

UNREAL

England & Wales · Charity number 1186498

Details

Status Registered

Legal form CIO

Registered 2019-11-21

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

Contact

Address Unreal
PO Box 227
Bristol
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Website <https://www.unrealcharity.com>

Activities

Objects: FOR THE PUBLIC BENEFIT, TO RELIEVE THE NEEDS OF PEOPLE AFFECTED BY DEPERSONALISATION AND DEREALISATION DISORDER(S) IN PARTICULAR, BUT NOT EXCLUSIVELY, BY PROVIDING SUPPORT AND INFORMATION TO PATIENTS AND THEIR FAMILIES AND CARERS, AND BY RAISING AWARENESS OF THE DISORDER AMONGST HEALTH PROFESSIONALS, POLICY MAKERS AND THE GENERAL PUBLIC, INCLUDING BY PROVIDING INFORMATION ABOUT THE DISORDER, ITS DIAGNOSES AND TREATMENT, AND THE USEFUL RESULTS OF LATEST RESEARCH.

Activities: - Providing resources on Depersonalisation and Derealisation.- Providing peer support for Depersonalisation and Derealisation- Campaigning for and raising awareness of Depersonalisation and Derealisation

Classification

- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-01	£10,791	£16,304	-	-
2024-04-01	£2,518	£21,052	-	-
2023-04-01	£7,642	£9,237	-	-
2022-04-01	£13,235	£3,832	-	-
2021-04-01	£67,301	£845	-	-

Trustees

Name	Role	Appointed
Jane Charlton	Chair	2019-11-21
Gwendalyn Rose Constance Belle Barbara Webb		2024-10-10
Heather Nicole Perkins		2019-11-21
Joe Perkins		2019-11-21
Liam Macpherson		2020-03-01

UNREAL

England & Wales - Charity number 1186498

Accounts

Charity Trustees' Annual Report: 2 April 2024 to 1 April 2025

Chair's Summary

On behalf of the trustees, I am pleased to present Unreal's Trustees' Annual Report for the period 2 April 2024 to 1 April 2025.

The past year has been a positive one for Unreal, with steady growth across our services and increasing engagement with the DPDR community. We have continued to build on what works well, respond to feedback, and develop our work in ways that remain grounded in lived experience and informed by clinical and academic expertise.

Our Peer Support Network remained the charity's flagship activity and a core means of delivering direct benefit to individuals affected by DPDR. During the year, the charity delivered 20 free Peer Support sessions, with 415 tickets taken up by community members. Quantitative feedback demonstrated strong outcomes, with over 72% of respondents rating peer learning at 7/10 or above and nearly three-quarters rating sessions 8/10 or higher overall. Qualitative feedback consistently highlighted reduced isolation, increased validation, and greater resilience among participants. The programme was further strengthened through the recruitment and training of new volunteer facilitators, the appointment of two Lead Facilitators, and ongoing safeguarding and support structures for volunteers.

We also made significant progress in establishing Unreal as a leading DPDR organisation nationally and internationally. Key developments included continued work on a major DPDR documentary film project; the successful launch of a redesigned website with improved accessibility and global reach; growth and professionalisation of social media activity; and the appointment of BRIT Award-winning artist Will Young as an ambassador for the charity. Together, these activities have materially increased awareness of DPDR and strengthened Unreal's public profile.

Unreal continued to act as an advocate for research, policy change, and the dissemination of DPDR knowledge. The charity supported multiple academic studies across leading institutions, contributed to published research, advised on study design and participant engagement, and amplified findings to the community in accessible formats. Trustees and representatives also delivered talks at international academic events and contributed lived-experience perspectives to forthcoming professional publications, further reinforcing Unreal's role as a trusted bridge between the DPDR community and the academic and clinical fields.

Financial position

The charity remains in a stable financial position, supported by historic reserves and a notable increase in community-led fundraising during the period. Total income for the year was £10,669.28, representing a significant increase compared to the previous year. Although Unreal continued to operate at a planned deficit, this was substantially reduced from the prior period. The trustees consider the current reserves position to be adequate and in line with the charity's Reserves Policy, while recognising the importance of developing a more sustainable fundraising strategy in the medium term.

Governance and future direction

During the year, the trustees undertook governance restructuring to strengthen oversight, resilience and continuity, including clearer separation of responsibilities and staggered trustee appointment terms. The trustees remain actively engaged in oversight of safeguarding, financial management, and strategic direction.

Looking ahead, the charity will focus on expanding and strengthening our Peer Support Network, progressing the documentary project, deepening strategic partnerships, refining its academic engagement strategy, and increasing the range and accessibility of educational resources. Fundraising and long-term financial sustainability will also be a key focus of strategic discussions in the coming year.

I would like to thank my fellow trustees, board members, volunteers, ambassadors, clinicians, researchers and—most importantly—the community members who place their trust in Unreal. Your continued commitment and openness make this work possible.



Jane Charlton
Chair of Trustees

1. Introduction

The trustees have pleasure in presenting their report and financial statements for the period 2 April 2024 to 1 April 2025. Unreal is a Charitable Incorporated Organisation (CIO) adopting its constitution under the CIO (General) Regulations 2012 and registering with the Charity Commission (*No. 1186498*) on 13 November 2019. The constitution provides the trustees with limited legal liability and responsibility for the management of Unreal's affairs and the exercise of all of its powers. Unreal commenced operations on 21 November 2019.

2. Objectives and Activities

For the public benefit, to relieve the needs of people affected by Depersonalisation and Derealisation (DPDR) in particular, but not exclusively, by providing support and information to patients and their families and carers, and by raising awareness of the disorder amongst health professionals, policymakers and the general public, including by providing information about the disorder, its diagnoses and treatment, and the useful results of the latest research.

We specialise in running Peer Support groups, the creation of informational resources, signposting, pushing for policy change, supporting academic studies, and providing general medical information that has been validated by leading clinicians in the field affiliated with the charity.

3. Achievements and Performance

Peer Support Network

Our Peer Support programme remains our flagship offering as an organisation, delivering meaningful impact for the DPDR community by providing a space for people to feel heard and validated, and learn more about how others navigate life whilst living with DPDR. Following the recruitment of new volunteer facilitators in 2023-24, in this reporting period the programme was more robust than ever. We ran **20 free Peer Support sessions** with a total of **415 tickets** used by members of the community. We offered feedback questionnaires after every session. Over **72%** of responses rated the amount they learned from their peers as **7/10** or above; and nearly **74%** gave an overall session rating of **8/10** or above.

Quantitative feedback demonstrated similarly strong outcomes, with statements such as, *"It has given me more positivity to keep going and knowing I'm not alone in what I'm experiencing, hearing from others who understand gives me more strength,"* and, *"I like getting to meet others who know exactly how I feel,"* being common. We listened and responded to feedback, making several changes to format, rules and ticketing. Two new Lead Facilitators were also nominated and trained, adding further resilience and increasing overall safeguarding and managerial skills to the programme. To best support our team of facilitators and help them to better integrate within the community, we continued to run monthly Internal Peer Support sessions as well as casual in-person events for volunteers. We shared immediate feedback from attendees post-sessions to highlight the positive impact that their volunteering has on others.

Establishing Unreal As The Leading DPDR Charity

- a) **DocuFilm:** Joe Perkins & Michael Down continued to gather the raw footage needed to bring this ambitious project to fruition. They have continued to interview leading academics (such as Prof. Anil Seth, Prof. Sarah Garfinkel and Dr. Nick Medford) as well as more people with lived experience to make the project as representative of the collective community as possible. They have now finished the majority of filming and are beginning to work through the extensive footage to assemble a rough edit. Joe and Michael are speaking with two professional producers regarding applying for BFI funding and exploring additional external funding opportunities. If significant funding is obtained, it would widen the scope of the project, leading to increased media coverage and global appeal, and make the whole awareness-raising project even more impactful.
- b) **New Website Design:** The total redesign of our website was completed and launched in October 2024, with improved navigation, accessibility and new sections. It was migrated over to a new URL (www.unrealcharity.com) to make our presence less UK-centric to reflect our global Peer Support reach and now having an international ambassador (Foster). In the five months the new site was live, it received **12,000** page views and **3,600** unique visitors, with over **1,800** of those coming directly from Google searches – meaning that people are increasingly discovering the charity from searching symptoms online, which we know from our community is one of the first things people tend to do when encountering DPDR.
- c) **Social Media:** During this period, the board reviewed the charity’s social media strategy and made a strategic decision to consolidate activity on platforms that best align with Unreal’s values and audience. Following the appointment of a new social media lead, our content has been revitalised and a house style guide implemented, ensuring that our branding and content is now consistent across the new website and all social media platforms, as well as improving accessibility. On Instagram, new highlight reels and video content on key themes and FAQs have made vital information more visible. This has resulted in more than double the average views compared to the previous period. All content is now produced in-house, allowing us to maintain consistent tone, embed lived experience, and increase efficiency. Our TikTok account, while still in its early stages, has also begun to grow, with each post averaging around 1,000 views.
- d) **New Celebrity Ambassador:** In May 2024, musician Will Young, who has lived experience of DPDR, was formally appointed as an ambassador for Unreal. His openness and advocacy help raise awareness of DPDR, reduce stigma, and strengthen the charity’s public profile.

Advocate for Support, Research, Policy Change & The Spread of DPDR Knowledge

- a) **IYPAD Project:** Unreal has frequently supported the research of Dr Emma Černis – who has established herself as one of the field’s leading academics. She applied for, and obtained, funding to create a new resource giving verified information about dissociation (and specifically DPDR) to 16–25-year-olds. Going forwards, she has asked Unreal to be hands-on involved in all managerial meetings; to help run the Young People’s Advisory Group (YPAG); and ultimately host the resource on the charity’s website. This project will expand the reach of our existing leaflets, delivering clinically-verified information to a significantly larger number of young people, in partnership with a top researcher and academic institution.
- b) **Research:** During this period, we advertised for recruitment on DPDR-linked studies with many top institutions, such as the University of Greenwich, University of Essex and University of Lisbon. One notable study was through London Metropolitan University and run by psychologist Giovanni Foglia, investigating attitudes towards seeking professional psychological help in adults who identify as affected by DPDR; the first stage of a body of work pivotal for the community and the work of the charity. Findings suggested an urgent need for increased awareness and education about DPDR amongst mental health professionals to improve diagnosis and treatment as well as the complex relationship between help-seeking attitudes and self-stigma. Separately, Prof. Sarah Garfinkel announced some exciting findings regarding Interoception and Self-Other Differentiation in DPDR and expressed that she would like Unreal to be a formal partner on her next DPDR research proposal; and Unreal also had hands-on involvement advising Dr Emanuele Fino’s study (Queen’s University Belfast) resulting in a published academic paper that kindly listed Joe Perkins & Gwendalyn Webb as co-authors; and ended with the heartening comment, *“The authors would like to warmly thank everyone at Unreal for their contribution and support throughout the realization of this research and all participants for sharing their lived experiences, despite the difficulty in doing so: Your stories and struggles have not remained unheard.”*
- c) **New Resource Creation:** Following the October 2024 Trustees Meeting, it was agreed that the new website was too text-heavy and new video resources should be created to supplement the information in a more accessible and digestible way. These videos were shot with leading DPDR experts Dr Elaine Hunter (an Unreal ambassador) and Dr Emma Černis in October 2024 and are now scheduled to be edited – with an anticipated launch date of May 2025. As part of the website redesign, it was also agreed that following the completion of academic studies we would create both Plain English Summaries for social media channels and informational videos with research teams to better disseminate results to the community in an accessible way. This was trialled with Dr Emanuele Fino at Queen’s University Belfast in June 2024, with a successful social media campaign coming from it, and was repeated with Giovanni Foglia at London Metropolitan in July 2024.
- d) **Giving Of DPDR Talks:** After a successful visit to Lisbon in April 2023 to speak at the international conference of philosopher Dr Anna Ciaunica, Joe Perkins was invited back to take part in a subsequent event in April 2024 – he travelled down to speak, with trustee Gwendalyn Webb also attending privately to represent Unreal and network with the academics. They spoke with many in attendance who expressed an interest in collaborating with Unreal in the future, as DPDR could be interesting to their fields of expertise. With the charity aiming to give more talks to university classes, other charities, interested businesses and conferences in the future, a *Request A Talk*

feature has been implemented into the new website for people to approach us specifically to do this.

- e) **Major Publications:** We were approached by Insight Magazine (the official publication for the Royal College of Psychiatrists) who were looking for lived experience input on an article about DPDR. Gwendalyn Webb, Prof. Anthony David and Dr Elaine Hunter spoke with them, and we are expecting the piece to be published at the start of the next reporting period. Chair Jane Charlton also spoke with Bo Forbes, a clinical psychologist based in the USA, to input on a book she is writing about embodiment.

Governance Updates

Following internal review and restructuring, it was decided when most trusteeships were needing to be renewed that a greater division between board members and trustees would be beneficial for Unreal. To this end:

- Liam Macpherson stood down as a board member but remains a trustee.
- Michael Down and Mary Charlton stood down as trustees but remain board members.
- Jane Charlton, Heather Perkins and Joe Perkins remain both board members and trustees. Gwendalyn Webb was elected as a trustee and remains a board member also.

Appointment durations were staggered to avoid all trusteeships expiring within the same year (Chair – 5 years; all others – 3 years). Further, expiry months were staggered to avoid multiple trusteeships expiring on the same date.

4. Financial Review

Unreal continues to hold healthy financial reserves from a few significant historic donations, which has allowed us to fund two freelancers to manage day to day operations. The trustees have strategically prioritised focusing our resources on advancing Unreal’s charitable aims, rather than directing significant effort toward fundraising. While this approach has allowed us to strengthen our core activities, we recognise the importance of developing a more robust fundraising strategy soon to support long-term sustainability.

While Unreal has continued to operate at a planned deficit, the overall operating loss has been substantially reduced, from **-£18,533.21** in 2023-24 to **-£5512.79** in this period. This improvement has been driven largely by a strong increase in community-led fundraising. Total income for the year was **£10,669.28**, almost entirely from community donations, with one generous contribution from a family trust. By comparison, income in the previous period was **£2517.37**. This is a promising sign Unreal is moving onto a self-sustaining footing.

These results demonstrate that our light-touch fundraising approach over the past year has been effective and suggest that future increases in community fundraising could be achieved without significant additional internal capacity. This financial stability allows us to continue focusing on our core mission and deliver meaningful impact to the DPDR community.

The charity’s largest expenses have been our two freelance staff members (**£8538.18**) and the ongoing production of the DPDR DocuFilm (**£2421.60** in this period). Basic operational costs – such as the Zoom subscription, Squarespace subscription and Public Liability Insurance – have all increased in line with inflation but not beyond that. (It is important to note however that our insurance policy was accidentally double charged by the insurer during this period but not refunded until after it had ended, leading to an artificial doubling of those costs on our balance sheet: **£582.40** rather than the correct **£291.20**.)

Unreal’s substantial reserves provide a strong financial buffer, enabling the charity to maintain current spending levels and manage risks while continuing to deliver its charitable aims. Based on recent community donations, these reserves could now support operations for up to four years if current income and expenditure patterns continue. The trustees remain committed to reviewing our fundraising strategy and long-term financial sustainability as part of our five-year strategic planning in 2025-26, and monitoring the Reserves Policy every six months to ensure continued financial resilience.

5. Looking Ahead

Peer Support Network

- a) Both due to demand for the programme proving sustainably healthy and outstripping supply, as well as a few facilitators stepping back in recent months, we intend to advertise, recruit and train approximately 10 new volunteer facilitators. We will develop a comprehensive in-house training programme to both increase facilitator preparedness and keep costs down, whilst also ensuring transferability of training materials for future recruitment drives.
- b) We are committing to fully auditing and re-risk assessing the programme and training developed to ensure safety and compliance throughout.
- c) Continue to monitor both SurveyMonkey feedback from attendees and the *Incident Log* kept by Unreal's Safeguarding Lead to constantly assess session structure, house rules, the ticketing system, etc – and make changes to procedures and programme trajectory based on feedback.

Establishing Unreal as the Leading DPDR Charity

- a) **Partnerships:** We will build on existing collaborations with external organisations to amplify our impact, create a united voice on DPDR issues, and increase the charity's visibility to wider audiences.
- b) **Continue to work on the DocuFilm:** We will continue developing the DPDR documentary, exploring funding opportunities from organisations such as the BFI, Okre, and Sandbox to expand its scope. If those endeavours aren't successful, the team have the knowledge, footage, contacts and expertise to finish the film in-house. Efforts for the first half of the next period will be focussed on exploring funding options; and refining the final edit based on focus group feedback, board input and to fit entry briefs of film festivals.

Advocate for Support, Research, Policy Change & The Spread of DPDR Knowledge

- a) **Giving of more talks:** Providing lived experience-led talks to academic institutions, organisations and in collaboration with other charities, as well as giving interviews to media outlets, has proven fruitful in allowing us to raise awareness of DPDR to large groups of important people. Through the new *Request A Talk* button on the website, as well as ad hoc enquiries, we intend to expand our capabilities in this area with transferable presentation slides and a dedicated team to deliver them. Talks will be offered for free to maximise accessibility, but with encouraged donations depending on the size of institution/company, and in line with how beneficial they find the talk. We anticipate this could become a funding stream for the charity.
- b) **Refine Our Academic Strategy:** With the number of studies we are being asked to support increasing with each reporting period, we are inevitably having to become more selective over the scale of involvement we provide to certain projects, with our research team currently judging the appropriate committal of Unreal's involvement based on the study's exact proposal and how specifically beneficial it is likely to be to the DPDR community. We anticipate continuing to advertise all DPDR-linked studies through our website, but drawing up a formal strategy to ratify only becoming directly involved in managing projects where DPDR is the sole focus of the study or

will have significant impact on our community, and/or ensuring that the effect(s) on DPDR can be measured specifically when relevant (for example, using dedicated diagnostic tools such as the Cambridge Depersonalisation Scale). This strategy will be discussed and drawn up at the next trustees' meeting.

- c) **Create More Resources For Website & Social Media:** Based on feedback from the community about video content being more engaging and easier to focus on when experiencing DPDR, we will create more audiovisual resources to host on the website and disseminate on social media channels. We anticipate filming more content with clinicians to collate accurate information about DPDR, as well as creating more lived experience-led content such as *Coping Strategy* videos and features on the work/projects of Unreal. We would also like to continue to push areas of our website that have seen strong engagement such as the community Blog section.

6. Structure, Governance and Management

Unreal is governed by its constitution dated 13 November 2019. Our governing team is very committed, and so far in our history as a registered charity it hasn't been necessary for us to advertise externally to recruit any new trustees. But we have previously expanded our charity board using the same process that we would use for trustees: advertising the position through both the Charity Jobs website and our social media channels; a shortlist of candidates being invited for interview; and then a final decision being taken by the board.

The charity board meets nine times annually to oversee Unreal's operations. While major decisions involve all board members and trustees, specific operational areas are delegated to individual members - including dedicated financial oversight. Subcommittees manage focussed areas such as website maintenance and documentary production.

We also have a group of dedicated volunteers who support us in the daily running of the charity – from facilitating Peer Support sessions, to advising us on marketing strategy and creating engaging illustrations to bolster our online presence. All trustees, board members and volunteer Peer Support facilitators have been DBS checked.

7. Reference and Administration

Charity Name: Unreal

Charity Number: 1186498

Registered Address: PO Box 227, Bristol, BS20 1EH

Trustees: Jane Charlton (appointed 21/11/2019; reappointed 03/10/2024), Liam Macpherson (appointed 01/03/2020; reappointed 03/10/2024), Heather Perkins (appointed 21/11/2019; reappointed 03/11/2024), Joe Perkins (appointed 21/11/2019; reappointed 03/12/2024), Gwendalyn Webb (appointed 21/01/2025).

Chair: Jane Charlton

Secretary & Treasurer: Joe Perkins

Bank: Natwest Bankline

The trustees of Unreal approved this report on Wednesday 14 January 2026.

(On behalf of Unreal's Trustees):



Joe Perkins – Trustee



Jane Charlton – Trustee



Receipts and payments accounts

For the period from	02-Apr-24	To	01-Apr-25
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
JustGiving	5 082	-	-	5 082
PayPal	99	-	-	99
Charities Trust	991	-	-	991
Charity Aid Foundation	4 000	-	-	4 000
Private Donations	497	-	-	497
Refunds	122	-	-	122
	-	-	-	-
Sub total (Gross income for AR)	10 791	-	-	10 791
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	10 791	-	-	10 791
A3 Payments				
Freelance Administrator 1 (Peer Support/Admin)	4 551	-	-	4 551
(Safeguarding/Socials)	3 987	-	-	3 987
DocuFilm Creation	2 422	-	-	2 422
Website (Hosting & Design)	1 181	-	-	1 181
JustGiving Subscription	216	-	-	216
Zoom Account	203	-	-	203
Social Media	705	-	-	705
PO Box Subscription	425	-	-	425
Public Liability Insurance	582	-	-	582
Peer Support	1 211	-	-	1 211
Trustees (Meetings & Permitted Travel)	775	-	-	775
Postage	27	-	-	27
Miscellaneous	20	-	-	20
	-	-	-	-
	-	-	-	-
Sub total	16 304	-	-	16 304
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	16 304	-	-	16 304
Net of receipts/(payments)	5 513	-	-	5 513
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	56 240	-	-	56 240
Cash funds this year end	50 727	-	-	50 727

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Bank Balance (Co-Operative)	1 100	-
	Bank Balance (Natwest)	49 627	-
		-	-
	Total cash funds	50 727	-
	(agree balances with receipts and payments account(s))	OK	OK


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

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

Categories	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use			-
			-
			-
			-
			-
			-
			-
			-

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

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

Signature	Print Name
	JOE A PERKINS



Endowment funds
to nearest £

-
-
-
-

OK

Endowment funds
to nearest £

-
-
-
-
-
-

Current value (optional)

-
-
-
-
-

Current value (optional)

-
-
-
-
-
-
-
-
-

When due (optional)

Date of approval

25-Nov-25

UNREAL

England & Wales - Charity number 1186498

Accounts

Charity Trustees' Annual Report: 2 April 2023 to 1 April 2024

1. Introduction

The trustees have pleasure in presenting their report and financial statements for the period 2 April 2023 to 1st April 2024. Unreal is a Charitable Incorporated Organisation (CIO) adopting its constitution under the CIO (General) Regulations 2012 and registering with the Charity Commission (*No. 1186498*) on 13 November 2019. Such constitution provides the trustees with limited legal liability and responsibility for the management of Unreal's affairs and the exercise of all of its powers. Unreal commenced operations on 21 November 2019.

2. Objectives and Activities

Unreal's mission is to raise awareness of Depersonalisation and Derealisation (DPDR). Our approach is to enable the wellbeing of people with lived experience of DPDR through support, resources, and education. We aim to help people restore their lives and empower them to share their experiences to help others in building a strong and resilient community.

We specialise in running peer support groups, signposting people to relevant resources, pushing for policy change, supporting academic studies, and providing general medical information that has been validated by leading clinicians in the field.

3. Achievements and Performance

Progress Following COVID-19 Restrictions

After the years of charity objectives needing to be put on hold due to restrictions around the COVID-19 pandemic, this reporting period saw us significantly build on our previous momentum of putting planning to the best possible use and using our funds to drive the objectives of Unreal forwards. Many ideas that had been developed during that time and were then set underway in the previous period (as outlined in Section 5 of the 2022-23 Annual Report), have now been fully brought through to fruition.

Increased Capacity with Freelance Support

To help us with this, the board made the decision to take on another paid freelancer for one day a week to assist with administration, the running and management of the Peer Support programme, safeguarding and content creation. This was done in July 2023 and has been revolutionary in allowing us to really power through the backlog of projects.

Peer Support Programme

In the past six months, we offered 12 peer support sessions, with a total of 215 places for attendees to participate. We paused the programme at the end of the previous reporting period to recruit and train a new group of volunteer facilitators, and then successfully relaunched it in October 2023. The vital importance of this programme is highlighted by feedback from attendees, with comments such as, “*I’d never even spoken to anyone with it before, so it was so validating,*” and “*...it makes you feel less alone and less alienated.*” These responses underscore the value and impact of this provision for individuals living with DPDR. This programme remains the most important service we provide to benefit the DPDR community.

Raising awareness

A significant milestone in this period was the progression of our feature-length documentary on DPDR, now being realised as a joint venture with production company Down To Earth and in an agreement that the charity will ultimately financially benefit from. Through this documentary, our objective is to increase understanding and visibility of DPDR, ultimately raising awareness and fostering better support for those impacted. Following extensive filming across the UK and internationally, trustees Joe Perkins and Michael Down have captured compelling interviews with academic experts and individuals living with the condition. Production continues with completion targeted for 2025; plans for film festival submissions as well as generating wider media interest and publicity; as well as an agreement between the two parties that leftover footage can later be repurposed for charity projects (for example, creating a fundraising video). We have also maintained a steady output of online resources – for example, releasing 15 blog posts written by members of the community; a Q&A video with the Maudsley Hospital Depersonalisation Disorder Service (the only NHS tertiary care service available for DPDR); a live Q&A session on X which 150 people tuned into; and a video with Dr Anna Ciaunica to explain her *Walking With My Heart* study.

International Collaboration

Off the back of a successful visit to Portugal in 2023 to represent Unreal at Dr Anna Ciaunica’s international conference, Joe Perkins and board member Gwendalyn Webb were invited back to Lisbon in March 2024 to take part in another event put on by CFCUL – an interdisciplinary workshop called *Embodied Consciousness and its Disorders*. Joe gave a 1-hour talk about life with DPDR and took questions from the academic audience, both in the room and online, whilst Gwendalyn represented the charity and networked with those in attendance, leading to some potential interesting research collaborations for the future.

Partnerships

Unreal has also maintained its position as being the leading organisation to support academic studies into DPDR through the embedding of expert-by-experience involvement. We have advertised recruitment for 9 studies through our website and social media channels, including KCL (London), CFCUL (Lisbon), NTU (Nottingham), Anglia Ruskin (Cambridge) and UoE (Essex) – and we have maintained contact with many of those leading academics as they’ve then navigated their projects. Most notably, we have regularly met with Emanuele Fino as he’s been researching social identity theory; Professor Sarah Garfinkel to discuss her new research into DPDR and interoception; and have continued to be heavily involved with Dr Elaine Hunter and Professor Anthony David as their NIHR-funded feasibility study into CBT-f-DDD – for which Unreal is a co-applicant – nears its conclusion.

It is also relevant to note that the DPDR training module for the Royal College of Psychiatrists created by Dr Hunter and Professor David during this previous reporting period won the RCPsych prize for Project Of

The Year, and as of October 2023, 438 people had completed that module. The associated e-learning podcast also became freely available on Soundcloud.

4. Financial Review

Building on our strong financial position, we strategically increased investment in our objectives, notably through engaging a second freelancer. While our net deficit increased from £1,595 to £18,534 (accounting for refunds) in this period, this planned expansion of activities was supported by our substantial reserves - accumulated through a substantial donation in 2020 and preserved during COVID-19 restrictions. This investment directly enabled the key achievements detailed in Section 3.

However, we have still received significant donations from our community. In addition to income through platforms including JustGiving and the PayPal Giving Fund, more notable fundraising efforts have included a team at Coleg Cambria collectively walking 870 miles and raising over 2.5x their original target in April-May 2023; Unreal being the nominated charity for Common Meeple board game café in Swansea in August 2023; and a fundraising gig put on by a musician with DPDR in Liverpool in January 2024.

In total, we received an income of £2,518 (accounting for refunds). This helped us to cover many of our essential core support costs and allowed for more careful allocation of charitable spending. Our substantial reserves position enables us to maintain current spending levels through the next reporting period (and then for another approximately 2 years), while we develop and implement more robust fundraising strategies to ensure long-term financial sustainability.

Although operating at a deficit, our robust balance sheet ensures the charity faces no significant financial risks during this period. Our current position remains well above our Reserves Policy threshold of £5,000, which represents approximately one year of basic operational costs. This reserve provides a financial buffer that would enable us to redirect resources toward enhanced fundraising and grant applications if required. The board has committed to review this policy every 6 months in board meetings.

5. Plans For The Future

Continued development of projects

Unreal anticipates the next reporting period to focus on the continued development of our existing projects. Our flagship documentary project remains in production, with filming ongoing. The team continues to coordinate interviews efficiently while developing the project's creative vision.

Website and social media development

We also anticipate that our website redesign will be finalised and made live, and we are planning a revitalisation of our social media accounts – for example, streamlining our Instagram highlight reels to allow easier access to relevant key content, and the provision of Plain English Summaries and video results of academic studies on Twitter and our website to improve accessibility of study results and key findings to the community. We would also like to create new resources to include on all platforms and intend on approaching leading academics to help us to create these with clinical validity to include information, advice and resources for clinicians, as well as members of our community (for example, Peer Support facilitators) to offer more real-world coping strategies. Social media remains a key source of

messaging and engagement with the community – for example, average impressions on X increased even further over the last reporting period with a growth of +60%, and our Instagram following has steadily and organically been growing by approximately 10% each year. The board feel it's imperative these platforms are as functional and accessible as possible.

Fundraising strategy development

Developing a more substantial fundraising strategy is becoming necessary given our expenditure levels, and we would far rather seek additional funding for our charity than have to substantially cut the resources we provide and create for the community. To do this, the charity will primarily look to apply for grants. Our Peer Support program presents a compelling case for external funding that could increase its impact. Initial research into suitable funding bodies is underway. We are also aiming to continue to grow our community fundraising – improving website resources for doing so and fostering relationships with fundraisers.

Outreach and collaboration

Finally, members of our team have been giving progressively more talks to academic conferences and universities (for example, NTU's PACE week in November 2023), and with the lack of awareness in medical circles being such a central problem for our condition, we will endeavour to seek out more opportunities to do this. We continue to foster professional relationships with many of the leading academics and are looking to embed lived experience and our knowledge base into even more projects going forwards.

6. Structure, Governance and Management

Unreal is governed by its constitution dated 13 November 2019. Our governing team is very committed, and so far in our history as a registered charity it hasn't been necessary for us to recruit any new trustees. But we have previously expanded our charity board using the same process that we would use for trustees: advertising the position through both the Charity Jobs website and our social media channels; a shortlist of candidates being invited for interview; and then a final decision being taken by the board.

The board meets nine times annually to oversee Unreal's operations and governance. While major decisions involve all trustees, specific operational areas are delegated to individual board members - including dedicated financial oversight. Subcommittees manage focused areas such as website maintenance and documentary production.

We also have a group of dedicated volunteers who support us in the daily running of the charity – from facilitating peer support sessions, to advising us on marketing strategy and creating engaging illustrations to bolster our online presence. All trustees and board members, and all Peer Support facilitators, have been DBS checked.

7. Reference and Administration

Charity Name: Unreal

Charity Number: 1186498

Registered Address: PO Box 227, Bristol, BS20 1EH

Trustees: Jane Charlton (appointed 21/11/2019), Liam Macpherson (appointed 01/03/2020), Heather Perkins (appointed 21/11/2019), Joe Perkins (appointed 21/11/2019), Mary Charlton (appointed 21/11/2019), Michael Down appointed 01/07/2019.

Chair: Jane Charlton


Secretary: Mary Charlton

Treasurer: Joe Perkins

Bank: The Co-Operative Bank, Business Directplus (Online Services)

The trustees of Unreal approved this report on 30 January 2025.

(On behalf of Unreal's Trustees):



Joe Perkins – Trustee & Treasurer



Jane Charlton – Trustee & Chair



Unreal	1186498
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Receipts and payments accounts

For the period from	02-Apr-23	To	01-Apr-24
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Corporate Donations	60	-	-	60
Donations from supporters	2 428	-	-	2 428
Amazon	18	-	-	18
Charities Trust	11	-	-	11
Refunds	282	-	-	282
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	2 800	-	-	2 800
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	2 800	-	-	2 800
A3 Payments				
Administration & Peer Support Coordinator	5 481	-	-	5 481
Safeguarding & Socials Coordinator	4 118	-	-	4 118
Documentary Filming	5 229	-	-	5 229
DBS Checks	1 706	-	-	1 706
Web Hosting & Design Costs	1 128	-	-	1 128
JustGiving Subscription	216	-	-	216
Zoom Subscription	187	-	-	187
PO Box	396	-	-	396
Public Liability Insurance	381	-	-	381
Training Costs	425	-	-	425
Events (Travel, Accommodation & Expenses)	857	-	-	857
Meetings	199	-	-	199
Postage	45	-	-	45
Merch	470	-	-	470
Misc.	496	-	-	496
Sub total	21 334	-	-	21 334
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	21 334	-	-	21 334
Net of receipts/(payments)	- 18 534	-	-	- 18 534
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	74 773	-	-	74 773
Cash funds this year end	56 239	-	-	56 239

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Bank Balance	56 240	-
			-
		-	-
	Total cash funds	56 240	-
(agree balances with receipts and payments account(s))		Agreement Error	OK

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

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

Categories	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use			-
			-
			-
			-
			-
			-
			-
			-
			-

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

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

<p>Signature</p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;">  </div>	<p>Print Name</p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">JOE A PERKINS</p> </div>
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Endowment funds to nearest £

-
-
-
-

OK

Endowment funds to nearest £

-
-
-
-
-
-

Current value (optional)

-
-
-
-
-

Current value (optional)

-
-
-
-
-
-
-
-
-

When due (optional)

Date of approval

28-Jan-25

UNREAL

England & Wales - Charity number 1186498

Accounts

Charity Trustees' Annual Report: 2 April 2022 to 1 April 2023

1. Introduction

The trustees have pleasure in presenting their report and financial statements for the period 2 April 2022 to 1st April 2023. Unreal is a Charitable Incorporated Organisation (CIO) adopting its constitution under the CIO (General) Regulations 2012 and registering with the Charity Commission (*No. 1186498*) on 13 November 2019. Such constitution provides the trustees with limited legal liability and responsibility for the management of Unreal's affairs and the exercise of all of its powers. Unreal commenced operations on 21 November 2019.

2. Objectives and Activities

Unreal's mission is to raise awareness of Depersonalisation and Derealisation (DPDR). Our approach is to enable the wellbeing of people with lived experience of DPDR through support, resources, and education. We aim to help people restore their lives and empower them to share their experiences to help others in building a strong and resilient community.

We specialise in running peer support groups, signposting people to relevant resources, pushing for policy change, supporting academic studies, and providing general medical information that has been validated by leading clinicians in the field.

3. Achievements and Performance

This reporting period was the first in Unreal's history that was largely free of restrictions from the Covid pandemic, which meant that we have been more able to push forward with objectives that had previously not been able to be moved online.

Our Peer Support programme remained our flagship offering to the community, with the online sessions remaining overwhelmingly popular – we ran **19 sessions** during the period, with **299 free tickets** used by attendees. We have received regular contact from members of the community expressing how important the sessions are for them (for many, all over the world, they are the only form of DPDR support they can access). The programme did suffer a few minor setbacks, with a couple of volunteer facilitators and our Peer Support lead board member stepping back due to their increasing commitments following the easing of pandemic restrictions. But to counter this, we have been advertising via the Charity Jobs website for new volunteer facilitators – with approximately 12 strong candidates having already submitted applications – and the board has elected a new Peer Support lead to head up the programme. They are currently interviewing the applicants and establishing who will be suitable to join the

programme. We have also continued running our internal peer support groups reserved for members of Unreal to look after the wellbeing of our trustees, board members and volunteers, as well as introducing a rolling programme of 'Check-In Chats' for everybody involved with the charity to allow new ideas or concerns to be communicated effectively, whilst also monitoring wellbeing and improving pastoral care.

Aligned with our key objective of raising awareness of the condition, another project that the charity has been working on is the production of a DPDR documentary following discussions with the Head of Development of a BBC-linked production house. In November 2022, trustees Michael Down and Joe Perkins spent 15 days travelling around the UK filming interviews with clinicians working in the field and a selection of people of lived experience. This has now been edited into a 6-minute 'Teaser' which is currently being used to attract potential interest from broadcasters and/or funders to help us turn it into a feature-length programme or film.

One of the most major events for Unreal during this period was being invited by Dr Anna Ciaunica (CFCUL) to give a presentation about DPDR and our work at a major academic conference in Lisbon in March 2023. Joe Perkins was already booked to speak in a personal capacity, giving his lived-experience perspective on the condition, but after discussions with Dr Ciaunica, Michael Down and (new board member, as of July 2022) Gwendalyn Webb also travelled to Lisbon to formally represent Unreal, and speak about our work as well as showing the documentary teaser. The response from the largely academic audience was strong and invested, and many new connections were made that we hope will lead to similar public speaking opportunities and future charity involvement in studies going forwards.

On this front, Unreal has continued to support academic research being done into the condition. The charity remains a co-applicant on the NIHR-funded feasibility study (being run through UCL and headed by trustee Dr Elaine Hunter), and we regularly meet with other academics and promote their studies through our website. Two such new connections made during this period have been with Dr Emanuele Fino (Nottingham Trent), with us helping to advise & promote his research into DPDR and Social Identity Theory; and Matt Gwyther (Anglia Ruskin) who ran a collaborative art installation on DPDR at the Cambridge Festival, including an eBook of essays on dissociation that Gwendalyn Webb & Joe Perkins contributed to, and is now being sold in conjunction with Unreal.

Reflecting our growing audience worldwide – largely due to our social media presence and online Peer Support being globally accessible – in October 2022 we took on a new USA-based ambassador: musician Foster. We are hopeful that by having people in different territories formally linked to Unreal and actively using their platforms to promote our work, we can increase our messaging reach significantly. We are also continuing with the previously-planned redevelopment of our website so that we can offer more information in a more accessible format – we now have a web developer involved with us, and a subgroup is liaising with him to structure the new site and consult on its design. Our online presence remains the primary way in which we communicate with our community. We previously noticed a significant surge in web traffic during Covid, but this period has seen those raised statistics largely maintained despite the easing of restrictions: **15k overall visits, 12k unique visitors, and c.34k page views** match the previous period, suggesting that we have been both retaining engagements and remaining at the forefront of DPDR awareness as the condition gains further global interest and awareness. However, our social media scores have continued to increase significantly – using Twitter as an example, **Average Impressions** of our posts **have increased tenfold** compared to 2021-22; suggesting further the vital importance of using our social media efficiently and effectively.

4. Financial Review

Largely due to the lifting of Covid restrictions, in this period our expenditure has been able to increase dramatically from **£3832** to **£9237**, as we have been able to travel and take part in in-person events again rather than operations almost exclusively taking place online. As with the previous period, the largest cost to the charity was the monthly invoices from our *Administration & Marketing Coordinator* freelancer, but this role being funded ultimately enables the charity to take many more opportunities and function as a working board of volunteers by handling most of the behind-the-scenes operations and logistics on its behalf. The creation of the Documentary Teaser was also a significant cost, but if done properly, the Trustees believe the resulting film could potentially become the largest awareness-raising project on DPDR worldwide to date. Many of our other costs remained operational, including website hosting, and subscriptions to JustGiving and Zoom accounts.

This increase in expenditure was largely offset by some herculean fundraising efforts from our community – as whilst we had no Corporate donations during the current period for the first time in our history, income from supporters rose by almost 250% from **£3084** to **£7642**. With our healthy existing funds, it was always part of our strategy to begin to use that money to advance our charity goals once Covid restrictions were lifted. But despite expecting our bank balance to drop significantly during this period, the efforts of our fundraisers ensured that we only made a net loss of **-£1595**, which is massively better than we had anticipated and planned for. Given this, and our still-healthy final balance, the charity has not felt there to be any substantial financial operating risks posed to us during this period, and our finances keep us well above our Reserves Policy of keeping **£5000** (approximately one year of basic operational costs, at our current annual expenditure levels) at our disposal. This reserve would allow us to refocus our efforts on increasing fundraising and bidding for grants should it become necessary. The charity has committed to review this policy every 6 months in board meetings.

5. Plans For The Future

The period 2022-23 has seen us being able to increase our operations on all fronts, but much of the work that we have done within this has been laying the groundwork for future projects.

Recruitment of new Peer Support volunteers is already underway. Once candidates have been selected, we will need to develop a comprehensive training programme to make sure that everybody has the necessary skills to run the groups, operate Zoom in a manner that maintains safeguarding for the attendees, and deal with any issues or crises that might arise from discussing sensitive topics with vulnerable people. Being our flagship programme though, the new Peer Support lead has the full support of the board to develop their own training programme, and funds can be allocated if any costs need to be covered to do this in the most effective manner. It has also been decided that all new volunteers – and existing board members, as a matter of good practice – should be DBS checked, so a plan will be drawn up to make this happen in a compliant way.

Discussions have been happening around the ultimate direction of the DPDR documentary – especially within the creative subgroup of Michael Down, Joe Perkins & Jane Charlton. The primary decision needing to be made is whether it would be better to pursue funding from a broadcaster/platform, or to complete the project in-house using charity funds. Both approaches have positives and negatives associated – especially the scale of the overall budget – but the team are agreed that the story being told

accurately, and without any sensationalising, is of paramount importance to the project's integrity. No external offers would be considered if it was felt too much creative control would need to be relinquished and the footage would be at risk of being twisted in a misrepresentative manner.

With our online presence being as vital to our operations as it is, we will be continuing to work closely with our web designer to bring the new site to fruition. However, with our current website being adequate, and our designer being very busy, both sides have been keen not to set a fixed timescale for this project. Given our rising social media statistics, we are also looking to increase and streamline our social media output – with new ideas to involve members of the community in creating new content (especially video) and running live events. Creating video content involving clinicians working in the field of DPDR is also something we are keen to do more of.

Finally – and off the back of the Lisbon conference, which is the first time the charity has been involved in speaking publicly about DPDR and our work – we are looking to create other opportunities to do this via our connections and working relationships with academics. We will endeavour to speak to as many groups of university students and clinicians as we can, as the board believes this is one of the best ways of making a real difference to the levels of awareness in medical circles; especially though giving trainee psychologists an awareness of DPDR, when we know the condition is rarely included on curriculums.

6. Structure, Governance and Management

Unreal is governed by its constitution dated 13 November 2019. Our governing team are very committed, and so far in our history as a registered charity it hasn't been necessary for us to recruit any new trustees. But we have previously expanded our charity board using the same process that we would use for trustees: advertising the position through both the Charity Jobs website and our social media channels; a shortlist of candidates being invited for interview; and then a final decision being taken by the board. One new board member (Gwendalyn Webb) was recruited during the current reporting period.

Our trustees and board members meet most months (9 in total throughout the year) to discuss Unreal's operations and make decisions on actions needed – being responsible for all areas of the charity's work. Whilst all trustees are ultimately involved in all major decisions, some members of the charity do have more specific remits – for example, one board member's primary role is to control our finances and to sign off any expenditures whilst not being directly involved in the projects themselves. We operate a subcommittee system where smaller groups meet to discuss and action certain tasks (for example, managing the website, planning the documentary, etc).

We also have a group of dedicated volunteers who support us in the daily running of the charity – from facilitating peer support sessions, to advising us on marketing strategy and creating engaging illustrations to bolster our online presence.

7. Reference and Administration

Charity Name: Unreal

Charity Number: 1186498

Registered Address: PO Box 227, Bristol, BS20 1EH

Trustees: Jane Charlton (appointed 21/11/2019), Liam Macpherson (appointed 01/03/2020), Heather Perkins (appointed 21/11/2019), Elaine Hunter (appointed 21/11/2019), Joe Perkins (appointed 21/11/2019), Mary Charlton (appointed 21/11/2019), Michael Down appointed 01/07/2019.

Chair: Jane Charlton

Secretary: Mary Charlton

Treasurer: Joe Perkins

Bank: The Co-Operative Bank, Business Directplus (Online Services)

The trustees of Unreal approved this report on 18 January 2024.

(On behalf of Unreal's Trustees):



Joe Perkins – Trustee & Treasurer



Jane Charlton - Chair



Receipts and payments accounts

For the period from	2-Apr-22	To	1-Apr-23
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Corporate Donations	-	-	-	-
Donations from supporters	7,642	-	-	7,642
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	7,642	-	-	7,642
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	7,642	-	-	7,642
A3 Payments				
Freelance Administrator & Marketing Role	4,916	-	-	4,916
Documentary Teaser	1,450	-	-	1,450
Accountancy	500	-	-	500
Website & Socials (Hosting & Design)	493	-	-	493
Public Liability Insurance	448	-	-	448
Lisbon Conference (costs to end of period)	434	-	-	434
Royal Mail PO Box	378	-	-	378
JustGiving Subscription	216	-	-	216
Miscellaneous Costs	192	-	-	192
Zoom Account	174	-	-	174
Postage Costs	37	-	-	37
Sub total	9,237	-	-	9,237
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	9,237	-	-	9,237
Net of receipts/(payments)	- 1,595	-	-	- 1,595
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	75,859	-	-	75,859
Cash funds this year end	74,264	-	-	74,264

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

Categories	Details	Unrestricted funds	Restricted funds
		to nearest £	to nearest £
B1 Cash funds	Bank Balance	74,264	-
			-
		-	-
	Total cash funds	74,264	-
	(agree balances with receipts and payments account(s))	OK	OK

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

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


Categories	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use			-
			-
			-
			-
			-
			-
			-
			-
			-

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

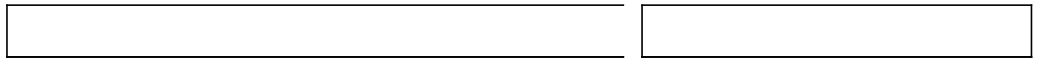
Signed by one or two trustees on behalf of all the trustees

Signature

Print Name



JOE A PERKINS





Endowment funds

to nearest £

-
-
-
-

OK

Endowment funds

to nearest £

-
-
-
-
-
-

Current value (optional)

-
-
-
-
-

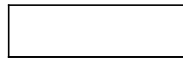
Current value (optional)

-
-
-
-
-
-
-
-
-

When due (optional)

Date of approval

16-Jan-24



UNREAL

England & Wales - Charity number 1186498

Accounts

Charity Trustees' Annual Report: 2 April 2021 to 1 April 2022

1. Introduction

The trustees have pleasure in presenting their report and financial statements for the period 2 April 2021 to 1st April 2022. Unreal is a Charitable Incorporated Organisation (CIO) adopting its constitution under the CIO (General) Regulations 2012 and registering with the Charity Commission (*No. 1186498*) on 13 November 2019. Such constitution provides the trustees with limited legal liability and responsibility for the management of Unreal's affairs and the exercise of all of its powers. Unreal commenced operations on 21 November 2019.

2. Objectives and Activities

Unreal's mission is to raise awareness of Depersonalisation and Derealisation Disorder (DPRD). Our approach is to enable the wellbeing of people with lived experience of DPRD through support, resources, and education. We aim to help people restore their lives and empower them to share their experiences to help others in building a strong and resilient community.

We specialise in running peer support groups, signposting people to relevant resources, pushing for policy change, supporting academic studies, and providing general medical information that has been validated by leading clinicians in the field.

3. Achievements and Performance

This reporting period was again overshadowed by the Covid-19 pandemic and the corresponding restrictions, meaning our charity's operations remained almost entirely virtual. The most major adjustment we made during the previous reporting period was to move our peer support program online when in-person spaces became closed – running free sessions on Zoom for members of the community. What we quickly realised, however, was that by making the groups not London-centric, they were then available to a much larger audience. This was positive in that we began to attract participants from all over the world (including Europe, America, Canada, Australia, and India), but it came with the problem of the monthly sessions becoming oversubscribed and the 20 free tickets were typically running out within minutes. We committed to monitor this situation and ultimately made the decision to recruit and train new volunteer facilitators, with the aim of doubling the number of sessions we could offer – something we successfully implemented at the start of 2022. After one of the sessions, a participant emailed us stating: *"In peer support sessions, I've felt more emotionally connected...these are the only people who understand what I'm going through."* During this reporting period we have run a total of **15** virtual peer support sessions, with **271** free tickets used by members of the community. We have also continued

running our internal peer support groups reserved for members of Unreal to look after the wellbeing of our trustees, board members and volunteers.

We successfully hosted our planned virtual launch event for Unreal in May via a Zoom Webinar, which saw some of our board members and ambassadors taking questions from invited members of the press, as well as footage compiled from interviews with members of the DPRD community and some animated illustrations created for us to help depict what the condition is like to live with. We then made the footage of this event available on our YouTube page and participated in a 'Replay Premiere' allowing us to chat directly with our charity followers as the recording was played out.

Our online presence has continued to grow, with overall website visits up approximately **15%** on the previous 12 months, and overall page views up nearly **10%** to an annual total of **34,000**. But, most interestingly for us, we've found a dramatic increase of **64%** in the number of overall hits that have come directly from a Google search (over **8000** during the period) – which suggests both a continuing global increase in the awareness of DPRD and that more people are searching about the condition; and also that we're playing a big part in the awareness-raising process by having the most current medically-validated information available online, as people are clearly discovering us directly from their internet searches. Activity on our social media channels also increased significantly too, with our Facebook 'impressions' up **14%** on the previous year, and Instagram 'impressions' up over **600%** (helped by a couple of particularly popular posts).

Trustee Joe Perkins released his book *Life On Autopilot: A Guide To Living With Depersonalisation Disorder*, which was published worldwide by Jessica Kingsley Publishers on 21 June 2021 in conjunction with Unreal. The initial response has been positive, with it regularly being a topic of conversation on social media and in our peer support groups, and Joe has promoted it on the likes of BBC Radio 4, the Mentally Yours podcast and in The Metro.

Another exciting development was that the study into specialised CBT for DPRD, for which Unreal was a co-applicant, was approved and funded by the NIHR – meaning that the charity is now directly involved in running a two-year first-of-its-kind randomised feasibility study, involving the training of NHS clinicians to deliver specialised therapy for the condition. We envision the outcome(s) of this study acting as a basis to apply for greater funding to conduct a much larger trial into the efficacy of the treatment.

Due to the ever-increasing administrative workload within our charity, the board deemed it necessary for us to take on the services of an Administration & Marketing Coordinator. Whilst not employed directly by Unreal – working on a self-employed freelance basis and invoicing the charity at the end of each month – now having somebody able to dedicate more time and attention to the behind-the-scenes running of the charity has allowed us to maintain our forward momentum.

4. Financial Review

The Covid-19-related restrictions and subsequent virtual operations once again meant that our outgoings for the period were small and largely administrative overall. Previously, board members of the charity had been paying certain operational costs – for example, web hosting and our Zoom account – out of their own pockets, but as we now have a functioning Unreal bank account and available funds, we phased this out during the current reporting period and had successfully brought all costs completely in-house by October 2021. The largest cost to the charity during the period was the invoices from the Administration & Marketing Coordinator freelancer, but other notable expenditures included the hosting and promotion of the virtual launch event and the purchase of a new dedicated PO Box specifically for Unreal.

Our outgoings for the period totalled **£3832**. Our total income, both from donors and donations by a board member in the form of paying some of the final operational costs (before bringing them in-house) totalled **£13,235**, leaving us with a closing balance sheet of **£75,859**. Given our current level of expenditure compared to this final balance, and the fact that we've continued to both exist *and* grow throughout the Covid-19 pandemic, the charity has not felt there to be any substantial financial operating risks posed to us during this period, and our finances keep us well above our newly-implemented Reserves Policy of keeping **£5000** (approximately one year of basic operational costs, at our current annual expenditure levels) at our disposal. This would allow us to refocus our efforts on increasing fundraising and bidding for grants should it become necessary. The charity has committed to review this policy every 6 months in board meetings.

5. Plans For The Future

We have been having many internal discussions about how we can begin to use more of our plentiful funds to further the key objectives of the charity – especially now that Covid-19 restrictions have largely eased. We have so far identified 26 actions for which investment would help them progress, but we've narrowed these down to a handful of key primary objectives to focus on.

We are wanting to redesign our website, with an emphasis on improved user flow and include a wider variety of content – including new video footage (to reduce the reliance on heavy-text), introduce a community section and give our content a more positive angle overall. To do this effectively, we would need to employ a professional web designer to work on the back end and graphic design, as well as potentially hiring a space and camera equipment to create the new video content. We envision this redesign costing in the region of £1500-2500 depending on how much functionality it's deemed we need.

Another important project we would like to get underway promptly is the creation of a feature-length documentary about DPRD that could either be released online or pitched to a production house. This documentary would likely require a large budget to cover costs such as hiring television-grade camera equipment, potentially somebody to help operate it, and travel to various locations to conduct interviews. But if we were able to do this documentary properly, it could be one of the biggest projects that has ever been done in the DPRD community. The exact budget will depend on whether we are able to attract interest and investment from a broadcaster up-front, but creating it in-house for a lower outlay

would also be an option given members of our board having presenting and filmmaking skills (and equipment).

Given the huge success of our virtual peer support program – and the sustained demand for places in the sessions – we’re also looking at how these could be even expanded beyond the doubling of sessions implemented at the start of 2022. Potential ideas currently include hiring a professional to offer more clinical sessions (e.g. mindfulness workshops), lunchtime and weekend sessions, and the realisation of our Young People’s peer support groups.

Finally, we’re aiming to create, print and disseminate awareness-raising literature all about DPRD to the likes of doctors surgeries, mental health teams and university mental health societies. These plans will incur printing and postage costs. The costs associated with this will largely be printing and dissemination, which we anticipate being in the region of £1000.

6. Structure, Governance and Management

Unreal is governed by its constitution dated 13 November 2019. Our governing team are very committed, and so far in our history as a registered charity it hasn’t been necessary for us to recruit any new trustees. But we have previously expanded our charity board using the same process that we would use for trustees: advertising the position through both the Charity Jobs website and our social media channels; a shortlist of candidates being invited for interview; and then a final decision being taken by the board. No new board members were recruited during the current reporting period.

Our trustees and board members meet monthly to discuss Unreal’s operation and make decisions on actions needed – being responsible for all areas of the charity’s operations. Whilst all trustees are ultimately involved in all major decisions, some members of the charity do have more specific remits – for example, one board member’s primary role is to run the virtual peer support programme. We also operate a subcommittee system where smaller groups meet to discuss and action certain tasks (for example, managing the website, planning the proposed documentary, etc).

We also have a group of dedicated volunteers who support us in the daily running of the charity – from facilitating peer support sessions, to advising us on marketing strategy and creating engaging illustrations to bolster our online presence.

7. Reference and Administration

Charity Name: Unreal

Charity Number: 1186498

Registered Address: PO Box 227, Bristol, BS20 1EH

Trustees: Jane Charlton (appointed 21/11/2019), Liam Macpherson (appointed 01/03/2020), Heather Perkins (appointed 21/11/2019), Elaine Hunter (appointed 21/11/2019), Joe Perkins (appointed 21/11/2019), Mary Charlton (appointed 21/11/2019), Jen Astley (appointed 01/07/2019), Michael Down appointed 01/07/2019.

Chair: Jane Charlton

Secretary: Mary Charlton

Treasurer: Joe Perkins

Bank: The Co-Operative Bank, Business Directplus (Online Services)

The trustees of Unreal approved this report on 31 August 2022.

(On behalf of Unreal's Trustees):



Joe Perkins – Trustee & Treasurer



Jane Charlton - Chair



Receipts and payments accounts

For the period from	2-Apr-21	To	1-Apr-22
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Corporate Donations	10,000	-	-	10,000
Donations from Trustees (personal payment of charity expenses)	151	-	-	151
Donations from supporters	3,084	-	-	3,084
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	13,235	-	-	13,235
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	13,235	-	-	13,235
A3 Payments				
Squarespace (Web Hosting)	302	-	-	302
Zoom Account	150	-	-	150
Public Liability Insurance	370	-	-	370
Freelance Administration & Marketing Role	1,908	-	-	1,908
Launch Event	350	-	-	350
JustGiving Subscription	198	-	-	198
PO Box	360	-	-	360
Miscellaenous	194	-	-	194
	-	-	-	-
Sub total	3,832	-	-	3,832
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	3,832	-	-	3,832
Net of receipts/(payments)	9,403	-	-	9,403
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	66,456	-	-	66,456
Cash funds this year end	75,859	-	-	75,859

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Bank Balance	75,859	-
			-
		-	-
	Total cash funds	75,859	-
(agree balances with receipts and payments account(s))		OK	OK

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

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

Categories	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use			-
			-
			-
			-
			-
			-
			-
			-
			-
			-

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

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

<p>Signature</p> <div style="border: 1px solid black; height: 40px; display: flex; align-items: center; justify-content: center;"> </div>	<p>Print Name</p> <div style="border: 1px solid black; height: 40px; display: flex; align-items: center; justify-content: center;"> <p>JOE A PERKINS</p> </div>
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When due (optional)

Date of approval

18-May-22

UNREAL

England & Wales - Charity number 1186498

Accounts

Charity Trustees' Annual Report: 21 November 2019 to 1 April 2021

1. Introduction

The trustees have pleasure in presenting their report and financial statements for the period 21 November 2019 to 1st April 2021. Unreal is a Charitable Incorporated Organisation (CIO) adopting its constitution under the CIO (General) Regulations 2012 and registering with the Charity Commission (*No. 1186498*) on 13 November 2019. Such constitution provides the trustees with limited legal liability and responsibility for the management of Unreal's affairs and the exercise of all of its powers. Unreal commenced operations on 21 November 2019.

2. Objectives and Activities

Unreal's mission is to raise awareness of Depersonalisation and Derealisation Disorder (DPRD). Our approach is to enable the wellbeing of people with lived experience of DPRD through support, resources and education. We aim to help people restore their lives and empower them to share their experiences to help others in building a strong and resilient community.

We specialise in signposting people to relevant resources, pushing for policy change, running peer support groups and providing general medical information that has been validated by leading clinicians in the field.

3. Achievements and Performance

This reporting period for us was naturally dominated by the Covid-19 pandemic and was a time where we had to adjust to operating almost entirely online. Aware that mental health support cannot stop (especially during a global emergency), when our London in-person peer support sessions were shelved during the first national lockdown we tried to stay connected with everybody by hosting YouTube livestream events. But we were also discussing internally whether it was realistic to reintroduce the peer support programme online, and in December began offering monthly virtual sessions – all of which have since quickly reached capacity, with substantial waiting lists forming for places. We will monitor these lists in the coming months and, if necessary, look to offer additional sessions to meet the demand. We also implemented internal peer support groups using this same format reserved for members of Unreal, to better look after the wellbeing of our trustees, board members and volunteers.

The charity performed similarly healthily in terms of our online presence. Comparing the financial year 2019-20 to 2020-21, the number of visits to our website rose by approximately **235%**, with overall page views up a similar **193%**. The feedback to our virtual peer support sessions has been overwhelmingly

positive – one early attendee emailing us afterwards to say, *“I cannot stress enough how positive and important an experience this was for me. Finally, I had the chance to speak and listen in a forum of people who understand this condition.”*

Recently, Unreal has been a co-applicant for a NIHR-funded study into specialised CBT for DPRD, which we are currently awaiting the outcome of. Should this be approved and funded, the charity would be directly involved in a first-of-its-kind randomised control trial, involving the training of NHS clinicians to treat the condition. The results of this study would hopefully pave the way for larger studies of this nature in the future.

4. Financial Review

During this reporting period, our only outgoings were purely operational and administrative – including costs of moving operations online during Covid-19, such as purchasing a monthly Zoom plan. Still being in the early days of establishing our network and building up a reputation to attract the interest of donors – as well as not having a bank account set up until December 2020 – all of these costs have so far been covered by Unreal trustees from their own pocket.

But in the latter parts of the period, we were greatly helped by some kind donations from our supporters – two of which were substantial. Combined with us having no debts, this healthy financial position is now allowing the board to consider how we can use these funds to push the objectives of the charity forwards and support more people living with DPRD, as well as moving to cover the existing administrative costs ‘in-house’ from now on. We are also now able to start considering drawing up a Reserves Policy – which hasn’t been applicable for us until now in our financial history.

Our outgoings for the period totalled only **£845**, which were all covered personally by trustees. Our total income from donors by the end of the period was **£66,456** which – given zero outgoings on Unreal’s balance sheet – is both the exact total surplus *and* reserves we now carry forward into the next accounting period. Given our current level of expenditure compared to the final bank balance, and the fact that we’ve both existed *and* grown throughout the Covid-19 pandemic, the charity has not felt there to be any substantial financial operating risks posed to us during this period.

5. Plans For The Future

We are now in the final stages of preparing to formally launch as a charity in May, when we will be hosting a live ‘webinar’ with our charity ambassadors for invited members of the press. We hope that this will result in more media coverage for both the charity and the condition, as well as making Unreal ‘official’ in the eyes of the public.

One of our trustees has also completed writing a self-help book for those living with DPRD this past year, which will be published globally by Jessica Kingsley Publishers – in conjunction with Unreal – later in 2021. We hope this will be a much-needed new resource for those living with the condition.

However, we anticipate the biggest changes coming for us being because of the generous donations that have come in during the current reporting period – as having healthy funds available will allow us to plan new ways to push the aims and objectives of the charity forwards. We have already had internal discussions in board meetings about potentially purchasing a CRM system to help keep all of our contacts within one GDPR-compliant cloud-based system, and expanding our peer support programme if that is deemed necessary towards the end of 2021 – as we now have funds to cover the associated training costs of hiring new volunteers in this capacity.

We also await the outcome of the NIHR study funding bid with great anticipation as, should this be granted, it would be a huge stepping stone of progress in raising awareness for DPRD and learning more about how to treat it.

6. Structure, Governance and Management

Unreal is governed by its constitution dated 13 November 2019. Our governing team are very committed, and so far in our history as a registered charity it hasn't been necessary for us to recruit any new trustees. But we have expanded our charity board using the same process that we would use for trustees: advertising the position through both the Charity Jobs website and our social media channels; a shortlist of candidates being invited for interview; and then a final decision being taken by the board. We recently recruited new board members to run our virtual peer support programme and help with our accountancy and compliance using this method.

Our trustees and board members meet monthly to discuss Unreal's operation and make decisions on actions needed – being responsible for all areas of the charity's operations. Whilst all trustees are ultimately involved in all major decisions, some do have more specific remits – for example, one trustee was brought on board to specifically to run the virtual peer support programme. We also operate a subcommittee system where smaller groups meet to discuss and action certain tasks (for example, planning the launch event, creating new content for the website, etc).

We also have a group of dedicated volunteers who support us in the daily running of the charity – from facilitating peer support sessions, to advising us on marketing strategy and creating engaging illustrations to bolster our online presence.

7. Reference and Administration

Charity Name: Unreal

Charity Number: 1186498

Registered Address: PO Box 75853, London, SE1P 6GT

Trustees: Jane Charlton (appointed 21/11/2019), Liam Macpherson (appointed 01/03/2020), Heather Perkins (appointed 21/11/2019), Elaine Hunter (appointed 21/11/2019), Joe Perkins (appointed 21/11/2019), Mary Charlton (appointed 21/11/2019), Jen Astley (appointed 01/07/2019), Michael Down appointed 01/07/2019, Lindsay Dunsmore (appointed 21/11/2019).

Chair: Jane Charlton.

Secretary: Mary Charlton.

Treasurer: Joe Perkins.

Bank: The Co-Operative Bank, Business Directplus (Online Services)

Independent Examiner: John R Eke FCIE, Charity Independent Examiner, Soarview, 4 Stable Court, Malborough, Devon, TQ7 3FB

The trustees of Unreal approved this report on 7 February 2022.

(On behalf of Unreal's Trustees):



Joe Perkins – Trustee & Treasurer



Jane Charlton - Chair



Receipts and payments accounts

For the period from	21-Nov-19	To	1-Apr-21
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Donations from Supporters	66,371	-	-	66,371
Donations from Trustees (personal payment of charity payments in A3)	845	-	-	845
Paypal Giving Fund (not transferred to bank account)	85	-	-	85
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	67,301	-	-	67,301
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	67,301	-	-	67,301
A3 Payments				
Squarespace (Web Hosting)	428	-	-	428
Zoom Account	187	-	-	187
Simply Business Public Liability Insurance	230	-	-	230
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	845	-	-	845
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	845	-	-	845
Net of receipts/(payments)	66,456	-	-	66,456
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	-	-	-	-
Cash funds this year end	66,456	-	-	66,456

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Bank Balance	66,371	-
	PayPal Giving Fund	85	-
		-	-
	Total cash funds	66,456	-
	(agree balances with receipts and payments account(s))	OK	OK

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

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

	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use			-
			-
			-
			-
			-
			-
			-
			-
			-

	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities			-
			-
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Signed by one or two trustees on behalf of all the trustees

Signature



Print Name

JOE A PERKINS



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When due (optional)

Date of approval

7-Feb-22

Independent Examiner's Report
to the Trustees of UNREAL
Charity No. 1186498

I report to the trustees of UNREAL on my examination of the accounts of the charity for the period 21st November, 2019 to 1st April, 2021

Respective responsibilities and basis of report

As the charity trustees you are responsible for the preparation of the financial statements in accordance with the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the Charity'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 Commissioners under Section 145 (5) (b) of the Act.

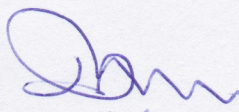
Independent Examiner's Statement

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

- accounting records were not kept in accordance with section 130 of the Act; or
- the accounts did 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:



Date:

7th March 2022.

John Robert Eke
Fellow of the Association of Charity Independent Examiners

Soarview, 4 Stable Court, Malborough, Devon TQ7 3FB