

MADE BY DYSLEXIA

England & Wales · Charity number 1180256

Details

Status Registered

Legal form Charitable company

Company number [09421138](#)

Registered 2018-10-09

Register [View on the Charity Commission register](#)

Contact

Address Soho Works
2 Television Centre
Wood Lane
London
W12 7FR

Phone 07941777333

Email info@madebydyslexia.org

Website www.madebydyslexia.org

Activities

Objects: TO ADVANCE EDUCATION FOR THE PUBLIC BENEFIT IN RELATION TO ALL ASPECTS OF DYSLEXIA AND RELATED CONDITIONS TO ASSIST WITH THE SCREENING PROCESS AND TO RAISE AWARENESS OF DYSLEXIA, PARTICULARLY BUT NOT EXCLUSIVELY, BY:-SUPPORTING AND UNDERTAKING RESEARCH INTO DYSLEXIA AND RELATED CONDITIONS-PROVIDING TRAINING, INFORMATION, RESOURCES AND RELATED SUPPORT IN SCHOOLS AND THE WORKPLACE.

Activities: The objects of the charity are to advance education for the public benefit in relation to all aspects of dyslexia. Our aim is to help the world understand, value and support dyslexia. We create high-profile, inspirational campaigns, events, partnerships, resources and research that create global change.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Disability
- **Who:** People With Disabilities, The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£979,804	£742,543	£240,370	4
2024-03-31	£1,481,247	£1,585,664	£23,362	2
2022-09-30	£499,193	£436,366	-	-
2021-09-30	£251,088	£409,908	-	-
2020-09-30	£599,393	£471,915	£223,772	1

Trustees

Name	Role	Appointed
CLAUDIA DOUGLASS		2017-12-31
LORD EVAN MERVYN DAVIES		2017-12-31
ROLAND RUDD		2017-12-31

MADE BY DYSLEXIA

England & Wales - Charity number 1180256

Accounts

Company no. 09421138
Charity no. 1180256

Made by Dyslexia
Report and Unaudited Financial
Statements
For the year ended 31 March 2025

Made by Dyslexia

Reference and administrative details

For the year ended 31 March 2025

Company number 09421138

Charity number 1180256

Registered office and operational address Soho Works
2 Television Centre
Wood Lane
London
England
W12 7FR

Trustees Trustees, who are also directors under company law, who served during the period and up to the date of this report were as follows:

Lord E M Davies
C M S Douglass
R D Rudd

Chief executive officer K Griggs

Bankers NatWest
250 Bishopsgate
London
England, EC2M 4AA

Independent examiners Godfrey Wilson Limited
Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
England, BS1 4QD

Made by Dyslexia

Report of the trustees

For the year ended 31 March 2025

The trustees present their report along with the financial statements of the charity for the year ended 31 March 2025.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Charity objectives

Made By Dyslexia's objectives are to teach the world the value of Dyslexic Thinking and to empower it in every home, every school and every workplace.

We meet these objectives by:

- creating awareness campaigns and research that helps the world properly understand the value of dyslexic thinking;
- organising events that are filmed and/or live-streamed to spread information to large audiences, in-person and online;
- engaging with high profile ambassadors and brand partners who help us further our objectives;
- working with exemplary educators to help create free awareness and training; and
- developing shareable online content and resources to help support dyslexic people and their parents, educators and employers.

Public benefit

The trustees have complied with the duty in section 4 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The trustees consider that the information contained within the trustees' report about the charity's aims, activities and achievements demonstrates the benefit to the public.

Achievements and impact

Highlights include:

- In 2024 we celebrated our 7th birthday and continued to create bold strides by partnering with the Open University to launch the University of Dyslexic Thinking (DyslexicU) in a bold move towards our mission to teach the world the brilliance of Dyslexic Thinking. Working again with Virgin, Richard Branson and our agency DDB we launched the DyslexicU during the UNGA in New York. Launching with courses for Entrepreneurs and Startup Mentality and Change-makers and Activism;
- The launch event at the Virgin Hotel NYC was covered by global media reaching millions worldwide and was even mentioned on Saturday Night Live;
- We launched our ground breaking report Intelligence 5.0 which highlights the need to change the way we view and measure intelligence in schools, the workplace and society at large. Research from our partners Randstad shows Dyslexic Thinking skills are now the most sought-after skills in every job, in every sector globally. Research with YouGov shows the world's view on intelligence has changed. The report calls for a systemic shift in how we measure and treasure intelligence in education and work;
- On the back of the report we attended Davos and were invited to host a panel;
- We partnered again with Randstad to release a course on DyslexicU, Hiring Dyslexic Thinking Talent that is being taken by organisations around the world;

Made by Dyslexia

Report of the trustees

For the year ended 31 March 2025

- We created a Schools section on DyslexicU and launched our Empowering Dyslexic Thinking at School course which teachers and parents around the world are completing;
- We continued to develop our new website madebydyslexia.com which features lots of engaging content for both children and adults. This now has a broad range of films, links, reports, factsheets and many resources featured on parents, teachers, kids, adults and workplace pages;
- We launched further seasons of Lessons In Dyslexic Thinking our podcast which is also filmed, which features successful dyslexics from all walks of life. On release series 1 of the podcast entered the top 10 Apple Podcasts chart;
- We continued to develop a series of campaigns and social media activations to promote and create engagement of the teacher training and general resources to promote and empower our aims and mission. We increased focus on PR which created extensive coverage opportunities in traditional and digital media; and
- We developed new films, digital and downloadable content to promote and create engagement of our workplace resources.

Performance

Highlights include:

Funding, sponsorship, partnerships

- We continued to grow our fundraising strategies with donations coming from HNWI's;
- We continued growing our online fundraising with Facebook, Just Giving and Benevity workplace giving and growing support from VHNIW's; and
- We secured further support from high profile brands such as Microsoft and Randstad to support and develop our charity objectives and activities.

Our partnership with Innovision

Innovision are a highly valuable part of our charity's work. They operate as our events and production agency, providing essential continuity across all our content and events. This continuity is particularly important because our creative outputs are interconnected: for example, podcast footage is repurposed for Dyslexic U courses and for campaign films. Working with the same producer, who knows our mission and content inside out, allows us to create higher-quality work, more quickly and more efficiently. As a result, we achieve exceptional content at significantly increased efficiency, saving both time and money for our team.

As Claudia is also a trustee, we are mindful of our governance responsibilities. To ensure full transparency and value for money, we regularly obtain comparative quotes from other production companies. These consistently show that Innovision's fees are below what we would expect to pay elsewhere for comparable work and quality.

Media coverage and engagement

- We further developed our global following and engaged community on social media, building a passionate social movement who spread our message by sharing our content far and wide so helping us to achieve our objectives;
- We had very extensive social media reach on our activities throughout the year reaching many millions; and
- The University of Dyslexic Thinking launch in NYC gained extensive global coverage and PR/Media coverage across reports and content, reaching millions.

Made by Dyslexia

Report of the trustees

For the year ended 31 March 2025

Dyslexia awareness training - education

Our Dyslexia Awareness courses available for free on Microsoft Learn continued to be one of the most popular courses on the Microsoft platform with numbers rising steadily. We added new modules and moved onto the new Microsoft Learn platform. The films are available on YouTube and all our social channels and have been watched by millions worldwide.

Dyslexia awareness training - workplace

Our Empowering Dyslexic Thinking courses available for free on LinkedIn Learning are being taken up across organisations globally, and we will continue to drive uptake via marketing and events.

Measuring success

Success is measured by ensuring the charity is able to meet its objectives in the following four areas:

1. Has the charity raised the necessary funds to deliver on the charities objectives and undertake planned activities effectively;
2. Has the charity delivered events, and campaigns that have returned broad media and public engagement;
3. Has the charity secured partnerships and ambassadors to help further its objectives and impact; and
4. Has the charity provided free online resources that have been shown to support dyslexic people, educators and employers.

We frequently review our progress and believe we have achieved success across all of these achieving remarkable progress and impact in a short space of time, and coming out of a particularly difficult period.

Financial review

The charity had a successful year of operation, making substantial progress in the development of readily accessible training resources for parents, teachers and employers. Key to the success of this programme has been the funding provided by Microsoft to support elements of the work.

The charity made a surplus of £237,261 (18 months to 31 March 2024 restated: deficit of £124,670).

The board are grateful to those organisations who have provided funds to support the charity's work in the year.

The board also wish to express their appreciation to a number of organisations who have provided much valued pro bono services to help the charity develop its online presence and in the form of professional services.

In accordance with the guidance provided in the Charities SORP (FRS 102) the board have considered the extent and nature of the pro bono services and measured the value of these services to the charity at £40,000 (18 months to 31 March 2024 restated: £340,000). This sum is reported as an unrestricted donation as set out in note 4 and corresponding expenditure in note 6.

Made by Dyslexia

Report of the trustees

For the year ended 31 March 2025

Risks

The trustees are constantly reviewing the major risks to the organisation. The major ongoing risk to the charity is continuing to secure major donors. Like all small charities, Made By Dyslexia is increasingly finding more regular sources of support to be less able to continue support at similar levels. The board is constantly monitoring sources of funding and is directing extra resources in the coming year towards increased time in preparing and researching appropriate sources of ongoing funding.

An additional ongoing risk to the charity is the use of systems and protection of data. Whilst the charity's data has always been secure and protected in line with necessary policies and procedures, following the end of the reporting period, we moved to Microsoft 365 and started using HubSpot to safeguard our data even more robustly, continue to comply with GDPR and improve the charity's operations. The trustees are monitoring the implementation of the new data systems for compliance with GDPR and to ensure our operations are running efficiently and effectively.

Reserves policy

Following a surplus in the period of £237,261 (18 months to 31 March 2024 restated: deficit of £124,670), the charity has a reserves position of £240,370 (2024 restated: £3,109).

Of the above reserves at 31 March 2025 none of the balance is made up of restricted funds (2024: £nil).

The board are minded to establish a level of unrestricted funds (which have not been designated for specific use) equivalent to three months of core administration expenditure, including staff costs, calculated to be in the region of £75,000. The board consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the current activities while consideration is given to ways in which additional funds may be raised.

Free reserves as at 31 March 2025 were £240,370 (2024 restated: £3,109). This is above the target, but the trustees are mindful of the challenging fundraising environment and consider that this additional reserve is prudent, and can be used to further the charity's objects as and when opportunities arise.

Fundraising policy

Made By Dyslexia does not engage in direct fundraising from members of the public and does not employ fundraisers. The trustees are, however, aware of the code of fundraising practice and will ensure that the charity will comply with the code should it undertake any fundraising activities.

Structure, governance and management

The charity is a charitable company limited by guarantee, incorporated on 4 February 2015 and was registered with the Charity Commission on 9 October 2018.

Prior to achieving Charity Commission registration the charity carried out its day to day operation as part of the restricted funds of the Helen Arkell Dyslexia Charity (charity registration number 1064646). The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

The board of trustees are responsible for the overall governance of the charity and aim to meet as a board at least twice a year.

Made by Dyslexia

Report of the trustees

For the year ended 31 March 2025

The Trustees who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Lord E M Davies
C M S Douglass
R D Rudd

The number of trustees shall not be less than three.

The board has the authority to appoint new trustees on the basis of merit. Newly appointed trustees participate in induction, training and development activities for trustees. They continually seek ways to improve board governance practice by keeping themselves up to date with current legislation through the use of information from the Charity Commission and that provided by their solicitors, auditors and accountants.

The Board of Trustees administer the charity. In doing so the Trustees have delegated the day to day administration of the charity to Kate Griggs as Chief Executive Officer.

Pay scales will be reviewed annually in line with the pay policy and to coincide with the planning process. The recommendations for salaries will be included into the budget, and any increases will be paid from the start of the financial year. The board of trustees will set the remuneration for the chief executive.

The board receives regular reports on the progress of projects in hand and meets (formally as noted above or more regularly via telephone / virtual meetings) to discuss progress, future projects and to approve current and future expenditure and the funding thereof.

The trustees wish to express their gratitude to Kate Griggs for her tireless work for the charity over the course of the last 12 months in her role as CEO. The trustees further acknowledge the number of hours that Kate has invested in the charity to support its work many of which have been in an administration role.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those 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 accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Made by Dyslexia

Report of the trustees

For the year ended 31 March 2025

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

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were appointed as independent examiners to the charitable company during the period and have expressed their willingness to continue in that capacity.

Approved by the trustees on 16 December 2025 and signed on their behalf by

Claudia Douglass

Claudia Douglass - Trustee

Independent examiner's report

To the trustees of

Made by Dyslexia

I report to the trustees on my examination of the accounts of Made by Dyslexia (the charitable company) for the year ended 31 March 2025, which are set out on pages 9 to 21.

Responsibilities and basis of report

As the trustees of the charitable company (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 charitable 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 the charitable company'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.

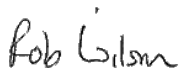
Independent examiner's statement

Since the charitable 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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I 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:

- (1) accounting records were not kept in respect of the charitable 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 applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



Date: 16 December 2025

Robert Wilson FCA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

Made by Dyslexia

Statement of financial activities *(incorporating an income and expenditure account)*

For the year ended 31 March 2025

				12 months 2025 Total £	Restated 18 months 2024 Total £
	Note	Restricted £	Unrestricted £		
Income from:					
Donations and legacies	4	-	755,073	755,073	643,072
Charitable activities	5	-	224,731	224,731	817,922
Total income		-	979,804	979,804	1,460,994
Expenditure on:					
Charitable activities		-	742,543	742,543	1,585,664
Total expenditure	6	-	742,543	742,543	1,585,664
Net income/(expenditure) and net movement in funds	7	-	237,261	237,261	(124,670)
Reconciliation of funds:					
Total funds brought forward		-	3,109	3,109	127,779
Total funds carried forward		-	240,370	240,370	3,109

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 13 to the accounts.

Prior period income has been reclassified to reflect the requirements of the Charities SORP (FRS 102) and to be comparable with the current year. Prior period income has also been restated to reflect the payment of a previously written-off balance. See note 2 for further information.

Made by Dyslexia

Balance sheet

As at 31 March 2025

	Note	£	2025 £	Restated 2024 £
Current assets				
Debtors	10	182,318		704
Cash at bank and in hand		<u>85,663</u>		<u>90,846</u>
		267,981		91,550
Liabilities				
Creditors: amounts falling due within 1 year	11	<u>(27,611)</u>		<u>(88,441)</u>
Net current assets			<u>240,370</u>	<u>3,109</u>
Net assets	12		<u><u>240,370</u></u>	<u><u>3,109</u></u>
Funds	13			
Unrestricted funds				
General funds			<u>240,370</u>	<u>3,109</u>
Total charity funds			<u><u>240,370</u></u>	<u><u>3,109</u></u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 16 December 2025 and signed on their behalf by

Claudia Douglass

Claudia Douglass - Trustee

Made by Dyslexia

Statement of cash flows

For the year ended 31 March 2025

	2025 £	Restated 2024 £
Cash used in operating activities:		
Net movement in funds	237,261	(124,670)
Adjustments for:		
(Increase) in debtors	(181,614)	(694)
(Decrease) / increase in creditors	(60,830)	44,410
Net cash (used in) operating activities	(5,183)	(80,954)
(Decrease) in cash and cash equivalents in the period	(5,183)	(80,954)
Cash and cash equivalents at the beginning of the period	90,846	171,800
Cash and cash equivalents at the end of the period	85,663	90,846

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

Made by Dyslexia

Notes to the financial statements

For the year ended 31 March 2025

1. Accounting policies

a) General information and basis of preparation

Made by Dyslexia is a charitable company limited by guarantee registered in England and Wales. The registered office address is:

Soho Works
2 Television Centre
Wood Lane
London
England, W12 7FR

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The prior reporting period was more than 12 months. The reason for this was to bring the charity's financial year in line with the government's tax year and to meet the charity's operational needs, and is allowable under the charity's governing document. The comparative amounts presented in the accounts (including the related notes) are therefore not entirely comparable.

Made by Dyslexia meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably. Where donors stipulate the charity will receive donations over multiple years, income is recognised in line with the donations schedule.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Notes to the financial statements

For the year ended 31 March 2025

1. Accounting policies (continued)

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the proportion of staff time as follows:

	2025	2024
Raising funds	0%	0%
Charitable activities	100%	100%

i) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £2,000.

Notes to the financial statements

For the year ended 31 March 2025

1. Accounting policies (continued)

j) 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.

k) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

l) Creditors

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.

m) Financial instruments

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently recognised at amortised cost using the effective interest method.

n) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

o) Foreign currency transactions

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the period end.

p) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are the treatment of multi year donations income as described in note 1c above, and the valuation of donated services and facilities as described in note 1d above.

Notes to the financial statements

For the year ended 31 March 2025

2. Prior period restatement

The prior period comparatives have been restated to write back a gift in kind of £20,251 relating to services which was subsequently paid during the year, and a reclassification of £183,058 from sponsorship income to donations.

3. Prior period comparatives: statement of financial activities (restated)

	Restricted £	Unrestricted £	18 months 2024 Total £
Income from:			
Donations and legacies	39,797	603,275	643,072
Charitable activities	-	817,922	817,922
Total income	39,797	1,421,197	1,460,994
Expenditure on:			
Charitable activities	39,797	1,545,867	1,585,664
Total expenditure	39,797	1,545,867	1,585,664
Net expenditure and net movement in funds	-	(124,670)	(124,670)

4. Income from donations and legacies

	12 months 2025 Total £	Restated 18 months 2024 Total £
Donations	715,073	270,006
Donated services	40,000	340,000
Legacies	-	33,066
	755,073	643,072

All income from donations was unrestricted in the current period (2024: £39,797 of donations were restricted). Donated services comprise pro bono services received in respect of online production (2024: advertising, online production and copywriting).

Made by Dyslexia

Notes to the financial statements

For the year ended 31 March 2025

5. Income from charitable activities	12 months	Restated
	2025	18 months
	Total	Total
	£	£
World Dyslexia Assembly ticket sales	-	119,627
Sponsorship of marketing campaign	160,000	698,295
Presentations	16,218	-
Apprenticeship support	48,513	-
	224,731	817,922

All income from charitable activities was unrestricted in the current and prior period.

Made by Dyslexia

Notes to the financial statements

For the year ended 31 March 2025

6. Total expenditure

	Charitable activities £	Support and governance costs £	12 months 2025 total £
Production of online content	121,283	-	121,283
Event and training costs	20,472	-	20,472
Staff costs (note 8)	211,656	9,734	221,390
Advertising	158,483	-	158,483
Consultancy	50,023	-	50,023
Travel, subsistence and accommodation	65,272	32,636	97,908
Office costs	-	23,172	23,172
Develop online content	13,682	-	13,682
Accountancy	-	7,518	7,518
Legal and professional	-	834	834
Website	-	12,712	12,712
Bank charges	-	777	777
Administration costs	-	4,170	4,170
Presentation costs	9,884	-	9,884
Insurance	-	235	235
Sub-total	650,755	91,788	742,543
Allocation of support and governance costs	91,788	(91,788)	-
Total expenditure	742,543	-	742,543

Total governance costs were £13,299 (18 months to 31 March 2024: £19,746)

Made by Dyslexia

Notes to the financial statements

For the year ended 31 March 2025

6. Total expenditure (continued)
Prior period comparative

	Charitable activities £	Support and governance costs £	18 months 2024 total £
Production of online content	487,857	-	487,857
Event and training costs	233,695	-	233,695
Staff costs (note 8)	191,896	13,557	205,453
Advertising	324	165,621	165,945
Venue hire	143,743	-	143,743
Consultancy	138,700	-	138,700
Travel, subsistence and accommodation	60,029	33,826	93,855
Copywriting	37,340	-	37,340
Office costs	-	29,370	29,370
Develop online content	20,790	-	20,790
Accountancy	-	9,836	9,836
Legal and professional	7,600	886	8,486
Website	447	7,915	8,362
Bank charges	-	785	785
Administration costs	-	639	639
Presentation costs	487	-	487
Insurance	-	321	321
Sub-total	1,322,908	262,756	1,585,664
Allocation of support and governance costs	262,756	(262,756)	-
Total expenditure	1,585,664	-	1,585,664

Notes to the financial statements

For the year ended 31 March 2025

7. Net movement in funds

This is stated after charging:

	12 months 2025 £	18 months 2024 £
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Auditors' remuneration (excluding VAT):		
▪ Statutory audit	Nil	7,500
Independent examiners' remuneration (excluding VAT):		
▪ Independent examination	<u>4,000</u>	<u>Nil</u>

In common with other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

8. Staff costs and numbers

Staff costs were as follows:

	12 months 2025 £	18 months 2024 £
Salaries and wages	198,917	185,016
Social security costs	18,789	16,856
Pension costs	<u>3,684</u>	<u>3,581</u>
	<u>221,390</u>	<u>205,453</u>

	12 months 2025 No.	18 months 2024 No.
Employees earning more than £60,000 during the period:		
Between £60,000 and £70,000	-	1
Between £80,000 and £90,000	1	-
Between £100,000 and £110,000	<u>-</u>	<u>1</u>

The key management personnel of the charitable company comprise the Trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £97,343 (18 month period ended 31 March 2024: £135,574).

	12 months 2025 No.	18 months 2024 No.
Average head count	<u>3</u>	<u>2</u>

Notes to the financial statements

For the year ended 31 March 2025

9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10. Debtors

	2025 £	2024 £
Accrued income	181,614	-
Other debtors	704	704
	182,318	704

11. Creditors: amounts falling due within 1 year

	2025 £	Restated 2024 £
Trade creditors	13,194	73,380
Accruals	4,800	9,000
Other taxation and social security	8,359	5,086
Other creditors	1,258	975
	27,611	88,441

12. Analysis of net assets between funds

	Restricted funds £	Unrestricted funds £	Total funds £
Current assets	-	267,981	267,981
Current liabilities	-	(27,611)	(27,611)
Net assets at 31 March 2025	-	240,370	240,370

Prior period comparative (restated)

	Restricted funds £	Unrestricted funds £	Total funds £
Current assets	-	91,550	91,550
Current liabilities	-	(88,441)	(88,441)
Net assets at 31 March 2024	-	3,109	3,109

Made by Dyslexia

Notes to the financial statements

For the year ended 31 March 2025

13. Movements in funds

	At 1 April 2024 £	Income £	Expenditure £	At 31 March 2025 £
Unrestricted funds				
General funds	<u>3,109</u>	<u>979,804</u>	<u>(742,543)</u>	<u>240,370</u>
Total unrestricted funds	<u>3,109</u>	<u>979,804</u>	<u>(742,543)</u>	<u>240,370</u>
Total funds	<u>3,109</u>	<u>979,804</u>	<u>(742,543)</u>	<u>240,370</u>

All funds were unrestricted in the prior period.

Purposes of restricted funds

Kentucky

Funding from Virgin Unite to support the project Learn Dyslexia, Louisville and Kentucky with Ali Centre.

Prior period comparative (restated)

	At 1 October 2022 £	Income £	Expenditure £	Restated At 31 March 2024 £
Restricted funds				
Kentucky	<u>-</u>	<u>39,797</u>	<u>(39,797)</u>	<u>-</u>
Total restricted funds	<u>-</u>	<u>39,797</u>	<u>(39,797)</u>	<u>-</u>
Unrestricted funds				
General funds	<u>127,779</u>	<u>1,421,197</u>	<u>(1,545,867)</u>	<u>3,109</u>
Total unrestricted funds	<u>127,779</u>	<u>1,421,197</u>	<u>(1,545,867)</u>	<u>3,109</u>
Total funds	<u>127,779</u>	<u>1,460,994</u>	<u>(1,585,664)</u>	<u>3,109</u>

14. Related party transactions

Mrs C Douglass, trustee, is a director of Parallel Lifestyle Limited (company no: 08355312). During the year the charity made purchases of £75,124 (18 months to 31 March 2024: £456,989) with Parallel Lifestyle Limited. At the end of the period, the charity owed Parallel Lifestyle Limited £12,176, which is included in trade creditors (18 months to 31 March 2024 restated: £59,231). All transactions were carried out at arms length. The appointment of Parallel Lifestyle Limited as a service provider was approved by the board in line with the charity's normal procurement process.

MADE BY DYSLEXIA

England & Wales - Charity number 1180256

Accounts

Company no. 09421138
Charity no. 1180256

Made by Dyslexia
Report and Audited Financial Statements
For the 18 month period ending 31 March
2024

Made by Dyslexia

Reference and administrative details

For the period ended 31 March 2024

Company number 09421138

Charity number 1180256

Registered office and operational address Soho Works
2 Television Centre
Wood Lane
London
England, W12 7FR

Trustees Trustees, who are also directors under company law, who served during the period and up to the date of this report were as follows:

Lord E M Davies
C M S Douglass
R D Rudd

Chief executive officer K Griggs

Bankers NatWest
250 Bishopsgate
London
England, EC2M 4AA

Auditors Godfrey Wilson Limited
Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
England, BS1 4QD

Made by Dyslexia

Report of the trustees

For the period ended 31 March 2024

The trustees present their report along with the financial statements of the charity for the 18 month period ended 31 March 2024.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Charity objectives

Made By Dyslexia's objectives are to teach the world value of Dyslexic Thinking and to empower it in every home, every school and every workplace.

We meet these objectives by:

- creating awareness campaigns and research that helps the world properly understand the value of dyslexic thinking;
- organising events that are filmed and/or live-streamed to spread information to large audiences, in-person and online;
- engaging with high profile ambassadors and brand partners who help us further our objectives;
- working with exemplar educators to help create free awareness and training; and
- developing shareable online content and resources to help support dyslexic people and their parents, educators and employers.

Public Benefit

The trustees have complied with the duty in section 4 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The trustees consider that the information contained within the trustees' report about the charity's aims, activities and achievements demonstrates the benefit to the public.

Achievements and impact

Highlights include:

- In 2023 we celebrated our 6th birthday and we followed up our 5th birthday landmark goal towards our mission to redefine dyslexia with a new campaign DyslexAI. Working again with Virgin, Richard Branson and our agency FCB we launched the DyslexicAI film and campaign alongside new research that highlighted that Dyslexic Thinking is the perfect Co-pilot to AI Thinking. This represented another HUGE step forward for the global dyslexia community;
- Billboards were posted across New York City meaning the campaign had a huge PR reach in the millions, with international coverage across TV, press and online. The campaign was launched to coincide with our World Dyslexia Assembly event in New York City;
- The World Dyslexia Assembly NYC was held at the David Geffen Hall, Lincoln Centre and was attended by over 2,000 people. The event featured world class speakers from celebrities to international businesses leaders, together with teachers and dignitaries from New York. It was live streamed and watched by many thousands around the world;
- The event helped us to highlight 2022's landmark achievement that New York City, the biggest school district in the world with over 100,000 teachers, became the first city in the world to train every teacher in Dyslexia using our free training meaning that many teachers, cities and states continue to train;
- We partnered again with LinkedIn to produce Empowering Dyslexic Thinking at Work, a free course on LinkedIn Learning that is being taken by organisations and individually around the world;

Made by Dyslexia

Report of the trustees

For the period ended 31 March 2024

- We partnered again with Microsoft to create the 'Empowering Dyslexic Thinking at School' course, which is free on Microsoft Learn. Again, teachers and parents around the world are completing the training;
- We continued to develop our new website madebydyslexia.com which features lots of engaging content for both children and adults. This now has a broad range of films, links, reports, factsheets and many resources featured on parents, teachers, kids, adults and workplace pages;
- We launched Lessons In Dyslexic Thinking our new podcast which is also filmed, which features successful dyslexics from all walks of life. On release, series 1 of the podcast entered the top 10 Apple Podcasts chart;
- We continued to develop a series of campaigns and social media activations to promote and create engagement of the teacher training and general resources to promote and empower our aims and mission. We increased focus on PR which created extensive coverage opportunities in traditional and digital media; and
- We developed new films, digital and downloadable content to promote and create engagement of our workplace resources.

Performance

Highlights include:

Funding, sponsorship, partnerships

- After a difficult period in previous years which limited live events this year saw a return to near normal partnership and sponsorship levels;
- We continued growing our online fundraising with Facebook, Just Giving and Benevity workplace giving. And growing support from VHNIW's; and
- We secured further support from high profile brands such as Microsoft and Randstad to support and develop our charity objectives and activities.

Media coverage and engagement

- We further developed our global following and engaged community on social media, building a passionate social movement who spread our message by sharing our content far and wide so helping us to achieve our objectives;
- We had very extensive social media reach on our activities throughout the year reaching many millions;
- The World Dyslexia Assembly NYC was streamed live and gained extensive coverage; and
- Dyslexic Thinking and DyslexAI campaigns achieved huge global PR/Media coverage across reports and content, reaching millions.

Dyslexia awareness training - education

Our Dyslexia Awareness courses available for free on Microsoft Learn continued to be one of the most popular courses on the Microsoft platform with numbers rising steadily. We added new modules and moved onto the new Microsoft Learn platform. The films are available on YouTube and all our social channels and have been watched by millions worldwide.

Dyslexia awareness training - workplace

Our Empowering Dyslexic Thinking courses available for free on LinkedIn Learning is being taken up across organisations globally, and we will continue to drive uptake via marketing and events.

Report of the trustees

For the period ended 31 March 2024

Measuring Success

Success is measured by ensuring the charity is able to meet its objectives in the following four areas:

1. Has the charity raised the necessary funds to deliver on the charities objectives and undertake planned activities effectively;
2. Has the charity delivered events, and campaigns that have returned broad media and public engagement;
3. Has the charity secured partnerships and ambassadors to help further its objectives and impact; and
4. Has the charity provided free online resources that have been shown to support dyslexic people, educators and employers.

We frequently review our progress and believe we have achieved success across all of these achieving remarkable progress and impact in a short space of time, and coming out of a particularly difficult period.

Plans for future periods

During 2024/25 we will:

- Further developed our Collective Action plan with 3 clear pillars of action: LEARN, SHARE, CHANGE;
- Develop our 5 year plan scoping partners, activities and fundraising towards delivering the Collective Action plan;
- Launch free courses for education on Microsoft, LinkedIn Learning, and now for DyslexicU 'The University of Dyslexic Thinking' in partnership with the Open University: a free online platform which aims to teach Dyslexic Thinking skills to the world;
- Continue to represent the charity's mission at speaking engagements – Kate Griggs continues to be invited to speak at events around the world, from Cisco Live in Las Vegas, Randstad's Summit in NYC, Bank of America, and our event at UNGA. In 2025, we will actively seek to get Made By Dyslexia on the biggest global stages, including DAVOS;
- Continue to develop our Angel Philanthropist community of major donors who support us with annual unrestricted donations for 3 - 5 years and use their influence and connections to help us empower Dyslexic Thinking in their region; and
- Continue to develop strategic business partners who provide funds annually and promote our training to their clients.

Financial review

The charity had a successful year of operation, making substantial progress in the development of readily accessible training resources for parents, teachers and employers. Key to the success of this programme has been the funding provided by Microsoft to support elements of the work.

The charity made a deficit of £104,417 for the 18 month period (2022: surplus of £62,827 in the 12 month period). This deficit was mitigated by an unrestricted donation of around £200,000 (\$250,000 USD), received in April 2024.

The board are grateful to those organisations who have provided funds to support the charity's work in the year.

The board also wish to express their appreciation to a number of organisations who have provided much valued pro bono services to help the charity develop its online presence and in the form of legal and professional services.

Made by Dyslexia

Report of the trustees

For the period ended 31 March 2024

In accordance with the guidance provided in the Charities SORP (FRS 102) the board have considered the extent and nature of the pro bono services and measured the value of these services to the charity at £360,252 (2022: £103,275 for the 12 month period). This sum is reported as an unrestricted donation as set out in note 2 and corresponding expenditure in note 5.

Risks

The trustees are constantly reviewing the major risks to the organisation. The major ongoing risk to the charity is continuing to secure major donors. Like all small charities, Made By Dyslexia is increasingly finding more regular sources of support to be less able to continue support at similar levels. The board is constantly monitoring sources of funding and is directing extra resources in the coming year towards increased time in preparing and researching appropriate sources of ongoing funding.

An additional ongoing risk to the charity is the use of systems and protection of data. Whilst the charity's data has always been secure and protected in line with necessary policies and procedures, following the end of the reporting period, we moved to Microsoft 365 and started using HubSpot to safeguard our data even more robustly, continue to comply with GDPR and improve the charity's operations. The trustees are monitoring the implementation of the new data systems for compliance with GDPR and to ensure our operations are running efficiently and effectively.

Reserves policy

Following a deficit in the 18 month period of £104,417 (2022: surplus of £62,827 in the 12 month period), the charity has a reserves position of £23,362 (2022: £127,779).

Of the above reserves at 31 March 2024 none of the balance is made up of restricted funds (2022: £nil).

The board are minded to establish a level of unrestricted funds (which have not been designated for specific use) equivalent to between three and six months of core administration expenditure calculated to be in the region of £35,000 to £55,000. The board consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the current activities while consideration is given to ways in which additional funds may be raised.

Free reserves as at 31 March 2024 were £23,362 (2022: £127,779). This is below the target range, however the trustees are aware of a significant unrestricted donation in the region of £200,000 which was received shortly following the end of the period and which rebuilt our charity's free reserves from April 2024 onwards. Trustees are watchful for opportunities to apply reserves in productive ways to achieve the charity's objects.

Fundraising policy

Made By Dyslexia does not engage in direct fundraising from members of the public and does not employ fundraisers. The trustees are, however, aware of the code of fundraising practice and will ensure that the charity will comply with the code should it undertake any fundraising activities.

Made by Dyslexia

Report of the trustees

For the period ended 31 March 2024

Structure, governance and management

The charity is a charitable company limited by guarantee, incorporated on 4 February 2015 and was registered with the Charity Commission on 9 October 2018.

Prior to achieving Charity Commission registration the charity carried out its day to day operation as part of the restricted funds of the Helen Arkell Dyslexia Charity (charity registration number 1064646). The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

The board of trustees are responsible for the overall governance of the charity and aim to meet as a board at least twice a year.

The Trustees who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Lord E M Davies
C M S Douglass
R D Rudd

The number of trustees shall not be less than three.

The board has the authority to appoint new trustees on the basis of merit. Newly appointed trustees participate in induction, training and development activities for trustees. They continually seek ways to improve board governance practice by keeping themselves up to date with current legislation through the use of information from the Charities Commission and that provided by their solicitors, auditors and accountants.

The Board of Trustees administer the charity. In doing so the Trustees have delegated the day to day administration of the charity to Kate Griggs as Chief Executive Officer.

Pay scales will be reviewed annually in line with the pay policy and to coincide with the planning process. The recommendations for salaries will be included into the budget, and any increases will be paid from the start of the financial year. The board of trustees will set the remuneration for the chief executive.

The board receives regular reports on the progress of projects in hand and meets (formally as noted above or more regularly via telephone / virtual meetings) to discuss progress, future projects and to approve current and future expenditure and the funding thereof.

The trustees wish to express their gratitude to Kate Griggs for her tireless work for the charity over the course of the last 18 months in her role as CEO. The trustees further acknowledge the number of hours that Kate has invested in the charity to support its work many of which have been in an administration role.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Made by Dyslexia

Report of the trustees

For the period ended 31 March 2024

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those 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 accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Auditors

Godfrey Wilson Limited were appointed as auditors to the charitable company during the period and have expressed their willingness to continue in that capacity.

Approved by the trustees on 19 December 2024 and signed on their behalf by

Claudia Douglass

Claudia Douglass - Trustee

Independent auditors' report

To the members of

Made by Dyslexia

Opinion

We have audited the financial statements of Made by Dyslexia (the 'charity') for the 18 month period ended 31 March 2024 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and the provisions available for small entities, in the circumstances set out in note 6 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Independent auditors' report

To the members of

Made by Dyslexia

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Independent auditors' report

To the members of

Made by Dyslexia

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Independent auditors' report

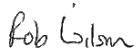
To the members of

Made by Dyslexia

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Date: 19 December 2024

Robert Wilson FCA
(Senior Statutory Auditor)

For and on behalf of:

GODFREY WILSON LIMITED

Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Made by Dyslexia

Statement of financial activities *(incorporating an income and expenditure account)*

For the period ended 31 March 2024

			18 months to 31 March 2024 Total £	12 months to 30 September 2022 Total £
	Note	Restricted £	Unrestricted £	
Income from:				
Donations and legacies	2	39,797	440,470	480,267
Charitable activities	3	-	1,000,980	1,000,980
Other trading activities	4	-	-	9,050
Total income		<u>39,797</u>	<u>1,441,450</u>	<u>1,481,247</u>
Expenditure on:				
Charitable activities		<u>39,797</u>	<u>1,545,867</u>	<u>1,585,664</u>
Total expenditure	5	<u>39,797</u>	<u>1,545,867</u>	<u>1,585,664</u>
Net income and net movement in funds	6	<u>-</u>	<u>(104,417)</u>	<u>(104,417)</u>
Reconciliation of funds:				
Total funds brought forward		<u>-</u>	<u>127,779</u>	<u>127,779</u>
Total funds carried forward		<u>-</u>	<u>23,362</u>	<u>23,362</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 12 to the accounts.

Made by Dyslexia

Balance sheet

As at 31 March 2024

	Note	£	2024 £	2022 £
Current assets				
Debtors	9	704		10
Cash at bank and in hand		<u>90,846</u>		<u>171,800</u>
		91,550		171,810
Liabilities				
Creditors: amounts falling due within 1 year	10	<u>(68,188)</u>		<u>(44,031)</u>
Net current assets			<u>23,362</u>	<u>127,779</u>
Net assets	11		<u><u>23,362</u></u>	<u><u>127,779</u></u>
Funds	12			
Unrestricted funds				
General funds			<u>23,362</u>	<u>127,779</u>
Total charity funds			<u><u>23,362</u></u>	<u><u>127,779</u></u>

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 19 December 2024 and signed on their behalf by

Claudia Douglass

Claudia Douglass - Trustee

Made by Dyslexia

Statement of cash flows

For the period ended 31 March 2024

	2024 £	2022 £
Cash used in operating activities:		
Net movement in funds	(104,417)	62,827
Adjustments for:		
Increase in debtors	(694)	(10)
Increase / (decrease) in creditors	24,157	(2,428)
Net cash provided by / (used in) operating activities	(80,954)	60,389
Increase / (decrease) in cash and cash equivalents in the period	(80,954)	60,389
Cash and cash equivalents at the beginning of the period	171,800	111,411
Cash and cash equivalents at the end of the period	90,846	171,800

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

Made by Dyslexia

Notes to the financial statements

For the period ended 31 March 2024

1. Accounting policies

a) General information and basis of preparation

Made by Dyslexia is a charitable company limited by guarantee registered in England and Wales. The registered office address is:

Soho Works
2 Television Centre
Wood Lane
London
England, W12 7FR

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The reporting period is more than 12 months. The reason for this is to bring the charity's financial year in line with the government's tax year and to meet the charity's operational needs, and is allowable under the charity's governing document. The comparative amounts presented in the accounts (including the related notes) are therefore not entirely comparable.

Made by Dyslexia meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably. Where donors stipulate the charity will receive donations over multiple years, income is recognised in line with the donations schedule.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Notes to the financial statements

For the period ended 31 March 2024

1. Accounting policies (continued)

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the proportion of staff time as follows:

	18 months 2024	12 months 2022
Raising funds	0%	0%
Charitable activities	100%	100%

Notes to the financial statements

For the period ended 31 March 2024

1. Accounting policies (continued)

i) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £2,000.

j) 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.

k) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

l) Creditors

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.

m) Financial instruments

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently recognised at amortised cost using the effective interest method.

n) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

o) Foreign currency transactions

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the period end.

p) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Notes to the financial statements

For the period ended 31 March 2024

1. Accounting policies (continued)

p) Accounting estimates and key judgements (continued)

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are the treatment of multi year donations income as described in note 1c above, and the valuation of donated services and facilities as described in note 1d above.

2. Income from donations and legacies

			18 months 2024 Total £	12 months 2022 Total £
	Restricted £	Unrestricted £		
Donations	39,797	47,152	86,949	86,868
Donated services	-	360,252	360,252	103,275
Legacies	-	33,066	33,066	-
	<u>39,797</u>	<u>440,470</u>	<u>480,267</u>	<u>190,143</u>

All income from donations was unrestricted in the prior period. Donated services comprise pro bono services received in respect of advertising, online production and copywriting.

3. Income from charitable activities

	18 months 2024 Total £	12 months 2022 Total £
World Dyslexia Assembly ticket sales	119,627	-
Sponsorship of marketing campaign	881,353	300,000
	<u>1,000,980</u>	<u>300,000</u>

All income from charitable activities was unrestricted in the current and prior period.

4. Income from other trading activities

	18 months 2024 Total £	12 months 2022 Total £
Presentation income	-	8,750
Book sales	-	300
	<u>-</u>	<u>9,050</u>

All income from other trade activities was unrestricted in the current and prior period.

Made by Dyslexia

Notes to the financial statements

For the period ended 31 March 2024

5. Total expenditure

	Charitable activities £	Support and governance costs £	18 months 2024 total £
Production of online content	487,857	-	487,857
Event and training costs	233,695	-	233,695
Staff costs (note 7)	191,896	13,557	205,453
Advertising	324	165,621	165,945
Venue hire	143,743	-	143,743
Consultancy	138,700	-	138,700
Travel, subsistence and accommodation	60,029	33,826	93,855
Copywriting	37,340	-	37,340
Office costs	-	29,370	29,370
Develop online content	20,790	-	20,790
Accountancy	-	9,836	9,836
Legal and professional	7,600	886	8,486
Website	447	7,915	8,362
Bank charges	-	785	785
Administration costs	-	639	639
Presentation costs	487	-	487
Insurance	-	321	321
Sub-total	1,322,908	262,756	1,585,664
Allocation of support and governance costs	262,756	(262,756)	-
Total expenditure	1,585,664	-	1,585,664

Total governance costs were £19,746 (2023: £19,395)

Made by Dyslexia

Notes to the financial statements

For the period ended 31 March 2024

5. Total expenditure (continued)

Prior period comparative

	Charitable activities £	Support and governance costs £	12 months 2022 total £
Advertising	-	129,472	129,472
Staff costs (note 7)	104,407	12,156	116,563
Venue hire	70,388	-	70,388
Copywriting costs	-	40,465	40,465
Travel, subsistence and accommodation	12,611	238	12,849
Accountancy	-	10,942	10,942
Event and training costs	-	10,000	10,000
Production of online content	8,761	-	8,761
Legal and professional	-	7,896	7,896
Develop online content	7,050	-	7,050
Office costs	-	6,676	6,676
Consultancy	5,000	-	5,000
Website costs	-	4,659	4,659
Presentation costs	4,217	-	4,217
Insurance	-	871	871
Administration costs	-	342	342
Bank charges	-	215	215
Sub-total	212,434	223,932	436,366
Allocation of support and governance costs	223,932	(223,932)	-
Total expenditure	436,366	-	436,366

Notes to the financial statements

For the period ended 31 March 2024

6. Net movement in funds

This is stated after charging:

	18 months 2024 £	12 months 2022 £
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Auditors' remuneration (excluding VAT):		
▪ Statutory audit	7,500	Nil
Independent examiners' remuneration (excluding VAT):		
▪ Independent examination	Nil	6,500

In common with other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

7. Staff costs and numbers

Staff costs were as follows:

	18 months 2024 £	12 months 2022 £
Salaries and wages	185,016	101,491
Social security costs	16,856	12,761
Pension costs	3,581	2,311
	205,453	116,563

	18 months 2024 No.	12 months 2022 No.
Employees earning more than £60,000 during the period:	No.	No.
Between £60,000 and £70,000	1	1
Between £100,000 and £110,000	1	-

The key management personnel of the charitable company comprise the Trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £135,574 (12 month period ended 30 September 2022: £74,822).

	18 months 2024 No.	12 months 2022 No.
Average head count	2	2

Notes to the financial statements

For the period ended 31 March 2024

8. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9. Debtors

	2024 £	2022 £
Other debtors	704	10
	704	10

10. Creditors: amounts falling due within 1 year

	2024 £	2022 £
Trade creditors	53,127	27,862
Accruals	9,000	10,567
Other taxation and social security	5,086	5,103
Other creditors	975	499
	68,188	44,031

11. Analysis of net assets between funds

	Restricted funds £	Unrestricted funds £	Total funds £
Current assets	-	91,550	91,550
Current liabilities	-	(68,188)	(68,188)
Net assets at 31 March 2024	-	23,362	23,362

Prior period comparative

	Designated funds £	General funds £	Total funds £
Current assets	-	171,810	171,810
Current liabilities	-	(44,031)	(44,031)
Net assets at 30 September 2022	-	127,779	127,779

Notes to the financial statements

For the period ended 31 March 2024

12. Movements in funds

	At 1 October 2022 £	Income £	Expenditure £	At 31 March 2024 £
Restricted funds				
Kentucky	-	39,797	(39,797)	-
Total restricted funds	-	39,797	(39,797)	-
Unrestricted funds				
General funds	127,779	1,441,450	(1,545,867)	23,362
Total unrestricted funds	127,779	1,441,450	(1,545,867)	23,362
Total funds	127,779	1,481,247	(1,585,664)	23,362

All funds were unrestricted in the prior period.

Purposes of restricted funds

Kentucky Funding from Virgin Unite to support the project Learn Dyslexia, Louisville and Kentucky with Ali Centre.

13. Related party transactions

Mrs C Douglass, trustee, is a director of Parallel Lifestyle Limited (company no: 08355312). During the 18 month period the charity made purchases of £456,989 (2022: £62,850 during the 12 month period) with Parallel Lifestyle Limited. At the end of the period, the charity owed Parallel Lifestyle Limited £38,980, which is included in trade creditors (2022: £nil). All transactions were carried out at arms length.

In addition to the above, during the 18 month period, the charity received In Kind services valued at £20,252 from Parallel Lifestyle Limited for branding services (2022: £30,200 during the 12 month period). The appointment of Parallel Lifestyle Limited was approved by the board in line with the charity's normal procurement process.

MADE BY DYSLEXIA

England & Wales - Charity number 1180256

Accounts

Charity registration number 1180256

Company registration number 09421138 (England and Wales)

MADE BY DYSLEXIA
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2022

MADE BY DYSLEXIA

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Lord E M Davies Mrs C M S Douglass Mr R D Rudd
Charity number	1180256
Company number	09421138
Principal address	SohoWorks 2 Television Centre Wood Lane London W12 7FR
Registered office	7 - 9 The Avenue Eastbourne East Sussex BN21 3YA
Independent examiner	Emily Smith ACA 7-9 The Avenue Eastbourne East Sussex BN21 3YA
Accountants	Humphrey & Co 7-9 The Avenue Eastbourne East Sussex BN21 3YA
Solicitors	Macfarlanes LLP 10 Norwich Street London EC4A 1BD

MADE BY DYSLEXIA

CONTENTS

	Page
Trustees' report	1 - 6
Independent examiner's report	7
Statement of financial activities	8
Balance sheet	9
Notes to the financial statements	10 - 17

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 SEPTEMBER 2022

The Trustees present their annual report and financial statements for the year ended 30 September 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

Charitable Objectives

The objects of the charity as set out in the Articles of Association (updated September 2018) are to advance education for the public benefit in relation to all aspects of dyslexia and related conditions to assist with the screening process and to raise awareness of dyslexia, particularly but not exclusively, by:

- supporting and undertaking research into dyslexia and related conditions; and
- providing training, information, resources and related support in schools and the workplace.

Aims of the Charity

To achieve these Objectives it is the aim of the charity to help the world properly understand, value and support dyslexia.

The charity has developed the following strategies to be able to meet these aims:

- creating awareness campaigns and research that helps the world properly understand the value of dyslexic thinking
- holding events that are filmed and live-streamed to spread information to large audiences, in-person and online.
- engaging with high profile ambassadors and brand partners who help us further our objectives
- working with exemplar educators to help create free awareness and training resources
- developing free online tools and resources to help support dyslexic people and their parents, educators and employers

Demonstrating Public Benefit

The Trustees are aware of the Charity Commission guidance on Charity and Public Benefit and confirm that they have complied with the duty of Section 17 of the Charities Act 2011 to have due regard for it. The Trustees consider that the information contained within the Trustees' Report about the Charity's aims, activities and achievements demonstrates the benefit to the public.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2022

Achievements and performance

Highlights include:

- In 2022 we celebrated our 5th birthday and marked it with a huge landmark goal towards our mission to redefine dyslexia. Working with Virgin, Richard Branson and agency FCB on our Dyslexic Thinking campaign, we were able to get LinkedIn, the world's largest careers platform, to add dyslexic thinking as a skill on their platform with over 10,000 people adding it as a skill in just one week. Dyslexic thinking was also added as a noun to the dictionary by Dictionary.com. This represented a HUGE step forward for the global dyslexia community.
- The Dyslexic Thinking campaign had a huge PR reach into the billions, with international coverage across TV, press and online from ITV and BBC to Bloomberg USA and ABC Australia. And won 6 awards at the Cannes festival, including the most prestigious award, the Titanium Lion.
- We launched the World Dyslexia Assembly, as series of events bringing together some of the world's most powerful and passionate dyslexic people to work with us to drive change. The first Assembly was held in the Royal Palace in Sweden, in partnership with the Prince Couple, and their foundation. Prince Carl Philip is dyslexic. It was attended by VIP's and VVIP's from around the world, including the team from the New York Department of Education and the NYC Mayor's office where we announced that NYC agreed to become the next country/city to host the assembly in 2023.
- Another landmark achievement this year was that working alongside the Mayor's office and Department of Education, New York City, the biggest school district in the world with over 100,000 teachers, became the first city in the world to train every teacher in dyslexia using our free training. A great achievement for others to follow.
- We continued to develop our new website madebydyslexia.com which features lots of engaging content for both children and adults. This now has a broad range or films, links, reports, factsheets and many resources featured on parents, teachers, kids, adults and workplace pages.
- We developed films, digital and downloadable content to promote and create engagement of our Dyslexia Training Films and Modules, and promoting dyslexic thinking skills.
- We worked with Microsoft to develop a new course on Dyslexia and Technology which was launched in October 2022. All our courses have been improved and updated and are available for free on the Microsoft Learn, including translating them into other languages. We created a new campaign to support this to be launched in Dyslexia Awareness Month October 2023.
- We continued to develop a series of campaigns and social media activations to promote and create engagement of the teacher training and general resources to promote and empower our aims and mission. We increased focus on PR which created extensive coverage opportunities in traditional and digital media.
- We developed new films, digital and downloadable content to promote and create engagement of our workplace resources.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2022**

Performance highlights in the year include the following:

Funding, Sponsorship, Partnerships

- After a difficult period in previous years which limited live events and school activity because of the pandemic and uncertainty, this year saw a return to near normal partnership and sponsorship levels, and a real bounce back started.
- We continued growing our online fundraising with Facebook and Virgin Money Giving, JustGiving and were included in Benevity workplace giving.
- We secured further support from high profile brands such as Microsoft and Facebook to support and develop our charity objectives and activities.

Media Coverage and Engagement

- We further developed our global following and engaged community on social media, building a passionate social movement who spread our message by sharing our content far and wide so helping us to achieve our objectives.
- We had very extensive social media reach on our activities throughout the year reaching many millions.
- Our Dyslexic Thinking campaign achieved phenomenal and extensive global PR/Media coverage across reports and content, reaching billions. And won several prestigious awards for our creative campaigns.

Dyslexia Awareness Training

Our Dyslexia Awareness course available for free continued to be one of the most popular courses on the Microsoft platform. And with the added uptake by NYC the numbers rose exponentially. We added new modules and moved onto the new Microsoft Learn platform. The films are available on YouTube and all our social channels and have been watched by millions worldwide.

Workplace Guidance

We are further developing our workplace offer to include interactive guides, and film resources. These will be further developed and rolled out in 2023 alongside a new campaign.

COVID-19 Impact & Response

Fortunately much of what Made By Dyslexia does is online so we were able to continue most of our activities and projects by increasing our online activities and campaigns event during the pandemic.

The pandemic restriction easing meant that we have been able to run live events and resume normal activities. This has positively impacted our reach and income from donations as we were able to secure sponsorships and partnerships and look to the future.

We continued to heavily promote our online teacher training as this continued to provide a valuable resource during the pandemic to parents homeschooling and teachers around the world.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2022**

Measuring Success

Success is measured by ensuring the charity is able to meet its objectives in the following four areas:

1. Has the charity raised the necessary funds to deliver on the charity's objectives and undertake planned activities effectively.
2. Has the charity delivered events, and campaigns that have returned broad media and public engagement.
3. Has the charity secured partnerships and ambassadors to help further its objectives and impact.
4. Has the charity provided free online resources that have been shown to support dyslexic people, educators and employers.

We frequently review our progress and believe we have achieved success across all of these achieving remarkable progress and impact in a short space of time, and during another particularly difficult period.

Working with Others

In looking to build on the charitable objectives the Board recognised the importance of working with other organisations to achieve the aims. In the year the charity has:

- Secured further sponsorship and support from high profile brands such as Microsoft, Facebook and Manpower Group to support and develop our charity objectives and activities.

The Board are grateful for the support from these organisations without which the Charity would not have advanced.

Financial review

The Charity had a successful year of operation with the lifting of restrictions caused by the COVID-19 pandemic. During the year the Charity has made substantial progress in the development of readily accessible training resources for parents, teachers and employers. Key to the success of this programme has been the monies provided by Microsoft to fund elements of the work.

The Board also wish to thank the wider network of supporters who collectively donated funds of £86,868 (2021 - £18,997) to support the charity in its work to help the world properly understand, value and support dyslexia.

The charity had a surplus for the year of £62,827 (202: £158,820 deficit).

Volunteers

The Board wish to express their appreciation to those who have provided administration support to the Charity on a voluntary basis.

Due to the flexible nature of the hours worked and the tasks performed the Board consider that the value of the support provided by the volunteers cannot be measured reliably.

The Charity's accounts do not therefore reflect a value for donated administration services.

Donated Services

The Board also wish to express their appreciation to a number of organisations who have provided much valued pro bono services to help the charity develop its online presence and in the form of legal and professional services.

In accordance with the guidance provided in the Charities SORP (FRS 102) the Board have considered the extent and nature of the pro bono services and measured the value of these services to the charity at £103,275 (2021 - 32,000). This sum is reported as an unrestricted donation as set out in Note 3 with corresponding entries reported within Note 6 - Charitable Activities and Note 7 - Support Costs as appropriate.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2022**

Reserves Policy

Following a surplus in the year of £62,827 (2021 - deficit of £158,820), the Charity has a reserves position of £127,779 (2021 - £64,952) at 30 September 2022.

Of the above reserves at 30 September 2022, none of the balance is made up of restricted funds (2021 - Nil)

The Board are grateful to those organisation who have provided funds to support the Charity's work in the year.

The Board are minded to establish a level of unrestricted funds (which have not been designated for specific use) equivalent to between three and six months of core administration expenditure calculated to be in the region of £35,000 to £55,000. The Board consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the current activities while consideration is given to ways in which additional funds may be raised.

Risk Management

The Board are in the process of building on the original risk evaluation to include the development of a register of significant risks that the organisation is, or could potentially be exposed to. Key to this will be a risk assessment process coupled with practical operational mitigation procedures.

COVID-19 Pandemic

As with many organisations, the impact of the measures necessary to combat the spread of the COVID-19 virus has impacted on the Charity's activities.

The prime concern of the Board is rightly focused on the wellbeing and health of all those who work with the charity and its beneficiaries.

In complying with the guidance provided by the Government, the Charity has been working with its supporters to make greater use of interactive capabilities as part of the ongoing work to develop online resources and aids for teachers.

In the light of this the Board are confident that Made By Dyslexia will be able to continue to develop and expend its services to its beneficiaries during this period of uncertainty.

Structure, governance and management

The Charity is a company limited by guarantee, incorporated on 4th February 2015 and was registered with the Charity Commission on 9 October 2018.

Prior to achieving Charity Commission registration the charity carried out its day to day operation as part of the restricted funds of the Helen Arkell Dyslexia Charity (Charity registration number 1064646). The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

The Board of Trustees are responsible for the overall governance of the Charity and aim to meet as a Board at least twice a year.

The Trustees who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Lord E M Davies
Mrs C M S Douglass
Mr R D Rudd

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) ***FOR THE YEAR ENDED 30 SEPTEMBER 2022***

The number of Trustees shall not be less than three.

None of the Trustees have any beneficial interest in the company. Expenses incurred by the Trustees in the performance of their duties are reimbursed when requested.

All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The Board of Trustees administer the Charity. In doing so the Trustees have delegated the day to day administration of the Charity to Kate Griggs as Chief Executive Officer.

The Board receive regular reports on the progress of projects in hand and meet (formally as noted above or more regularly via telephone / virtual meetings) to discuss progress, future projects and to approve current and future expenditure and the funding thereof.

The Board wish to express their gratitude to Kate Griggs for her tireless work for the charity over the course of the year in her role as CEO. The Board further acknowledge the number of hours that Kate has invested in the Charity to support its work many of which have been in an administration role. The work that Kate has undertaken in the development of the charitable projects is set out in note 15.

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report was approved by the Board of Trustees.

Mr R D Rudd

Dated: 22 June 2023

MADE BY DYSLEXIA

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MADE BY DYSLEXIA

I report to the Trustees on my examination of the financial statements of Made by Dyslexia (the Charity) for the year ended 30 September 2022.

Responsibilities and basis of report

As the Trustees of the Charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the Charity 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 the Charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Charity'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 ICAEW, 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 that in any material respect:

- 1 accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements 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 financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.

Emily Smith ACA

Chartered Accountant - ICAEW

7-9 The Avenue
Eastbourne
East Sussex
BN21 3YA

Dated: 26 June 2023

MADE BY DYSLEXIA

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 SEPTEMBER 2022

		Unrestricted funds 2022 £	Unrestricted funds 2021 £
	Notes		
<u>Income and endowments from:</u>			
Donations and legacies	3	190,143	50,997
Other charitable income	4	300,000	200,000
Other income	5	9,050	91
Total income		499,193	251,088
<u>Expenditure on:</u>			
Charitable activities	6	436,366	409,908
Net income/(expenditure) for the year/ Net movement in funds		62,827	(158,820)
Fund balances at 1 October 2021		64,952	223,772
Fund balances at 30 September 2022		127,779	64,952

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

MADE BY DYSLEXIA

BALANCE SHEET

AS AT 30 SEPTEMBER 2022

	Notes	2022 £	£	2021 £	£
Current assets					
Debtors	11	10		-	
Cash at bank and in hand		171,800		111,411	
		<u>171,810</u>		<u>111,411</u>	
Creditors: amounts falling due within one year	12	(44,031)		(46,459)	
Net current assets			<u>127,779</u>		<u>64,952</u>
Income funds					
Unrestricted funds			<u>127,779</u>		<u>64,952</u>
			<u>127,779</u>		<u>64,952</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 September 2022.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 22 June 2023

Mr R D Rudd
Trustee

Company registration number 09421138

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2022

1 Accounting policies

Charity information

Made by Dyslexia is a private company limited by guarantee incorporated in England and Wales. The registered office is 7 - 9 The Avenue, Eastbourne, East Sussex, BN21 3YA.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

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

The financial statements have been prepared under the historical cost convention.

The principal accounting policies adopted are set out below.

1.2 Going concern

With the ongoing support of its funders the charity is focusing on the delivery of its charitable objectives through an online teaching and resource platform. In the light of the action taken the Charity expects to be able to maintain core services by the innovative use of technology over the course of the COVID-19 pandemic. Accordingly, at the time of approving the Charity financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of any restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services are measured and included in the accounts on the basis of the value of the gift to the charity.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2022

1 Accounting policies

(Continued)

1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	2 years straight line
-----------	-----------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest rate method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest rate method.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2022

1 Accounting policies

(Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The Trustees do not consider any key areas of estimation uncertainty to be material to the preparation of these Financial Statements.

Critical judgements

Donated services

The charity is in receipt of pro bono services from a variety of organisations. The valuation of pro bono services are estimated by the CEO and included within the Statement of Financial Activities.

The estimates are included within total income and total resources expended and do not have any net impact on fund balances at the year end.

3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Donations and gifts	86,868	18,997
Donated services	103,275	32,000
	<u> </u>	<u> </u>

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2022

3 Donations and legacies (Continued)

Donated services

Donated services includes pro bono services received in respect of advertising, online production and copywriting.

4 Other charitable income

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Sponsorship of marketing campaign	300,000	200,000

5 Other income

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Presentation income	8,750	-
Book sales	300	91
	9,050	91

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2022

6 Charitable activities

	Raising awareness and development of training resources	Raising awareness and development of training resources
	2022 £	2021 £
Staff costs	104,407	101,910
Production of online content	8,761	84,045
Develop online content	7,050	41,200
Hire of venue and facilities	70,388	-
Consultancy	5,000	-
Hosting and participating in events	-	3,702
Travel and accommodation	12,611	50
Costs of educational material	-	43,212
Presentation costs	4,217	-
	<u>212,434</u>	<u>274,119</u>
Share of support costs (see note 7)	204,537	121,862
Share of governance costs (see note 7)	19,395	13,927
	<u>436,366</u>	<u>409,908</u>

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2022

7 Support costs

	Support costs	Governance costs	2022	Support costs	Governance costs	2021
	£	£	£	£	£	£
Staff costs	12,156	-	12,156	11,768	-	11,768
Depreciation	-	-	-	839	-	839
Event and training costs	10,000	-	10,000	5,000	-	5,000
General office costs	6,676	-	6,676	2,664	-	2,664
Travel, subsistence and accommodation	238	-	238	81	-	81
Website costs	4,659	-	4,659	1,936	-	1,936
Insurance	871	-	871	778	-	778
Advertising in support of charitable activities	129,472	-	129,472	82,516	-	82,516
Copywriting costs	40,465	-	40,465	16,280	-	16,280
Accountancy	-	10,942	10,942	-	10,061	10,061
Legal and professional	-	7,896	7,896	-	3,684	3,684
Administration costs	-	342	342	-	151	151
Bank charges	-	215	215	-	31	31
	<u>204,537</u>	<u>19,395</u>	<u>223,932</u>	<u>121,862</u>	<u>13,927</u>	<u>135,789</u>
Analysed between						
Charitable activities	<u>204,537</u>	<u>19,395</u>	<u>223,932</u>	<u>121,862</u>	<u>13,927</u>	<u>135,789</u>

Where possible support and governance costs are allocated directly to the relevant charitable activity. Remaining costs are allocated on the basis of the ratio of resources expended (inclusive of capital costs) between the charitable activities.

Governance costs includes amounts to the independent examiner totalling £8,200. Remuneration received for the examination of the accounts totalled £3,500 and remuneration for other financial services totalled £4,700.

8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year. No Trustees expenses have been incurred during the year (2021 - nil).

9 Employees

The average monthly number of employees during the year was:

2022	2021
Number	Number
<u>2</u>	<u>2</u>

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2022

9 Employees (Continued)

Employment costs	2022 £	2021 £
Wages and salaries	101,491	99,562
Social security costs	12,761	11,859
Other pension costs	2,311	2,257
	<u>116,563</u>	<u>113,678</u>

For the duration of the year, two members of staff were employed by the Charity (2021 - one).

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2022 Number	2021 Number
£60,001 to £70,000	<u>1</u>	<u>1</u>

10 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

11 Debtors

Amounts falling due within one year:	2022 £	2021 £
Other debtors	<u>10</u>	<u>-</u>

12 Creditors: amounts falling due within one year

	2022 £	2021 £
Other taxation and social security	5,103	4,626
Trade creditors	27,862	19,257
Other creditors	499	499
Accruals and deferred income	10,567	22,077
	<u>44,031</u>	<u>46,459</u>

13 Related party transactions

Remuneration of key management personnel

The key management personnel of the charity comprises of the Chief Executive Officer (CEO - Mrs K Griggs). The total remuneration for key management personnel during the year was £74,822 (2021 - £74,355).

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2022

13 Related party transactions

(Continued)

Transactions with related parties

During the year the Charity entered into the following transactions with related parties:

Consulting fees and book distribution

Over the course of the year expenses paid on behalf of Made By Dyslexia by Mrs K Griggs were reimbursed totalling £647 (2021 - £1,898).

Mrs K Griggs owes the Charity £10 (2021 - £nil),

Music services

No music service fees were paid to Mr T Griggs, son of Mrs K Griggs (CEO). In 2021 bespoke music services were provided for Made By Dyslexia for events in addition to vodcasts and podcasts amounting to £2,000.

Online content

Innovision Events Limited has provided a number of services to the Charity inclusive of branding Made By Dyslexia's book, website design and assistance with the World Dyslexia Assembly; the value of these services is £93,050 (2021 - £90,334). This figure is inclusive of services provided on a pro bono basis as valued by the Board at £30,200 (2021 - £10,000).

Mrs C Douglass, one of the Trustees, is a director of Innovision Events Limited.

MADE BY DYSLEXIA

England & Wales - Charity number 1180256

Accounts

Charity registration number 1180256

Company registration number 09421138 (England and Wales)

MADE BY DYSLEXIA
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2021

MADE BY DYSLEXIA

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Lord E M Davies Mrs C M S Douglass Mr R D Rudd
Charity number	1180256
Company number	09421138
Principal address	SohoWorks 2 Television Centre Wood Lane London W12 7FR
Registered office	7 - 9 The Avenue Eastbourne East Sussex BN21 3YA
Independent examiner	Emily Smith ACA 7-9 The Avenue Eastbourne East Sussex BN21 3YA
Accountants	Humphrey & Co 7-9 The Avenue Eastbourne East Sussex BN21 3YA
Solicitors	Macfarlanes LLP 10 Norwich Street London EC4A 1BD

MADE BY DYSLEXIA

CONTENTS

	Page
Trustees' report	1 - 6
Independent examiner's report	7
Statement of financial activities	8
Balance sheet	9
Notes to the financial statements	10 - 20

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 SEPTEMBER 2021

The Trustees present their annual report and financial statements for the year ended 30 September 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Charitable Objectives

The objects of the charity as set out in the Articles of Association (updated September 2018) are to advance education for the public benefit in relation to all aspects of dyslexia and related conditions to assist with the screening process and to raise awareness of dyslexia, particularly but not exclusively, by:

- supporting and undertaking research into dyslexia and related conditions; and
- providing training, information, resources and related support in schools and the workplace.

Aims of the Charity

To achieve these Objectives it is the aim of the charity to help the world properly understand, value and support dyslexia.

The charity has developed the following strategies to be able to meet these aims:

- creating awareness campaigns and research that helps the world properly understand the value of dyslexic thinking
- holding events that are filmed and live-streamed to spread information to large audiences, in-person and online.
- engaging with high profile ambassadors and brand partners who help us further our objectives
- working with exemplar educators to help create free awareness and training resources
- developing free online tools and resources to help support dyslexic people and their parents, educators and employers

Demonstrating Public Benefit

The Trustees are aware of the Charity Commission guidance on Charity and Public Benefit and confirm that they have complied with the duty of Section 17 of the Charities Act 2011 to have due regard for it. The Trustees consider that the information contained within the Trustees' Report about the Charity's aims, activities and achievements demonstrates the benefit to the public.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2021**

Achievements and performance

In acknowledging the hard work of the CEO, the Board are pleased to be able to report the following key achievements over the year:

- We released the Dyslexic Dynamic Report in partnership with the global recruitment company Manpower Group Talent Solutions. The report built on the conclusions from our reports with EY on the demand for Dyslexic Thinking skills and their match with Future Skills as outlined by the World Economic Forum. The Dyslexic Dynamic report looked specifically at how the Pandemic has fast-tracked digitisation, highlighting that by 2025, 50% of jobs will be done by AI and machines, and the 50% that will be human skills are a direct match with Dyslexic Thinking skills. The report is available on our website madebydyslexia.org.
- We redeveloped and launched the website: madebydyslexia.org, which features engaging content for all ages. The website includes a broad range of films, links, reports and factsheets which will be continuously updated.
- We developed film, digital and downloadable content to promote and create engagement of our Dyslexia Training Films and Modules, and promoting Dyslexic Thinking skills.
- We worked with Microsoft to develop and update courses available for free on the Microsoft Educator Center including translating them into other languages.
- We created and launched the first episodes of the D.Spot Vodcast series, designed to explain Dyslexic Thinking and its vital role in the workplace. These featured guests from GCHQ, Manpower, WPP and Facebook and more. These were broadcast on YouTube and across all our social media channels, and promoted using mainstream and online media and PR.
- We continued to develop a series of campaigns and social media activations to promote and create engagement of the teacher training and general resources to promote and empower our aims and mission. We increased focus on PR which created extensive coverage opportunities in traditional and digital media.
- We developed a new kids website page using a range of resources based on Kids Dyslexic Thinking archetypes / characters from the Xtraordinary People book. These included factsheets, animations, quiz, book reading, and copies of the book to giveaway. The Xtraordinary People book was written by Kate Griggs, CEO of Made By Dyslexia.

The above achievements could not have been possible without the generous support from the individuals and organisations mentioned. The Board therefore wish to express their grateful appreciation to all those who have contributed to the success of this period.

In addition, the trustees recognise that Kate Griggs is one of the leading authorities on Dyslexic Thinking and are very grateful to her for allowing the charity to use her research, assets and Intellectual Property without charge, and acknowledge that this is a huge advantage in enabling the charity to further its mission to empower Dyslexic Thinking in every school and every workplace.

Performance highlights in the year include the following:

Funding, Sponsorship, Partnerships

- We continued growing our online fundraising with Facebook, Virgin Money Giving and Just Giving and were included in Benevity workplace giving.
- We secured further sponsorship and support from high profile brands such as Microsoft, Facebook and Manpower Group to support and develop our charity objectives and activities.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2021**

Media Coverage and Engagement

- We further developed our global following and engaged community on social media, building a passionate social movement who spread our message by sharing our content far and wide so helping us to achieve our objectives.
- We had very extensive social media reach on our activities throughout the year reaching several million people.
- We achieved very extensive global PR/Media coverage across reports, events and content, again reaching several million people.

Dyslexia Awareness Training

Our Dyslexia Awareness course available for free on the Microsoft Educator Center continued to be one of the most popular courses on the Microsoft platform. The films available on YouTube and our social channels have been watched by millions worldwide.

Workplace Guidance

We developed and soft launched our initial workplace offer to include interactive guides and film resources. This will be developed further and rolled out in 2022.

COVID-19 Impact & Response

Fortunately much of what Made by Dyslexia does is online so we were able to continue most of our activities and projects by increasing our online activities and campaigns.

The pandemic continued to mean that all of our plans involving public events were put on hold. Where possible we held these as virtual events, or postponed them, shifting plans into 2022 onwards.

We had scoped and planned a global event series scheduled to launch in September 2021, but this was postponed due to increased Covid numbers and restrictions on travel. Whilst this didn't incur any costs as work and launch was shifted into 2022, it meant that sponsorship income was also shifted into the next financial year too. Production and filming was taken online where possible, or delayed and completed once restrictions were lifted.

We continued to heavily promote our online teacher training as this continued to provide a valuable resource during the pandemic to parents homeschooling and teachers around the world.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2021**

Measuring Success

Success is measured by ensuring the charity is able to meet its objectives in the following four areas:

1. Has the charity raised the necessary funds to deliver on the charity's objectives and undertake planned activities effectively.
2. Has the charity delivered events, and campaigns that have returned broad media and public engagement.
3. Has the charity secured partnerships and ambassadors to help further its objectives and impact.
4. Has the charity provided free online resources that have been shown to support dyslexic people, educators and employers.

We frequently review our progress and believe we have achieved success across all of these achieving remarkable progress and impact in a short space of time, and during another particularly difficult period.

Working with Others

In looking to build on the charitable objectives the Board recognised the importance of working with other organisations to achieve the aims. In the year the charity has:

- Secured further sponsorship and support from high profile brands such as Microsoft, Facebook and Manpower Group to support and develop our charity objectives and activities.

The Board are grateful for the support from these organisations without which the Charity would not have advanced.

Financial review

The Charity had a successful year of operation despite the disruption caused by the COVID-19 pandemic. During the year the Charity has made substantial progress in the development of readily accessible training resources for parents, teachers and employers. Key to the success of this programme has been the monies provided by Microsoft to fund elements of the work for the year ending 30 September 2021.

The Board also wish to thank the wider network of supporters who collectively donated funds of £18,997 to support the charity in its work to help the world properly understand, value and support dyslexia.

The charity had a deficit for the year of £155,322 (2020: £127,478 surplus).

Volunteers

The Board wish to express their appreciation to those who have provided administration support to the Charity on a voluntary basis.

Due to the flexible nature of the hours worked and the tasks performed the Board consider that the value of the support provided by the volunteers cannot be measured reliably.

The Charity's accounts do not therefore reflect a value for donated administration services.

Donated Services

The Board also wish to express their appreciation to a number of organisations who have provided much valued pro bono services to help the charity develop its online presence and in the form of legal and professional services.

In accordance with the guidance provided in the Charities SORP (FRS 102) the Board have considered the extent and nature of the pro bono services and measured the value of these services to the charity at £32,000. This sum is reported as an unrestricted donation as set out in Note 3 with corresponding entries reported within Note 7 - Charitable Activities and Note 8 - Support Costs as appropriate.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2021**

Reserves Policy

Following a deficit in the year of £158,322 (2020 - surplus of £127,478), the Charity has a reserves position of £65,450 (2020 - £223,772) at 30 September 2021.

Of the above reserves at 30 September 2021, none of the balance is made up of restricted funds (2020 - Nil)

The Board are grateful to those organisation who have provided funds to support the Charity's work in the year.

The Board are minded to establish a level of unrestricted funds (which have not been designated for specific use) equivalent to between three and six months of core administration expenditure calculated to be in the region of £35,000 to £55,000. The Board consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the current activities while consideration is given to ways in which additional funds may be raised.

Risk Management

The Board are in the process of building on the original risk evaluation to include the development of a register of significant risks that the organisation is, or could potentially be exposed to. Key to this will be a risk assessment process coupled with practical operational mitigation procedures.

COVID-19 Pandemic

As with many organisations, the impact of the measures necessary to combat the spread of the COVID-19 virus has impacted on the Charity's activities.

The prime concern of the Board is rightly focused on the wellbeing and health of all those who work with the charity and its beneficiaries.

In complying with the guidance provided by the Government, the Charity has been working with its supporters to make greater use of interactive capabilities as part of the ongoing work to develop online resources and aids for teachers.

In the light of this the Board are confident that Made By Dyslexia will be able to continue to develop and expend its services to its beneficiaries during this period of uncertainty.

Structure, governance and management

The Charity is a company limited by guarantee, incorporated on 4th February 2015 and was registered with the Charity Commission on 9 October 2018.

Prior to achieving Charity Commission registration the charity carried out its day to day operation as part of the restricted funds of the Helen Arkell Dyslexia Charity (Charity registration number 1064646). The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

The Board of Trustees are responsible for the overall governance of the Charity and aim to meet as a Board at least twice a year.

The Trustees who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Lord E M Davies
Mrs C M S Douglass
Mr R D Rudd

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2021

The number of Trustees shall not be less than three.

None of the Trustees have any beneficial interest in the company. Expenses incurred by the Trustees in the performance of their duties are reimbursed when requested.

All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The Board of Trustees administer the Charity. In doing so the Trustees have delegated the day to day administration of the Charity to Kate Griggs as Chief Executive Officer.

The Board receive regular reports on the progress of projects in hand and meet (formally as noted above or more regularly via telephone / virtual meetings) to discuss progress, future projects and to approve current and future expenditure and the funding thereof.

The Board wish to express their gratitude to Kate Griggs for her tireless work for the charity over the course of the year in her role as CEO. The Board further acknowledge the number of hours that Kate has invested in the Charity to support its work many of which have been in an administration role. The work that Kate has undertaken in the development of the charitable projects is set out in note 15.

The Trustees' report was approved by the Board of Trustees.



Mr R D Rudd

Dated: 29/06/2022

MADE BY DYSLEXIA

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MADE BY DYSLEXIA

I report to the Trustees on my examination of the financial statements of Made by Dyslexia (the Charity) for the year ended 30 September 2021, which are set out on pages 9 to 21.

Responsibilities and basis of report

As the Trustees of the Charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the Charity 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 the Charity's financial statements carried out under section 145 of the Charities Act 2011 (the '2011 Act'). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Charity'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 Institute of Chartered Accountants in England and Wales, 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 that in any material respect:

- 1 accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements 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 financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



Emily Smith ACA

Chartered Accountant - ICAEW

7-9 The Avenue
Eastbourne
East Sussex
BN21 3YA

Dated: 29.06.2022

MADE BY DYSLEXIA

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 SEPTEMBER 2021

		Unrestricted funds 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
	Notes				
<u>Income and endowments from:</u>					
Donations and legacies	3	50,997	61,078	137,500	198,578
Charitable activities	4	-	18,405	-	18,405
Other charitable income	5	200,000	377,500	-	377,500
Other income	6	91	4,910	-	4,910
Total income		<u>251,088</u>	<u>461,893</u>	<u>137,500</u>	<u>599,393</u>
<u>Expenditure on:</u>					
Charitable activities	7	<u>409,908</u>	<u>247,586</u>	<u>224,329</u>	<u>471,915</u>
Gross transfers between funds		-	(282)	282	-
Net (expenditure)/income for the year/ Net movement in funds		(158,820)	214,025	(86,547)	127,478
Fund balances at 1 October 2020		<u>223,772</u>	<u>9,747</u>	<u>86,547</u>	<u>96,294</u>
Fund balances at 30 September 2021		<u><u>64,952</u></u>	<u><u>223,772</u></u>	<u><u>-</u></u>	<u><u>223,772</u></u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

MADE BY DYSLEXIA

BALANCE SHEET

AS AT 30 SEPTEMBER 2021

	Notes	2021 £	£	2020 £	£
Fixed assets					
Tangible assets	11		-		839
Current assets					
Debtors	12	-		9,209	
Cash at bank and in hand		111,411		320,379	
		<u>111,411</u>		<u>329,588</u>	
Creditors: amounts falling due within one year	13	(46,459)		(106,655)	
Net current assets			64,952		222,933
Total assets less current liabilities			<u>64,952</u>		<u>223,772</u>
Income funds					
Unrestricted funds			64,952		223,772
			<u>64,952</u>		<u>223,772</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 September 2021.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 29/06/2022



Mr R D Rudd
Trustee

Company registration number 09421138

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

1 Accounting policies

Charity information

Made by Dyslexia is a private company limited by guarantee incorporated in England and Wales. The registered office is 7 - 9 The Avenue, Eastbourne, East Sussex, BN21 3YA.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

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

The financial statements have been prepared under the historical cost convention.

The principal accounting policies adopted are set out below.

1.2 Going concern

With the ongoing support of its funders the charity is focusing on the delivery of its charitable objectives through an online teaching and resource platform. In the light of the action taken the Charity expects to be able to maintain core services by the innovative use of technology over the course of the COVID-19 pandemic. Accordingly, at the time of approving the Charity financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of any restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services are measured and included in the accounts on the basis of the value of the gift to the charity.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2021

1 Accounting policies

(Continued)

1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	2 years straight line
-----------	-----------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest rate method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest rate method.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2021

1 Accounting policies

(Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The Trustees do not consider any key areas of estimation uncertainty to be material to the preparation of these Financial Statements.

Critical judgements

Donated services

The charity is in receipt of pro bono services from a variety of organisations. The valuation of pro bono services are estimated by the CEO and included within the Statement of Financial Activities.

The estimates are included within total income and total resources expended and do not have any net impact on fund balances at the year end.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2021

3 Donations and legacies

	Unrestricted funds	Unrestricted funds	Restricted funds	Total
	2021 £	2020 £	2020 £	2020 £
Donations and gifts	18,997	19,078	137,500	156,578
Donated services	32,000	42,000	-	42,000
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

Donated services

Donated services includes pro bono services received in respect of advertising, online production and copywriting.

4 Charitable activities

	2021 £	2020 £
Ticket sales	-	18,405
	<u> </u>	<u> </u>

5 Other charitable income

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
Sponsorship of Global Summit	-	77,500
Sponsorship of Marketing Campaign	200,000	300,000
	<u> </u>	<u> </u>
Other charitable income	200,000	377,500
	<u> </u>	<u> </u>

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2021

6 Other income

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
Other income	-	4,910
Book sales	91	-
	<u>91</u>	<u>4,910</u>
	<u>91</u>	<u>4,910</u>

From the current year the employment allowance previously disclosed within other income has been reanalysed to staff costs within Charitable Activities.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2021

7 Charitable activities

	Raising Awareness and Development of training resources	Raising Awareness and Development of training resources
	2021 £	2020 £
Staff costs	101,910	52,297
Production of online content	84,045	211,192
Develop online content	41,200	13,127
Hire of venue and facilities	-	17,400
Hosting and participating in events	3,702	93,679
Research work	-	10,000
Travel and accommodation	50	17,399
Costs of educational material	43,212	-
	<u>274,119</u>	<u>415,094</u>
Share of support costs (see note 8)	121,862	42,921
Share of governance costs (see note 8)	13,927	13,900
	<u>409,908</u>	<u>471,915</u>

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2021

8 Support costs

	Support costs £	Governance costs £	2021 £	Support costs £	Governance costs £	2020 £
Staff costs	11,768	-	11,768	5,811	-	5,811
Depreciation	839	-	839	1,489	-	1,489
Event and training costs	5,000	-	5,000	-	-	-
General office costs	2,664	-	2,664	4,690	-	4,690
Travel, subsistence and accommodation	81	-	81	120	-	120
Website costs	1,936	-	1,936	1,229	-	1,229
Insurance	778	-	778	778	-	778
Advertising in support of charitable activities	82,516	-	82,516	19,874	-	19,874
Copyright costs	16,280	-	16,280	8,930	-	8,930
Independent Examination fees	-	-	-	-	2,100	2,100
Bookkeeping and accountancy	-	10,061	10,061	-	7,014	7,014
Legal and professional	-	3,684	3,684	-	4,661	4,661
Administration costs	-	151	151	-	13	13
Bank charges	-	31	31	-	112	112
	<u>121,862</u>	<u>13,927</u>	<u>135,789</u>	<u>42,921</u>	<u>13,900</u>	<u>56,821</u>
Analysed between						
Charitable activities	<u>121,862</u>	<u>13,927</u>	<u>135,789</u>	<u>42,921</u>	<u>13,900</u>	<u>56,821</u>

Where possible support and governance costs are allocated directly to the relevant charitable activity. Remaining costs are allocated on the basis of the ratio of resources expended (inclusive of capital costs) between the charitable activities.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2021

9 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year. No Trustees expenses have been incurred during the year (2020 - nil).

10 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
	2	1
Employment costs	2021	2020
	£	£
Wages and salaries	99,562	51,250
Social security costs	11,859	5,663
Other pension costs	2,257	1,195
	113,678	58,108

For the duration of the year, two members of staff were employed by the Charity (2020 - one).

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2021 Number	2020 Number
£60,001 to £70,000	1	-

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2021

11 Tangible fixed assets

	Computers £
Cost	
At 1 October 2020	2,978
At 30 September 2021	2,978
Depreciation and impairment	
At 1 October 2020	2,139
Depreciation charged in the year	839
At 30 September 2021	2,978
Carrying amount	
At 30 September 2021	-
At 30 September 2020	839

12 Debtors

	2021 £	2020 £
Amounts falling due within one year:		
Other debtors	-	9,209

13 Creditors: amounts falling due within one year

	2021 £	2020 £
Other taxation and social security	4,626	1,554
Trade creditors	19,257	10,001
Other creditors	499	499
Accruals	22,077	94,601
	46,459	106,655

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2021

14 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds			
	Balance at 1 October 2019	Incoming resources	Resources expended	Transfers	Balance at 1 October 2020	Incoming resources	Resources expended	Balance at 30 September 2021
	£	£	£	£	£	£	£	£
Advanced Dyslexia Modules for Teachers	86,547	137,500	(224,329)	282	-	-	-	-

Advanced Dyslexia modules for teachers

To build on the development of teacher training resources the charity launched the production of advanced modules for teachers. This project is in keeping with the Charity's ambition to provide high quality training resources to teachers via an online platform to reach a world wide audience.

The charity wishes to acknowledge with appreciation the support provided by the J J Charitable Trust and the Oak Foundation for their financial support of these projects which were fully expended in the year to September 2020.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2021

15 Related party transactions

Remuneration of key management personnel

The key management personnel of the charity comprises of the Chief Executive Officer (CEO - Mrs K Griggs). The total remuneration for key management personnel during the year was £74,355 (2020 - £28,491).

Transactions with related parties

During the year the Charity entered into the following transactions with related parties:

Consulting fees and book distribution

Over the course of the year expenses paid on behalf of Made By Dyslexia by Mrs K Griggs were reimbursed totalling £1,898 (2020 - £1,607).

No consulting fees were paid to Mrs K Griggs following Mrs K Griggs' employment with the Charity from May 2020 (2020 - £6,000).

During the year Made By Dyslexia paid an external company for the printing of 15,240 books written by Mrs K Griggs which were used for live events and distributed free of charge in accordance with the charity's objectives. Mrs K Griggs received no financial benefit in respect of the above book production and distribution (2020 - £nil).

Music services

Mr T Griggs provides music services for Made By Dyslexia for events in addition to vodcast and podcasts. Mr T Griggs is the son of Mrs K Griggs (CEO). Ordinarily Mr T Griggs gifts his services free of charge to the charity. During the current year Mr T Griggs charged fees amounting to £2,000 for bespoke music services (2020 - £nil).

Online content

Innovision Events Limited has provided a number of services to the Charity inclusive of branding Made By Dyslexia's book, website design and teacher training films; the value of these services is £90,334 (2020 - £206,638). This figure is inclusive of services provided on a pro bono basis as valued by the Board at £10,000 (2020 - £10,000).

Mrs C Douglass, one of the Trustees, is a director of Innovision Events Limited.

MADE BY DYSLEXIA

England & Wales - Charity number 1180256

Accounts

Charity Registration No. 1180256

Company Registration No. 09421138 (England and Wales)

MADE BY DYSLEXIA
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2020

MADE BY DYSLEXIA

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Lord E M Davies Mrs C M S Douglass Mr R D Rudd
Charity number	1180256
Company number	09421138
Registered office	10 Norwich Street London EC4A 1BD
Independent examiner	C Paul Potter FCA Humphrey & Co 7-9 The Avenue Eastbourne East Sussex BN21 3YA
Accountants	Humphrey & Co 7-9 The Avenue Eastbourne East Sussex BN21 3YA
Solicitors	Macfarlanes LLP 10 Norwich Street London EC4A 1BD

MADE BY DYSLEXIA

CONTENTS

	Page
Trustees' report	1 - 6
Independent examiner's report	7
Statement of financial activities	8
Balance sheet	9
Notes to the financial statements	10 - 19

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 SEPTEMBER 2020

The Trustees present their annual report and financial statements for the year ended 30 September 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The objects of the charity as set out in the Articles of Association (updated September 2018) are to advance education for the public benefit in relation to all aspects of dyslexia and related conditions to assist with the screening process and to raise awareness of dyslexia, particularly but not exclusively, by:

- supporting and undertaking research into dyslexia and related conditions; and
- providing training, information, resources and related support in schools and the workplace.

To achieve these Objectives it is the aim of the charity to help the world properly understand, value and support dyslexia.

The charity has developed the following strategies to be able to meet these aims:

- creating awareness campaigns and research that helps the world properly understand the value of dyslexic thinking
- holding events that are filmed and live-streamed to spread information to large audiences, in-person and online.
- engaging with high profile ambassadors and brand partners who help us further our objectives
- working with exemplar educators to help create free awareness and training resources
- developing free online tools and resources to help support dyslexic people and their parents, educators and employers

Demonstrating Public Benefit

The Trustees are aware of the Charity Commission guidance on Charity and Public Benefit and confirm that they have complied with the duty of Section 17 of the Charities Act 2011 to have due regard for it. The Trustees consider that the information contained within the Trustees' Report about the Charity's aims, activities and achievements demonstrates the benefit to the public.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2020

Achievements and performance

In acknowledging the hard work of the CEO, the Board are pleased to be able to report the following key achievements over the year:

- We released the second groundbreaking *Value of Dyslexia Report* in partnership with the global consultancy EY. The report looked at the increasing cross-over between Dyslexic Thinking skills and Future Skills as outlined by the World Economic Forum, showing a direct match, and looked specifically at out how technology will mitigate dyslexic challenges too. The report is available on our website madebydyslexia.org.
- We hosted the world's second *Global Dyslexia Summit* at the Science Museum in London. Streamed live on Facebook and YouTube the summit had a truly global in person and online audience, with an exceptional lineup of VIP and VVIP guests.
- We continued development of further Dyslexia Training Films and Modules. Working in partnership with Microsoft to develop these into courses available for free on the Microsoft Educator Center. This training was developed with specialist schools in USA together with elementary and primary schools in US and UK.
- We held a series of showcases to highlight the teacher training work that we do, and to cascade training. These were live streamed and put onto social media.
- We developed a series of campaigns and social media activations to promote and create engagement of the teacher training.
- We developed film and digital content to promote and create engagement of the teacher training modules.

These achievements could not have been possible without the generous support from the individuals and organisations mentioned. The Board therefore wish to express their grateful appreciation to all those who have contributed to the success of this period.

Performance highlights in the year include the following:

Trust funding, Sponsorship, Partnerships

- We secured funding from Oak Foundation to support and develop our charitable objectives and activities for the period and beyond.
- We began growing our online fundraising with Facebook and Virgin Money Giving.
- We secured further sponsorship and support from high profile brands such as Microsoft, EY, Virgin, Facebook to support and develop our charity objectives and activities.

Media Coverage and Engagement

- We further developed our global following and engaged community on social media, building a passionate social movement who spread our message by sharing our content far and wide so helping us to achieve our objectives.
- We had very extensive social media reach on our activities throughout the year reaching several million people.
- We achieved very extensive global PR/Media coverage across reports, events and content, again reaching several million people.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2020**

Dyslexia Awareness Training

Our Dyslexia Awareness course available for free on the Microsoft Educator Community continued to be one of the most popular courses on the Microsoft platform being viewed by over 250,000 people with the number rising continually.

COVID-19 Impact & Response

Fortunately much of what Made by Dyslexia does is online so we were able to continue most of our activities and projects by increasing our online activities and campaigns.

The pandemic meant that all of our plans involving public events were put on hold. Where possible we held these as virtual events, or postponed them, shifting plans into 2021 onwards.

Production and filming was taken online where possible, or delayed and completed once restrictions were lifted. Although delayed, all of the planned filming projects were completed.

We heavily promoted our online teacher training as this provided a valuable resource during the pandemic to parents homeschooling and suddenly finding themselves needing training to teach their children.

Measuring Success

Success is measured by ensuring the charity is able to meet its objectives in the following four areas:

1. Has the charity raised the necessary funds to deliver on the charity's objectives and undertake planned activities effectively.
2. Has the charity delivered events, and campaigns that have returned broad media and public engagement.
3. Has the charity secured partnerships and ambassadors to help further its objectives and impact.
4. Has the charity provided free online resources that have been shown to support dyslexic people, educators and employers.

We frequently review our progress and believe we have achieved success across all of these achieving remarkable progress and impact in a short space of time, and during a particularly difficult period.

Working with Others

In looking to build on the charitable objectives the Board recognised the importance of working with other organisations to achieve the aims. In the year the charity has:

- received the second instalment of funding from Oak Foundation to support the creation of readily available training resources.
- secured Sponsorship and support from high profile brands such as Microsoft, EY, Virgin and Facebook in support of the Charity's work.

The Board are grateful for the support from these organisations without which the Charity would not have advanced.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2020**

Financial review

The Charity had a successful second year of operation despite the disruption caused by the COVID-19 pandemic. During the year the Charity has made substantial progress in the development of readily accessible training resources for parents, teachers and employers. Key to the success of this programme has been the monies provided by Microsoft and the Oak Foundation to fund specific elements of the work for the year ending 30 September 2020.

The second Global Summit took place in late 2019 and the Board wish to thank the sponsors who collectively provided £77,500 (2019: £80,100) towards the costs of the production. The total cost of the 2019 Global Summit was a little over £111,000.

The Board also wish to thank the wider network of supporters who collectively donated funds of £156,578 to support the charity in its work to help the world properly understand, value and support dyslexia.

The charity achieved a surplus for the year of £127,478 (2019: £96,294).

Volunteers

The Board wish to express their appreciation to those who have provided administration support to the Charity on a voluntary basis.

Due to the flexible nature of the hours worked and the tasks performed the Board consider that the value of the support provided by the volunteers cannot be measured reliably.

The Charity's accounts do not therefore reflect a value for donated administration services.

Donated Services

The Board also wish to express their appreciation to a number of organisations who have provided much valued pro bono services to help the charity develop its online presence and in the form of legal and professional services.

In accordance with the guidance provided in the Charities SORP (FRS 102) the Board have considered the extent and nature of the pro bono services and measured the value of these services to the charity at £42,000. This sum is reported as an unrestricted donation as set out in Note 3 with corresponding entries reported within Note 5 - Charitable Activities and Note 6 - Support Costs as appropriate.

Reserves Policy

Following a surplus in the year of £127,478 (2019 - £96,294), the Charity are pleased to show a reserves position of £223,772 (2019 - £96,294) at 30 September 2020.

Of the above reserves at 30 September 2020, none of the balance is made up of restricted funds (2019: £86,547)

The Board are grateful to those organisation who have provided funds to support the Charity's work in the year.

The Board are minded to establish a level of unrestricted funds (which have not been designated for specific use) equivalent to between three and six months of core administration expenditure calculated to be in the region of £35,000 to £55,000. The Board consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the current activities while consideration is given to ways in which additional funds may be raised.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 SEPTEMBER 2020**

Risk Management

The Board are in the process of building on the original risk evaluation to include the development of a register of significant risks that the organisation is, or could potentially be exposed to. Key to this will be a risk assessment process coupled with practical operational mitigation procedures.

COVID-19 Pandemic

As with many organisations, the impact of the measures necessary to combat the spread of the COVID-19 virus has impacted on the Charity's activities.

The prime concern of the Board is rightly focused on the wellbeing and health of all those who work with the charity and its beneficiaries.

In complying with the guidance provided by the Government, the Charity has been working with its supporters to make greater use of interactive capabilities as part of the ongoing work to development online resources and aids for teachers.

In the light of this the Board are confident that Made by Dyslexia will be able to continue to develop and expend its services to its beneficiaries during this period of uncertainty.

Structure, governance and management

The Charity is a company limited by guarantee, incorporated on 4th February 2015 and was registered with the Charity Commission on 9 October 2018.

Prior to achieving Charity Commission registration the charity carried out its day to day operation as part of the restricted funds of the Helen Arkell Dyslexia Charity (Charity registration number 1064646). The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

The Board of Trustees are responsible for the overall governance of the Charity and aim to meet as a Board at least twice a year.

The Trustees who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Lord E M Davies

Mrs C M S Douglass

Mr R D Rudd

The number of Trustees shall not be less than three.

None of the Trustees have any beneficial interest in the company. Expenses incurred by the Trustees in the performance of their duties are reimbursed when requested.

All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The Board of Trustees administer the Charity. In doing so the Trustees have delegated the day to day administration of the Charity to Kate Griggs as Chief Executive Officer.

The Board receive regular reports on the progress of projects in hand and meet (formally as noted above or more regularly via telephone / virtual meetings) to discuss progress, future projects and to approve current and future expenditure and the funding thereof.

MADE BY DYSLEXIA

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 30 SEPTEMBER 2020*

The Board wish to express their gratitude to Kate Griggs for her tireless work for the charity over the course of the year in her role as CEO. The Board further acknowledge the number of hours that Kate has invested in the Charity to support its work many of which have been in an administration role. The work that Kate has undertaken in the hosting of the Global Summit and the development of the charitable projects (for which she provides consultancy services at market rates) is set out in note 17. During the year Kate ceased her consulting work and was employed by the Charity.

The Trustees' report was approved by the Board of Trustees.



.....
Mr R D Rudd

Dated: 28 June 2021
.....

MADE BY DYSLEXIA

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MADE BY DYSLEXIA

I report to the Trustees on my examination of the financial statements of Made by Dyslexia (the Charity) for the year ended 30 September 2020.

Responsibilities and basis of report

As the Trustees of the Charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (2006 Act).

Having satisfied myself that the financial statements of the Charity 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 the Charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Charity'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 Institute of Chartered Accountants in England and Wales, 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 that in any material respect:

- 1 accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements 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 financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



C Paul Potter FCA

Chartered Accountant - ICAEW
Humphrey & Co
7-9 The Avenue
Eastbourne
East Sussex
BN21 3YA

Dated: 28 June 2021

MADE BY DYSLEXIA

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 SEPTEMBER 2020

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
	Notes						
<u>Income and endowments from:</u>							
Donations and legacies	3	61,078	137,500	198,578	195,272	187,500	382,772
Charitable activities	4	18,405	-	18,405	-	-	-
Other trading activities	5	377,500	-	377,500	100,485	-	100,485
Other income	6	4,910	-	4,910	-	-	-
Total income		461,893	137,500	599,393	295,757	187,500	483,257
<u>Expenditure on:</u>							
Charitable activities	7	247,586	224,329	471,915	283,328	103,635	386,963
Net incoming/ (outgoing) resources before transfers		214,307	(86,829)	127,478	12,429	83,865	96,294
Gross transfers between funds		(282)	282	-	(2,682)	2,682	-
Net income/(expenditure) for the year/ Net movement in funds		214,025	(86,547)	127,478	9,747	86,547	96,294
Fund balances at 1 October 2019		9,747	86,547	96,294	-	-	-
Fund balances at 30 September 2020		223,772	-	223,772	9,747	86,547	96,294

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

MADE BY DYSLEXIA

BALANCE SHEET

AS AT 30 SEPTEMBER 2020

	Notes	2020 £	£	2019 £	£
Fixed assets					
Tangible assets	11		839		649
Current assets					
Debtors	12	9,209		21,047	
Cash at bank and in hand		320,379		199,001	
		<u>329,588</u>		<u>220,048</u>	
Creditors: amounts falling due within one year	13	<u>(106,655)</u>		<u>(124,403)</u>	
Net current assets			222,933		95,645
Total assets less current liabilities			<u>223,772</u>		<u>96,294</u>
Income funds					
Restricted funds	15		-		86,547
Unrestricted funds			223,772		9,747
			<u>223,772</u>		<u>96,294</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 September 2020.

The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 28 June 2021.



.....
Mr R D Rudd
Trustee

Company Registration No. 09421138

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2020

1 Accounting policies

Charity information

Made by Dyslexia is a private company limited by guarantee incorporated in England and Wales. The registered office is 10 Norwich Street, London, EC4A 1BD.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

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 £.

The financial statements have been prepared under the historical cost convention.

The principal accounting policies adopted are set out below.

1.2 Going concern

The Charity has considered the impact of the measures introduced to combat the spread of the COVID-19 and how this may impact the ongoing delivery of the charitable objectives. With the ongoing support of its funders the charity is focusing on the delivery of its charitable objectives through an online teaching and resource platform. In the light of the action taken the Charity expects to be able to maintain core services by the innovative use of technology over the course of the COVID-19 pandemic. Accordingly, at the time of approving the Charity financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services are measured and included in the accounts on the basis of the value of the gift to the charity.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 SEPTEMBER 2020

1 Accounting policies

(Continued)

1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	2 year straight line
-----------	----------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2020

1 Accounting policies

(Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Board may be required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2020 £	2020 £	2020 £	2019 £	2019 £	2019 £
Donations and gifts	19,078	137,500	156,578	45,272	187,500	232,772
Donated services	42,000	-	42,000	150,000	-	150,000
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

4 Charitable activities

	2020 £	2019 £
Ticket sales	18,405	-
	<u> </u>	<u> </u>

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2020

5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2020 £	2019 £
Sponsorship of Global Summit	77,500	100,485
Sponsorship of Marketing Campaign	300,000	-
Other trading activities	377,500	100,485

6 Other income

	Unrestricted funds	Total
	2020 £	2019 £
Employment Allowance from HMRC	4,910	-

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2020

7 Charitable activities

	Raising Awareness and Development of training resources	Raising Awareness	Development of training resources	Total
	2020 £	2019 £	2019 £	2019 £
Staff costs	52,297	-	-	-
Production of online content	211,192	8,411	69,817	78,228
Develop online content	13,127	12,000	30,000	42,000
Hire of venue and facilities	17,400	-	1,683	1,683
Consultancy	-	1,600	-	1,600
Hosting of global conference	93,679	161,113	-	161,113
Research work	10,000	-	-	-
Travel and accommodation	17,399	-	2,135	2,135
	<u>415,094</u>	<u>183,124</u>	<u>103,635</u>	<u>286,759</u>
Share of support costs (see note 8)	42,921	40,742	23,057	63,799
Share of governance costs (see note 8)	13,900	23,248	13,157	36,405
	<u>471,915</u>	<u>247,114</u>	<u>139,849</u>	<u>386,963</u>
Analysis by fund				
Unrestricted funds	247,586	247,114	36,214	283,328
Restricted funds	224,329	-	103,635	103,635
	<u>471,915</u>	<u>247,114</u>	<u>139,849</u>	<u>386,963</u>

Due to the ongoing overlap and integration between the 'Development of training resources' and 'Raising Awareness' activities the Board have decided that from 1 October 2019 the Charitable Activities should be merged to accurately reflect the day to day carrying out of the Charity's objectives within the Financial Statements.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2020

8 Support costs

	Support costs £	Governance costs £	2020 £	Support costs £	Governance costs £	2019 £
Staff costs	5,811	-	5,811	-	-	-
Depreciation	1,489	-	1,489	650	-	650
Event and training costs	-	-	-	4,000	-	4,000
General office costs	4,690	-	4,690	4,188	-	4,188
Travel, subsistence and accommodation	120	-	120	4,026	-	4,026
Website costs	1,229	-	1,229	-	-	-
Insurance	778	-	778	-	-	-
Advertising in support of charitable activities	19,874	-	19,874	50,935	-	50,935
Copyright costs	8,930	-	8,930	-	-	-
Independent Examination fees	-	2,100	2,100	-	1,980	1,980
Bookkeeping and accountancy	-	7,014	7,014	-	6,420	6,420
Legal and professional	-	4,661	4,661	-	27,923	27,923
Companies House fees	-	13	13	-	13	13
Bank charges	-	112	112	-	69	69
	<u>42,921</u>	<u>13,900</u>	<u>56,821</u>	<u>63,799</u>	<u>36,405</u>	<u>100,204</u>
Analysed between						
Charitable activities	<u>42,921</u>	<u>13,900</u>	<u>56,821</u>	<u>63,799</u>	<u>36,405</u>	<u>100,204</u>

Where possible support and governance costs are allocated directly to the relevant charitable activity. Remaining costs are allocated on the basis of the ratio of resources expended (inclusive of capital costs) between the charitable activities.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2020

9 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

10 Employees

The average monthly number of employees during the year was:

	2020 Number	2019 Number
	1	-
	<u>1</u>	<u>-</u>
Employment costs	2020	2019
	£	£
Wages and salaries	51,250	-
Social security costs	5,663	-
Other pension costs	1,195	-
	<u>58,108</u>	<u>-</u>
	<u>58,108</u>	<u>-</u>

From January 2020 one member of staff was employed by the Charity. Kate Griggs (the CEO of the charity) became employed from May 2020. At the year end two members of staff were employed by the Charity.

11 Tangible fixed assets

	Computers £
Cost	
At 1 October 2019	1,299
Additions	1,679
	<u>2,978</u>
At 30 September 2020	<u>2,978</u>
Depreciation and impairment	
At 1 October 2019	650
Depreciation charged in the year	1,489
	<u>2,139</u>
At 30 September 2020	<u>2,139</u>
Carrying amount	
At 30 September 2020	839
	<u>839</u>
At 30 September 2019	<u>649</u>

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2020

12 Debtors

	2020 £	2019 £
Amounts falling due within one year:		
Trade debtors	-	3,001
Other debtors	9,209	151
Prepayments and accrued income	-	17,895
	<u>9,209</u>	<u>21,047</u>

13 Creditors: amounts falling due within one year

	Notes	2020 £	2019 £
Other taxation and social security		1,554	-
Deferred income	14	-	84,955
Trade creditors		10,001	2,617
Other creditors		499	-
Accruals		94,601	36,831
		<u>106,655</u>	<u>124,403</u>

14 Deferred income

	2020 £	2019 £
Other deferred income	-	84,955
	<u>-</u>	<u>84,955</u>

Deferred income in 2019 represented sponsorship and advanced ticket sales for the 2019 MBD Global Summit which took place in October 2019.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2020

15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds				
	Balance at 1 October 2018	Incoming resources	Resources expended	Transfers	Balance at 1 October 2019	Incoming resources	Resources expended	Transfers	Balance at 30 September 2020
	£	£	£	£	£	£	£	£	£
Development of teacher training resources and films	-	50,000	(52,682)	2,682	-	-	-	-	-
Advanced Dyslexia Modules for Teachers	-	137,500	(50,953)	-	86,547	137,500	(224,329)	282	-
	<u>-</u>	<u>187,500</u>	<u>(103,635)</u>	<u>2,682</u>	<u>86,547</u>	<u>137,500</u>	<u>(224,329)</u>	<u>282</u>	<u>-</u>

Advanced Dyslexia modules for teachers

To build on the development of teacher training resources the charity launched the production of advanced modules for teachers. This project is in keeping with the Charity's ambition to provide high quality training resources to teachers via an online platform to reach a world wide audience.

The charity wishes to acknowledge with appreciation the support provided by the J J Charitable Trust and the Oak Foundation for their financial support of these projects.

MADE BY DYSLEXIA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2020

16 Analysis of net assets between funds

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Fund balances at 30 September 2020 are represented by:						
Tangible assets	839	-	839	649	-	649
Current assets/ (liabilities)	222,933	-	222,933	9,098	86,547	95,645
	<u>223,772</u>	<u>-</u>	<u>223,772</u>	<u>9,747</u>	<u>86,547</u>	<u>96,294</u>

17 Related party transactions

Transactions with related parties

During the year the Charity entered into the following transactions with related parties:

Consulting Fees

Over the course of the year fees and expenses for the professional services of Kate Griggs (CEO of the Charity) totalling £7,607 (2019 - £44,300) were payable.

At the year end no monies were outstanding to Kate Griggs for Consulting Fees (2019 - £15,000).

Following the start of Kate Griggs' employment with the Charity in May 2020 no further Consulting Fees were raised. A small amount of expenses incurred on behalf of the charity were repaid to Kate which are included in the figures above.

Services provided to the Charity

Innovision Events Limited has provided a number of services to the Charity inclusive of the production of the 2019 Global Summit and teacher training films; the value of these services is £206,638 (2019 - £233,000). This figure is inclusive of services provided on a pro bono basis as valued by the Board at £10,000 (2019 - £80,000).

Claudia Douglass, one of the Trustees, is a director of Innovision Events Limited.