






Annual Report and Financial Statements

ADHD Embrace

Charity Number 1188759

For the year ended 31 March 2022

Key information

Legal status	Charitable Incorporated Organisation Charity Number 1188759 (England & Wales)
Registered address	88 Wyatt Drive London SW13 8AB
Trustees	Annette Wilson (Chair) Dhavarajh Frank (Treasurer) Clare Mullane (Secretary) Iain Reid Miranda Lewis Anthony Hewitt Dr Bozhena Zoritch
Independent Examiner	Hartley Fowler LLP 27-37 St George's Road London SW19 4EU
Bank	HSBC UK Bank Plc Kingston Branch 90 Eden Street Kingston Upon Thames KT1 1DJ
Website & social media	<div> https://adhdembrace.org/</div> <div> @AdhdEmbrace</div> <div> @AdhdEmbraceUK</div>

Chair's statement

This year we are celebrating our 20th anniversary and have had a number of events to mark the occasion. We have much to celebrate, with our most significant achievement being the community we have built. Building a community and a reputation takes time and this has only been achieved as a result of the dedication and hard work of many people who have contributed over the years to building the group to enable us to do the work set out in our mission. Young people with ADHD are faced with many challenges and we have seen that parents and professionals working with young people with ADHD having a huge influence on their lives. Equally it has been terrific to have seen so many of our ADHD Embrace young people develop and find their own way in the world and become what they want to be. This is a testament to the work of our community over many years.

In the last year we have had another busy one with many accomplishments as we continue to build the group as part of our vision to build a long-term sustainable group. This is the second year in which we have operated as a charity and we continue to see our community growing as there is continued demand for our services.

Service provision

Service delivery across our existing activities remained strong with continued good levels of attendance. We continued our approach of being a user-led service provider. As we came out of the various lockdown restrictions, we resumed some in-person events and continued to offer some virtual events, arriving at a hybrid model in response to feedback from our community. We also expanded our offering, which included running several parenting courses as there was increasing demand from our community. We also launched a new initiative, our Schools Outreach Programme. This came as a result of learnings from our work, where we see exclusions of pupils with ADHD or young people suffering from mental health issues or school avoidance when feeling unsupported in the school environment. This initiative included three new service offerings:

- Teacher Seminars led by expert speakers in collaboration with Kingston University's Education Faculty
- Schools' visits to promote ADHD awareness and also teacher training with practical strategies to be used in the classroom
- Teacher Closed Facebook Forum enabling the teacher community to engage closer with our work and also giving them the ability to connect with their peers who have pupils with ADHD

We continued to take a collaborative approach to working with other charities and support groups in the area by promoting the services they provide and also working closely with them to ensure we do not duplicate service provision. Thereby ensuring that our families can access a wide range of services and support that is on offer for them. We also continued to be active on the advocacy side, working with education and healthcare statutory service providers to highlight the needs of our community.

Organisational developments

In the reporting period, we had another step change in the organisation. We were successful in getting increased funding and as a result we were able to expand our team of paid staff, taking our team to four part-time employees by the end of the reporting period. One of the new roles relates to our Schools' Outreach, with strong demand from schools after it has been exceptionally well received.

We are hugely grateful for the support we received from our many volunteers both from within our ADHD community and the wider community. In the reporting period, volunteers contributed 115 hours per week on average (91 hours in 2021) or the equivalent of 2.88 FTE (2.27 FTE in 2021) which significantly supported the work of our part-time employees, whose hours averaged 48 hours per week (23 hours in 2021) or the equivalent of 1.11 FTE (0.584 FTE in 2021).

We are fortunate to have an experienced Board of Trustees, comprising six people who each bring different skills. The volunteers' hours mentioned above included the contributions from our Trustees, who all supported different aspects of the charity in a hands-on way. Our Trustees also all have first-hand experience of ADHD or associated neuro conditions, thereby understanding the challenges faced by young people with ADHD and their families.

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Our expanded resourcing enabled us to make significant strides in building the infrastructure during the year and the following was achieved in the reporting period:

- We launched a **new integrated booking systems and CRM** in April 2021 in order to better manage bookings for our activities and the data on users of our services.
- We **rebranded as ADHD Embrace** from our former name ADHD Richmond and Kingston in July 2021. The new name reflects the essence of our community, where parents and professionals collectively support young people with ADHD.
- We launched a **new website** in September 2021, which involved a re-design to improve its functionality and update of the content. We transferred our video library to our website platform, making them accessible from one source.

Funding sources

We were delighted to secure renewal funding at increased levels from our core funders: RPLC, Hampton Fund and The Barnes Fund and funding from the NHS Trust for the family support work we do. In the year we further diversified our sources of funding. We secured core funding from the Wates Foundation and received funding from the National Lottery Community Fund, enabling us to offer parenting courses at a hugely discounted fee and grant assisted places to 15% of the participants suffering financial hardship.

We also further broadened our funding base by generating more of our own funds and also benefitted from our community raising money for us and putting us forward to be selected as a nominated charity at local community events. We were also pleased to have received donations from our community and also benefitted from being a selected charity on retail funding platforms.

Plans for next financial year and beyond

We have entered the new financial year and I am delighted to report that we have been able to further expand our team with two further hirings in April 2022. As part of our vision to build a long-term sustainable organisation, we appointed Jenny Cooper who has taken on the paid full-time role of Executive Director. This appointment is a key hire and a real milestone for us as an organisation and is part of a planned succession, where I can stand down from my day-to-day management role and will continue as Non Executive Chair. This takes the team to six in total - one full-time and five being part-time employees.

We are excited about the future and continue to see many more areas in which to develop our service provision and our expanding community.

My sincere thanks to the whole team of our dedicated staff, volunteers and my fellow Trustees, who have made it possible for us to have achieved so much in the year under review.

Annette Wilson
Chair

Report of the Trustees

1. Mission and principal activities

The mission of ADHD Embrace is to be a support community for parents and professionals living and working with young people with attention deficit and hyperactivity disorder ("ADHD") by:

- providing information, **knowledge** and practical support to parents, carers and professionals
- **raising awareness** of ADHD amongst the general public, local schools, local healthcare groups and in the local community as well at government level
- **empowering** those with ADHD and their families through provision of knowledge and practical support
- using any such charitable means as the trustees shall from time to time deem fit with a view to **improving the lives of children and young people with ADHD and those of their families.**

ADHD Embrace offering is provided to the wider public and for the benefit of the public and everybody is welcomed. This is in-line with the Charity Commission's public benefit guidance. Most of our service offering is free or hugely discounted and in cases of those in financial hardship access is granted by provision of assisted places.

2. Legal structure

ADHD Embrace (formerly known as ADHD Richmond and Kingston) was originally established in 2002 and operated as an unincorporated association. It is currently constituted as a Charitable Incorporated Organisation (CIO), which was registered with the Charity Commission on 25 March 2020. The Charity is governed by its Constitution that was adopted at incorporation and was amended on 26 July 2021 to reflect its name change.

3. Management and governance

3.1 Trustees who served during the reporting period

The following Trustees served on the Board of Trustees during the reporting period:

Chair	Annette Wilson
Treasurer	Dhavarajh Frank
Secretary	Clare Mullane
Other Trustees	Iain Reid
	Miranda Lewis
	Tim Cooper (resigned 13 December 2021)
	Anthony Hewitt (appointed 13 December 2021)

The Board of Trustees typically meets six weekly and in the reporting period thirteen meetings were held.

3.2 Appointment of Trustees

ADHD Embrace Trustees are appointed by the Board of Trustees. The Trustees are either representative of its ADHD community, which comprises parents, professionals and other related individuals, and / or are people with skills, knowledge and experience necessary to run an effective registered charitable organisation. In recruiting for Trustees, ADHD Embrace advertises the Trustee' vacancies to its community through its fortnightly newsletter and also advertises these roles to the wider community through various voluntary sector recruitment platforms.

In the reporting period the Trustees and staff of ADHD Embrace all have children with ADHD or associated neuro developmental conditions.

Report of the Trustees (continued)

4. Operational policies and procedures

ADHD Embrace has put in place policies and procedures to ensure the Charity is run in a structured and efficient way and also to mitigate key risks. The policies include a Safeguarding Policy. All the key policies and procedures are reviewed and approved by the Board of Trustees.

5. Financial management and reserves policy

ADHD Embrace applies strong financial management in order to ensure that the Charity has sufficient resources to meet its liabilities and that its funds are managed prudently and spent to support the work as set out in its mission statement. The annual budget and management accounts are presented to the Board of Trustees to ensure sound financial governance.

The Charity implemented a reserve policy whereby it targets to hold unrestricted reserves that equate to a minimum of three months average expenditure for the next financial year. Unrestricted reserves as at 31 March 2022 were £38,757 (2021: £11,048), which equates to 2.89 months average expenditure for the next financial year.

Restricted reserves committed to specific projects as at 31 March 2022 were £11,916 (2021: £5,298).

6. Funding overview and going concern

ADHD Embrace funding strategy is to ensure that it secures funding from diverse income streams in order to ensure it is sustainable in the longer term. In the period under review its income came from the following:

50% from grant funders

21% from donations, fundraising events and retailer platforms

17% from our service activities

12% from the NHS for commissioned work.

The above included some new community fundraising events such as the Kew 10K run and being one of two nominated charities being supported from the proceeds at the White Hart Lane Christmas Fair. In addition, it also benefitted from receiving the royalties from a book covering Girls and Woman with ADHD. Looking ahead, the Trustees will continue to broaden the number of grants received and also will continue to engage with community fundraising including seeking corporate sponsorship and support. The Trustees will continue to seek opportunities to strengthen the Charity's financial position with a particular focus on strengthening its unrestricted reserve position.

In view of the broad sources of funding the Charity uses and considering its review of future funding, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, the Charity has adopted the going concern basis in the preparation of its the financial statements for the period under review.

7. Overview of ADHD Embrace's core activities

The Charity's core activities are focused on serving its community and being an advocate for ADHD awareness in the wider local community and with statutory service providers in order to ensure our community's needs are catered for.

It offers a number of activities focused on knowledge sharing and education – these include our Post Diagnosis Workshops, Parenting courses as well as an extensive website which has a wealth of information and a resource library of videos and other materials. In addition our Schools' Outreach is also aimed at knowledge sharing and education – this includes Teacher Seminars and presentation made when visiting schools.

Report of the Trustees (continued)

It also offers activities which are focused on greater engagement with its' community such as one-to-one advice clinics, drop-in meet ups and the Parents and Teacher Closed Facebook Forums

8. Service provision in the period under review

ADHD Embrace's service provision has been very strong. It has seen a large increase in the size of its community and also saw a significant increase in its website users, showing its wider influence following our website re-design and re-write. Activities and the way they are offered are user-led and so certain adjustments were made in its service delivery. The summary below provides an overview of the numbers of activities and participation levels achieved, together with comparative figures for the preceding year.

	March 2022	March 2021
Website		
Users	27,073	16,319
Sessions	36,090	20,866
Newsletter	1,056	849
Recipients		
Seminars		
No of participants	470	761
No of seminars	15	22
Teacher Seminars – launched Oct 2021		
No of participants	276	Not applicable
No of seminars	6	
Post diagnosis workshops		
No of participants	99	95
No of workshops	11	10
One-to-one Advice Clinics – Total users	235	295
Meet ups / Drop-in sessions		Resumed Jan 2021
No of participants	98	21
No of Meet-up (on-line and in-person)	13	10
Parenting courses – 6-week courses		
No of participants	72	8
No of courses	5	1

User feedback on ADHD Embrace's events endorse the value that is obtained by participants from its different activities.

The Trustees' Annual Report was approved by the Board of Trustees on 28 November 2022 and is signed on its behalf by:

Annette Wilson
Chair

Independent Examiner's Report to the Trustees of ADHD Embrace

I report to the Trustees on my examination of the Financial Statements of ADHD Embrace (the Charity) for the year ended 31 March 2022.

Responsibilities and basis of report

As the Trustees of the Charity you are responsible for the preparation of the Financial Statements in accordance with the requirements of the Charities Act 2011 ('the 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 all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiner's statement

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

- accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
- the Financial Statements do not accord with those records; or
- the Financial Statements do not comply with the applicable requirements concerning the form and content of Financial Statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the Financial Statements give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

Signed:

Jonathan Askew
ICAEW
Hartley Fowler LLP
Chartered Accountants
4th Floor Tuition House
27-37 St George's Road
Wimbledon
London
SW19 4EU

Date: 28 November 2022

ADHD Embrace

Statement of Financial Activities

For the year ended 31 March 2022

	Notes	2022 Unrestricted funds	2022 Restricted funds	2022 Total funds	2021 Unrestricted funds	2021 Restricted funds	2021 Total funds
Income		£	£	£	£	£	£
Donations	2	55,948	19,416	75,364	14,541	17,571	32,112
Charitable activities	3	10,998	18,893	29,891	3,928	13,750	17,678
Investment income	4	3	-	3	2	-	2
Total income		66,949	38,309	105,258	18,471	31,321	49,792
Expenditure							
Staff costs	5	22,408	11,845	34,253	8,140	9,640	17,780
Service providers & related costs		1,958	17,048	19,006	-	13,628	13,628
IT platform development		5,860	2,798	8,658	225	2,805	3,030
Printing, stationery & equipment		1,992	-	1,992	50	-	50
Premises & room hire	3	594	-	594	-	-	-
Fundraising	2,6	1,004	-	1,004	-	-	-
IT & communications		3,170	-	3,170	131	265	396
Governance	7	1,672	-	1,672	865	-	865
Staff training		198	-	198	-	-	-
Bank and payment fees		385	-	385	647	-	647
Total expenditure		39,240	31,691	70,931	10,058	26,338	36,396
Net movement in funds		27,709	6,618	34,327	8,413	4,983	13,396
Total funds brought forward		11,048	5,298	16,346	2,635	315	2,950
Total funds carried forward	13	38,757	11,916	50,673	11,048	5,298	16,346

The Statement of Financial Activities includes all gains and losses in the year. All of the above results are derived from continuing activities.

ADHD Embrace

Balance Sheet

As at 31 March 2022

	Notes	2022 Total funds £	2021 Total funds £
Current assets			
Debtors	9	612	5,276
Cash at bank and in hand		64,527	39,821
Total current assets		65,139	45,097
Creditors falling due within one year	10	(14,466)	(28,751)
Net current assets		50,673	16,346
Funds of the Charity			
Restricted reserves	12, 13	11,916	5,298
Unrestricted reserves	12, 13	38,757	11,048
Total funds		50,673	16,346

The Financial Statements on pages 10 to 15 were approved by the Board of Trustees on 28 November 2022 and are signed on their behalf by:

Annette Wilson
Chair

Dhavarajh Frank
Treasurer

Notes to the financial statements

1. Accounting policies

1.1 Basis of preparation

The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (“the SORP”) and the Financial Reporting Standard applicable in the UK and Republic of Ireland (“FRS 102”). The accounts comply with the Charities Act 2011 and are prepared on a going concern basis.

The Charity has taken advantage of section 4.6 of the SORP to report the Charity’s expenditure in accordance with the purpose for which it was incurred rather than on an activity basis

The Charity has taken advantage of the disclosure exemption with regards to the requirements of section 7 Statement of Cash Flows in preparing these financial statements, as permitted by FRS 102.

1.2 Revenue recognition

Income is included in the Statement of Financial Activities once ADHD Embrace becomes legally entitled to it, the amount can be quantified with reasonable accuracy and once any performance criteria has been met.

Donations in kind are included under donations based on estimates of the value of goods and services received or in the case of donations in kind for use at events (e.g. auction prizes) are recognised at the amount realised from their sale. No amounts are included for services donated by volunteers in accordance with the SORP. The Trustees’ Report gives more information about volunteers’ contributions.

1.3 Expenses

All expenditure is accounted for on an accruals basis once costs have been incurred. Accruals for unpaid expenses relating to the reporting period are based on best estimates of amounts due.

1.4 Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or raised by the Charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

1.5 Public benefit

The Charity meets the definition of a public benefit entity under FRS 102.

1.6 Taxation

ADHD Embrace is a Registered Charity and meets the exemption criteria from taxation under the Income and Corporation Taxes Act. No taxation therefore arises.

1.7 Irrecoverable VAT

The Charity is not registered for VAT and therefore does not recover VAT on costs incurred. Irrecoverable VAT is charged against the category of expenditure for which it was incurred.

1.8 Debtors

Debtors include amounts owed to the Charity as at the period end for the provision of goods and services before the period end or amounts the Charity has paid in advance for the goods and services it will receive. Debtors and prepayments are normally recognised at their settlement amount after allowing for any trade discounts due.

Notes to the financial statements (continued)

1.9 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.10 Creditors and provisions

Creditors and provisions include amounts owing by the Charity as at the period end for goods and services received before the period end. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. Creditors also include funds received in advance of the period for which they have been given.

2. Donations

	2022	2022	2022	2021	2021	2021
	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
	£	£	£	£	£	£
Grants from charitable trusts	35,892	17,000	52,892	13,821	10,000	23,821
Donations from corporates	1,000	2,416	3,416	333	7,571	7,904
Donations from individuals, fundraising events and platforms	17,159	-	17,159	387	-	387
Other donations	1,897	-	1,897	-	-	-
Total donations	55,948	19,416	75,364	14,541	17,571	32,112

Other donations include book royalties from the sale of "Understanding ADHD in Girls & Women".

There were no donations in kind during the year ending 31 March 2022 or the previous financial year.

3. Income from charitable activities

	2022	2022	2022	2021	2021	2021
	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
	£	£	£	£	£	£
Income for commission work	-	12,250	12,250	-	13,750	13,750
Income from seminars and workshops	10,998	6,643	17,641	3,928	-	3,928
Total Income from charitable activities	10,998	18,893	29,891	3,928	13,750	17,678

4. Investment income

Investment income reflects interest earned from the bank.

Notes to the financial statements (continued)

5. Staff costs

	2022	2022	2022	2021	2021	2021
	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
	£	£	£	£	£	£
Salaries	21,548	11,845	33,393	7,823	9,640	17,463
Employer's pension contributions to defined contribution schemes	860	-	860	317	-	317
Total staff costs	22,408	11,845	34,253	8,140	9,640	17,780

The Charity employed three part-time members of staff during the year. The average head count in the year was 2.67 staff (2021: 1.25) and the average number of full-time equivalent employees was 1.11 (2021: 0.58). No member of staff was paid more than £60,000 per annum in this or the preceding year.

6. Fundraising activities expenses

In the year ending 31 March 2022 and in the preceding year, all fundraising activities were undertaken by volunteers and therefore did not incur a cost.

7. Governance costs

	2022	2022	2022	2021	2021	2021
	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
	£	£	£	£	£	£
Independent Examiner & accountancy costs	1,530	-	1,530	750	-	750
Insurance	142	-	142	115	-	115
Total governance costs	1,672	-	1,672	865	-	865

The Charity did not incur any salary costs relating to the governance and management of the organisation as this role was carried out by the Trustees under the leadership of the Chair. Trustees are not paid for their services and perform any work for the Charity on a pro bono basis. No expenses were paid to Trustees in either period.

8. Related party transactions

There were no transactions in either period with Trustees that require disclosure.

9. Debtors: amounts falling due within one year

	2022	2022	2022	2021	2021	2021
	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
	£	£	£	£	£	£
Trade debtors	84	-	84	-	5250	5250
Prepayments and accrued income	528	-	528	26	-	26
	612	-	612	26	5250	5276

Notes to the financial statements (continued)

10. Creditors: amounts falling due within one year

	2022	2022	2022	2021	2021	2021
	Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
	£	£	£	£	£	£
Trade creditors	720	6,016	6,736	26	4,500	4,526
Taxation and social security	1,229	-	1,229	78	-	78
Accruals	1,430	-	1,430	3,911	540	4,451
Deferred income (note 11)	-	5,071	5,071	19,696	-	19,696
	3,379	11,087	14,466	23,711	5,040	28,751

11. Creditors: deferred income

	2022	2021
	£	£
Balance at beginning of year	19,696	9,821
Amount released to income in the year	(19,696)	(9,821)
Amount deferred in the year	5,071	19,696
Balance at end of year	<u>5,071</u>	<u>19,696</u>

Deferred income comprises grants received in the year which can only be utilised in future periods.

12. Analysis of net assets between funds

	2022	2022	2022	2021	2021	2021
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Total current assets	42,136	23,003	65,139	34,759	10,338	45,097
Creditors falling due within one year	(3,379)	(11,087)	(14,466)	(23,711)	(5,040)	(28,751)
Net current assets	38,757	11,916	50,673	11,048	5,298	16,346

Notes to the financial statements (continued)

13. Analysis of net movement in funds

Current year:	Funds at 1 Apr 2021 £	Income £	Expenditure £	Funds at 31 Mar 2022 £
Unrestricted funds	11,048	66,949	(39,240)	38,757
Restricted funds:				
Hampton Fund: Staff costs	2,500	10,000	(10,000)	2,500
NHS: Post diagnosis workshops and support sessions	-	12,250	(12,250)	-
Wates Foundation: Staff costs	-	7,000	-	7,000
National Lottery Community Fund: Parenting courses	-	6,643	(6,643)	-
Co-op: Website, database & videos	2,798	2,416	(2,798)	2,416
Total restricted funds	5,298	38,309	(31,691)	11,916
Total funds current year	16,346	105,258	(70,931)	50,673

Previous year:	Funds at 1 Apr 2020 £	Income £	Expenditure £	Funds at 31 Mar 2021 £
Unrestricted funds	2,635	18,471	(10,058)	11,048
Restricted funds:				
Hampton Fund: Staff costs	-	10,000	(7,500)	2,500
NHS: Post diagnosis workshops and support sessions	-	13,750	(13,750)	-
Co-op: Website, database & marketing	-	7,571	(4,773)	2,798
Website & database appeal	315	-	(315)	-
Total restricted funds	315	31,321	(26,338)	5,298
Total funds previous year	2,950	49,792	(36,396)	16,346