

**The Erosive Toothwear Foundation**  
**A Charitable Incorporated Organisation**

**Financial Statements for the year ended  
31st December 2020**



**ErosiveToothWear**<sup>TM</sup>  
Foundation



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**The Erosive Toothwear Foundation  
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**Trustees' Report for the year ended 31<sup>st</sup> December 2020**

The Charity's trustees present their report and the financial statements of the charity for the year ended 31<sup>st</sup> December 2020.

**Reference and administrative details**

Registered charity name	The Erosive Toothwear Foundation
Charity Commission registration	1173340
Registrar of Companies registration	CE011019
Principal and registered office	Guys Hospital Great Maze Pond London SE91 9RT

The charity is known as ETWF and will be referred to by that name in this report.

**The trustees**

Professor David Bartlett  
Professor Nigel Pitts

**External examiner**

Dr Neil Paterson CA  
17 McVicars Lane  
Dundee  
DD1 4LH



## **The Erosive Toothwear Foundation A Charitable Incorporated Organisation**

### **Structure, governance and management**

The charity is a charitable incorporated organisation registered with the Registrar of Companies on 8<sup>th</sup> June 2017.

### **Recruitment and appointment of trustees**

All trustees must be appointed or reappointed by election at the charity's annual general meeting and annual election is required.

### **Objectives and activities**

The principal objectives of ETWF are to promote the good health of the public by raising awareness and advancing education of the public in the condition of erosive tooth wear and its prevention and treatment and by promoting research in all aspects of the condition of erosive tooth wear and to publish and disseminate the useful results for the public benefit.

### **Achievements and performance during the year**

The success of the Foundation activities is evident in the growing international traffic to the Foundation website over the past 2 years and the main objective for 2020 has been to increase traffic to the Erosive Tooth Wear Foundation site and particularly to increase dwell time. The ETWF site is the first site reached by those searching for information on erosive tooth wear.

The website is pivotal to deliver the Foundation's aims as it brings together knowledge-based information and makes it readily available to all. The format of the website remains open, non-pay and inclusive and is a portal of information.

The website enhancements have been on the consumer side of the website, to make it more engaging and user friendly by:

- continuing to change the language tone so it is more approachable by the wider public;
- improving the layout and refreshing the content;
- development of quizzes and animations.

In Q4 2020 additional work has been undertaken on the consumer section of our website to improve overall navigation and further increase dwell time (the effect is +44.6% change when comparing Q4 2019 vs Q4 2020). The results show an increase in traffic but most importantly, an improved trend on dwell time on site (+44.6% change from Q4 2019 to Q4 2020).

There has been a steady global volume of search regarding search terms relating to tooth wear and tooth erosion, in part driven by growing condition awareness resulting from Foundation activities.

In the past 12 months there has been a growing trend towards the search term BEWE, further increasing the Foundations international reach.

In the second half of 2020 the focus has been on increasing the level of engagement on social media and testing the impact of organic posts versus promoted activity. The global pandemic has limited some other developments, as face to face activities have been severely restricted.

We have also continued to invest time and effort in social media throughout 2020 - focusing on Twitter primarily, followed by FaceBook. Content has been primarily targeted at dental healthcare professionals, with the organic reach of the Twitter platform totaling 81,3k impressions (an increase of over 160% compared to 2019, which totaled 30.4k impressions).

Progress is also being made against key followers' metrics:

Website users have increased from 4.6k in 2019 to 5.5k in 2020 (+11%)

Sessions have increased from 6.1k to 6.9k (+20%)

In terms of both Engagement and Action we have been exceeding benchmarks for non-profit organisations for the organic posts flighted in the April to July 2020 period, albeit on a small base:

Twitter industry engagement benchmark is 0.062%, ETWF 0.42% - FaceBook engagement benchmark is 0.12%, ETWF is 2.8%

During the last quarter of 2020 we have also been collating impact evidence the REF (Research Excellent Framework):

- The Erosive Tooth Wear Foundation has achieved impact from the underpinning research from King's College London that guides it and a growing international profile with key messaging targeting professionals and consumers achieving more than 4.48m potential global impressions, exceeding industry thresholds across all media channels.
- Key papers authored by Foundation members from King's College London have achieved an aggregated reach in excess of 1.66m potential impressions amongst key members of the dental health professional community
- This reach has been both domestic and international.
- Much activity has focussed on landing key messages with healthcare however the Foundation has also been successful in achieving profile amongst the consumer audience, particularly in the UK.



## **Financial review**

The financial statements show that ETWF was supported by donations and legacies of £47,100 (2019 - £80,000). During the period under review, total operating expenses of £47,119 (2019 - £43,839) were incurred, leaving a net income deficit of £19 (2019 – surplus of £36,161) which is added to reserves brought forward of £50,664 leaving £50,645 to be carried forward as reserves.

Given the level of reserves and expectations of continuing grant and other funding in the foreseeable future, the financial statements have been prepared on the going concern basis.

## **Trustees' responsibilities**

Legislation relating to charities requires the trustees to prepare financial statements for each financial year which show a true and fair view of the state of affairs of ETWF at the balance sheet date and of the surplus or deficit for that year and which have been properly prepared from the accounting records and comply with the relevant disclosure regulations. In preparing those financial statements the directors are required to:

select suitable accounting policies and apply them consistently;

make judgements and estimates that are reasonable and prudent;

follow applicable accounting standards, stating that they have been followed subject to any material departures disclosed and explained in the financial statements;

prepare the financial statements on a going concern basis unless it is inappropriate to presume that Mindspace will continue its activities.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of ETWF and to enable them to ensure that the financial statements comply with relative legislation. They are also responsible for taking such steps as are reasonably open to them to safeguard the assets of the charity and to prevent and detect fraud and other irregularities.

## **External examiner**

Dr Neil Paterson CA will be retiring as external examiner and the appointment of a successor will be proposed at the next Annual General Meeting.

The Trustees' Report was approved on 6<sup>th</sup> August 2021 and signed on behalf of the trustees by

Professor David Bartlett

**The Erosive Toothwear Foundation  
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**Independent Examiner's Report to the Trustees of The Erosive Toothwear Foundation**

I report on the accounts of the charity for the year ended 31<sup>st</sup> December 2020 which are set out on pages 6 to 10.

**Respective responsibilities of trustees and examiner**

The charity's trustees are responsible for the preparation of the accounts in accordance with the Charities Act 2011 ("the Act").

The charity's trustees consider that an audit is not required for this year under section 144 of the Act and that an independent examination is needed.

It is my responsibility to:

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

**Basis of independent examiner's statement**

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

**Independent examiner's statement**


In connection with my examination, no material matters have come to my attention which give me cause to believe that in, any material respect:

the accounting records were not kept in accordance with section 130 of the Charities Act; or

the accounts did not accord with the accounting records; or

the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.



Dr Neil Paterson Chartered Accountant  
6<sup>th</sup> August 2021



Statement of Financial Activities for the year ended December 31st 2020

	notes	unrestricted funds £	restricted funds £	total funds 2020 £	total funds 2019 £
<b>Income and endowments</b>					
Donations and legacies	2	47100	0	47100	80000
<b>Total income</b>		<u>47100</u>	<u>0</u>	<u>47100</u>	<u>80000</u>
<b>Expenditure</b>					
Expenditure on charitable activities	3	47119	0	47119	43839
<b>Total expenditure</b>		<u>47119</u>	<u>0</u>	<u>47119</u>	<u>43839</u>
<b>Net income/(deficit)</b>		-19	0	-19	36161
Transfers between funds		0	0	0	0
<b>Net movement in funds</b>		<u>-19</u>	<u>0</u>	<u>-19</u>	<u>36161</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		50664	0	50664	14503
<b>Total funds carried forward</b>		<u>50645</u>	<u>0</u>	<u>50645</u>	<u>50664</u>

Statement of Financial Position at 31st December 2020

	notes	£	2020 £	2019
<b>Fixed Assets</b>			609	813
<b>Current Assets</b>				
Bank		39021		45536
Debtors and prepayments	4	<u>12215</u>		<u>5515</u>
		51236		51051
<b>Current liabilities</b>				
Creditors	5	<u>1200</u>		<u>1200</u>
		1200		1200
<b>Net Current assets</b>			50036	49851
<b>Net Assets</b>			<u>50645</u>	<u>50664</u>
<b>Funds of the charity</b>				
<b>Unrestricted funds</b>			50645	50664
<b>Restricted funds</b>			0	0
<b>Total funds</b>	6		<u>50645</u>	<u>50664</u>

The notes on pages 9 and 10 form part of these financial statements

Professor David Bartlett  
Trustee  
6th August 2021

Statement of Cash Flows for the year ended 31st December 2019

	2020 £	2019 £
<b>Cash flows from operating activities</b>		
Net income	-19	36161
<i>Adjustments for:</i>		
Depreciation	204	271
Accrued income	0	0
<i>Changes in:</i>		
Debtors	-6700	10188
Creditors	0	0
Net cash from operating activities	<u>-6515</u>	<u>46620</u>
<b>Cash flows from investing activities</b>		
Purchase of tangible assets	0	1084
Net cash used in investing activities	<u>0</u>	<u>1084</u>
<b>Net increase in cash and cash equivalents</b>	-6515	45536
<b>Cash and cash equivalents at beginning of year</b>	45536	0
<b>Cash and cash equivalents at end of year</b>	<u>39021</u>	<u>45536</u>



## Notes to the Financial Statements

### 1. Accounting Policies

#### Compliance

The financial statements have been prepared in compliance with FRS 102, *The Financial Reporting Standard applicable in the UK and the Republic of Ireland*, the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with Charities SORP (FRS 102) and the Charities Act 2011.

#### Basis of preparation

The financial statements have been prepared on the historical cost basis.

#### Going concern

Given the current level of financial reserves and reasonable expectations of future income, the trustees have prepared the financial statements on the going concern basis.

### 2. Income from donations and legacies

	unrestricted funds £	restricted funds £	total funds 2020 £
Donations	0	0	0
Grants			
Colgate	0	0	0
GSK	30000	0	30000
KCL	2100		2100
Proctor and Gamble	0	0	0
Unilever	15000	0	15000
	<u>47100</u>	<u>0</u>	<u>47100</u>
	unrestricted funds £	restricted funds £	total funds 2019 £
Donations	0	0	0
Grants			
Colgate	0	0	0
GSK	65000	0	65000
Proctor and Gamble	0	0	0
Unilever	15000	0	15000
	<u>80000</u>	<u>0</u>	<u>80000</u>

### 3. Expenditure on charitable activities

	unrestricted funds £	restricted funds £	total funds 2020 £
Charitable activities	25443	0	25443
Support costs	20426	0	20426
Governance costs	1250	0	1250
	<u>47119</u>	<u>0</u>	<u>47119</u>
	unrestricted funds £	restricted funds £	total funds 2019 £
Charitable activities	6362	0	6362
Support costs	36277	0	36277
Governance costs	1200	0	1200
	<u>43839</u>	<u>0</u>	<u>43839</u>

Governance costs are external examiner's fees and legal and professional fees.  
Support costs are administrative charges and office expenses.

Notes to the Financial Statements (continued)

4. Debtors

	2020	2019
	£	£
Debtors and prepayments	12215	5515
	<u>12215</u>	<u>5515</u>

5. Creditors (falling due within one year)

	2020	2019
	£	£
Trade creditors and accruals	1200	1200
	<u>1200</u>	<u>1200</u>

6. Analysis of funds

	31st December 2019	Income	Expenditure	Funds Transfers	31st December 2020
	£	£	£	£	£
Restricted funds	0	0	0	0	0
Unrestricted funds	50664	47100	47119	0	50645
Total funds	<u>50664</u>	<u>47100</u>	<u>47119</u>	<u>0</u>	<u>50645</u>

7. Support from King's College London

Two trustees are permitted by their employer, King's College London, to spend an agreed proportion of their working time on the affairs of ETWF. This in kind contribution has been calculated to be worth £54,756 in the year ended 31st December 2020.

