

**Charity number: 233705 and SC 044510**

**Company Registration No. 00814000 (England and Wales)**

# **THE MEDICALERT FOUNDATION**

## **TRUSTEES' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024**

# **THE MEDICALERT FOUNDATION**

## **REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISORS FOR THE YEAR ENDED 31 DECEMBER 2024**

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## THE MEDICALERT FOUNDATION

### REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISORS FOR THE YEAR ENDED 31 DECEMBER 2024

<b>Trustees</b>	Nick Burbidge David Churchill Maria Finn Ian Fleming John Tennent Roma Grant Michael Bradfield Caroline Sheridan (completed term of office 07/06/2024)
<b>Charity registered number</b>	233705 and SC044510
<b>Company number</b>	00814000
<b>Principal office</b>	Suite 1, Liscombe South Liscombe Park Soulbury Leighton Buzzard LU7 0JL
<b>Independent auditors</b>	MHA The Pinnacle 150 Midsummer Boulevard Milton Keynes Buckinghamshire MK9 1LZ

## THE MEDICALERT FOUNDATION

### TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 2 to the financial statements and comply with the Charity's governing document, the Companies Act 2006 and "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 from 1 January 2019)

### Objectives and activities

The objectives of MedicAlert®, as stated in its Memorandum of Association, are: "...the relief of sickness including (without prejudice to the generality of the foregoing) by communicating personal and medical information on behalf of its members to medical and emergency professionals and by providing a means whereby its Members may be identified as those to whom such information held by it relates for the benefit of the general public and to save and protect lives..."

## Our vision

Better lives for people living with health concerns.



## Our mission

To give people with health concerns peace of mind by providing personal medical information in an emergency.

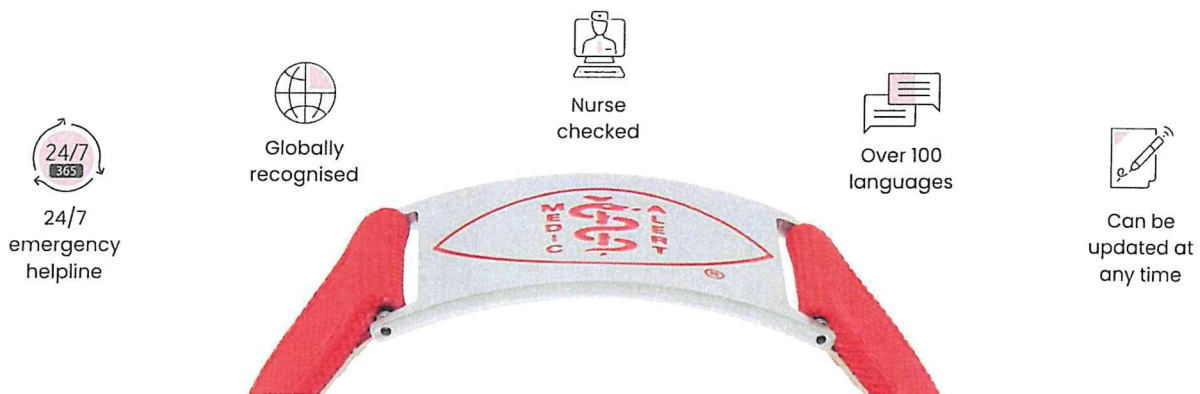
### Guiding principles

- Place members at the heart of all we do
- Ensure relevance and viability for a sustainable service
- Ensure planned growth to meet the need
- Develop our charitable commitment to ensure availability to all
- Partner with organisations who share our values and grow our membership



### Celebrating 60 years of Life-Saving Service

2024 marked the 60th anniversary of The MedicAlert Foundation (MedicAlert®), when we celebrated six decades of life-saving service in the UK and Republic of Ireland. Over six decades, MedicAlert has been a trusted provider of emergency identification for individuals with medical conditions and allergies, supporting more than 35,600 members. Our membership includes individuals with a wide range of medical conditions and needs. All have benefitted from the reassurance and protection provided by MedicAlert's life-saving service, whether managing long-term health challenges, taking medications or living with specific medical requirements.



Through personalised medical IDs and access to a 24 hour emergency helpline, our members experience greater peace of mind. The helpline enables emergency responders to access accurate, up-to-date medical records in over 100 languages and dialects from anywhere in the world. All medical details are meticulously verified by registered nurses, providing an additional layer of accuracy and trust. As the only registered charity providing such a service on a not-for-profit basis, we are committed to safeguarding lives and enabling confident, independent living.

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

For further information visit [www.medicalert.org.uk](http://www.medicalert.org.uk) or call 01908 951045

TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 DECEMBER 2024

## Review of activity

### Member Impact

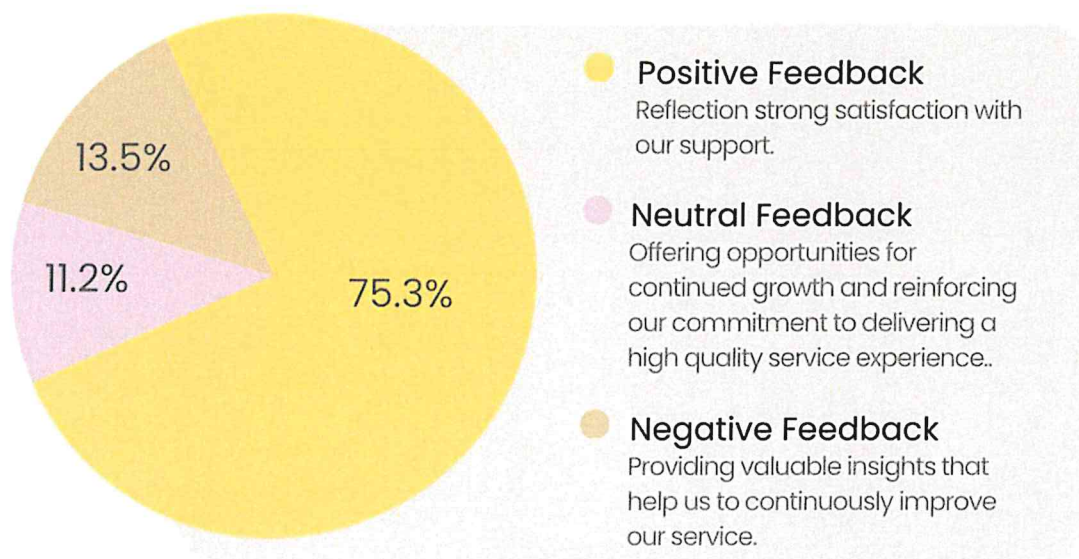
Our members consistently share how MedicAlert improves their lives by providing access to accurate, life-saving medical information when it matters most. This access helps them feel safer and more secure, should the worst happen. Knowing that emergency responders can quickly access their medical details provides peace of mind, which, in turn, allows them to get on with their lives.

Our members tell us that this sense of security allows them to increase their movement, engage in social activities, and participate in clubs or community events, fostering a greater sense of independence and improved physical and mental health.

### Our commitment to supporting members and delivering life-saving services was evident throughout 2024:

- **22,750 support tickets** were created, including phone queries, ensuring prompt and reliable assistance for members.
- **552 emergency calls** handled, with 32 involving real, critical, life-threatening situations where swift action was crucial.

Our customer satisfaction survey showed:



## THE MEDICALERT FOUNDATION

### TRUSTEES' REPORT

#### FOR THE YEAR ENDED 31 DECEMBER 2024

These results underscore our dedication to being there for members when it matters most, continuing to build trust and provide life-saving services.

We continued to provide exclusive benefits for our members, ensuring their well-being and comfort:

1. **FRIO:** 15% discount on their innovative temperature-sensitive wallets.
2. **JustTravelCover.com:** 12% discount on the comprehensive policy for individuals with pre-existing medical conditions.
3. **Creative Nature:** 10% discount on their Top 14 free products.



### Supporting vulnerable communities

In 2024, we expanded initiatives that prioritise vulnerable communities:

**Goodwill Programme:** Over **112** individuals, including families and elderly members facing financial hardship, received subsidised or free memberships, thanks to the generous support of donors. Providing access to accurate medical records through MedicAlert ensures that these individuals are properly supported in emergencies, promoting better health outcomes.

**Early Start Programme (ESP):** More than **100** children with medical conditions were provided with free MedicAlert memberships and IDs ensuring their safety in emergencies.

**Epilepsy Awareness Campaign:** Our campaigns have raised awareness of the importance of medical IDs and up to date medical records for those living with epilepsy.





TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024



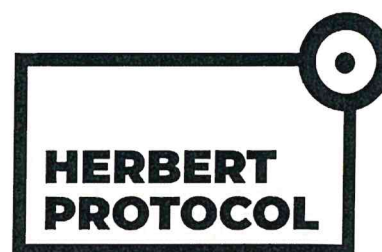
**aHUS Roadshow:** Partnering with Newcastle Upon Tyne Hospitals NHS Foundation Trust we delivered life-saving education and resources to patients with atypical Haemolytic Uraemic Syndrome (aHUS).

**McLay Dementia Programme:** Fully funded MedicAlert memberships were provided to **37** people living with dementia.

These programmes highlight our ongoing commitment to protecting vulnerable individuals and empowering families with the tools they need to stay safe.

**The Herbert Protocol**

In 2024, MedicAlert UK, in partnership with Thames Valley Police, piloted a new safeguarding initiative focused on the Herbert Protocol, aimed at enhancing the safety of individuals living with dementia. The dedicated website, [www.herbertprotocol.com](http://www.herbertprotocol.com), provides valuable resources for individuals with dementia, their families, and carers. A key feature of the initiative is the ability for users to create a free profile, securely storing Herbert Protocol information in MedicAlert's database. This allows emergency services to quickly access crucial details, improving response times and increasing the likelihood of safely locating missing individuals. We are proud to announce that this initiative is now officially endorsed by the National Police Chiefs' Council adding further credibility to our mission.



Powered by MedicAlert

In 2025 we will be exploring sustainable funding models to ensure that we can continue and grow this area of our support.

## **THE MEDICALERT FOUNDATION**

### **TRUSTEES' REPORT**

**FOR THE YEAR ENDED 31 DECEMBER 2024**

#### **Financial review**

In recognising all costs within the year, the final outcome was a loss of £137,900 (2023: loss £47,071) for the year. This is mainly due to the increased spending on Interim CEO, CMO and strategy development.

Trading and voluntary income totalled £1,320,594 (2023: £1,419,359); this included legacies of £38,374 (2023: £68,205) received during the year.

#### **Reserves policy**

The Board of Trustees reviewed the reserves policy during the year. The Trustees agreed that the level of free reserves should be at a level equivalent to the outstanding property lease commitments, plus 6 to 9 months of other operating costs less deferred membership income.

Free reserves are defined as total reserves less restricted and designated funds. The designated funds relate to the value of fixed assets used for charitable purposes and matched funding for the Early Start Programme and McLay Dementia Trust and are not freely available for use by the Charity.

Total funds held decreased to £1,409,103 at the end of 2024, from £1,547,003 in 2023.

This included a balance of £14,149 in restricted funds (2023: £15,686), £319,628 in designated funds (2023: £78,030) and free reserves at the year-end were therefore £1,075,326 (2023: £1,453,287), equivalent to the outstanding property lease costs plus 12 months of other operating costs less deferred income. Trustees plan to use the excess free reserves over the short to medium term.

#### **Risk**

The Trustees identify and review the major risks to which the charity is exposed and have established appropriate policies, systems and procedures to mitigate known risks and to anticipate further risks that may arise. The Trustees believe that implementation of agreed actions and procedures will significantly reduce the probability and the impact of these risks.

The sustainability of both membership and product income remains the key long-term risk to the viability of the charity.

**TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 DECEMBER 2024**

**Safeguarding**

In line with our commitment to safety, the Trustees confirm that the People, Performance and Governance committee has reviewed our Safeguarding Policy on behalf of the Board. We are pleased to report that no safeguarding incidents were reported during 2024.

**Looking forward**

MedicAlert is currently undergoing a period of transformation. While 2024 saw the launch of many exciting new initiatives, income from membership and product sales declined. Year-end membership numbers were just under 36,000. We continue to face declining income due to this ongoing decrease in membership numbers and rising operational costs.

During the year trustees undertook a review to ensure that our charitable purpose is a clear and golden thread running through our activities and our interactions with members, actual and potential funders and the general public. This is reflected in a refreshed brand and tone of voice. Further work on effective engagement will continue in 2025.

The Trustees remain committed to driving growth in overall membership as a crucial component to increasing the charity's reach and impact. This guided the approach taken to the successful recruitment of a new CEO, who joined the charity



in January 2025. Rob Burley brings extensive experience in the charity sector specialising in health and disability. Previously Director of Care, Campaigns and Support at Muscular Dystrophy UK, he led service growth and strengthened healthcare partnerships. His background includes roles at Breakthrough Breast Cancer and RNID. With a strong track record in service expansion and community engagement, Rob is dedicated to advancing MedicAlert's mission. We have many opportunities available to us and there is strong evidence that shows there is a clear need and

demand for our services. MedicAlert is now in a strong position to build on work undertaken in 2024 and move forward with purpose in 2025.

To grow and take full advantage of these opportunities we must align our brand,



## THE MEDICALERT FOUNDATION

### TRUSTEES' REPORT

#### FOR THE YEAR ENDED 31 DECEMBER 2024

core message and proposition, develop our systems and ensure that our members and the wider public – be they clinical or users of our products – are at the heart of everything we do.

#### **Key objectives for the future include:**

- Implementing the three-year business strategy developed during 2024 with a focus on translating the insights gained into impactful actions from 2025 onwards.
- Continue redefining our brand to clearly articulate MedicAlert's charitable purpose, emphasising our role in public health and our unique value to our members and implementing the first phase of a comprehensive marketing strategy focused on raising brand awareness and member acquisition.
- Reversing the decline in our membership and setting the foundation for future growth.
- Upgrading our digital platform, including integration of QR codes and mobile optimisation.
- Strengthening partnerships with health professionals, the police, councils, charities and other organisations that align with our mission and broaden the charity's reach.
- Increasing awareness of accurate medical records, medical IDs and other MedicAlert® services, highlighting their importance for individuals with health concerns.
- Adapting and improving our service and products to better support our members and attract new ones, especially from vulnerable communities.
- Create new business opportunities and funding to support new and existing initiatives.

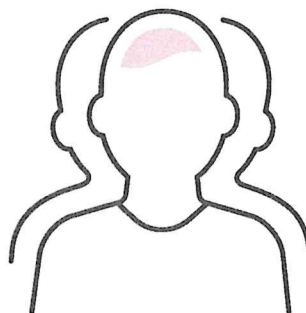
In April and September 2025, the Trustees and senior management team members will attend strategy workshops to plan for the long-term future of the charity and review our mission and objectives.

## THE MEDICALERT FOUNDATION

### TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

In line with our Environment Policy, we will continue efforts to reduce our impact on the environment by giving careful thought to selecting suppliers and consciously working to reduce waste.

Recruitment to the Board will continue to prioritise equality, diversity and inclusion in addition to key skills, and support all Trustees in feeling valued, respected and welcome. The Trustees recognise the importance of succession planning to maintain a strong, diverse and effective Board. As part of this ongoing activity, we plan to recruit four new trustees in 2025.



The Trustees and CEO will continue to exchange information and ideas during regular committee meetings, the output of which will be fed into the main Board meetings.

#### **Structure, governance and management**

The MedicAlert Foundation is a registered charity in England and Wales (233705), registered in Scotland (SC 044510) and a company limited by guarantee (00814000). It is governed by a Board of voluntary, non-executive directors (referred to as the Trustees or the Directors), operating under the Memorandum and Articles of Association.

The Board comprises members whose diverse experience, skills and independent perspective provide an effective knowledge base to direct MedicAlert Foundation's activities.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The Board takes overall responsibility for the strategic direction of the charity and delegates operational implementation of strategic decisions to the CEO. It meets regularly to lead, control and monitor The MedicAlert Foundation's overall performance. The CEO and senior management supply the Board with information and assurance, attending Board and Committee meetings as appropriate.

Each of the senior staff is responsible for appropriate levels of budget within the main budget, which is approved annually by the Board, monitored by the Finance



## THE MEDICALERT FOUNDATION

### TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024

and Audit Committee and governed by the Delegated Authority and Sign-off policy. Any deviations from the plan or budget requires the approval of the CEO, and significant deviations or proposals are taken to the Finance and Audit Committee and/or Board for discussion and decision.

The MedicAlert Foundation is an affiliate of The MedicAlert Foundation United States (MAFUS) based in California, USA. The MedicAlert Foundation operates in the UK and the Republic of Ireland under licence from MAFUS for the use of their trademarks and logos, at an agreed percentage fee of trading income generated using those trademarks and logos, within a set of International Standards of Operation.

The Board comprises the key personnel of the Charity in charge of directing and controlling the Foundation. All Directors give of their time freely and no Director received any remuneration in the year. Details of Directors expenses and any related party transactions are disclosed in the notes to the accounts.

The Trustees, who are also the Directors for the purpose of company law, and who served during the year of the financial statements and up to the date of signing this Trustees' report were:



**Ian Fleming**  
Chair Trustee



**Maria Finn**  
Vice-Chair Trustee



**Michael Bradfield**  
Trustee



**John Tennent**  
Trustee



**David Churchill**  
Trustee



**Roma Grant**  
Trustee



**Nick Burbidge**  
Trustee



**Caroline Sheridan**  
(completed term of  
office 07/06/24)

## THE MEDICALERT FOUNDATION

### TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024

#### **Trustee recruitment, induction and training**

Trustees are recruited via open advertisement on The MedicAlert Foundation's website, in public and professional media and in The MedicAlert Foundation's newsletters using an inclusive skills-based approach. Applicants are then interviewed by a minimum of two current Trustees and if successful are then nominated for election by the whole Board.

New trustees are supplied with a comprehensive information pack and follow an induction plan. Trustees are also encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

#### **Statement of Trustees' Responsibility**

The Trustees, who are also the directors of The MedicAlert Foundation for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company Law requires the Trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the MedicAlert Foundation and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year. In preparing these accounts, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102)
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the MedicAlert Foundation and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the MedicAlert Foundation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## THE MEDICALERT FOUNDATION

### TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024


#### Auditor

MHA were reappointed as auditors at the AGM on 25th June 2024.

#### Public benefit

The Trustees confirm that they have referred to the guidance in the Charities Commission's general guidance on public benefit when reviewing the charity's aims and objectives and when planning future activities. They confirm that they are satisfied that public benefit is at the heart of MedicAlert Foundation's activities and are satisfied that the charity meets the requirements and conforms with the Charities Act (2011) definition of a charitable company, being established for a recognised charitable purpose.

The Trustees' report was approved by the Board of Trustees.



Ian Fleming  
Chair of Trustees

Dated: 26/6/2025



**INDEPENDENT AUDITORS' REPORT ON THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

**Opinion**

We have audited the financial statements of The MedicAlert Foundation (the charity) for the year ended 31 December 2024 which comprise the statement of financial activities, the Balance sheet, the statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011 and the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 & 8 of the Charities Accounts (Scotland) Regulations 2006.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

**INDEPENDENT AUDITORS' REPORT ON THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

**Other information**

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained during the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- the information given in the Trustees' report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept;  
or
- the financial statements are not in agreement with the accounting records and returns; or

**INDEPENDENT AUDITORS' REPORT ON THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

- we have not received all the information and explanations we require for our audit.

**Responsibilities of trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

**Auditors' responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 155 of the Charities Act 2011 and section 44 (1) (c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with those Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The



## THE MEDICALERT FOUNDATION

### INDEPENDENT AUDITORS' REPORT ON THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Audit work performed over key risk areas such as management override and reviewing of accounting estimates for bias.
- Further review of financial statements disclosures to ensure accounting policies have been correctly followed.
- Enquiry of management and those charged with governance around any legal claim.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditors' report.

#### Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

MHA



Chartered Accountants

Statutory Auditors

Milton Keynes

Date: 21 JULY 2025

MHA is the trading name of MHA Audit Services LLP, a limited liability partnership in England and Wales (registered number OC455542)

MHA are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

**THE MEDICALERT FOUNDATION**

**STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 DECEMBER 2024**

		<b>Unrestricted funds 2024 £</b>	<b>Restricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
	<b>Note</b>				
<b>Income from:</b>					
<b>Donations, legacies and grants</b>	4	106,068	2,000	108,068	167,206
<b>Other trading activities</b>	5	1,154,695	-	1,154,695	1,204,004
<b>Investments</b>	6	57,831	-	57,831	48,149
<b>Total income</b>		<u>1,318,594</u>	<u>2,000</u>	<u>1,320,594</u>	<u>1,419,359</u>
<b>Expenditure on:</b>					
<b>Charitable activities</b>	7	(1,454,957)	(3,537)	(1,458,494)	(1,466,430)
<b>Total expenditure</b>		<u>(1,454,957)</u>	<u>(3,537)</u>	<u>(1,458,494)</u>	<u>(1,466,430)</u>
<b>Net movement in funds</b>		<u>(136,363)</u>	<u>(1,537)</u>	<u>(137,900)</u>	<u>(47,071)</u>
<b>Reconciliation of funds:</b>					
<b>Total funds brought forward</b>		1,531,317	15,686	1,547,003	1,594,074
<b>Net movement in funds</b>		<u>(136,363)</u>	<u>(1,537)</u>	<u>(137,900)</u>	<u>(47,071)</u>
<b>Total funds carried forward</b>		<u>1,394,954</u>	<u>14,149</u>	<u>1,409,103</u>	<u>1,547,003</u>

The Statement of financial activities includes all gains and losses recognised in the year.  
The notes on pages 23 to 45 form part of these financial statements.



# THE MEDICALERT FOUNDATION

## BALANCE SHEET

AS AT 31 DECEMBER 2024

		2024		2023	
	Note	£	£	£	£
<b>Fixed assets</b>					
Intangible assets	11		21,803		22,512
Tangible assets	12		32,754		40,503
Investments	13		<u>100</u>		<u>100</u>
			54,657		63,115
<b>Current assets</b>					
Stocks	14	36,654		39,556	
Debtors	15	53,928		68,626	
Cash at bank and in hand	16	<u>1,549,330</u>		<u>1,705,923</u>	
		1,639,912		1,814,105	
Creditors: amounts falling due within one year	17	<u>(285,466)</u>		<u>(330,217)</u>	
<b>Net current assets</b>			<u>1,354,446</u>		<u>1,483,888</u>
<b>Total net assets</b>			1,409,103		1,547,003
<b>Charity funds</b>					
Restricted funds	18		14,149		15,686
Unrestricted funds	20		<u>1,394,954</u>		<u>1,531,317</u>
<b>Total funds</b>			<u>1,409,103</u>		<u>1,547,003</u>

**THE MEDICALERT FOUNDATION**

**BALANCE SHEET**

**AS AT 31 DECEMBER 2024**

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

  
.....

Ian Fleming  
Chair of Trustees

Date:

26/6/2025

Company Registration No. 00814000

The notes on pages 23 to 45 form part of these financial statements.

**THE MEDICALERT FOUNDATION**

**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
<b>Cash flows from operating activities</b>		
Net cash used in operating activities	<u><b>(179,553)</b></u>	<u><b>(17,257)</b></u>
<b>Cash flows from investing activities</b>		
Purchase of tangible fixed assets	<b>(15,340)</b>	<b>(3,186)</b>
Purchase of intangible fixed assets	<b>(21,633)</b>	<b>(11,720)</b>
Proceeds from disposal of fixed assets	<b>2,102</b>	<b>610</b>
Interest received	<u><b>57,831</b></u>	<u><b>48,149</b></u>
<b>Net cash used in in investing activities</b>	<u><b>22,960</b></u>	<u><b>33,853</b></u>
<b>Change in cash and cash equivalents in the year</b>	<b>(156,593)</b>	<b>16,596</b>
Cash and cash equivalents at the beginning of the year	<u><b>1,705,923</b></u>	<u><b>1,689,327</b></u>
<b>Cash equivalents at the end of the year</b>	<u><b>1,549,330</b></u>	<u><b>1,705,923</b></u>

The notes on pages 23 to 45 form part of these financial statements

## **THE MEDICALERT FOUNDATION**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024**

#### **1. General information**

The MedicAlert Foundation is a private company limited by guarantee incorporated in England and Wales. The registered office is Suite 1, Liscombe South, Liscombe Park, Soulbury, Leighton Buzzard, LU7 0JL.

#### **2. Accounting policies**

##### **2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The MedicAlert Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in British Pound Sterling (£), which is the functional and presentational currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

##### **2.2 Going Concern**

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus, the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

##### **2.3 Charitable Funds**

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the charitable objectives unless the funds have been designated for other purposes.

## **THE MEDICALERT FOUNDATION**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

#### **2. Accounting policies (continued)**

##### **2.3 Charitable funds (continued)**

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

##### **2.4 Income**

###### **Income from donations**

Income from donations includes money from members and third parties. It is recognised when it is received and is added to restricted funds or unrestricted funds as appropriate. Gift Aid is claimed thereon where a valid Gift Aid declaration is held and is accounted for on a receivable basis.

###### **Income from legacies**

Legacies are recognised when entitlement to the income exists, it is probable that the legacy will be received, and the amount can be estimated with sufficient accuracy. Receipt is determined as probable where probate has been granted, and the executors of the estate have established that there are sufficient assets in the estate, after settling any liabilities, to pay the legacy, and any conditions attached to the legacy are within MedicAlert's control or have been met.

###### **Income from sales within charitable activities**

Income from sales within charitable activities includes annual subscriptions from members and sales of jewellery to members. Income from member subscriptions is treated as having separately identifiable components for membership renewal and servicing of the annual membership. Income is recognised immediately in the Statement of Financial Activities to the extent that it relates to membership renewal, with the balance recognised over the membership year to reflect servicing of the membership. Sales of jewellery are recognised once payment has been received and the products have been dispatched.

###### **Investment income**

Investment income includes interest on bank deposits and is recognised in the period in which it is earned.

###### **Other income**

Other income includes the sale of scrap jewellery components. It is recognised once it becomes probable that the income will be received, and it can be measured with reasonable accuracy.

## **THE MEDICALERT FOUNDATION**

### **NOTES TO THE FINANCIAL STATEMENTS**

#### **FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

## **2. Accounting policies (continued)**

### **2.5 Resources expended**

Expended resources are recognised in the period in which they are incurred.

### **2.6 Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs. All expenditure is inclusive of irrecoverable VAT.

The company operates a defined contribution pension plan. Pension costs for eligible employees are charged to expenditure as they are incurred.

### **2.7 Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

### **2.8 Intangible fixed assets and amortisation**

Intangible fixed assets are amortised over a period of 5 years from date of commissioning, unless an earlier decommissioning or replacement date is planned.

### **2.9 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**2. Accounting policies (continued)**

**2.9 Tangible fixed assets (continued)**

The cost or valuation of assets, less any residual value, is depreciated on the following basis:

Short-term leasehold Property	- Straight line over the lower of 60 years, lease time or time until anticipated replacement date.
Property Improvement	Straight line over the remaining term of the lease
Plant and machinery	- 12.5% to 20% of cost less residual value
Computer equipment	- 20% of cost less residual value
Other fixed assets	- 25% of cost less residual value

The gain or loss arising on the disposal of an asset is determined as the difference between any sale proceeds and the carrying value of the asset and is recognised in the year of disposal.

**2.10 Investments**

Investments in subsidiaries are valued at cost less provision for impairment.

**2.11 Stocks**

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

**2.12 Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.



## **THE MEDICALERT FOUNDATION**

### **NOTES TO THE FINANCIAL STATEMENTS**

#### **FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

## **2. Accounting policies (continued)**

### **2.13 Cash at bank and in hand**

Cash at bank and in hand includes cash and investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account, and fixed term deposits of up to two years with financial institutions. See note 16 for further details.

### **2.14 Liabilities and provisions**

Liabilities are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

### **2.15 Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value, with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### **2.16 Fund accounting**

General funds are unrestricted 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.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.



## THE MEDICALERT FOUNDATION

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)

#### 2. Accounting policies (continued)

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

Investment income, gains and losses are allocated to the appropriate fund.

#### 3. Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

#### 4. Income from donations, legacies and grants

	Unrestricted funds 2024	Restricted funds 2024	Total funds 2024
	£	£	£
Donations	67,694	2,000	69,694
Legacies	38,374	-	38,374
	<u>106,068</u>	<u>2,000</u>	<u>108,068</u>

**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**4. Income from donations, legacies and grants (continued)**

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Donations	75,151	23,850	99,001
Legacies	68,205	-	68,205
	<u>143,356</u>	<u>23,850</u>	<u>167,206</u>

**5. Income from Charitable Activities**

	Unrestricted funds 2024 £	Total funds 2024 £	Unrestricted funds 2023 £	Total funds 2023 £
Sales within charitable activities	<u>1,154,695</u>	<u>1,154,695</u>	<u>1,204,004</u>	<u>1,204,004</u>

**6. Investment income**

	Unrestricted funds 2024 £	Total funds 2024 £	Unrestricted funds 2023 £	Total funds 2023 £
Interest receivable	57,831	57,831	48,149	48,149
Other income	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	<u>57,831</u>	<u>57,831</u>	<u>48,149</u>	<u>48,149</u>

**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**7. Analysis of expenditure on charitable activities**

Summary by fund type

	Unrestricted funds 2024	Restricted funds 2024	Total funds 2024
	£	£	£
Charitable activities	1,444,993	3,537	1,448,530
Governance costs	9,964	-	9,964
	<u>1,454,957</u>	<u>3,537</u>	<u>1,458,494</u>

Summary by fund type - prior year

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Charitable activities	1,448,246	8,984	1,457,230
Governance costs	9,200	-	9,200
	<u>1,457,446</u>	<u>8,984</u>	<u>1,466,430</u>

THE MEDICALERT FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)

8. Analysis of expenditure by activities

	Activities undertaken directly	Support costs	Total funds 2024	
	£	£	£	
Charitable activities	674,848	773,682	1,448,530	
Governance costs	-	9,964	9,964	
	674,848	783,646	1,458,494	
	Activities undertaken directly	Support costs	Total funds 2023	
	£	£	£	
Charitable activities	732,145	725,085	1,457,230	
Governance costs	-	9,200	9,200	
	732,145	734,285	1,466,430	
	Unrestricted funds 2024	Total funds 2024	Unrestricted funds 2023	Total funds 2023
	£	£	£	£
Staff costs	177,257	177,257	153,415	153,415
Depreciation and impairment	22,341	22,341	76,296	76,296
Activities undertaken directly	475,250	475,250	502,434	502,434
	674,848	674,848	732,145	732,145

**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**Analysis of support costs**

	Support costs	Governance costs	Total funds
	2024	2024	2024
	£	£	£
Travel and subsistence	7,896	-	7,896
Legal and professional	331	9,964	10,295
Administration and office costs	16,360	-	16,360
Indirect employment	374,878	-	374,878
Communications	332,889	-	332,889
Premises costs	41,328	-	41,328
Depreciation	-	-	-
	<u>773,682</u>	<u>9,964</u>	<u>783,646</u>

**Analysis of support costs - prior year**

	Support costs	Governance costs	Total funds
	2023	2023	2023
	£	£	£
Travel and subsistence	8,426	-	8,426
Legal and professional	9,950	9,200	19,150
Administration and office costs	60,042	-	60,042
Indirect employment	258,327	-	258,327
Communications	350,106	-	350,106
Premises costs	38,234	-	38,234
Depreciation	-	-	-
	<u>725,085</u>	<u>9,200</u>	<u>734,285</u>

# THE MEDICALERT FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)

### 9. Staff Costs

	2024	2023
	£	£
Wages and salaries - charitable activities	177,257	153,415
Wages and salaries - support costs	409,418	436,211
	<u>586,675</u>	<u>589,626</u>

The average number of persons employed by the Charity during the year was as follows:

	2024	2023
	No.	No.
Average number of employees	<u>13</u>	<u>14</u>

	2024	2023
	£	£
Wages and salaries	539,108	538,291
Social security costs	32,255	34,424
Other pension costs	<u>15,312</u>	<u>16,911</u>
	<u>586,675</u>	<u>589,626</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
	No.	No.
In the band £60,001 - £70,000	<u>1</u>	<u>-</u>
In the band £70,001 - £80,000	<u>-</u>	<u>1</u>

# THE MEDICALERT FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)

### 9. Staff Costs (continued)

Remuneration of key management personnel.

	2024	2023
	£	£
Aggregate compensation for key management personnel	<u>101,018</u>	<u>129,893</u>

Key management personnel comprise the Trustee's and Senior Management Team of the charity.

### 10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2023: £nil)

During the year ended 31 December 2024, expenses totalling £765 were reimbursed directly to 4 trustees for travel (2023: £130)

### 11. Intangible Fixed Assets

	Website and MAISIE database
	£
<b>Cost</b>	
At 1 January 2024	289,263
Additions	<u>21,633</u>
At 31 December 2024	<u>310,896</u>
<b>Depreciation</b>	
At 1 January 2024	266,752
Amortisation	<u>22,341</u>
At 31 December 2024	<u>289,093</u>
<b>Net book value</b>	
At 31 December 2024	<u>21,803</u>
At 31 December 2023	<u>22,511</u>

THE MEDICALERT FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)

12. Tangible Fixed Assets

	Plant and machinery	Other fixed assets	Property Improvements	Total
	£	£	£	£
<b>Cost</b>				
At 1 January 2024	109,614	98,874		208,488
Charge for year		5,955	9,385	15,340
Disposals	(13,210)	(8,019)		(21,229)
At 31 December 2024	96,404	96,810	9,385	202,599

	Plant and machinery	Other fixed assets	Property Improvements	Total
	£	£	£	£
<b>Depreciation</b>				
At 1 January 2024	85,732	82,253		167,985
Charge for year	9,939	8,895	139	18,973
Appropriated on disposal	(9,167)	(7,946)		(17,113)
At 31 December 2024	86,504	83,202	139	169,845

**Net book value**

At 31 December 2024	9,900	13,608	9,246	32,754
At 31 December 2023	23,882	16,621	-	40,503



# THE MEDICALERT FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)

### 13. Fixed Asset Investments

	Investments in subsidiary companies £
At 1 January 2024 and 31 December 2024	100
<b>Net book value</b>	
At 1 January 2024 and 31 December 2024	100

#### Principal subsidiaries

The following was a principal subsidiary of the Charity:

Name	Registered office or principal place of business	Principal activity	Class of shares	Holding	Included in consolidation
MedicAlert Trading Limited	United Kingdom	Non-trading company	ordinary	100%	No

### 14. Stocks

	2024 £	2023 £
Components and samples	<u>36,654</u>	<u>39,556</u>

**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**15. Debtors**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
<b>Due within one year</b>		
Trade Debtors	52	106
Other debtors	26,970	31,320
Prepayments and accrued income	26,906	37,200
	<u>53,928</u>	<u>68,626</u>

**16. Cash at bank and in hand**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Financial assets measured at fair value through income and expenditure	<u>1,549,330</u>	<u>1,705,923</u>

Financial assets measured at fair value through income and expenditure comprises cash held at bank and in hand.

Financial instruments include fixed term deposits crystallizing within one year of £1,085,319 (2023: £1,100,000) and fixed term deposits crystallizing between one and three years of £200,072 (2023: £381,134)

**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**17. Creditors: Amounts falling due within one year**

	2024	2023
	£	£
Trade creditors	9,448	66,295
Other taxation and social security	34,681	11,875
Other creditors	5,009	3,840
Accruals and deferred income	236,328	248,207
	<u>285,466</u>	<u>330,217</u>

**18. Restricted funds**

Restricted funds comprises the following unexpended balances of donations and grants held on trust for specific purposes:

	At 1 January 2024	Income	Expenditure	Transfers in/out	At 31 December 2024
	£	£	£	£	£
Early start programme	458	2,000	(2,458)	-	-
McLay Dementia Trust	14,796		(1,033)	-	13,763
John Shaw foundation programme	432	-	(46)	-	386
	<u>15,686</u>	<u>2,000</u>	<u>(3,537)</u>	<u>-</u>	<u>14,149</u>

## **THE MEDICALERT FOUNDATION**

### **NOTES TO THE FINANCIAL STATEMENTS**

#### **FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

#### **18. Restricted funds (continued)**

##### **Early Start Programme Fund**

Generous support from Lions Clubs International in British Isles is focused on our Early Start Programme, which sponsors the membership of children up to the age 10. The Charity provides guaranteed free membership to those within this programme. When applicants from the waiting list are enrolled the guarantee of free membership is recognised by providing the full obligation of membership up to the member's 10th birthday. The Charity designated match funding for donations received from Lions for the Early Start Programme in 2023, and the costs of the programme this year have been charged to the restricted and designated funds accordingly.

To ensure the continued operation of this programme throughout the year, MedicAlert allocated £10,000 additional fund to support it, this was allocated to designated funds.

##### **John Shaw Programme Fund**

MedicAlert have partnered with the John Shaw Foundation to sponsor people living with epilepsy. Successful applicants receive one year's free membership and a credit against the cost of an ID.

##### **McLay Dementia Trust**

MedicAlert have partnered with McLay Dementia Trust and matched the grant. Individuals applying with Dementia will have the cost of their 1st year free membership and £30 towards a Medical ID.

## THE MEDICALERT FOUNDATION

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)

#### 19. Designated Funds

The income funds of the Charity include the following designated funds which have been set aside out of unrestricted funds by the Trustees for Specific purposes:

	At 1 January 2024 £	Resources expended £	Transfers £	At 31 December 2024 £
Fixed assets	63,014	-	(8,457)	54,557
McLay Dementia Trust	14,796	(1,033)	-	13,763
Membership Services	-	-	250,000	250,000
Early Start Programme	220	(9,912)	11,000	1,308
	<u>78,030</u>	<u>(10,945)</u>	<u>252,543</u>	<u>319,628</u>

#### Fixed assets

The Trustees have designated funds equal to the value of fixed assets used for charitable purposes. This recognises that these funds are not freely available for use in meeting the liabilities of the Charity or achieving its charitable objectives

#### Early Start Programme

For explanation of designated funding for this programme see note 18

#### Membership Services

The trustees have designated £250,000 to upgrade the member services database, improving efficiency and user experience. This fund is internally allocated and will be reviewed annually.

**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**20. Statement of funds**

**Statement of funds - current year**

	At 1 January 2024 £	Income £	Expenditure £	Transfers in/out £	At 31 December 2024 £
<b>Unrestricted funds</b>					
<b>Designated funds</b>					
Fixed assets	63,014	-	-	(8,457)	54,557
McLay Dementia Trust	14,796	-	(1,033)	-	13,763
Membership Services	-	-	-	250,000	250,000
Early start programme	220	-	(9,912)	11,000	1,308
	78,030	-	(10,945)	252,543	319,628
<b>General funds</b>					
General funds - all funds	1,453,287	1,318,594	(1,444,012)	(252,543)	1,075,326
Total unrestricted funds	1,531,317	1,318,594	(1,454,957)	-	1,394,954
<b>Restricted funds</b>					
John Shaw Foundation	432		(46)	-	386
McLay Dementia Trust	14,796		(1,033)	-	13,763
Early Start Programme	458	2,000	(2,458)	-	-
	15,686	2,000	(3,537)	-	14,149
<b>Total funds</b>	<b>1,547,003</b>	<b>1,320,594</b>	<b>(1,458,494)</b>	<b>-</b>	<b>1,409,103</b>



**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**20. Statement of funds (continued)**

Statement of funds - prior year

	At 1 January 2023	Income	Expenditure	Transfers in/out	At 31 December 2023
	£	£	£	£	£
<b>Unrestricted funds</b>					
<b>Designated funds</b>					
Fixed assets	148,535	-	-	(85,521)	63,014
McLay Dementia Trust	-	-	(204)	15,000	14,796
Early start programme	149	-	-	71	220
	148,684	-	(204)	(70,450)	78,030
<b>General funds</b>					
General funds - all funds	1,444,570	1,395,509	(1,457,242)	70,450	1,453,287
Total unrestricted funds	1,593,254	1,395,509	(1,457,446)	-	1,531,317
 John Shaw Foundation	504	-	(72)	-	432
McLay Dementia Trust	-	15,000	(204)	-	14,796
Early Start Programme	316	8,850	(8,708)	-	458
	820	23,850	(8,984)	-	15,686
<b>Total funds</b>	1,594,074	1,419,359	(1,466,430)	-	1,547,003

**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**21. Summary of funds**

**Summary of funds - current year**

	At 1 January 2024	Income	Expenditure	Transfers in/out	At 31 December 2024
	£	£	£	£	£
<b>Designated funds</b>	78,030	-	(10,945)	252,543	319,628
<b>General funds</b>	1,453,287	1,318,594	(1,444,012)	(252,543)	1,075,326
<b>Restricted funds</b>	15,686	2,000	(3,537)	-	14,149
	<u>1,547,003</u>	<u>1,320,594</u>	<u>(1,458,494)</u>	<u>-</u>	<u>1,409,103</u>

**Summary of funds - prior year**

	At 1 January 2023	Income	Expenditure	Transfers in/out	At 31 December 2023
	£	£	£	£	£
<b>Designated funds</b>	148,684	-	(204)	(70,450)	78,030
<b>General funds</b>	1,444,570	1,395,509	(1,457,242)	70,450	1,453,287
<b>Restricted funds</b>	820	23,850	(8,984)	-	15,686
	<u>1,594,074</u>	<u>1,419,359</u>	<u>(1,466,430)</u>	<u>-</u>	<u>1,547,003</u>

**THE MEDICALERT FOUNDATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)**

**22. Reconciliation of movement in funds to net cash flow from operating activities**

	2024	2023
	£	£
Net income for the period (per Statement of Financial Activities)	(137,900)	(47,071)
<b>Adjustments for:</b>		
Depreciation charges	41,314	99,816
Gain/Loss on disposal of fixed assets	2,015	-
Dividends, interest and rents from investments	(57,831)	(48,149)
Decrease in stocks	2,902	195
(Increase) / decrease in debtors	14,698	(38,989)
(Decrease)/ increase in creditors	(44,751)	16,941
	<u>(179,553)</u>	<u>(17,257)</u>

**23. Analysis of changes in net debt**

	At 1 January 2024	cash flows	At 31 December 2024
	£	£	£
Cash at bank and in hand	<u>1,705,923</u>	<u>(156,593)</u>	<u>1,549,330</u>

# THE MEDICALERT FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 DECEMBER 2024 (CONTINUED)

#### 24. Operating lease commitments

At 31 December 2024 the charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2024	2023
	£	£
Within one year	50,000	70,700
Between two and five years	223,500	282,800
In over five years	<u>4,667</u>	<u>79,416</u>
	<u>278,167</u>	<u>432,916</u>