



STAND AGAINST MND
ANNUAL RETURN
FINANCIAL YEAR ENDING 31 MARCH 2022

Stand Against MND was formed in January 2020 by Sam Perkins following his diagnosis of motor neurone disease (MND) in March 2019. The purpose of the charity is two-fold:

- (1) to raise funds and awareness to support research into a cure for MND.
- (2) to provide funds to palliative care services that assist those who are affected by MND, including those diagnosed with MND, but also their family and friends.

The charity continues to achieve its objectives through a range of fundraising activities and promotional events some of which are set out in the report below.

A message from our founder, Sam Perkins:

An MND diagnosis brings with it a massive amount of uncertainty. I was told at the age of just 37 that 50% of people with my condition pass away within 2 years of their diagnosis. Having my life-expectations, dreams and ambitions altered so dramatically made it extremely difficult to think about the future - let alone plan for it.



Given that uncertainty, to sit here today and introduce the second annual report of a charity my wife and I founded following my diagnosis, makes me reflect with pride on the scale of the achievements of the charity so far and excited for the possibilities which may yet lie ahead.

I would like to place on record my thanks to everyone who has contributed to our successful fundraising this year and motivated me to remain positive in the face of adversity.

Given the constraints we continued to operate under for much of this year, I am delighted by the creativity and ingenuity of our fundraisers and the sheer volume of donations we received. We have launched our first targeted fundraising campaign, "SAMs 40", which has already engaged a new band of fundraisers and looks set to exceed its £20k fundraising objective. In addition to this, our social media following and informative content production continues to deliver on our objective to raise awareness of MND, which we know proves to have an equally positive impact on the MND community.

As we come out of Covid restrictions, I welcome the expanded opportunities now available to our charity for fundraising activities and awareness campaigns. I look forward to keeping in touch with the research projects we have already helped to fund and seeing the impact those projects make.

Looking forward I am confident that our charity will be healthy, impactful, full of hope and inspiration.

Stand Against MND is a charitable incorporated organisation

Registration Number: 1187436 Registered Address: 12 Leveret Way, East Leake, Loughborough, Leicestershire, LE12 6XX

info@standagainstmnd.com

Section 1	Our Year in Review
Section 2	Trustee Report
Section 3	Accounts

1. OUR YEAR IN REVIEW

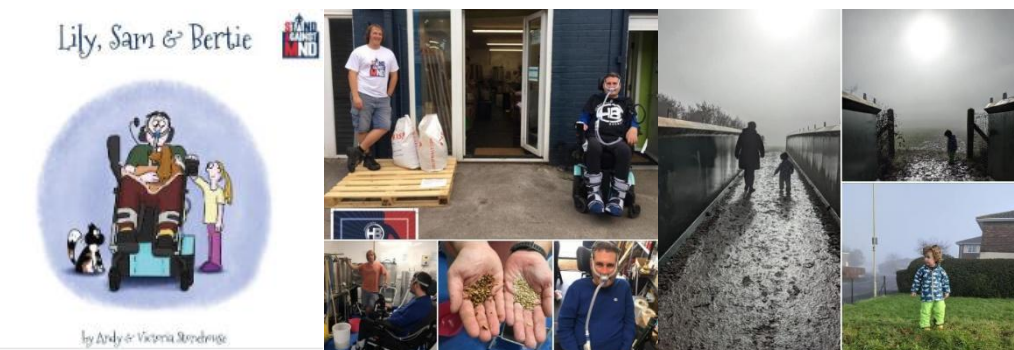
Fundraising¹

We have set out some of our primary fundraising activities and partnerships for the year 1 April 2021 – 31 March 2022 below to give a flavour of how we raise funds to support research into a cure for MND and services offering palliative care to those diagnosed with the disease.



We started the year still in lockdown and having to be creative in our fundraising endeavours. Despite those restrictions, we still managed to generate awareness and funds through a range of unique methods.

We registered on Amazon Smile so you can give whilst you shop, joined Just Giving to make donating easier and subscribed to Paypal to give another option for purchasing our merchandise.



We have had supporters undertake their own personal and team challenges ranging from team triathlons, bike rides, charity quizzes, raffles, climbing mountains, charity beer, selling inspirational calendars

Key fundraisers included:

- *The second instalment of the Lily & Sam series, this time featuring Bertie the dog.*
- *Sketch Against MND, which invited anyone and everyone to submit a drawing, painting or sketch to raffle off to the highest bidder through Instagram. Some beautiful and inspirational pieces of art are now present in people's homes.*
- *Our first set of calendars went on sale through our online platform, Shopify, and in local shops, bars and clubs.*

We can't thank our supporters enough for joining us in our stand against MND.

¹ The charity raises funds from the public without engaging with professional fundraisers. The charity worked informally, without the need for a formal written agreement, with a small number of commercial organisations in the FYE 31 March 2022 including, HDI Global, HUUB Design, and Delichon Limited. The charity did not receive income from contracts with central government or local authorities or from outside the United Kingdom.

Charity partners: Rushcliffe Golf Club and VFE

SAM was proud to be the charity partner of both the Rushcliffe Golf Club and VFE in 2021.

Rushcliffe Golf Club



Sam has always been a passionate sportsperson and golfer. Sam was a junior member at the Rushcliffe Golf Club and in his adulthood often played a round there with various relatives and friends who are still members of the Club today.

The Golf Club offered amazing support by selling the Good Deed charity beer in the Club House, running charity quizzes and, of course, charity golf days.

The SAM golf team challenged the Battle Back team in a fundraising match and the ladies team played three courses in one day to raise funds for Stand Against MND.

We are thoroughly delighted to have this partnership in play.

VFE

Sam's Uncle, Philip Neath, is a senior member of the team at VFE and put us forward to be their Charity of the Year.

VFE undertook a range of charity events, the key activity being their 'Spin Against MND' challenge. The team of eight riders, plus Sam himself (using specialist pedals), cycled the equivalent distance of Lands' End to John o Groats and back again, spanning a total of 1,748 miles. The ride took place over a 9 day period and was ridden in the team's local areas either on the roads or on stationary bikes.



This partnership has given us great experience of working with a commercial organisation which we hope will feature in our future strategy.

Donations

The charity made the following donation in FYE 31 March 2022:

- 16 August 2021 £10,000 to the MNDA Research project: "Connecting microRNA and autophagy disturbances in MND" – Nottingham University.

Awareness

You Tube series: Sam Chats with...

Sam spoke with a range of different people who had supported him in his MND journey so far, either personally or as part of the Charity. Interviewees were from a range of backgrounds:

- Dr Nick Cole, Head of Research for the MNDA, spoke about [the work being done to understand the disease](#) and [how a cure might be developed](#).
- [Katie Price](#), Sam's physiotherapist, shared how she supports Sam in keeping flexible and comfortable as his mobility declines.
- [Andy and Victoria Stonehouse](#), creators of the Lily & Sam books, gave us an insight into how they put the story lines together.
- [Mark 'Foss' Costello](#), owner of Horsforth Brewery, tells us about his history with Sam and the Good Deed Charity ale.
- [Jacob Holden](#), occupational therapist at Special Effect, explains how gaming equipment can be modified and adapted to be accessible for all.
- [Simon Fotheringham](#), Vice Chair of the Nottinghamshire MNDA, talks about his personal connections to MND and why he is passionate about fundraising for a cure.

Inside Tri: guest interviewee

Sam appeared as the featured guest on the ['Inside Tri' podcast](#) where he discussed his MND diagnosis and the impact it has had on both himself and his family. He also talked about how the mental strength he developed in his years as an amateur endurance athlete have helped him in his MND journey so far. Sam also took the opportunity to discuss his ambition to undertake one more long-distance triathlon.

BBC East Midlands Today appearance

Sam, his sister Victoria and niece Lily appeared on [East Midlands Today](#) to raise awareness of the charity and speak about the new Lily, Sam & Bertie book.

2. TRUSTEE REPORT

Finances

The Charity's financial period runs from 1 April to 31 March.

At the start of the financial year the Charity had a carry over of £26,672.32 from the previous year.

Income for the financial year ending 31 March 2022 was £38,384.63.

Spending for the financial year ending 31 March 2022 was £2,153.67.

Donations for the financial year ending 31 March 2022 was £10,000.00.

As a result of this, the Charity ended the financial year holding £52,903.28.

The Charity didn't donate as much as originally intended this financial year. The primary reason for this was that the Charity planned to make a sizable donation at the end of the financial year, however due to the availability of Trustee's this donation went through in April and will now show in next years' accounts.

The Charity Trustees received no remuneration for the work they did as Trustees.

The Trustees declare that there have been no serious incidents and, as such, no serious incidents have been reported to the Charity Commission.

Trustee payments

Through the business, Aloha Creative Limited, Rebecca Clark (Trustee of the Charity and director of Aloha Creative Limited) received payment for graphic design, merchandise and printing services provided to the Charity.

Paragraph references in the tables below are to SORP FRS 102.

Charity name	Stand Against MND
Other name the charity uses	SAM
Registered charity number	1187436
Charity's principal address	12 Leveret Way, East Leake, Loughborough, Leicestershire, LE12 6XX

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
Alan Samuel Perkins	Founder and Chair	N/A	N/A
Emma Reid	Secretary	N/A	N/A
Alastair John Hall	Treasurer	N/A	N/A
Rebecca Clark	N/A	N/A	N/A
Victoria Clare Alvis	N/A	N/A	N/A
Greg William Mitchell	N/A	N/A	N/A
Richard Carey	N/A	N/A	N/A

Summary of the purposes of the charity as set out in its governing document	Para 1.17	The purpose of the charity is: 1) the promotion and funding of research into the nature, causes, diagnosis, prevention, treatment and cure of motor neurone disease and the publication of the results of such research; and 2) the provision of support, assistance and information to people affected (directly or indirectly) by motor neurone disease through clinical, hospice or other forms of palliative care.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The charity has undertaken arrange of activities to raise funds and awareness in line with its purpose. In particular, fundraising activities have included: taking part in sponsored challenges in support of the charity (John O' Groats

		virtual cycle challenge, sale of bespoke art work). Awareness of MND has taken place by using social media to create 'Sam's Chats With...' series where Sam speaks with various people who have supported him since his diagnosis as well as Sam appearing on BBC news broadcasts and podcast programmes.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees receive updates from the Charity Commission regarding being a trustee.
Policy on grant making	Para 1.38	The charity policy on grant making permits the trustees to approve the making of a grant to organisations that have the same or similar objectives to the charity.
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	The charity has provided £10,000 of funding to organisations that work towards researching a cure for MND.

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity carried over £26,672.32 from the previous period. This period we raised £38,384.63. Of this total the charity donated £10,000.00, and spent £2,153.67 on administrative fees and merchandise. This left a total £52,903.28. in cash funds and approximately assets worth £1,500.00.
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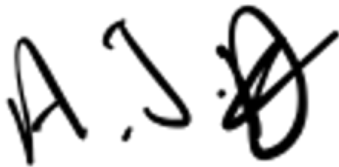
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The charity's policy is to hold about £10,000 in reserve. This is to fund merchandise and events that we will look to hold throughout the year.
Amount of reserves held	Para 1.22	£52,903.28 in cash funds and £1,500.00 worth of merchandise assets.
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/A
The charity's principal sources of funds (including any fundraising)	Para 1.47	The charity's principal sources of funds are from private fundraising.
Investment policy and objectives including any social investment policy adopted	Para 1.46	The charity is not investing any of its funds.
A description of the principal risks facing the charity	Para 1.46	The key principal risk for the charity remains the effect the pandemic has had on the ability to coordinate in-person events that provide an opportunity to raise funds and awareness of the charity and its objectives.
Type of governing document	Para 1.25	Constitution
How is the charity constituted?	Para 1.25	Charitable Incorporated Organisation (CIO)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any	Para 1.25	As set out in the constitution, apart from the first charity trustees, every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must

person or body entitled to appoint one or more trustees		have regard to the skills, knowledge and experience needed for the effective administration of the charity.
Relationship with any related parties	Para 1.51	The charity uses Aloha Creative Limited to provide graphic design and printing services. Rebecca Clark (trustee) is a director of Aloha Creative Limited.

Declarations

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

Signed on behalf of the charity's trustees

Signature		
Full name	Emma Reid	Alastair John Hall
Position	Secretary	Treasurer
Date	22 January 2023	20 January 2023

3. ACCOUNTS



CHARITY COMMISSION
FOR ENGLAND AND WALES

Stand Against MND	No (if any)
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Receipts and payments accounts

CC16a

For the period from	Period start date 01/04/2021	To	Period end date 31/03/2022
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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 £
A1 Receipts	Date					
GIVING COM LTD SAF	30/03/2022	236	-	-	236	-
JUSTGIVING	28/03/2022	350	-	-	350	-
JUSTGIVING	22/03/2022	55	-	-	55	-
JUSTGIVING	21/03/2022	989	-	-	989	-
JUSTGIVING	15/03/2022	189	-	-	189	-

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Registration Number: 1187436 Registered Address: 12 Leveret Way, East Leake, Loughborough, Leicestershire, LE12 6XX

info@standagainstmnd.com

JUSTGIVING	15/03/2022	615	-	-	615	-
Stripe Payments UK	11/03/2022	15	-	-	15	-
Stripe Payments UK	09/03/2022	15	-	-	15	-
JUSTGIVING	08/03/2022	607	-	-	607	-
JUSTGIVING	07/03/2022	2,613	-	-	2,613	-
A Stonehouse	07/03/2022	10	-	-	10	-
Stripe Payments UK	04/03/2022	55	-	-	55	-
Stripe Payments UK	02/03/2022	10	-	-	10	-
JUSTGIVING	01/03/2022	2,788	-	-	2,788	-
Stripe Payments UK	28/02/2022	10	-	-	10	-
Stripe Payments UK	24/02/2022	10	-	-	10	-
AMAZON EUROPE CORE	23/02/2022	73	-	-	73	-
JUSTGIVING	23/02/2022	95	-	-	95	-
JUSTGIVING	21/02/2022	288	-	-	288	-
JUSTGIVING	16/02/2022	178	-	-	178	-
Stripe Payments UK	16/02/2022	10	-	-	10	-
JUSTGIVING	14/02/2022	617	-	-	617	-
Stripe Payments UK	09/02/2022	53	-	-	53	-
JUSTGIVING	08/02/2022	64	-	-	64	-
JUSTGIVING	07/02/2022	666	-	-	666	-
RUSHCLIFFE GOLF CLUB	03/02/2022	500	-	-	500	-

Stripe Payments UK	03/02/2022	29	-	-	29	-
JUSTGIVING	02/02/2022	134	-	-	134	-
JUSTGIVING	01/02/2022	116	-	-	116	-
JUSTGIVING	26/01/2022	487	-	-	487	-
JUSTGIVING	25/01/2022	949	-	-	949	-
JUSTGIVING	18/01/2022	465	-	-	465	-
Stripe Payments UK	18/01/2022	14	-	-	14	-
Stripe Payments UK	12/01/2022	29	-	-	29	-
JUSTGIVING	11/01/2022	492	-	-	492	-
Stripe Payments UK	10/01/2022	14	-	-	14	-
Stripe Payments UK	06/01/2022	43	-	-	43	-
Stripe Payments UK	31/12/2021	169	-	-	169	-
JUSTGIVING	24/12/2021	224	-	-	224	-
Stripe Payments UK	23/12/2021	14	-	-	14	-
VIRGINMONEY GIVING	22/12/2021	129	-	-	129	-
Stripe Payments UK	22/12/2021	276	-	-	276	-
Stripe Payments UK	21/12/2021	29	-	-	29	-
JUSTGIVING	20/12/2021	469	-	-	469	-
Stripe Payments UK	20/12/2021	29	-	-	29	-
Stripe Payments UK	17/12/2021	72	-	-	72	-
Stripe Payments UK	16/12/2021	43	-	-	43	-

Stripe Payments UK	15/12/2021	29	-	-	29	-
JUSTGIVING	14/12/2021	385	-	-	385	-
Stripe Payments UK	14/12/2021	29	-	-	29	-
AMAZON EUROPE CORE	13/12/2021	56	-	-	56	-
Stripe Payments UK	13/12/2021	87	-	-	87	-
Stripe Payments UK	10/12/2021	116	-	-	116	-
Stripe Payments UK	09/12/2021	52			52	
VIRGINMONEY GIVING	08/12/2021	470			470	
Stripe Payments UK	08/12/2021	344			344	
Stripe Payments UK	07/12/2021	242			242	
Stripe Payments UK	06/12/2021	116			116	
VIRGINMONEY GIVING	01/12/2021	34			34	
JUSTGIVING	30/11/2021	78			78	
AMATI GLOBAL INVES	30/11/2021	750			750	
VIRGINMONEY GIVING	24/11/2021	15			15	
JUSTGIVING	23/11/2021	214			214	
000000 CREDIT	18/11/2021	239			239	
000000 CREDIT	18/11/2021	25			25	
VIRGINMONEY GIVING	03/11/2021	215			215	
VIRGINMONEY GIVING	20/10/2021	15			15	
VIRGINMONEY GIVING	13/10/2021	77			77	

VIRGINMONEY GIVING	06/10/2021	45			45	
A Stonehouse	30/09/2021	88			88	
VIRGINMONEY GIVING	29/09/2021	726			726	
VIRGINMONEY GIVING	22/09/2021	15			15	
VIRGINMONEY GIVING	08/09/2021	836			836	
VIRGINMONEY GIVING	02/09/2021	399			399	
VIRGINMONEY GIVING	25/08/2021	15			15	
VIRGINMONEY GIVING	18/08/2021	666			666	
AMAZON EUROPE CORE	17/08/2021	52			52	
A Stonehouse	12/08/2021	17			17	
VIRGINMONEY GIVING	11/08/2021	271			271	
000000 CREDIT	06/08/2021	3,210			3,210	
000000 CREDIT	06/08/2021	312			312	
000000 CREDIT	06/08/2021	250			250	
VIRGINMONEY GIVING	04/08/2021	2,802			2,802	
VIRGINMONEY GIVING	28/07/2021	266			266	
VIRGINMONEY GIVING	21/07/2021	1,069			1,069	
VIRGINMONEY GIVING	14/07/2021	352			352	
VIRGINMONEY GIVING	07/07/2021	1,010			1,010	
VIRGINMONEY GIVING	30/06/2021	2,997			2,997	
VIRGINMONEY GIVING	23/06/2021	1,161			1,161	

VIRGINMONEY GIVING	16/06/2021	925			925	
VIRGINMONEY GIVING	09/06/2021	1,027			1,027	
VIRGINMONEY GIVING	03/06/2021	122			122	
VIRGINMONEY GIVING	26/05/2021	296			296	
AMAZON EUROPE CORE	24/05/2021	54			54	
A Stonehouse	19/05/2021	8			8	
VIRGINMONEY GIVING	19/05/2021	169			169	
VIRGINMONEY GIVING	12/05/2021	167			167	
VIRGINMONEY GIVING	06/05/2021	34			34	
VIRGINMONEY GIVING	21/04/2021	15			15	
PAYPAL CODE 1268	19/04/2021	0			0	
VIRGINMONEY GIVING	14/04/2021	79			79	
VIRGINMONEY GIVING	08/04/2021	5			5	
		-	-	-		-
		-	-	-		-
		-	-	-		-
Sub total (Gross income for AR)		38,385	-	-	38,385	-
A2 Asset and investment sales, (see table).						
		-	-	-	-	
		-	-	-	-	-

Sub total

-	-	-	-	-
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Total receipts

38,385	-	-	38,385	-
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A3 Payments	Date					
6147 SHOPIFY* 1353	10/03/2022	- 49	-	-	- 49	-
6147 CCC GBP 49.49	10/03/2022	- 1	-	-	- 1	-
6147 Google Cloud	03/03/2022	- 18			- 18	
6147 SHOPIFY* 1327	08/02/2022	- 48			- 48	
6147 CCC GBP 48.34	08/02/2022	- 1			- 1	
6147 Google Cloud	03/02/2022	- 8			- 8	
Andy Stonehouse	18/01/2022	- 172			- 172	
Andy Stonehouse	18/01/2022	- 62			- 62	
6147 SHOPIFY* 1301	10/01/2022	- 155			- 155	
6147 CCC GBP 154.8	10/01/2022	- 4			- 4	
6147 Google Cloud	04/01/2022	- 8			- 8	
GIVING.COM - JUSTG	29/12/2021	- 18			- 18	
Aloha Creative Ltd	20/12/2021	- 1,388			- 1,388	
6147 SHOPIFY* 1275	10/12/2021	- 29			- 29	
6147 CCC GBP 29.33	10/12/2021	- 1			- 1	
6147 SHOPIFY* 1274	09/12/2021	- 46			- 46	
6147 CCC GBP 46.30	09/12/2021	- 1	-	-	- 1	-

6147 SHOPIFY* 1271	06/12/2021	- 48	-	-	- 48	-
6147 CCC GBP 48.49	06/12/2021	- 1	-	-	- 1	-
6147 Google Cloud	03/12/2021	- 8	-	-	- 8	-
GIVING.COM - JUSTG	25/11/2021	- 18			- 18	
6147 Google Cloud	03/11/2021	- 8			- 8	
6147 Google Cloud	04/10/2021	- 8			- 8	
6147 Google Cloud	02/09/2021	- 8			- 8	
Donation to MND Association	16/08/2021	- 10,000			- 10,000	
6147 GOOGLE *GSUIT	03/08/2021	- 8			- 8	
6147 GOOGLE GSUIT	05/07/2021	- 8			- 8	
6147 GOOGLE *GSUIT	02/06/2021	- 8			- 8	
6147 GOOGLE GSUIT	04/05/2021	- 8			- 8	
6147 GOOGLE *GSUIT	06/04/2021	- 7			- 7	
Sub total		- 12,154	-	-	- 12,154	-

A4 Asset and investment purchases, (see table)						
		-	-	-	-	
		-	-	-	-	
Sub total		-	-	-	-	-

Total payments

-
12,154

-

-

-
12,154

-

Net of receipts/(payments)

A5 Transfers between funds

A6 Cash funds last year end

Cash funds this year end

38,385	-	-	38,385	-
-	-	-	-	-
26,672	-	-	26,672	-
52,903	-	-	52,903	-

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Money raised not yet donated.	26,672	-	-
		-	-	-
		-	-	-
	Total cash funds	26,672	-	-
	(agree balances with receipts and payments account(s))			
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-

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	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

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

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
Charity Merchandise	Unrestricted	-	1,500
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

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

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	
		-	
Signature	Print Name		Date of approval
	Alastair Hall		20/01/2023
	Emma Reid		22/01/2023