

The Erosive Toothwear Foundation

A Charitable Incorporated Organisation

Financial Statements for the year ended

31st December 2021

CHARITY NUMBER: 1173340

COMPANY NUMBER: CE011019



ErosiveToothWear
Foundation

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Financial Statements for the year ended 31st December 2021

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Trustees' Report for the year ended 31st December 2021

The charity's trustees present their report and the financial statements of the charity for the year ended 31st December 2021.

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 Grate Maze Pool 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 Examiners	Elizabeth Paterson Han & Co Accountants 61 Scott Street Dundee DD2 2BA
Bankers	Barclays Bank

Structure, governance and management

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

Recruitment and appointment of members

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 of its social media presence and in the consolidation of its website functionality, according to the following main programme objectives:

- Increase social media reach amongst UK professionals and patients
- Improve dwell time on the Foundation website
- Grow the international reach of the Foundation

During 2021 improvements to the social media provision and website functionality have been made in line with the above plan and, whilst progress is being made against key metrics (including reach and engagement), increases in follower metrics are slowly building.

Twitter posts have been increased by +356% compared to 2020, and the results show an increase in traffic (+910%) and in the number of followers (+62%). Significantly, the engagement is also +629% compared to 2020 (154 in 2020 versus 1,123 in 2021).

The ETWF site remains the first site reached by those searching for information on erosive tooth wear.

Organic social media continues to perform well in driving engagement with overall increases in traffic, followers and engagement. Over 8% of all website traffic is now driven by social media traffic, up from 5.7% a year ago.

The exception is Facebook where engagement is suffering as the platform moves to a more paid model at the expense of organic social media.

We have reviewed individual posts to identify the highest performing - this has illustrated that the highest level of engagement on Facebook has derived from posts featuring David Bartlett, demonstrating the power of 'personality' or personal connection with the topic.

On Twitter, support for National Dental Nurses Day and links to OHF content has driven the highest level of engagement.

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.

In 2021 we have continued to make improvements to website navigation, which has in turn improved performance across all metrics, with reduced bounce rates and improved dwell time on the Foundation site. Additional work to the site should help further improve these key website metrics in future.

In particular, the amendments made to the website navigation over the previous year (2020) have brought an increase in page traffic on the Foundation website in 2021. We have analysed the traffic through the Foundation website and this shows a greater proportion of traffic on the easier to navigate patient-facing pages, as follows:

Health professionals pages 18.2%
Patient pages 23%

The proportion of users accessing the patient content pages has increased significantly in the latest period, as has dwell time of the patient and BEWE pages, attracting the highest dwell time across the site (Benchmark for B2B websites 2m 28sec - Content Square Digital Experience Report 2021).

Achievements and performance during the year, continued

Pages with the highest dwell time, 3-4 x total site dwell time are content rich and educational, especially for patients. For professionals, BEWE continues to be the key page.

Planned changes to the professional facing section of the website continue to be implemented, with the objective of increasing engagement, and therefore dwell time on this section of the site.

The expected news relating to changes in the dental contract to include erosive tooth wear should result in additional relevant content for social media and increase engagement with the Erosive Tooth Wear Foundation website.

In this financial year the Foundation received £15,000 each from two industry supporters, P&G and GSK. One of our other industry supporters, Unilever, ended their funding in the financial year, although they hoped it would be a temporary situation.

The withdrawal of funds, whilst limiting was balanced by the impact of the COVID pandemic and a reduced ability to meet colleagues and reach out to funders.

In this year we worked at the first translation of the website in another language and the German version successfully launched at the end of this year.

Financial Review

The financial statements show that ETWF was supported by donations of £30,000 (2020 £47,100). During the period under review, total operating expenses of £36,602 (2020 £47,119), were incurred, leaving a deficit of £6,602 (2020 deficit of £19) which is adjusted on the reserves brought forward of £50,645 leaving £44,043 to be carried forward.

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 trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting 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 the going concern basis unless it is inappropriate to presume that ETWF 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 relevant 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

A resolution to reappoint Elizabeth Paterson FFA, FAIA as external examiner will be proposed at the next Annual General Meeting.

The Trustees' Report was approved on behalf of the board of trustees and all members.

Signature _____

Date _____

Professor David Bartlett (Trustee)

Independent Examiner's Report to the Trustees of The Erosive Tooth Wear Foundation

I report on the accounts of the charity for the year ended 31st December 2021 which are set out on pages 5 - 9.

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 as required 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 is 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 seeks 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 do not express an audit opinion on the view given by the accounts.

Independent Examiner's Statement

In the course of my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in any material respect the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act, or
 - to prepare accounts which accord with the accounting records and comply with the Charities (Accounts and Reports) Regulations 2008 have not been met, or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed _____

Date _____

Elizabeth Paterson FFA, FAIA
Han & Co
61 Scott Street
Dundee
DD2 2BA

Fellow Institute Financial Accountants
Fellow Association of International Accountants

Statement of Financial Activities for the year ended 31st December 2021

	Note	<u>2021</u> <u>Unrestricted Funds</u> <u>£</u>	<u>2021</u> <u>Restricted Funds</u> <u>£</u>	<u>2021</u> <u>Total</u> <u>£</u>	<u>2020</u> <u>Total</u> <u>£</u>
Income					
Donations	2	30,000	-	30,000	47,100
Total income		<u>30,000</u>	<u>-</u>	<u>30,000</u>	<u>47,100</u>
Expenditure					
Expenditure on charitable activities	3	36,602	-	36,602	47,119
Total expenditure		<u>36,602</u>	<u>-</u>	<u>36,602</u>	<u>47,119</u>
Reconciliation of funds					
Net movement in funds		(6,602)	-	(6,602)	(19)
Balances brought forward		50,645	-	50,645	50,664
Balances carried forward		<u>44,043</u>	<u>-</u>	<u>44,043</u>	<u>50,645</u>

Statement of Financial Position for the year ended 31st December 2021

	Note	<u>2021</u> £	<u>2020</u> £
Fixed assets			
Tangible assets		458	609
Current assets			
Debtors and prepayments	4	18,653	12,215
Bank and cash		<u>25,652</u>	<u>39,021</u>
		<u>44,305</u>	<u>51,236</u>
Current liabilities			
Creditors	5	720	1,200
Net current assets/(liabilities)		<u>43,585</u>	<u>50,036</u>
Net assets		<u><u>44,043</u></u>	<u><u>50,645</u></u>
Represented by:			
Unrestricted funds		44,043	50,645
Restricted funds		-	-
Total funds		<u><u>44,043</u></u>	<u><u>50,645</u></u>

Signed on behalf of the Board

Signature _____

Date _____

Professor David Bartlett (Trustee)

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Statement of Cash Flows

	<u>2021</u> <u>£</u>	<u>2020</u> <u>£</u>
Cash flows from operating activities		
Net income	(6,602)	(19)
Adjustments for:		
Depreciation	152	204
Changes in:		
Debtors	(6,439)	(6,700)
Creditors	(480)	-
Net cash from operating activities	<u>(13,369)</u>	<u>(6,515)</u>
Net decrease in cash and cash equivalents	(13,369)	(6,515)
Cash and cash equivalents at beginning of year	39,021	45,536
Cash and cash equivalents at end of year	<u>25,652</u>	<u>39,021</u>

Notes to the Financial Statements

1 Accounting Policies

1.1 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.

1.2 Basis of preparation

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

1.3 Going Concern

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

2 Donations

	<u>2021</u>	<u>2021</u>	<u>2021</u>	<u>2020</u>
	<u>Unrestricted Funds</u>	<u>Restricted Funds</u>	<u>Total</u>	<u>Total</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>
Donations	-	-	-	-
Grants				
GSK	15,000	-	-	30,000
KCL	-	-	-	2,100
Proctor and Gamble	15,000	-	-	-
Unilever	-	-	-	15,000
	<u>30,000</u>	<u>-</u>	<u>30,000</u>	<u>47,100</u>

3 Expenditure on charitable activities

	<u>2021</u>	<u>2021</u>	<u>2021</u>	<u>2020</u>
	<u>Unrestricted Funds</u>	<u>Restricted Funds</u>	<u>Total</u>	<u>Total</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>
Charitable activities	35,630	-	35,630	45,869
Governance costs	972	-	972	1,250
	<u>36,602</u>	<u>-</u>	<u>36,602</u>	<u>47,119</u>

Governance costs are external examiner's fees and depreciation.

4 Debtors

	<u>2021</u>	<u>2020</u>
	<u>£</u>	<u>£</u>
King's College London	<u>18,653</u>	<u>12,215</u>

Notes to the Financial Statements (continued)

5 Creditors

	<u>2021</u> <u>£</u>	<u>2020</u> <u>£</u>
Trade creditors and accruals	<u>720</u>	<u>1,200</u>

6 Analysis of funds

	31st December 2020	Income	Expenditure	31st December 2021
Restricted Funds	-	-	-	-
Unrestricted Funds	50,645	30,000	36,602	44,043
Total Funds	<u>50,645</u>	<u>30,000</u>	<u>36,602</u>	<u>44,043</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 £54,420 in the year ended 31st December 2021.