

# ALIKE

England & Wales · Charity number 1181848

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2019-02-04

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

## Contact

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**Address** Alike  
Soho Works  
180 Strand  
London  
WC2R 1EA

**Phone** 02078460129

**Email** [info@alike.org.uk](mailto:info@alike.org.uk)

**Website** [www.alike.org.uk](http://www.alike.org.uk)

## Activities

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**Objects:** THE OBJECTS OF THE CHARITY ARE:TO RELIEVE THOSE IN NEED BY REASON OF ILL-HEALTH BY DEVELOPING AND FACILITATING PEER SUPPORT SERVICES FOR YOUNG PEOPLE DIAGNOSED WITH CANCER AND OTHER SERIOUS ILLNESSES AND THEIR FAMILIES AND FRIENDS, IN PARTICULAR (BUT NOT LIMITED TO) BY:(A) DEVELOPING AND MAKING AVAILABLE A DIGITAL APPLICATION TO CONNECT THOSE IN NEED WITH EACH OTHER; AND(B) FACILITATING FACE-TO-FACE PEER SUPPORT GROUPS FOR THOSE IN NEED.

**Activities:** Alike is a game-changing charity created to combat the loneliness and isolation caused by cancer. As an innovative and transformative not-for-profit, we aim to utilise and harness digital technology to achieve our mission.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** Disability
- **Who:** Children/young People, People With Disabilities, Other Defined Groups

## Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£183,780	£256,285	-	-
2024-03-31	£212,381	£127,266	-	-
2023-03-31	£103,541	£85,636	-	-
2022-03-31	£90,334	£82,087	-	-
2021-03-31	£53,941	£66,561	-	-

## Trustees

Name	Role	Appointed
<b>Dr James Malcolm Parker</b>	Chair	2019-02-04
Caroline Millin-Brawn		2024-08-21
Christopher Clark		2023-11-01
Eshita Kabra		2024-08-21
Naomi Rhodes		2024-08-21
Rachel Alexandra Priest		2019-02-04

**ALIKE**

England & Wales - Charity number 1181848

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# Accounts

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alike

# Annual Report and Accounts

Reporting Year 2024/2025

Charity Number: 1181848



## Table of Contents

1	Mission	—	2
2	Alike's History	—	2
3	Chair's Statement	—	3
4	Founder's Statement	—	4
5	Objectives and Activities	—	5
6	Summary of Activities	—	5-7
7	Financial Review	—	8
8	Independent Examiner's Report	—	9
9	Receipts and Payment Accounts	—	10-13
10	Governance	—	14
11	Approval	—	15



## Mission Statement

Aliké's mission is simple: to take the loneliness out of cancer. We exist to help people impacted by cancer find community and belonging through digital spaces shaped by them, not just for them. Since the day our name was said out loud, we've been committed to shaping a world where loneliness isn't just another side effect of cancer.

## Aliké's History

Aliké is a digital charity built by and for people living with or beyond cancer. We run the Aliké app, a free platform on iOS and Android, where anyone (18+) with a cancer diagnosis can connect with people who understand what cancer actually feels like.

Aliké is rooted in being lived experience-led. It was created by a two-time cancer survivor during his own treatment, and today 80% of our team, including our Board of Trustees, have lived experience of cancer, either personally or caring for someone close to them.

But lived experience isn't just a project or a work-stream, it's an ethos. It shapes everything we do. We chat, plan, and design alongside the people who use Aliké. We don't claim to have all the answers, so we listen closely to voices from across the cancer community, especially those whose experiences are compounded by aspects of their identity.

Our story, purpose, and values matter deeply to us, which is why the community always comes first. It means everything we do reflects what people genuinely need, and what it's like to live with cancer in 2025 and beyond.

In some ways, we work like a tech startup: agile, iterative, and comfortable with taking risks. But we've also worked hard to build the structure that lets us do things properly, and to nurture meaningful partnerships that accelerate our progress. We launched our platform in 2021, and since then we've been building, testing, learning, and evolving, always with our community, and always with the ambition to do things differently.

We're not just connecting people. We're helping them feel more visible, more understood, and more like themselves. We're working towards a digital community that provides real, authentic peer support, any time, any place, any stage.





## A Message From Our Chair...

Last year, I wrote that Alike was poised for an ambitious year ahead. In 2024/25, we made meaningful progress towards that ambition, strengthening the foundations of the charity and taking important steps forward in how we build, govern, and grow.

With funding from Macmillan Cancer Support, we brought in our first in-house engineering capacity and delivered a significant phase of platform development. This was Alike's first major development cycle since our initial launch, and it marked a significant step forward in our ability to deliver, learn, and evolve in real time. It gave us the opportunity to test our direction, respond to feedback, and better understand what it takes to grow a digital community with care.



We also strengthened our governance, welcoming two new trustees with deep expertise in technology, product, and trust and safety. Their appointment reflects the kind of organisation Alike is becoming: one that is community-led and deeply human, while also serious about safeguarding, oversight, and long-term delivery.

This year also brought valuable learning. The February relaunch marked a milestone, but it did not achieve the reach or momentum we had hoped for during the reporting period. Alongside the rising cost of maintaining the platform in its native build, this prompted honest reflection between the Board and senior staff. As Trustees, we supported a more deliberate approach, moving Alike from assumption-led development towards a clearer, needs-led strategy, with sustainability and reach built in from the start.

Alike continues to mature as an organisation. It remains warm, ambitious, and lived experience-led, while also becoming more focused and intentional in how it operates. The work ahead is significant, but the direction is clear, and the commitment of our Founder and growing team gives me great confidence in what comes next.



## A Message From Our Founder...

In my progress statement last year, I shared a piece of advice that stayed with me: “This is a year for maintenance, not for growth.” At the time, it felt like permission to steady ourselves through a difficult economic climate and focus on keeping Alike fit for purpose.

What 2024/25 reminded me of is that some of the most important growth happens quietly. It happens when you invest in foundations, even when the work isn't immediately visible. This year, we grew our team and strengthened our governance, bringing more product and engineering capacity in-house. We deepened partnerships across the cancer community, and we delivered an important phase of platform development, culminating in a February relaunch.



That relaunch was an inflection point. The improvements were well received, but it also surfaced some uncomfortable truths. We didn't achieve the reach or momentum we had expected during the reporting period, and rising maintenance costs added further pressure. As the person responsible for delivery, I couldn't justify scaling something that wasn't sustainable long-term.

I'm proud that we didn't ignore those early warning signs. Together with our Board and team, we made the decision to pause, reflect, and take a more considered approach to what came next. That is what building responsibly looks like, and it's what our community deserves. Even as we focused heavily behind the scenes, our community continued to grow and engage. I'm grateful to our supporters, partners, and community for trusting our judgement and backing our commitment to do this properly.

The year ahead will build on what we've learned, with more clarity, more focus, and the same determination to help shape a world where loneliness isn't just another side effect of cancer.



## Objectives and Activities

2024/25 was a year of significant growth for Alike. We doubled our staff base, increased our in-house capacity across product and engineering, strengthened governance, and took major steps towards building a platform that could scale sustainably.

Just as importantly, it was a year where we learned quickly and honestly, using real-world insight to shape our decisions and refine our direction.

Our work throughout the year focused on strengthening the foundations of the charity and the app, so that Alike could grow in a way that is safe, community-led, and built to last. That meant investing in the people, systems, and partnerships that allow us to build thoughtfully, not just quickly.

During 2024/25, our key activities included:

- Growing our internal capacity by bringing product and engineering expertise in-house
- Strengthening governance through strategic trustee recruitment
- Improving the management and sustainability of our platform through technical development
- Deepening partnerships with Macmillan Cancer Support, and community organisations
- Engaging with our community through user testing and activation events to ensure Alike continues to reflect real needs

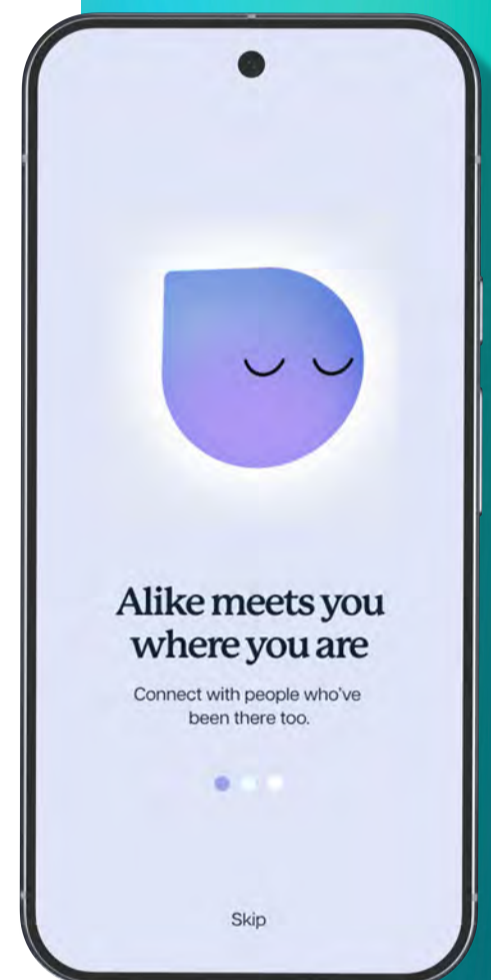
## Summary of Activities

### July 2024: Strengthening product direction through user insight

In July, we hired our Product Owner to strengthen the strategic direction of the Alike app. As part of this work, we partnered with Reason Digital to map user needs and validate our assumptions. This ensured our product decisions were grounded in real insight. This was an important step in Alike's growth. As we moved from early-stage momentum into long-term delivery, we knew we needed stronger foundations: clearer priorities for our app development, a more sustainable technical roadmap, and a deeper understanding of what people genuinely want from a digital cancer community.

### September 2024: Building engineering capacity in-house

In September, through our funded partnership with Macmillan Cancer Support, we recruited our React Native Engineer. This marked a significant milestone for Alike, bringing engineering expertise in-house so we could build and improve the platform more effectively and with greater consistency across iOS and Android.





For a small charity with ambitious goals, we needed to stop outsourcing development. Hiring in-house talent and capacity gave us the ability to improve the platform consistently and build in a way that supports sustainable growth.

### Strengthening governance: recruiting trustees for the next stage

During the year, we also strengthened our governance by recruiting new trustees with skills aligned to our next phase of development. We welcomed Eshita Kabra, Founder and CEO of By Rotation, who brought expertise in building digital communities and product development, and Caz Millin-Brawn, a trust and safety leader with experience at TikTok, Instagram, and Meta, who strengthened our safeguarding and policy frameworks.

As Alike grows, governance becomes even more important. These appointments helped ensure we had the right oversight, challenge, and expertise to support our team, protect our community, and make long-term decisions with confidence.

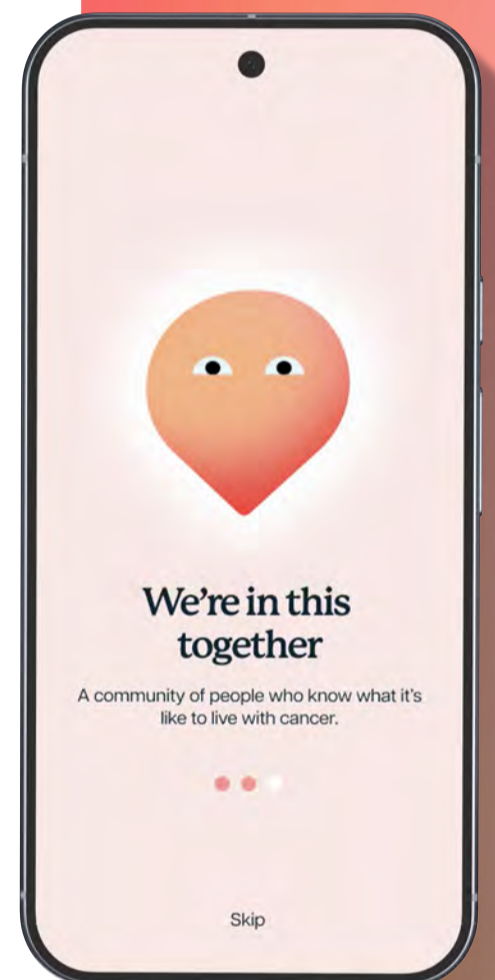
### January 2025: Community Activation Day

In January, we hosted a Community Activation Day, bringing together community members, partners, and trusted voices from across the cancer space. The day created space for early feedback, honest reflection, and real-world insight into what people want from Alike now, not what they needed three years ago. It was also a reminder of something we never want to lose sight of: Alike exists because people need a space that feels safe, real, and human. The conversations we had reinforced the importance of building slowly and deliberately, and the event helped accelerate specific user testing and refinement in the weeks that followed.

### February 2025: V2 Release

We chose to release Version 2 the app on World Cancer Day (February 4th) because, historically, it has been a strong opportunity for visibility and engagement. However, this time we struggled to cut through the noise. On a day when every cancer charity is competing for attention, we didn't have the in-house marketing and communications capacity to be as responsive and proactive as we needed to be. This was a valuable lesson. Moving forward, we'll avoid major feature launches on World Cancer Day, opting instead for quieter moments in the calendar where we can maximise meaningful engagement. World Cancer Day will remain important to Alike, but our focus will shift towards co-producing content with strategic partners, raising awareness and sharing audiences through collaborative marketing rather than publishing unilaterally.

The release marked an important milestone, but it also highlighted key challenges. Despite the improvements made to the platform, we did not have the marketing capacity needed to achieve the level of visibility and engagement we had hoped for during the reporting period, and the native build was becoming increasingly expensive to maintain.





This prompted a period of honest reflection between our Founder, team, and Board, and shaped a more intentional plan for what came next, based on what we learned.

### End of year: Laying the groundwork for our next phase

As the financial year came to a close, based on what we had learned, we made the deliberate decision to pause, evaluate, and refine our direction. This early work marked the start of Alike's next chapter, including the foundations of a refreshed brand and the first steps towards a single, scalable codebase. For Alike, this was not a setback. It was part of building responsibly. We believe our community deserves a platform that is built for the long term, and our supporters value our willingness to be honest, take feedback seriously, and make the right calls, even when that means slowing down to do things properly.

### Plan for the next 12 months

Over the next 12 months, our focus is on turning the learning and foundations from 2024/25 into stronger delivery and sustainable growth. This includes:

Executing our rebrand and launching a new website: We will roll out our refreshed brand identity and launch an updated website that brings consistency across everything we do. The website will act as a central hub for Alike, supporting community growth, donations, and partnership opportunities.

Building the next phase of the Alike app: We will continue developing the platform with a stronger technical foundation, improved safeguarding, engaging features, and a more streamlined user experience. Our goal is to create a digital space that is safe, intuitive, and designed to support real connection at every stage of cancer.

Growing reach through partnerships, communications and campaigns: We will deepen our collaborations and implement both digital marketing initiatives and on-the-ground campaigns to connect with more people living with cancer. This will include:

- Stronger and more consistent presence of Alike on social media
- Podcast appearances by our Founder to share Alike's story and mission
- Strategic PR campaigns aimed at building awareness and driving user growth
- Collaborations with influencers and advocates within the cancer and healthcare community
- Partner-led activations to reach people in trusted, relevant spaces

This next year will build on what we couldn't fully deliver in 2024/25, not because the ambition wasn't there, but because we were still building the internal capacity needed to do it properly.





# Financial Review

## End of Year Cash Position

For the year ended 31<sup>st</sup> March 2025, Alike had total receipts of £183,780 and made payments of £256,285, resulting in net receipts of -£72,505. This gives total funds of £50,265 at year end to be carried forward, comprising £40,865 in restricted funding (to be spent in 2025/26 towards salaries) and £9,400 in unrestricted cash funds.

Following discussions and reflection on Charity Commission guidance regarding charitable reserves, the trustees adopted a revised reserves policy in 2025/26 of maintaining unrestricted reserves equivalent to four months of average monthly unrestricted expenditure. This provides sufficient time to adjust operations, secure alternative funding, or wind down activities in an orderly manner if required.

Based on our projected unrestricted expenditure for 2025/26 of £45,000, our reserves target was set at £15,000 (representing four months' cover of £3,750 per month). Our unrestricted reserves of £9,400 at 31 March 2025 therefore fell short of this target by £5,600.

Unrestricted expenditure includes insurance, legal and professional fees, office costs, communications and marketing, administrative software, bank fees, HR costs, and travel expenses. Salaries and programme costs covered by restricted grants are excluded from this calculation.

The trustees recognise that this shortfall reflects the challenging and highly competitive fundraising landscape for unrestricted funding. While we have been successful in securing restricted grants for core programme delivery and salaries, unrestricted income remains more difficult to source.

When reserves fall below the target level, the policy requires the Board to be notified immediately, review expenditure for potential savings, accelerate unrestricted fundraising efforts, and develop a reserves recovery plan with timeline. The trustees prioritised building unrestricted reserves during 2025/26 through targeted fundraising efforts whilst continuing to deliver our charitable objectives. Should reserves need to be deployed during a financial shortfall, this would trigger a review of operations and consideration of whether operational changes are required to ensure financial sustainability.

The reserves position is monitored monthly and reported quarterly to the Board, allowing for early identification of any concerns. We continue to manage our restricted funding carefully, aligning staff contracts with funding periods to minimise redundancy risk.

# Independent Examiner's Report

I report to the trustees on my examination of the accounts of ALIKE for the year ended 31<sup>st</sup> March 2025.

## 1. Responsibilities and basis of the report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act"). I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable directions given by the Charity Commission under section 145(5)(b) of the Act. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from the trustees concerning any such matters.

## 2. Independent Examiner's Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- a) accounting records were not kept in accordance with section 130 of the Act or;
- b) the accounts do not accord with the accounting records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:



Nicole Gray  
NG Community Accounting Services  
Jubilee House, Lincoln Road  
Doddington, Lincoln  
LN6 4RS

26th January 2026



# Receipts and Payment Accounts

Accounts for the year ended 31<sup>st</sup> March 2025.

Receipts	Unrestricted Funds (£)	Restricted Funds (£)	Total 24/25 (£)	Total 23/24 (£)
Major Donors	-	115,000	<b>115,000</b>	115,000
Macmillan Cancer Support	-	40,000	<b>40,000</b>	-
Queen's Commonwealth Trust	-	-	-	20,000
Z Zurich Foundation	-	-	-	-
The Postcode Lottery Fund	-	-	-	25,000
The National Lottery Community Fund	-	-	-	9,500
Blackbaud	-	-	-	4,947
Roche	-	-	-	-
Other	30	-	<b>30</b>	9,183
Gift Aid	28,750	-	<b>28,750</b>	28,750
<b>Total Receipts</b>	<b>28,780</b>	<b>155,000</b>	<b>183,780</b>	<b>212,381</b>
<b>Payments</b>				
Service Development	-	-	-	3,892
App Development	580	16,620	<b>17,200</b>	-
Marketing and Communications	9,537	7,472	<b>17,009</b>	813
Raising Funds	756	-	<b>756</b>	174
Salaries and Wages	-	170,090	<b>170,090</b>	89,218
Freelance and Contractor Costs	9,019	-	<b>9,019</b>	9,392
Legal and Professional Costs	7,912	-	<b>7,912</b>	2,862
Independent Examination	385	-	<b>385</b>	1,136
Software Costs	7,131	-	<b>7,131</b>	5,742
Office Costs	4,648	2,798	<b>7,447</b>	7,634
Equipment	1,897	2,498	<b>4,395</b>	-
Printing and Stationary	237	-	<b>237</b>	-
Telephone and Internet	1,258	-	<b>1,258</b>	-
Travel, Accommodation & Subsidence	6,194	-	<b>6,194</b>	3,492
Bank Fees	45	-	<b>45</b>	-
Trustee Expenses	1,165	-	<b>1,165</b>	1,319
Directors Loan	1,058	-	<b>1,058</b>	-
Subscriptions	762	-	<b>762</b>	1,255
Staff Training and HR	3,264	958	<b>4,222</b>	304
Sundry	-	-	-	32
<b>Total Payments</b>	<b>55,848</b>	<b>200,437</b>	<b>256,285</b>	<b>127,266</b>
Assets and Investment Purchases	-	-	-	-
<b>Total Payments</b>	<b>55,848</b>	<b>200,437</b>	<b>256,285</b>	<b>127,266</b>



<b>Net Cash Inflow / Outflow</b>	(27,068)	(45,437)	<b>(72,505)</b>	85,114
<b>Balance brought forward</b>	36,468	86,302	<b>122,770</b>	37,656
<b>Balance carried forward</b>	9,400	40,865	<b>50,265</b>	122,770

### Statement of assets and liabilities for the year ended 31<sup>st</sup> March 2025

<b>Cash Funds</b>	<b>Unrestricted Funds (£)</b>	<b>Restricted Funds (£)</b>	<b>Total 24/25 (£)</b>
Bank Account	9,400	40,865	<b>50,265</b>
Totals	9,400	40,865	<b>50,265</b>

### Movement in Funds

<b>Unrestricted Funds</b>	<b>On the 01.04.24 (£)</b>	<b>Net movement (£)</b>	<b>Transfer between funds</b>	<b>Total 23/24 (£)</b>
Business Reserve	36,468	(27,068)	-	9,400
Totals	36,468	(27,068)	-	9,400

<b>Restricted Funds</b>				
Wilson + Olegario Philanthropy	51,855	(16,714)	-	35,141
The National Lottery Community Fund	9,500	(9,500)	-	-
Blackbaud	4,947	(4,947)	-	-
Queen's Commonwealth Trust	20,000	(20,000)	-	-
Macmillan Cancer Support	-	(5,723)	-	5,723
Totals	86,302	(45,437)	-	
Total Monetary Funds	122,770	(72,505)	-	50,265

<b>Unrestricted Funds</b>	<b>Incoming Resources</b>	<b>Resources Expanded</b>	<b>Gain and Losses</b>	<b>Movement in Funds</b>
Business Reserve	28,780	55,848	-	(27,068)
Totals	28,780	55,848	-	(27,068)



Restricted Funds				
Wilson + Olegario Philanthropy	115,000	131,713	-	(16,713)
The National Lottery Community Fund	-	9,500	-	(9,500)
Blackbaud	-	4,947	-	(4,947)
Queen's Commonwealth Trust	-	20,000	-	(20,000)
Macmillan Cancer Support	40,000	34,277	-	(5,723)
Totals	155,000	200,437	-	(45,437)
<b>Total Funds</b>	<b>183,780</b>	<b>256,285</b>	<b>-</b>	<b>(72,505)</b>

Assets retained for the Charity's own use	Assets retained for the Charity's own use	Cost (£)	Cost (£)
Computer Equipment	Unrestricted	3,577	3,130

Liabilities	Fund		-	Amount Due (£)
Employee Costs	Wilson + Olegario Philanthropy	-	-	1,039
Accountancy Service	Unrestricted	-	-	665

These accounts have been approved by the Alike Board of Trustees, and signed on its behalf by Alike's Treasurer on the 29<sup>th</sup> January 2026:

Naomi Rhodes  
Treasurer, and Trustee of Alike



## Notes to the Financial Statements for the Year Ended 31 March 2025.

### 1. Accounting Policies

The Trustees have decided to adopt the Receipts & Payments method in preparing the Financial Statements. Therefore "Expenditure" does not include the accrual for the Independent Examiner's fee for the year.

The Trustees consider that this is appropriate for an organisation the size of ALIKE and ensures that the financial statements are easily understood by the members and other users.

All figures refer to the period 1st April 2024 to 31st March 2025

### 2. Trustees Remuneration and Expenses

No trustees, nor any persons connected with them, have received any remuneration or other benefit from the charity during the year.

A total of £1,165 was paid to Trustees to cover reimbursement of expenses incurred during the year and was paid in line with the charity expenses policy.

### 3. Independent Examiner's Remuneration

Examination of Financial Statements

	2025	2024
Cost (£)	390	385

### 4. Taxation

The charity is a registered charity and is therefore exempt from taxation.

### 5. Guarantees

No guarantees were given by the CIO where potential liability under the guarantee is outstanding at the date of the statement.

### 6. Outstanding Debts

There were no debts outstanding at the date of the statement which are owed by the CIO and secured by an express charge on any assets of the CIO.



## Governance

Alike's Trustees have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers and duties. Alike is constituted as a Charitable Incorporated Organisation (CIO), whose only voting members are its Trustees. This financial year marked a significant step forward in strengthening our governance. We developed and implemented a strategic trustee recruitment process, moving beyond personal networks to attract candidates with a broader range of skills and experience. This approach helped us widen our reach, bring in fresh perspectives, and ensure Alike is equipped to support our mission as we grow.

We welcomed two new trustees during this period:

- Eshita Kabra, Founder and CEO of By Rotation, bringing expertise in building digital communities and product development.
- Caroline (Caz) Millin-Brawn, a trust and safety leader with experience at TikTok, Instagram, and Meta, strengthening our safeguarding practices and policy frameworks.

Alike's Trustees are onboarded and trained by our senior leadership team and undertake a development plan overseen by the Chair of Trustees, concluding in an annual appraisal.

### Administrative Details

Charity's name: Alike

Charity registration number: 1181848

Address of principal office: Soho Works, 180 Strand, London, WC2R 1EA.

Complaints policy: You can make a complaint by email at [info@alike.org.uk](mailto:info@alike.org.uk)

### Names of Trustees on:

a) the date during the financial year in question and;

b) when the report was approved:

- Dr. James Parker (Chair)
- Rachel Priest
- Chris Clark
- Naomi Rhodes
- Caroline Millin-Brawn (appointed September 2024)
- Eshita Kabra (appointed September 2024)



## Approval

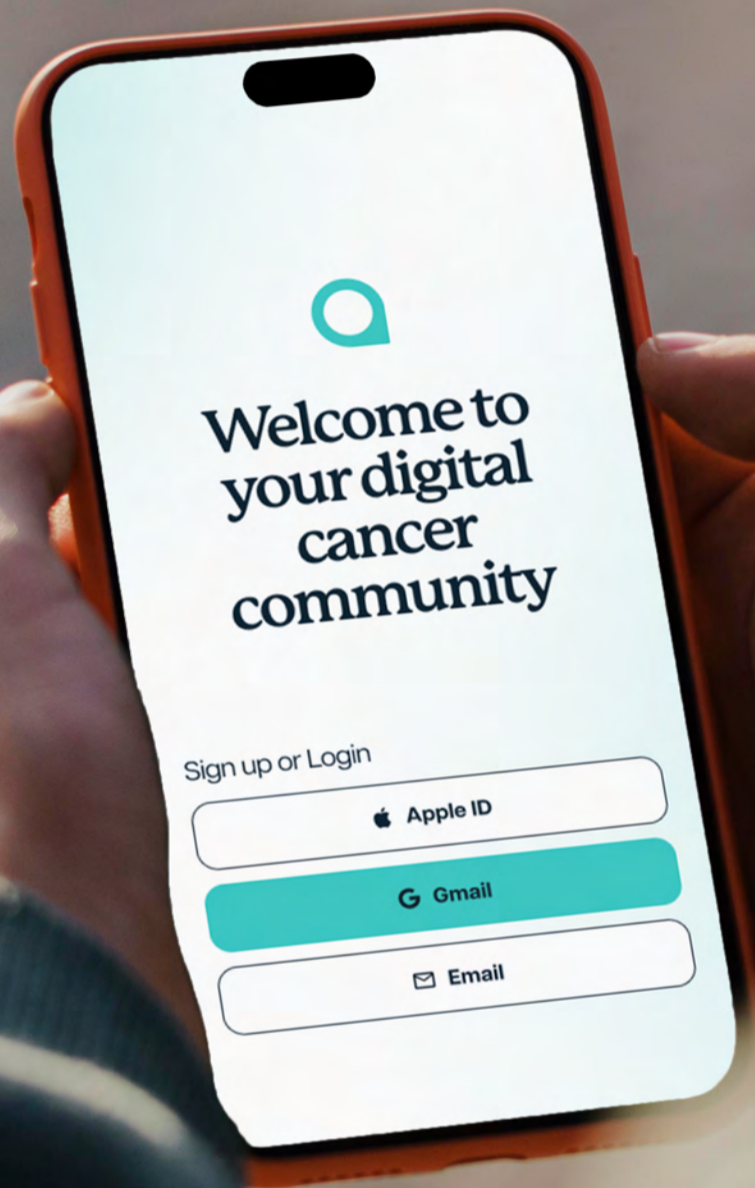
The Trustees declare that they have approved Alike's Annual Report and Accounts for the year ended 31<sup>st</sup> March 2025.

Signed on behalf of the Board of Trustees:

Dr James Parker  
Chair of Trustees

29<sup>th</sup> January 2026

# Taking the loneliness out of cancer.



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**ALIKE**

England & Wales - Charity number 1181848

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# Accounts

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**Alike Annual Report and Accounts**

Financial Year 23/24

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## Table of Contents

Alike's Mission and History	2
Chair's Statement	3
Founder's Statement	4
Objectives and Activities	5
Plan for Next 12 Months	6
Financial Review	7
Independent Examiner's Report	8
Receipts and Payments Accounts	9
Statement of Assets and Liabilities	10
Notes to the Accounts	12
Governance and Administrative Details	13
Approval	14

## **Mission Statement**

Alike is a charity created for people impacted by cancer, by people with cancer. We believe loneliness is unjust, life-threatening, and needs to be eradicated. So, we create spaces for anyone impacted by cancer to be their authentic selves and connect with others who get it. And our community is what makes us Alike. Our vision is to create a world where no one is lonely or isolated because of cancer.

## **History of Alike**

Alike is a charity created to end the loneliness and isolation caused by cancer. Our purpose is to empower our community to make meaningful connections through seamless digital experiences that help people find a sense of belonging.

We have built our organisation through the values of lived experience. We are for the community, by the community, and patient and public engagement is at the core of all of our decision-making. 60% of Alike's team, including the Board of Trustees, have direct, lived experience of a cancer diagnosis. This means that our work intrinsically reflects the needs of the UK cancer community. We operate with a digital-first approach, blending the agility and innovation of tech startups with the trusted, mission-driven ethos of the non-profit sector. In 2021, we launched a mobile-based peer support platform specifically for cancer patients and survivors.

Our goal is to build and sustain an engaged digital community that provides vital peer support during and beyond a cancer diagnosis. By using our platform to measure the impact of the Alike app on loneliness and isolation within the cancer community, we aim to demonstrate that we are effectively reducing these feelings and facilitating genuine connections.

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## A Message from Alike's **Chair...**

*"Over the past year, our organisation has built on the momentum of 2022/23, continuing our mission to combat loneliness and isolation for individuals affected by cancer. This year, we welcomed a new board member with expertise in business development, people management, and organisational culture.*

*To mark the beginning of our 2024/25 financial year, we planned to strengthen our governance further by recruiting additional Trustees with key skills in finance, technology, and policy—enhancing our ability to act in the best interests of Alike and the community we serve. In partnership with Macmillan Cancer Support, we are also preparing to expand our staff team from two to four members. This expansion will allow us to bring on specialists in technology and app development, further optimising our platform to better meet the needs of our users.*

*Reflecting on the past 12 months, I and the Alike board recognise how far we have come and what we have achieved together. This progress is a testament to the vision and dedication of our founder, Brad, and the incredible efforts of our team. With these foundations in place, Alike is poised for an ambitious year ahead, including significant updates to our app, website, and branding. These developments will position us to grow our platform, expand our community, and enhance the services we provide to those who need them most."*



**Dr. James Parker**  
Chair of Trustees

## A Message from Alike's Founder...

*"Earlier this year, I had the opportunity to attend a seminar where an inspiring entrepreneur shared their journey of building and scaling their company to success. Their insights were invaluable, but one statement stood out to me as especially impactful and relevant: "The economy is challenging; don't fight it. This is a year for maintenance, not for growth."*

*Reflecting on this, I feel an immense sense of pride in the resilience of the Alike team and the strength of our vision. Together, we've navigated a tough economic landscape, faced business pressures, and adapted to shifts in global events and evolving donor and community behaviours. It served as a powerful reminder that the journey of a social entrepreneur, a team, a brand, a charity, a business, or a product toward achieving scale and impact is rarely linear. Every success story is interwoven with challenges and failures that must be acknowledged and overcome.*

*Looking ahead, we have invested significant time working behind the scenes to strengthen our team, cultivate meaningful relationships, and establish a reliable network of support. As we move forward, my goal is to relaunch our app and amplify awareness of our charitable activities through a refreshed website, enhanced social media presence and targeted marketing efforts in collaboration with our invaluable partners. Alike's mission has endured because it addresses a genuine and pressing need that, sadly, remains unmet. This drives our commitment to continuing the vital work of supporting and empowering our community."*



**Brad Gudger**  
Founder

## Objectives and Activities

Within 2023/24, Alike's activities to further our purpose were:

1. Sustain the organisation and prepare for expansion
2. Raising awareness of Alike's brand and mission
3. Fundraising to hire the team we needed to continue to build and scale our app

During our reporting period, our primary objective was to secure the funding necessary to further expand our team and build the capacity required to advance our mission. To achieve this, we actively engaged with a diverse network of potential partners, including charities, corporate organisations, and philanthropists.

These efforts involved cultivating meaningful relationships, sharing our vision and goals, and demonstrating the impact of our work. Through these interactions, we not only sought financial support but also aimed to create lasting partnerships that could amplify our reach and influence. This year marked a significant evolution for Alike, as we matured into a more structured and professional organisation, equipped with considered processes and policies that enhanced our operational credibility.

It was also the first full financial year with a dedicated full-time team of two. Our Operations Manager played a pivotal role in this transformation, driving improvements in employment practices, governance frameworks, and compliance standards. Alike shifted from a reactive approach of implementing "need-to-do" policies to proactively establishing a comprehensive suite of processes and policies. These developments reflect our increased capacity and a more deliberate, professional approach to both our charitable activities and day-to-day operations.

### Achievements and Performance

Alike's most significant achievement this year was the continued operation of our charitable organisation, a testament to our resilience and commitment. Charities have faced a particularly challenging environment for fundraising, driven by rising inflation, economic stagnation, and political uncertainty. Despite these hurdles, Alike successfully sustained its operations, which included fundraising efforts and the ongoing maintenance of our iOS and Android applications.

We continued to deliver our mission to end the loneliness and isolation caused by cancer through our peer support app, with around 1,300 registered users. Yet, within this financial year we also recognised the need for significant development of the platform, including technical infrastructure, design, analytical capability and functionality. In order to achieve this vision to further push forward our mission, we focused a significant amount of our efforts towards fundraising towards this development and the sustainability of our technological output.

A highlight of the year was receiving our largest donation to date, a milestone that reaffirmed the trust and confidence of our partners, stakeholders, and prospective donors in our mission and impact. This support not only validated our work but also strengthened our foundation for future growth. This was complemented by another success, which was the signing of a partnership agreement between Alike, and the UK's largest cancer support charity. This funded agreement means that we are in a position to hire in-house talent to manage and further develop the Alike app. This collaboration marks a pivotal moment for Alike, as it paves the way for our team to grow and for us to reimagine, redesign, and relaunch the Alike app with renewed purpose and ambition.

### **Plan for Next 12 Months**

In the coming year, our primary goal is to build a stronger foundation for Alike by expanding our team and refining our product. We plan to hire dedicated in-house talent to rebuild, manage, and scale our platform more effectively and sustainably. This will include not only developers and product managers but also experts in user experience (UX) design and data analytics to ensure our platform remains user-centred and impactful. We will be strengthening our governance by recruiting new skills to our Board of Trustees, focusing particularly on technology, policy, and finance. This will help ensure Alike is equipped to navigate the evolving needs of our community and maintain its growth trajectory.

With a reimagined platform in the works, we'll work closely with the cancer community to conduct extensive user testing, gathering invaluable feedback to refine our offering. Beyond the platform itself, we'll host community activation events to foster engagement and trust. These events will give us direct insight into the needs of our users and amplify their voices in shaping the future of Alike. We'll also leverage our existing partnerships with Macmillan Cancer Support, Teenage Cancer Trust, and Young Lives vs Cancer to engage directly with their networks. Through these collaborations, we'll implement both digital marketing initiatives and on-the-ground campaigns to connect with people living with cancer. Our enhanced public profile will serve as a springboard for more targeted outreach efforts, including Podcast appearances by our Founder to share the Alike story and mission, Strategic PR campaigns aimed at building awareness among key demographics and driving user acquisition and Collaborations with influencers and advocates within the cancer and healthcare community to increase credibility and visibility.

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## Financial Review

### End of Year Cash Position

For the year ended 31 March 2024 Alike had total receipts of £212,381 and made payments of £127,266, with the net receipts of £85,114. This gives total funds of £122,770 at year end to be carried forward, with £86,302 restricted funding to be spent in 2024 / 25 financial year towards salaries, app and website development costs and £36,468 in unrestricted cash funds. The available cash is significantly above our reserves policy, yet this puts us in a beneficial position to forecast this unrestricted funding towards core costs within our next financial year.

Following discussions and reflection on Charity Commission guidance regarding charitable reserves, we deemed around 4 months routine unrestricted expenditure to be the correct reserves amount for Alike. Our consistent monthly overheads, aside from restricted funding covering salaries and associated costs, total around £1,400. We wanted to be safe and sensible, whilst also freeing up as much of our charitable funds as possible for app development and associated charitable activities. Cash reserves as at 31 March 2024 were £6,000, which is in-line with the reserves desired under the policy. This has reduced from our previous year as we have become more accurate with our ongoing monthly overheads now our operational output is more stable and predictable. This amount is subject to review either annually or as Alike's income and commitments grow. The last review of our Reserves Policy was October 2023.

Currently, Alike's source of income is through donations from major net worth individuals, and foundation grants or grants from other charitable organisations. Our primary goal in our next financial year is to expand our fundraising efforts and continue diversifying our income streams, particularly with multi-year funding commitments.

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## Independent Examiner's Report

I report to the trustees on my examination of the accounts of ALIKE for the year ended 31st March 2024, which are set out on pages 9-11.

### Responsibilities and basis of the report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable directions given by the Charity Commission under section 145(5)(b) of the Act. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from the trustees concerning any such matters.

### Independent Examiner's Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- a) accounting records were not kept in accordance with section 130 of the Act or
- b) the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: 

Nicole Gray  
NG Community Accounting Services Jubilee House  
Lincoln Road Doddington Lincoln  
LN6 4RS

25th November 2024

## Receipts and Payments Accounts

	Unrestricted Funds	Restricted & Endowment Funds	Total 23/24	Total 22/23
<b>Receipts</b>				
Boltini Trust	-	-	-	10,000
Major Donors	-	115,000	<b>115,000</b>	50,000
Queens Commonwealth Trust	-	20,000	<b>20,000</b>	20,000
Z Zurich Foundation	-	-	-	-
Postcode Lottery	25,000	-	<b>25,000</b>	-
National Lottery	-	9,500	<b>9,500</b>	-
Blackbaud	-	4,947	<b>4,947</b>	-
Roche	-	-	-	5,000
Other	9,183	-	<b>9,183</b>	6,041
Gift Aid	28,750	-	<b>28,750</b>	12,500
<b>Total Receipts</b>	<b>62,933</b>	<b>149,447</b>	<b>212,381</b>	<b>103,541</b>
<b>Payments</b>				
Service Development	3,892	-	<b>3,892</b>	26,820
Marketing and Communications	813	-	<b>813</b>	6,819
Raising Funds	174	-	<b>174</b>	85
Salaries and Wages	-	89,218	<b>89,218</b>	18,242
Freelance and Contractor Costs	9,392	-	<b>9,392</b>	16,100
Legal and Professional	2,862	-	<b>2,862</b>	-
Independent Examination	1,136	-	<b>1,136</b>	1,065
Software Costs	5,742	-	<b>5,742</b>	5,784
Office Costs	7,634	-	<b>7,634</b>	5,439
Travel, Accommodation & Subsistence (including client meetings)	3,492	-	<b>3,492</b>	4,552
Trustee Expenses	1,319	-	<b>1,319</b>	-
Subscriptions	1,255	-	<b>1,255</b>	484
Staff Training and HR	304	-	<b>304</b>	246
Sundry	32	-	<b>32</b>	-
<b>Total Payments</b>	<b>38,048</b>	<b>89,218</b>	<b>127,266</b>	<b>85,636</b>
Asset and Investment Purchases	-	-	-	-
Total Payments	38,048	89,218	<b>127,266</b>	85,636
<b>Net Cash Inflow / Outflow</b>	<b>24,885</b>	<b>60,229</b>	<b>85,114</b>	<b>17,905</b>
<b>Balance brought forward</b>	<b>11,583</b>	<b>26,073</b>	<b>37,656</b>	<b>19,751</b>
<b>Balance carried forward</b>	<b>36,468</b>	<b>86,302</b>	<b>122,770</b>	<b>37,656</b>

## Statement of assets and liabilities for the year ended 31st March 2024

	Unrestricted Funds	Restricted & Endowment Funds	Total 23/24		
	£	£	£		
<b>Cash Funds</b>					
Bank Account	36,468	86,302	122,770		
	<b>36,468</b>	<b>86,302</b>	<b>122,770</b>		
<b>Movement in Funds</b>					
		Net	Transfer		
	At 01.04.23	Movement in Funds	Between Funds	At 31.03.24	
	£	£	£	£	
<b>Unrestricted Funds</b>					
Business Reserve	11,583	24,885	-	36,468	
	11,583	24,885	-	36,468	
<b>Restricted Funds</b>					
Wilson + Olegario Philanthropy	26,073	25,782	-	51,855	
Awards for All	-	9,500	-	9,500	
Blackbaud	-	4,947	-	4,947	
QCT	-	20,000	-	20,000	
	26,073	60,229	-	86,302	
<b>Total Monetary Funds</b>	<b>37,656</b>	<b>85,114</b>	<b>-</b>	<b>122,770</b>	
		Incoming Resources	Resources Expended	Gains and Losses	Movement in Funds
		£	£	£	£
<b>Unrestricted Funds</b>					
Business Reserve	62,933	-	38,048	-	24,885
	62,933	-	38,048	-	24,885
<b>Restricted Funds</b>					
Wilson + Olegario Philanthropy	115,000	-	89,218	-	25,782
Awards for All	9,500	-	-	-	9,500
Blackbaud	4,947	-	-	-	4,947
QCT	20,000	-	-	-	20,000
	149,447	-	89,218	-	60,229
<b>Total Funds</b>	<b>212,380</b>	<b>-</b>	<b>127,266</b>	<b>-</b>	<b>85,114</b>

Assets retained for the Charity's own use	Fund	Cost	Current Value
	Un/Restricted	£	£
	-	-	-
	-	-	-

Liabilities	Fund	Amount Due
		£
Employee Costs	Wilson + Olegario Philanthropy	7,274
Accountancy Services	Unrestricted	650

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Signed by one of the trustees on behalf of the trustees:

Signature

Print name

Date of Approval



Dr. James Parker, Chair

29.01.2025

## Notes to the Financial Statements for the Year Ended 31 March 2024

### 1. Accounting Policies

The Trustees have decided to adopt the Receipts & Payments method in preparing the Financial Statements. Therefore "Expenditure" does not include the accrual for the Independent Examiner's fee for the year. The Trustees consider that this is appropriate for an organisation the size of ALIKE and ensures that the financial statements are easily understood by the members and other users.

All figures refer to the period 1st April 2023 to 31st March 2024.

### 2. Trustees Remuneration and Expenses

No trustees, nor any persons connected with them, have received any remuneration or other benefit from the charity during the year. A total of £1319 was paid to Trustees to cover reimbursement of expenses incurred during the year and was paid in line with the charity expenses policy.

### 3. Independent Examiner's Remuneration

	2024	2023
Examination of Financial Statements	£	£
	<u>385</u>	<u>1136</u>

### 4. Taxation

The charity is a registered charity and is therefore exempt from taxation.

### 5. Guarantees

No guarantees were given by the CIO where potential liability under the guarantee is outstanding at the date of the statement.

### 6. Outstanding Debts

There were no debts outstanding at the date of the statement which are owed by the CIO and secured by an express charge on any assets of the CIO.

## Governance

Alike's trustees have complied with their duty to have due regard to the guidance on public benefit published by the Commission in exercising their powers or duties. Alike is constituted as a Charitable Incorporated Organisation whose only voting members are its Trustees.

In April 2023, recognising that Alike's trustees had completed their full term, our Chair and Founder initiated a strategic effort to recruit new trustees with diverse skills and professional expertise to strengthen our leadership team. During this financial year, we developed and implemented a robust trustee recruitment process, marking a significant step forward in our organisational growth. While our founding trustees were originally recruited from the personal network of our Founder, this new approach emphasised broadening our reach to attract candidates who could bring fresh perspectives and specialised expertise to support Alike's mission. Alike's trustees are onboarded and trained by our senior leadership team, and undertake a development plan overseen by the Chair of Trustees, concluding in an annual appraisal.

### Administrative Details

- Charity's name - Alike
- Charity registration number - 1181848
- Address of the principal office of the charity - Soho Works, 180 Strand, WC2R 1EA
- Complaints policy - You can make a complaint by email on [info@alike.org.uk](mailto:info@alike.org.uk).

### Board of Trustees

Names of trustees on the date the report was approved:

- Dr. James Parker
- Rachel Priest
- Caroline Millin-Brawn
- Naomi Rhodes
- Esthia Kabra
- Chris Clark

Names of trustees in the financial year in question:

- Dr. James Parker
- Rachel Priest
- Stephanie Radziwillowicz
- Rachel Blackford
- Chris Clark

## Approval

The Alike Trustees declare that they have approved Alike's 2023 / 2024 Annual Report and Accounts presented above.

Signed on behalf of the Alike Board of Trustees:



Name: Dr. James Parker

Date: 29.01.2025

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# alike.



**ALIKE**

England & Wales - Charity number 1181848

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# Accounts

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alike.

**ALIKE TRUSTEE ANNUAL REPORT  
FINANCIAL YEAR END 31 MARCH 2023**

# INDEX

TRUSTEE REPORT	2 - 31
INDEPENDENT EXAMINER'S REPORT	33 - 33
FINANCIAL ACCOUNTS	34 - 36
ADMINISTRATIVE DETAILS	37 - 38
TRUSTEE APPROVAL	39 - 40



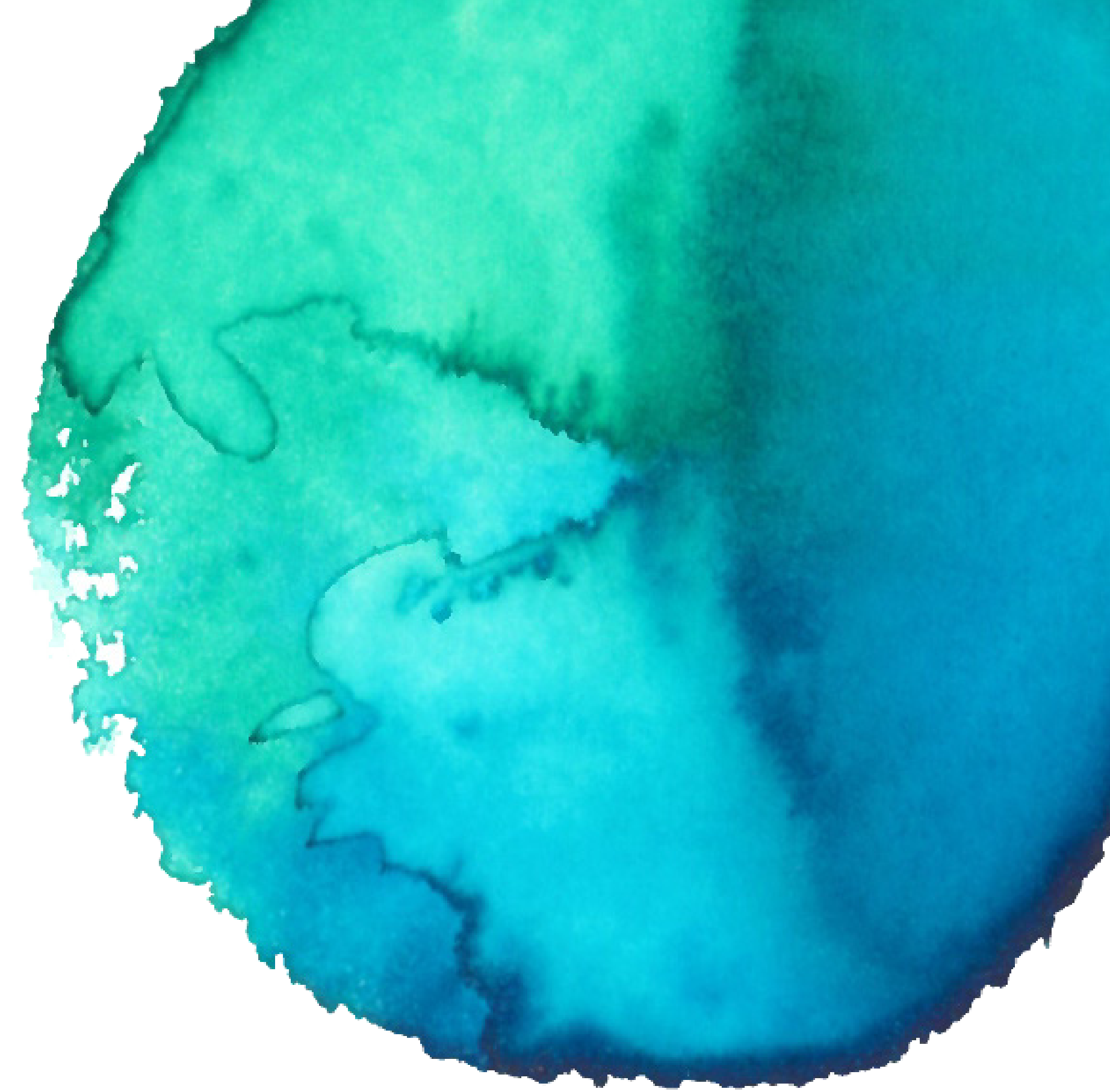
# Executive Summary

We believe that what we're creating and developing remedies a severe problem within the cancer community: loneliness. We're working at the forefront of cancer support. We didn't design Alike to aid in developing cancer research, treatments, and cures; we were established to provide access to a fundamental part of the cancer experience: connection and community.

The first few years of setting up any organisation will present challenges and periods that require learning and reflecting, over continuous growth. Whilst we have continued to make progress in this financial year, we have found it challenging to keep up with the ever-growing needs of our community whilst focusing on creating a baseline of consistent financial support to scale from. Therefore, this year, we turned our focus to Alike's internal communications and capacity, taking steps to ensure it was fit for purpose, hiring our first full-time member of staff and laying a foundation of effective processes and systems that would set us up for more success in the future, and organisational longevity.



# INTRODUCTION



# 1. Introduction

The period of April 2022 to March 2023 saw consistent financial growth for Alike; despite our team capacity reducing, we were able to rely on the support of some consistent funders who have also enabled us to review and restart our hiring strategy in the latter half of 2022. In the face of challenges and essential learnings, we continued to provide our iOS and Android platforms for our community, maintaining them to a high standard and saw an organic increase in users of 68%.

This Annual Report is a retrospective of a year in which we were able to evidence previous years of income growth, our product launch, and impact to shape a realistic and sustainable plan for success. We have continued to become more familiar with the nuances of developing a digital product for a vulnerable

population and operating a not-for-profit business model. Year-on-year we are getting better at delivering output, becoming attuned to our vision and more capable of delivering such an ambitious mission. We still have such conviction that Alike is a game-changing organisation, and we have used this clarity to drive our strategic vision, mobilise our network and attract people to support us to scale Alike to continue to combat loneliness and isolation in people with cancer through digital products.



## 1.1 Chair's Statement

Over the past year, our organisation has experienced substantial growth in various dimensions, encompassing an expansion in personnel, increased fundraising targets, and heightened ambitions for our user base. This progress is underscored by significant milestones, including the successful recruitment of our first full-time team member and the consolidation of leadership under our Founder, Brad. These strategic moves have empowered us to establish consistent funding streams and engage with more substantial funding partners.

As we reflect on our achievements, it becomes evident that sustaining this impressive rate of growth is imperative for the upcoming year. Our dedicated efforts in validating our concept demand continuity, particularly for our flagship product with aspirations of national scalability. Simultaneously, we have devoted considerable attention to strengthening our internal governance structures, enhancing financial management and fundraising practices.

Regular updates to these processes are integral to our commitment to ethical leadership in the pursuit of our charitable objectives.

Optimism remains as we look forward to the coming year, where our focus remains steadfast on expanding our user acquisition and engagement. These strategic focuses is a constant reminder and a source of motivation as we work to achieve our mission of combating loneliness and isolation among people impacted by cancer.

**Dr. James Parker**  
**CHAIR**



## 1.2 Founder's Statement

The journey of envisioning, creating, designing, and establishing a charity is undeniably challenging. Even more formidable is the ongoing task of running a charity. In this financial year, I have come face-to-face with the uncertainties involved in putting your vision into action, grappling with the often overlooked sense of loneliness that founders and entrepreneurs face. It's ironic that as the founder of a charity dedicated to combating loneliness, I've found myself contending with this very emotion throughout the process.

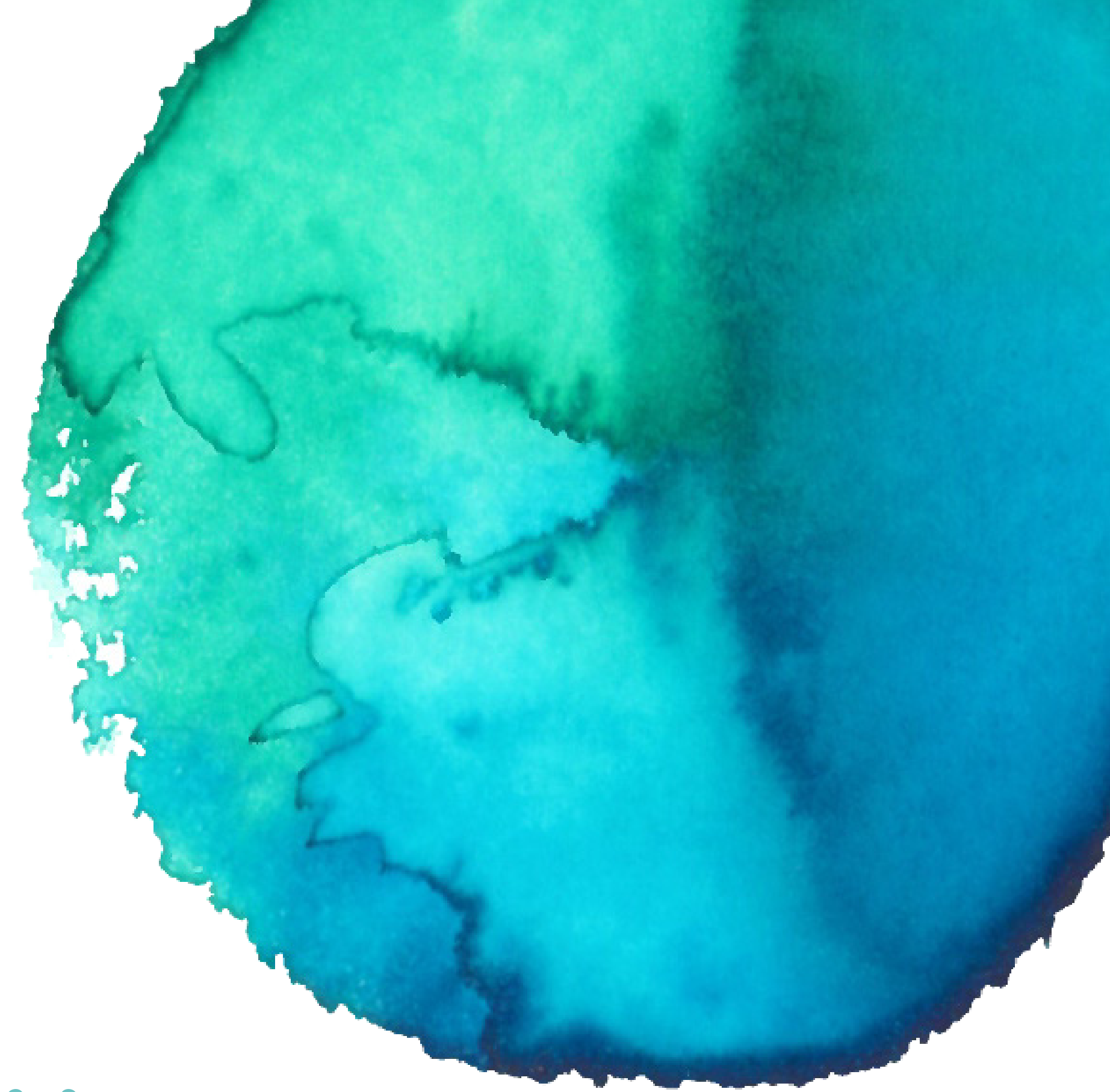
Acknowledging and addressing with these feelings has been a profound experience. Loneliness has, at times, clouded my ability to lead Alike with clarity and conviction. However, this introspective journey has served as a catalyst, reigniting and reinforcing my understanding of the profound significance, necessity, and vitality of Alike's mission.

Reflecting on Alike's progress from the inception of its business plan in 2018 to the present, I'm immensely proud of the progress we've made. Yet, the past two years of dedication, long hours, and personal sacrifices resulted in a necessary pause for me to regroup and develop a realistic plan for Alike's future.

Supported by Alike's dedicated Board, our generous donors, loyal supporters, and committed volunteers, we've embarked on a strategic planning phase. This year, our focus has been on team expansion to accelerate Alike's growth, reinforcing our commitment to delivering on the promises we made to alleviate loneliness and isolation caused by cancer.

**Brad Gudger**  
**FOUNDER**





## 2. OBJECTIVES, PURPOSE, IMPACT, AND TESTIMONY

## 2.1 Objectives and Purpose

The Objectives upon which Alike was founded are outlined in our constitution: *To relieve those in need by reason of ill-health by developing and facilitating peer support services for young people diagnosed with cancer and other serious illnesses and their families and friends, in particular (but not limited to) developing and making available a digital application to connect those in need with each other.*

Alike's purpose of providing a digital space for cancer patients and survivors to connect and ultimately eradicate loneliness and isolation caused by the disease remains the same.

Our thinking on how we achieve our mission and exercise our purpose continues to adapt as we explore alternative options to solely grant and donations-based financial model. From inception, our method of

fulfilling our mission has been through digital products. This idea has only grown as we learn about opportunities where digital can support communities in other areas of need within our sector, and additionally, support us to become financially sustainable.

This financial year, our main focus has been:

- Building internal capacity, specifically within fundraising, organisational management and operations
- Maintaining and updating the app to remain functional for the community
- Expanding our network of future funders and partners
- Development of existing effective processes and systems, such as financial management and safeguarding



## 2.2 Impact

We remain the only not-for-profit organisation providing a large-scale, tailored peer support platform across all ages and cancer diagnoses. We currently measure impact through income generation targets, feature development, and qualitative data collection through our community.

We've begun capitalising on the opportunities for quantitative data collection to demonstrate our impact better. In December 2022, we launched an in-app survey (n=100) and found that 65% of respondents 'strongly agreed' that the Alike app has made them feel less lonely, with 79% agreeing' that the app made them feel more connected to other people with cancer.

In addition to our direct feedback from users, our analytics measured an average of 86% of users on the Alike app are active within a 3-day period, demonstrating a highly engaged audience. 58% of the users

are most active during the evenings, with large spikes between 8 PM and 12 PM and on Sunday evenings at 6 PM. These periods of increased usage reflect times when clinical support is least available and when feelings of loneliness may be particularly acute.

Upon reflection, within this financial year, we know we need to continue to develop the app to keep it relevant and to date for our community, to ensure users stay engaged and it serves the purpose in which it was created to achieve. Our continued fundraising efforts reflect this ambition, ensuring we can provide in-house capability to create consistent development for our community.

## 2.3 Testimonies

We have gathered testimonies from partners to reflect the progress of our impact. These testimonies are drawn from qualitative interviews with the community, and feature cancer patients and survivors from a variety of backgrounds with differing diagnoses.

Our app is available 24/7. So each day, we learn about new stories, new experiences, and gain new insight into how we help people diagnosed with cancer. We've gathered testimonies from members of the UK cancer community and our partners to reflect this.

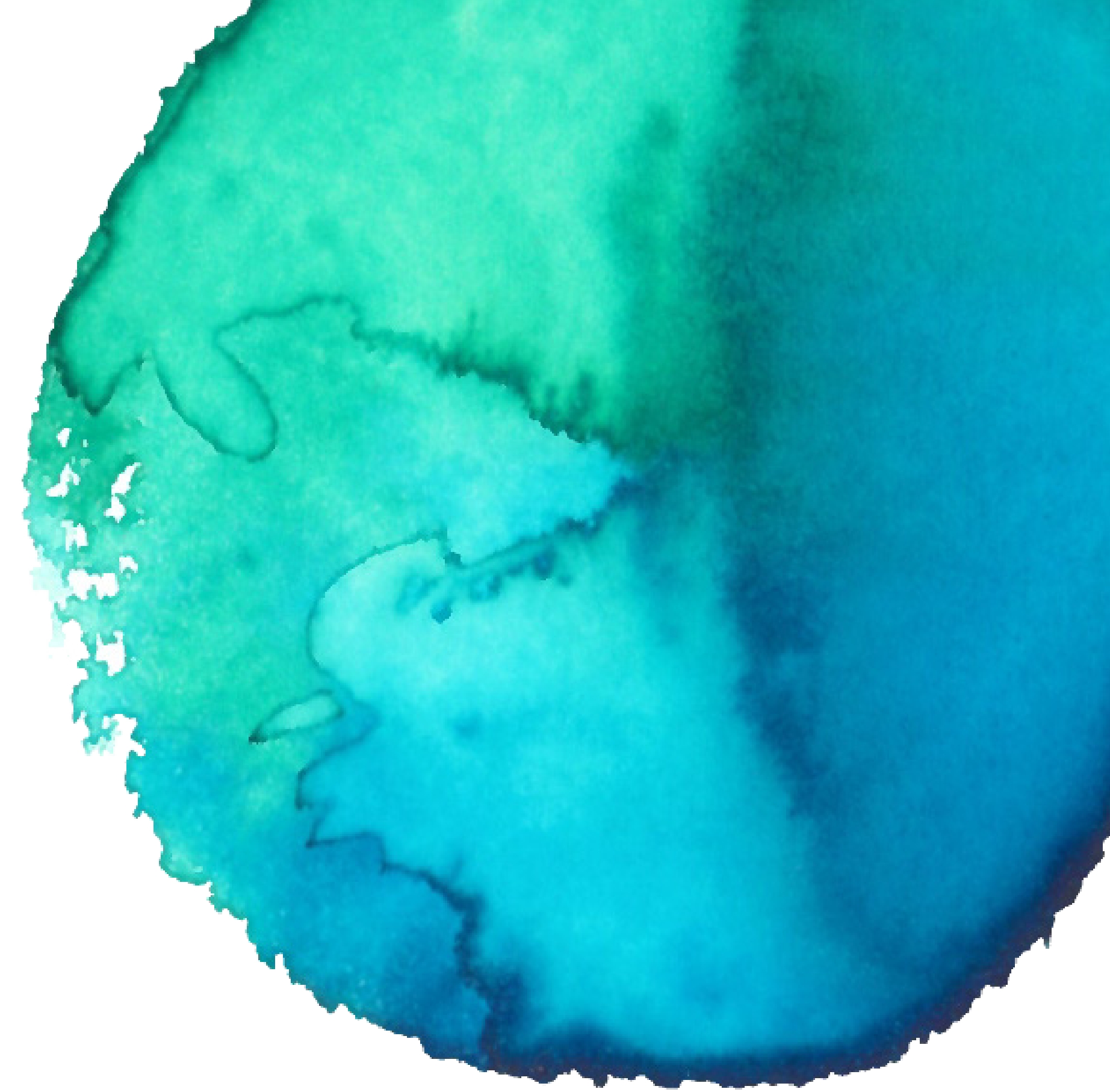
### ALIKE PARTNERS

"Alike have done a superb job of developing an App that really works. They have done this on a tight budget. I have been really impressed by how prudently they have used funds to enact their positive mission."

#### **Charles Wilson CBE**

"We're really excited about working with Alike to provide peer support to all young people across the UK. Alike's app complements our work and will really help us reach every young person diagnosed with cancer."

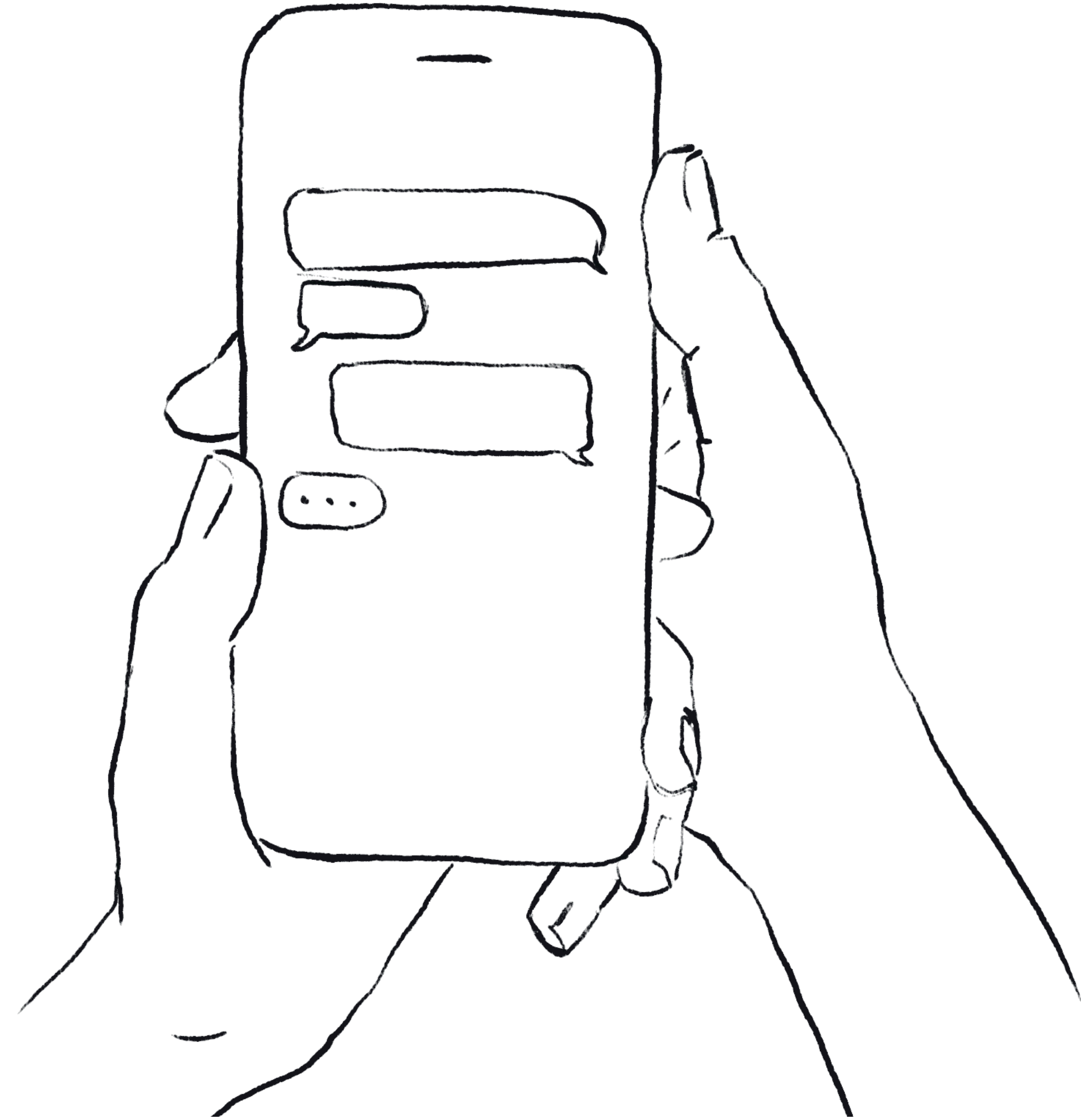
#### **Teenage Cancer Trust**



## 3. A YEAR IN REVIEW

In April 2022, we paused to reflect on the remarkable journey of the Alike app's inaugural year. It was a period of celebration, marked by the tangible success we achieved and the meaningful impact we made on combating loneliness and isolation, as evidenced by the in-app analytical data and feedback from our users.

However, despite our impact, initial success, and pride, Alike's leadership felt it necessary to openly and honestly assess the level of work and personnel required to maintain Alike's growth, and unfortunately, we weren't meeting the funding targets needed to scale rapidly.



We realised that much of Alike's initial growth was derived and dependent on volunteer hours, low-bono pay and short-term solutions to achieve our goals. This needed to be more sustainable. As a result of some team members reducing their working hours to seek other employment opportunities, our Director prioritised fundraising to recruit an Operations Manager to support the running of Alike's day-to-day charitable activities.

Since we now had a product available for over a year, we could utilise our user growth and analytical data to secure more significant amounts of funding and strengthen existing funding relationships. After months of fundraising, role planning and a series of interviews, Alike hired a Full-Time Operations Manager in October 2022. Combined with the roles and responsibilities of our Director, this role has been pivotal in expanding and refining Alike's processes, operations, governance and growth.

Even though our team has remained small, we have kept up our commitment to forging and scaling a working culture of open,

honest communication, with a focus on learning, growing relationships, and challenging traditions. On top of our results-driven and relaxed approach to remote and hybrid working, We have been exploring implementing the concept of a four-day working week. This exploration is a result of extensive research that demonstrates the value of a four-day working week to productivity but ultimately puts the wellbeing of its employees first.

As stated before, we are committed to following best practices in all our work. When we say best practice, we don't just mean clinical studies and governance legislation - we mean best practices according to the people impacted by these actions and decisions. We continuously engage professionals to ensure that our business follows the relevant legal and financial regulations, and we seek feedback from our community to ensure our work remains relevant and meaningful to the people we serve.

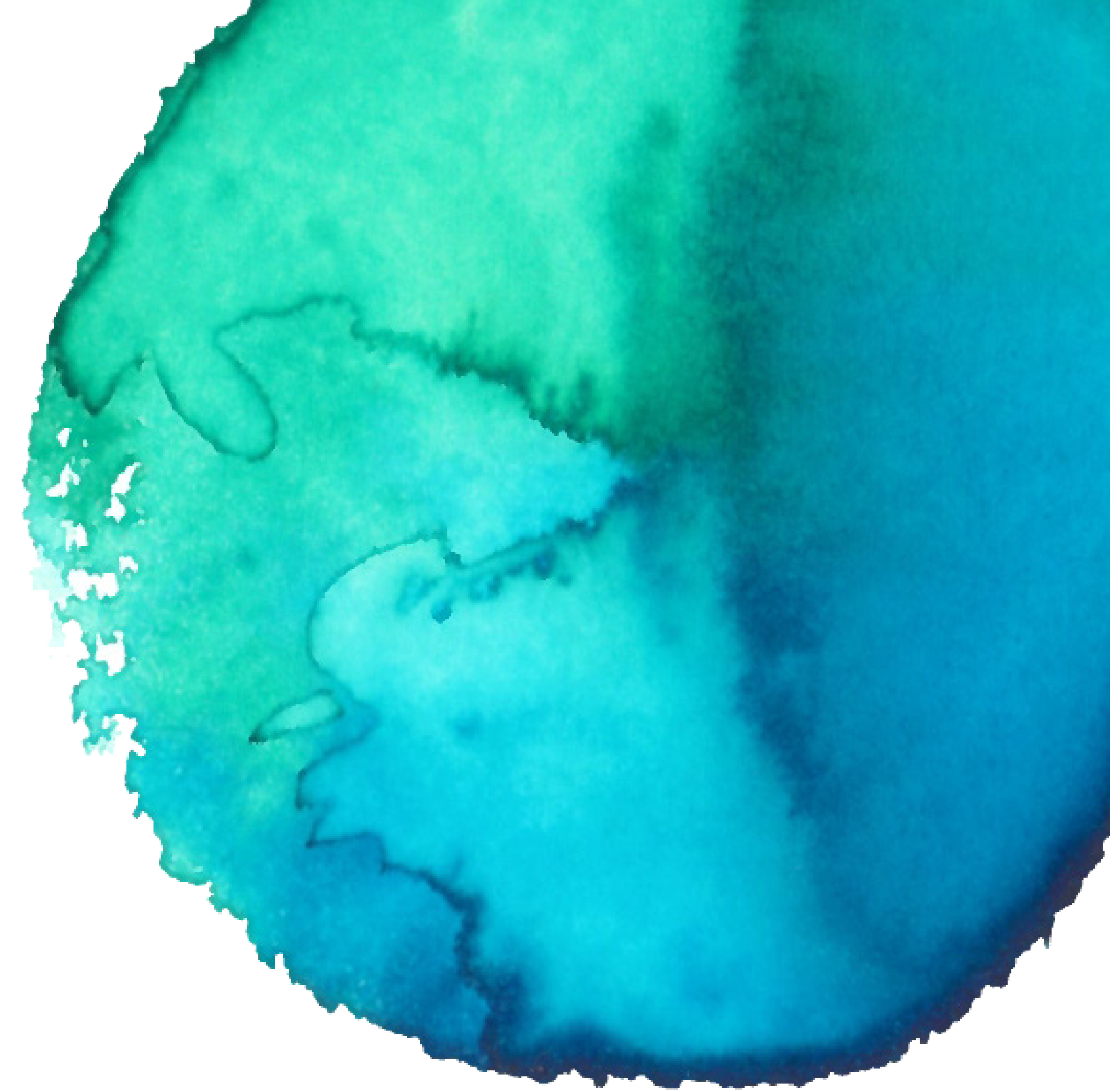
## 3.1 The Alike Philosophy: Ways of Working

Our culture is one of open, honest communication, with a focus on learning, growing relationships, and challenging traditions. Our ways of working apply to both work internally performed by Team Alike, and the external engagement work with our community.

We are led by the principles of youth leadership and lived experience, and this is demonstrated by our majority female board, and our team of proud LGBTQ+ people and disabled cancer survivors. We believe that Alike is and will be best served by gifted new talent and young industry leaders, paying particular attention to individuals from minority backgrounds such as women in STEM. We seek to facilitate development and leadership opportunities, both for Team Alike and the wider Alike community. Cancer can greatly hinder educational and professional attainment for young people, and this impact is particularly profound for people from disadvantaged backgrounds. Where we can, we uplift these individuals by providing and supporting opportunities for personal and professional development.

We are committed to following best practice in all our work.

When we say best practice, we don't just mean clinical studies and governance legislation - we mean best practices according to the people who are impacted by these actions and decisions. We always engage professionals to ensure that our business follows the relevant legal and financial regulations, and we seek feedback from our community to ensure our work remains relevant and meaningful to the people we serve.



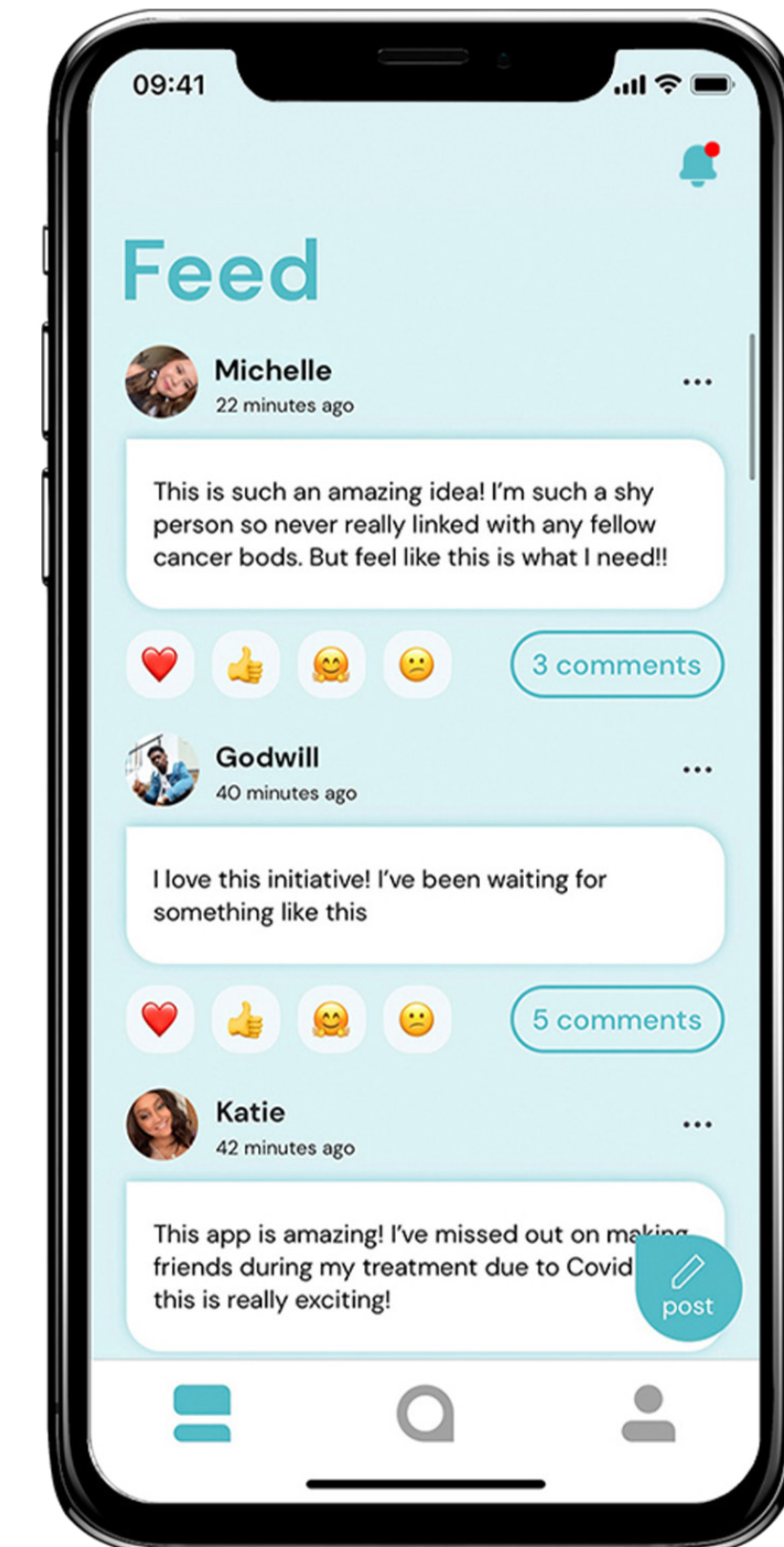
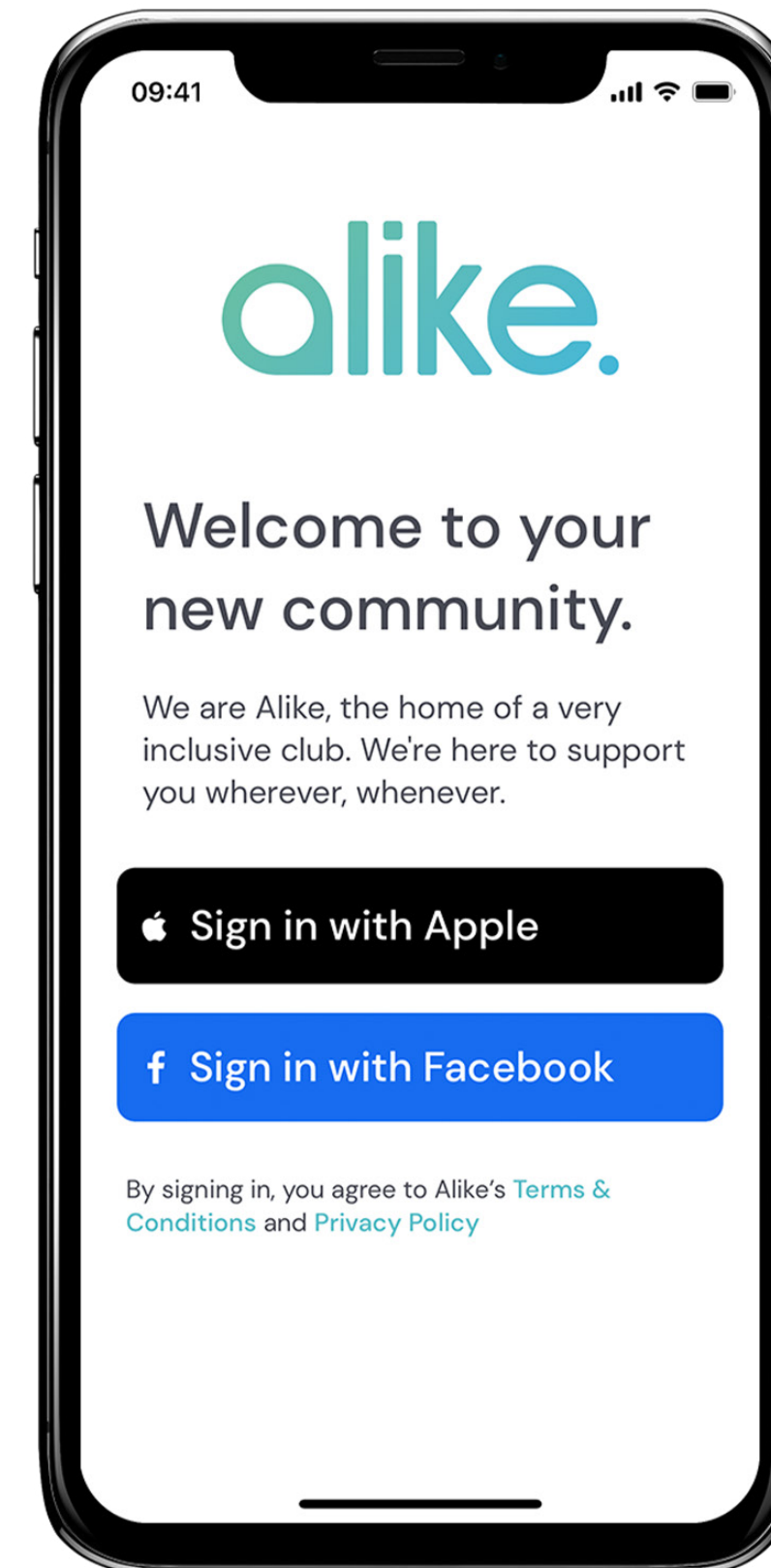
# 4. ACHIEVEMENTS AND PERFORMANCE

## 4.1 Fundraising

In the current financial year, we achieved a noteworthy 14.62% increase in cash receipts compared to the previous period. This success is attributed to securing substantial grants, including £25,000 from the Postcode Lottery (received in 2023/24), maintaining our valued partnership with the Queen's Commonwealth Trust, and engaging in promising discussions with major national partners regarding funding to bolster our engineering department and scale the Alike app.

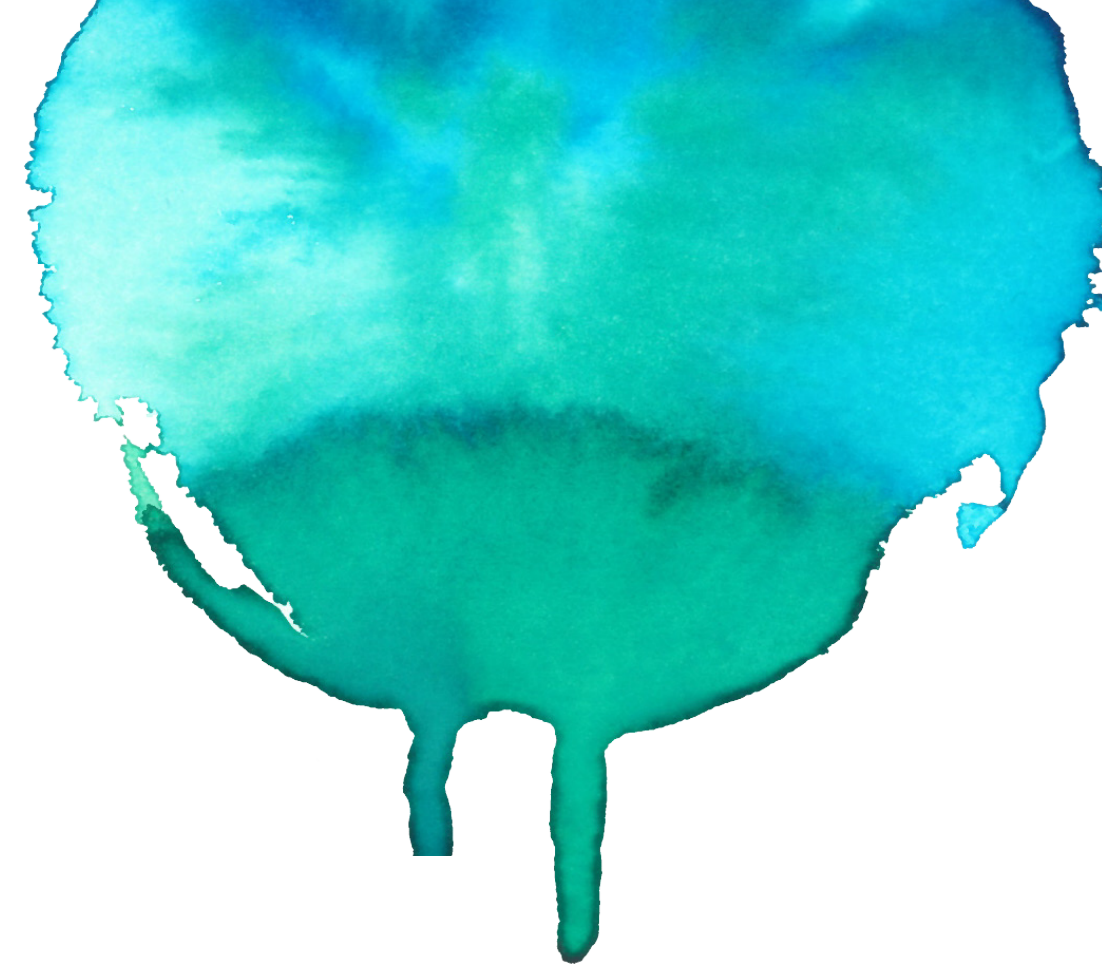
## 4.2 The Alike App

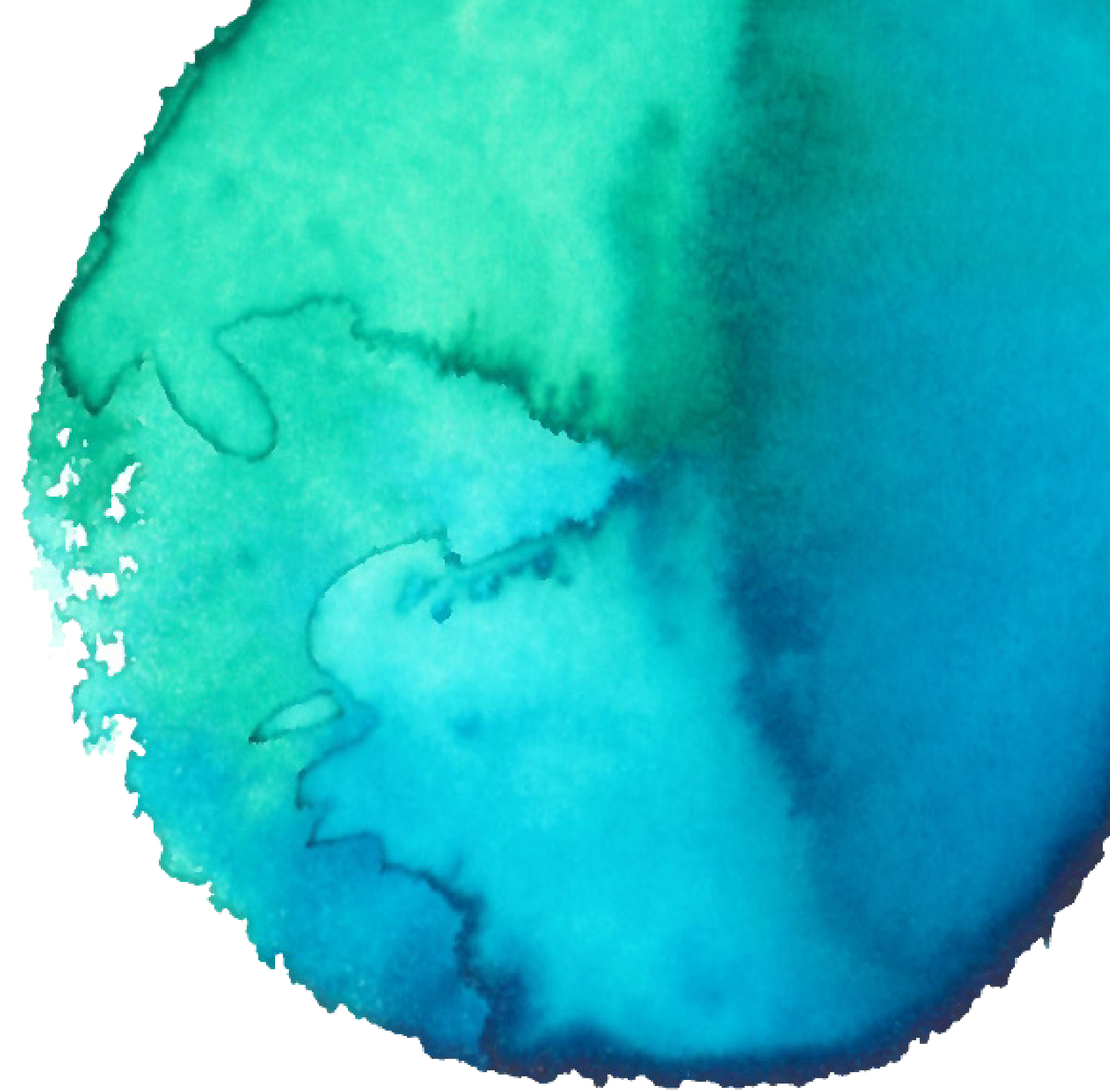
In January 2023, we collaborated with the B Corp certified digital transformation agency, Kin + Carta, to enhance the code of our iOS and Android platforms as part of our essential maintenance strategy. This engagement also facilitated the addition of a pronouns feature to the profile section of the Alike app. Furthermore, we laid a robust foundation and outlined plans for the development of a group chat feature, slated for implementation in the upcoming financial year.



## 4.3 Operations

The strategic hiring of our Operations Manager in late 2022 marked a pivotal step towards actualising Alike's vision for our ways of working and team culture. Throughout the year, our focus shifted towards implementing stringent processes and financial controls, resulting in the formulation of a suite of new organisational policies. We enhanced clarity and detail in Alike's forecasting and budgeting processes, establishing a partnership with a seasoned bookkeeper who specialises in charity accounting to provide valuable expertise.

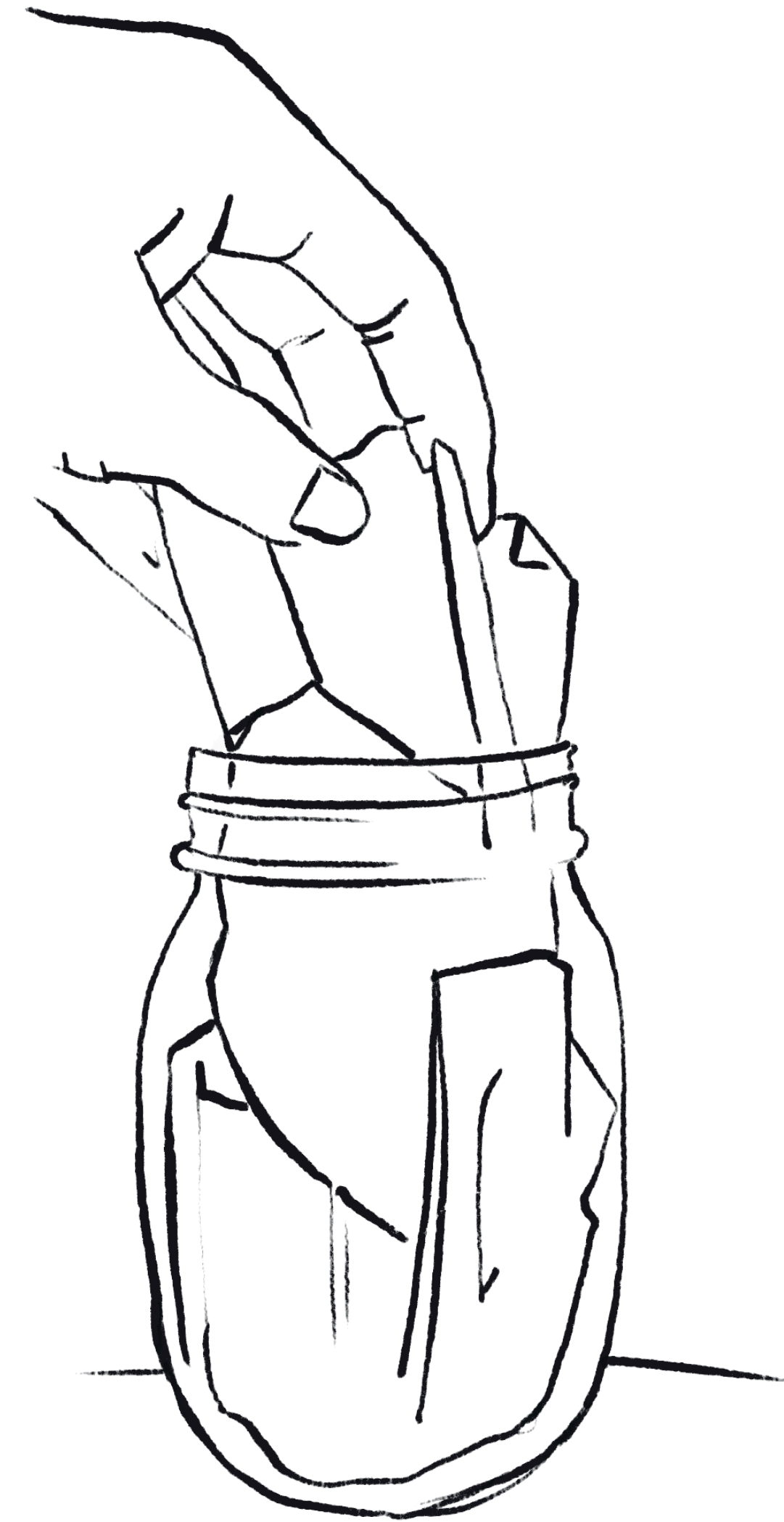




# 6. OPERATING MODE AND SUSTAINABILITY

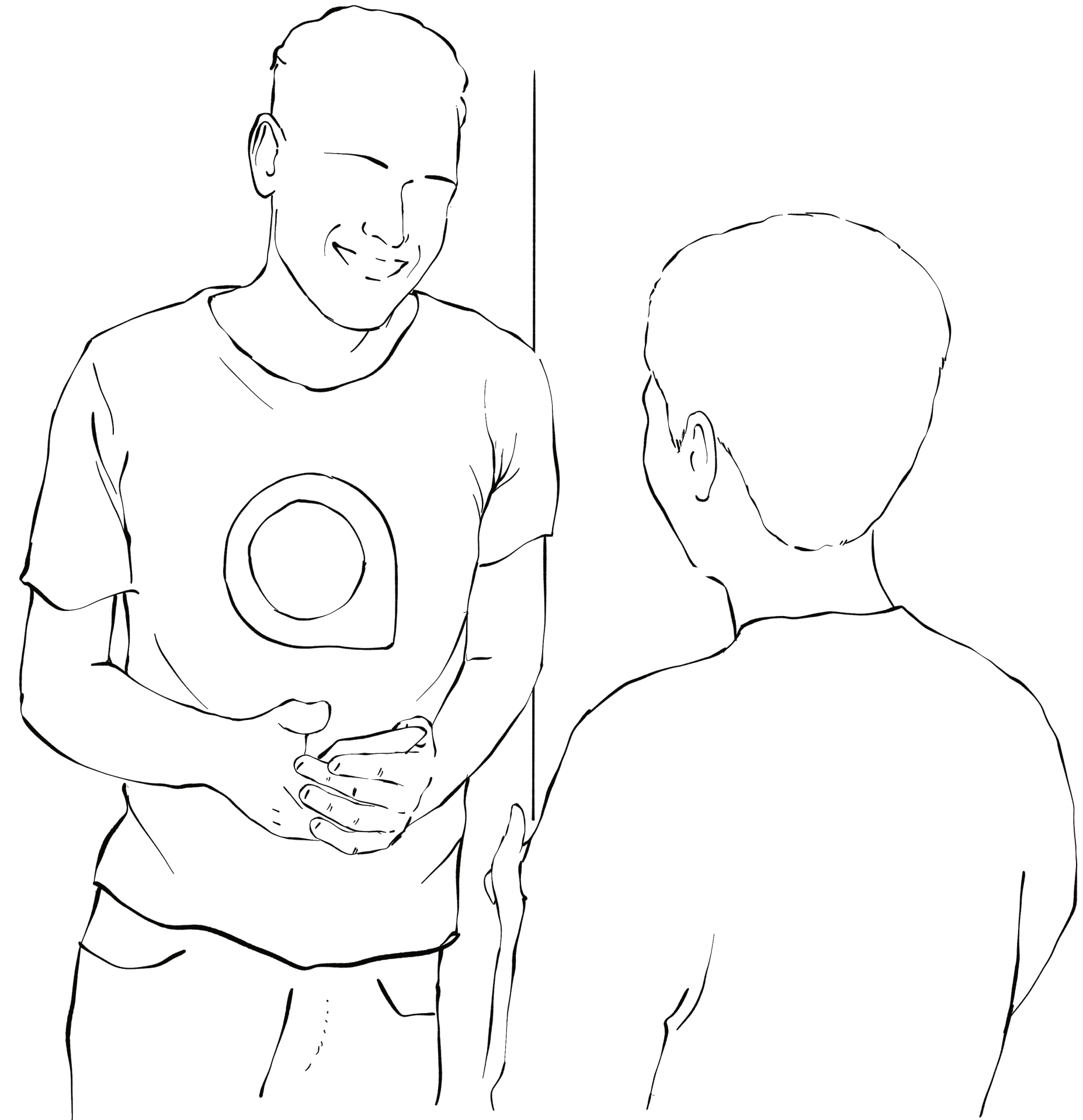
As a charity, we're not funded through profitable activity. We function as a not-for-profit because we are philosophically and ethically opposed to profiting from the trauma of our community. As a result of this, we cannot create a profit from subscriptions fees or access to premium features for our product or community.

Since our inception in 2019, a significant proportion of our income has been through donations from grants, trusts, and major donors. Our grant partners include The Queen's Commonwealth Trust, The National Lottery Community Fund, and Z Zurich Foundation. In addition to this, we're also funded by individual donors such as Charles Wilson (former CEO of Tesco), and family trusts such as the Boltini Trust. We're currently focused on diversifying our income streams, working with major and corporate donors, and exploring how we can create a subsidiary trading arm of Alike to conduct activities such as in-app ethical advertising and white labeling our code. This development of our operating model began with strategic planning in the financial year of 22/23, and continues into the present day.



## 6.3 Risks

The primary challenge we navigated this year centred around the potential vulnerability stemming from our heavy reliance on volunteer, low-bono, and ad-hoc support. Our incredible volunteers have been instrumental in accelerating Alike to its current position. However, as our app has successfully launched and is in active use, sustaining our operations necessitates a shift away from this staffing model. To address this, we took a crucial step in mitigating this risk by appointing a full-time Operations Manager in October 2022. This strategic move not only supported our operational consistency but also empowered us to enhance our fundraising efforts, facilitating the recruitment of additional staff in response to the growing demands.



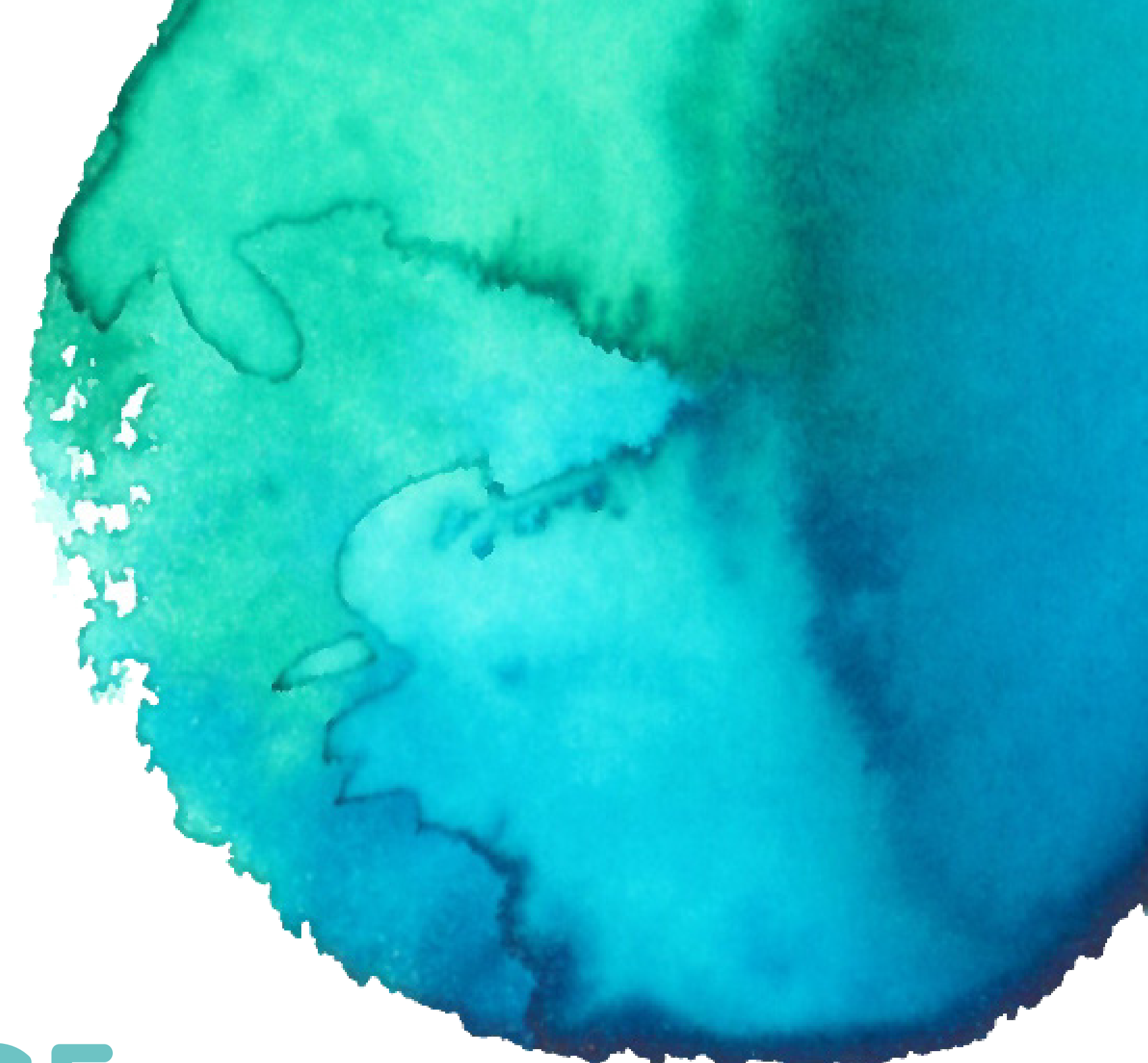


A correlated concern revolved around the absence of in-house engineering capacity, a critical element for ensuring the optimal performance and ongoing development of the Alike app. Rapid response to bugs and crashes is paramount to maintaining the usability and experience for our community. Recognising this, our Director and Operations Manager identified it as a key area for fundraising, implementing a targeted plan during the current fiscal year. To bridge the gap in the interim, we proactively secured dedicated grant support to address necessary fixes and developmental requirements.

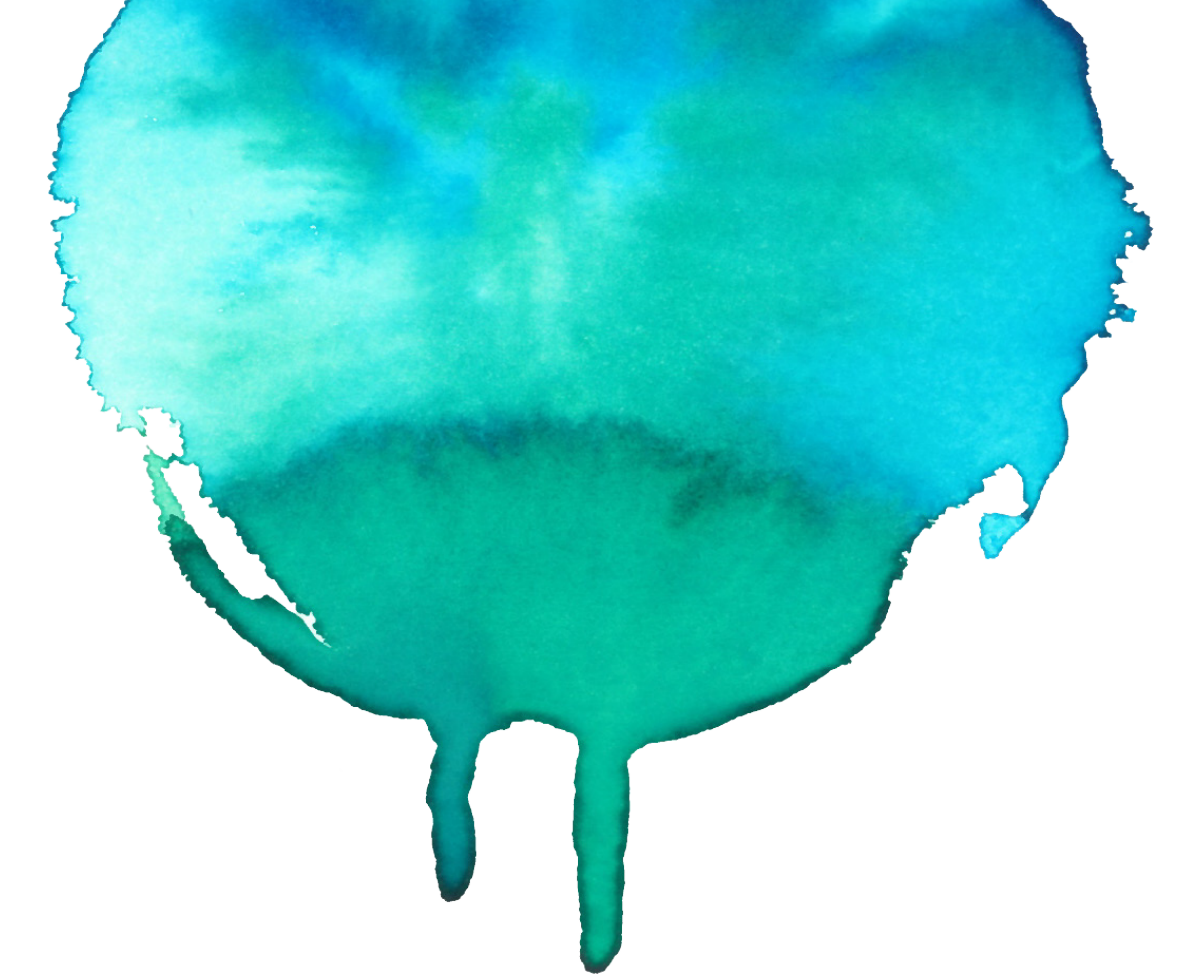
Our commitment to risk management extended to ongoing concerns relevant to a charity with a digital product and exclusive digital focus. Notably, data protection and safeguarding emerged as paramount considerations. We diligently updated our data protection

policies to align with changes, especially those related to data collected via our app. Collaborating extensively with the Queen's Commonwealth Trust, we underwent safeguarding training and an extensive audit of our policies and practices.

This collaborative effort fortified our assurance and commitment to safeguarding our community from harm, reflecting our dedication to maintaining a secure and trustworthy digital space.



# 7. STRUCTURE, GOVERNANCE, MANAGEMENT AND DECISION MAKING



## 7.1 Team Structure

Due to our start-up nature, Alike's core team comprises both full-time and freelance staff, along with dedicated volunteers. The team is led by Alike's Founder and Director, Brad, and includes key contributors: Seren, Max, Naomi, Katherine, and Andrea.

Max Kramer, our Engineering Lead, brings over a decade of software engineering expertise to the table, having developed native mobile apps for startups and served as a CTO for various companies. Max played a pivotal role during the COVID-19 pandemic, dedicating his time and talent to develop Alike's native iOS App and backend infrastructure. In the current financial year, Max has provided strategic oversight while taking a step back from day-to-day involvement. The focus now revolves around

securing funding to establish an in-house engineering and product management team, ensuring sustained excellence in this critical aspect of our operations. Naomi Rhodes, Alike's Finance Lead, serves on a pro-bono basis due to her alignment with Alike's mission. As a qualified CIMA accountant and finance manager for Tesco PLC, Naomi has contributed invaluable insights, leading the development of Alike's business model and long-term financial forecasts. She also played a key role in the onboarding of Operations Manager Seren Hughes, a cancer survivor and experienced small charity leader with a background in public health.

## 7.2 Board Structure

The Alike Board of Trustees comprises five members, consistent with the composition of our previous financial year. While trustee recruitment adheres to an established process, the absence of constitutional provisions for trustee selection is a noteworthy aspect.

The recruitment process involves face-to-face interviews with candidates selected to address knowledge gaps within the current board. Board positions are filled through initial nominations, requiring subsequent 'seconding' by another board member, followed by a voting process among the remaining trustees to finalise the selection.

Chairing our Board is Dr. James Parker, who gained his PhD in oncological research and currently works as the Head of Vaccines for GSK. Joining him are Rachel Priest, Alike's Treasurer and Client Services Lead at Kin + Carta, a prominent app development agency, and Stephanie Radziwillowicz, Alike's Secretary, holding a Master's in Clinical Psychology with a thesis focused on the use of technology for

support among vulnerable populations. Our Board further benefits from the insights of Rachel Blackford, a Strategy Analyst at the National Trust, bringing valuable lived experience with cancer. Additionally, we are privileged to have Leanne Pero on our Board—a multiple award-winning entrepreneur, breast cancer survivor, and founder of Black Women Rising.

Alike stands as a testament to the profound value of lived experience leadership. Leveraging insights from within the cancer community guides our direction and validates our mission.

While we take pride in the wealth of lived experience on our Board, this year presented a poignant challenge with the loss of one of our esteemed Trustees, Saima Thompson.

Diagnosed with Stage IV lung cancer in 2018, Saima served as a Trustee from February to June 2020, contributing an entrepreneurial spirit, innovative ideas, and positivity to our work. Despite a two-year battle with multiple treatments, Saima passed away in June 2020. In her honor, Saima was posthumously named an honorary patron of Alike, and we remain committed to celebrating her life and her impactful contributions to the cancer community.





## 7.3 Governance

Alike operates as a Charitable Incorporated Organisation, and is governed by our constitution.

Despite being in its early stages, Alike is steadfast in its commitment to robust governance and vigilant oversight. The Alike board of trustees adheres to the guidelines on public benefit set forth by the Charity Commission of England and Wales, alongside the best practices prevalent in the charitable sector.

Our ongoing learning process involves drawing insights from organisations of diverse sizes and purposes. As we refine our own style of governance, each meeting serves as a platform for board members and leadership to propose innovative ideas for more effective oversight, fostering a dynamic and continually evolving approach. While prioritising agility to avoid bureaucratic impediments, we remain cognisant of our statutory responsibility to ensure Alike's operations are optimised.

Board meetings are convened on a quarterly basis, with Alike's Annual General Meeting held every April, marking the commencement of our Financial Year. Routine documentation reviews, including recording statements, decisions, and votes, are upheld during these sessions.

Each meeting begins with the declaration of a quorum, confirmation of accurate minutes and an invitation for members to disclose conflicts of interest, adhering to best practices. A crucial component of the agenda involves quarterly progress reports from the Director and Finance Lead.

Outside of these formal gatherings, our Director engages in monthly check-ins with the Chair, and the Treasurer receives monthly finance updates. The recent addition of an Operations Manager has allowed the Director to shift focus towards fundraising and strategic initiatives. This realignment, effective October 2022, sets the stage for an intensified emphasis on enhancing our governance practices. A comprehensive skills audit for board members is slated for execution, marking a pivotal step in optimising Alike's management for sustained success.

## 8.4 Management and Decision Making

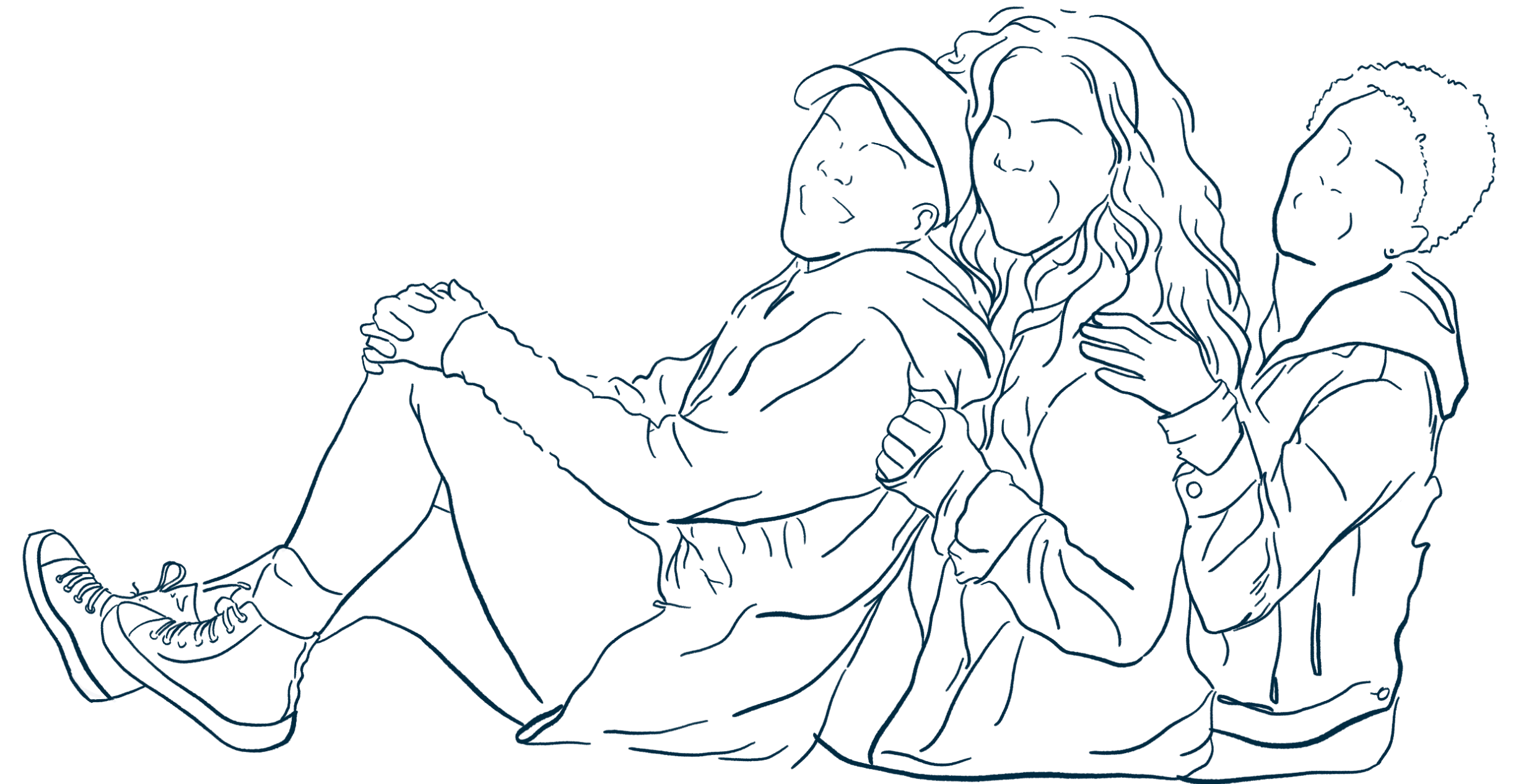
In his role as Founder and Director, Brad's primary responsibility is managing the organisational and strategic direction. Collaborating closely with key leads in Finance, Engineering, Communications, and Creative departments, Brad ensures a cohesive and effective approach to management. Notably, the recent addition of Seren as Operations Manager has strengthened the team, enabling the implementation of impactful policies, processes, and systems.

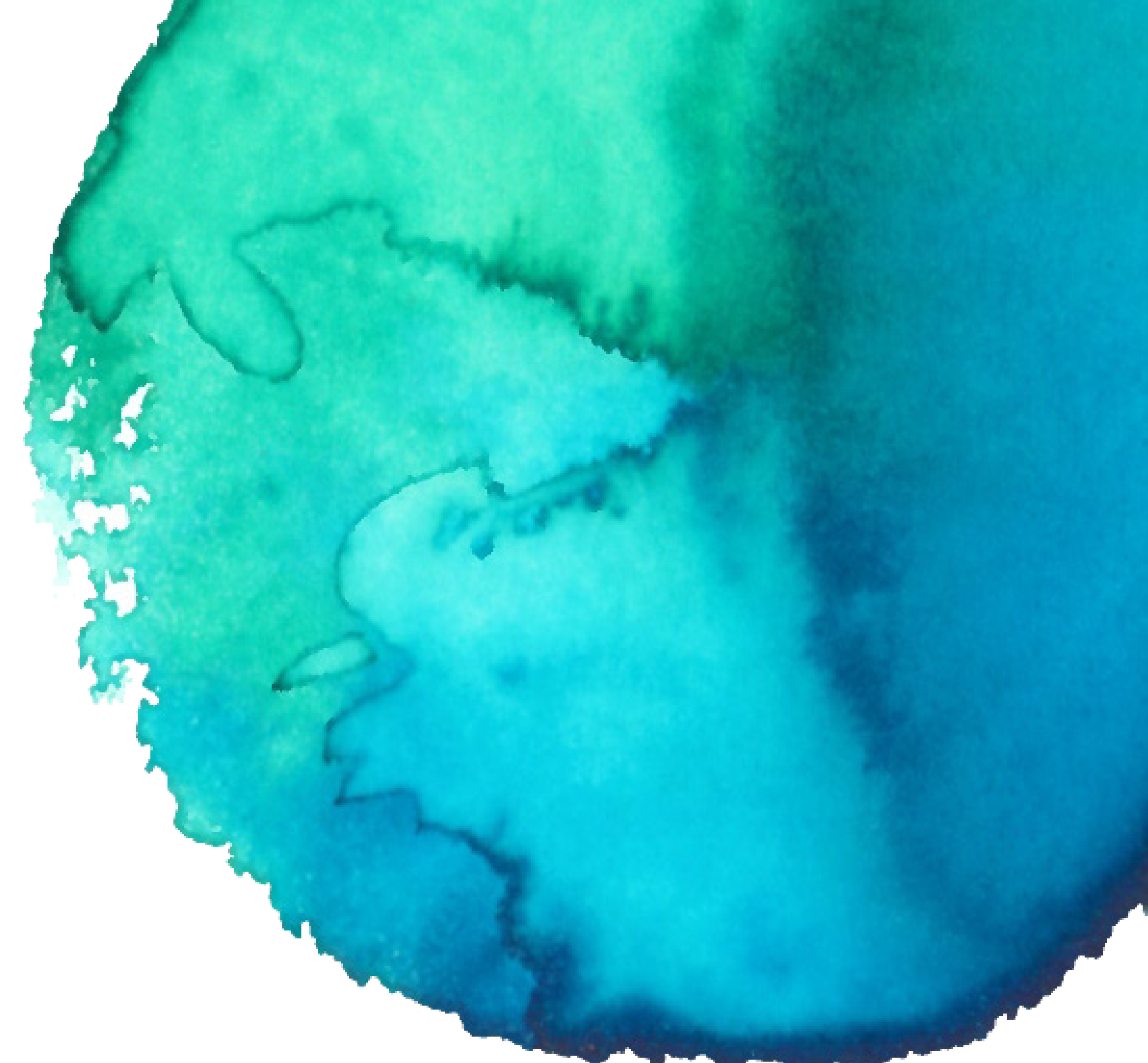
Seren now shares ongoing responsibilities with Brad, contributing significantly to decision-making and organisational management.

As an agile organisation, our financial and strategic decisions are intricately tied to our core mission. Our focus is continuously set on delivering meaningful impact, recognising that this is not only the essence of our work but a cornerstone for unlocking our ambitious fundraising potential.

Given the nature of our mission and our primary product, community participation is paramount to achieving effective outcomes. Alike, built on the principles of lived experience, stands as a testament to community-driven initiatives. Rooted in the ethos of being "for the community, by the community," patient and public engagement forms the core of our decision-making processes. Over half of Alike's leadership, including the Board of Trustees, boasts direct, lived experience with a cancer diagnosis. This intrinsic connection ensures that our initiatives align closely with the needs of the UK cancer community, extending to family members, friends, and healthcare professionals.

Our commitment to community engagement is manifest in our proactive approach. We consistently reach out to our users, inviting feedback and fostering engagement opportunities. The insights garnered from this ongoing dialogue, both past and future, play a pivotal role in shaping our product roadmap. Looking ahead, we plan to enhance our methods of user feedback, striving to make this process seamless, accessible, and intuitive through the app. This iterative feedback loop ensures that Alike remains a dynamic and responsive platform, driven by the genuine needs and experiences of our community.





# 10. FINANCIAL REVIEW

## 10.1 End of Year Cash Position

For the year ended 31 March 2023 Alike had total receipts of £103,541 and made payments of £85,636, with the net receipts of £17,905 comprising a net reduction of £8,168 in unrestricted funds, and £26,073 unspent restricted funds. This gives total funds of £37,656 at year end; £26,073 restricted funding carried forward to be spent in 2023 / 24 and £11,583 unrestricted cash funds. The available cash is just above that required under our reserves policy, and together with confidence over our future income streams, puts us in a beneficial position for 23/24.

## 10.2 Reserves Policy

Following discussions and reflection on Charity Commission guidance regarding charitable reserves, we deemed around 4 months routine unrestricted expenditure to be the correct reserves amount for Alike. Our consistent monthly overheads, aside from restricted funding covering salaries and associated costs, total around £2,500. We wanted to be safe and sensible, whilst also freeing up as much of our charitable funds as possible for app development and charitable activity. Cash reserves as at 31 March 2023 were £10,000, which is in-line with the reserves desired under the policy. This amount is subject to review either annually or as Alike's income and commitments grow. The last review of our Reserves Policy was April 2023. Currently, Alike's source of income is through donations from major net worth individuals, and foundation grants. Our primary goal in our next financial year is to expand our fundraising efforts and continue diversifying our income streams.

# 11. INDEPENDENT EXAMINERS REPORT

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ALIKE CHARITABLE INCORPORATED ORGANISATION

I report to the trustees on my examination of the accounts of Alike Charitable Incorporated Organisation ('the CIO') for the year ended 31 March 2023 as set out on pages 35 and 36.

### **Responsibilities and basis of the report**

As the charity trustees of Alike CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the CIO's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records.

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.

**Caroline Sharp**

FCA, DChA

55 Canberra Road

London, SE7 8PF

Signed:

Date: **29.01.2024**

# 12. FINANCIAL ACCOUNTS

**RECEIPTS AND PAYMENTS ACCOUNTS**  
For the year 01-Apr-22 to 31-Mar-23

**Alike**

Charity Registration: 1181848

Company Number: CE016385

SECTION A RECEIPTS AND PAYMENTS					
	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
<b>A1 Receipts</b>					
<b>Grants and donations</b>					
Boltini Trust	10,000	-	-	10,000	20,000
Major Donors	-	50,000	-	50,000	20,000
Queens Commonwealth Trust	-	20,000	-	20,000	-
Z Zurich Foundation	-	-	-	-	15,000
Postcode Lottery	-	-	-	-	12,500
National Lottery	-	-	-	-	9,600
Roche	-	5,000	-	5,000	-
Other	6,041	-	-	6,041	6,735
Gift Aid	12,500	-	-	12,500	6,499
<b>Sub total (Gross income for AR)</b>	<b>28,541</b>	<b>75,000</b>	<b>-</b>	<b>103,541</b>	<b>90,334</b>
<b>A2 Asset and investment sales</b>					
<i>Sub total</i>	-	-	-	-	-
<b>Total receipts</b>	<b>28,541</b>	<b>75,000</b>	<b>-</b>	<b>103,541</b>	<b>90,334</b>
<b>A3 Payments</b>					
Service development	6,820	20,000	-	26,280	19,036
Marketing and communications	6,819	-	-	6,819	9,467
Raising funds	85	-	-	85	685
Salaries and wages	-	18,242	-	18,242	-
Freelance and contractor costs	11,100	5,000	-	16,100	29,780
Legal & Professional	-	-	-	-	9,432
Independent examination	1,065	-	-	1,065	2,343
Software costs	5,784	-	-	5,784	5,016
Office costs	-	5,439	-	5,439	1,144
Travel, accomodation and subsistence (including client meetings)	4,552	-	-	4,552	3,025
Subscriptions	484	-	-	484	1,853
Staff Training and HR	-	246	-	256	121
Sundry	-	-	-	-	185
<b>Sub total</b>	<b>36,709</b>	<b>48,927</b>	<b>-</b>	<b>85,636</b>	<b>82,087</b>
<b>A4 Asset and investment purchases</b>					
<i>Sub total</i>	-	-	-	-	-
<b>Total payments</b>	<b>36,709</b>	<b>48,927</b>	<b>-</b>	<b>85,636</b>	<b>82,087</b>
<b>Net of receipts (payments)</b>	<b>8,168</b>	<b>26,073</b>	<b>-</b>	<b>17,905</b>	<b>8,247</b>
<b>A5 Transfers between funds</b>					
	-	-	-	-	-
<b>A6 Cash funds last year end</b>					
	19,751	-	-	19,751	11,504
<i>Cash funds this year end</i>	11,583	26,073	-	37,656	19,751



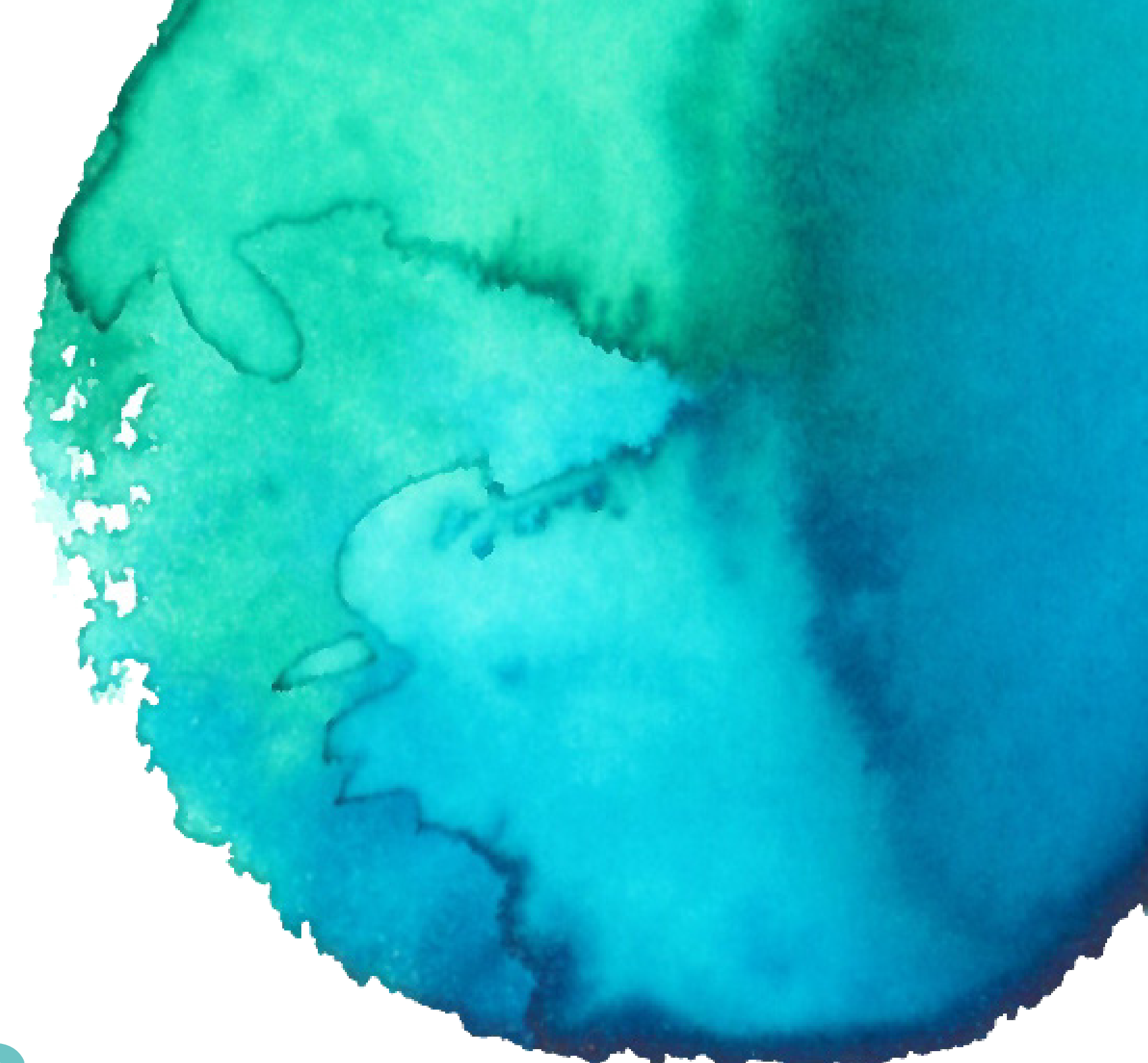
**RECEIPTS AND PAYMENTS ACCOUNTS**  
For the year 01-Apr-22 to 31-Mar-23

**Alike**

Charity Registration: 1181848

Company Number: CE016385

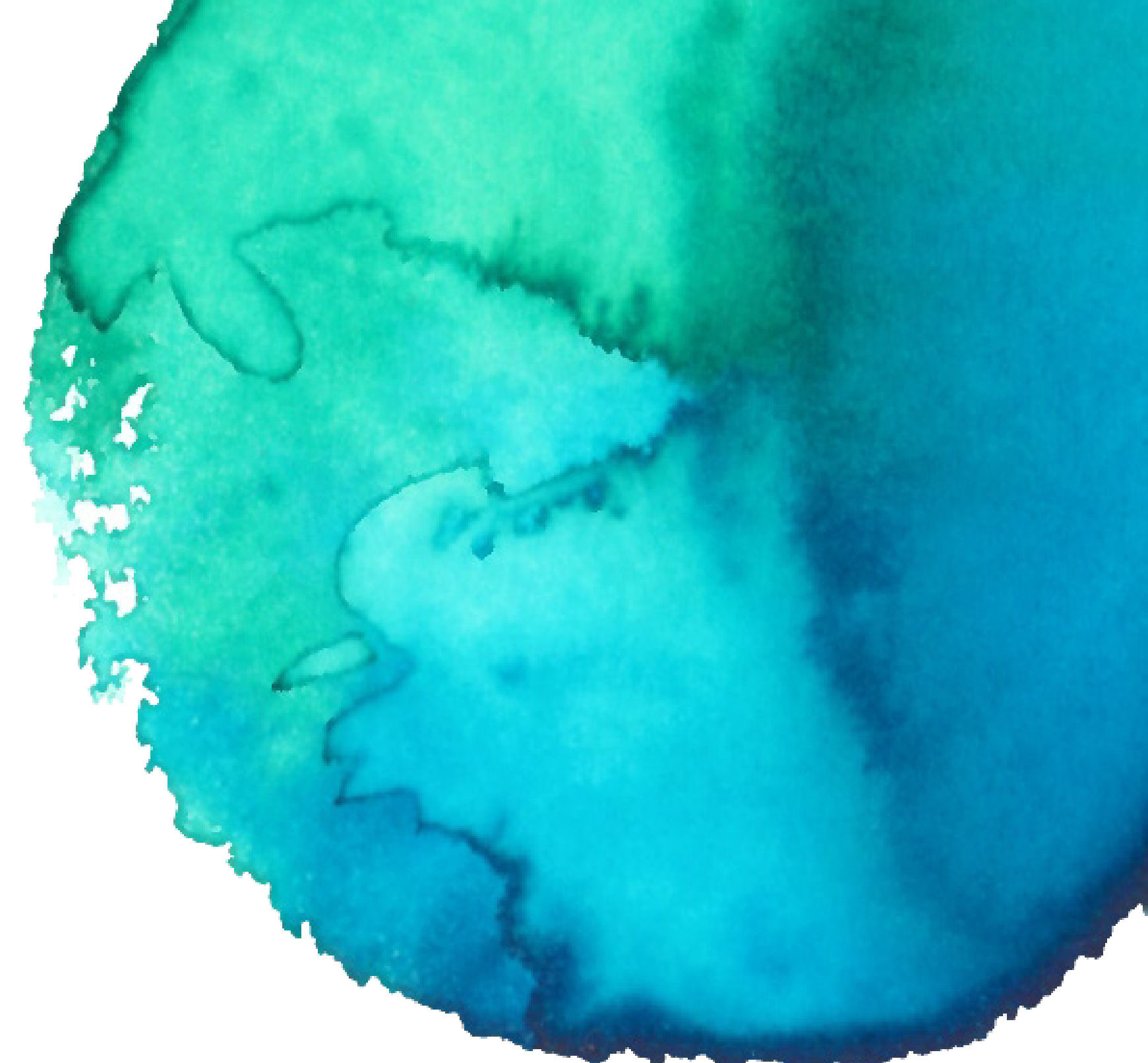
SECTION B STATEMENT OF ASSETS AND LIABILITIES AT THE END OF THE PERIOD				
Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to the nearest £	to the nearest £	to the nearest £
<b>B1 Cash funds</b>	Cash funds as at 31 March 2023	11,583	26,073	-
		-	-	-
	<b>Total cash funds</b>	11,583	26,073	-
		<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Endowment funds</b>
	Details	to the nearest £	to the nearest £	to the nearest £
<b>B2 Other monetary assets</b>		-	-	-
	Details	Fund to which asset belongs	Cost (Optional)	Current value (Optional)
<b>B3 Investment assets</b>		-	-	-
	Details	Fund to which asset belongs	Cost (Optional)	Current Value (Optional)
<b>B4 Assets retained for the charity's own use</b>		-	-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (Optional)
<b>B5 Liabilities</b>	<b>Supplier invoices</b>		-	
	PAYE March 2023	<b>Restricted</b>	<b>758</b>	
<b>CIO Notes required under the Charitable Incorporated Organisations (General) Regulations 2012:</b>				
1. No guarantees were given by the CIO where potential liability under the guarantee is outstanding at the date of the statement				
2. There were no debts outstanding at the date of the statement which are owed by the CIO and secured by an express charge on any assets of the CIO				
Signed by one or two trustees on behalf of all the trustees				
	Signature	Print Name	Date of approval	
		James Parker - Chair	29.01.2024	



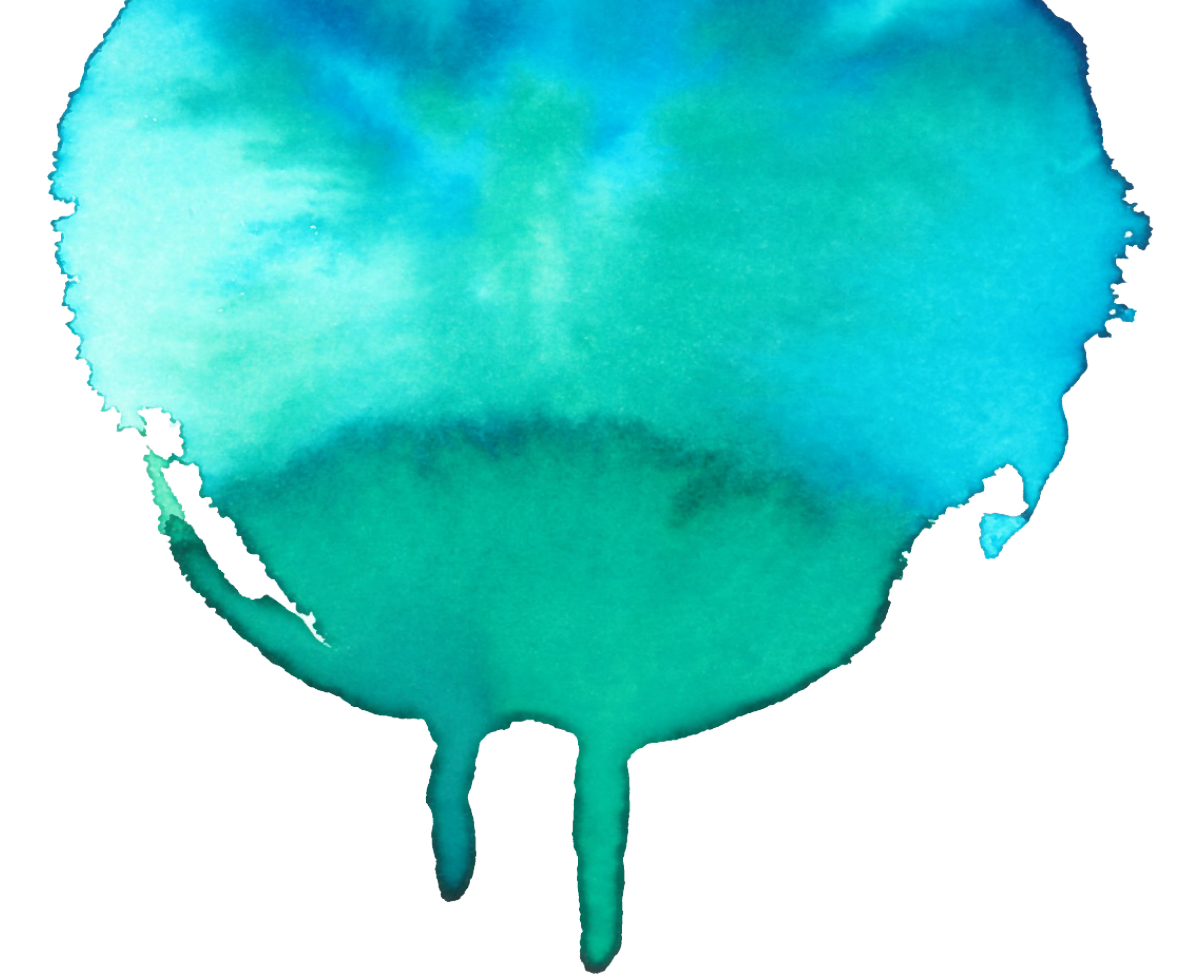
# 10. ADMINISTRATIVE DETAILS

Charity Name	Alike
Registered Charity Number	1181848
Company Number	CE016385
Charity's Principle Address	Soho Works, 180 The Strand, London. WC2R 1EA.

Trustee Names	Office	Dates of Term
Dr. James Parker	Chair	04.02.2019
Rachel Priest	Treasurer	04.02.2019
Stephanie Radziwillowicz	Secretary	04.02.2019
Rachel Blackford	Trustee	04.02.2019
Leanne Pero	Trustee	08.09.2020



# 11. CLOSING STATEMENTS AND APPROVAL



The Alike Trustees declare that they have approved the 2022 / 2023 Annual Report and Accounts presented above.

**SIGNED ON BEHALF OF THE TRUSTEES:**

**NAME:** Dr. James Parker, Chair of Trustees.

**DATE:** 29.01.2024



**ALIKE**

England & Wales - Charity number 1181848

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# Accounts

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**alike.**

**Alike Annual Report and Accounts.  
Year Ended 31st March 2022.**

# INDEX

TRUSTEE REPORT	2 - 42
INDEPENDENT EXAMINER'S REPORT	43 - 44
FINANCIAL ACCOUNTS	45 - 47
ADMINISTRATIVE DETAILS	48 - 49
TRUSTEE APPROVAL	50 - 51

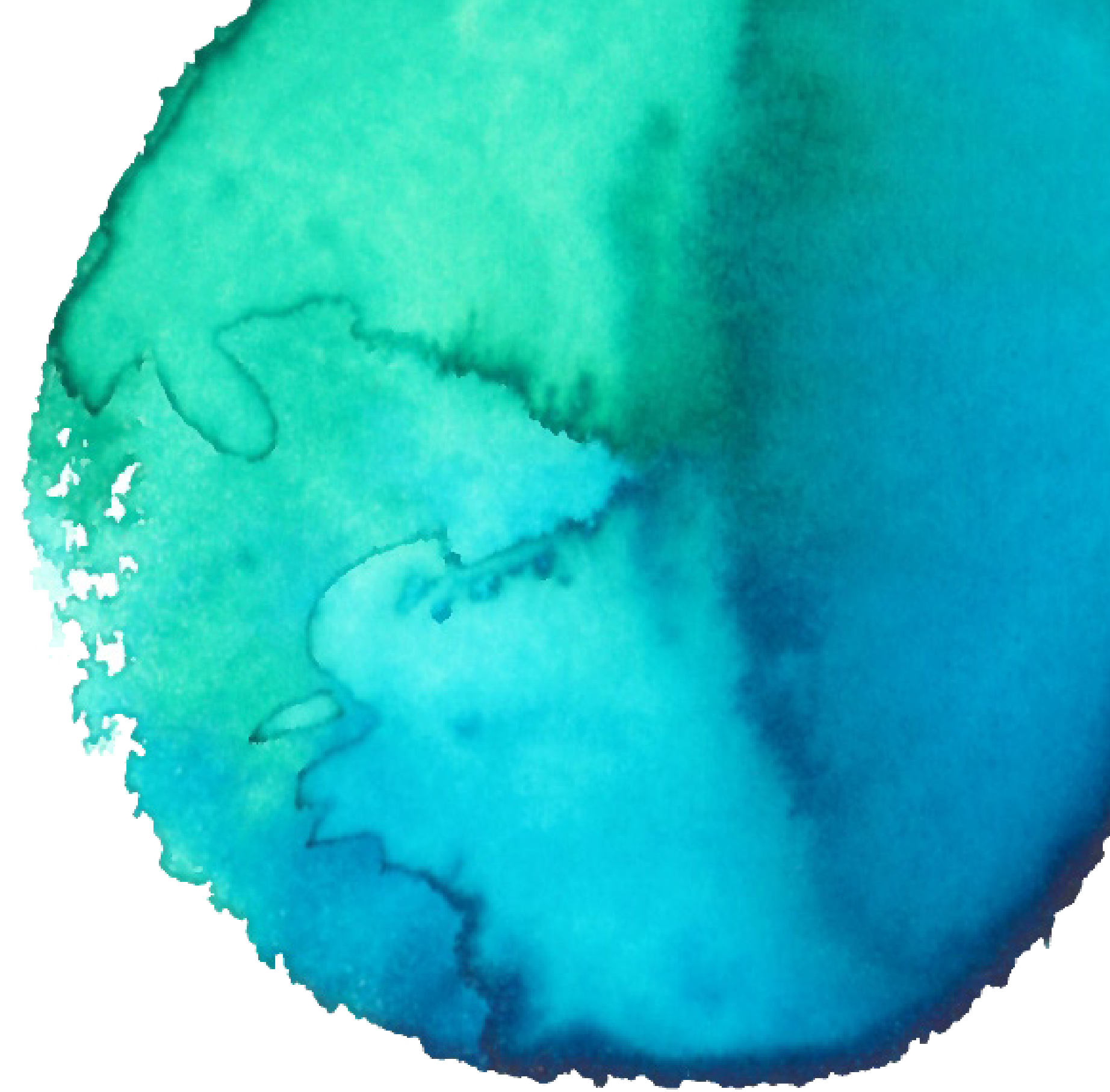


# Executive Summary

The period from April 2021 to March 2022 saw Alike thrive despite multiple external factors, and begin to enact our mission. Alike's charitable objectives are to relieve those in need by reason of ill-health by developing and facilitating peer support services for people diagnosed with cancer [and other serious illnesses] and their families and friends, in particular (but not limited to) by developing and making available a digital application to connect those in need with each other. This year, we turned our focus to creating more public and stakeholder exposure to Alike, growing the users on the app, as well as ensuring we were building fundraising capacity to sustain the app, and grow our organisational activity. From inception, our method of fulfilling our mission has been through the use of digital products. Alike's main offering has been defined since the ideation phase as a peer support platform, built purposefully for people facing a cancer diagnosis. Through the tireless work of the team we have a fully functional app on both Apple and Android platforms, with a large and growing community of cancer patients and survivors, who continue to see the benefits of this innovative platform.

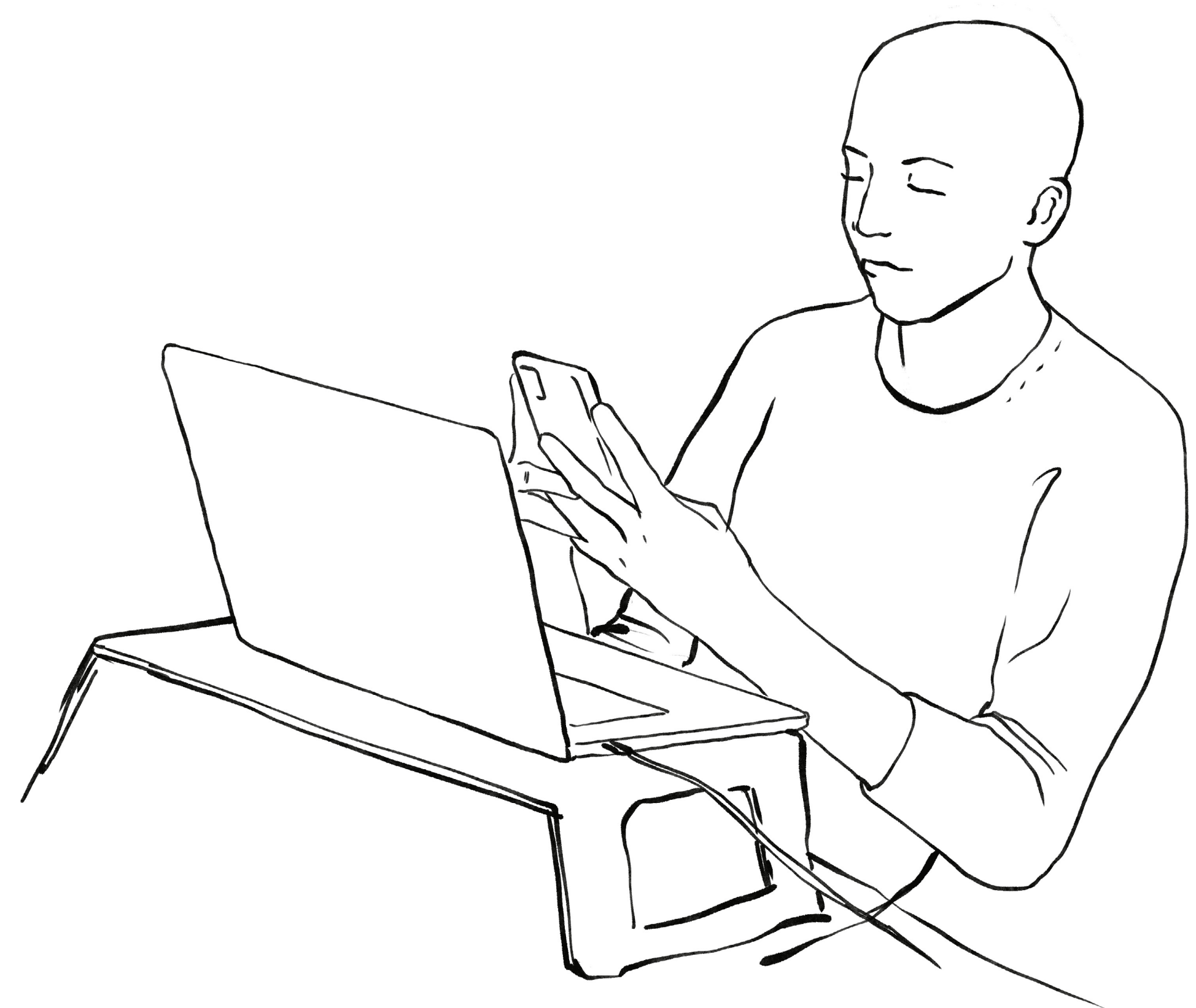
Following a successful fundraising boost in Q1 and Q3 during this year, we then turned our attention to communications, partnerships and maintaining the app, which were key parts of our KPIs for the financial year. Our financial objective during this period was to continue to develop relationships with major donors to ensure that the Alike app would continue development, and not stagnate, and that we could maintain and improve the experience of our new community. Over the past financial year we have increased our income by 67%. As a small team, still reliant on volunteers, pro-bono and low-bono work, aligning to strict not-for-profit regulations and with limited income, this is a significant achievement worth celebrating. Given the sector-wide impact of the COVID-19 pandemic that still continues, this is even more of a success.

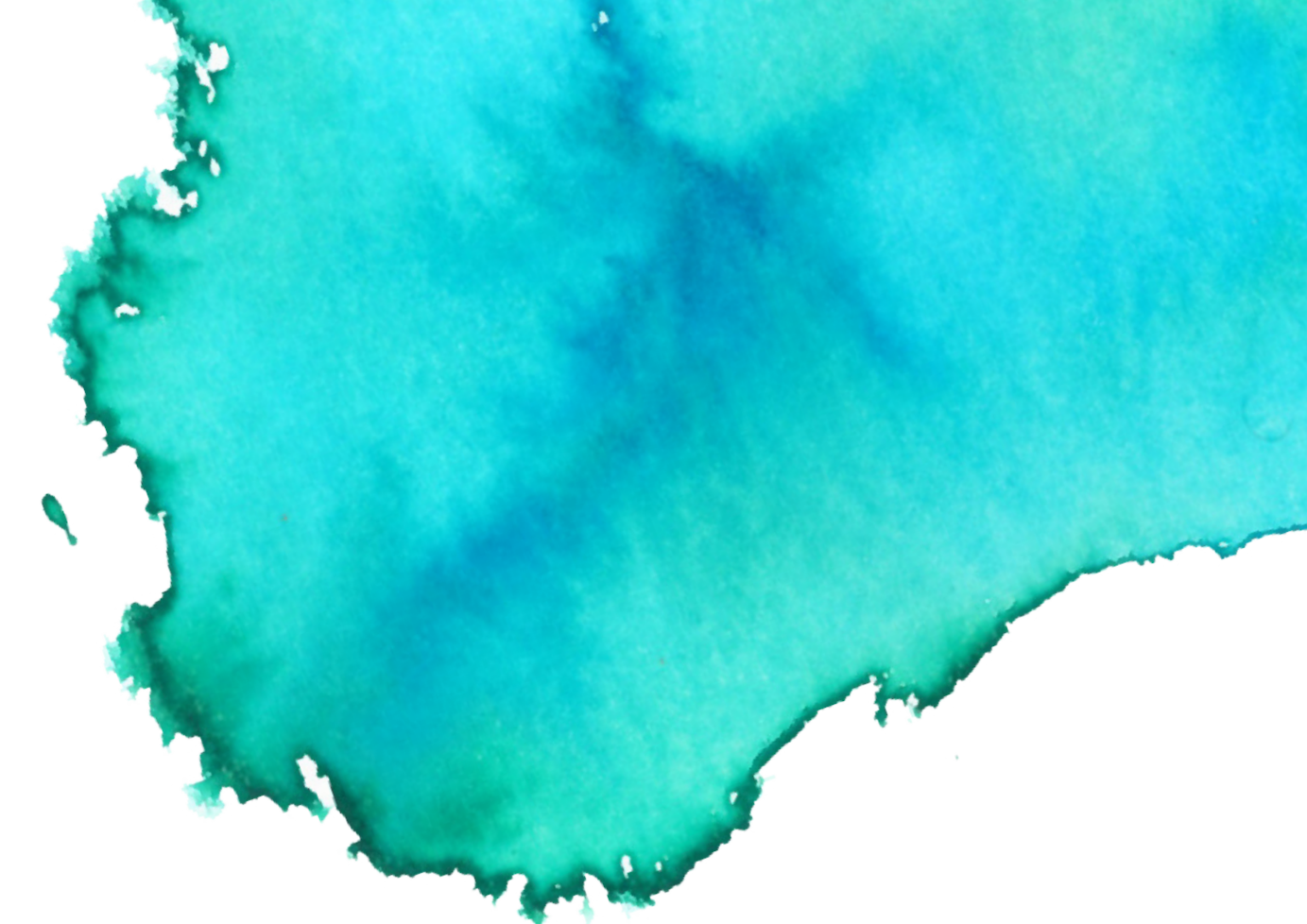
# INTRODUCTION



# 1. Introduction

The period of April 2021 to March 2022 saw exceptional growth and development for Alike in the face of an uncertain environment. Many charities and not-for-profit organisations continued to work within a challenging and competitive funding environment as a result of the COVID-19 pandemic. Despite these challenges, and our limited capacity, we further demonstrated our determination, resilience, and innovation. This Annual Report reflects on a year of truly enacting our mission, and reviewing the organisation as a whole in addition to specific objectives and achievements.





## 1.1 Chair's Statement

As we close this financial year it is important to reflect. It has been an extremely impactful year for the charity, and we have had an active app available, growing the community, for this whole year. This has allowed us to continue the journey of delivering our vision for cancer patients and survivors.

At this point last year, we were beginning to emerge from a global pandemic that drastically affected the isolation cancer patients suffer and as we continue to emerge from the pandemic, it is clear that the path forward remains unclear, and fraught with challenges, particularly for smaller organisations around fundraising, development and strategic planning. Brad and the Alike team have consistently shown dedication, resolve and determination to fulfill our mission and find new and creative ways to not only sustain Alike's activities, but also seek to scale our work to support more people and continue to grow our community.

The hard work shown by the team has rightfully been recognised by the likes of the BBC and the Evening Standard, as well as in a recent presentation to the late HM Queen Elizabeth II.

In the same spirit as last year, the challenges we face have only strengthened our resolve to truly succeed in our mission and as Chair of the board of trustees I can say I continue to be extremely proud of the work achieved by the team, and excited to see what the upcoming year brings.

**Dr. James Parker**  
**CHAIR**



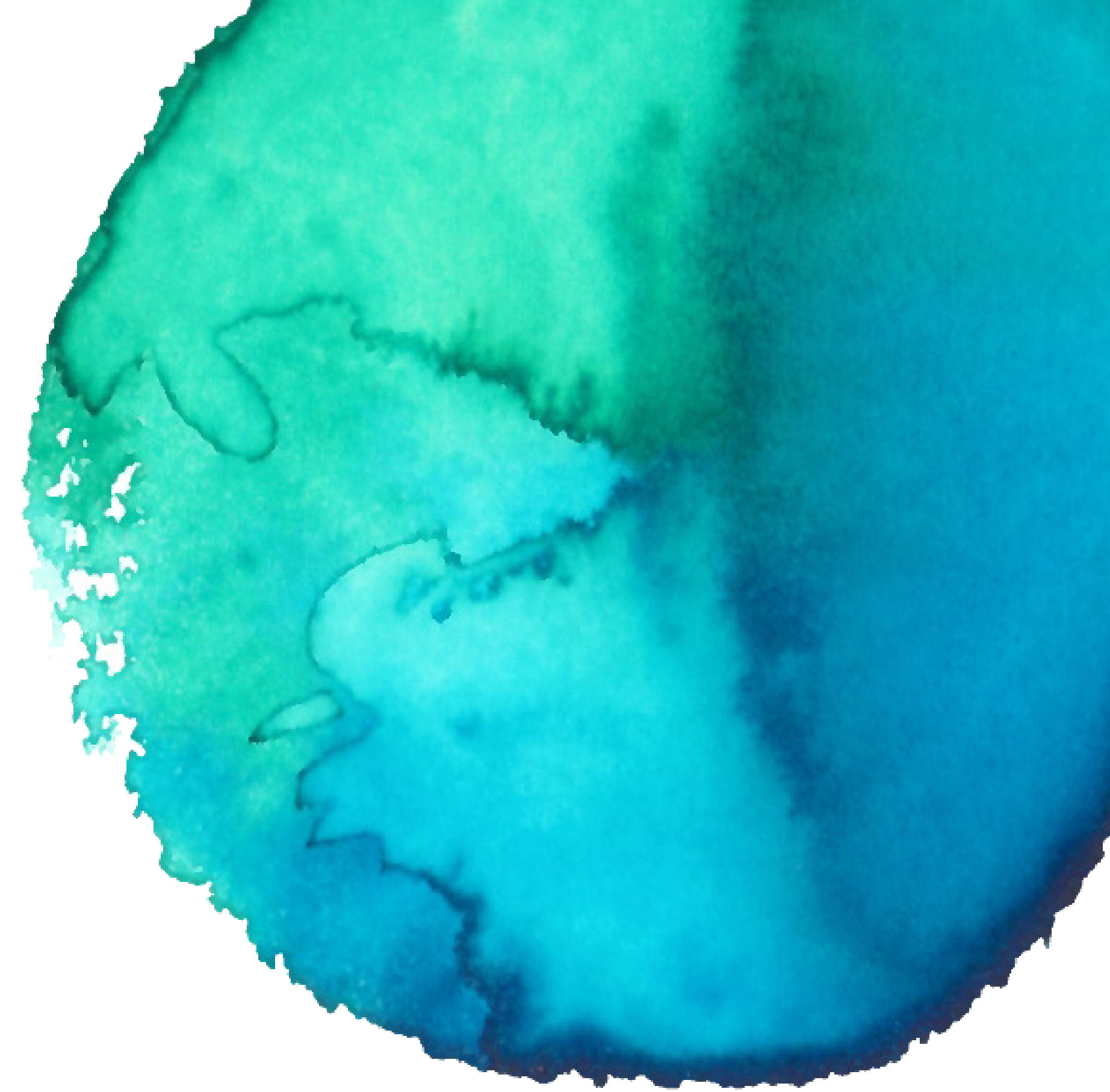
## 1.2 Founder's Statement

Every day, I tap on the Alike icon on my phone and open up the app we created. And every day, it's a surreal feeling. It fills me with immense pride: not just because it's my vision, but because it demonstrates the hard work of so many people who have been impacted by cancer and who understand our mission. Being part of this digital community, as a survivor of cancer myself and as its founder, is a unique feeling. It's what motivates me to continue our essential work for people impacted by this disease. This year gave us invaluable insight into our mission and the platform we provide. It has illustrated the need for a dedicated peer support space for the cancer community. Now, it's time to meet the challenge of sustaining that space and scaling it to help more people. As a small lean organisation, we're agile and responsive to our challenges.

This year has seen us learning on the ground, adapting to the demands around us, and developing as people, professionals, and an organisation. Whilst our actions, strategy, and delivery methods might change, our ambition, determination, and mission have not, and never will. This next year, we'll explore creative ways of working and nurturing new and current relationships to scale and sustain Alike's work. As always, I am forever grateful to the board, the team, the partners, the supporters and the community for believing in Alike's vision and working together to build something truly game-changing for people diagnosed with cancer.

**Brad Gudger**  
**FOUNDER**





## 2. PURPOSE, IMPACT, AND TESTIMONY

## 2.1 Purpose

Alike's purpose is simple: to provide connection for everyone impacted by cancer. As custodians, it is our duty to safeguard this mission and ensure that every action taken by the charity fundamentally serves this purpose. From inception, our method of fulfilling our mission has been through the use of digital products. Alike's main offering has been defined since the ideation phase as a peer support platform, built purposefully for people facing a cancer diagnosis. Our mission encompasses commitments to centre lived experience in meaningful conversations, to break down social stigmas associated with cancer, and to redefine what it means to be a cancer patient and survivor.

This financial year, our main focus has been:

- Building our credibility within the sector
- User acquisition
- Fundraising and financial sustainability
- Cementing trust with our users and partners

As we face the twin challenges of the new normal of life after COVID-19 and life with cancer, we're more committed than ever to providing a safe space for the cancer community. During this year, our key learning is that we're more certain of our purpose than ever before.



## 2.2 Impact

Our impact has been focused in three key areas:

1. How our app can benefit the cancer community
2. How we can represent our cancer community
3. How we work within our sector

### **Our impact on the digital cancer community**

We're a digital-first organisation with a native app, but we still have a long way to go in using this position to effectively demonstrate and measure our impact. Despite this limitation in data collection, our impact during this period has been phenomenal, particularly in relation to our organisational size and turnover.

We delivered both iOS and Android native platforms at the beginning of 2021. By March 2022, we saw a user base of 2,000, a 122% in user growth compared with March 2021. This is a major validation of the concept behind the app, which was echoed in our engagement with app users. Elements of this feedback have been highlighted within the Testimonies section below.

## 2.2 Impact

### **Our impact on cancer community representation**

We were able to highlight the lived experience of community members from extremely underrepresented groups, including survivors of colour, non-binary survivors, and people living with rare cancers. These nascent community champions served as spokespeople in major press engagements, including BBC television interviews and World Cancer Day events with Amanda Pritchard, CEO of NHS England. To be able to facilitate this kind of representation speaks to our impact, and is the beginning of our vision to centre lived experience, to break down social stigmas associated with cancer, and to redefine what it means to be a cancer patient and a survivor.

### **Our impact in the sector**

There are around 620 different organisations in the UK serving people impacted by cancer. The cancer charity sector is dominated by respected, long-standing organisations such as Cancer Research UK and Macmillan Cancer Support. In this environment, our impact came from our ability to speak with lived experience and our focus on digital-first. By March 2022, we had signed agreements with leading organisations such as Teenage Cancer Trust and Young Lives vs Cancer (formerly CLIC Sargent). We have also engaged with Sarcoma UK, The Ellen Macarthur Cancer Trust, Teens Unite Fighting Cancer, and the Queen's Commonwealth Trust.



## 2.3 Testimonies

We have gathered testimonies from members of the UK cancer community to reflect the impact of the Alike app. These testimonies are drawn from qualitative interviews with the community, and feature cancer patients and survivors from a variety of backgrounds with differing diagnoses.

Our app is available 24/7. So each day, we learn about new stories, new experiences, and gain new insight into how we help people diagnosed with cancer. We've gathered testimonies from members of the UK cancer community and our partners to reflect this.

### USER OF THE ALIKE APP

"I've been using the Alike app for a while now and it's so special having a space full of people who understand and know exactly what you are going through."

**Adil, 31**

### ALIKE PARTNERS

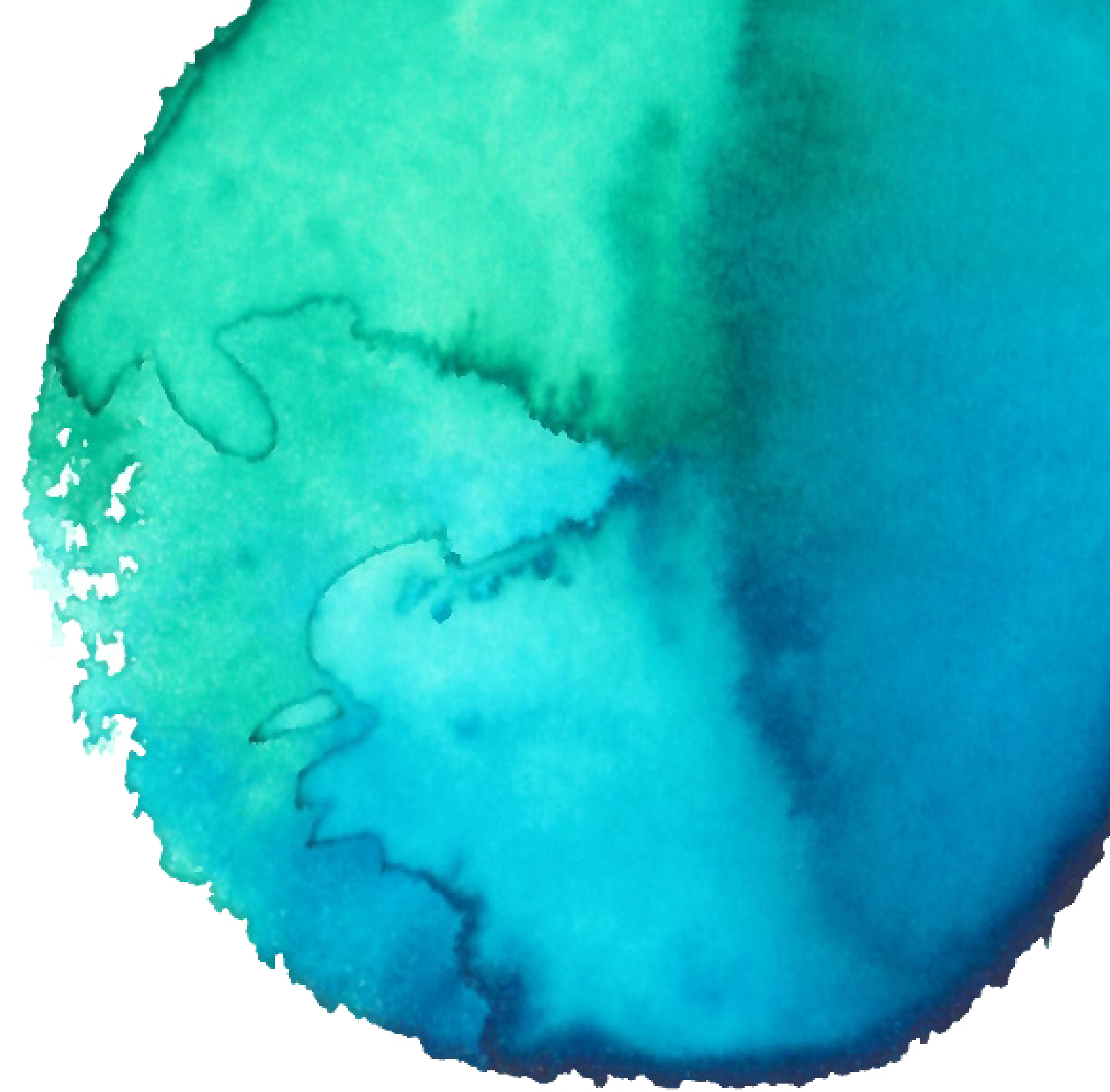
"Alike's app compliments our work and will really help reach every young person diagnosed with cancer. We supported Brad throughout his experience of cancer. It has been a privilege to witness his hard work and determination come to fruition."

**Teenage Cancer Trust**

"Alike is the first innovation we have supported created by a patient. Through lived experience and patient engagement, they have found a unique way to use typical communications technology and tailor it to support a community with specific needs."

**NHS Clinical Entrepreneur Programme**

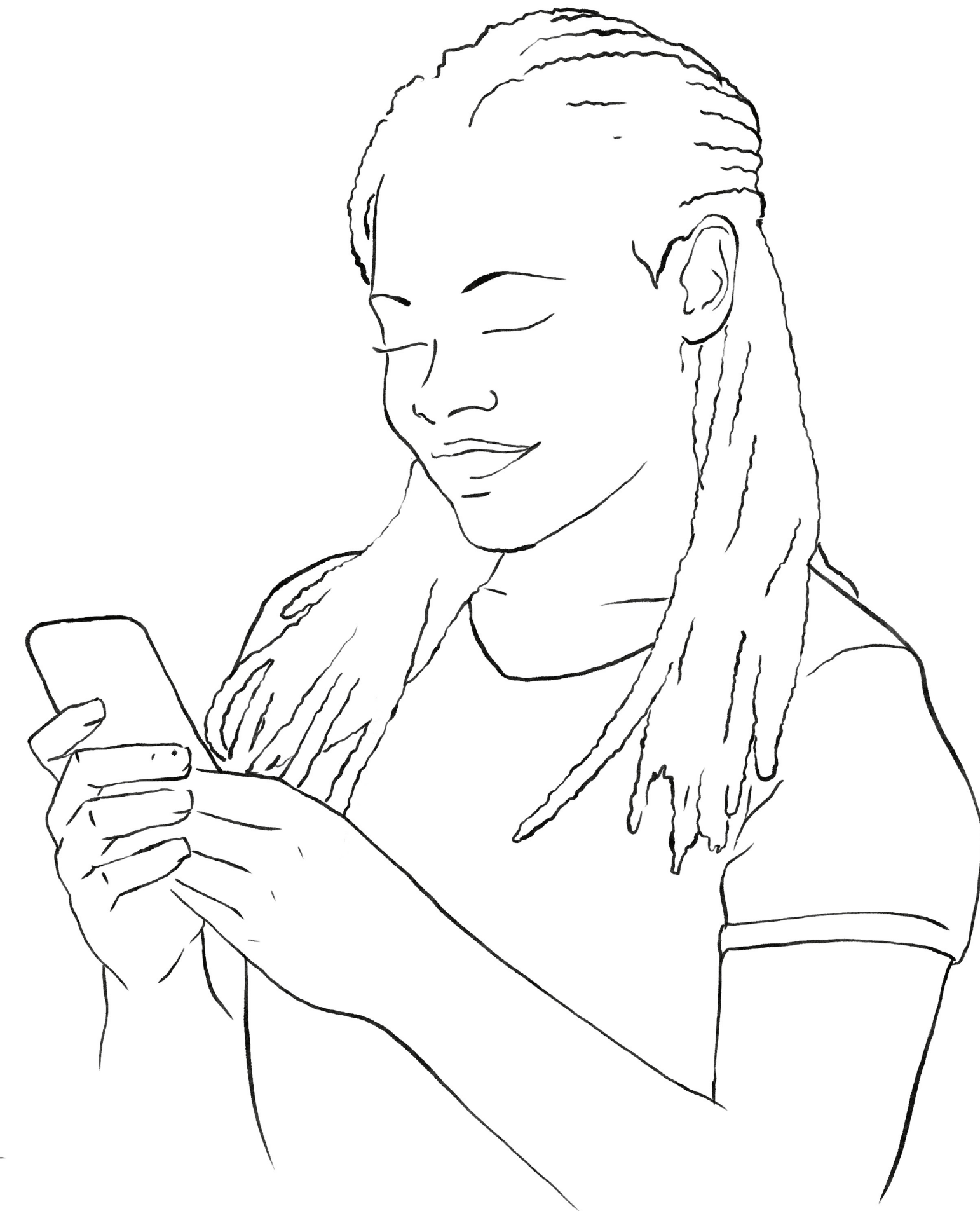
**Teenage Cancer Trust**



### 3. VALUES AND WAYS OF WORKING

# Our Philosophy

Alike was created with the intention of doing charity differently. We take inspiration from sleek, modern technology start-ups and apply the ethics of activists and grassroots movements. The COVID-19 pandemic put this commitment to the test, and required us to invest in and engage with new and agile ways of working. This is an ethos we will continue to work by, to ensure we can adapt and scale rapidly in line with the needs of the cancer community.



## 3.1 The Alike Philosophy: Values

We are a cancer-focused charity that believes cancer is the least interesting thing about our users. We apply our lived experience to all of our decision making, and we're not afraid to take risks. As members of the community we serve, we're at the front of inter-community dialogues such as language around treatment, survivorship, PTSD and mental illness, and end of life care as a cancer patient. We will always be upfront and engaged with these conversations.

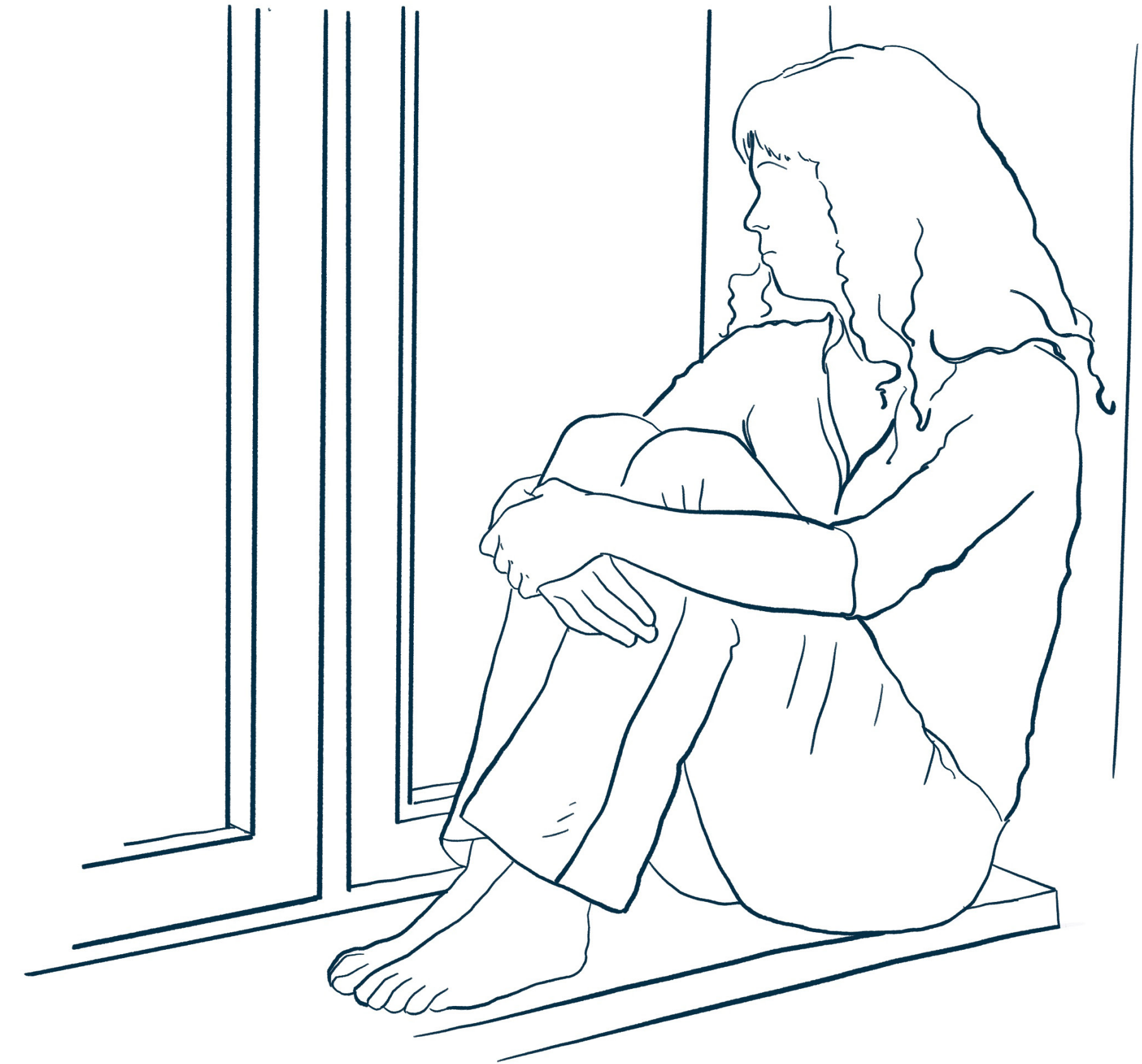
We are a not-for-profit organisation, grounded within the charitable sector through our partnerships, ethos, and ways of working. We are pro-collaboration, and actively oppose and work to prevent duplication and repetition between charitable cancer support services. This is reflected by our close working relationships, numerous partnership agreements, and membership of the Children and Young People's Cancer Coalition.

We are careful to clarify that we are not an organisation that produces or publishes medical information or advice, or provides clinical mental health support. The Alike app is a low-threshold psychological support tool that digitises already available and well-documented face to face peer support groups. Our Community Pledge is clear in that whilst we are keen to host community conversations around diagnosis and the long term impact of cancer, we encourage everyone to speak to a medical professional with regards to their own personal health, conditions, and side effects.

We firmly believe that technology can be a force for good when the right tools are put into the hands of people who really need them. Digital products provide accessible methods of service delivery that promote equality and inclusion.

This is why we provide a peer support app, and why we are dedicated to exploring and incorporating new technologies in strategic and meaningful ways.

We are committed to transparency, open communication, and striving to improve the experience of life with and after cancer. We are pro-collaboration, challenging traditions within our sector and seeking out feedback from our community. We have a dedicated Valuing Lived Experience principal, ensuring that our community members are treated with the respect they deserve when they choose to share their stories and work with us.



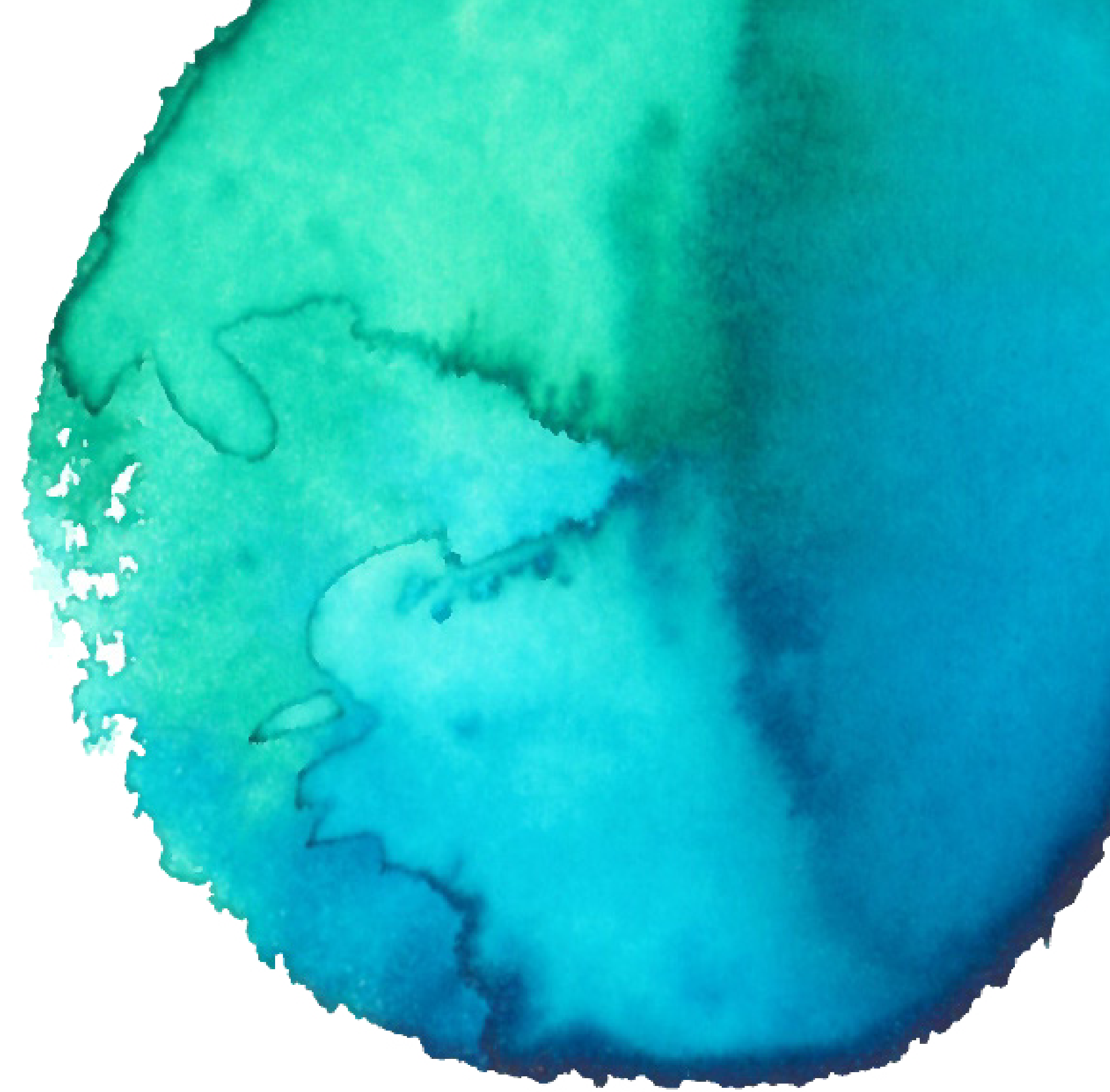
## 3.1 The Alike Philosophy: Ways of Working

Our culture is one of open, honest communication, with a focus on learning, growing relationships, and challenging traditions. Our ways of working apply to both work internally performed by Team Alike, and the external engagement work with our community.

We are led by the principles of youth leadership and lived experience, and this is demonstrated by our majority female board, and our team of proud LGBTQ+ people and disabled cancer survivors. We believe that Alike is and will be best served by gifted new talent and young industry leaders, paying particular attention to individuals from minority backgrounds such as women in STEM. We seek to facilitate development and leadership opportunities, both for Team Alike and the wider Alike community. Cancer can greatly hinder educational and professional attainment for young people, and this impact is particularly profound for people from disadvantaged backgrounds. Where we can, we uplift these individuals by

providing and supporting opportunities for personal and professional development.

We are committed to following best practice in all our work. When we say best practice, we don't just mean clinical studies and governance legislation - we mean best practices according to the people who are impacted by these actions and decisions. We always engage professionals to ensure that our business follows the relevant legal and financial regulations, and we seek feedback from our community to ensure our work remains relevant and meaningful to the people we serve.



# 4. OBJECTIVES AND ACTIVITIES

## 4.1 Alike's Charitable Objectives

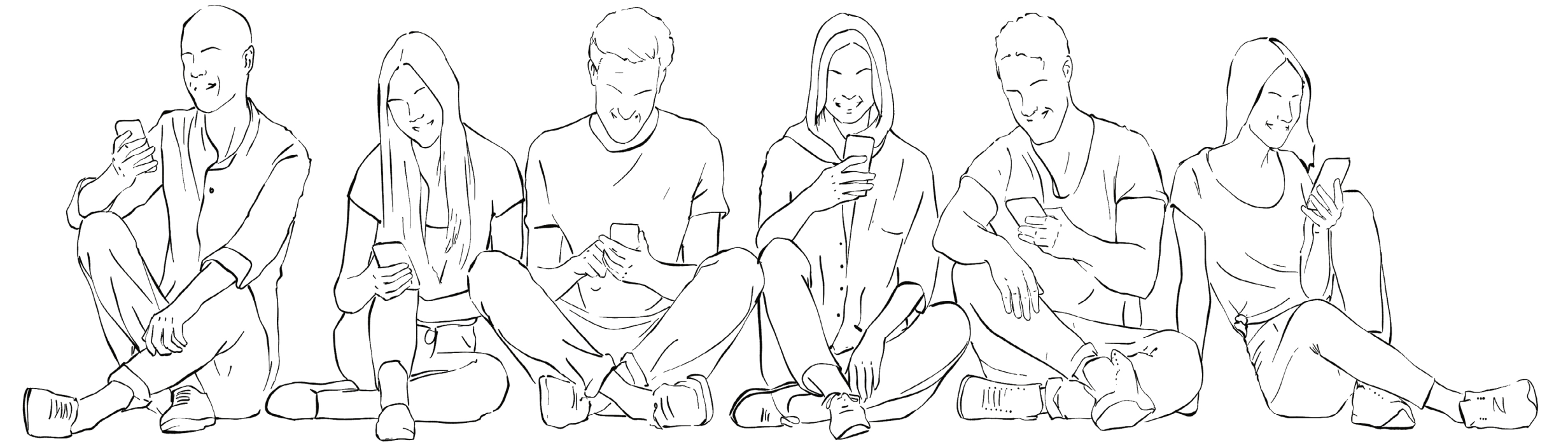
As written in our Constitution, Alike's charitable objectives are: to relieve those in need, by reason of ill-health, by developing and making available a digital application and other digital technologies to connect people diagnosed with cancer [and other serious illnesses] and their families and friends.



## 4.2 Alike's Objectives 2021/2022

This year was when we began to enact our charitable mission. We brought our Constitution to life through the launch of our native iOS and Android apps in February and March 2021 respectively, allowing us to facilitate peer support to people over 18 and to take strides forward to combat the loneliness and isolation caused by cancer within this Financial Year.

Our main objectives for 21/22 were shaped by our new platform and the need for strategic user acquisition. As referenced in our 20/21 Annual Report, our KPIs were formed from user growth, income generation and partnerships. These KPIs shaped our objectives, which were to increase user base on the Alike platform, securing income in-line with our strategic priorities, and building meaningful partnerships within the cancer sector and beyond to aid long-term sustainability and credibility.



## 4.3 Alike's Activities 2021/2022

In 21/22, continuing to understand how we can improve the experience of the platform for our users was paramount. In April 2021, we decided to remove the upper age limit of users within the platform. Although the target demographic of Alike and our communications strategies are prioritised towards digital natives, the removal of the upper age limit in the design phase saw an increase in older age demographics using the platform as a result of our promotion activity. This helped validate our vision in being a platform for everybody over the age of 18 with a cancer diagnosis. However, it also informed further development of the age filter within the app to ensure that we were not simulating the experience of many young cancer patients in a hospital setting where they feel unable to connect with anyone their own age, and digitally recreating the isolation Alike was founded to combat. The rest of the year was focused on continuing to develop and maintain our code as our user base grew.

During this period, it was vital for us to build a portfolio of key strategic partners. Securing formal partnerships is central to our organisational activity and serves many purposes for Alike, from increasing user acquisition through signposting and referrals, to building credibility and trust within the sector, and most importantly through the cancer community. A year of relationship building began with Alike extending our existing relationship with the Queen's Commonwealth Trust (QCT) where, off the back of our COVID-19 Emergency Grant in September 2020, our Founder, Brad was invited to present our work to the late Her Majesty The Queen via video call in July 2021. By the end of this financial year in February 2020, we were announced as a QCT partner through the Youth Ventures Fund.

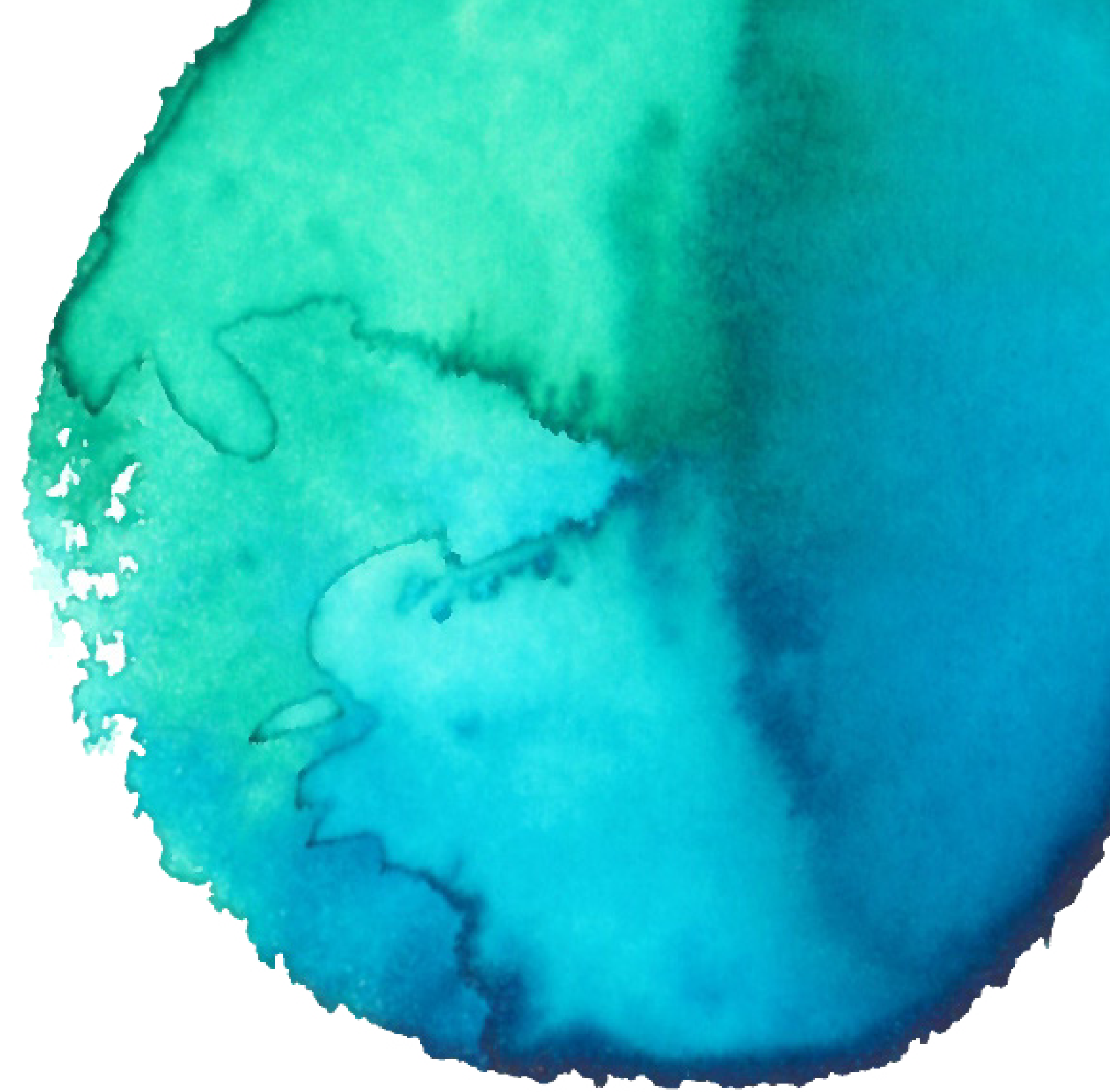
We also secured a formal partnership with Soho House, providing us with free pro-bono Soho Works space through the Soho House Foundation in September 2021. This office space provided us with a professional organisational address, a work-life balance for our team and volunteers, and a space to meet and engage with stakeholders and our community. As a small scale organisation, this partnership has also significantly supported us by saving significantly on core costs.

Our partnerships within the cancer sector grew when Teenage Cancer Trust were added into our partnership agreement with Alike and Young Lives Vs Cancer in December 2021. Not only has this partnership already made waves in the charity sector by demonstrating how effectively small charities can form mutually beneficial relationships to improve the lives of their users, it has also ensured Alike can actively champion our ethos to restrict the duplication of services within the sector.

As an organisation and through the existence of our new platform, we were able to bring our PR and communications strategies to life. In partnership with PR agency Sparkle, and through the dedication of our core team and volunteers, we began promoting the app and scale up our public facing activity around World Cancer Day in February 2022.

We focused on the importance of our community across broadcast media from the BBC to Metro, gaining significant national coverage. Our internal communications and social media activity also gained momentum as we began to amplify the lived experience of our community members and champions for Black History Month, World Mental Health Day, and Pride Month. We centralised ourselves in public conversations within the cancer sector when it comes to equality and contributed to a proposal for a new European Cancer Survivor Network which is now being funded by the European Commission.

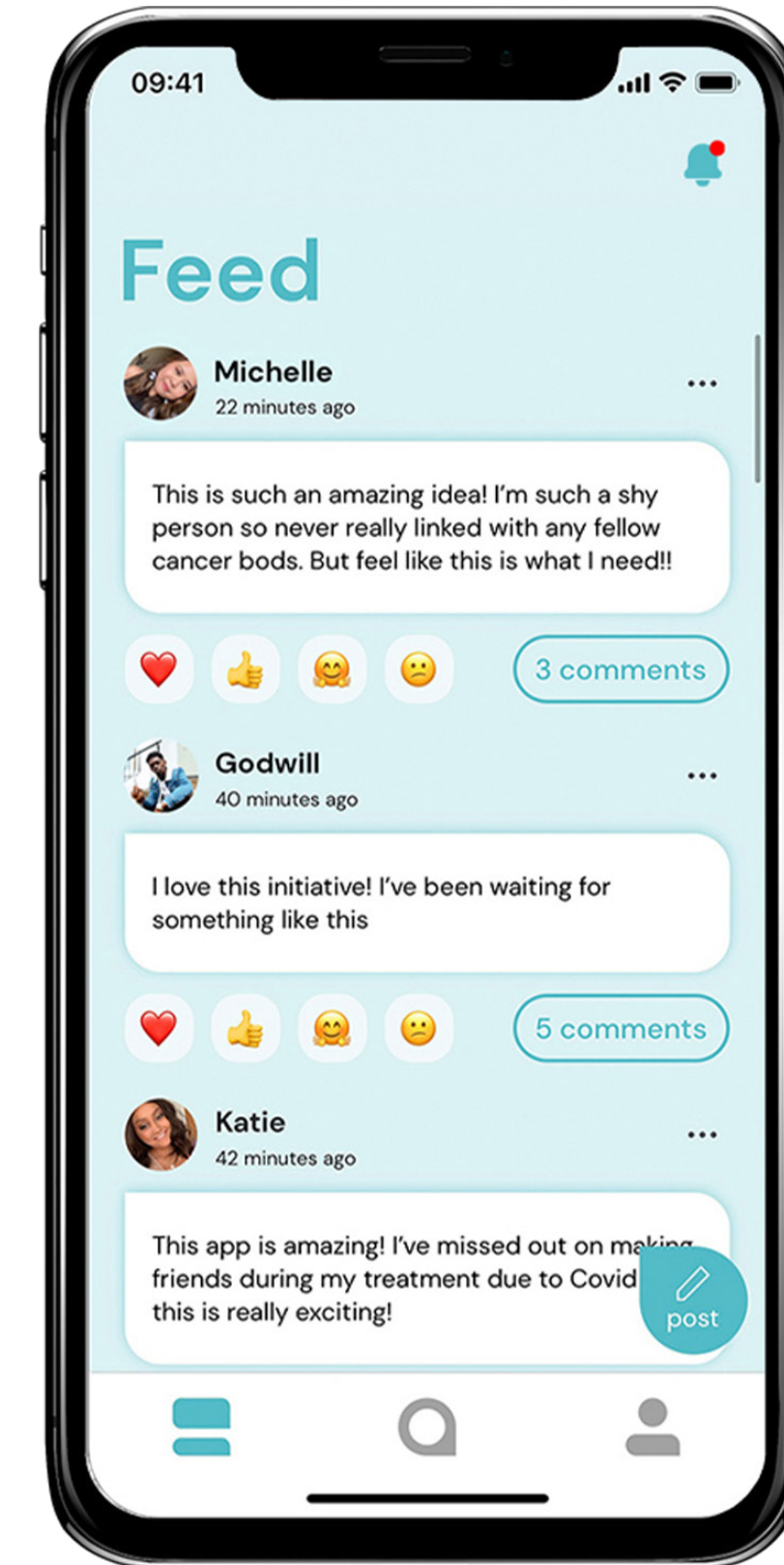
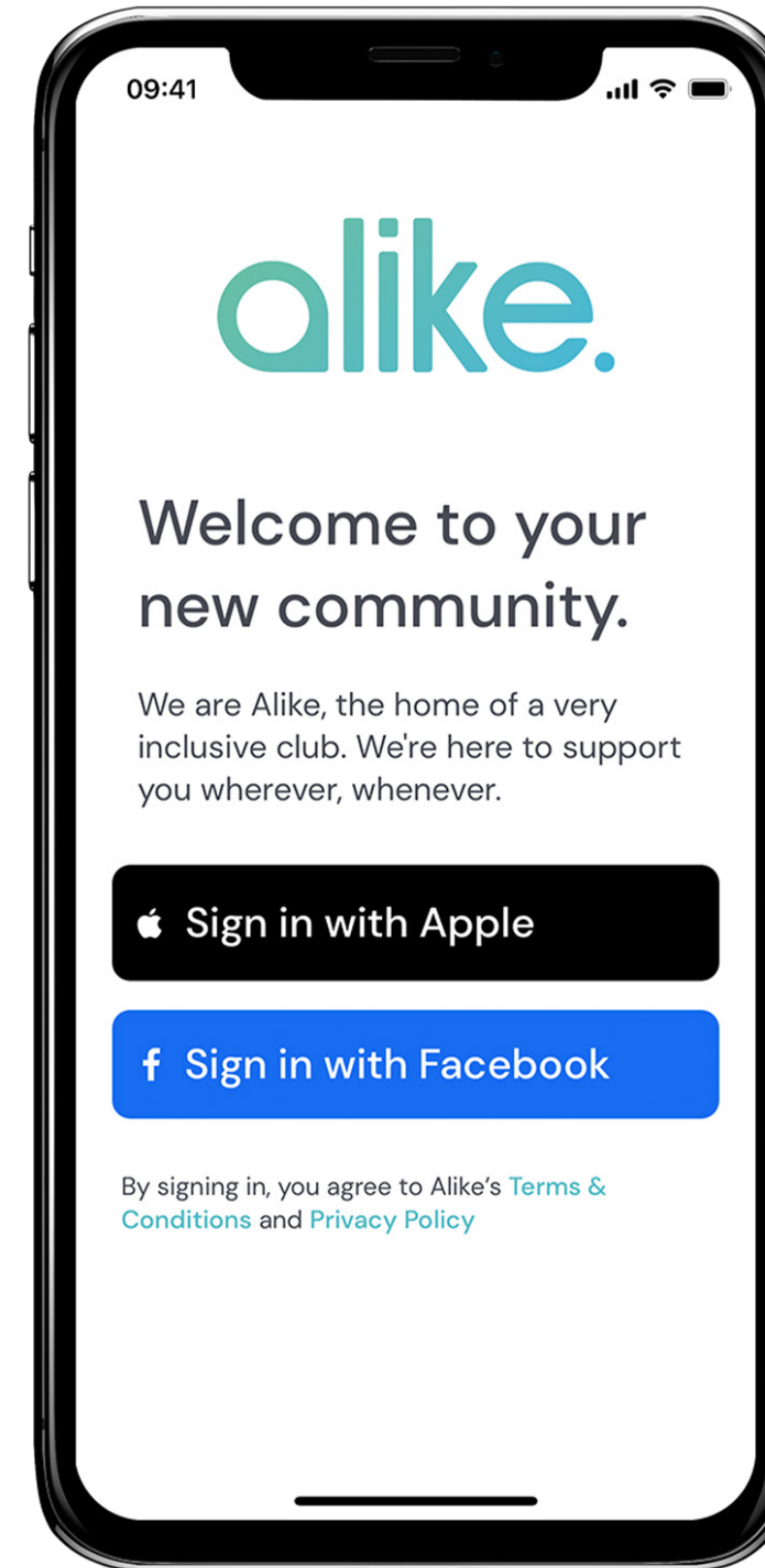




# 5. ACHIEVEMENTS AND PERFORMANCE

**This year has been focused on building the Alike app user base through effective communications, PR and strategic partnerships. It has also been about growing our income and looking to the future to help us to support more cancer patients and survivors to find vital peer support.**

**This section of the report outlines the achievements and performance of the organisation with this crucial goal in mind.**



## 5.1 Achievements

Over the financial year of 21/22 we have increased our income by 67%. As a small team working remotely and the pressures seen within the charity sector moving out of the pandemic and global lockdowns, this is a significant achievement worth celebrating. However, this is not our only achievement.

The major achievement for Alike at this time has been the effective launch and scaling up of the Alike app and of both native iOS and Android platforms. The success of the launch and user growth within our app has been the result of our significant PR and communications efforts, as well as our successful partnership acquisition with charities such as Teenage Cancer Trust and Young Lives Vs Cancer. We cannot achieve our mission of providing digital peer support to everyone impacted by cancer without building our community on the platform that makes this possible. As a small team, working to strict not-for-profit regulations and with limited income, launching a new bespoke and native platform pairing for the Alike app, and building our community of cancer patients and survivors over this year is an incredible achievement.



## 5.2 Performance

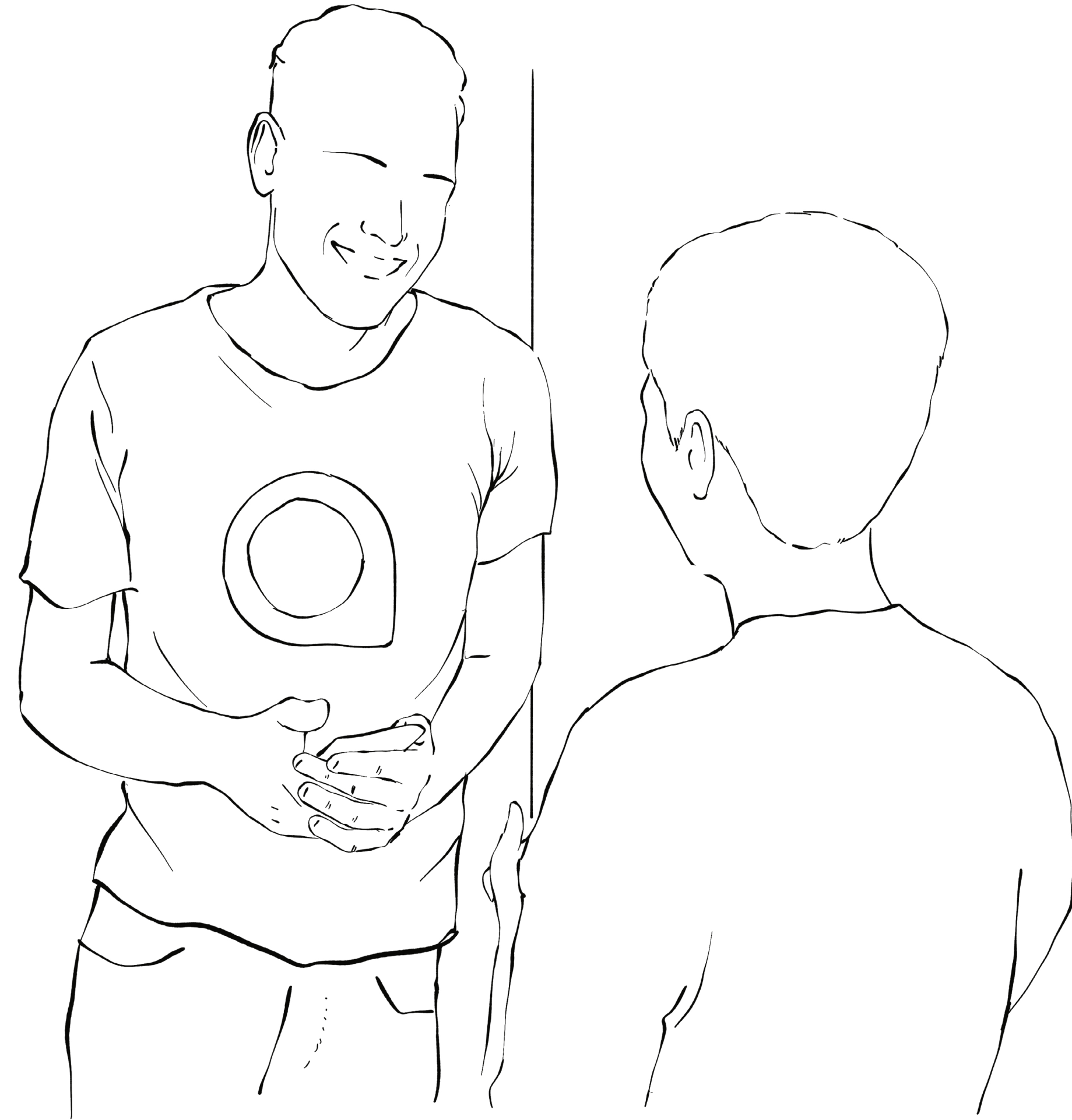
Alike's performance this year has exceeded expectations. A headline of our performance success has been our significant income growth of 67% on the previous financial year. This was due to our effective development in the relationship management of our current major donor base, as well as utilising match funding opportunities. Although on reflection, our network of donors remained small and within the next financial year it is a priority for us to expand this pool of donors and build more relationships to aid sustainability, as well as diversifying our income streams through the utilisation of grants and trust-based funding.

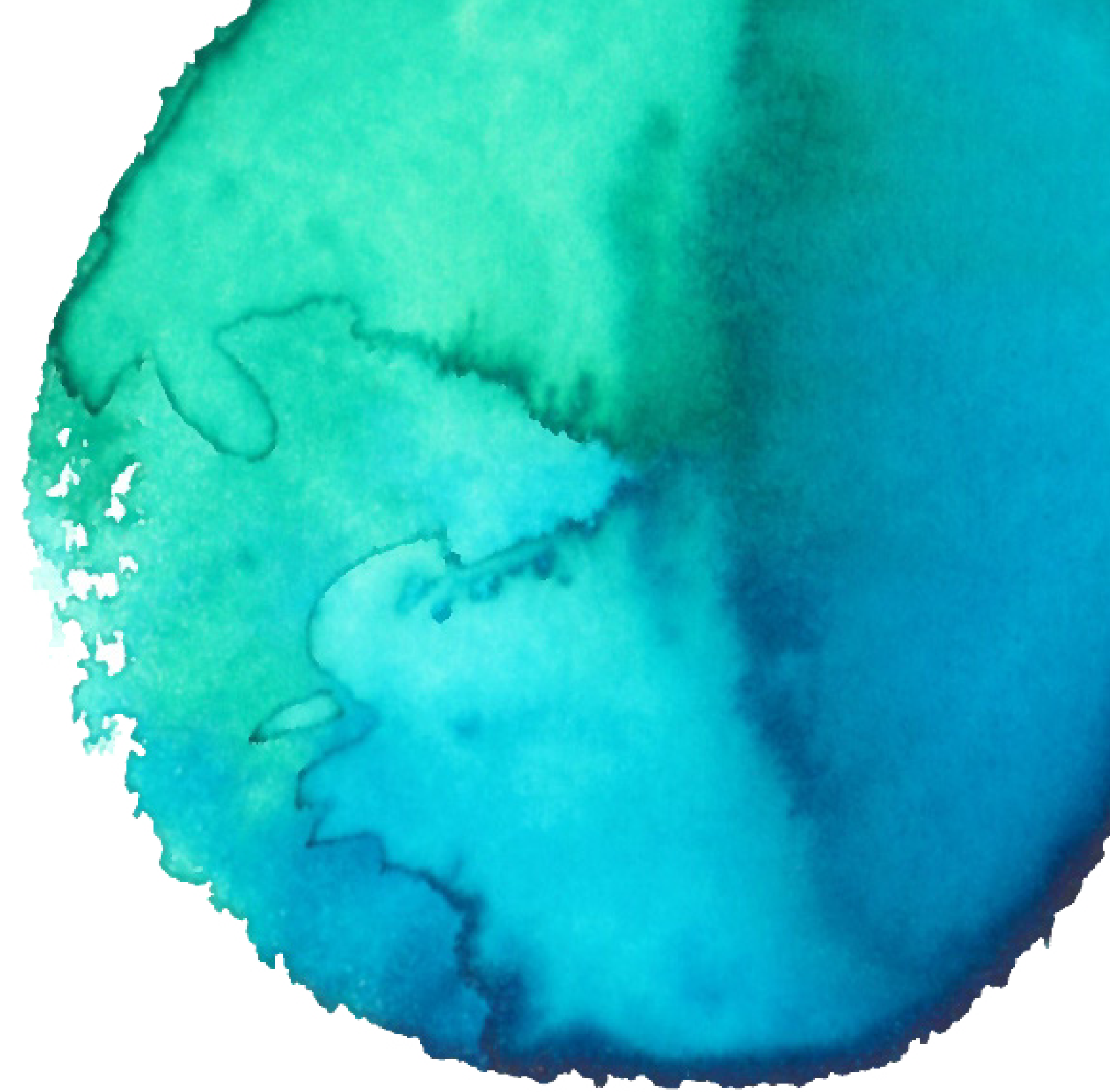
Over this period, we began to develop as a team. We have refined our understanding of our primary offering and our position in the sector. We are already beginning to see a clear vision for our brand and potential leads for partnership agreements with other organisations offering support for

cancer patients and survivors in the UK. This year we have also established appropriate governance, management, and administrative structures. This has allowed us to streamline our work and perform with full confidence in our compliance with regulations.

By the end of the year, through the launch of both iOS and Android platforms, we developed a high-level of internal expertise on our product, including wider app development theory and strategy for the future. This included an understanding of native vs react native app development, back end infrastructure, creating a realistic but effective roadmap for our feature development, as well as budgeting to continue to move the platform forward in the way that our community needs.

In line with such success and confidence in our key offering and the functionality and design of our product, it is vital that we also reflect on areas in which our performance did not excel. Although we adopted strategic oversight, it did not operate in a way that allowed us to utilise the platform to gather insights and data, particularly related to its initial impact. This directly correlates to our limited focus on grants, where funders require significant demonstration of quantitative impact. Despite Alike's expertise in amplifying the voices of our community through qualitative case studies and testimonies, it is a priority within the next financial year for us to invest more time and expertise into the use of the app for ethical data collection to measure our impact, both to support the development of the platform, as well as to demonstrate to funders the effectiveness of Alike to reduce loneliness and isolation in cancer patients and survivors. move the platform forward in the way that our community needs.





## 6. YEAR IN REVIEW: 2021 - 2022

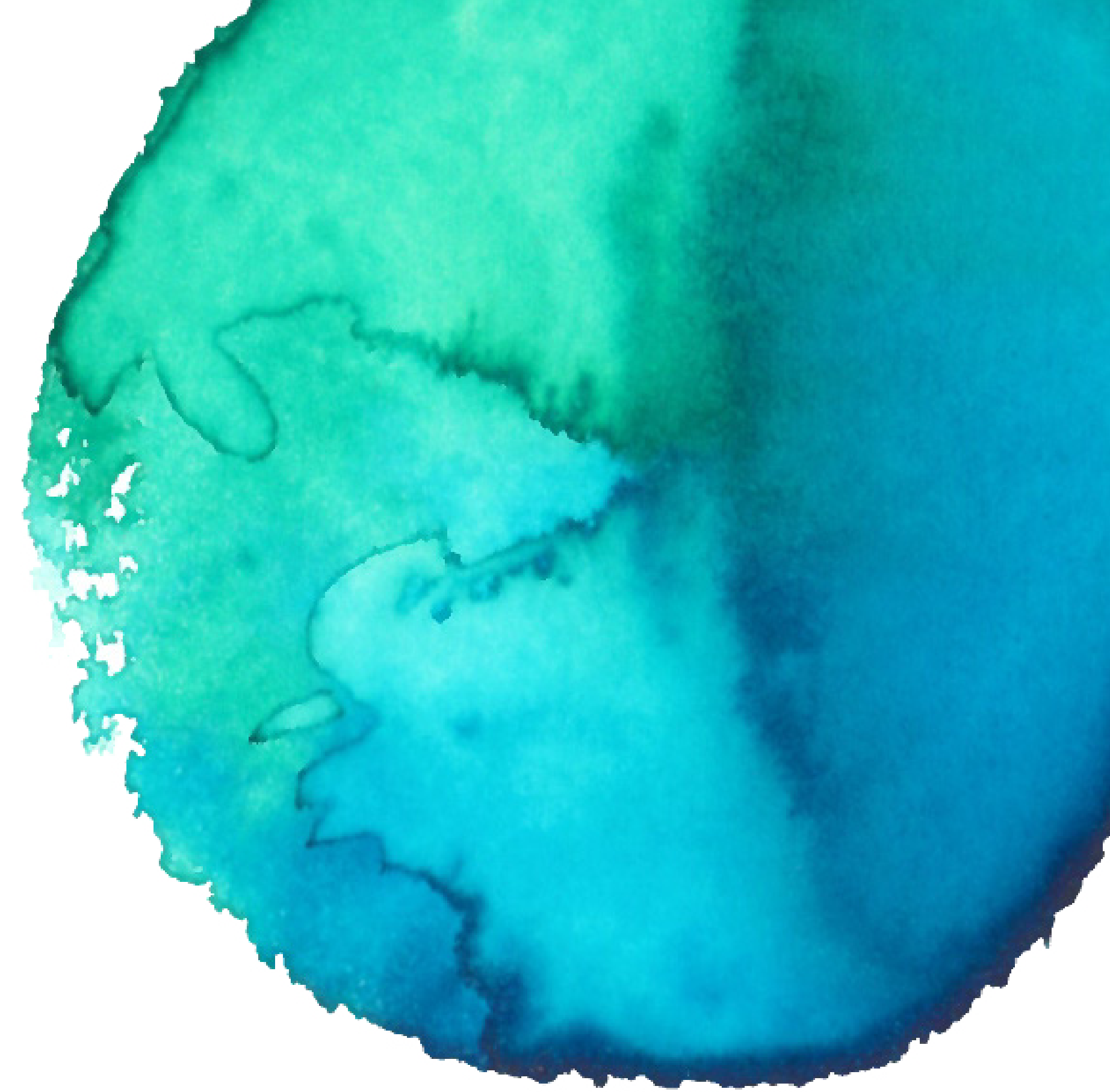
Within this financial year, it was key for us to focus on increasing our fundraising activity to support further development of our MVP and financial sustainability for Alike. At the beginning of April 2021, we had around £11,500 remaining in funding, which was significantly boosted in the first part of 2021 through £40,000 of unrestricted funding from The Boltini Trust and one of our major individual donors, Charles Wilson. This laid the foundations for scale up funding from such principal donors, and successful funding applications from The People's Postcode Lottery and National Lottery Awards for All. By March 2022, we had fundraised a total of £90,000.

Central to our development as an organisation in 21/22 was the clear refinement and purpose of our brand as a whole, which was accelerated by our internal and external communications, social media and PR activity. An extension of our brand and values was also solidified by our new partnerships, and we began to better understand the public and third sector perceptions of Alike and our app as we entered the sector.

As well as building and gaining confidence in our public facing image, brand and product, we took significant steps to build our internal procedures, systems and processes. As part of our partnership with the Queen's Commonwealth Trust, Alike undertook an Organisational Assessment Review in January 2022. This review covered areas including governance, leadership, risk management, safeguarding and strategy. This further supported how we continue to conduct developments in this area, such as consistent reviews of our comprehensive data protection policy in partnership with GSC Solicitors, and our safeguarding procedures and policies supported by expertise from our partners at Young Lives Vs Cancer. Not only does this activity allow us to support and protect our community, and operate effective internal systems and governance, it also ensures we continue to build credibility as an organisation still in its infancy.

Despite our success, it was clear by the end of the year that we needed some additional internal support to help us meet our delivery targets and scale Alike and our platform. Our existing team was being impacted by the increase in workload and the demand our platform was creating within the sector. It was a priority for Alike for this to be rectified and to build internal capacity to prevent burnout. This opened up discussions with our principal donors to fund an Operations Manager. Not only will this role increase capacity, but we envisage this employee will support fundraising and income diversification activity, as well as day-to-day financial management and partnership acquisition, amongst other vital roles for Alike. As of October 2022, we now have an in-house full time Operations Manager with significant experience in organisational management, partnership building and income generation.





# 7. OPERATING MODEL AND RISKS

## 7.1 Operating Model

We function as a not-for-profit because we are philosophically and ethically opposed to profiting from trauma. We know, as cancer survivors and from our research, that cancer survivors are hesitant to trust for-profit entities. Alike as an organisation simply would not fulfil its mission in any other model than as a charity.

As an organisation dedicated to utilising technology to create positive change, we prioritise new and agile ways of working. We engage digital natives who implicitly understand the offering of a mobile app, and our team currently operates on a freelance and volunteer basis. Our team works remotely across Europe, which is reflective of the diverse methods of engagement for modern workers. This current form of engagement is the best financial decision for the organisation's sustainability, while we seek funding to level up to contracted employment.

Through the launch and scale of our primary offering allowed us to become more confident in our brand differentiation and more specifically, how we talk about ourselves and how we talk and listen to our community. While building partnerships within the sector supported our vision for our unique approach to utilising digital technologies to improve the wellbeing of cancer patients and survivors, and understanding how we fit into a space not occupied by others.

## 7.2 Risks

The most significant risk we have faced this year is the threat to our financial security due to the economic situation as a result of the COVID-19 pandemic. Fundraising remains challenging in such a landscape, particularly when it comes to sourcing grants in such a competitive area. We continued to utilise our charitable status to diversify our funding streams and to reduce over reliance on particular funders and income streams. Operating as a new charity even before the pandemic has a large degree of uncertainty, and this was exacerbated over the last 12 months. However, despite the uncertainty, we still believe that functioning as a not-for-profit providing a platform for cancer patients makes the best sense for us as an organisation based in the UK. Cancer patients can be rightfully sceptical when it comes to new offerings, and our status as a registered charity continues to provide us with credibility.

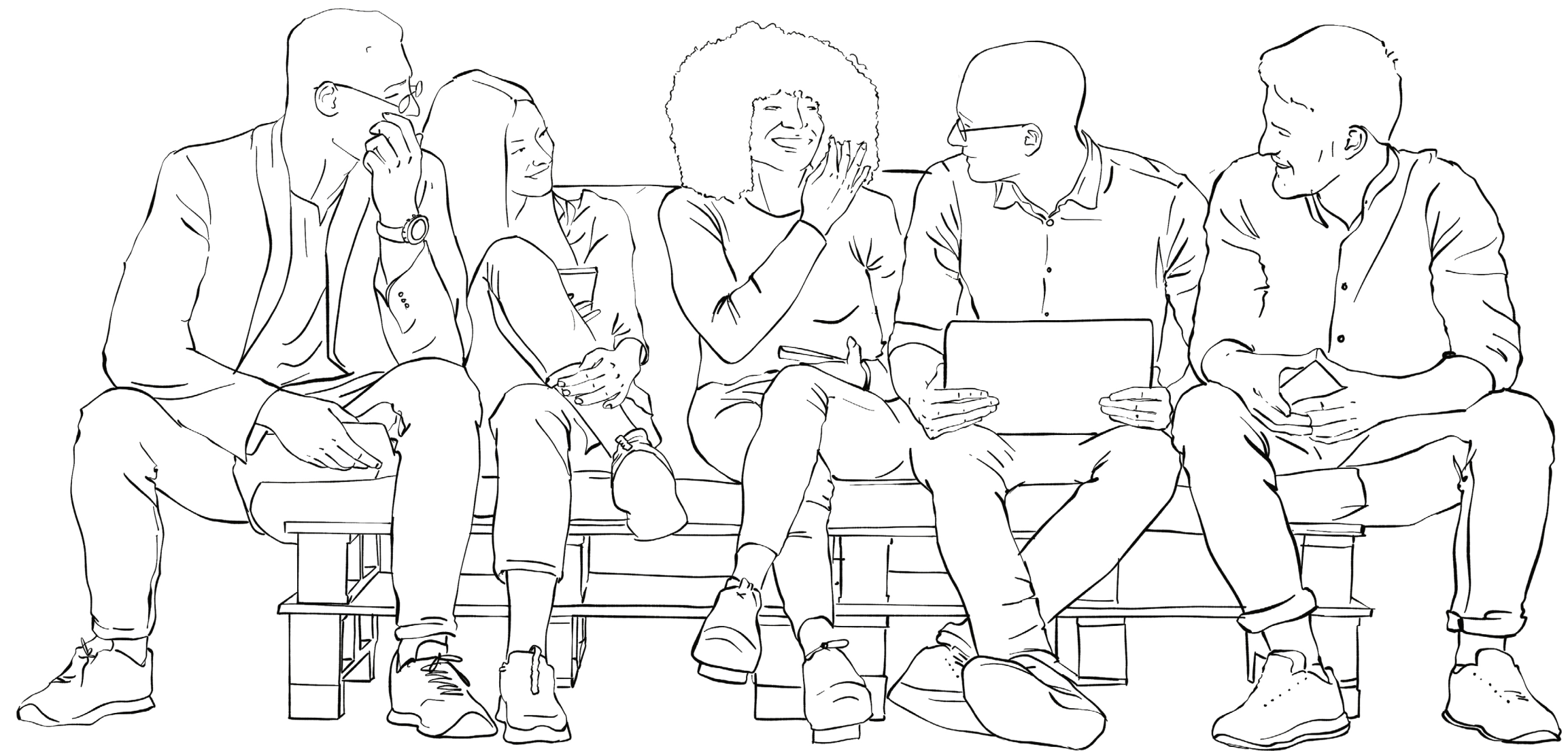
We managed our finances with a pragmatic mindset. Our overall financial position is reviewed on an almost weekly basis, and is reviewed in detail by the board. We also draw upon expert financial and organisational advice from senior business leaders who act as a 'sounding board' on our strategic thinking and financial decisions.

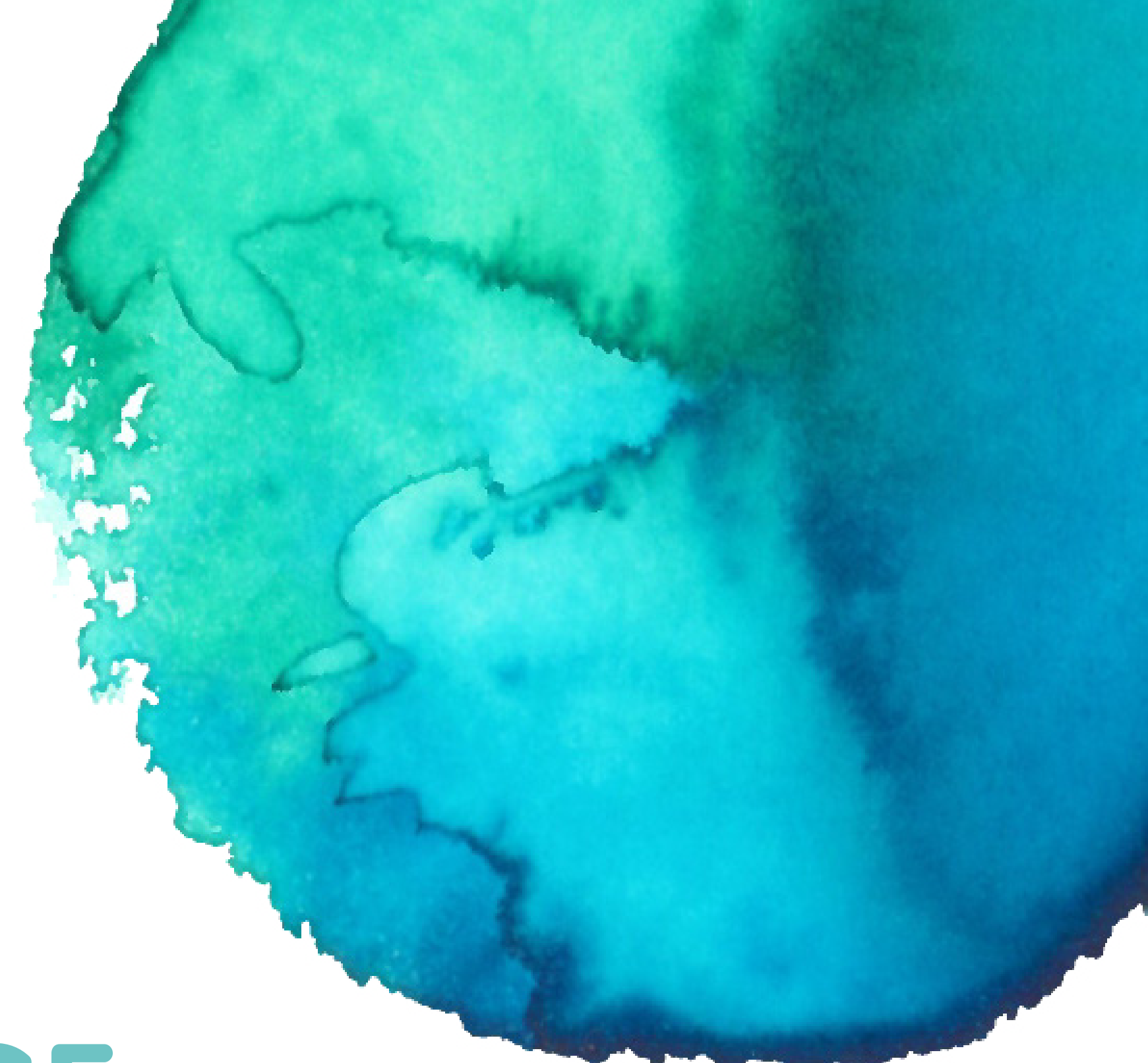
Another significant risk is the potential over-reliance on volunteer and ad-hoc support, which is not sustainable. Particularly as within 21/22, those who previously were not working, or working reduced hours, now have increased workloads and reduced capacity for freelance and voluntary engagement after returning to work. We endeavoured to continue to utilise volunteer and pro-bono support where appropriate to also reduce cost outputs during this financial year, but have also recognised the need for us to also capitalise on freelance support to provide sustainability for our ways of working.

Previously, we have operated with an over-reliance on volunteer hours, particularly when it comes to app development and communications, which can pose risks of stagnation in the performance of Alike as an organisation and our app, and could lead to us failing to meet key KPIs and as a result, our mission to combat loneliness and isolation amongst people with cancer. We began to move away from this model in particular areas within this financial year to ensure reliable progress within Alike, which was solidified by the appointment of a full time Operations Manager in October 2022.

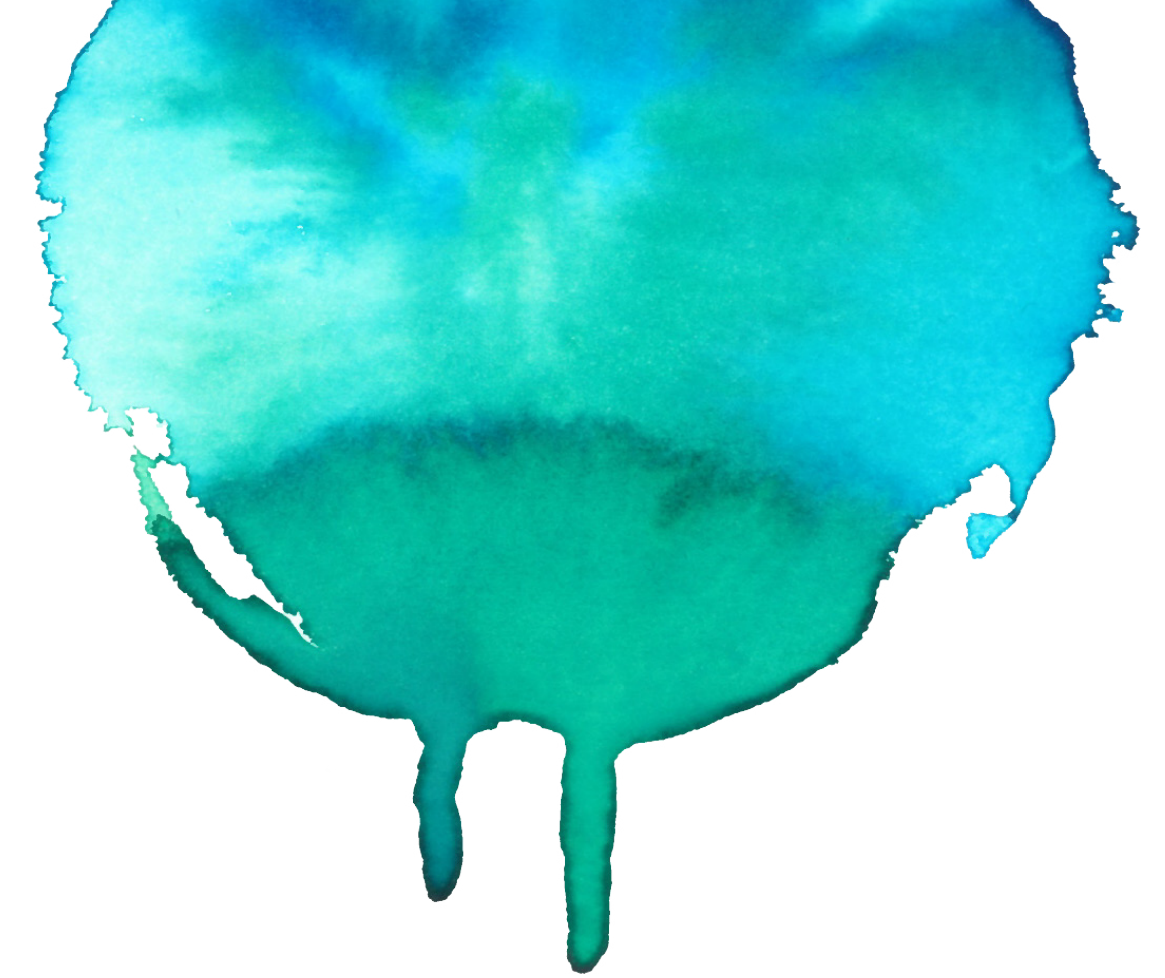
Additionally, as our key organisational offering, our app as a product also poses complex risks to Alike as an organisation. Within this financial year, we have mitigated risks such as bugs, crashes and a stagnation in the development of features by prioritising a focus on fundraising to ensure we can provide adequate funding to these key areas and to continue to develop our MVP.

Although we understand that in the longer-term, in-house support for app development will further reduce the risk of the app being unable to perform, and allow us to react to bugs and crashes with immediate effect to reduce the impact on user experience.





## 8. STRUCTURE, GOVERNANCE, MANAGEMENT AND DECISION MAKING



## 8.1 Team Structure

As a result of our start-up status, Alike's core team is made up of full time and freelance staff, as well as volunteers. The team is managed by Alike's Founder and Director, Brad. In addition to Brad, there is Max, Naomi, Katherine, and Andrea.

Max Kramer is our Engineering Lead. He is incredibly experienced in software engineering, with over 10 years experience developing native mobile apps for startups, and has experience in the role of CTO for various companies. Max provided his time, expertise, and talent during the COVID-19 pandemic to develop Alike's native iOS App and backend infrastructure. Earlier this year, Max became a paid freelance member of the team. Developing our Android platform is Thiago Saravia, a senior Android engineer, and his partner Marcela, an experienced Android engineer.

Similarly to Max, Naomi Rhodes has joined the team as Alike's Finance Lead on a pro-bono basis driven by her affinity with Alike's mission. She is a qualified CIMA accountant and currently a finance manager for Tesco PLC. Naomi has generously provided her time and expertise to lead on the curation of the Alike business model, long-term financial forecasts and supports the process of submitting Alike's annual accounts.

The Alike brand has been solidified by two cancer survivors who passionately believe in our ethos. Katherine Mills Alike's Communications Lead. She is an English Literature and Creative Writing graduate who lives with incurable cancer.

The visual style of Alike has been thanks to Alike's Creative Lead Andrea Ruano, a Spanish artist and graphic designer who has also worked with international cancer advocate group Youth Cancer Europe. Together, Andrea and Katherine have created Alike's visual and tonal signature to be something that is credible, welcoming, lively and distinctive.

This financial period has involved a significant amount of volunteer engagement. Without the support and contributions of our incredible volunteers, it would not have been possible to have developed this rapidly, especially during a global pandemic. Whilst it is difficult to truly quantify the impact our team of volunteers, especially the software engineers, have had on our organisation we believe working with talent on a pro-bono basis or on a generously reduced rate has saved us approximately £120,000 at least in development costs alone.



## 8.2 Board Structure

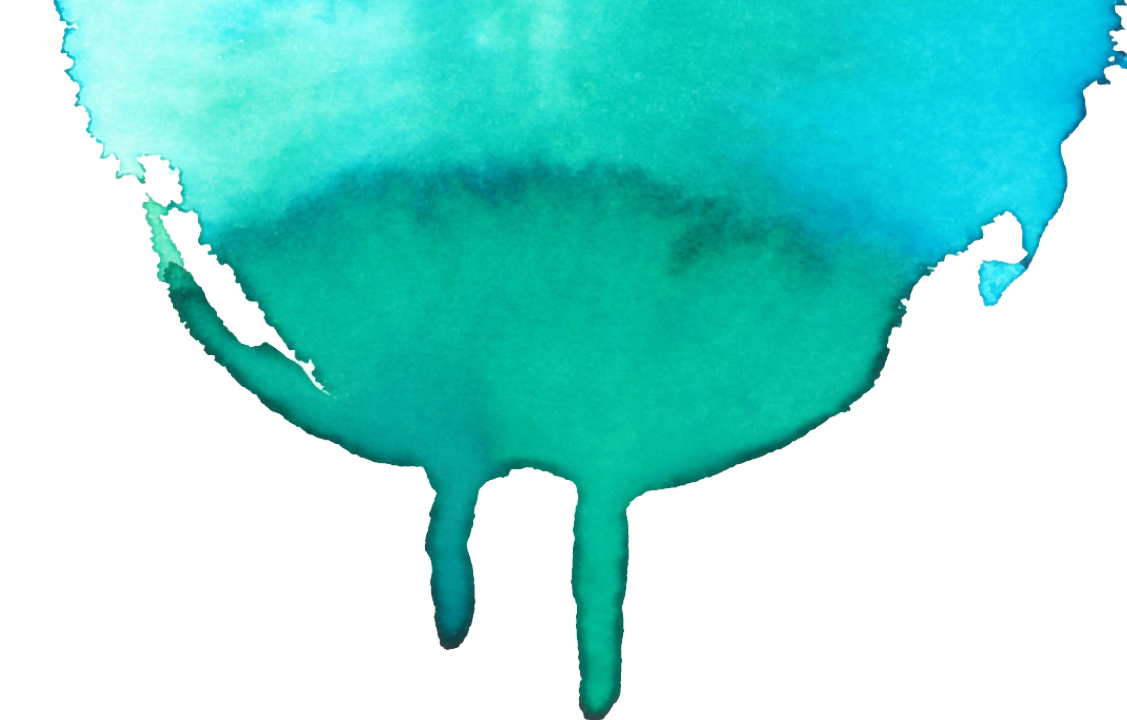
The Alike Board of Trustees currently consists of five members. Whilst trustee recruitment is conducted through an established process, there are no constitutional provisions in place for trustee selection. Trustee recruitment is conducted through face to face interviews with suitable candidates filling knowledge gaps currently on the board. Positions on the board are appointed by initial nomination, which has to be subsequently 'seconded' by another member of the board, with remaining trustees then voting for the specific candidate.

The Chair of our Board is Dr James Parker who gained his PhD in oncological research and currently works for Sanofi. Accompanying him on the board is Rachel Priest, Alike's Treasurer and Client Services Lead at app development

agency Kin + Carta, and Stephanie Radziwillowicz, Alike's Secretary, who has a Masters in Clinical Psychology and whose thesis explored how vulnerable people use technology for support. We have a board member with lived experience of cancer: Rachel Blackford, who is now a research and evaluation officer at Oxford Brookes University. We are also fortunate to have Leanne Pero on our Board too. Leanne is a multiple award winning entrepreneur, breast cancer survivor, and founder of Black Women Rising.

Alike is evidence of the value of lived experience leadership. Drawing from lived experiences within the cancer community provides us with direction and validation. However, prioritising lived experience can also come with challenges. We are proud of the lived experience on our Board of Trustees, but last year we faced the death of one of our Trustees. Saima Thompson, was diagnosed with Stage IV lung cancer in 2018. She served as Trustee of Alike from February 2020 to June 2020. She brought her entrepreneurial spirit, forward thinking ideas, and positivity to the Board. After two years of multiple treatments, she sadly passed away in June 2020. Following her death, Saima was made an honorary patron of Alike, and we will continue to celebrate her life and her contribution to the cancer community.





## 8.3 Governance

Alike is established as a Charitable Incorporated Organisation, and governed by our constitution.

Whilst Alike is still in its infancy, we are committed to effective governance and sound oversight. The Alike board of trustees exercise governance according to guidance on public benefit published by the Charity Commission of England and Wales, as well as charity sector best practice. We continue to learn from other organisations of various sizes and purposes. We are still finding our unique style of governance, each meeting we encourage board members and leadership to pose new ideas for better and more effective oversight. We are constantly exploring new ways of allowing Alike's management to be agile, and not stifle progress due to bureaucracy, however we are cognisant of our statutory responsibility to ensure Alike is being run in the best way possible.

The board meets quarterly. Alike's Annual General Meeting is held every April to mark the start of Alike's Financial Year. Each meeting is recorded, with statements, decisions and votes minuted. A quorum is declared present, then members are invited to declare conflicts of interests at the start of each meeting, as well as confirm the minutes of the previous meeting, as per best practice. Each meeting involves a quarterly progress report from the Director and Finance Lead. Outside of board meetings, our Director has monthly check-ins with the chair, and monthly finance updates are provided to the treasurer of the board.

## 8.4 Management and Decision Making

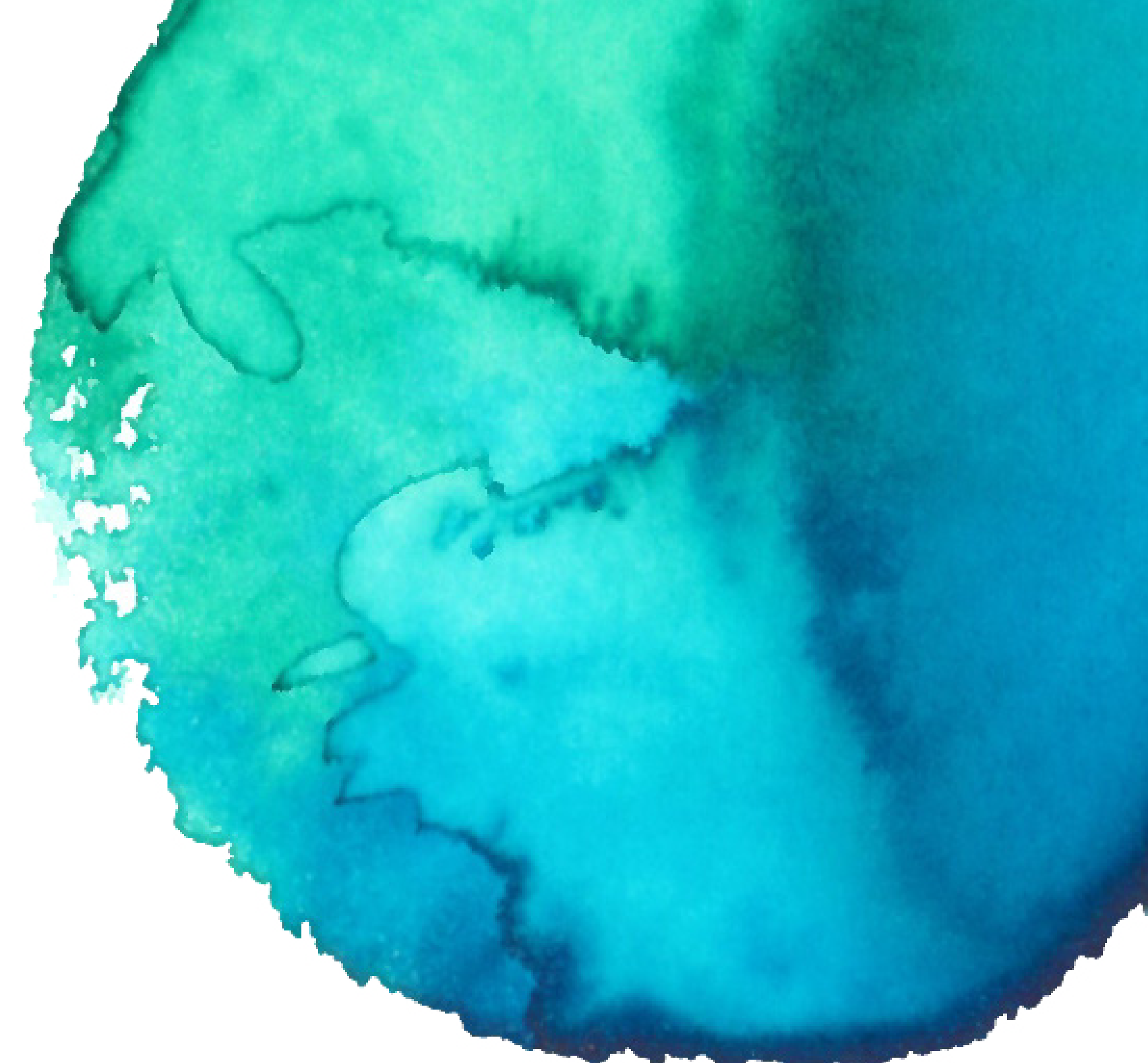
As Founder and Principal Director, Brad manages the overall organisational and strategic direction with support from the Finance, Engineering, Communications, and Creative Leads.

As a smaller organisation our financial and strategic decisions revolve around delivering on the work we were set up to do. From a strategic perspective, if we do not deliver impact, we cannot meet our ambitious fundraising potential.

Due to the nature of our mission, and our primary product, community participation is essential to ensuring we deliver effective and meaningful impact. Alike has been built through the values of lived experience. We are for the community, by the community, therefore patient and public engagement is at the core of all of our decision-making. Over half of Alike's leadership, including the Board of Trustees, have direct, lived

experience of a cancer diagnosis. This means that our work intrinsically reflects the needs of the UK cancer community, including family, friends and healthcare professionals.

We utilise our platform and community rapport by consistently reaching out to users, inviting feedback, and offering engagement opportunities. The feedback we have received thus far, and that in the future, directly shapes our product roadmap. Going forward, we plan to expand on current methods of user feedback, making this process simple, accessible and intuitive through the app.



# 10. FINANCIAL REVIEW

## 10.1 End of Year Cash Position

For the year ended 31 March 2022 Alike had total receipts of £90,334 and made payments of £82,087, contributing £8,247 to unrestricted cash funds. This gives a total of £19,751 when added to the cash held at the start of the year, putting us in a beneficial position for 22/23. We finished the year with available cash above that required under our reserves policy, and confidence over our future income streams.

## 10.2 Reserves Policy

Following discussions and reflection on Charity Commission guidance regarding charitable reserves, we deemed £19,000 (or around 4 months routine unrestricted expenditure) to be the correct reserves amount for Alike. Our consistent monthly overheads total around £4,750. We wanted to be safe and sensible, whilst also freeing up as much of our charitable funds as possible for app development and charitable activity.

Cash reserves as at 31 March 2022 were £19,751, which is in-line with the reserves desired under the policy. This amount is subject to review either annually or as Alike's income and commitments grow. The last review of our Reserves Policy was April 2021. Currently, Alike's source of income is through donations from major net worth individuals, and foundation grants. Our primary goal in our next financial year is to expand our fundraising efforts and continue diversifying our income streams.

# 13. INDEPENDENT EXAMINERS REPORT

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ALIKE CHARITABLE INCORPORATED ORGANISATION

I report to the trustees on my examination of the accounts of Alike Charitable Incorporated Organisation ('the CIO') for the year ended 31 March 2022 as set out on pages 46 and 47.

### **Responsibilities and basis of the report**

As the charity trustees of Alike CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the CIO's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records.

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.

**Caroline Sharp**

FCA, DChA

55 Canberra Road

London, SE7 8PF

Signed:

Date: **27.01.2023**

The logo for 'alike.' is located in the bottom right corner of the page. It consists of the word 'alike.' in a lowercase, sans-serif font, with a period at the end. The text is colored in a teal or light green shade.

# 14. FINANCIAL ACCOUNTS

**RECEIPTS AND PAYMENTS ACCOUNTS**  
For the year 01-Apr-21 to 31-Mar-22

**Alike**

Charity Registration: 1181848

Company Number: CE016385

<b>SECTION A RECEIPTS AND PAYMENTS</b>				
	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Total funds</b>	<b>Last year</b>
	to the nearest £	to the nearest £	to the nearest £	to the nearest £
<b>A1 Receipts</b>				
Boltini Trust	20,000	-	20,000	-
Charles Wilson	20,000	-	20,000	29,000
Zurich Foundation	15,000	-	15,000	-
People's Postcode Lottery	-	12,500	12,500	-
National Lottery (Awards for All)	-	9,600	9,600	-
Niamh Lawlor	-	-	-	8,000
Queens Commonwealth Trust	-	-	-	5,000
Other	6,735	-	6,735	3,441
Gift Aid	6,499	-	6,499	8,500
<b>Sub total (Gross income for AR)</b>	<b>68,234</b>	<b>22,100</b>	<b>90,334</b>	<b>53,941</b>
<b>A2 Asset and investment sales</b>				
<i>Sub total</i>	-	-	-	-
<b>Total receipts</b>	<b>68,234</b>	<b>22,100</b>	<b>90,334</b>	<b>53,941</b>
<b>A3 Payments</b>				
Service development	19,036	-	19,036	28,016
Marketing and communications	9,467	-	9,467	11,828
Raising funds	685	-	685	-
Staff and contractor costs	7,680	22,100	29,780	10,381
Legal and professional	9,432	-	9,432	8,590
Independent examination	2,343	-	2,343	-
Computer and IT costs	-	-	-	2,399
Software costs	5,016	-	5,016	1,145
Office costs	1,109	-	1,109	1,025
Client entertainment	2,752	-	2,752	65
Subscriptions	1,853	-	1,853	1,507
Travel	175	-	175	336
Staff training	121	-	121	250
Expense claims	100	-	100	-
Subsistence	98	-	98	7
Printing, postage and stationary	35	-	35	30
Sundry	85	-	-	982
<b>Sub total</b>	<b>59,987</b>	<b>22,100</b>	<b>82,087</b>	<b>66,561</b>
<b>A4 Asset and investment purchases</b>				
<i>Sub total</i>	-	-	-	-
<b>Total payments</b>	<b>59,987</b>	<b>22,100</b>	<b>82,087</b>	<b>66,561</b>
<b>Net of receipts (payments)</b>	<b>8,247</b>	<b>-</b>	<b>8,247</b>	<b>12,620</b>
<b>A5 Transfers between funds</b>				
	-	-	-	-
<b>A6 Cash funds last year end</b>				
	11,504	-	11,504	24,124
<i>Cash funds this year end</i>	19,751	-	19,751	11,504

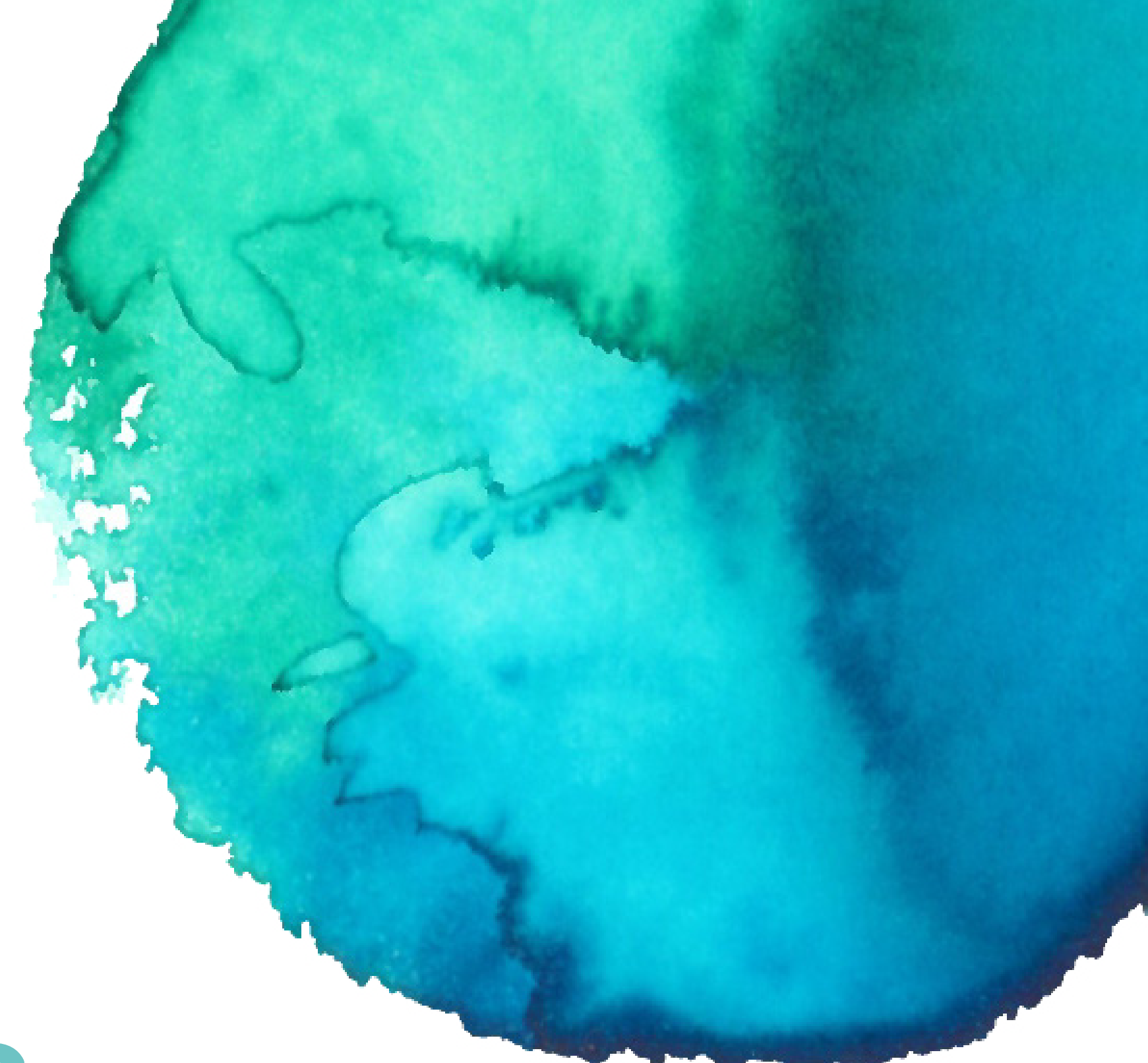
**RECEIPTS AND PAYMENTS ACCOUNTS**  
For the year 01-Apr-21 to 31-Mar-22

**Alike**

Charity Registration: 1181848

Company Number: CE016385

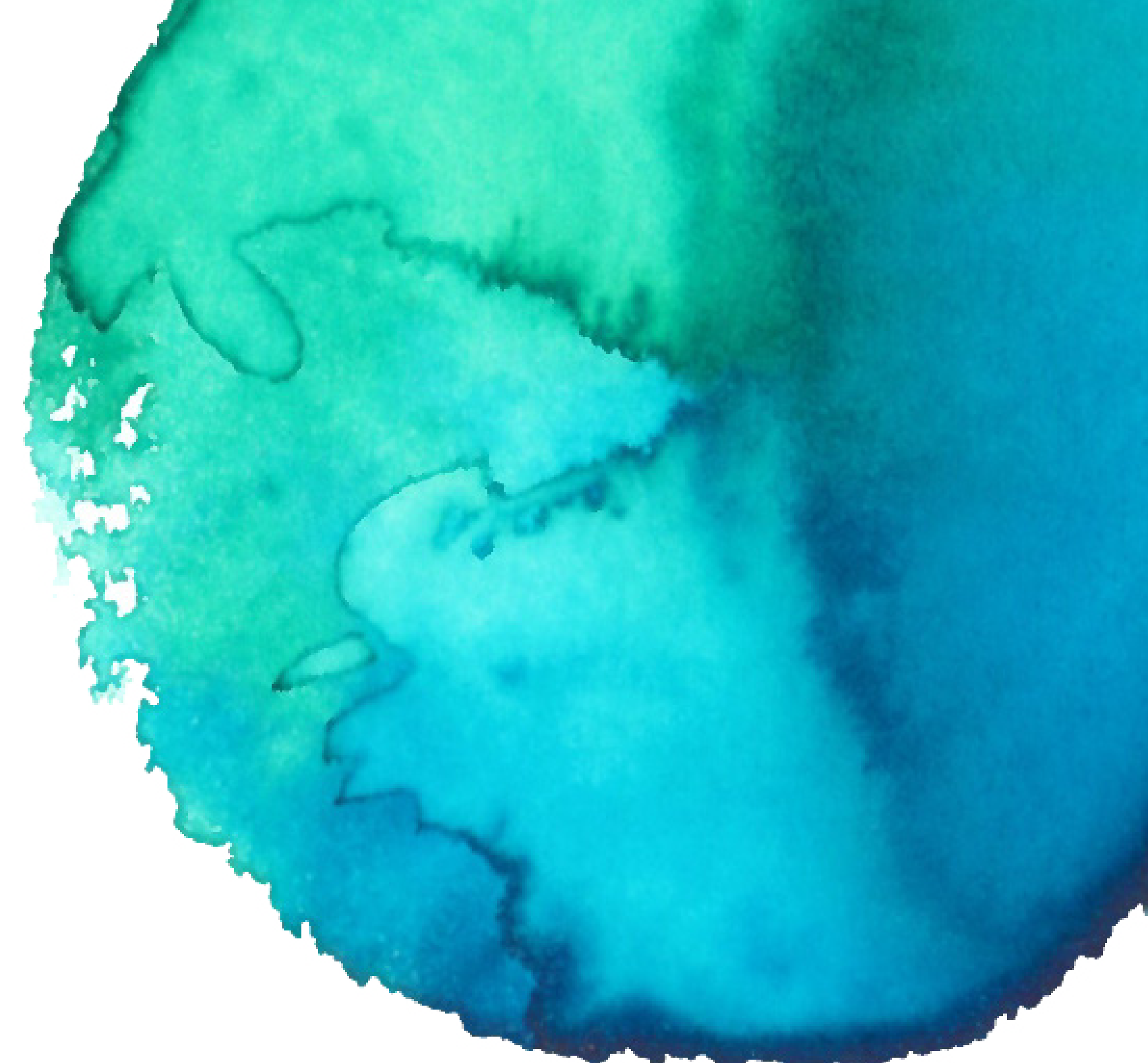
<b>SECTION B STATEMENT OF ASSETS AND LIABILITIES AT THE END OF THE PERIOD</b>			
Categories	Details	Unrestricted funds	Restricted funds
		to the nearest £	to the nearest £
<b>B1 Cash funds</b>	<b>Cash funds as at 31 March 2022</b>	<b>19,751</b>	<b>-</b>
	<b>Total cash funds</b>	<b>19,751</b>	<b>-</b>
		<b>Unrestricted funds</b>	<b>Restricted funds</b>
	<b>Details</b>	to the nearest £	to the nearest £
<b>B2 Other monetary assets</b>		-	-
	<b>Details</b>	Fund to which asset belongs	Cost (Optional)
<b>B3 Investment assets</b>		-	-
	<b>Details</b>	Fund to which asset belongs	Cost (Optional)
<b>B4 Assets retained for the charity's own use</b>		-	-
	<b>Details</b>	Fund to which liability relates	Amount due (optional)
<b>B5 Liabilities</b>			-
<b>CIO Notes required under the Charitable Incorporated Organisations (General) Regulations 2012:</b>			
1. No guarantees were given by the CIO where potential liability under the guarantee is outstanding at the date of the statement			
2. There were no debts outstanding at the date of the statement which are owed by the CIO and secured by an express charge on any assets of the CIO			
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		James Parker - Chair	27.01.2023



# 10. ADMINISTRATIVE DETAILS

Charity Name	Alike
Registered Charity Number	1181848
Company Number	CE016385
Charity's Principle Address	Soho Works, 180 The Strand, London. WC2R 1EA.

Trustee Names	Office	Dates of Term
Dr. James Parker	Chair	04.02.2019
Rachel Priest	Treasurer	04.02.2019
Stephanie Radziwillowicz	Secretary	04.02.2019
Rachel Blackford	Trustee	04.02.2019
Leanne Pero	Trustee	08.09.2020



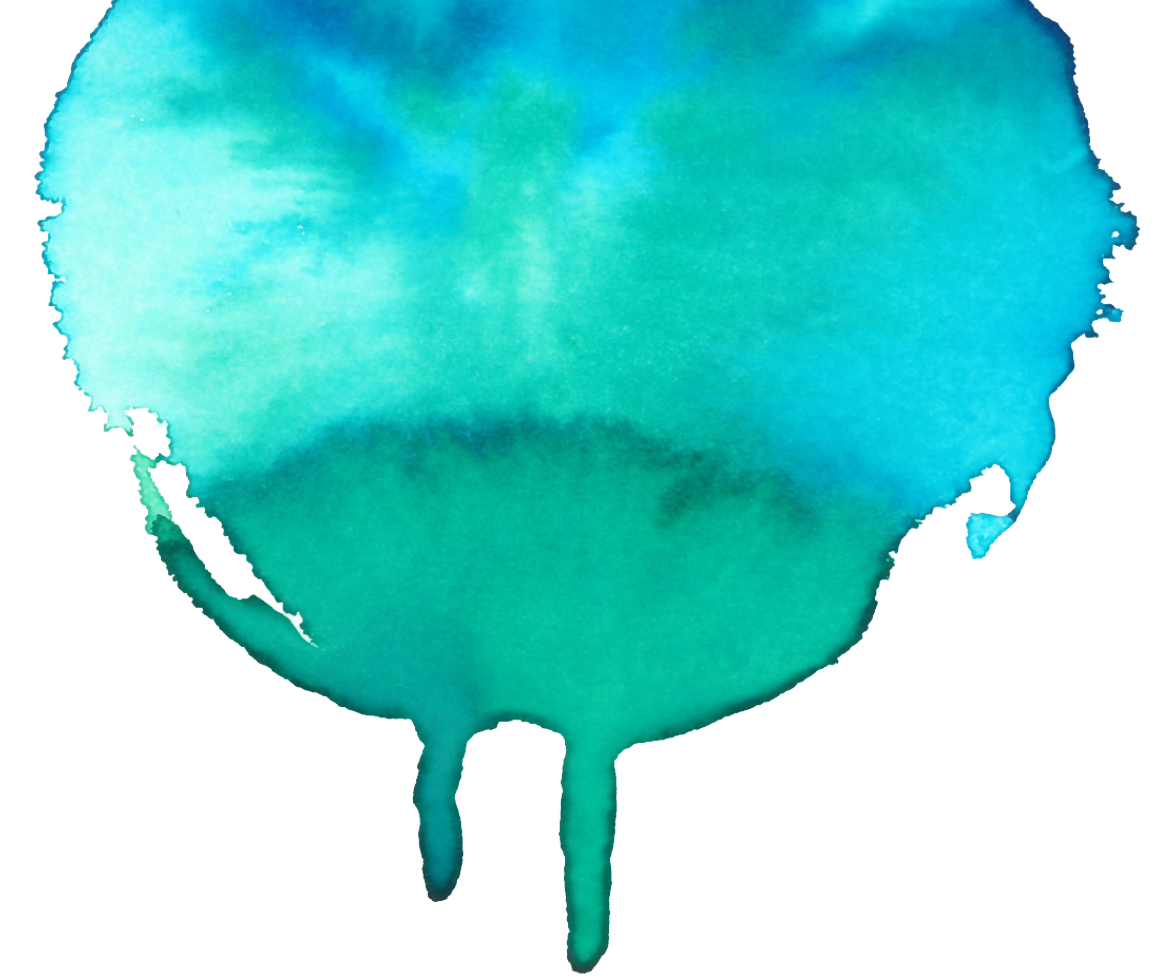
# 11. CLOSING STATEMENTS AND APPROVAL

The Alike Trustees declare that they have approved the 2021 / 2022 Annual Report and Accounts presented above.

**SIGNED ON BEHALF OF THE TRUSTEES:**

**NAME:** Dr. James Parker, Chair of Trustees.

**DATE:** 27.01.2023



**ALIKE**

England & Wales - Charity number 1181848

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# Accounts

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**alike.**

**Alike Annual Report and Accounts.  
Financial Year 2020 - 2021.**

# INDEX

TRUSTEE REPORT	2 - 40
INDEPENDENT EXAMINER'S REPORT	41 - 42
FINANCIAL ACCOUNTS	43 - 48
TRUSTEE APPROVAL	49



# Executive Summary

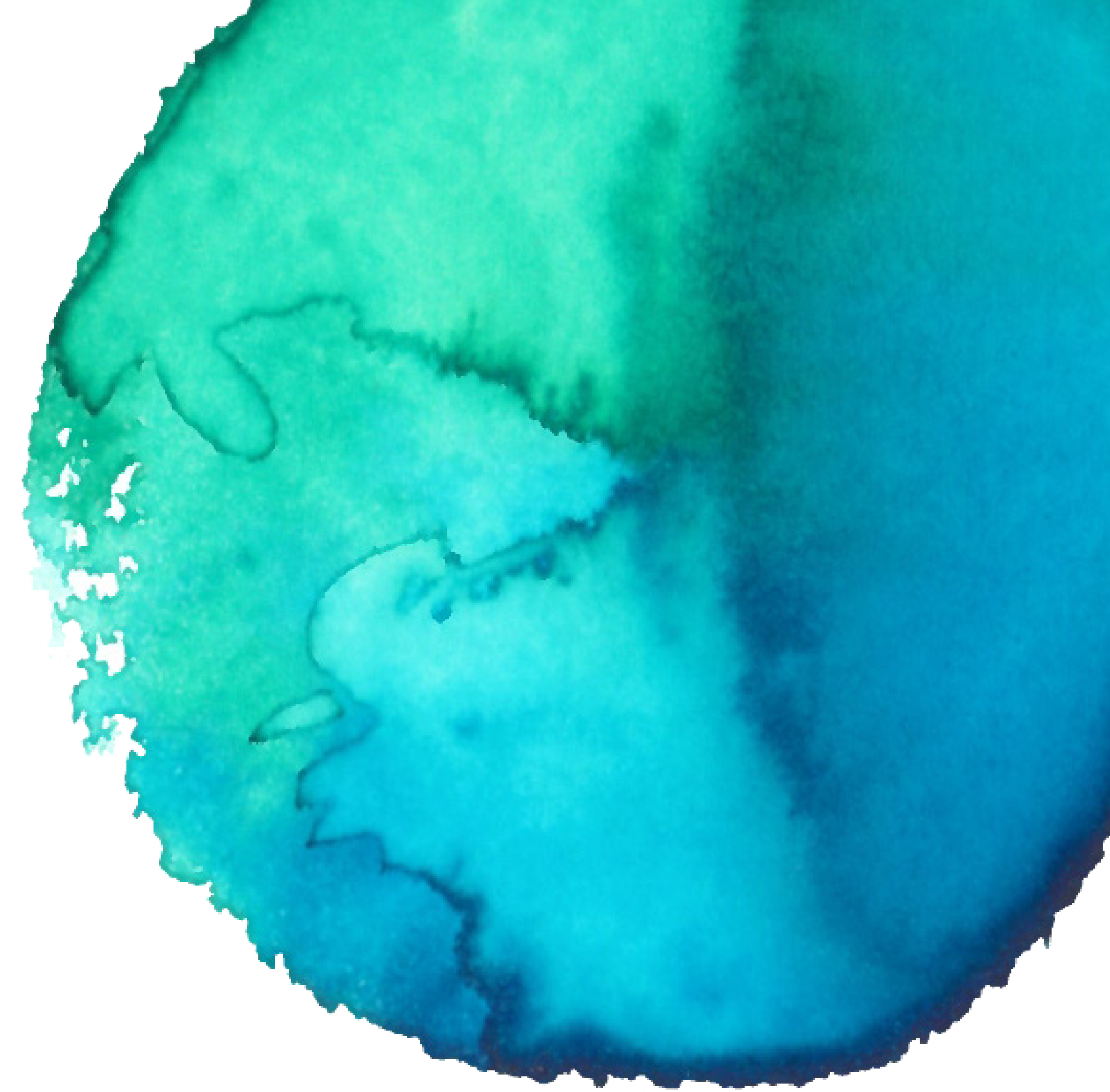
The global pandemic currently ongoing has been a challenge for Alike, but one that we have met head on. The period from April 2020 to March 2021 saw Alike thrive despite multiple external factors. Alike's charitable objectives are to relieve those in need by reason of ill-health by developing and facilitating peer support services for young people diagnosed with cancer [and other serious illnesses] and their families and friends, in particular (but not limited to) by developing and making available a digital application to connect those in need with each other. After our launch in February 2021, we turned our focus to creating more public and stakeholder exposure to Alike and our mission and during this past year the main focus for our organisation has been funding for, production of, and the creation and launch of the Alike app. From inception, our method of fulfilling our mission has been

through the use of digital products. Alike's main offering has been defined since the ideation phase as a peer support platform, built purposefully for people facing a cancer diagnosis. Through the tireless work of the team we have a fully functional app on both Apple and Android platforms, with a large and growing community of cancer patients and survivors, who continue to see the benefits of this innovative platform.

Following the successful launch of the Alike app at the end of Q4, we turned our attention to communications and partnerships, which is a key part of our KPIs for Alike's next financial year. Our financial objective during this period was to continue to develop relationships with major donors to ensure that the Alike app would continue development, and be launched on time. Over the past financial

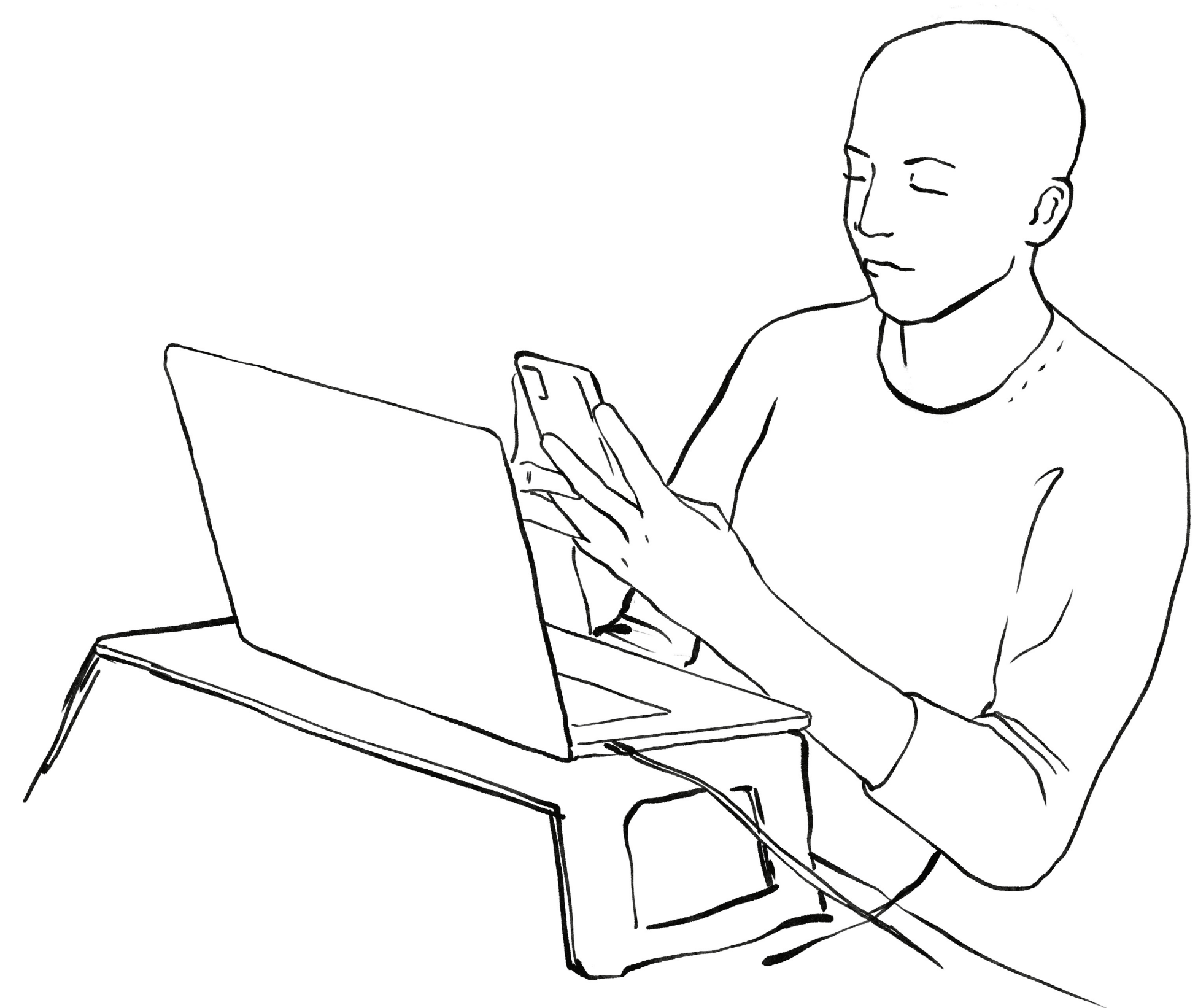
year we have increased our income by 19.8%. As a small team working to strict not-for-profit regulations and with limited income, and working remotely during a global emergency, this is a significant achievement worth celebrating. Given the sector-wide impact of the COVID-19 pandemic, this is even more of a success, and long may it continue.

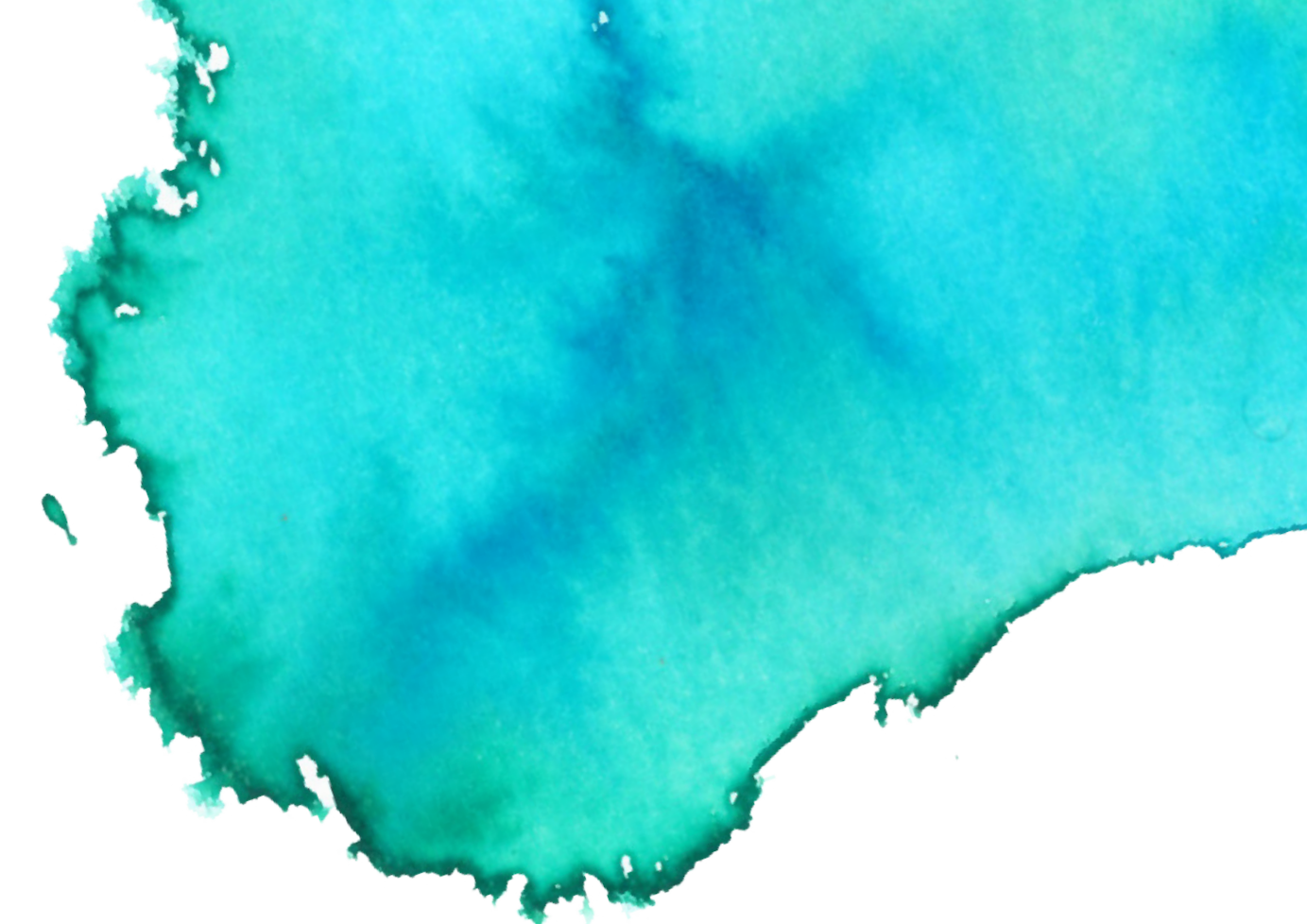
# INTRODUCTION



# 1. Introduction

The period of April 2020 to March 2021 saw exceptional growth and development for Alike in the face of extreme challenges. Many charities and not-for-profit organisations faced an uncertain time over this period, as the impact of the COVID-19 pandemic sent shockwaves through the third sector. Alike had been a registered charity for just over a year when the UK faced an unprecedented national lockdown in response to the novel coronavirus emergency. Despite this, and other challenges, Alike showed how resilient, determined, and innovative we could be. This Annual Report reflects on a year of growth and learning, reviewing the organisation as a whole in addition to specific objectives and achievements.





## 1.1 Chair's Statement

The global pandemic that we are all currently facing has challenged every aspect of Alike and how we are progressing. From fundraising and milestones all the way through to fully virtual trustee meetings. It has however also exacerbated social isolation and feelings of loneliness, not only in the community we aim to directly serve with our app, but in the wider public. This has further strengthened our resolve to provide a critically needed service, and lifeline to cancer patients and survivors throughout the UK.

Through the tireless work of both Brad and the wider team of developers and volunteers we have built, developed and launched the app both on the Apple App Store and Google Play store with a large, and growing community of users who are seeing the benefits of this groundbreaking platform.

The work however is still not done, and continued resolve from the team is essential if we are to truly succeed in our mission. Fundraising efforts are ongoing and the plans for the rest of 2021 and into 2022 are ambitious yet achievable, with plans to grow our user base and expand the features available to continue to meet the needs of this underserved community. As the Chair of Alike's trustees I can say I am extremely proud of the work we have achieved and excited to see where the future takes us.

**Dr. James Parker**  
**CHAIR**



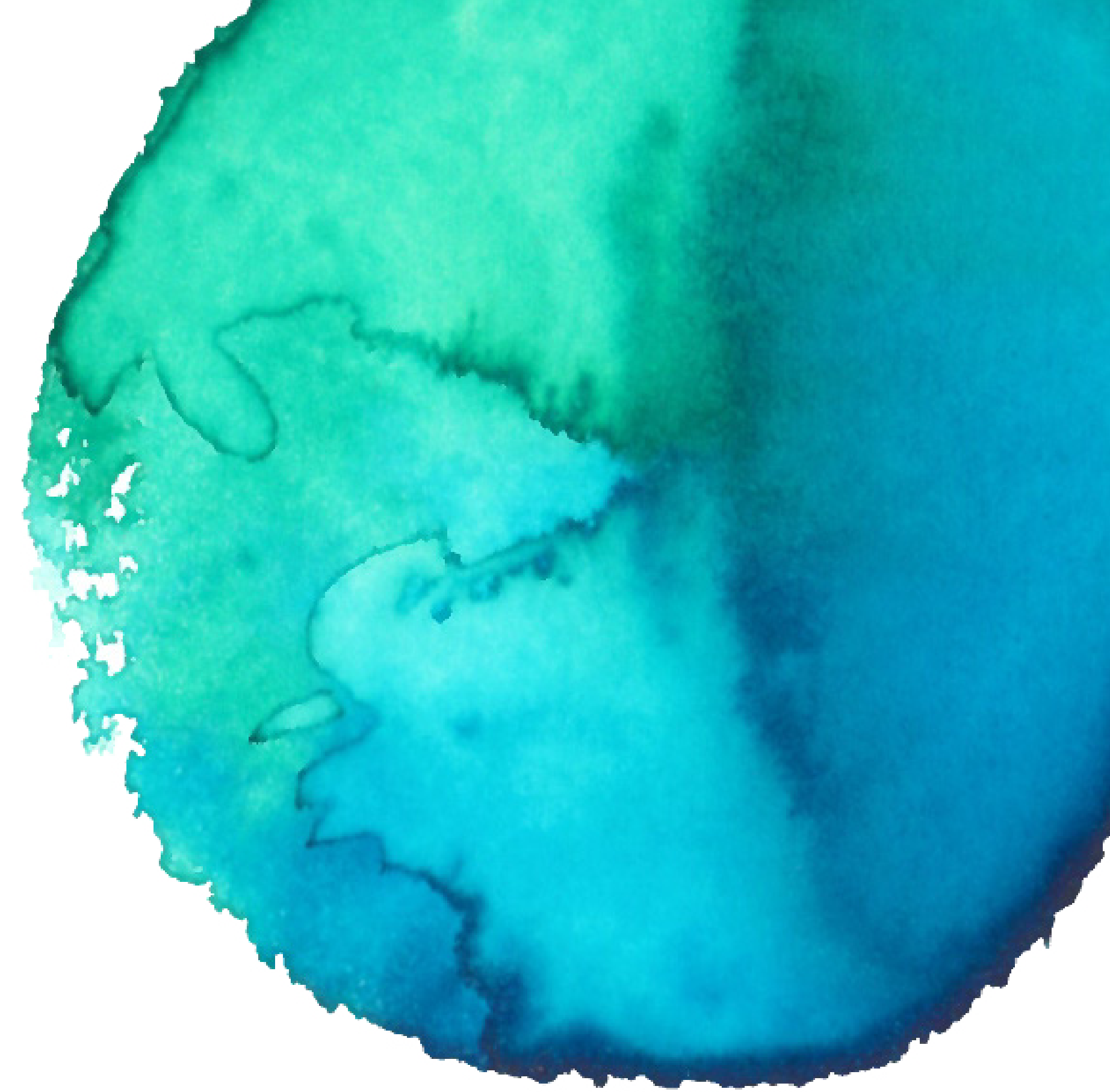
## 1.2 Founder's Statement

This year brought undeniable challenges to the Alike team. We had a set goal to build the Alike app, and we were determined to meet this goal. However, we lacked institutional foundations, relationships, and reserve funding to fall back on. Developing an expensive and complex platform during a global emergency was a mammoth task. This year has been, in many ways, a sink or swim scenario. The pandemic demonstrated why Alike was needed. We had to persevere to deliver a peer support product that alleviate feelings of loneliness caused by cancer. .

I am incredibly grateful for the hard work and ingenuity shown by our team, the support from our donors and invaluable contributions made by volunteers. This community of people enabled us to create and launch the Alike app in the face of uncertainty and extreme global adversity.

**Brad Gudger**  
**FOUNDER**





## 2. PURPOSE, IMPACT, AND TESTIMONY

## 2.1 Purpose

Alike's purpose is simple: to provide connection for everyone impacted by cancer. As custodians, it is our duty to safeguard this mission and ensure that every action taken by the charity fundamentally serves this purpose. During this period, the main focus for our organisation has been funding for, production of, and the creation and launch of the Alike app. From inception, our method of fulfilling our mission has been through the use of digital products. Alike's main offering has been defined since the ideation phase as a peer support platform, built purposefully for people facing a cancer

diagnosis. Furthermore, our mission encompasses commitments to centre lived experience in meaningful conversations, to break down social stigmas associated with cancer, and to redefine what it means to be a cancer patient and a survivor.



## 2.2 Impact

As a new organisation developing our key offering, we are still exploring and realising our impact. One of our main goals for 2022 is to gather some quantitative impact data through an in-app survey. However, despite some limitations, we view this period as indicative of the impact we expect to have in the future. The challenges of the past year have forced many established charities to restructure and reconfigure their offerings and ways of working. By building and developing in this context, agile ways of working are now part of our operational culture. This means that we can create maximum impact, work beyond limitations, and focus on making a real difference to our community.

## 2.3 Testimonies

We have gathered testimonies from members of the UK cancer community to reflect the impact of the Alike app. These testimonies are drawn from qualitative interviews with the community, and feature cancer patients and survivors from a variety of backgrounds with differing diagnoses. We present these below.

### BEFORE ALIKE

*“If the Alike app was available when I was diagnosed, it would have helped a lot. It was just me and my mum, and I felt that there was so much I couldn’t speak to her about. Having other people who understand you is what I needed.”*

Goodwill, 22, Testicular Cancer.

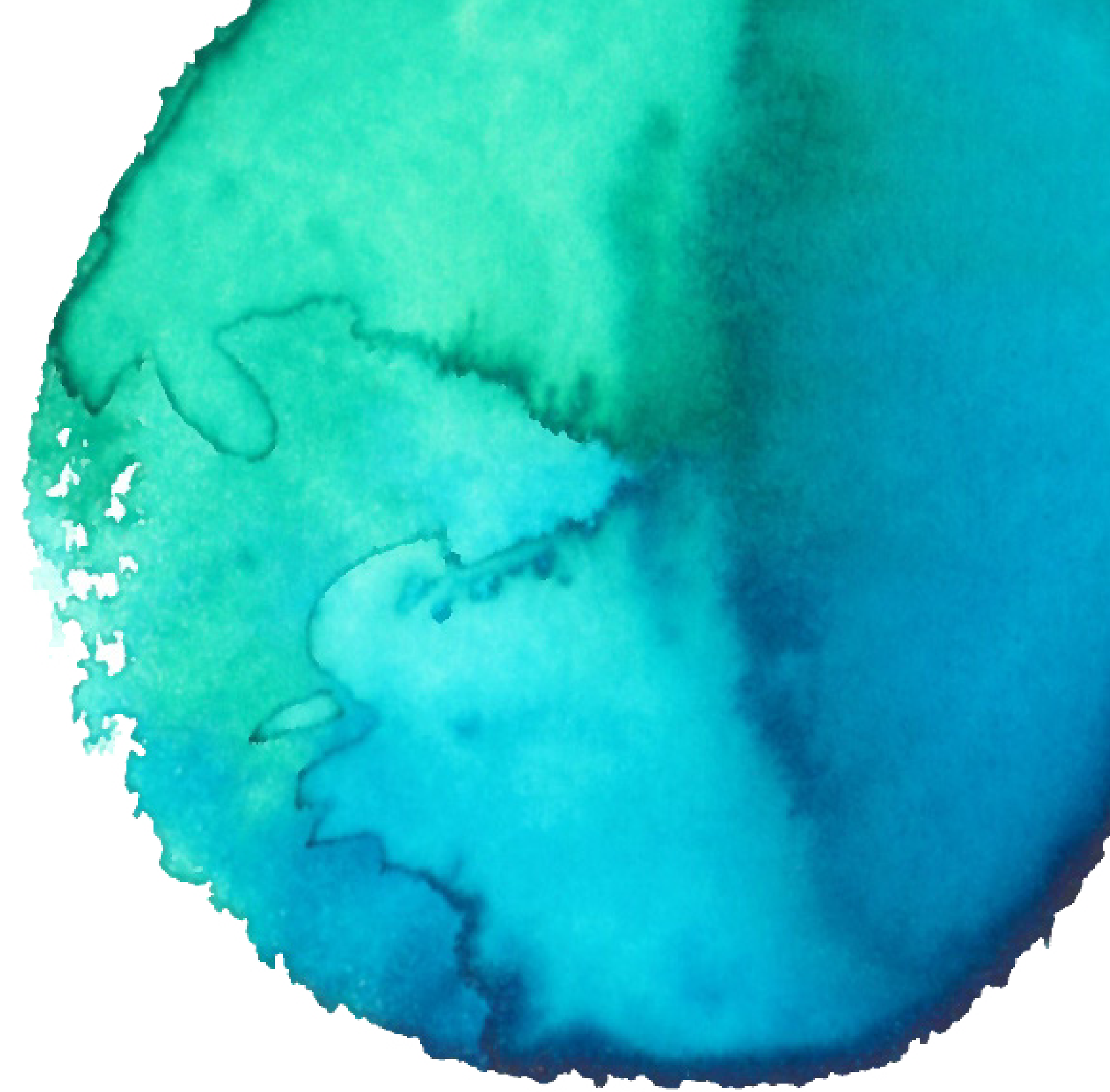
### AFTER ALIKE

*“Having support from people that are going or have gone through the same thing is more valuable than I could ever have imagined. The Alike app is more than just important, it’s essential.”*

Jay, 41, Bowel Cancer.

*“The Alike app has helped me come to terms with my diagnosis. The day before I started chemotherapy, I put a post up on the feed and I was flooded with supportive messages. The next day I went into the hospital and started my treatment with so much confidence.”*

Reielle, 23, Carcinoma.



# 3. VALUES AND WAYS OF WORKING

# Our Philosophy

Alike was created with the intention of doing charity differently. We take inspiration from sleek, modern technology start-ups and apply the ethics of activists and grassroots movements. The COVID-19 pandemic put this commitment to the test, and required us to invest in and engage with new and agile ways of working.



## 3.1 The Alike Philosophy: Values

We are a cancer-focused charity that believes cancer is the least interesting thing about our users. We apply our lived experience to all of our decision making, and we're not afraid to take risks. As members of the community we serve, we're at the front of inter-community dialogues such as language around treatment, survivorship, PTSD and mental illness, and end of life care as a cancer patient. We will always be upfront and engaged with these conversations.

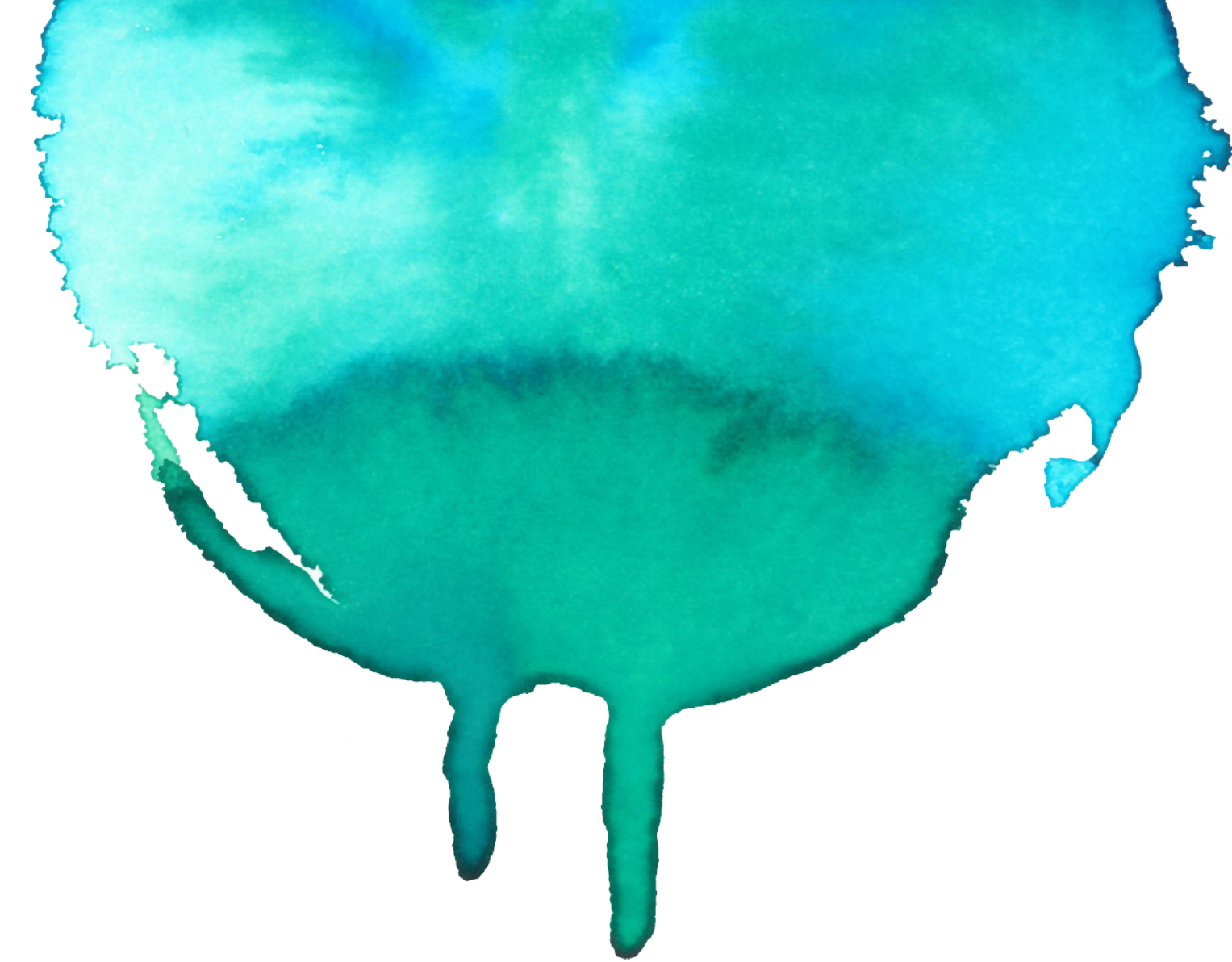
We are a not-for-profit organisation, grounded within the charitable sector through our partnerships, ethos, and ways of working. We are pro-collaboration, and actively oppose and work to prevent duplication and repetition between charitable cancer support services.

This is reflected by our close working relationships, numerous partnership agreements, and membership of the Children and Young People's Cancer Coalition.

We are careful to clarify that we are not an organisation that produces or publishes medical information or advice, or provides clinical mental health support. The Alike app is a low-threshold psychological support tool that digitises already available and well-documented face to face peer support groups. Our Community Pledge is clear in that whilst we are keen to host community conversations around diagnosis and the long term impact of cancer, we encourage everyone to speak to a medical professional with regards to their own personal health, conditions, and side effects.

We firmly believe that technology can be a force for good when the right tools are put into the hands of people who really need them. Digital products provide accessible methods of service delivery that promote equality and inclusion. This is why we provide a peer support app, and why we are dedicated to exploring and incorporating new technologies in strategic and meaningful ways.

We are committed to transparency, open communication, and striving to improve the experience of life with and after cancer. We are pro-collaboration, challenging traditions within our sector and seeking out feedback from our community. We have a dedicated Valuing Lived Experience principal, ensuring that our community members are treated with the respect they deserve when they choose to share their stories and work with us.



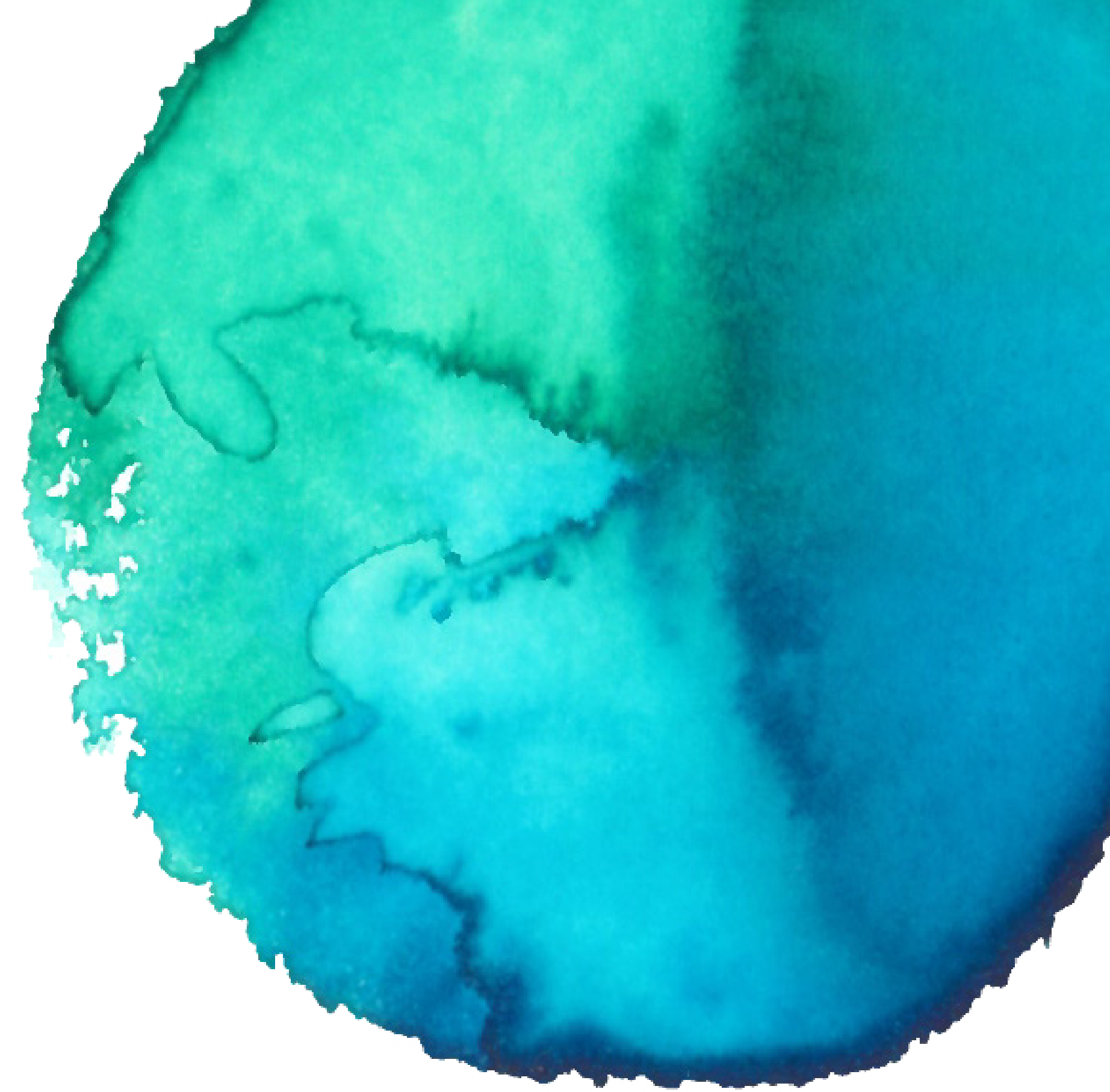
## 3.1 The Alike Philosophy: Ways of Working

Our culture is one of open, honest communication, with a focus on learning, growing relationships, and challenging traditions. Our ways of working apply to both work internally performed by Team Alike, and the external engagement work with our community.

We are led by the principles of youth leadership and lived experience, and this is demonstrated by our majority female board, and our team of proud LGBTQ+ people and disabled cancer survivors. We believe that Alike is and will be best served by gifted new talent and young industry leaders, paying particular attention to individuals from minority backgrounds such as women in STEM. We seek to facilitate development and leadership opportunities, both for Team Alike and the wider Alike community. Cancer can greatly hinder educational and professional attainment for young people,

and this impact is particularly profound for people from disadvantaged backgrounds. Where we can, we uplift these individuals by providing and supporting opportunities for personal and professional development.

We are committed to following best practice in all our work. When we say best practice, we don't just mean clinical studies and governance legislation - we mean best practices according to the people who are impacted by these actions and decisions. We always engage professionals to ensure that our business follows the relevant legal and financial regulations, and we seek feedback from our community to ensure our work remains relevant and meaningful to the people we serve.



# 4. OBJECTIVES AND ACTIVITIES

## 4.1 Alike's Charitable Objectives

As written in our Constitution, Alike's charitable objectives are: to relieve those in need by reason of ill-health by developing and facilitating peer support services for young people diagnosed with cancer [and other serious illnesses] and their families and friends, in particular (but not limited to) by developing and making available a digital application to connect those in need with each other; and facilitating face-to-face peer support groups for those in need.



## 4.2 Alike's Objectives 2020/2021

As shown in our Constitution, face to face groups were part of our founding commitment. Part of our long term goal is to collaborate with our partner organisations to deliver face to face peer support groups across the UK. However, we continued our priority from 19/20 to develop a digital peer support platform. The main objective for 20/21 has been to develop and launch the Alike app to start fulfilling our mission. As the main offering of our organisation, this was the major strategic and organisational priority, particularly given the impact of COVID-19 on face to face peer support events. While digital peer support cannot replicate the experience of in-person support, it is egalitarian and tackles the challenges of peer support for people facing reduced mobility and access to other forms of support.

After launch in February 2021, we turned our focus to creating more public and stakeholder exposure to Alike and our mission. As a small team with reduced capacity, we have spent time fulfilling specific objectives during each quarter. Following the successful launch of the Alike app at the end of Q4, we turned our attention to communications and partnerships, which is a key part of our KPIs for Alike's next Financial Year 21 / 22. Our financial objective during this period was to continue to develop relationships with major donors to ensure that the Alike app would continue development, and be launched on time

## 4.3 Alike's Activities 2020/2021

During this period, Alike engaged highly skilled and experienced app engineers to develop both the iOS and Android platforms to a good quality. This development included a robust backend infrastructure. This was a key activity for this period as it is central to our responsibility to beneficiaries and our sustainability as an organisation. As we offer the platform to statutory vulnerable people, we have had to adapt the general agile methodology of for-profit tech startups. We cannot offer the platform in a way or at a stage that may impact users negatively. Therefore, we decided to release the app on both iOS and Android concurrently, and to release it at a stage of development further along than traditional app MVPs. By creating the platform with a robust backend, we have set Alike up to scale in the future. Scaling in the

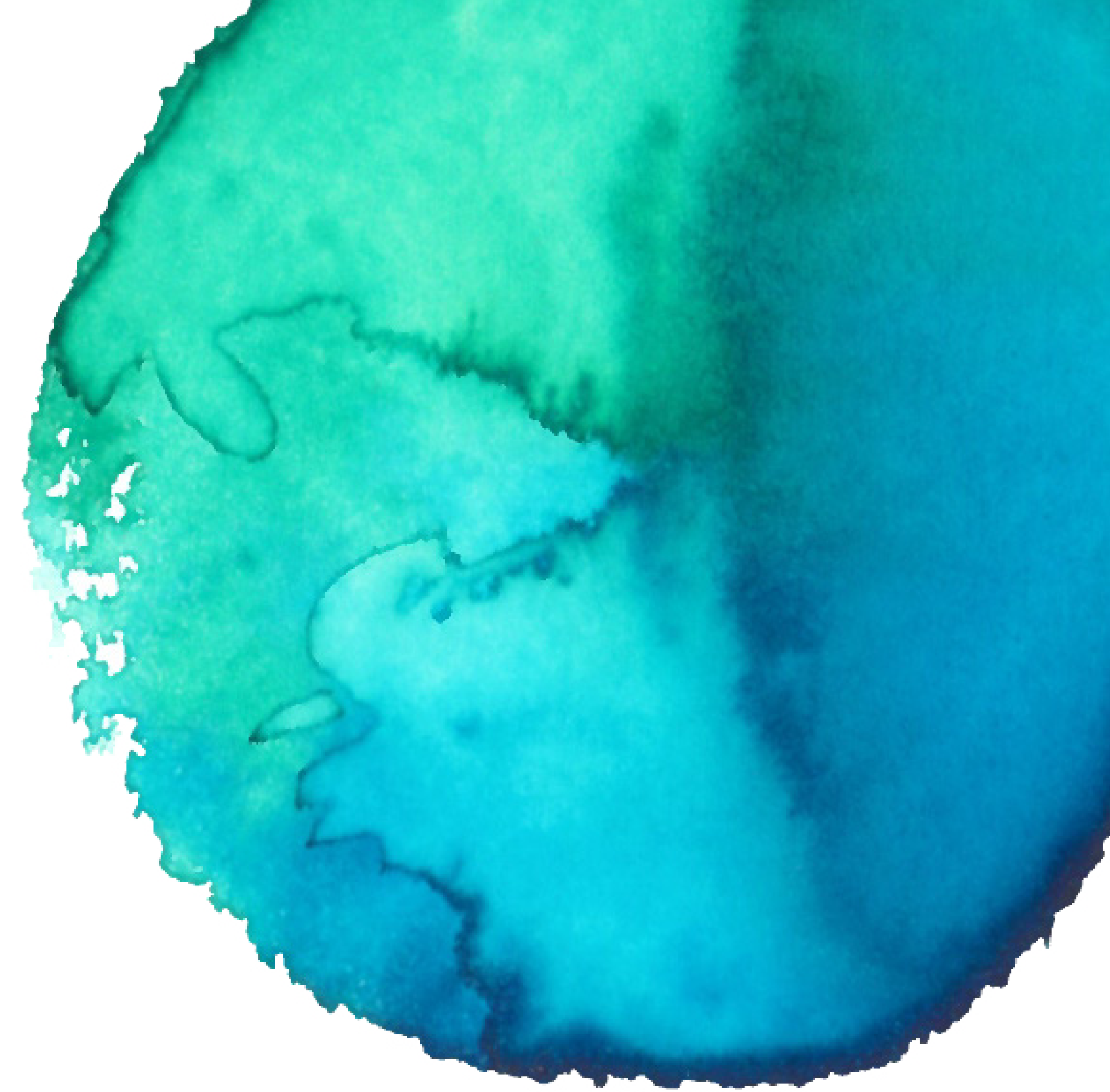
future is crucial to our ability to deliver digital peer support nationwide, so we took the decision to use developer time to give us a strong grounding and preparation for scaling when organisational capacity and funding makes this a possibility.

As part of the process of ideation to launch, we involved professional expertise and lived experience to ensure that the product we created was both a premium user experience and met community need. We tested the platform with a professional UX researcher and lived experience focus groups to validate the concept and design. Feedback from this research validated our concept, and several of the decisions made during the ideation stage. For example, early on we took the decision not to

numerate reactions to posts in the Alike app feed. The Alike app is about wellbeing and connection, not pressure or popularity. For this reason, we do not believe that engagement analytics are relevant for our users. This lack of numerated engagement was highlighted by focus groups as an aspect of the Alike app that was largely appreciated by the user base.

During this period, we also developed our communications channels, website, social media and PR. As a new organisation with a niche offering to the UK cancer community, it has been important for us to establish ourselves as separate to our partner organisations and clarify what the Alike app is for and how it differs from other services and support tools. We particularly focused on developing our website in preparation for launching the Alike app in February 2021.

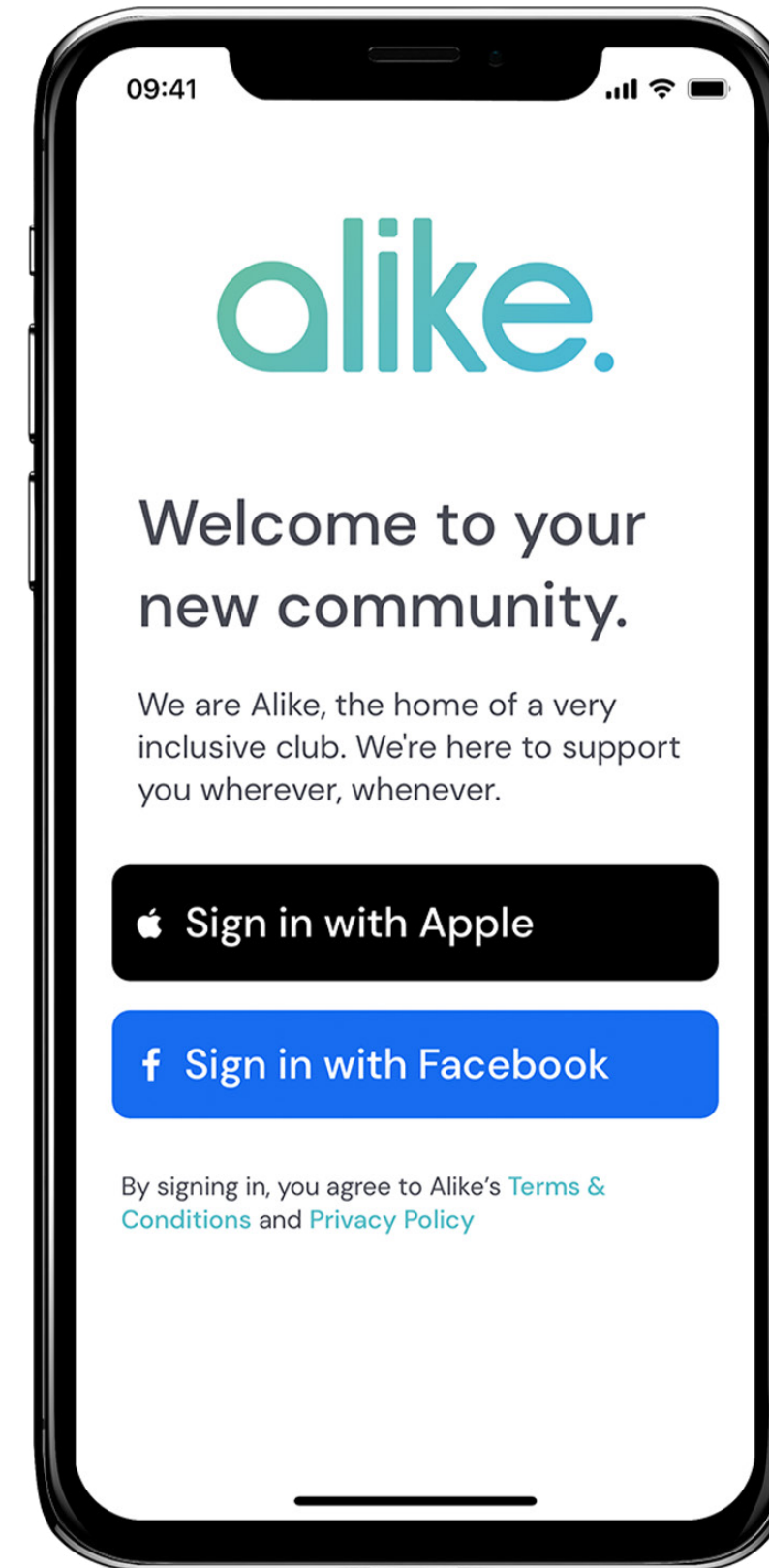




# 5. ACHIEVEMENTS AND PERFORMANCE

This year has been focused on building the Alike app to function well on both iOS and Android operating systems, and to ensure a strong backend infrastructure to support further development.

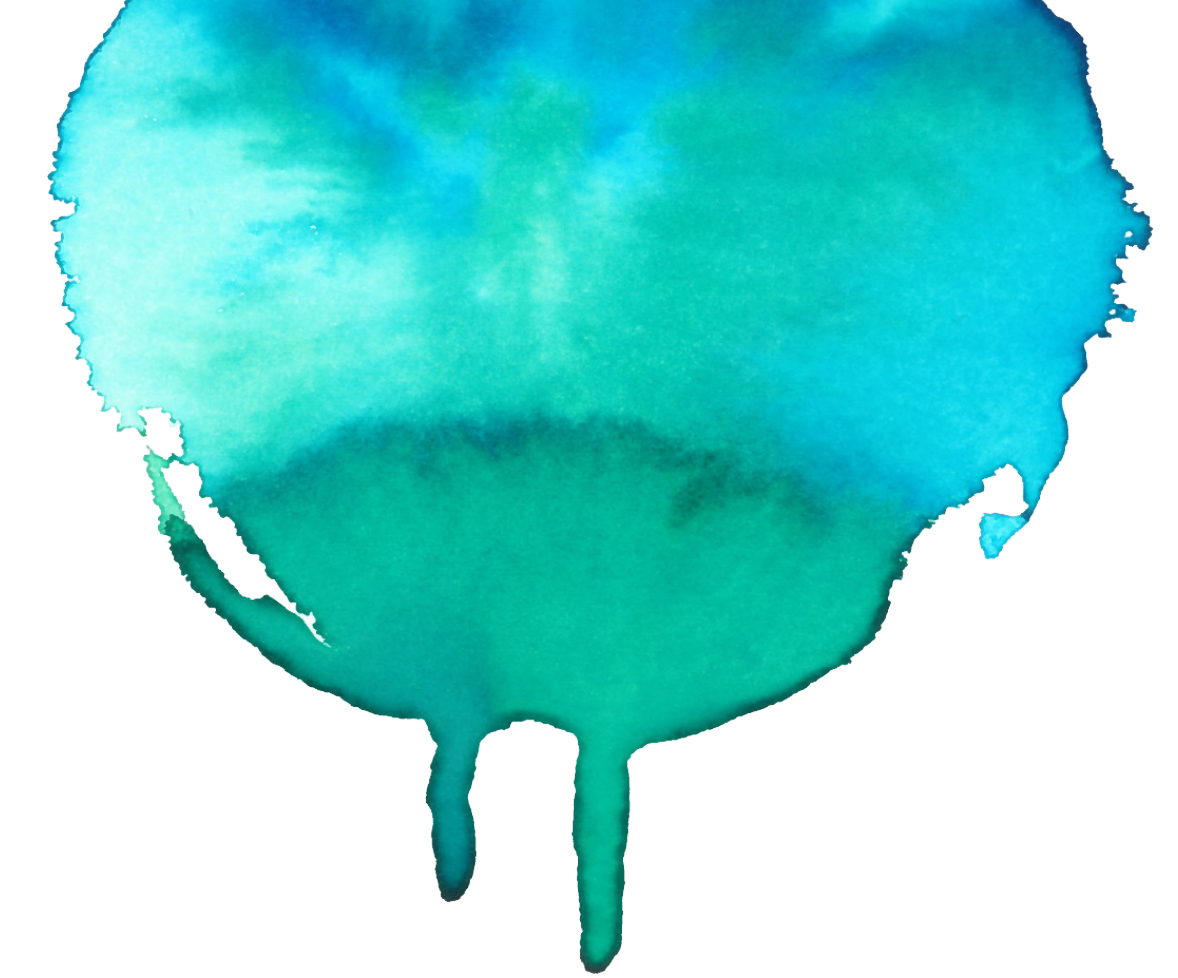
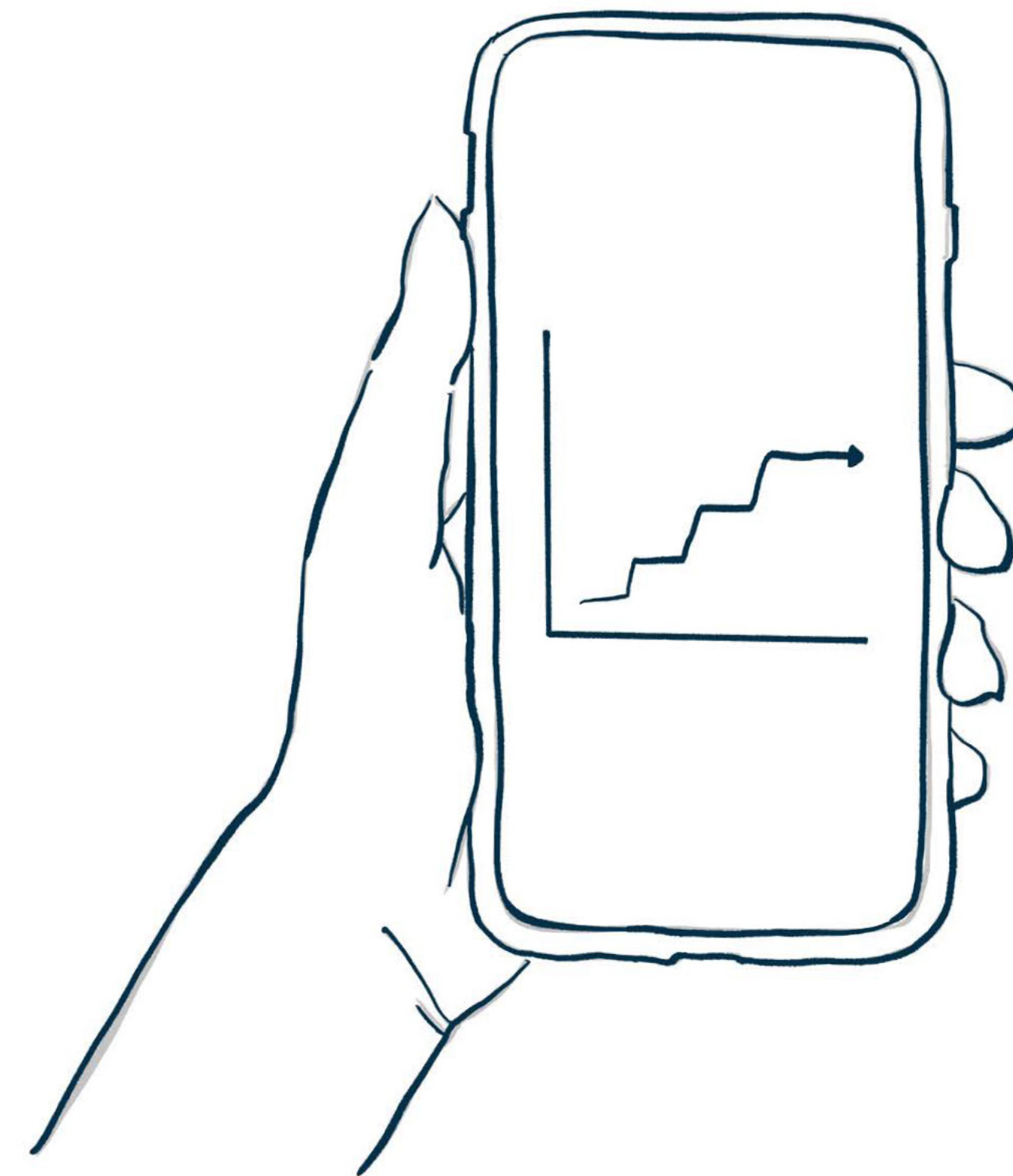
This section of the report outlines the achievements and performance of the organisation with this crucial goal in mind.



## 5.1 Achievements

Over the FY2020/21 we have increased our income by 19.8%. As a small team working remotely during a global emergency, this is a significant achievement worth celebrating. However, this is not our only achievement.

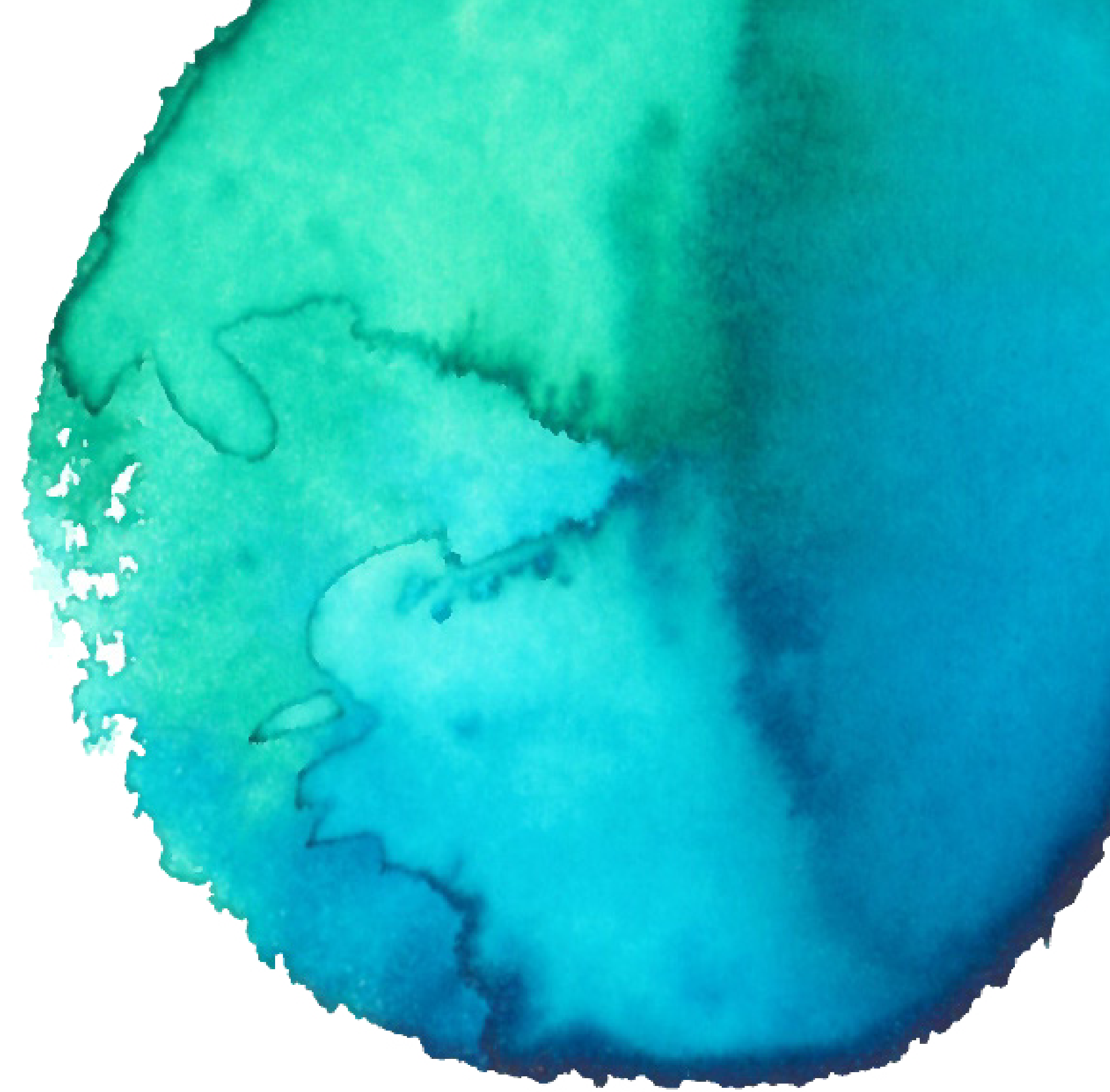
The major achievement for Alike at this time has been the development and effective launch of the Alike app. The Alike app is our main offering. We cannot achieve our mission of providing digital peer support to everyone impacted by cancer without providing the platform that makes this possible. As a small team, working to strict not-for-profit regulations and with limited income, creating new and bespoke code for the Alike app is an incredible achievement. Given the sector-wide impact of the COVID-19 pandemic, this is even more of a success.



## 5.2 Performance

Alike's performance this year has exceeded expectations. At the start of the year, the global COVID-19 pandemic introduced several challenges to our goal of building the Alike app ready for launch. Developing the Alike app was our primary focus, and the team performed far beyond expectations to ensure that app development continued. This has been demonstrated by the high quality of the Alike app MVP, and the performance of the app itself. It is extremely unusual for a mobile app at this stage of development to function so well and to lack bugs. However, thanks to the performance of the Alike team, we have been able to launch a product that works well for the community who needs it.

Over this period, we began to develop as a team. We have refined our understanding of our primary offering and our position in the sector. We are already beginning to see a clear vision for our brand and potential leads for partnership agreements with other organisations offering support for cancer patients and survivors in the UK. This year we have also established appropriate governance, management, and administrative structures. This has allowed us to streamline our work and perform with full confidence in our compliance with regulations.



## 6. YEAR IN REVIEW: 2020 - 2021 & THE COVID-19 PANDEMIC

As an establishing organisation, our success and impact is tied intrinsically to our core product. This period was centred on creating our core product and grounding ourselves within our main offering, and this was always understood as the nucleus for the year's activities. However, the COVID-19 pandemic meant that initial plans were disrupted.

At the beginning of 2020, we had an approximate £150,000 pledged from grant giving organisations and we planned to utilise these funds to engage a small app development agency to work on the MVP of the Alike app. However, the outbreak of the COVID-19 pandemic and the ensuing national lockdown in late March prevented our donors from fulfilling their pledge. As a consequence, we could not work with the app agency as planned. We had to go “back to the drawing board” and re-evaluate our plans for developing the Alike app.

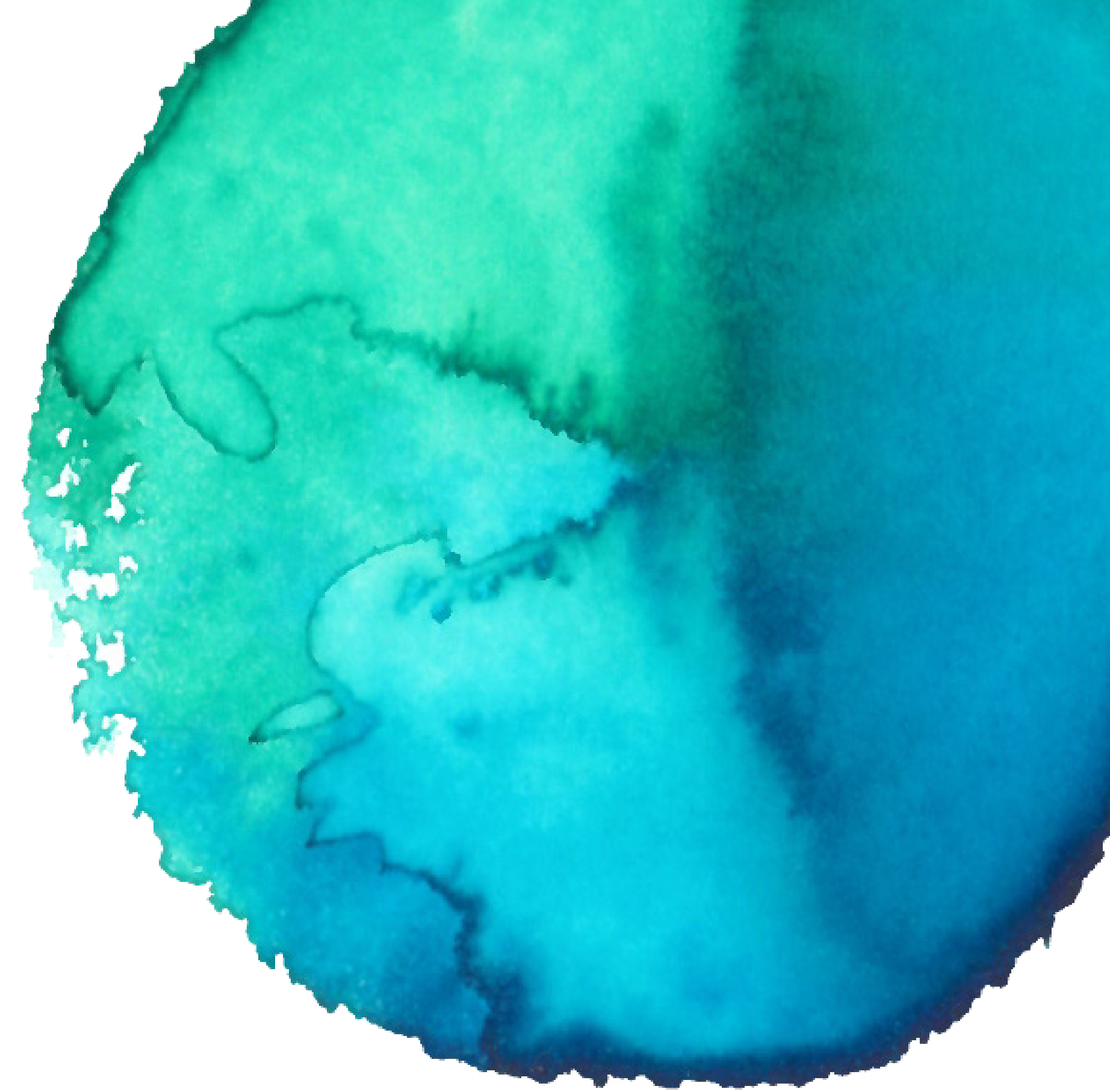
In response to this, the Alike Board of Trustees held an emergency meeting, and agreed to a period of reflection

for management to consider the full implications of the pandemic on Alike's plans. Alike's management utilised this time to develop a response plan to get the organisation moving forward once more.

The Director took some time to focus on his work with NHS England and NHS Improvement, and used this as an opportunity to explore a new plan for Alike. After seeking advice and guidance from various professionals, he began to shape a plan based on the challenges created by the pandemic and its effect on the UK cancer community. Informal feedback from the community confirmed that the need for a digital peer support solution was at an all time high. Cancer is already isolating for young people, who may be unable to join in with education, employment, and everyday activities following diagnosis and treatment. Being classed as clinically extremely vulnerable and facing further isolation was extraordinarily challenging for this group and exacerbated feelings of loneliness and other risks to mental health.

In mid April, the Director sought support from Alike's engineering consultant, Max Kramer. Max agreed to source voluntary iOS and backend support to begin creating the Alike app MVP. However, he then decided to generously undertake this task himself. Over the period from April to June, Max developed the foundation and core features of the Alike app. With this huge step forward we engaged with focus groups to validate our product, and hosted a testing workshop hosted by a User Experience Researcher. The finding and report were positive and very constructive, with this we were able to seek funding to accelerate development and start development of the Android platform. We took the earlier decision that parity between iOS and Android was a strategic priority, rather than further expanding the Alike app feature set. Developing a proof of concept, and taking it to market has validated our work. This has enabled us to expand and accelerate fundraising efforts, establish our brand, and most importantly start enacting our mission of combating loneliness and isolation caused by cancer.





# 7. OPERATING MODEL AND RISKS

## 7.1 Operating Model

We function as a not-for-profit because we are philosophically and ethically opposed to profiting from trauma. We know, as cancer survivors and from our research, that cancer survivors are hesitant to trust for-profit entities. Alike as an organisation simply would not fulfil its mission in any other model than as a charity.

As an organisation dedicated to utilising technology to create positive change, we prioritise new and agile ways of working. We engage digital natives who implicitly understand the offering of a mobile app, and our team currently operates on a freelance and volunteer basis. Our team works remotely across Europe, which is reflective of the diverse methods of engagement for modern workers. This current form of engagement is the best financial decision for the organisation's sustainability, while we seek funding to level up to contracted employment.

## 7.2 Risks

The most significant risk we have faced this year is the threat to our financial security due to the COVID-19 pandemic. Operating as a charity even before the pandemic has a large degree of uncertainty, and this was exacerbated over the last 12 months. However, despite the uncertainty, we still believe that functioning as a not-for-profit providing a platform for cancer patients makes the best sense for us as an organisation based in the UK.

Cancer patients can be rightfully sceptical when it comes to new offerings, and our status as a registered charity provides us with credibility. We managed our finances with a pragmatic mindset. We endeavour to utilise volunteer and pro-bono support where appropriate, but we did not want to reduce quality. An example of this is engaging with legal professionals on a paid basis to develop Alike's Data Protection and Privacy Policy. Due to the nature of our app, a tailor made policy was required

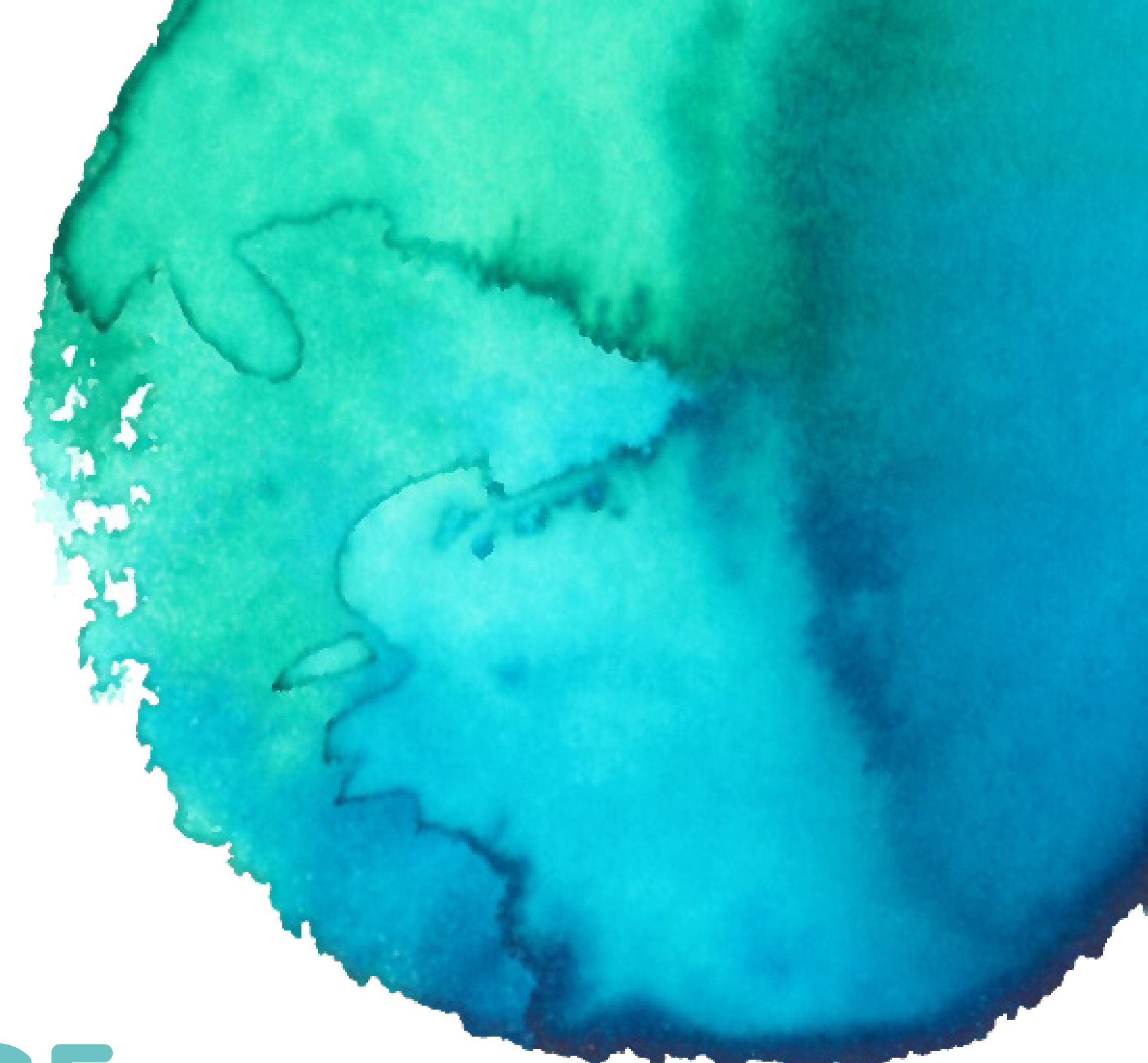
to meet compliance. Our financial position is reviewed on an almost weekly basis, and is reviewed in detail by the board. We also draw upon expert financial and organisational advice from senior business leaders whom act as a 'sounding board' on our strategic thinking.

Another significant risk is the potential over-reliance on volunteer and ad-hoc support, which is not sustainable. During this period, the COVID-19 pandemic has increased awareness of the impact of loneliness of physical and mental health. It has also increased capacity for workers in the software development field. However, as the world adjusts to a 'new normal', workers will return to increased workloads and reduced capacity for freelance and voluntary engagement. This would pose a risk platform stagnation in development and reduced support to remedy software bugs and respond to crash reports. The consequence of this would be lack of interest

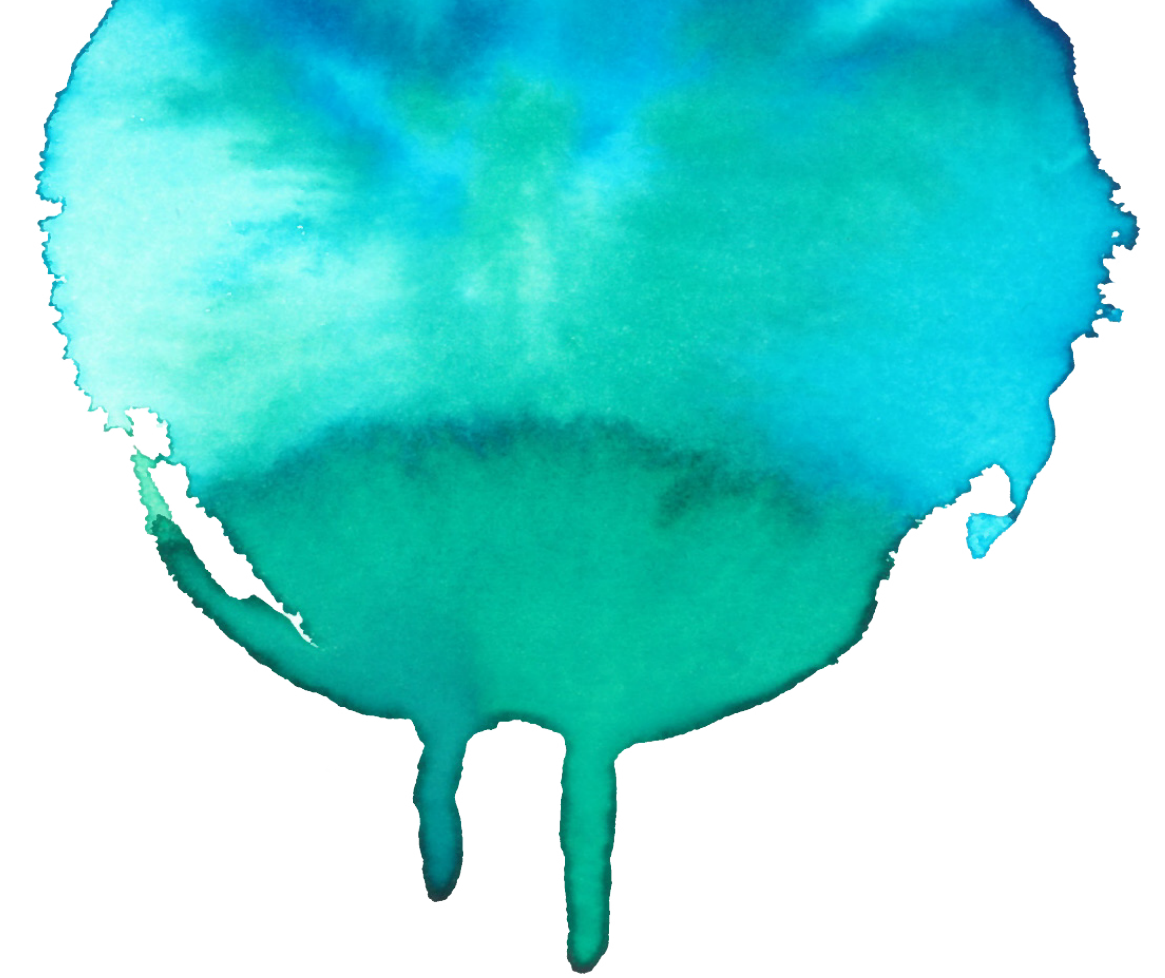
among users, and reluctance from potential partner organisations to formalise agreements and signpost to the Alike app. If we cannot grow our user base, we will fail to fulfil our mission of combatting loneliness and isolation among cancer patients.

We have implemented a series of processes to manage and ultimately reduce risks associated with our mission. We have created a Risk Log, based on best practices to review, manage and mitigate against current and future risks, as well as learn from past ones. We are looking beyond current risks in an effort to be more proactive in our approach to risk management. This log is reviewed periodically by the Alike team, and quarterly by the board.





## 8. STRUCTURE, GOVERNANCE, MANAGEMENT AND DECISION MAKING



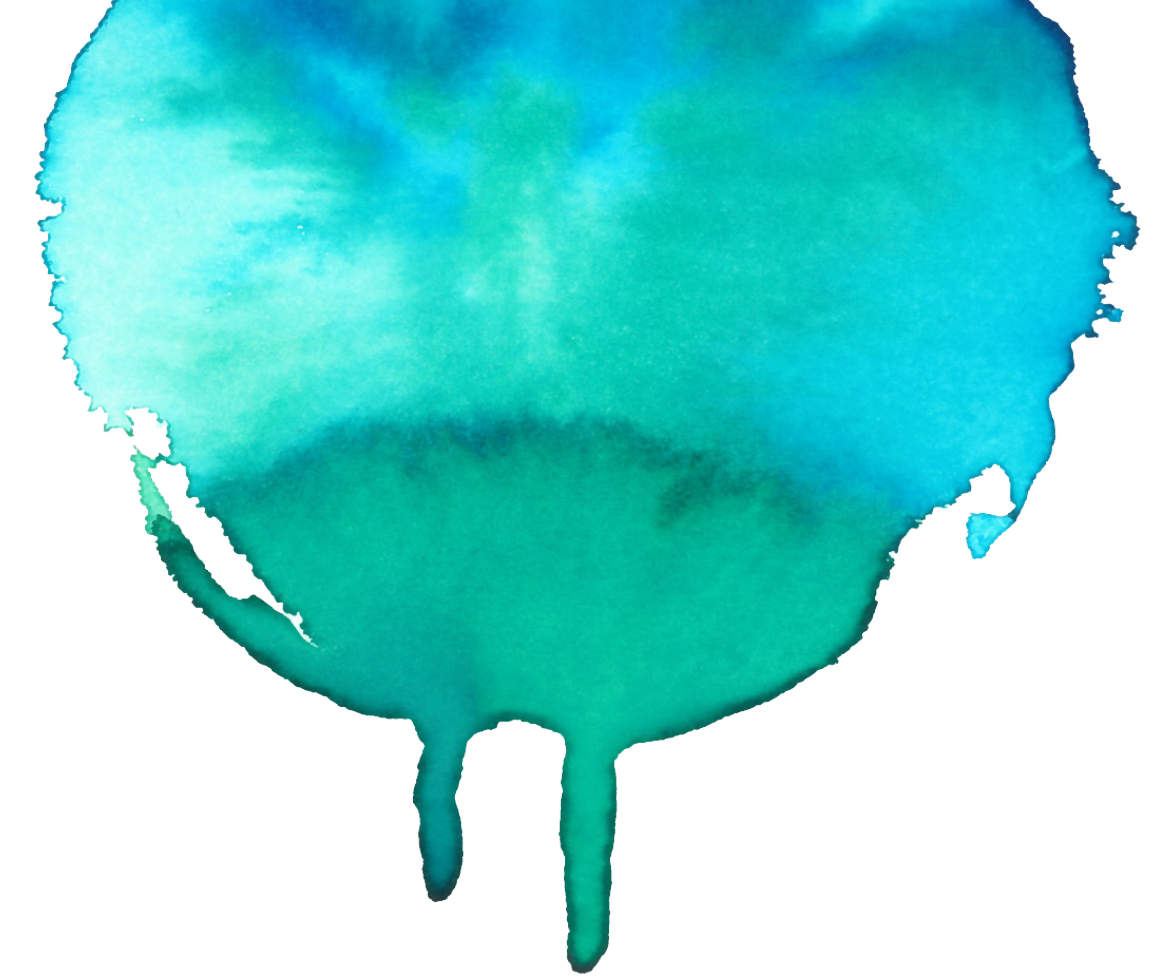
## 8.1 Team Structure

As a result of our start-up status, Alike's core team is made up of full time and freelance staff, as well as volunteers. The team is managed by Alike's Founder and Director, Brad. In addition to Brad, there is Max, Naomi, Katherine, and Andrea.

Max Kramer is our Engineering Lead. He is incredibly experienced in software engineering, with over 10 years experience developing native mobile apps for startups, and has experience in the role of CTO for various companies. Max provided his time, expertise, and talent during the COVID-19 pandemic to develop Alike's native iOS App and backend infrastructure. Earlier this year, Max became a paid freelance member of the team. Developing our Android platform is Thiago

Saravia, a senior Android engineer, and his partner Marcela, an experienced Android engineer.

Similarly to Max, Naomi Rhodes has joined the team as Alike's Finance Lead on a pro-bono basis driven by her affinity with Alike's mission. She is a qualified CIMA accountant and currently a finance manager for Tesco PLC. Naomi has generously provided her time and expertise to lead on the curation of the Alike business model, long-term financial forecasts and supports the process of submitting Alike's annual accounts.



The Alike brand has been solidified by two cancer survivors who passionately believe in our ethos. Katherine Mills is Alike's Communications Lead. She is an English Literature and Creative Writing graduate who lives with incurable cancer. The visual style of Alike has been thanks to Alike's Creative Lead Andrea Ruano, a Spanish artist and graphic designer who has also worked with international cancer advocate group Youth Cancer Europe. Together, Andrea and Katherine have created Alike's visual and tonal signature to be something that is credible, welcoming, lively and distinctive.

This financial period has involved a significant amount of volunteer engagement. Without the support and contributions of our incredible volunteers, it would not have been possible to have developed this rapidly, especially during a global pandemic. Whilst it is difficult to truly quantify the impact our team of volunteers, especially the software engineers, have had on our organisation we believe working with talent on a pro-bono basis or on a generously reduced rate has saved us approximately £300,000 at least in development costs alone.

## 8.2 Board Structure

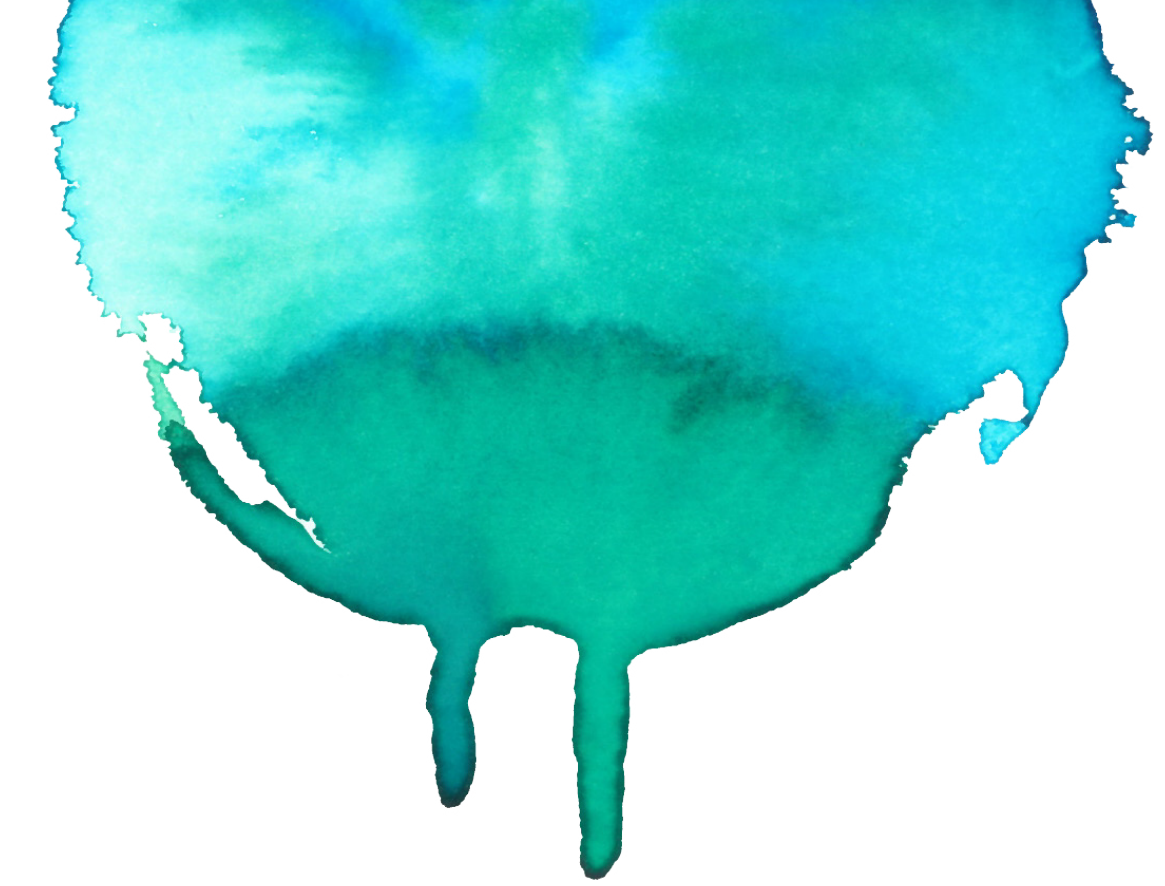
The Alike Board of Trustees currently consists of five members. Whilst trustee recruitment is conducted through an established process, there are no constitutional provisions in place for trustee selection. Trustee recruitment is conducted through face to face interviews with suitable candidates filling knowledge gaps currently on the board. Positions on the board are appointed by initial nomination, which has to be subsequently 'seconded' by another member of the board, with remaining trustees then voting for the specific candidate.

The Chair of our Board is Dr James Parker who gained his PhD in oncological research and currently works for

Sanofi. Accompanying him on the board is Rachel Priest, Alike's Treasurer and Client Services Lead at app development agency Kin + Carta, and Stephanie Radziwillowicz, Alike's Secretary, who has a Masters in Clinical Psychology and whose thesis explored how vulnerable people use technology for support. We have a board member with lived experience of cancer: Rachel Blackford, who is now a research and evaluation officer at Oxford Brookes University. We are also fortunate to have Leanne Pero on our Board too. Leanne is a multiple award winning entrepreneur, breast cancer survivor, and founder of Black Women Rising.

Alike is evidence of the value of lived experience leadership. Drawing from lived experiences within the cancer community provides us with direction and validation. However, prioritising lived experience can also come with challenges. We are proud of the lived experience on our Board of Trustees, but this year we faced the death of one of our Trustees. Saima Thompson, was diagnosed with Stage IV lung cancer in 2018. She served as Trustee of Alike from February 2020 to June 2020. She brought her entrepreneurial spirit, forward thinking ideas, and positivity to the Board. After two years of multiple treatments, she sadly passed away in June 2020. Following her death, Saima was made an honorary patron of Alike, and we will continue to celebrate her life and her contribution to the cancer community.





## 8.3 Governance

Alike is established as a Charitable Incorporated Organisation, and governed by our constitution.

Whilst Alike is still in its infancy, we are committed to effective governance and sound oversight. The Alike board of trustees exercise governance according to guidance on public benefit published by the Charity Commission of England and Wales, as well as charity sector best practice. We continue to learn from other organisations of various sizes and purposes. We are still finding our unique style of governance, each meeting we encourage board members and leadership to pose new ideas for better and more effective oversight. We are constantly exploring new ways of allowing Alike's management to be agile, and not stifle progress due to bureaucracy, however we are cognisant of our statutory

responsibility to ensure Alike is being run in the best way possible.

The board meets quarterly. Alike's Annual General Meeting is held every April to mark the start of Alike's Financial Year. Each meeting is recorded, with statements, decisions and votes minuted. A quorum is declared present, then members are invited to declare conflicts of interests at the start of each meeting, as well as confirm the minutes of the previous meeting, as per best practice. Each meeting involves a quarterly progress report from the Director and Finance Lead. Outside of board meetings, our Director has monthly check-ins with the chair, and monthly finance updates are provided to the treasurer of the board.

## 8.4 Management and Decision Making

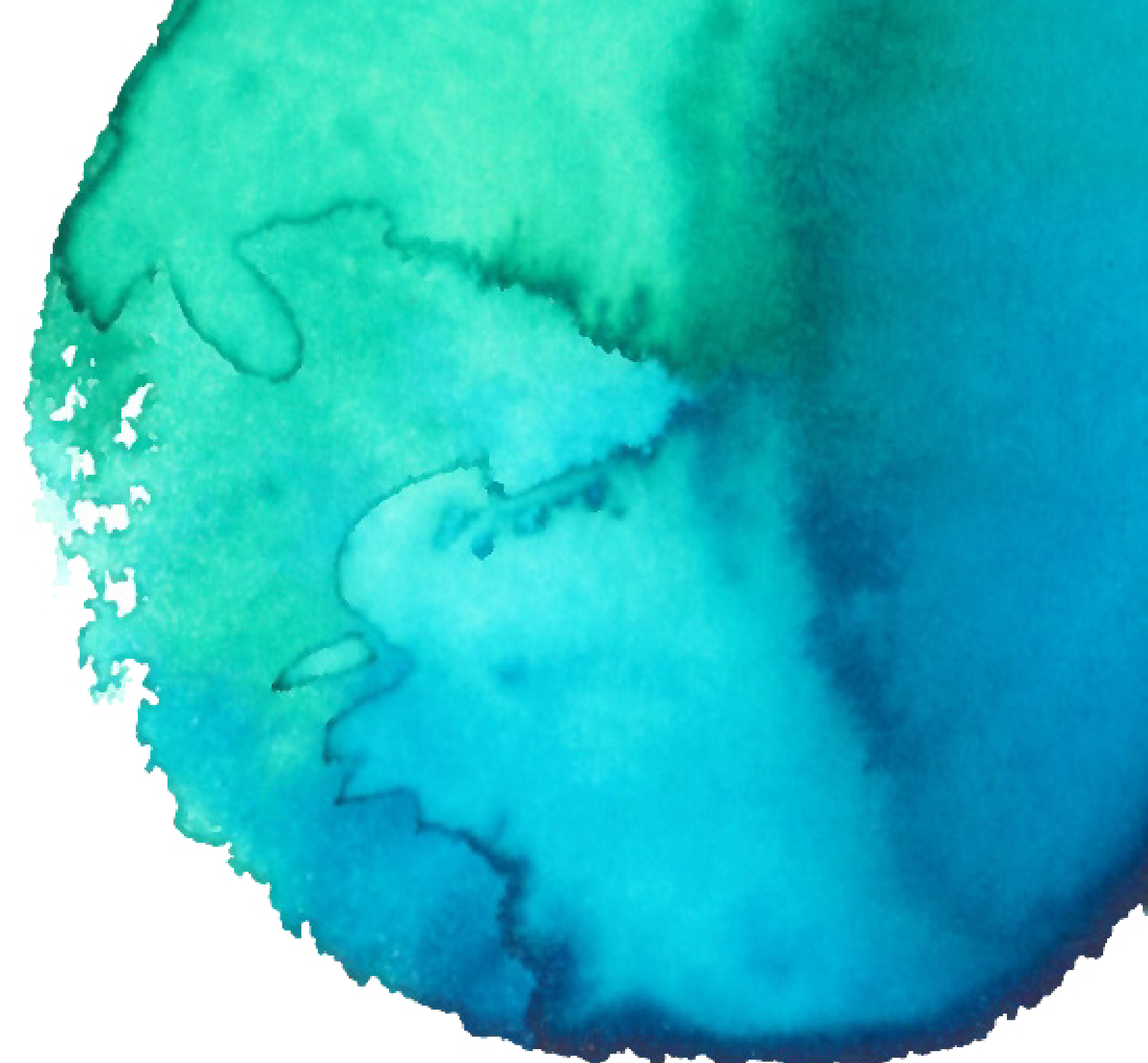
As Founder and Principal Director, Brad manages overall organisational and strategic direction with support from the Finance, Engineering, Communications, and Creative Leads.

As a smaller organisation our financial and strategic decisions revolve around delivering on the work we were set up to do. From a strategic perspective, if we do not deliver impact, we cannot meet our ambitious fundraising potential.

Due to the nature of our mission, and our primary product, community participation is essential to ensuring we deliver effective and meaningful impact. Alike has been built through the values of lived experience. We are for the community, by the

community, therefore patient and public engagement is at the core of all of our decision-making. Over half of Alike's leadership, including the Board of Trustees, have direct, lived experience of a cancer diagnosis. This means that our work intrinsically reflects the needs of the UK cancer community, including family, friends and healthcare professionals.

We utilise our platform and community rapport by consistently reaching out to users, inviting feedback, and offering engagement opportunities. The feedback we have received thus far, and ongoing, directly shapes our product roadmap. In the future, we plan to expand on current methods of user feedback, making this process simple, accessible and intuitive through the app.



# 10. FINANCIAL REVIEW

## 10.1 End of Year Cash Position

For the year ended 31 March 2021 Alike had net expenditure of approximately £12,600. However, we started the year with unrestricted cash funds just over £24,000, a sufficient balance to absorb this additional expenditure. As outlined previously, the expenditure being in excess of the income received in the year is associated with the rapid development of the Alike app. Despite covering this shortfall, we finished the year with available cash above that required under our reserves policy, and confidence over our future income streams.

## 10.2 Reserves Policy

Following discussions and reflection on Charity Commission guidance regarding charitable reserves, we deemed £10,000 (or 4 months routine unrestricted expenditure) to be the correct reserves amount for Alike. Our consistent monthly overheads total around £2,000. We wanted to be safe and sensible, whilst also freeing up as much of our charitable funds as possible for app development and charitable activity. Whilst we may have additional periods of large spend in our financial year (such as the app development in 20/21), this spending will only be made if sufficient funding is received to fund the activity.

# 13. INDEPENDENT EXAMINERS REPORT

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ALIKE CHARITABLE INCORPORATED ORGANISATION

I report to the trustees on my examination of the accounts of Alike Charitable Incorporated Organisation ('the CIO') for the year ended 31 March 2021 as set out on pages 44 and 45.

### **Responsibilities and basis of the report**

As the charity trustees of Alike CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the CIO's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records.

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.

**Caroline Sharp**  
FCA, DChA  
55 Canberra Road  
LONDON SE7 8PF

Signed:

Date: **30 December, 2021**

# 14. FINANCIAL ACCOUNTS

**RECEIPTS AND PAYMENTS ACCOUNTS**  
For the year 01-Apr-20 to 31-Mar-21

**Alike**

Charity Registration: 1181848

Company Number: CE016385

<b>SECTION A RECEIPTS AND PAYMENTS</b>				
	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Total funds</b>	<b>Last year</b>
	to the nearest £	to the nearest £	to the nearest £	to the nearest £
<b>A1 Receipts</b>				
Individual Donors, Trusts and Foundations	37,000	5,000	42,000	38,648
Other donations	3,441	-	3,441	2,663
Gift Aid	8,500	-	8,500	155
Private companies	-	-	8,500	3,241
Youth Cancer Europe Summit	-	-	-	320
<b>Sub total (Gross income for AR)</b>	<b>48,941</b>	<b>5,000</b>	<b>53,941</b>	<b>45,027</b>
<b>A2 Asset and investment sales</b>				
<i>Sub total</i>	-	-	-	-
<b>Total receipts</b>	<b>48,941</b>	<b>5,000</b>	<b>53,941</b>	<b>45,027</b>
<b>A3 Payments</b>				
App development	25,057	2,959	28,016	-
Creative and promotional costs	11,828	-	11,828	50
Staff costs	10,381	-	10,381	4,200
Legal & Compliance costs	7,657	933	8,590	5,400
Computer, IT and software costs	2,436	1,108	3,544	-
Office costs	1,090	-	1,090	1,893
Subscriptions	1,507	-	1,507	1,013
Travel	336	-	250	-
Staff training	250	-	250	-
Freelance consultants	-	-	-	822
Expense claim	-	-	-	350
Subsistence	7	-	7	300
Printing, Postage and Stationery	30	-	30	40
Sundry	982	-	982	-
<b>Sub total</b>	<b>61,561</b>	<b>5,000</b>	<b>66,561</b>	<b>20,903</b>
<b>A4 Asset and investment purchases</b>				
<i>Sub total</i>	-	-	-	-
<b>Total payments</b>	<b>61,561</b>	<b>5,000</b>	<b>66,561</b>	<b>20,903</b>
<b>Net of receipts (payments)</b>	<b>12,620</b>	<b>-</b>	<b>12,620</b>	<b>24,124</b>
<b>A5 Transfers between funds</b>	-	-	-	-
<b>A6 Cash funds last year end</b>	24,124	-	21,124	-
<i>Cash funds this year end</i>	11,504	-	11,504	24,124

**RECEIPTS AND PAYMENTS ACCOUNTS**  
For the year 01-Apr-20 to 31-Mar-21

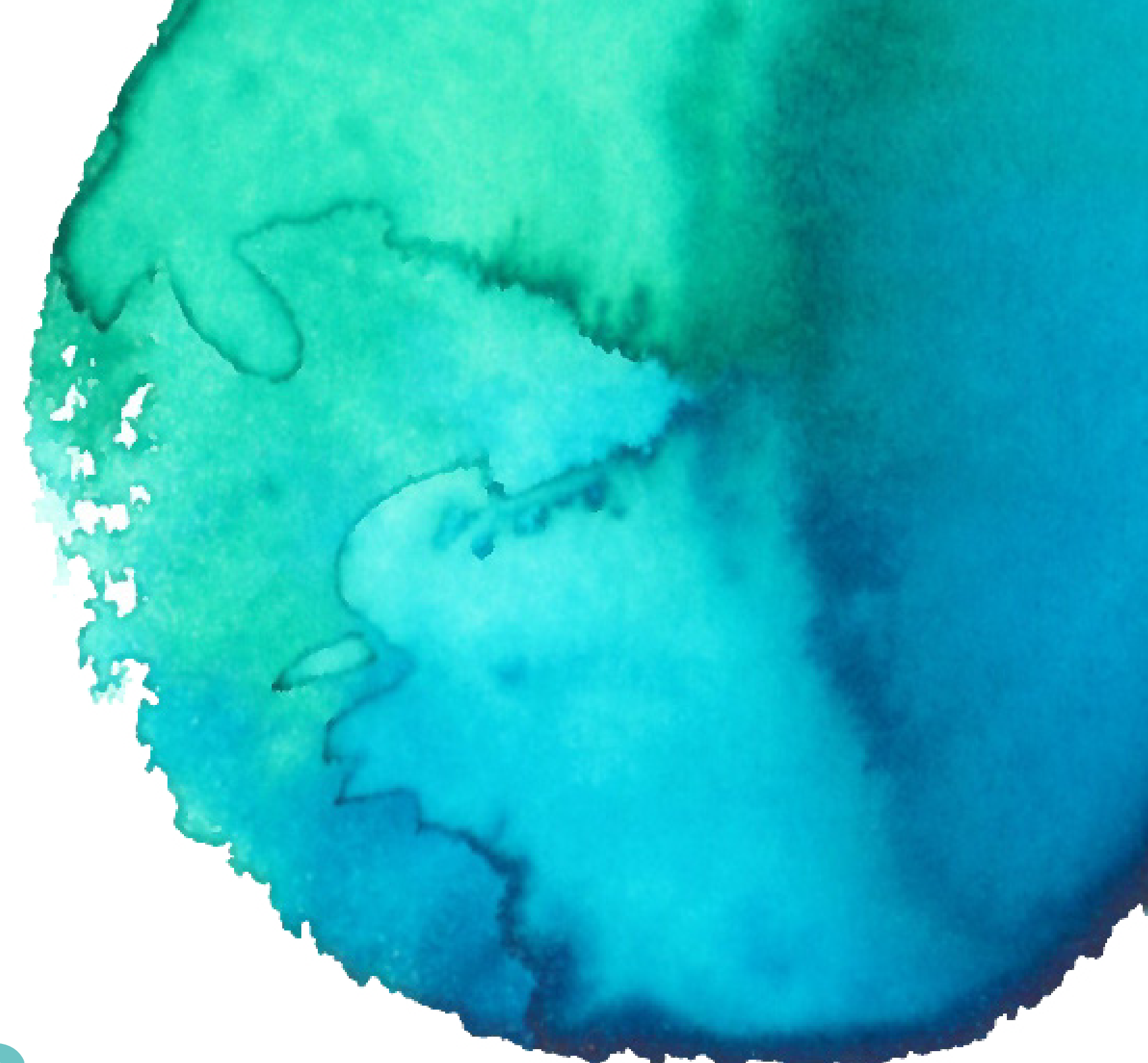
**Alike**

Charity Registration: 1181848

Company Number: CE016385

**SECTION B STATEMENT OF ASSETS AND LIABILITIES AT THE END OF THE PERIOD**

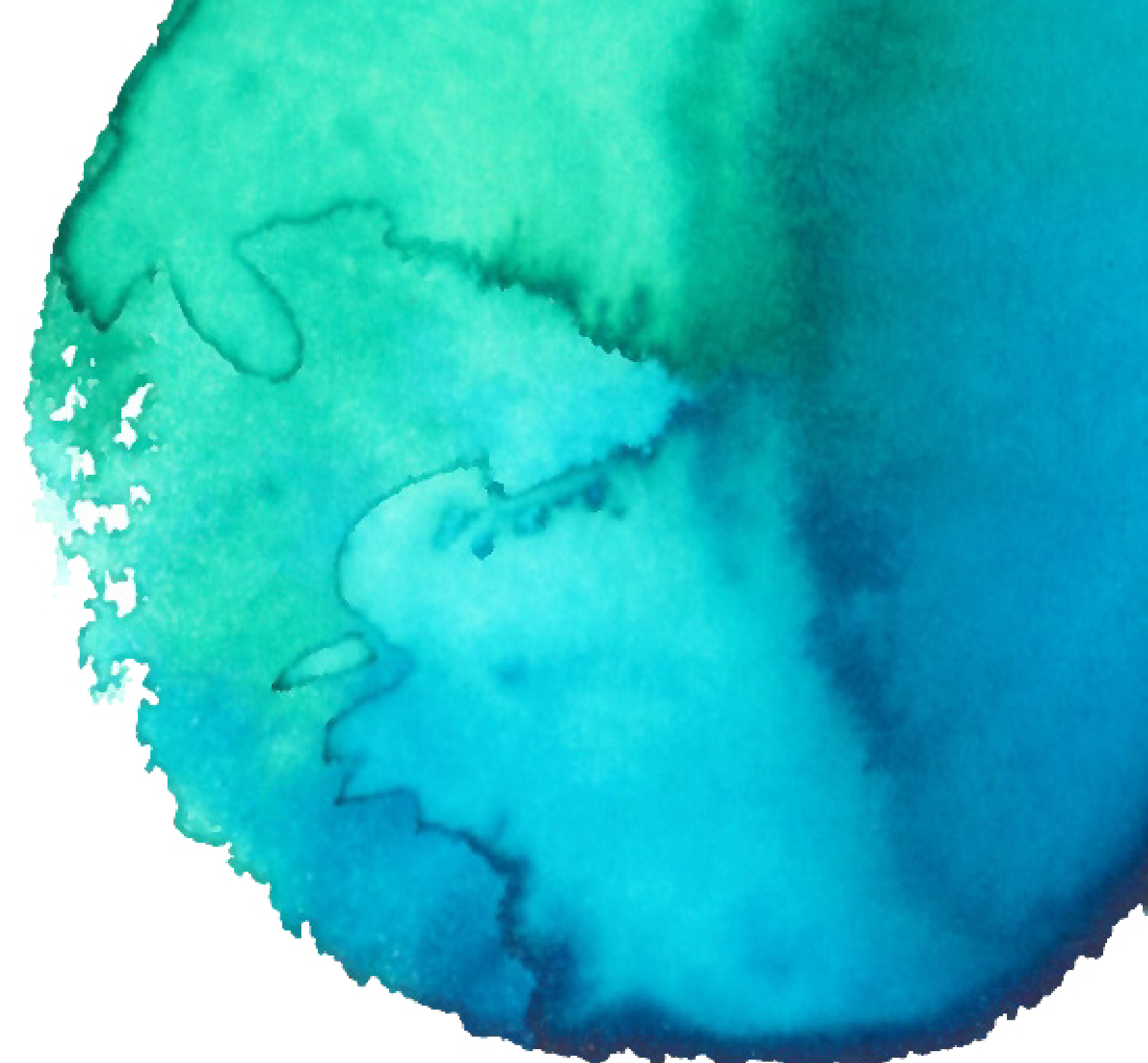
Categories	Details	Unrestricted funds	Restricted funds
		to the nearest £	to the nearest £
<b>B1 Cash funds</b>	<b>Cash funds as at 31 March 2021</b>	<b>11,504</b>	-
		<b>Unrestricted funds</b>	<b>Restricted funds</b>
		to the nearest £	to the nearest £
<b>B2 Other monetary assets</b>	Details	-	-
	Details	Fund to which asset belongs	Cost (Optional)
<b>B3 Investment assets</b>	Details	-	-
	Details	Fund to which asset belongs	Cost (Optional)
<b>B4 Assets retained for the charity's own use</b>	Details	-	-
	Details	Fund to which liability relates	Amount due (optional)
<b>B5 Liabilities</b>	<b>Supplier invoices</b>	<b>21,600</b>	-
<b>CIO Notes required under the Charitable Incorporated Organisations (General) Regulations 2012:</b>			
1. No guarantees were given by the CIO where potential liability under the guarantee is outstanding at the date of the statement			
2. There were no debts outstanding at the date of the statement which are owed by the CIO and secured by an express charge on any assets of the CIO			
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		James Parker - Chair	16.12.2021



# 10. ADMINISTRATIVE DETAILS

Charity Name	Alike
Registered Charity Number	1181848
Company Number	CE016385
Charity's Principle Address	Soho Works, 180 The Strand, London. WC2R 1EA.

Trustee Names	Office	Dates of Term
Dr. James Parker	Chair	04.02.2019
Rachel Priest	Treasurer	04.02.2019
Stephanie Radziwillowicz	Secretary	04.02.2019
Rachel Blackford	Trustee	04.02.2019
Saima Thompson	Trustee	06.02.2020 - 06.2020



# 11. CLOSING STATEMENTS AND APPROVAL

The Alike Trustees declare that they have approved the 2020 / 2021 Annual Report and Accounts presented above.

**SIGNED ON BEHALF OF THE TRUSTEES:**

**NAME:** Dr. James Parker, Chair of Trustees.

**DATE:** 16.12.2021

