

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

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

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# MADE BY DYSLEXIA

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# **MADE BY DYSLEXIA**

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

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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

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### 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](http://madebydyslexia.org).
- We redeveloped and launched the website: [madebydyslexia.org](http://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**

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### **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**

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### **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**

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### **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**

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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

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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				
<b><u>Income and endowments from:</u></b>					
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
<b>Total income</b>		<u>251,088</u>	<u>461,893</u>	<u>137,500</u>	<u>599,393</u>
<b><u>Expenditure on:</u></b>					
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	-
<b>Net (expenditure)/income for the year/ Net movement in funds</b>		(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>
<b>Fund balances at 30 September 2021</b>		<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 £	£
<b>Fixed assets</b>					
Tangible assets	11		-		839
<b>Current assets</b>					
Debtors	12	-		9,209	
Cash at bank and in hand		111,411		320,379	
		<u>111,411</u>		<u>329,588</u>	
<b>Creditors: amounts falling due within one year</b>	13	(46,459)		(106,655)	
Net current assets			64,952		222,933
<b>Total assets less current liabilities</b>			<u>64,952</u>		<u>223,772</u>
<b>Income funds</b>					
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

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### 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**

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**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
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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.

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

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### 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

#### 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

### 5 Other charitable income

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



# MADE BY DYSLEXIA

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

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### 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

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

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	-
	<hr/>	<hr/>

# MADE BY DYSLEXIA

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

### 11 Tangible fixed assets

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

### 12 Debtors

	2021 £	2020 £
<b>Amounts falling due within one year:</b>		
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

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### 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.