

SOCIAL ANXIETY ALLIANCE UK

England & Wales · Charity number 1195520

Details

Status Registered

Legal form CIO

Registered 2021-08-16

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

Contact

Address First Floor
85 Great Portland Street
London
W1W 7LT

Phone 03003020079

Email info@socialanxietyalliance.org.uk

Website <https://socialanxietyalliance.org.uk/>

Activities

Objects: THE OBJECTS OF THE CIO ARE THE ADVANCEMENT OF HEALTH AND RELIEF AND PREVENTION OF SICKNESS AND SUFFERING AMONG PEOPLE AFFECTED BY SOCIAL ANXIETY DISORDER, SOCIAL PHOBIA AND RELATED DISORDERS IN PARTICULAR BUT NOT EXCLUSIVELY BY: (1) PROVIDING INFORMATION TO PEOPLE AFFECTED BY SOCIAL ANXIETY AND RELATED DISORDERS. (2) ADVANCING EDUCATION FOR THE PUBLIC BENEFIT ABOUT SOCIAL ANXIETY AND RELATED DISORDERS AND ADVANCING EDUCATION AMONG PEOPLE AFFECTED BY SOCIAL ANXIETY AND RELATED DISORDERS, INCLUDING BUT NOT LIMITED TO FAMILY MEMBERS, CARERS, TEACHERS, HEALTH PROFESSIONALS AND SOCIAL WORKERS, TO ENABLE THEM TO IMPROVE THEIR UNDERSTANDING OF SOCIAL ANXIETY AND RELATED DISORDERS AND AVAILABLE TREATMENTS. (3) PROMOTING AND IMPROVING ACCESS TO APPROPRIATE AND EFFECTIVE TREATMENT FOR PEOPLE AFFECTED BY SOCIAL ANXIETY AND RELATED DISORDERS. (4) DISSEMINATING INFORMATION AND PROVIDING LINKS TO RESEARCH ON SOCIAL ANXIETY.

Activities: The Social Anxiety Alliance UK works for a society where Social Anxiety is better understood and diagnosed quickly, where appropriate treatment options are open and accessible, where support and information is readily available and where nobody feels ashamed to ask for help.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** People With Disabilities, Other Defined Groups, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£882	£659	-	-
2023-12-31	£935	£583	-	-
2022-12-31	£744	£511	-	-

Trustees

Name	Role	Appointed
Neil Greening	Chair	2021-08-16
Liz Critchlow		2023-07-07
Oliver Kasper		2025-09-02
Sarah Peacey		2021-08-16
Stephen Albasini		2025-09-02
Tatiana Allan		2024-08-13

SOCIAL ANXIETY ALLIANCE UK

England & Wales - Charity number 1195520

Accounts



Social
Anxiety
Alliance UK

Charity registration no. 1195520

SOCIAL ANXIETY ALLIANCE UK TRUSTEES' REPORT AND UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2024

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Sarah Peacey (Appointed Aug 2021) Neil Greening (Appointed Aug 2021) Ellie Whitbread (Appointed Mar 2023, Resigned Aug 2025) Liz Critchlow (Appointed Jul 2023) Russell Findlay (Appointed Sep 2023, Resigned Aug 2025) Tatiana Allan (Appointed May 2024) Maham Yawar (Appointed Nov 2024, Resigned Aug 2025) Steve Albasini (Appointed Sep 2025) Ollie Kasper-Hope (Appointed Sep 2025)
Charity number	1195520
Principal address	First Floor 85 Great Portland Street London W1W 7LT
Website	www.socialanxietyalliance.org.uk
Email Address	info@socialanxietyalliance.org.uk

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TRUSTEES' REPORT

The Trustees present their Report and Accounts for the year ended 31 December 2024.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with Social Anxiety Alliance UK's constitution, the Charities Act 2011 and the *Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland* (Charities SORP FRS 102) issued on 16 July 2014.

Structure, governance and management

Social Anxiety Alliance UK (SAAUK) was established as a Charitable Incorporated Organisation (CIO) on 16 August 2021.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities SAAUK should undertake.

Mission and Goals

Our mission is a society in which social anxiety is widely understood, with easy access to appropriate information, support and treatment so that no one has to face social anxiety alone.

Our goals:

- (1) Help those affected by social anxiety find the information and resources they need
- (2) Increase public awareness and empathy towards social anxiety
- (3) Promote and improve access to appropriate and effective treatment

What is social anxiety?

Social anxiety disorder (SAD) involves an excessive fear of social situations. Sufferers will often fear being embarrassed or worry about being negatively evaluated by others. Anticipatory anxiety and situational avoidance are common, and individuals may endure social situations with a high level of discomfort. Everyone's experience of social anxiety is likely to be different. The scope of the anxiety may be focused on specific types of social situations or generalised to almost any social or public encounter.

How common is social anxiety disorder?

The [NICE Social Anxiety Guidance \(Full Guidance 2013\)](#) states there are no UK epidemiological surveys that specifically report data on social anxiety disorder in adults. However, section 2.1.2 goes on to quote “...it is clear that social anxiety is one of the most common of all the anxiety disorders”.

The U.S. [NCS-R \(12-Month Prevalence Table\)](#) and associated data at the [U.S. National Comorbidity Survey](#) show USA 12-month prevalence at 7% (including mild, moderate and severe cases). If such figures were replicated in the UK it would equate to 3.7 million adults.

The NICE guidance, again quoting USA data, but using “stricter criteria and face-to-face interviews” shows a lifetime prevalence of 5% and a 12-month prevalence of 3% (Grant et al, 2005).

If the USA 12-month prevalence figures were replicated in the UK, even using the stricter criteria, this would equate to over 1.5 million adults in the UK. Children and teenagers bringing the totals much higher.

What affects does Social Anxiety Disorder have on people's lives?

The impact of social anxiety disorder is far-reaching and without treatment can be significant and long lasting. As well as the mental and physical symptoms, the avoidance and safety behaviours can cause significant impediments to people in their personal, educational, and professional lives.

It may impact every aspect of communication and interaction with others, such as speaking on the telephone, participating in video calls, social media posts, appointments, friendships, relationships, being watched or seen from afar.

At the severe end of the spectrum people who experience social anxiety may find it very difficult to leave the home or to work leading to acute social isolation.

In educational contexts, students of all ages may struggle with class participation, friendships, group activities, or regular attendance. For some, this may lead to poorer qualifications or completely dropping out of school, college or university.

How many people get treated?

Despite the prevalence of social anxiety disorder (SAD) and the severe impact of its symptoms, the majority of individuals do not receive treatment for their SAD. Previous research showed only about half of adults with the disorder ever seek treatment, and those who do generally only seek treatment after 15 to 20 years of symptoms (Grant et al., 2005a).

Access to treatment is compromised by lack of public awareness of the condition amongst the general public and the very nature of the condition meaning sufferers are reluctant to share their social anxiety with friends, family or professional.

Too frequently we hear the words "I didn't know the condition existed, I thought I was the only one".

Achievements and performance

The reporting period saw the charity recruit several new BABCP qualified content reviewers and continue to build a network of contacts within the research and mental health sectors.

We successfully recruited new Trustees who bring additional experience and skills which will assist us in our drive towards achieving our mission.

During the year, we continued to liaise with other UK mental health charities to improve, evolve and share social anxiety information and resources. We continued growing our social media presence with an account at <https://uk.linkedin.com/company/social-anxiety-alliance-uk>.

The website has continued to evolve, including a more modern design facilitated by an external web developer. We continue to develop our content and resources, links to other social anxiety websites and signposting to support, self-help, NHS and private therapy. We are pleased to see that the website is already providing help to those with social anxiety, as instanced by the following feedback from beneficiaries:

"The information on this site has really helped me in being able to explain my situation more effectively to people, differentiating between social anxiety and social shyness. So, thank you."

"Your page on maintenance cycle, thoughts, feelings and behaviours helped to identify what keeps the social anxiety going and has helped me confront it."

"I'm more comfortable about my mental health and the website has truly been helpful"

Future Plans

Over the next 12 months the charity's priorities are:

- to develop the website content including help from BABCP qualified reviewers
- increase our social media presence through new pages and posts at LinkedIn, Facebook, Instagram.
- to work with other UK mental health charities to raise awareness and help develop their own social anxiety content
- to continue to develop key governance policies.
- to recruit Trustees with suitable skills and experience.
- to develop a fundraising strategy including funding and grant applications, an awareness campaign, volunteer led fundraising activities.
- to initiate social anxiety features on TV, radio, newspapers and social media
- seek celebrity patrons, ambassadors or social media influencers
- to seek feedback from the social anxiety community about their needs e.g. via awareness events, surveys and a newly developed volunteer forum

Financial review

SAAUK's policy is that unrestricted funds that have not been designated for a specific use should be maintained at a level equivalent to six months' expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Approval

This report was approved by the Trustees and signed on their behalf by

Neil Greening, Chair SAAUK

Date when approved: 30/09/2025

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December 2024

	Unrestricted funds	Restricted funds	Total funds	Prior period funds
	£	£	£	£
Income				
Donations	881	0	881	935
Expenditure				
Charitable activities	660	0	660	583
Net Income/(expenditure)				
Net movement in funds	221	0	221	352
Reconciliation of funds				
Interest Income	1		1	0
Total funds brought forward	585	0	585	233
Total funds carried forward	808	0	808	585

BALANCE SHEET

As at 31 December 2024

	Unrestricted funds	Restrict ed funds	Total funds	Prior period funds
	£	£	£	£
Current assets				
Cash at bank and in hand	808	0	808	585
Creditors				
Amounts falling due within one year	0	0	0	0
Total assets less current liabilities	808	0	808	585
Funds of the charity				
Restricted income funds	0	0	0	0
Unrestricted funds	808	0	808	585
Total funds	808	0	808	585

The above accounts were approved by the Trustees on: 30/09/2025

Neil Greening (Chair)

NOTES TO THE ACCOUNTS

For the year ended 31 December 2024

Accounting policies

1. Basis of accounting

These accounts have been prepared under the historical cost convention with items initially recognised at cost or transaction value unless otherwise stated in the notes to these accounts.

The accounts have been prepared in accordance with the *Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland* (Charities SORP FRS 102) issued on 16 July 2014, the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Charities Act 2011.

Social Anxiety Alliance UK is a public benefit entity as defined by FRS 102.

The accounts are presented in sterling and rounded to the nearest pound.

2. Going concern

The trustees consider that there are no material uncertainties about Social Anxiety Alliance UK's ability to continue as a going concern.

3. Income

Income recognition

Income is included in the Statement of Financial Activities (SoFA) when the Charity becomes entitled to the resources, it is more likely than not that the Trustees will receive the resources and the monetary value can be measured with sufficient reliability.

Notes to the Accounts (continued)

For the year ended 31 December 2024

Offsetting

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the FRS 102 SORP or FRS 102.

Donations

Donations are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 FRS 102 SORP).

Gift Aid

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' Annual Report.

4. Expenditure

Expense recognition

Expenses are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Notes to the Accounts (continued)

For the year ended 31 December 2024

Analysis of income

	Unrestricted funds £	Restricted funds £	Total funds £	Prior period funds £
Cash	335	0	335	412
In Kind	546	0	546	523
Interest Income	1	0	1	0
Total	882	0	882	935

Analysis of expenditure

	Unrestricted funds £	Restricted funds £	Total funds £	Prior period funds £
Expenditure on:				
IT expenses	342	0	342	319
Office expenses	204	0	204	204
Other charges	54	0	54	0
Bank charges	60	0	60	60
Total	659	0	659	583

The above accounts were approved by the Trustees on: 30/09/2025

Neil Greening (Chair)

SOCIAL ANXIETY ALLIANCE UK

England & Wales - Charity number 1195520

Accounts



Social
Anxiety
Alliance UK

Charity registration no. 1195520

SOCIAL ANXIETY ALLIANCE UK TRUSTEES' REPORT AND UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2023

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Sarah Peacey (Appointed 16 August 2021) Neil Greening (Appointed 16 August 2021) Katie Bjerkan (Appointed 27 June 2022) Ellie Whitbread (Appointed 9 March 2023) Jeffrey Francis (Appointed 30 May 2023) Liz Critchlow (Appointed 7 July 2023) Russell Findlay (Appointed 1 September 2023)
Charity number	1195520
Principal address	First Floor 85 Great Portland Street London W1W 7LT
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TRUSTEES' REPORT

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Structure, governance and management

Social Anxiety Alliance UK (SAAUK) was established as a Charitable Incorporated Organisation (CIO) on 16 August 2021.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities SAAUK should undertake.

Mission and Goals

Our mission is a society in which social anxiety is widely understood, with easy access to appropriate information, support and treatment so that no one has to face social anxiety alone.

Our goals:

- (1) Help those affected by social anxiety find the information and resources they need
- (2) Increase public awareness and empathy towards social anxiety
- (3) Promote and improve access to appropriate and effective treatment

What is social anxiety?

Social anxiety is the persistent and excessive fear of negative judgement and rejection in social or performance situations. Typical situations that elicit such fear often involve interaction, observation and performance and include meeting strangers, initiating, and participating in conversations within groups, talking to authority figures, eating, or drinking

while being observed, going to school or work, using public toilets, and presenting information in front of others. Individuals with social anxiety fear that they will behave in a way that they think is humiliating or embarrassing, such as blushing, sweating, appearing anxious, boring, or incompetent, and therefore, social situations are usually avoided or suffered through.

How common is social anxiety?

NICE (National Institute for Clinical Excellence) quote lifetime prevalence as 12% with twelve-month prevalence at 7%. If stricter criteria are used the figures change to 5% and 3% (Grant et al., 2005). See <https://www.nice.org.uk/guidance/cg159/resources/social-anxiety-disorder-recognition-assessment-and-treatment-pdf-35109639699397>

12% lifetime prevalence equates to 8 million people in the UK and even using the “3% stricter clinical criteria” (referred to above) there will be over 2 million people with social anxiety in the UK this year.

What affects does it have on people's lives?

The impact of social anxiety is far-reaching and without treatment can be significant and long lasting. As well as the mental and physical symptoms, the avoidance and masking behaviours can cause significant impediments to people in their personal, educational, and professional lives, and can result in acute social isolation and loneliness.

At the severe end of the spectrum people who experience social anxiety may find it very difficult to leave the home or to work. Children and young people with social anxiety may struggle to attend school. Severe social anxiety has the potential to impact every aspect of communication and interaction with others, such as speaking on the telephone, participating in video calls, sending emails, writing letters, or being watched or seen from afar.

How many people get treated?

Despite the prevalence of social anxiety (SA) and the severe impact of its symptoms, the majority of individuals do not receive treatment for their SA. Previous research showed only about half of adults with the disorder ever seek treatment, and those who do generally only seek treatment after 15 to 20 years of symptoms (Grant et al.,

2005a). Access to treatment is compromised by lack of awareness, low media profile, stigma, misdiagnosis and the social anxiety that people experience in even talking to friends, family or professionals about their condition. Too frequently we hear the words "I didn't know the condition existed, I thought I was the only one".

Achievements and performance

The reporting period saw the charity recruit a volunteer BABCP qualified content reviewer and continue to build a network of contacts within the research and mental health sectors. We successfully recruited two new Trustees who bring with them additional experience and skills which will assist us in our drive towards achieving our mission.

Throughout the year, we continued to seek additional charity professionals to volunteer as Trustees alongside additional BABCP CBT Therapists to review and develop content. We also continued to build relationships with UK social anxiety researchers, such as OxCADAT, who we hope can help us disseminate the latest research to support professionals and individual beneficiaries alike. We are also assisted by another university research professional who regularly participates in board meetings.

During the year, we continued to liaise with other UK mental health charities to improve, evolve and share social anxiety information and resources. We began our social media presence with an account at <https://uk.linkedin.com/company/social-anxiety-alliance-uk>

The website has continued to evolve, including its own content and resources, links to other social anxiety websites and its signposting to help those experiencing the condition find support and therapy. We are pleased to see that the website is already providing help to those with social anxiety, as instanced by the following feedback from a beneficiary:

"The information on this site has really helped me in being able to explain my situation more effectively to people, differentiating between social anxiety and social shyness. So thank you."

Future Plans

Over the next 12 months the charity's priorities are:

- to continue to develop our digital presence – by improving the website (both in its presentation as well as the information held), and by building our social media presence.

- to increase the availability of useful social anxiety content through engaging with a small voluntary editorial team with clinical and research experience and knowledge of social anxiety.
- to increase our collaboration with other UK mental health charities.
- through connecting with other organisations in related areas (for example loneliness), to raise the profile of social anxiety within the mental health sector.
- to continue to develop key governance policies.
- to recruit Trustees with suitable skills and experience.
- to continue to develop a fundraising strategy and to make funding and grant applications, including the possibility of funding an awareness campaign and the possible employment of a part-time charity professional.
- to increase awareness of social anxiety, for instance through social anxiety features on TV, radio and social media and by seeking social anxiety ambassadors.

Financial review

SAAUK's policy is that unrestricted funds that have not been designated for a specific use should be maintained at a level equivalent to six months' expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Approval

This report was approved by the Trustees and signed on their behalf by

Neil Greening
Chair SAAUK

Date when approved: 4/7/24

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December 2023

Income	Notes	Unrestricted funds	Restrict ed funds	Total funds	Prior period funds
		£	£	£	£
Donations		935	0	935	744
Expenditure		£	£	£	£
Charitable activities		583	0	583	511
Net income/ (expenditure) for year / Net movement in funds		352	0	352	233
Reconciliation of funds					
Total funds brought forward		233	0	233	0
Total funds carried forward		585	0	585	233

BALANCE SHEET

As at 31 December 2023

Notes	Unrestricted funds	Restrict ed funds	Total funds	Prior period funds
	£	£	£	£
Current assets				
Cash at bank and in hand	585	0	585	233
Creditors: amounts falling due within one year	0	0	0	0
Total assets less current liabilities	585	0	585	233
Funds of the charity				
Restricted income funds	0	0	0	0
Unrestricted funds	585		585	233
Total funds	585	0	585	233

The accounts were approved by the Trustees on:

Neil Greening
Trustee

NOTES TO THE ACCOUNTS

For the year ended 31 December 2023

Accounting policies

1. Basis of accounting

These accounts have been prepared under the historical cost convention with items initially recognised at cost or transaction value unless otherwise stated in the notes to these accounts.

The accounts have been prepared in accordance with the *Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland* (Charities SORP FRS 102) issued on 16 July 2014, the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Charities Act 2011.

Social Anxiety Alliance UK is a public benefit entity as defined by FRS 102.

The accounts are presented in sterling and rounded to the nearest pound.

2. Going concern

The trustees consider that there are no material uncertainties about Social Anxiety Alliance UK's ability to continue as a going concern.

3. Income

Income recognition

Income is included in the Statement of Financial Activities (SoFA) when the Charity becomes entitled to the resources, it is more likely than not that the Trustees will receive the resources and the monetary value can be measured with sufficient reliability.

Notes to the Accounts (continued)

For the year ended 31 December 2023

Offsetting

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the FRS 102 SORP or FRS 102.

Donations

Donations are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 FRS 102 SORP).

Gift Aid

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' Annual Report.

4. Expenditure

Expense recognition

Expenses are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Notes to the Accounts (continued)

For the year ended 31 December 2023

Analysis of income

	Unrestricted funds	Restricted funds	Total funds	Prior period funds
	£	£	£	£
Cash	412	0	412	298
In Kind	523	0	523	446
Total	935	0	935	744

Analysis of expenditure

	Unrestricted funds	Restricted funds	Total funds	Prior period funds
	£	£	£	£
Expenditure on:				
IT expenses	319	0	319	242
Office expenses	204	0	204	204
Bank charges	60	0	60	65
Total	583	0	583	511

SOCIAL ANXIETY ALLIANCE UK

England & Wales - Charity number 1195520

Accounts



Social
Anxiety
Alliance UK

Charity registration no.

**SOCIAL ANXIETY ALLIANCE UK
TRUSTEES' REPORT AND UNAUDITED ACCOUNTS
FOR THE SEVENTEEN-MONTH PERIOD ENDED 31
DECEMBER 2022**

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Sarah Peacey (Appointed 16 August 2021) Neil Greening (Appointed 16 August 2021) Philip Wilson (Appointed 16 August 2021 and Resigned February 2022) Catrin Rees (Appointed February 2022 and Resigned July 2022) Katie Bjerkan (Appointed 27 June 2022) Ellie Whitbread (Appointed 9 March 2023) Jeffrey Francis (Appointed 30 May 2023) Liz Critchlow (Appointed 7 July 2023) Russell Findlay (Appointed 1 September 2023)
Charity number	1195520
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TRUSTEES' REPORT

The trustees present their report and accounts for the seventeen-month period ended 31 December 2022.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with Social Anxiety Alliance UK's constitution, the Charities Act 2011 and the *Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland* (Charities SORP FRS 102) issued on 16 July 2014.

Structure, governance and management

Social Anxiety Alliance UK (SAAUK) was established as a Charitable Incorporated Organisation (CIO) on 16 August 2021.

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Mission and Goals

Our mission is a society in which social anxiety is widely understood, with easy access to appropriate information, support and treatment so that no one has to face social anxiety alone.

Our goals:

- (1) Help those affected by social anxiety find the information and resources they need
- (2) Increase public awareness and empathy towards social anxiety
- (3) Promote and improve access to appropriate and effective treatment

What is social anxiety?

Social anxiety is the persistent and excessive fear of negative judgement and rejection in social or performance situations. Typical situations that

elicit such fear often involve interaction, observation and performance and include meeting strangers, initiating, and participating in conversations within groups, talking to authority figures, eating, or drinking while being observed, going to school or work, using public toilets, and presenting information in front of others. Individuals with social anxiety fear that they will behave in a way that they think is humiliating or embarrassing, such as blushing, sweating, appearing anxious, boring, or incompetent, and therefore, social situations are usually avoided or suffered through.

How common is social anxiety?

NHS NICE (National Institute for Clinical Excellence) quote lifetime prevalence as 12% with twelve-month prevalence at 7%. If stricter criteria are used the figures change to 5% and 3% (Grant et al., 2005). Even on the stricter criteria that's 1.5 million adults in the UK this year.

What affects does it have on people's lives?

The impact of SAD is far-reaching and without treatment can be significant and long lasting. As well as the mental and physical symptoms, the avoidance and masking behaviours can cause significant impediments to people in their personal, educational, and professional lives, and can result in acute social isolation and loneliness.

At the severe end of the spectrum people who experience social anxiety may find it very difficult to leave the home or to work. Children and young people with social anxiety may struggle to attend school. Severe social anxiety has the potential to impact every aspect of communication and interaction with others, such as speaking on the telephone, participating in video calls, sending emails, writing letters, or being watched or seen from afar.

How many people get treated?

Despite the prevalence of social anxiety and the severe impact of its symptoms, the majority of individuals with SAD do not receive treatment for their social anxiety. Access to treatment is compromised by lack of awareness, low media profile, stigma, misdiagnosis and the social

anxiety that people experience in even talking to friends, family or professionals about their condition. Too frequently we hear the words "I didn't know the condition existed, I thought I was the only one".

Achievements and performance

The reporting period saw the charity set the administrative foundations for pursuing our charitable objectives (including a bank account and donation platforms), build a voluntary trustee board, develop our web presence, and start establishing contacts within the mental health sector.

We successfully recruited trustees both with lived experience of social anxiety and the skills identified to support the charity's mission.

The need for further voluntary support has been identified from both a clinical and research perspective with the intent to recruit qualified CBT Therapists to review and develop content. Also, the need to develop relationships with UK social anxiety researchers who will help disseminate the latest research to support professionals and individual beneficiaries alike.

The website, which is administered on a voluntary basis has the vital information to build understanding of social anxiety and signpost those experiencing the condition to find support and therapy. We are pleased to see that the website is already providing help to those with social anxiety, for example:

"The information on this site has really helped me in being able to explain my situation more effectively to people, differentiating between social anxiety and social shyness. So thank you."

Future Plans

Over the next 12 months period our priorities are:

- to continue to develop our digital presence - by improving the website (both in its presentation as well as the information held), and by building our social media presence.

- to increase the availability of useful social anxiety content through engaging with a small voluntary editorial team with clinical and research experience of social anxiety.
- to increase our collaboration with the major mental health charities and through connecting with other organisations in related areas (for example loneliness) to raise the profile of social anxiety within the mental health sector.
- We will also develop key governance policies and continue to recruit trustees where skills gaps exist and develop a fundraising strategy to ensure that we can build on the solid foundations established in 2022.

Financial review

SAAUK's policy is that unrestricted funds that have not been designated for a specific use should be maintained at a level equivalent to six months' expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Approval

This report was approved by the trustees and signed on their behalf by

Neil Greening
Chair SAAUK

Date when approved: 31/10/2023

STATEMENT OF FINANCIAL ACTIVITIES

For the seventeen-month period ended 31 December 2022

Income	Notes	Unrestricted funds	Restricted funds	Total funds	Prior year funds
		£	£	£	£
Donations		744	0	744	0
Expenditure		£	£	£	£
Charitable activities		511	0	511	0
Net income/ (expenditure) for period / Net movement in funds		233	0	233	0
Reconciliation of funds					
Total funds brought forward		0	0	0	0
Total funds carried forward		233	0	233	0

BALANCE SHEET

*As at 31 December
2022*

	Notes	Unrestricted funds	Restricted funds	Total funds	Prior year funds
		£	£	£	£
Current assets					
Cash at bank and in hand		233	0	233	0
Creditors: amounts falling due within one year					
		0	0	0	0
Total assets less current liabilities		233	0	233	0
Funds of the charity					
Restricted income funds		0	0	0	0
Unrestricted funds		233		233	0
Total funds		233	0	233	0

The accounts were approved by the trustees on:

Neil Greening
Trustee

NOTES TO THE ACCOUNTS

For the seventeen-month period ended 31 December 2022

Accounting policies

1. Basis of accounting

These accounts have been prepared under the historical cost convention with items initially recognised at cost or transaction value unless otherwise stated in the notes to these accounts.

The accounts have been prepared in accordance with the *Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland* (Charities SORP FRS 102) issued on 16 July 2014, the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Charities Act 2011.

Social Anxiety Alliance UK is a public benefit entity as defined by FRS 102.

The accounts are presented in sterling and rounded to the nearest pound.

2. Going concern

The trustees consider that there are no material uncertainties about Social Anxiety Alliance UK's ability to continue as a going concern.

3. Income

Income recognition

Income is included in the Statement of Financial Activities (SoFA) when the Charity becomes entitled to the resources, it is more likely

than not that the trustees will receive the resources and the monetary value can be measured with sufficient reliability.

Notes to the Accounts (continued)

For the seventeen-month period ended 31 December 2022

Offsetting

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the FRS 102 SORP or FRS 102.

Donations

Donations are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 FRS 102 SORP).

Gift Aid

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report.

4. Expenditure

Expense recognition

Expenses are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Notes to the Accounts (continued)

For the seventeen-month period ended 31 December 2022

Analysis of income

	Unrestric ted funds	Restric ted funds	Total funds	Prior year funds
	£	£	£	£
Cash	298	0	298	0
In Kind	446	0	446	0
Total	744	0	744	0

Analysis of expenditure

	Unrestric ted funds	Restric ted funds	Total funds	Prior year funds
	£	£	£	£
Expenditure on:				
IT expenses	242	0	242	0
Office expenses	204	0	204	0
Bank charges	65	0	65	0
Total	511	0	511	0