

 <div> Social Anxiety Alliance UK </div>	Charity registration no. 1195520
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# **SOCIAL ANXIETY ALLIANCE UK** **TRUSTEES' REPORT AND UNAUDITED ACCOUNTS** **FOR THE YEAR ENDED 31 DECEMBER 2024**

## **LEGAL AND ADMINISTRATIVE INFORMATION**

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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	<a href="http://www.socialanxietyalliance.org.uk">www.socialanxietyalliance.org.uk</a>
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## TRUSTEES' REPORT

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

## BALANCE SHEET

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*As at 31 December 2024*

	Unrestricted funds £	Restrict ed funds £	Total funds £	Prior period funds £
<b>Current assets</b>				
Cash at bank and in hand	808	0	808	585
<b>Creditors</b>				
Amounts falling due within one year	0	0	0	0
<b>Total assets less current liabilities</b>	<b>808</b>	<b>0</b>	<b>808</b>	<b>585</b>

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### Funds of the charity

Restricted income funds	0	0	0	0
Unrestricted funds	808	0	808	585
<b>Total funds</b>	<b>808</b>	<b>0</b>	<b>808</b>	<b>585</b>

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

Neil Greening (Chair)

## NOTES TO THE ACCOUNTS

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*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**

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

**Analysis of expenditure**

	<b>Unrestricted funds £</b>	<b>Restricted funds £</b>	<b>Total funds £</b>	<b>Prior period funds £</b>
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
<b>Total</b>	<b>659</b>	<b>0</b>	<b>659</b>	<b>583</b>

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

Neil Greening (Chair)