



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 07/04/2020
Period end date

Period start date To 06/04/2021

Charity name: Brainbook

Charity registration number: 1181711

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	Brainbook aims to promote high quality neurosurgical resources for patients, healthcare professionals and medical students that are easily accessible on social media and the web. These resources are to help alleviate patient anxiety about neurosurgical disease and operations, as well as provide educational content for students.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Brainbook's output on YouTube of videos created for patient information and also for student information has increased during this tax year. We have also opened an online shop in order to help raise funds for the charity. Educational courses were created for students and junior doctors aimed at promoting neurosurgical education.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have confirmed that they have read the guidance and act accordingly.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
	Para 1.38	

Policy on social investment including program related investment		
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>Building on the foundations from the last year, we have increased our presence within the medical and neurosurgical community by producing more resources on the website and social media channels. We have also created flyers and banners to distribute at hospitals to signpost patients towards our resources, or if they wish to donate.</p> <p>We have continued with our education project and have been creating files for a project called "Brainbook Academy", which will be a low cost resource for medical students and will provide high quality, trusted and vetted teaching materials to match the medical school curriculum on neuroscience and neurosurgery. This will be launched in the future.</p> <p>The sponsorship team this year have been liaising closely with the neurosurgical department at The Royal London Hospital, as well as taking on board suggestions from a patient focus group, to write a grant for specialist equipment for the neurosurgical department. Unfortunately we were unsuccessful on this application, however this has encouraged patients to spontaneously create</p>

		fundraising events for us. We began the process of creating a comic for children undergoing brain surgery for epilepsy - this project is still ongoing.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	£3141 in unrestricted funds, £4135 in restricted funds
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves of £500 shall be held for the purpose of maintaining core costs of the Brainbook website and shop which are the main regular expenditure.
Amount of reserves held	Para 1.22	£500
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	No deficit
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	Since the previous tax year we have increased our YouTube output, which in turn has increased our regular income from this. However as the trustees who produce the videos also work as doctors full time, it is beginning to become more difficult to create video content.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Monetary grants from medical subspecialty committees. YouTube
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	CIO - Foundation Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Nomination of new trustee can be made by any existing trustee, following which a meeting will be held to discuss the nomination. If agreement is unanimous the nominated trustee will be contacted to assess interest, following which an interview will be performed to determine suitability for role.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	<p>The trustees oversee the overall handling of the charity as well as give final say/approval over projects. Sub-committees exist with relevant committee leads, which are as follows:</p> <ul style="list-style-type: none"> • Creative/Social Media department: Responsible for creation of graphics, images and posts for upload to YouTube/Instagram/Twitter/W ebsite • Editorial: Responsible for creation of scripts for videos and assisting Creative department for content creation • Ambassador: Responsible for overseeing the "Brainbook Ambassadors", who are medical student representatives of different universities that help promote the charity and share information about the latest neurosurgical research

		<p>and progresses</p> <ul style="list-style-type: none"> • Education: Responsible for creation of educational resources for students, including the Case Based Discussions that have been published on Twitter • Research: Responsible for conducting research for peer-reviewed journals on topics in line with our charitable objectives. • Sponsorship: This team will work closely with the treasurer to help research, design and write fundraising/grant applications • Newsletter: Responsible for creating and distributing the monthly Newsletter
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Brainbook
Other name the charity uses	
Registered charity number	1181711
Charity's principal address	Brainbook 86 - 90 Paul Street London EC2A 4NE

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Christopher Uff		2019 - Present	
2	Alex Alamri		2019 - Present	
3	Hira Rana		2019 - 2020	
4	Priya Rogers		2019 - 2020	
5				
6				
7				
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15				
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17				
18				
19				
20				

Corporate trustees - names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information


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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

	
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Full name(s)

Bahger Alexander Alamri	
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Position (eg
Secretary, Chair, etc)

Secretary	
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Date

19/12/2020



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
Brainbook

No (if any)
1181711

CC16a

Receipts and payments accounts

For the period from	Period start date 01/04/2020	To	Period end date 31/03/2021
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations		2,709	-	2,709	-
Youtube income	4,196	-	-	4,196	-
Shop income	639	-	-	639	-
Course income	2,072	-	-	2,072	-
Sponsorship/Grants		13,350	-	13,350	-
Equipment refund	34	-	-	34	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	6,941	16,059	-	23,000	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	6,941	16,059	-	23,000	-
A3 Payments					
Camera/editing equipment		3,150	-	3,150	-
Course refunds	350			350	
Course expenses	1,105			1,105	-
Website	1,304	-	-	1,304	-
Scheduling software	189	-	-	189	-
Editing software		505	-	505	-
Video editor		1,675	-	1,675	-
Flyers	67			67	
Printful fees	465			465	
Art commission		6,594	-	6,594	-
Fundraising regulator	50			50	
Admin costs	270	-	-	270	-
Sub total	3,800	11,924	-	15,724	-
A4 Asset and investment purchases. (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	3,800	11,924	-	15,724	-
Net of receipts/(payments)	3,141	4,135	-	7,276	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	3,141	4,135	-	7,276	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Turnover	3,141	3,635	-
	Reserves	-	500	-
		-	-	-
	Total cash funds	3,141	4,135	-
	(agree balances with receipts and payments account(s))	OK	OK	OK


	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Camera equipment	Unrestricted	-	-
	Lighting equipment	Unrestricted	-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Gwenllian Evans	04/02/2022