

Annual report &  
financial accounts

**2023-24**

[www.dentalhealth.org](http://www.dentalhealth.org)



**Oral Health  
Foundation**  
Better oral health for all

# Reference and administrative details

<b>Company number:</b>	01027338
<b>Charity number:</b>	263198 (England & Wales)
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# Welcome from our President

*Professor Jonathon Timothy Newton*

**I am delighted and honoured to present my first Annual Review as President of the Oral Health Foundation.**

Our vision as a charity is, "Better oral health for all", a vision that chimes well with the World Health Organisation's 2021 resolution on oral health, and the subsequent action plan which targets improvements in oral health to 2030.

At the same time, here in the United Kingdom, and elsewhere in the World there is unequal and inequitable access to the resources that are necessary to improve and maintain good oral health.



Millions of people continue to struggle with issues such as tooth decay, gum disease, and mouth cancer, which have negative impact on physical, social and psychological well-being. While many oral diseases are preventable, they continue to be prevalent across all age groups and socioeconomic backgrounds.

The rising burden of oral disease is an urgent issue, particularly in low-income communities, where access to the resources for oral health is limited. Our tripartite approach (outlined in our new Strategy 2030) provides a clear and focused pathway towards achieving our goals.

With three key ambitions at its heart - empowering individuals to improve their oral health; creating partnerships that promote oral health, and advocating for evidence-informed policies - our strategy is rooted in the belief that everyone, regardless of background or circumstance, should have the opportunity to enjoy good oral health.

As we look back over the past year, we can proudly reflect on our progress through the educational resources we provide, the accreditation scheme that assures the public of quality oral health products, and the campaigns and partnerships that advocate for policy change.

Finally I would like to take this opportunity to express our profound thanks to our partners, supporters, and communities, who are working with us to build a future where oral health is prioritised, accessible, and promoted as an essential part of overall well-being. We at the Oral Health Foundation look forward to working together with you to make a meaningful and lasting difference in the lives of millions.

A handwritten signature in blue ink, reading "J. Newton". The signature is fluid and cursive, with a large initial "J" and a clear "Newton" following.

*Professor Jonathon Timothy Newton | President*

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# Our mission: better oral health for all

The Oral Health Foundation is a charity that believes everybody deserves to have good oral health.

Perhaps more than ever before, the health of the population takes the upmost priority.

That's why our charity is determined to continue supporting people achieve healthier lives through better oral health.

Being in good oral health protects a person from a whole manner of diseases and conditions. It is why we take our responsibility extremely seriously, to improve people's quality of life, by helping them have and maintain a healthy smile.

Looking back at our work over the last year, we are particularly proud that our work has contributed towards a healthier society. Our community initiatives attempt to create multi-generational legacies that continue to drive up standards of oral health. At the same time, we want to lower the number of people suffering from pain and distress because of their mouth.

Over the last year, our work has seen us provide educational and motivational support for twice daily toothbrushing, low sugar diets and the importance of regular dental visits. We have continued to play a leading role in mouth cancer action while we have taken the first steps in community-focused projects around the prevention of dental diseases, fluoride and dental caries awareness.

## **During 2023-24, we have:**

- Provided oral health information, education and support to communities at increased risk of oral disease.
- Given direct and personal advice to thousands to help reduce health inequalities.
- Successfully lobbied for effective oral health policies in the UK, across Europe and throughout the world.
- Invested funds to raise awareness of mouth cancer and have become a founding member of a new head and neck cancer coalition.
- Developed more partnerships with associations and organisations, to help extend the impact of our programmes, not only in the UK but around the world.
- Reached millions of people with oral health information through press activity, public health awareness campaigns and social media activities.

# A strategy for better oral health

Over the last year, the Oral Health Foundation has created the framework of its new strategy.

The below ambitions will guide the charity's projects and activities for the next five years, and help us achieve our ultimate mission of better oral health for all.



## **Ambition 1: Empowering people and communities to improve oral health and quality of life**

Helping people to improve their oral health is at the very heart of what we do. That's because when people have a healthy mouth, their lives change for the better.

The good news is that many oral diseases are almost entirely preventable – which means a solution to eradicate them is in our own hands. This might mean providing information to help people look after their mouths or motivating them by communicating the benefits of having good oral health. It could even mean supporting those without the ability or means to care for their oral health, for who oral disease is far more likely. We are determined to help everyone.

Over the next five years, we will help create a healthier population by reducing the prevalence of oral diseases.

## **Ambition 2: working with organisations and individuals to enhance access to resources to improve oral health and quality of life**

Our mission to improve oral health cannot be done alone. We need the support of others.

The Oral Health Foundation is an inclusive organisation that welcomes support and partnership opportunities from anybody interested in improving oral health. We are committed to delivering activities and projects alongside a vast range of people who might share our passion for shaping the future of better oral health. By adding our combined resources, we can make a bigger difference and help more people to achieve a healthier mouth.

Over the next five years we will develop partnerships that will help us improve access to oral health resources for millions of people.



## **Ambition 3: Advocating for evidence informed policy to promote oral health and reduce oral health inequalities**

Public policies have a profound effect on public health.

Over recent years we have been extremely disappointed by preventive policies that have either been watered down or removed from the political agenda. Because this trend needs to change, we will invest our resources to take the lead in advocating for evidence-informed oral health policies.

To create a healthier future for the public, we will champion initiatives and actions with policymakers, to raise their awareness of changes required to bring about significant improvements to oral health. Influencing matters of policy will be at the cornerstone of our charity's work. By using the latest and strongest scientific research, alongside a sustained and targeted approach, our campaigning can influence policymakers to enact measures that can really make a difference.

Over the next five years we will support policy measures that have the potential to reduce oral diseases and tackle health inequalities.

[The full document 'Our Strategy to 2030' will be published in 2025.](#)





# Brushing for better health with National Smile Month



The 48th annual National Smile Month took place from 13 May to 13 June 2024, under the inspiring theme of 'love your smile'.

This year, the campaign focused on promoting the benefits of a healthy smile and the importance of consistent oral hygiene, balanced food and drink choices, and using the right oral care products. It also highlighted the connection between a smile, confidence, and wellbeing, while addressing the diseases and conditions that can impact oral health.

Our launch event at the Foundling Museum in London saw an impressive turnout, with attendees including sponsors, clients, retailers, dental professionals, government departments, local authorities, media, and campaign supporters. This event set the tone for a successful and impactful campaign.

## Campaign achievements

This year's campaign saw the introduction of 13 new special campaign products, resulting in the sale of over 68,000 items. This generated over £10k in profit, which will fund our ongoing work and activities. Thousands of posters, pens, badges, and brushing charts were distributed, and over 8,000 Smileys, balloons, and stickers reached dental practices, NHS trusts, community dental services, nurseries, schools, and care homes.

National Smile Month 2024 also saw hundreds of oral health events across the UK, engaging



an estimated six million people. Activities ranged from brushing demonstrations and assembly talks in schools to comprehensive events in local communities and hospitals, like Whittington Hospital. Our Great British Brushathon and the new Tooth Fairy competition were particularly well received, with over 300 entries from schools, nurseries, and childminders.

### **Media and public engagement**

The campaign's media presence was substantial, with over 100 articles in print and online media, reaching a circulation of

nearly 260 million. This coverage, valued at over £2.4 million, significantly raised the profile of oral health. We also conducted a public survey of more than 2,000 UK adults, which revealed valuable insights into oral health behaviours and informed our media activities.

Our broadcast day, led by Miranda Steeples from the British Society of Dental Hygiene and Therapy, reached an audience of over 3.3 million people through 116 radio stations. The National Smile Month website received 65,000 views, and our social media efforts saw thousands engaging with campaign posts using #smilemonth and #mysmileselfie.

### **Innovative initiatives**

This year, we launched the Tooth Fairy competition to engage young children in National Smile Month, resulting in over 300 entries. Our oral health podcast was downloaded over 250 times, and our campaign videos garnered over 53,000 views with more than 900 hours watched.

National Smile Month 2024 also achieved remarkable success in public engagement and media coverage. We are grateful for the support from our sponsors, participants, and the community, which made the campaign possible.

### **Acknowledgements**

We extend our heartfelt thanks to the thousands of organisations who supported the campaign by sharing materials and running events. Your efforts made a significant difference in reaching a wider audience and spreading crucial oral health messages.

Our dearest thanks go to our partners: Oral-B, Haleon, Boots, Wrigley Oral Health Programme, Kenvue, EMS, and BSDHT. Without your financial support, the campaign wouldn't have reached the number and diverse range of people it did.

For more information and to stay updated on our activities, visit [www.smilemonth.org](http://www.smilemonth.org).



# Raising awareness of mouth cancer: the impact of mouth cancer

Mouth Cancer Action Month is a vital campaign dedicated to improving awareness around mouth cancer.



By spreading knowledge of early signs, symptoms, and risk factors, we empower individuals to be vigilant, to act quickly when they notice anything unusual, and to visit their dental or medical professional if in doubt. Through this campaign, we encourage people to stay “mouthaware” and promote the crucial message: “If in doubt, get checked out.”

While most cancers are declining in number, we continue to see a rise in mouth cancer. We estimate that there are 10,825 people newly diagnosed cases in the UK – a staggering 133% increase over the last 20 years. There’s never been a more pressing time to boost awareness and foster early detection. Early diagnosis significantly improves outcomes, yet over half of all cases are discovered at an advanced stage. By improving public knowledge, we increase the chances of spotting signs sooner, when treatment options are more effective.

## Increased media exposure and community involvement

Last year, the campaign gained over 600 pieces of media coverage, including high-profile exclusives with BBC and ITV, and significant presence in major UK outlets like the Daily Mail, Sun, Express, Mirror, Times, Guardian and Independent. Additionally, we engaged audiences through more than 100 radio interviews across the country, raising awareness across diverse platforms and reaching communities nationwide.

The campaign was also heavily promoted across dentistry, general medical and pharmacy press – highlighting the importance of the health profession to remain vigilant amongst patients and customers while giving them resources to reach non-visitors across their local communities.

## **Engaging communities and empowering healthier choices**

Campaign materials reached more than 15,000 waiting rooms across dental practices, hospitals, GP surgeries, and pharmacies, bringing vital information to thousands of patients. More than 20,000 campaign products were shared with organisations to educate the public on spotting early warning signs, and even the Armed Forces played a role, distributing campaign packs to their dental centres. The iconic Blue Ribbon Badge continues to be a conversation starter, with over 1,500 new badges sold last year alone, adding to the 250,000 already worn by supporters nationwide.

## **A growing digital presence and valuable resources**

Digital engagement also reached new heights, with more than 75,000 people visiting the campaign website, and social media posts estimated to have reached over 200,000 people. Campaign videos were watched by over 100,000 individuals, and thousands tuned into our podcast series. Our State of Mouth Cancer Report, downloaded by 2,500 users, presented updated clinical data and awareness statistics, further highlighting the importance of early diagnosis and risk reduction.

## **Making a measurable difference in mouth cancer referrals**

Data we retrieved from more than 80 NHS Trusts reveals that mouth cancer referrals rise by an average of 13% each November, and in some cases, referrals increase by as much as 27% during Mouth Cancer Action Month. This suggests that the campaign's awareness efforts may directly contribute to more timely referrals and potentially improved outcomes for those affected. It also supports anecdotal evidence we have heard from mouth cancer survivors, who claim their cancer was spotted by their dentist as part of an awareness drive during November's campaign.

## **A call to continue the support**

The continued success of Mouth Cancer Action Month would not be possible without the support of our partners, Portman-Dentex and the Mouth Cancer Foundation. The campaign also received a generous donation from Simplyhealth. With the continued commitment of these and other organisations, we can extend our reach and continue making a difference in the lives of those affected by mouth cancer.

Thank you to everyone who supports Mouth Cancer Action Month – together, we're fostering a healthier, more informed community.



# Advocating for safe dentistry with Safe Smiles

As more people strive for a smile that not only feels good but looks stunning, the demand for cosmetic dental treatments has surged.

In the UK, many individuals invest hundreds of pounds each year in dental care, hoping to enhance both health and aesthetics. Yet, are all these treatments safe and sound choices? Our research suggests otherwise.

## The risks of DIY and dental tourism

In recent years, a concerning trend has emerged: one-in-four UK households has attempted some form of DIY dentistry. This often involves trying social media “hacks” or purchasing low-cost, direct-to-consumer treatments online.



The situation is even more alarming with the rise of “dental tourism,” where patients seek treatment abroad. According to Which?, nearly one in five patients who pursued treatment overseas reported complications, while many others experienced inadequate aftercare.

The widely publicised “Turkey Teeth” phenomenon has become a stark reminder of the risks involved.

## Health and financial impacts of unsafe dentistry

The consequences of DIY and unregulated dental treatments are severe. Common complications include bone and tooth loss, jaw issues, and gum recession, all of which can lead to long-term health concerns and significant financial burdens.

Our research found that, on average, people spend £1,500 to correct DIY treatments that go wrong. Shockingly, 15% of UK households have even tried filling cavities or extracting teeth themselves – an unsustainable trend that underscores the urgency for better awareness.

## **Safe Smiles: promoting safe, professional dentistry**

Safe Smiles is our dedicated public awareness campaign aimed at educating individuals about the value of professionally delivered dental care. Through Safe Smiles, we provide clear guidance on choosing qualified practitioners and the risks of direct-to-consumer treatments and unregulated providers.

Our campaign addresses the misconceptions around “safe” ingredients and products, encouraging patients to seek treatments that are proven safe and effective when performed by licensed professionals.



## **Industry support and moving forward**

In the past year, we’ve hosted two professional roundtables with leading industry experts, sparking essential discussions and setting plans for political engagement and education programmes.

We extend our gratitude to Align Technology, our campaign sponsor, and the many organisations supporting this effort. Safe Smiles is proudly endorsed by the British Dental Association, British Orthodontic Society, British Dental Industry Association, British Academy of Cosmetic Dentistry, British Dental Bleaching Society, British Society of Dental Hygiene and Therapy, British Association of Dental Nurses, and the British Association of Dental Therapists.

## **Looking ahead**

With this widespread support and a clear mission, Safe Smiles is paving the way for a future where individuals can seek a healthy, beautiful smile with confidence. By empowering people to make informed, safe choices, we’re working towards a dental landscape where quality, regulated care is the standard.

# Empowering oral health with knowledge online

At the Oral Health Foundation, we believe that empowering people with accurate information can shape healthier lives.

Today, more than ever, individuals worldwide are seeking reliable, accessible resources to understand and manage their oral health. Over the past year, our website has welcomed more than 1.6 million visitors looking for advice, reassurance, and information.

This growing digital engagement reflects a vital need – one we are committed to meeting with trustworthiness, accuracy, and a commitment to health and wellbeing.

## Providing trustworthy guidance in a digital age

In a world where information is endless but not always accurate, we know that people value a trustworthy source. Our mission is to be that source – a place where people know they're getting the facts.

Through careful investment in digital platforms, we are ensuring that accessible, engaging, and comprehensive oral health information reaches millions. Our commitment to online education allows us to offer resources that resonate with individuals across ages, interests, and needs, empowering them to take charge of their health with confidence.

## Bridging borders through language and access

Our reach spans continents and languages. With resources in Mandarin, Arabic, Hindi, Spanish, German, Russian, French, Polish, and Portuguese, we're committed to making sure language is never a barrier to critical health information.

By delivering content in multiple languages, we're helping communities in hundreds of countries to improve their health through knowledge. This multilingual effort reflects our belief that everyone deserves access to quality information about their wellbeing, regardless of location or language.





## **Connecting through social media and community engagement**

Our online presence extends beyond our website, bringing our message to new audiences through social media. With over 110,000 followers across our platforms, we reached more than three million people last year, sharing knowledge, inspiring action, and fostering community.

Each like, share, and comment represents someone engaging with oral health in a meaningful way. Our communities on Instagram, TikTok and YouTube continue to grow – watching more than 10,000 hours of video content

– allowing us to reach younger audiences with posts that resonate and encourage positive lifestyle choices.

## **Strengthening relationships with our subscribers**

With more than 20,000 email subscribers, we maintain a meaningful connection with individuals who want to stay informed about our charity's work. Through our email updates, we provide valuable resources, share recent developments, and keep our supporters engaged in the cause of improving oral health.

This strong community not only benefits from up-to-date information but also plays a vital role in spreading awareness and inspiring positive health practices.

## **Creating a healthier world through knowledge**

For those who may not have traditional healthcare access, our digital platforms are essential. By providing online resources, we're helping communities to understand, manage, and improve their oral health, especially where healthcare options are limited. With every visitor, follower, and subscriber, we move closer to a world where essential health knowledge is available to everyone, everywhere. We are proud to be part of this journey toward better health, empowering people to make informed choices that contribute to their lifelong wellbeing.

Through your support and engagement, you are part of this story. Together, we're building a future where knowledge and good health go hand in hand, accessible to all who seek it. Thank you for being with us on this mission.



# Inspiring change through oral health education

At the Oral Health Foundation, we believe that education has the power to create lasting health transformations.

By raising the standards of oral health education, we're inspiring positive behaviour changes that will improve the health of the mouth and, ultimately, the wellbeing of people across the UK. This year, we've dedicated ourselves to developing high-quality educational resources and information for health professionals nationwide, empowering them to make a real difference in the communities they serve.

## Supporting dental practices and health professionals

With 50 years of experience in guiding the public on how to improve their oral health, we know the vital role that dental professionals play in delivering this knowledge. Our educational resources are designed to strengthen the communication between dental teams and their patients, providing support to health professionals as they inspire healthier habits.

Over the past year, more than 2,500 dental practices, health centres, hospitals, and schools across the UK have used our products to educate patients on the importance of a healthy mouth, reflecting our commitment to supporting dental professionals in their mission to improve oral health.

## Leading the way in oral health resources

The Oral Health Foundation is proud to be a leading supplier of oral health educational materials not only in the UK but around the world.

This year alone, we distributed nearly 250,000 leaflets, helping individuals understand the essential steps to maintaining good oral hygiene. Our 'Tell Me About' series, a popular



resource featuring 52 different patient leaflets, continues to expand, offering comprehensive information on a wide range of topics.

These resources have become invaluable tools for health professionals and patients alike, making complex information accessible and practical for everyday use.

### **Reaching local communities with dental packs**

One of our most impactful resources is our dental pack – a best-selling item that provides people with the basics they need for good oral hygiene. Over the last year, we distributed more than 37,000 dental packs, which are particularly effective for underserved individuals and families in local communities. These packs offer practical support, allowing people to practice good oral health at home or on the go.

As oral health is a vital aspect of overall health, these resources are helping to ensure that everyone has access to the tools they need for a healthy smile.

### **Providing essential supplies for healthier smiles**

Toothbrushing is the cornerstone of oral health, and this year, we were pleased to distribute more than 100,000 toothbrushes and 16,000 tubes of toothpaste to communities in need.

By offering these essentials, we're helping individuals and families maintain the daily habits necessary for a lifetime of healthy smiles. From toothbrushes to educational leaflets, each resource reflects our mission to create healthier communities by making oral health tools accessible and empowering.

### **A future built on knowledge and health**

Through these resources, we're creating an environment where individuals feel empowered to make informed choices about their health.

Our work goes beyond products – it's about fostering an understanding of the importance of oral health as part of overall wellbeing. As we look forward, we remain committed to reaching even more communities, providing support, education, and inspiration for healthier, happier smiles. Together, we're making a difference, one resource at a time.



# Championing children's oral health from the start

From their first tooth to their first visit to the dentist, children's oral health is a critical part of their early wellbeing. Yet, tooth decay remains a major issue across UK primary schools, where eight to nine children in every class have already experienced it.

This means nearly a quarter of a million children each school year – and approximately 3.3 million young people aged 0-14 – are affected by this preventable condition.



The Oral Health Foundation is dedicated to addressing this challenge by empowering young children, parents, and educators with engaging and impactful oral health education.

## Supporting children's learning with dental buddy

Our Dental Buddy programme has become a cornerstone in teaching young children about oral health, offering specially designed educational materials for both home and classroom use. Free resources for Early Years, Key Stage One, and Key Stage Two include interactive lesson plans, activity sheets, and software for whiteboards to make learning fun and accessible.

These resources were downloaded by almost 15,000 people, including health professionals, teachers and parents, underscoring the need for high-quality oral health education for children. We're thrilled to see Dental Buddy used to instil healthy habits early on.

## Hands-on learning with brush time and tooth time

In addition to Dental Buddy, our programmes Brush Time and Tooth Time bring a hands-on approach to learning, using activities and play to build children's understanding of oral





health. Designed for school settings, these programmes help kids engage with toothbrushing techniques and hygiene practices in an interactive way, making oral health a positive and enjoyable part of their day.

By introducing these habits early, we're setting children up for a future of healthier smiles and reducing the risks associated with poor oral health.

### **Expanding our reach in schools nationwide**

Since tooth decay is the most common non-communicable disease in children – yet one that's easily preventable – our mission is to bring oral health education to schools across the country.

By integrating our programmes into primary education, we're tackling this health crisis from multiple angles, helping children learn good habits that can last a lifetime. We believe that healthy mouths and happy smiles should start early, and our school-based programmes are empowering children to protect their oral health.

### **A healthier future, one smile at a time**

With programmes like Dental Buddy, Brush Time, and Tooth Time, we are committed to making a real impact on childhood oral health. Our work doesn't just educate – it empowers children, supports parents, and strengthens the community's commitment to lifelong oral hygiene.

Together, we're shaping a future where fewer children experience tooth decay, and more grow up with the knowledge they need to protect their smiles for years to come.



# Driving oral health awareness through media

The media is an essential platform for the Oral Health Foundation to spread important messages about oral health and wellbeing.

By collaborating with journalists, broadcasters, and publications, we're able to connect with audiences on a broad scale, encouraging them to learn, follow, and support our initiatives. In 2023-24, we strengthened our media presence significantly, positioning the Oral Health Foundation as a trusted voice in the world of oral health.

## Building a strong and trusted media presence

Our press team dedicated the past year to maintaining close relationships with journalists and media outlets across the UK. This effort has allowed us to raise oral health awareness on the media agenda and, most importantly, to ensure that only accurate, independent, and balanced information is being shared with the public.

We understand the power of information, especially in today's diverse society, and we are committed to bringing crucial oral health information to audiences from all backgrounds.

## Combating myths and misinformation

Oral health, like many health topics, is often misunderstood, with myths and misinformation circulating widely. We see ourselves as an impartial expert source, dedicated to debunking myths and educating people on how to improve their oral health.

By establishing ourselves as a credible voice, we aim to help the public make informed decisions that enhance their health and wellbeing. With our expertise, we are contributing to a more knowledgeable and healthier society.



## **Our most influential year yet**

This year, we achieved incredible media engagement, continuing our journey as one of the world's most influential voices in oral health. In addition to over 2,300 articles published online and in print, we participated in more than 250 radio interviews and television broadcasts.

These live discussions, totalling over five hours of air time, allowed us to reach listeners and viewers in real time, sparking conversations and interest in oral health. The incredible reach of our media presence extended to over 60 countries, with an estimated readership of more than 8 billion – an audience size greater than the global population.

## **Promoting positive health messages for lasting impact**

Our media work this year has been driven by a desire to inspire positive change and promote accessible, trustworthy information about oral health. Each article, interview, and broadcast provided an opportunity to engage the public, highlight the importance of oral health, and encourage proactive measures for lifelong wellbeing.

As we look to the future, we are dedicated to maintaining our role as a media leader in oral health, committed to reaching even more people with messages that make a real difference in their lives.

## **A future built on trusted information**

Our success this year confirms the importance of providing trusted, accessible oral health information. As we continue to expand our reach, we remain committed to building a future where oral health is prioritised and accessible for all.

Through the media, we are not only sharing knowledge but also empowering people to take control of their health and encouraging a society where oral health is valued and understood.



# Lobbying and influencing: championing oral health policy

**At the Oral Health Foundation, lobbying and influencing policy on oral health remains central to our mission.**

Over the past year, we've worked tirelessly to elevate the importance of oral health across various platforms and in critical policy discussions. We know that effective policy changes can lead to lasting improvements in the care people receive and the health they enjoy, so we've focused on the key issues that matter most to the public.

Our efforts are not isolated; we continue to collaborate with a diverse range of like-minded organisations. By joining forces with others, we have been able to amplify our voice and advocate for positive change on behalf of communities throughout the UK. Together, we are petitioning MPs, Lords, and government agencies to address key areas such as the rise in mouth cancer and oral health inequalities.

## **Building powerful coalitions**

One of our proudest achievements this year has been our continued involvement in two critical coalitions, which have become instrumental in shaping policy discussions around oral and general health.

As a founding member of the Head & Neck Cancer UK Coalition, we've been advocating for improved treatment, increased research funding, and better healthcare pathways for those affected by these complex cancers. Additionally, through our involvement in the HPV Coalition, we've been pushing for stronger governmental action to eliminate all HPV-related cancers, calling for policies that prioritise prevention and ultimately aim to eradicate these preventable conditions in both men and women.

Beyond the UK, we remain proud members of the Platform for Better Oral Health in Europe. This collective of influential bodies continues to advocate for oral health as an integral part of overall health within European institutions. We have worked alongside other experts to push for oral health to be central to the policies of the European Commission and the European Parliament. This year, our efforts have been focused on persuading EU member states to adopt mandatory alcohol labelling, a critical step forward in protecting oral health. We've also advocated for the inclusion of oral health in the WHO Global Health Strategy and supported EU initiatives like the Europe Beating Cancer Plan. Our role in shaping these regional and global policies is one we take seriously, knowing that the consequences of these decisions will affect millions of people's oral health across the continent.

This year, the Platform for Better Oral Health in Europe has successfully placed oral health onto the health agenda of the European Union during the 2019-2024 mandate. This was marked by the launch of the group's new Manifesto at the European Parliament on 13 February 2024, at which our chief executive Dr Nigel Carter delivered a speech.

## **Strengthening the national conversation**

In the UK, we've remained actively engaged in discussions about the future of oral health. A key focus this year has been addressing the ongoing challenges surrounding the accessibility and affordability of NHS dental services, issues we have long highlighted. We are continuing to advocate for much-needed reforms in this area, working closely with our partners and key stakeholders to drive meaningful change.

We've also maintained our stance on policies related to sugar and smoking, both of which have a direct impact on oral health. As vaping continues to rise in popularity, we've been receiving more inquiries about its effects on oral health. While evidence shows vaping is a less harmful alternative to smoking, we're calling for further research to better understand its long-term impact on the mouth.

## **Working with partners for a healthier future**

Our partnerships continue to expand, particularly with the Children's Food Working Group and Sustain. This year, we've used our platform to advocate for the Soft Drinks Industry Levy to fund oral health prevention and promotion efforts. As part of our ongoing work with Sustain, we have been preparing to present our case to the Treasury ahead of the Autumn Budget, urging for policy changes that will help make oral health a national priority.

Additionally, we've been working closely with the GDC Leadership Council to push for an integrated healthcare system where oral health is treated as part of overall health. Our advocacy has involved a number of key meetings with MPs and policymakers, including a pre-election meeting with several UK's political parties to discuss the future of NHS dentistry.

## **Looking ahead**

As we continue our mission to improve oral health across the UK and beyond, the work we have done this year will lay the groundwork for further progress in the coming months. By maintaining our focus on collaboration, policy influence, and raising awareness, we remain committed to ensuring that oral health is given the attention it deserves within both public health policy and wider society. We're grateful for the ongoing support of our partners, the public, and policymakers as we work towards a healthier future for everyone.

The journey towards better oral health is far from over, but with continued advocacy and collaboration, we are confident that the changes we seek are within reach.



# A People's Manifesto for Better Oral Health

In the lead-up to the 2024 General Election, the Oral Health Foundation launched '*Prevention, Care, Education: A People's Manifesto for Improved Oral Health in the UK*'.

The manifesto served as a bold call to action, urging the next government to prioritise oral health as a vital aspect of national well-being. For too long, oral health has been sidelined, and we are determined to see it become a key part of the healthcare agenda moving forward.

Recognising that oral health plays an essential role in daily life, we call for equitable access to care for all, regardless of socio-economic status. As a critical issue that impacts overall health, the Oral Health Foundation believes it is time for governments to make lasting, comprehensive commitments to improve the nation's oral health.

## The three pillars of oral health transformation

The manifesto is built around three core pillars that will guide the new government's approach to improving oral health:

- **Prevention:** By emphasising preventive care, such as water fluoridation, daily brushing routines, regular dental visits, and fluoride treatments, the Foundation advocates for a proactive approach to oral health that prevents disease before it starts.
- **Access to Care:** The current NHS dental crisis highlights the urgent need for accessible, high-quality care. The Foundation calls for a healthcare system that integrates dental care with general health services, ensuring that everyone can access timely and effective treatments when they need them most.
- **Education:** Educating the public, particularly children and underserved communities, is essential for fostering healthy oral habits. The manifesto calls for increased investment in educational programmes that will teach good oral hygiene from a young age and promote lifelong oral health.

## Policy priorities for the Labour government

To address these challenges, the Oral Health Foundation outlined ten critical policy recommendations aimed at transforming oral health care in the UK:

1. **Reform the NHS Dental Contract:** The current NHS dental contract should prioritise prevention over treatment, shifting the focus to proactive care and early intervention.

- 2. Universal Water Fluoridation:** Widespread water fluoridation should be implemented across the UK to prevent tooth decay and reduce health inequalities.
- 3. Reintroduce Oral Health Promotion Teams:** Expanding oral health promotion teams will ensure the public has access to educational resources, improving oral health knowledge and encouraging early disease detection.
- 4. Enhance School Toothbrushing Programmes:** Increasing toothbrushing initiatives in schools, particularly in early years settings, will help instil healthy habits from a young age.
- 5. Expand the Sugar Tax:** A broader sugar tax should be introduced, targeting sugary drinks and unhealthy foods, along with stricter controls on junk food advertising to children, especially online and on TV.
- 6. Progressive Smoking Legislation:** Gradually raising the legal smoking age and introducing measures to reduce tobacco use among younger generations will help protect future public health.
- 7. Invest in Oral Health Campaigns:** Government funding for oral health awareness campaigns should be ringfenced to promote preventive care and provide public education on oral hygiene.
- 8. Integrate Oral Health with General Health:** Oral health should be fully integrated into the wider healthcare system, improving overall public health outcomes and reducing long-term healthcare costs.
- 9. Address the Dental Workforce Shortage:** Expanding dental schools, recognising international qualifications, and improving career development opportunities will help address the current shortage of dental professionals.
- 10. Make NHS Dentistry More Affordable:** The cost of NHS dental services should be reassessed to ensure they are accessible to all, particularly in light of the cost-of-living crisis.

## Looking ahead: oral health as a national priority

Oral health remains a vital part of overall well-being, affecting both quality of life and productivity. As we move forward, the Oral Health Foundation continues to urge policymakers and the public to recognise the importance of oral health in national health discussions. With the government set to address key challenges in the coming years, it is essential that oral health is no longer overlooked but given the attention and support it deserves.

In the coming months, we will continue to advocate for the policies laid out in this manifesto and ensure that oral health remains a priority for the next government. By supporting these initiatives, we can build a healthier, more productive society and ensure that everyone has access to the high-quality oral health care they deserve.

# Evaluating the claims of oral health products with Accreditation

The Oral Health Foundation's Accreditation scheme helps both consumers and healthcare professionals make informed choices about the dental products they buy or recommend.

Operating for over 30 years, the programme is internationally recognised. Since its inception, the ever-increasing range of products available could not be more diverse. Oral care products and accessories carrying the 'Oral Health Foundation Approved' logo have been successfully accredited through the charity's independent panel of dental experts.

This panel carries out a rigorous review of a portfolio of evidence submitted to support the beneficial claims being made on pack, along with a sample of the product.



We are pleased to say that the UK's top seven supermarkets all have a number of products accredited from their own brand ranges of oral care accessories. This year we have seen brand refreshes from three supermarkets as well as new products introduced to their ranges. The income from this activity currently accounts for 36% of the Foundation's total income, and we anticipate a 10% growth from this area due to a strong pipeline for the year ahead.

## The 'Smiley Face' kitemark

The 'Smiley Face' logo on pack provides reassurance for the public that the claims have been independently verified, showing the product to be a useful aid in oral health. Studies show that almost three-in-four people do not always believe product claims - that's why Accreditation is so important.

The 'Approved' mark is also useful for the dental team when advising patients on products





to use between dental visits. Suggesting products carrying the 'Approved' logo on pack is an ideal way for dental professionals to convey product recommendations quickly and simply. Unlike the print on packaging, which is often too small and hard to read, the 'smiley face' symbol of 'ORAL HEALTH FOUNDATION APPROVAL' is easy to spot, helping patients navigate the sheer number of oral health care products available to buy.

Whether people are looking for something to help with sensitivity, stain removal, or healthy gums, choosing a product approved by the Oral Health Foundation provides reassurance that the benefits being claimed on the pack are not exaggerated or false.

Furthermore, products with accreditation are widely accessible, as many well-known brands and supermarket own-brand products have achieved 'Oral Health Foundation Approved' status. This means that no matter people's budgets, they can rest assured that they will find an appropriate product. All these products are available in supermarkets, pharmacies, and even online - anywhere they would normally buy their dental products.

## **Success and global reach**

Since its inception, over 1,100 products have been approved through the scheme, sold across 60 countries. So, no matter where these products are sold, consumers can be assured of the quality of the product if it carries the 'Approved' smiley face logo on the pack. It's fantastic to see that more and more global brands, particularly from the Middle East, India, South Asia, and South-East Asia, are seeking our approval.

This year, we launched a pilot programme offering public relations support to a new client, aimed at raising awareness about the benefits of accreditation for the public, the profession, and potential corporate partners. We now plan to extend this PR support to all new accreditation clients in the coming year.

# Valuing our partnerships

As an independent charity, the Oral Health Foundation does not rely on government funding or large-scale private donations.

As an independent charity, the Oral Health Foundation does not rely on government funding or large-scale private donations. Instead, we depend on the kindness, generosity, and continued support of individuals, organisations, and businesses to help drive our mission of improving oral health for all. In a time when oral health inequalities are increasing and the rates of mouth cancer continue to rise, our role as a leading voice in oral health education and preventive action is more critical than ever.

At the core of our work is inclusivity – ensuring that everyone, from individuals to organisations, has the opportunity to be involved in our efforts. Our supporters reflect the wide-reaching impact of our mission, encompassing dentists, oral health professionals, surgeries, corporations, and members of the public. Despite the challenges posed by difficult economic times, we are continually moved by the generosity shown by our supporters.

Thanks to the contributions of individuals, groups, and corporate partners through fundraising, donations, and campaign sponsorships, we have been able to offer vital support and resources. This includes providing essential information to children, the elderly, vulnerable groups, individuals with special needs, and those living in areas of deprivation across the UK. Your support has made all of this possible, and we deeply appreciate every contribution.



Our work would not be possible without the invaluable backing of companies from around the world. We are incredibly grateful to all those who have supported us over the past year, helping to shape our activities and bring about positive change in oral health. We would like to express our sincere thanks to the following partners who have helped us achieve our goals:

Procter & Gamble | Wrigley Oral Health Care Programme | Haleon | Boots | EMS | Align Technology | Johnson & Johnson | Unilever | Nestlé | Philips | Denplan, part of Simplyhealth Professionals | Portman-Dentex | Mouth Care Matters | Health Education England | Mouth



Cancer Foundation | Masonic Charitable Foundation | Association of Dental Groups | TePe | The Probe | Smile Magazine | Dental Update | Ace IT | The Access Group | Folio Typography | ABC Printing | Nuud Plastic Free Gum | Waterpik | TePe | Dent & Go | Babycup | Bambooth | Biomin | Fixodent | Tesco | Sainsbury's | Morrisons | Aldi | Lidl | Marks & Spencer | ASDA | Home Bargains | Firefly | Seabond | Anchor | Royal Sanders | Sarakan | Scottish Water | Dr M's Oral Brush | Unum Dental | Dencover | Peppersmith | Kingfisher | Platform for Better Oral Health in Europe | Medway | Dental Health Spa | Dentsply | Henry Schein | Dentists' Provident | Velopex | DentalEZ | Natural Source Waters | Blue Horizons | W&H | Associated Dental Products (Kemdent) | MEDiVision | Ivoclar Vivadent | A-Dec Dental UK | George Warman Publications | Takara Belmont UK | NSK | J & S Davis | British Dental Industry Association | Closer Still Media | Mark Allen Group | British Dental Association | British Society of Dental Hygiene & Therapy | British Orthodontic Society | Purple Media | ASP Promotions | Setform | Word Centre | House of Commons | British Association of Dental Nurses | Department of Health | Faculty of General Dental Practitioners (UK) | Peter Aldous MP | Yasmin Qureshi MP | General Dental Council | General Medical Council | Royal Society for Public Health | The Dental Defence Union | Joint Medical Command (Armed Forces) | The Royal Society of Medicine | Royal College of Surgeons | Royal College of Nursing | Dafferns LLP.

We look forward to continuing our work together, making a lasting impact on oral health and well-being for all. Thank you once again for your unwavering support.



# Financial summary

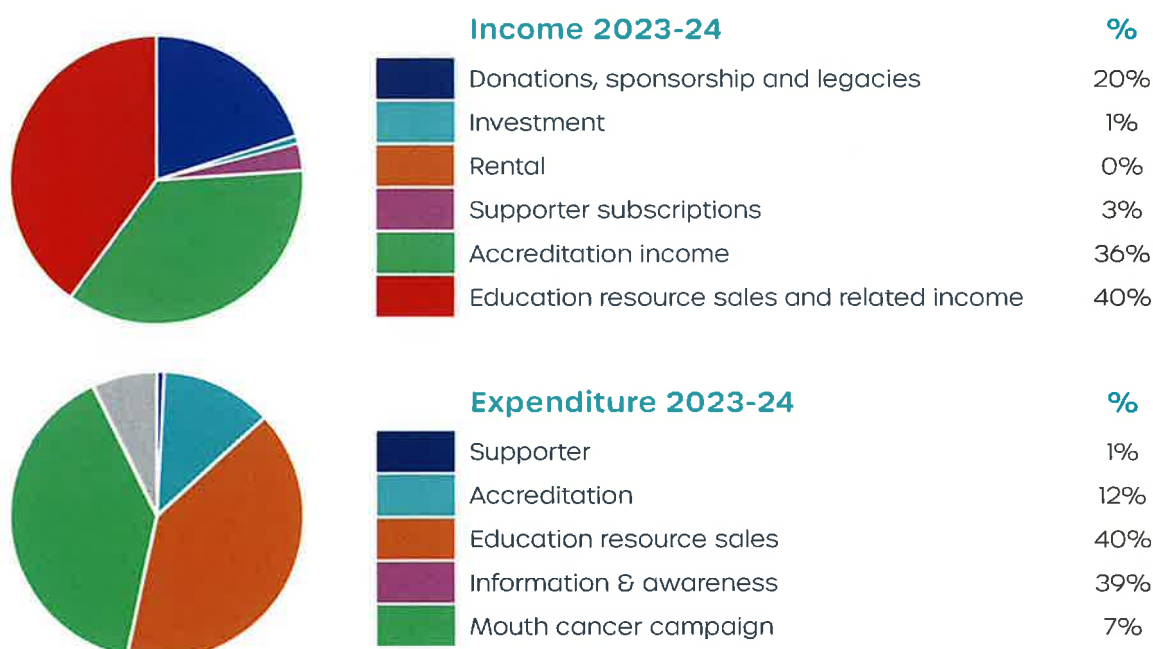
Overall income for the charity remained stable in the financial year, sitting at £1,028,012. This means we were able to continue investing in charitable activities, oral health awareness and education programmes and initiatives, particularly among vulnerable groups.

We have been committed in our investment on producing information and awareness (£416,164), funding the educational resources (£433,150), and mouth cancer action (£78,459). In total, we spent £1,070,501 to fulfil our charitable activities and promote good oral health in the last year.

Following the difficult financial environment for public and private sector spending on oral health educational resources, since the pandemic, there are signs of recovery. The charity's income from sales increased by 25% of the last year, to £409,965.

The Oral Health Foundation's Accreditation programme also continues to bring in a substantial and sustained amount of income. Over the last year, Accreditation has brought in £365,238 while revenue generated from donations and sponsorship was £205,269.

By the end of the reporting period, the Oral Health Foundation had achieved an operating deficit, before investment gains and losses of approximately £42,489.



**Auditors:** Dafferns LLP. Full Copies of the audited report are available on request to the Oral Health Foundation. Please write to [mail@dentalhealth.org](mailto:mail@dentalhealth.org).

# Report of the directors and trustees

The Directors present their report together with the financial statements for the year ended 31 July 2024.

## Structure, governance and management

The company is registered as a charity under the number 263198 and is governed by the memorandum and articles of association of the Oral Health Foundation as amended by special resolution on 14 December 2011 and written special resolution in March 2012 whose registration number is 01027338. The company is limited by guarantee to the extent of £1 per member and has no share capital.

## Directors and trustees

The Directors of the company act as the Trustees and the Directors who served during the year are listed below.

Dr Ben Atkins BDS (retired by rotation December 2023)

Sarah Balser

Catherine Brady

Janet Clarke (Resigned December 2023)

Mhari Coxon RDH (Immediate Past President)

Soha Dattani

Richard Lynch (Resigned September 2023)

Professor Jonathon Timothy Newton (President)

Juliette Reeves

Helen Tomlinson

Professor Georgios Tsakos

Andrew Hay (Appointed June 2024)

Ian Waller (Appointed June 2024 )

Ravi Rattan (Appointed December 2023)

Jason Bunce (Appointed September 2024)

## Recruitment and appointment of trustees

As set out in the articles of association, the Trustees are appointed by the members at the annual general meeting. The Trustees are the only members of the charity. Trustees are elected for a period of three years, as determined by the articles they may be re-elected for a further period of three years after which one year must elapse before any re-election except in the case of the President and President-Elect. The Immediate Past President may serve for

a further period of two years after retirement as President.

The Trustee Board has the power to co-opt members between annual general meetings. The Trustees acknowledge their risk management responsibilities and have endorsed the risk register assessment and review it on a regular basis at least biannually.

The Trustees acknowledge that the management of Risk is high on their priorities of good governance. A risk assurance group, consisting of the Director of Operations, the Director of Finance, and two Trustees regularly review the register before it is presented to the Trustees for their review and approval. That way, the Trustees can have confidence that the changes have been scrutinised by their peers ahead of being presented with a summary of changes.

Five key risk areas are identified as:

1. **Governance and Management** e.g. inappropriate organisational structure, difficulties recruiting trustees with relevant skills, conflicts of interest.
2. **Operational Risks** e.g., IT and asset security, Structure and infrastructure disaster recovery plan, service quality and development, contract pricing, employment issues, health and safety issues, fraud and misappropriation.
3. **Financial Risks** e.g. accuracy and timeliness of financial information, adequacy of reserves and cash flow, diversity of income sources, investment management.
4. **Environmental and External Factors** e.g. public perception and adverse publicity, demographic changes, government policy, adverse social and environmental events.
5. **Compliance Risk** e.g. breach of trust law, employment law and regulatory requirements of activities, such as fund raising.

The organisation's risk register is a dynamic tool which is under constant review, it is approved twice a year by our team of Trustees.

## **Risk Register Assurance & Management**

The Risk Register was reviewed and amended by the CEO and Senior Management at quarterly intervals throughout the year. The register was also reviewed and approved at a meeting on the 19 August that included, the Head of Finance, the Director of Operations, CEO, President, and Past President, as well as a Trustee who is a member of the Finance & Risk Committee. It was presented to and approved by the Board at its meeting on 24 September 2024.

Only one risk 'F3 – Income Generation' is currently scoring as a 'High Risk' area.

## **The High risk to be flagged to the Board identified on 19.08.2024 is in the Finance Category:**

REF: F3 HIGH RISK: Income Generation – Likelihood = 3 x Impact = 4 = 12.



Identified Risk: 'Reduced income' Insufficient funding generated to deliver strategy and business plan activities.

Causes: Individual funding streams reduced:

- Cancellation of a number of approved.
- Educational resources sales do not fully recover.
- Campaign sponsorship funding not forthcoming for new activities.

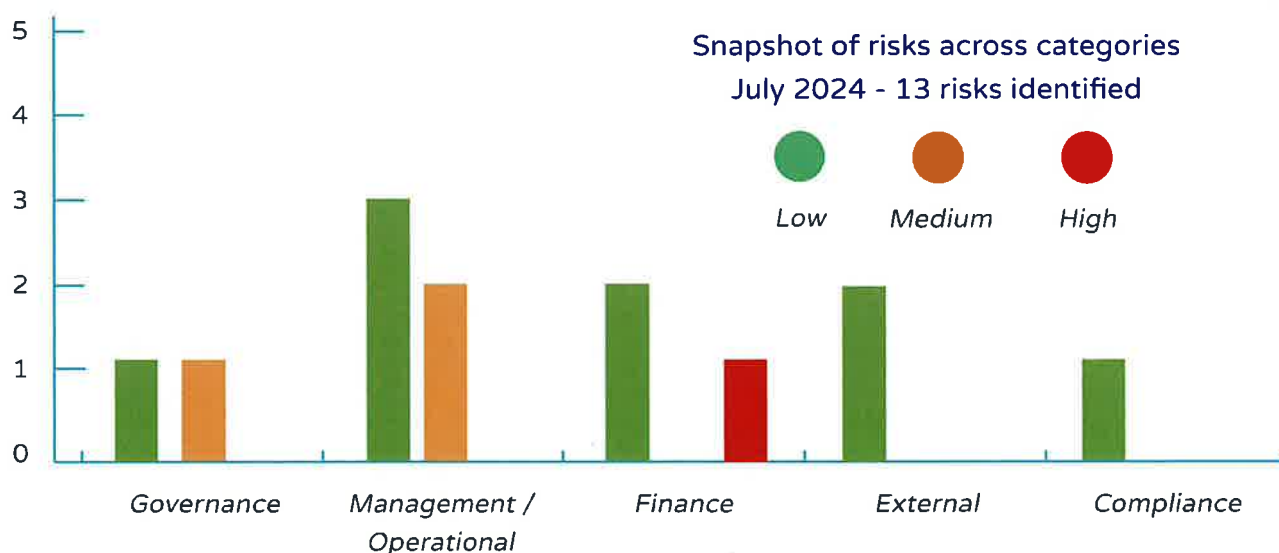
Consequences: Risk to delivery of strategic ambitions and business plan objectives.

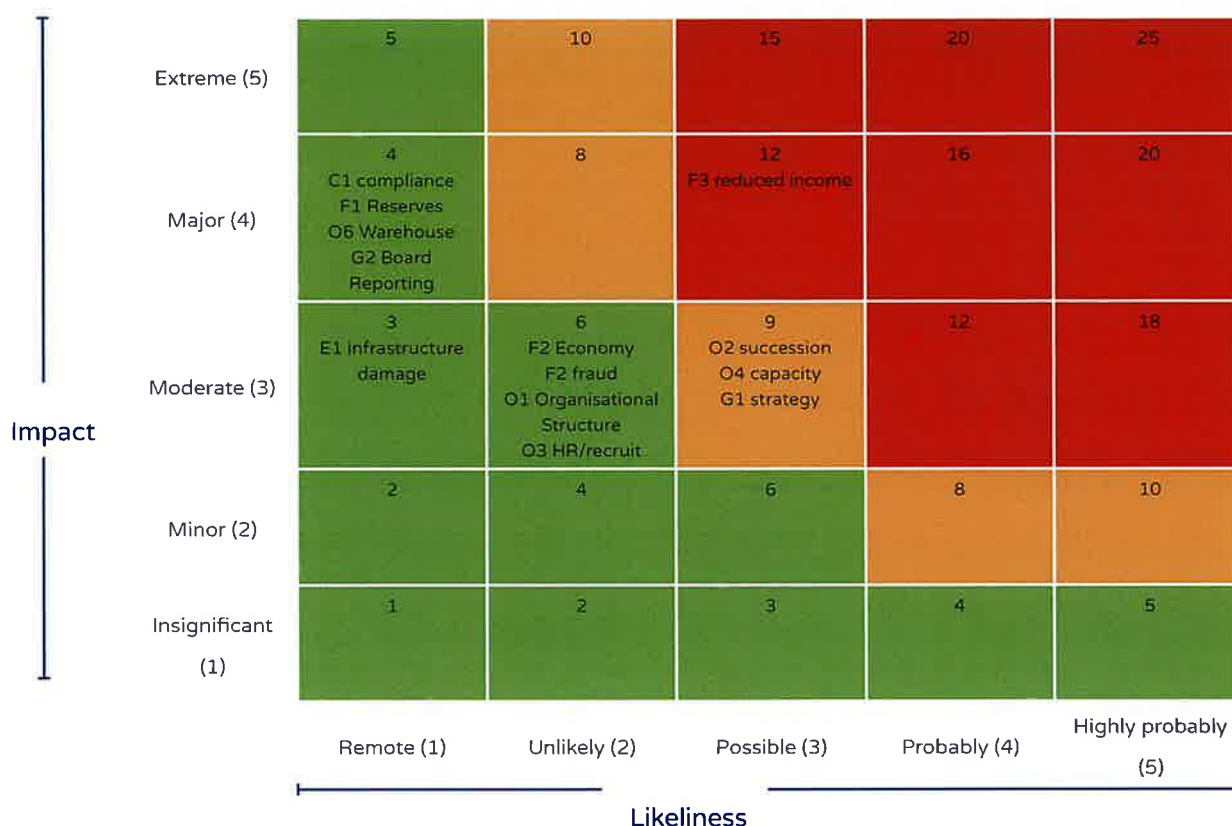
Mitigation:

- Review resource/training needs of staff dedicated to income generation.
- Educational Resources marketing plan created updated.
- A new promotional strategy created for Accreditation.
- New sources of funding for campaigns to be actively explored.

Evidence:

- Educational Resources marketing plan implemented.
- Accreditation marketing and PR plan implemented.
- New income achieved across activities.





## Organisational structure

The full Trustee Board which consists of between 8-12 members meets at least three times a year. The Board is responsible for the governance, strategic direction and policies of the charity. The Chief Executive and other members of the senior management team attend and advise the Trustees as appropriate but are not voting members of the Board.

The Board delegates some powers relating to staff remuneration and other related issues to a Core Team consisting of the President, President-Elect and Trustee responsible for finance.

The Chief Executive, supported by the senior management team, is responsible for the day to day running of the charity and delivery of the annual business plan objectives to a budget agreed by the Board.

## Pay policy for senior staff

The key personnel of the Foundation consist of the board of directors (trustees) and the senior management team in charge of directing, controlling and running the day to day operations. All directors are unpaid and give up their time freely. Details of directors' expenses and related party transactions are disclosed in notes 12 & 24.

The pay of the senior staff is reviewed annually by the Core Team, CPI and wage inflation are used as benchmarks for this review.

## Sale of Smile House

The Trustee Board passed a motion to sell the Foundation headquarters at Smile House, Rugby, following an internal consultation. This consultation, which mapped out a cost and efficiency exercise of building use, explored various options to ensure the decision was well-informed and beneficial for future operations.

## Public Benefit

Good oral health forms an essential part of general health and wellbeing. Since the Oral Health Foundation was established in 1971, it has played its part in transforming the nation's oral health.

Today, the collective push to improve oral health in the UK has resulted in:

- 11 million more adults having 21 or more of their natural teeth compared to 1978.
- Over 9 million more adults having their own teeth compared to 30 years ago.
- 30% more adults visiting their dentist regularly compared to 1978.
- 10 million fewer adults smoking compared to 30 years ago.
- 61% increase in 12-year-olds free of decay since 1973.

Education and information has helped to underpin this transformation and the Oral Health Foundation has made the following unique contribution in 2023/2024:

- Running three awareness campaigns to help people achieve better oral health.
- Providing important oral health resources and materials to over 2,500 organisations.
- Sending out more than 37,000 dental packs and giving hundreds of schools and nurseries access to our children's oral health programmes.
- Distributing in excess of 250,000 Tell Me About leaflets to communicate and educate patients about good oral health.
- Providing information to more than 1.5 million people seeking trusted dental advice from our websites.
- Continuing to independently assess dental health products to help inform consumers. More than 1,000 dental products across 60 territories have been approved since the product accreditation scheme was established 25 years ago.
- Raising oral health awareness in the media with more than 2,300 news stories being read by more than 8 billion people.

When planning charitable activities, reviewing our aims and objectives and at meetings with the Board of Trustees, our Trustees have paid attention to the Charity Commission's guidance regarding public benefit.



# Financial Review

In 2023-24, a deficit of £42,489 (2022-23: £71,925 deficit) was generated from the charity's day to day activities before investment gains and losses.

This was in line with the projected deficit approved by Trustees as the Foundation's activities continue to recover from the effects of the pandemic.

## Investment Policy

The charity policy for the investment of available funds is that they are held in investments to provide capital growth and reinvested income whilst allowing for occasional cash withdrawals to support the Foundation's charitable activities. The investment policy is to invest at the higher end of medium risk in order to enable these objectives to be achieved.

Rathbone Investment Management is responsible for managing the investment portfolio. The Trustees monitor investment performance against standard policies and meet with the portfolio managers when appropriate during the year.

## Reserves Policy

The Trustees have assessed the reserves requirement and have established a policy where the free reserves held by the Oral Health Foundation should be at least 6 months operating costs plus a contingency for unplanned repairs to the head office building. This equates to a sum of £600,000. Levels are reviewed annually,

The company's free reserves (unrestricted reserves excluding tangible fixed assets) amounted to £910,943 at 31 July 2024 (2023: £900,324).

The company's total unrestricted reserves amounted to £1,121,438 at 31 July 2024 (2023: £1,114,518).

## Responsibilities of the Directors and Trustees

The Trustees (who are also Directors for the purposes of company law) are responsible for preparing the Directors' and Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards.

Company law requires the Directors to prepare financial statements for each financial year which give a true and fair view of the of the charitable company and of the incoming resources and application of resources, including income and expenditure for that period.

In preparing these financial statements, the Directors:

- Select suitable accounting policies and then apply them consistently.

- Observe the methods and principles in the Charities SORP 2019 (FRS102).
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK accounting standards 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 charitable company will continue in business.

The Directors are responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### Provision of information to auditors

In so far as the Directors are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The Directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial statements may differ from legislation in other jurisdictions.

### Auditor

The auditor, Dafferns LLP, will be proposed for re-appointment in accordance with section 485 of the Companies Act 2006.

On behalf of the Board

Professor Jonathon Timothy Newton

Smile House, 2 East Union Street, Rugby, Warwickshire, CV22 6AJ

Insert date here 2/12/2025



# Independent auditor's report

## Opinion

We have audited the financial statements of Oral Health Foundation (the 'charitable company') for the year ended 31 July 2024, which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flow and notes to the financial statements, including 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:

In our opinion the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 July 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 Companies Act 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 auditor 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 UK, including the FRC'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.

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 trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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 in the course of 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.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' report, which includes the Directors report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Directors' report included within the Trustees' report has been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or



- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a Strategic report.

## Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 1, 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.

## Auditor's responsibilities for the audit of the financial statements

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

- Enquiry of management, and those charged with governance, around actual and potential litigation and claims;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;

- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: <https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

## Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's 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 the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Lucy Hatton FCCA (Senior Statutory Auditor)

For and on behalf of:

*Dafferns LLP*

*Chartered Accountants*

*One Eastwood, Harry Weston Road, Binley Business Park,  
Coventry CV3 2UB*

Date: *24<sup>th</sup> February 2025*

# Statement of Financial Activities

Including Income and Expenditure Account - for the year ended 31 July 2024.

	Note	2024	2023
		£	£
<b>Income from</b>			
Donations, sponsorship and legacies		205,269	249,338
Investment		13,306	15,996
Rental		3,000	450
Supporter subscriptions		31,234	36,822
Accreditation income	3	365,238	368,824
Education resource sales and related income		409,965	326,700
<b>Total income</b>		<b><u>1,028,012</u></b>	<b><u>998,130</u></b>
<b>Expenditure on</b>			
Supporter	4	13,132	14,099
Accreditation	5	129,596	124,970
Education resource sales	6	433,150	378,077
Information & awareness	7	416,164	426,413
Dental Helpline	8		37,429
Mouth cancer campaign	9	78,459	89,067
<b>Total expenditure</b>		<b><u>1,070,501</u></b>	<b><u>1,070,055</u></b>
Net income / (expenditure) for the year before other recognised gains and losses	14	(42,489)	(71,925)
<b>Other recognised (losses) / gains</b>			
Realised gains on investment assets	16	13,008	19,972
Unrealised gains / (losses) on investment assets	16	36,401	(29,317)
<b>Net Movement in Funds</b>	19	<b><u>6,920</u></b>	<b><u>(81,270)</u></b>
Fund balances brought forward		<u>1,114,518</u>	<u>1,195,788</u>
<b>Fund balances carried forward</b>	<b>19</b>	<b><u>1,121,438</u></b>	<b><u>1,114,518</u></b>

All of the charitable company's activities are continuing and relate to unrestricted funds. The notes on pages 46 to 55 form part of the financial statements.

# Balance Sheet

at 31 July 2024

	Note	2024	2023
		£	£
<b>Fixed Assets</b>			
Tangible fixed assets	15	210,495	214,194
Investments	16	<u>590,214</u>	<u>592,391</u>
		<u>800,709</u>	<u>806,585</u>
<b>Current Assets</b>			
Stocks		62,071	64,135
Debtors	17	263,619	261,472
Cash at bank and in hand		<u>105,270</u>	<u>93,420</u>
		<u>430,960</u>	<u>419,027</u>
<b>Creditors: amounts falling due within one year</b>	18	<u>(110,231)</u>	<u>(111,094)</u>
<b>Net Current Assets</b>		<u>320,729</u>	<u>307,933</u>
<b>Net Assets</b>		<u>1,121,438</u>	<u>1,114,518</u>
<b>Represented by:</b>			
Unrestricted Funds	20	<u>1,121,438</u>	<u>1,114,518</u>

The notes on pages 46 to 55 form part of the financial statements. Approved and authorised for issue by the Board of Directors on

2/12/2024



Professor Jonathon Timothy Newton  
President, Oral Health Foundation



# Statement of Cash Flow

For the year ended 31 July 2023

	Note	2024	2023
		£	£
<b>Cash flow from operating activities</b>			
Net movement in funds for the year		6,920	(81,270)
Depreciation		8,233	10,717
Investment income		(13,306)	(15,996)
Revaluation (gains) / losses from investments		(49,409)	9,345
Decrease/(increase) in stocks		2,064	(2,001)
Decrease/(increase) in debtors		(2,148)	(82,801)
Increase/(decrease) in creditors		(863)	(18,399)
<b>Net cash flows from operating activities</b>		<u>(48,509)</u>	<u>(180,405)</u>
<b>Cash flow from investing activities</b>			
Payments to acquire tangible fixed assets	15	(4,533)	(4,771)
Purchase of investments	16	(103,526)	(121,971)
Proceeds from sale of investments	16	139,341	220,576
Net Cash movement on investments	16	15,771	19,587
Interest & Dividends received on listed investments		13,188	15,922
Bank Interest		118	75
<b>Net cash flow from investing activities</b>		<u>60,359</u>	<u>129,418</u>
<b>Net increase in cash and cash equivalents</b>		<u>11,850</u>	<u>(50,987)</u>
Cash and cash equivalents at start date 2023		93,420	144,407
<b>Cash and cash equivalents at end date 2024</b>		<u>105,270</u>	<u>93,420</u>
<b>Analysis of changes in net debt</b>			
	1 August 2023	Cashflows £	31 July 2024 £
Cash and cash equivalents	<u>144,407</u>	<u>11,850</u>	<u>156,257</u>

The notes on pages 46 to 55 form part of the financial statements.

# Notes to the Financial Statements

## 1 Company Status

The company is registered as a charity. It is limited by guarantee to the extent of £1 per member and has no share capital.

## 2 Principal Accounting Policies

The principal accounting policies of the company are set out below:

### Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention apart from investments which are stated at market value. The financial statements have been prepared in accordance with applicable accounting standards, the Companies Act 2006 and the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2019 (SORP (FRS102)). The Charity meets the definition of a public benefit entity under FRS102.

### Cash flow statement

The charity's cash flow statement reflects the presentation requirements of FRS102.

### Incoming resources

Voluntary income including donations, sponsorship and legacies are recognised when there is an entitlement, certainty of receipt and the amount can be recognised with sufficient reliability.

### Investment income is recognised on a receivable basis.

Income from charitable activities includes the accreditation of dental products, sales of educational resources and website licensing income and is recognised as earned.

Any part of the income received, which relates to a period beyond the balance sheet date, is carried into the following year as "unexpired proportion of subscriptions and website licensing received."

Accreditation, subscriptions and intellectual property licensing once received are non-refundable.

### Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Costs of generating funds are those costs associated with attracting voluntary income and those incurred in trading activities that raise funds.

Charitable expenditure includes those costs incurred in the delivery of the charity's activities and services to its beneficiaries. It includes both the direct costs and the indirect support costs.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include audit fees and costs relating to strategic management.

Governance costs are now apportioned on the same basis as other support costs.

Support costs include general overheads and administration and have been allocated to activities on a basis consistent with staff time and estimated usage.

## **Investments**

Investments are stated at market value as valued by the Company's investment advisers. Income arising on investments is accounted for as it accrues. Movements in the valuation of investments are shown as realised and unrealised gains and losses in the statement of financial activities.

## **Tangible fixed assets**

Expenditure on fixed assets over £1,000 is capitalised.

Depreciation is calculated by the straight-line method and aims to write down the cost of both intangible and tangible fixed assets over their expected useful economic lives.

The rates applicable are:	Computer equipment	5 years
	Equipment, fixtures & fittings	5 years
	Freehold buildings	50 years

## **Stocks for resale**

Stock is stated at the lower of cost and net realisable value on a first-in-first-out basis.

## **Debtors**

Trade debtors are recognised at the settlement amount due after any trade discounts offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Any losses arising from impairment are recognised in expenditure.

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

Cash in bank and cash in hand includes cash only.

## **Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors with no stated interest rate and payable within one year are recorded at transaction price.

## **Taxation**

The company has been granted exemption from corporation taxes under sections 486 and 487 of the Corporation Taxes Act 2010.

## **Leased assets**

All leases are regarded as operating leases and the total payments made under them are charged to the statement of financial activities on a straight-line basis over the lease term.

## **Defined contribution pension scheme**

Contributions are charged to the statement of financial activities as they become payable in accordance with the rules of the scheme.

## **Funds**

Funds held by the charity are either:

Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the Directors.

Designated funds – these are funds set aside by the Directors out of unrestricted general funds for specific future purposes or projects.

Restricted funds – these are funds which must be used in accordance with the restrictions placed on them by the funder.

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the rate of exchange ruling at the balance sheet date and unrealised and realised gains and losses in translation are included in the Statement of Financial Activities.



### 3 Incoming Resources

Accreditation income is derived from the following geographical markets:

	2024	2023
	£	£
UK	297,628	329,600
Europe	10,193	17,424
Rest of the World	<u>57,417</u>	<u>21,800</u>
	<u>365,238</u>	<u>368,824</u>

### 4 Expenditure: Supporters

	2024	2023
	£	£
Supporters direct costs	262	267
Salaries	7,537	8,537
Overheads & support costs	<u>5,333</u>	<u>5,295</u>
	<u>13,132</u>	<u>14,099</u>

### 5 Expenditure: Accreditation

	2024	2023
	£	£
Accreditation of dental products	8,942	6,551
Salaries	84,850	83,739
Overheads & support costs	<u>35,804</u>	<u>34,680</u>
	<u>129,596</u>	<u>124,970</u>

### 6 Expenditure: Educational Resource Sales

	2024	2023
	£	£
Cost of sales	199,884	160,530
Direct costs	73,903	63,532
Salaries	115,237	110,670
Overheads & support costs	<u>44,126</u>	<u>43,345</u>
	<u>433,150</u>	<u>378,077</u>

<b>7 Expenditure: Information and Awareness Campaigns</b>	<b>2024</b>	<b>2023</b>
	£	£
Projects	21,359	34,797
Publicity	78,746	69,421
Salaries	275,437	282,137
Overheads & support costs	<u>40,622</u>	<u>40,058</u>
	<u>416,164</u>	<u>426,413</u>

<b>8 Expenditure: Dental Helpline</b>	<b>2024</b>	<b>2023</b>
	£	£
Publicity	-	114
Salaries	-	37,170
Overheads & support costs	-	<u>145</u>
	-	<u>37,429</u>

<b>9 Expenditure: Mouth Cancer Awareness</b>	<b>2024</b>	<b>2023</b>
	£	£
Publicity	9,950	17,270
Salaries	58,785	62,115
Overheads & support costs	<u>9,724</u>	<u>9,682</u>
	<u>78,459</u>	<u>89,067</u>

<b>10 Governance Costs (allocated under support costs)</b>	<b>2024</b>	<b>2023</b>
	£	£
Overheads & support costs	4,986	5,824
Salaries	44,154	44,167
Other support costs	13,426	12,138
Audit, consultancy & professional fees	<u>15,862</u>	<u>13,111</u>
	<u>78,428</u>	<u>75,240</u>

## 11 Allocation of Support Costs

The Foundation allocates its support costs as shown in the table below. Support costs are allocated on a basis consistent with the use of resources and staff time.

Support Cost	Resources	Accreditation	Supporters	Info & Aware	Mouth Cancer	Governance	Total
	£	£	£	£	£	£	£
Overheads	10,333	3,436	661	14,002	3,779	2,585	34,796
Depreciation	598	199	40	797	219	139	1,992
Amortisation	1,872	624	125	2,496	687	437	6,241
General Office	4,785	1,652	482	6,434	1,770	1,800	16,923
Finance	1,441	91	104	423	132	25	2,216
Governance (note 10)	25,097	29,802	3,921	16,470	3,137		78,427
Governance (overhead)	-	-	-	-	-	(4,986)	(4,986)
	<u>44,126</u>	<u>35,804</u>	<u>5,333</u>	<u>40,622</u>	<u>9,724</u>	<u>-</u>	<u>135,609</u>

## 12 Staff Costs

	2024	2023
	£	£
Wages and salaries	484,862	530,816
Social security costs	49,109	51,116
Staff insurance and benefits	14,532	9,137
Other pension costs	<u>37,497</u>	<u>37,467</u>
	<u>586,000</u>	<u>628,536</u>

4 Directors (2023: 6) were reimbursed a total of £1,315 for travel expenses incurred during the year ended 31 July 2024 (2023: £2,562).

The Directors received no other remuneration or emoluments during the year.

	2024 Number	2023 Number
Employees earning £60,000 per annum or more:		
£140,000 - £149,999	-	1
£149,000 - £159,999	1	-

Pension contributions in the year for these employees amounted to £14,253 (2023: £13,666).

The key management personnel of the Foundation comprise the trustees, the Chief Executive and members of the senior management team. The total employee benefits of the key management personnel of the Foundation were £400,512 (2023: £381,360).

The average number of employees analysed by function was:

	2024	2023
Direct charitable activities	8	8
Income producing activities	2	2
Administration	1	3
	11	13

### 13 Defined Contribution pension scheme

The company pays contributions to a personal pension fund which is available to all employees. The pension cost charge represents contributions payable by the company to the fund and amounted to £37,497 (2023: £37,467). No contributions were payable to the fund at the year end. No Directors qualified for benefits and no contributions were paid to Directors.

### 14 Net outgoing resources

Net outgoing resources are stated after charging/ (crediting):

	2024	2023
	£	£
Depreciation and amortisation	8,233	10,717
Auditors' remuneration	6,650	5,500
Rental income	(3,000)	(450)



## 15 Fixed Assets

	Freehold land & buildings	Fixtures & fittings	Computer equipment	Office equipment	Total
	£	£	£	£	£
<b>Cost</b>					
At 1 August 2023	348,065	25,416	48,832	37,312	459,625
Additions	–	–	4,533	–	4,533
At 31 July 2024	<u>348,065</u>	<u>25,416</u>	<u>53,365</u>	<u>37,312</u>	<u>464,158</u>
<b>Depreciation</b>					
At 1 August 2023	138,134	22,733	48,832	35,732	245,431
Charge for the year	6,241	607	572	812	8,232
At 31 July 2024	<u>144,375</u>	<u>23,340</u>	<u>49,404</u>	<u>36,544</u>	<u>253,663</u>
<b>Net book value</b>					
At 31 July 2024	<u>203,690</u>	<u>2,076</u>	<u>3,961</u>	<u>768</u>	<u>210,495</u>
At 31 July 2023	<u>209,931</u>	<u>2,683</u>	–	<u>1,580</u>	<u>214,194</u>

## 16 Fixed Asset Investments

	2024	2023
	£	£
<b>Market Value</b>		
At 1 August	592,391	719,928
Additions	103,526	121,971
Disposals	(139,341)	(220,576)
Realised investment gains	13,008	19,972
Unrealised investment (losses)/gains	36,401	(29,317)
Net cash movement	(15,771)	(19,587)
At 31 July	<u>590,214</u>	<u>592,391</u>

The investments consist of a share portfolio managed by stockbrokers Rathbones, primarily held to provide an investment return for the charity. All investment assets were held in the UK. All shareholdings are of listed companies. The historic cost at 31 July 2024 was £480,017 (2023: £518,594).

Investments held at market value comprised:

	2024	2023
	£	£
Equities	482,875	470,124
Interest securities	98,454	97,623
Cash held within investment portfolio	8,885	24,644
	<u>590,214</u>	<u>592,391</u>

## 17 Debtors

	2024	2023
	£	£
<b>Amounts falling due within one year</b>		
Trade debtors	222,446	232,376
Prepayments and other debtors	41,173	29,096
	<u>263,619</u>	<u>261,472</u>

## 18 Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	15,275	28,507
Other creditors	4,941	5,196
Social security and other taxes	58,724	51,903
Accruals and deferred income	15,680	11,708
Unexpired proportion of supporter income received	14,378	12,947
Unexpired proportion of intellectual property licensing	1,233	833
	<u>110,231</u>	<u>111,094</u>

## Deferred Income

	Website	Supporter Income	Total
	£	£	£
<b>Balance at 1 August 2023</b>	833	12,947	13,780
Amount released to incoming resources	(833)	(12,947)	(13,780)
Amount deferred in the year	1,233	14,378	15,611
<b>Balance at 31 July 2024</b>	<u>1,233</u>	<u>14,378</u>	<u>15,611</u>

## 19 Reconciliation of movement in funds

	2024	2023
	£	£
<b>Unrestricted funds</b>		
Balance at 1 August	1,114,518	1,195,788
Income	1,028,012	998,130
Expenditure	(1,070,501)	(1,070,055)
(Losses) / gains	<u>49,409</u>	<u>(9,345)</u>
Balance at 31 July	<u>1,121,438</u>	<u>1,114,518</u>

## 20 Analysis of net assets between funds

	2024	2023
	£	£
<b>Unrestricted funds</b>		
Tangible fixed assets	210,495	214,194
Investments	590,214	592,391
Net current assets	<u>320,729</u>	<u>307,933</u>
Total	<u>1,121,438</u>	<u>1,114,518</u>

## 21 Guarantee

The company is limited by guarantees of £1 per member.

## 22 Other financial commitments

There were no financial commitments at 31 July 2024 (2023: NIL).

## 23 Contingent liabilities

At the year end, there were no contingent liabilities.

## 24 Related party transactions

The Oral Health Foundation made sales to Ben Atkins, a director. The value of the sales was £110 (2023: £152). At 31st July 2024, the balance owed was £nil (2023: £nil).