(6,293)	35,439
Restricted Funds	14	34,627	-
Designated funds		<u>100,000</u>	<u>100,000</u>
Total Funds/(Deficit)	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 £
Net cash flow generated from operating activities (i)		66,874	32,588
Cash flows from investing activities:			
Purchase of intangible fixed assets	10	(28,853)	(115,200)
Interest received		4	22
Net cash used in investing activities		<u>(28,849)</u>	<u>(115,178)</u>
Net increase / (decrease) in cash and cash equivalents		<u>38,025</u>	<u>(82,590)</u>
Cash and cash equivalents at the start of the year		<u>35,251</u>	<u>117,841</u>
Cash and cash equivalents at the end of the year		<u><u>73,276</u></u>	<u><u>35,251</u></u>
Cash and cash equivalents consisted of:			
Cash in hand and at the bank		<u><u>73,276</u></u>	<u><u>35,251</u></u>
(i) Reconciliation of net income/(expenditure) to net cash flow from operating activities			
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)
Net cash provided by operating activities		<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.

For the year ended 30 September 2021

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

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.

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.

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.

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.

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 balance sheet.

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.
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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 3 years straight line basis.

This is stated after charging:

	<u>2021</u>	<u>2020</u>
	£	£
Independent examiner's remuneration	4,740	4,511

	Restricted £	Unrestricted £	<u>2021</u> £	<u>2020</u> £
Donations	42,627	480,070	522,697	615,168

For the year ended 2020 there were £nil restricted donations and grants.

4.	Investment Income	Restricted	Unrestricted	<u>2021</u>	<u>2020</u>
	Bank interest	<u>-</u>	<u>4</u>	<u>4</u>	<u>22</u>
5.	Other Income	Restricted	Unrestricted	<u>2021</u>	<u>2020</u>
	Merchandise royalty	<u>-</u>	<u>405</u>	<u>405</u>	<u>8261</u>
6.	Expenditure	Restricted	Unrestricted	<u>2021</u>	<u>2020</u>
				<u>£</u>	<u>£</u>
	Expenditure directly allocated to activities				
	Donations	8,000	59,517	67,517	101,869
	Support costs allocated to activities				
	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>
		<u>£</u>	<u>£</u>
	Wages and salaries	214,106	196,460
	Employer's NIC	23,402	21,742
	Employer's pension	<u>2,424</u>	<u>2,022</u>
		<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.

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	-
At 30 September 2021	159,461

Amortisation

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

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	-
At 30 September 2021	1,973

Depreciation

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

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
	2,346	33,860

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

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

	Fixed Assets £	Current Assets £	Current Liabilities £	Total £
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).