



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	April	2022		31	March	2023

Section A

Reference and administration details

Charity name

CONFIDENTIAL

Other names charity is known by

Registered charity number (if any) 1188024

Charity's principal address

11 Victoria Road

Salford

Postcode

M6 8FZ

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Jeremy Cooper	Chairman		
2	Jennifer Pinder			
3	Lauren Harrhy			
4	Bhavin Dedhia		19 May 2020-present	Existing Board of Trustees
5	John Lewis		19 May 2020-present	Existing Board of Trustees
6	Simon Pope	Treasurer	19 May 2020-present	Existing Board of Trustees
7	Cathy Connolly		18 Dec 2022 - present	
8	Dena Andrews		18 Dec 2022 - present	
9	Chloe Lennox		18 Dec 2022 - present	
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11				
12				
13				
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17				
18				
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20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

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

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation whose only voting members are its charity trustees
Trustee selection methods (eg. appointed by, elected by)	Appointed by existing Board of Trustees following interview

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

TO ENGAGE WITH A CALLER IN ORDER TO HELP THEM AMELIORATE THEIR STRESS AND ANXIETY.
TO ASSIST MEMBERS OF THE DENTAL PROFESSION AND THOSE CONNECTED WITH IT, IN THE MEANS OF MANAGING STRESS AND DEPRESSION.
TO FACILITATE, BY WHATEVER MEANS ARE APPROPRIATE, THE ACCESS OF ALL MEMBERS OF THE DENTAL PROFESSION AND THOSE CONNECTED WITH IT, TO ANY SUPPORT AGENCIES THAT MAY BE ABLE TO ASSIST THEM IN DEALING WITH THE CAUSES OF THE MATTER THAT HAS PRECIPITATED THEIR CONTACT WITH CONFIDENTIAL.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

To relieve the mental and emotional distress of dentists through the provision of a telephony support, advice, and referral service.

CHAIRMAN'S REPORT CONFIDENTIAL

28/4/2023.

Confidential has undergone considerable change in the past 12 months with the appointment of three new trustees. Applications of interest were taken from dentists, therapists and hygienists.

Though, we had initially intended to ask 2 trustees to join our board, we were all so impressed with the applicants, that we made a unanimous decision in asking three of the applicants to become trustees, namely Cathy Connolly, Chloe Lennox and Dena Andrews. All three new trustees are from the professions of hygiene and therapy. They have added their collective expertise to our organisation, not just in the obvious one of understanding the world of dental hygiene and therapy but to other fields such as marketing and social media. Already we are making significant strides in increasing the awareness of Confidential amongst the dental profession. Recently, the logo has been altered, and the website continues to evolve and has been changed. Our major goal of ensuring that all members of the dental profession are aware of Confidential is paramount and the ease of accessibility of our service is important. We have considered using external marketing services, but with the introduction of our new and dynamic trustees we hope this might not be necessary. In the next month or two, re-election of some of our trustees will occur which is written into our constitution and is a requirement of a charitable organisation. We will keep you informed of this process in our monthly newsletter. During the past year we have not recruited any new volunteers as it has not been necessary, but we will reassess this, as call volume increases or there is a depletion in the number of our volunteers. During the past year we held our first conference in Birmingham. This was a success and enjoyed by all who attended. There was an excellent session given on call handling skills by the Helplines Partnership and an interactive session with Marukh Khwaja on volunteer wellbeing and satisfaction. Our programme finished with a forum discussion with all our trustees and volunteers We held a dinner in the evening with our guest speaker Nairn Wilson. We are planning a second annual conference this year to be held on Friday 8th September in Birmingham. Details will be released in the near future. We also hope to provide more education for our volunteers in the forthcoming year both on line and face to face. We have a presence at the forthcoming Dentistry Show and BDA conference and VOCO have kindly allowed us space on their stand for us to promote our activities. If any volunteer can help us by sitting at the stand at the show it would be very much appreciated and please contact John Lewis if you are able. We hope to attend more events like this in the next year. Our trustees continue to provide talks and lectures throughout the year and lose no opportunity to talk about Confidential and what we provide for the profession. George Wright continues in his role as secretary and his efficiency and timely advice has proved invaluable. We have had some issues with volunteers not responding to calls and having their voicemail left on, which means the call is not cascaded to the next volunteer. George has sent reminders to our volunteers on this issue. We currently receive a few calls each week of which around 60% are day calls. Besides increasing call volumes, we want to raise awareness that people can call us with problems and issues that may be less serious in nature, but all the same are causing them worry and stress. I want to take this opportunity to remind all our

volunteers to fill in the call log forms after taking a call. Our FB group for volunteers to share their experiences on the calls they have received continues to be useful both for education and a way of letting our volunteers share the difficult calls they might have taken. Our trustees also are available to all our volunteers should they feel the need to talk things through following a difficult call. Simon Pope has excelled as our treasurer and ensured we are fully compliant with the Charities Commission. He will give his report in a few minutes and I want to thank him personally for all his hard work, and that thanks extends to all my fellow trustees for all the diligence and effort they have made, ensuring ConfiDental is a continuing success. Finally, on behalf of myself and my fellow trustees can I thank each and every volunteer for their continued aid in supporting our fellow colleagues.

Financial Report as provided at AGM 30/04/2023

ConfiDental was granted Charity Incorporated Organisation (CIO) status by the Charities Commission on February 18th 2020.

Before this date we were a not-for-profit organisation.

We have registered with HMRC and the accounts have been submitted and managed by our new accountants UNW.

We are required to submit a further HMRC return in 2025 as guided by our accountants UNW.

Statement of ConfiDental Accounts (rounded to nearest £)

Balance held at bank on April 1 st , 2022	24,465.04
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Income from donations up to 31st March 2023	6,299.23
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Expenses – up to 31st March 2023

Training costs	4,621.38
Administrator costs	5,720.00
Telephone costs	648.00
Other expenses	1,858.20
Total estimated expenditure	12,847.58

Cash at bank of 31st March 2023 is a credit of	<u>17,965.69</u>
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Next year we go forward with a healthy balance.

There has been a noticeable drop in donations during this financial period compared to the last. I see this as part of the normal ebb and flow of Charitable donations. The Charity continues to raise its profile within the profession, and we are pleased to still be the nominated Charity for the BACD which has attracted welcome donations previously.

We have seen increases in our expenditure as predicted last year, this is likely to increase further into the coming year. Training costs have increased due to the increased cost of these services due to inflation. Other expenses have also increased in line with inflation which is comparable to other sectors. Further training of existing and new volunteers is planned for next year.

I am anticipating that as the Charity continues to raise its profile the more donations will be attracted. As always maintaining the balance between income and expenditure continues.

This concludes my report.

**Simon Pope
Treasurer ConfiDental**

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Section D

Achievements and performance

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Achievements and performance

Summary of the main achievements of the charity during the year

Confidential was registered as a charity on 18th February 2020. Since starting to operate as a helpline, Confidential has been called over 500 times by anxious dentists seeking emotional support.

We have managed at all times to operate a 24/7 service and have now trained just under 40 volunteer dentists to date (30/12/2023).

We have an appointed administrator to liaise with the volunteers with any queries, weekly emails and updates. The administrator also provides valuable reporting data to the trustees board as required. This is planned to continue into the next year.

We held another Confidential annual conference in this period, inviting all volunteers and trustees. This was a great success and provided valuable training for our volunteers as well as face to face interaction. We are planning further training next year with opportunities for networking between volunteers and trustees.

Confidential continues to be recognised by the CQC and BDA as a helpline for dentists in distress and is present on their websites. We feel this is great achievement for the Charity and thanks to all the trustees and volunteers who have made this happen.

Confidential is now becoming recognised in the Dental Profession as a leading helpline provider for dental professionals needing telephony support.

Section E

Financial review

Brief statement of the charity's policy on reserves

We do not have a policy on reserves.
We have sufficient funding for our current activity and have no loans or outstanding payments

Details of any funds materially in deficit

None

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

- Funding donations were received (April 1st, 2022 to March 31st 2023) to a total of : £6,299.23
- Main Expenditure was made in 3 areas considered vital for operation of Confidential (Please see the receipts and payments accounts for more detail)
 1. Training costs
 2. Monthly telephone call service
 3. Paid administrator to liaise with volunteers
- Confidential currently has no investments or investment policy

Section F

Other optional information

Section G

Declaration

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

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Simon Pope

Position (eg Secretary, Chair, etc)

Treasurer

Date

30/12/2023