

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;

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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.

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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	2024
	£	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

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	3,109	979,804	(742,543)	240,370
Total unrestricted funds	3,109	979,804	(742,543)	240,370
Total funds	3,109	979,804	(742,543)	240,370

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	-	39,797	(39,797)	-
Total restricted funds	-	39,797	(39,797)	-
Unrestricted funds				
General funds	127,779	1,421,197	(1,545,867)	3,109
Total unrestricted funds	127,779	1,421,197	(1,545,867)	3,109
Total funds	127,779	1,460,994	(1,585,664)	3,109

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.