

Registered Charity No: 264728

**ANNUAL REPORT AND STATEMENT OF ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

**FOR
THE REED FOUNDATION**

The Reed Foundation

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The Reed Foundation

REPORT OF THE TRUSTEES for the year ended 31 December 2021

The trustees present their report with the financial statements of the charity for the year ended 31 December 2021. The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 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 1 January 2019.

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objectives of the Charity are for such charitable purposes as the settlor may in writing from time to time in his absolute discretion direct and after the settlor's death as the Trustees may in their absolute discretion decide.

The Foundation's principal aim is to fund other established charities. In recent years donations have mostly been to support charities in the fields of arts & culture in the UK, environmental and animal welfare, international development / humanitarian aid and improving the lives of people in the UK.

Since the Big Give was set up in 2007, the Trustees believe that the most effective use of the Foundation's resources is to act as a Champion in the Big Give's match funding campaigns, in particular its main campaign every year, the Christmas Challenge. This means that most of the grants that the Foundation makes every year will be doubled.

The Big Give has a number of criteria to measure the success of its campaigns, relating to improving the resilience, skills and profile of the participating charities. More details can be found in the Big Give section below.

After a reduction in the Foundation's regular sources of income in 2020 due to the Covid-19 pandemic, dividends from the Reed group and rental income from the Reed Business School resumed in 2021 and the Foundation was able to increase its grants by 7%. Despite the ongoing pandemic, the Big Give's 2021 Christmas Challenge was its best ever campaign.

The Foundation's objectives and aims are unchanged for 2022 and the foreseeable future. The resumption of dividends from Reed Global has ensured that the Foundation will have sufficient funds to support the Christmas Challenge and other campaigns in 2022.

Public Benefit

The Charity makes grants to registered charities in the UK for the benefit of the public that these charities serve. The Charity has maintained its funding of these organisations, as well as developing innovative ways to inspire more public philanthropy. The trustees are therefore confident that The Reed Foundation meets the public benefit requirements and they confirm that they have taken into account the guidance contained in the Charity Commission's general guidance on public benefit where applicable.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Income and capital are distributed to charitable causes at the Trustees' discretion. The Foundation's income rose by £961,557 from that received in 2020, mostly from the resumption of dividends from Reed Global in the year. Donations rose by £87,603 to £1,379,775 (2020 - £1,292,172). The Foundation's contribution to the Christmas Challenge increased by £525 to £1,013,158. The charities supported are included in Appendix 1.

The Big Give

The Reed Foundation donated £50,000 in 2007 to set up the Big Give, an online charity comparison site for high-level donors. A further £119,610 was donated in 2014 to continue the development and promotion of the Big Give but in 2015 the Reed Group took over the provision of ongoing support to the Big Give. This arrangement has since finished, with the last payment made at the end of 2019.

During 2021, the BigGive.org.uk attracted 568,039 visitors to its website across 984,583 sessions (2020: 588,605 visitors across 915,561 sessions).

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REPORT OF THE TRUSTEES for the year ended 31 December 2021

The total number of online donations processed through the Big Give match funding platform was 111,018 (2020: 90,049), totalling £15,381,067 (2020: £12,967,237). These donations resulted in an overall income for charities of £30,768,279 including match funds and Gift Aid on online donations (2020: £26,196,419).

Christmas Challenge 2021

The Big Give Christmas Challenge is the UK's biggest online match funding campaign which helps UK-registered charities raise funds for their cause. Since its inception in 2008, it has evolved to improve the experience for charities and donors alike.

The Big Give has built upon its successful model of match funding and has continued its annual growth, with once again in 2021 a record number of donations being received.

As in previous years, external sponsors or 'Champions' were invited to take part, offering £4,015,474 and using £3,655,644 in match funds (2020: £3,710,018 offered and £3,362,247 including the Reed Foundation's own portfolio of charities of £847,981 (of which £794,330 was used). These Champions each chose a group of charities they wished to support with their funds.

The Challenge raised over £24.1million from the match funds offered by the Champions. Alongside the Reed Foundation, Champions included The Childhood Trust, The Waterloo Foundation, The Julia and Hans Rausing Trust and Candis Magazine amongst others. By using the Big Give model of matched funding the Champions were able to leverage their contributions by an average of 5.7 (2020: 5.8) times for the benefit of their charities.

928 (2020: 764) charities took part and the benefits to those participating included; donors giving more, attracting new donors, re-engaging with lapsed donors and being able to try out new methods of fundraising.

The impact of the campaign is measured on increasing the resilience, skills and profile of the participating charities. The following impact was created:

- Resilience: 75% of charities reported securing more or significantly more donations and 66% of charities reported securing bigger or significantly bigger donations (than any comparable fundraising).
- Skills: 86% of charities reporting increased confidence (a lot or a little) in online fundraising thanks to the campaign

Not only has the Christmas Challenge produced over £50,000 in donations towards our work, but it has also helped us refine the way we communicate across all our appeals. From better understanding our supporters and the aspects of our work that inspire them, to giving us a foundation to analyse, learn and ultimately improve the quality of the communications we produce. It also forms the single biggest opportunity for new donor acquisition.

Charity participating in Christmas Challenge 2021

Other Matched Funds

In 2021, the Big Give supported the Disasters Emergency Committee with two separate emergency match funding campaigns. The first, to support the Covid-19 response in India raised £368,986 and the Afghanistan Crisis Appeal raised £760,957 to provide emergency food and health facilities for displaced families. The Reed Foundation contributed match funding to both appeals.

The Reed Foundation also donated match funding to The Big Give to launch its inaugural Green Match Fund. The campaign supported a portfolio of 112 best-in-class environmental charities which launched on World Earth Day and raised £1,823,769.

The Big Give also continued to partner with The Childhood Trust to run its seventh "Champions for Children" campaign. 112 charities were supported (2020: 95), raising a total of £3,434,506 (2020: £3,655,349).

The Reed Foundation

**REPORT OF THE TRUSTEES
for the year ended 31 December 2021**

Finally, the Big Give supported 34 different charities (2020: 11) to run their own match funding campaigns on the Big Give platform which raised a total of £1,724,630 including match funds and Gift Aid (2020: £914,294). This continues the intention begun in 2018 to make this a more frequently used offering by more charities, allowing charities to benefit from the power of match funding outside of the larger campaigns curated by the Big Give.

FINANCIAL REVIEW

Financial position

Total funds rose by £1,791,448 during the year. The Foundation received a dividend of £1,812,805 from Reed Global; there were also £1,366,149 fair value gains in the Foundation's investment property assets. The Reed Business School also resumed paying rent in August 2021 after reopening to students; the Foundation had given the School a rent holiday while it was unable to accept students during the pandemic.

Principal funding sources

The principal funding sources for the charity are donations received from Sir Alec Reed and his family and investment income from assets held by the trust.

Investment policy and objectives

The Foundation has once again invested in a production by Matthew Bourne's ballet company (New Adventures), after good returns from previous investments - the last investment, in the Red Shoes in 2019, resulted in a 28% return. The latest show is a Christmas production of the Nutcracker, postponed from 2020. Having considered the limited options available, the Trustees decided to invest the available funds in bank deposit accounts. The Trustees consider the overall return on these deposits to be disappointing, but are more concerned with the safety of the Foundation's funds than taking any risks in the current climate.

The investments are under constant review.

The Reed Foundation

**REPORT OF THE TRUSTEES
for the year ended 31 December 2021**

Reserves policy

At the end of the reporting period the Charity held £21,478,441 in total funds. All funds were unrestricted. £1,097,667 of expenditure was committed by the end of the year and already provided for, mostly for donations to the Big Give Christmas Challenge held in December 2021. No commitments had been made at the end of the year which were not provided for as liabilities. Therefore the amount of reserves the Charity held at the end of the period after allowing for commitments was £21,478,441.

The Charity held no tangible fixed assets during the year and no programme related investments.

The Charity held £19,106,647 in fixed asset investments and investment property at the end of the period. As these represent a significant source of the Charity's income, the Charity's policy is to have sufficient net current assets to enable it to maintain its support of the Christmas Challenge and other emergency appeals in the next year without either having to sell its investments or rely on donations and dividends. At the end of the year net current assets totalled £2,371,793 which is sufficient to replicate 2021's level of donations to the Christmas Challenge in 2022. The Trustees therefore are satisfied with the level of reserves.

FUTURE PLANS

The Charity plans to continue the activities outlined above in the forthcoming year, subject to satisfactory funding arrangements.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The Charity was set up on 20 September 1972 and is governed by a Trust Deed and constitutes an unincorporated charity.

Recruitment and appointment of new trustees

The Trustees are members of the Management Committee. Sir Alec Reed and James Reed have a very successful business record and all the Trustees have considerable experience with the Foundation and other charities set up by the Reed family. Because of their prior expertise, additional training is not considered necessary. Trustees are appointed to the charity when vacancies arise either through the identification of knowledge gaps or because of resignations. New trustees will be inducted and trained based on Charity Commission guidance.

Organisational Structure

The Charity has no staff. Sir Alec Reed's personal assistant carries out all administrative work. The Board of Trustees are the ultimate decision-makers.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

The Reed Foundation

**REPORT OF THE TRUSTEES
for the year ended 31 December 2021**

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity Number 0264728

Principal address c/o Reed Online
Dragon Court
27-29 Macklin Street
London
WC2B 5LX

Trustees: Sir Alec Reed CBE FCMA
J A Reed MA MBA FCIPD
R A Reed LLB MA
A M Chapman MA M.Phil

Auditors: Hazlewoods LLP
Staverton Court
Staverton
Cheltenham
GL51 0UX

Bankers: Coutts & Co
440 Strand
London
WC2R 0QS

Legal Advisers: Freeths LLP
5000 Oxford Business Park South
Oxford
OX4 2BH

The Reed Foundation

**REPORT OF THE TRUSTEES
for the year ended 31 December 2021**

TRUSTEES RESPONSIBILITY STATEMENT

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the Board of Trustees on28 October.....2022 and signed on its behalf by:

Alec Reed

.....
Sir Alec Reed - Trustee

Report of the Independent Auditors to the Trustees of The Reed Foundation

Opinion

We have audited the financial statements of The Reed Foundation (the ‘charity’) for the year ended 31 December 2021 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, 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 Charity’s affairs as at 31 December 2021 and of the 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.

Basis for opinion

We have been appointed as auditors under section 151 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act. 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’s responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, 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.

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 Charity’s ability to continue as a going concern for a period of at least twelve months from when the original financial statements were 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 trustees are responsible for the 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. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Report of the Independent Auditors to the Trustees of The Reed Foundation

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Charities Act 2011 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept by the charity, 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.

Responsibilities of Trustees

As explained more fully in the trustees' responsibilities statement set out on page 8, the trustees 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 Charity'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 Charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards of Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of 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 are detailed below:

Owing to the inherent limitations of an audit, there is an unavoidable risk that material misstatements in the financial statements may not be detected, even though the audit is properly planned and performed in accordance with the ISAs (UK).

In identifying and assessing risks of material misstatement in respect of fraud, including irregularities and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of the legal and regulatory frameworks applicable to the charity financial statements or that had a fundamental effect on the operations of the charity. We determined that the most significant laws and regulations included UK GAAP, the Charities SORP, Charity legislations and regulation and taxation laws;

**Report of the Independent Auditors to the Trustees of
The Reed Foundation**

- We understood how the charity is complying with those legal and regulatory frameworks by making inquiries of the management.
- We assessed the susceptibility of the charity's financial statements to material misstatement, including how fraud might occur. Audit procedures performed by the engagement team included:
 - Identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud understanding how those charged with governance considered and addressed the potential for override of controls or other inappropriate influence over the financial reporting process;
 - testing the operating effectiveness of controls that prevent and detect fraud;
 - challenging assumptions and judgments made by management in its significant accounting estimates; and
 - identifying and testing journal entries, in particular any journal entries posted with unusual characteristics.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website. This description forms part of our auditor's report.

Use of our report

This report is made solely to the Charity's trustees, as a body, in accordance with the Charities Act 2011. Our audit work has been undertaken so that we might state to the Charity's trustees 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 Charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Martin Howard

.....
Martin Howard FCA
(Senior Statutory Auditor)

For and on behalf of Hazlewoods LLP - Statutory Auditor

Date: 28 October 2022

The Reed Foundation

STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2021

	Notes	31.12.21 Unrestricted funds £	31.12.20 Unrestricted funds £
Income and Endowments From			
Donations and legacies		2,666	827,657
Investment income	2	1,886,513	99,965
Total		1,889,179	927,622
Expenditure on			
Charitable activities			
Charitable donations		(1,379,775)	(1,292,172)
Management & administration	5	(76,249)	(30,712)
Total		(1,456,024)	(1,322,884)
Net gains on investments	8	1,358,293	533,872
Net Income/(Expenditure)		1,791,448	138,610
Reconciliation of Funds			
Total funds brought forward		19,686,993	19,548,383
Fund balances at end of year		21,478,441	19,686,993

CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

The Reed Foundation

STATEMENT OF FINANCIAL POSITION
At 31 December 2021

		31.12.21	31.12.20
	Notes	Unrestricted funds £	Unrestricted funds £
Investments			
Investments	7	10,128,087	10,128,087
Investment property	8	8,978,560	8,437,411
		<u>19,106,647</u>	<u>18,565,498</u>
Total Fixed Assets		<u>19,106,647</u>	<u>18,565,498</u>
Current Assets			
Short Term Investment	9	30,000	-
Debtors	10	43,327	-
Cash in hand		3,402,464	2,126,381
		<u>3,475,791</u>	<u>2,126,381</u>
Creditors			
Amount falling due within one year	11	<u>(1,103,997)</u>	<u>(1,004,887)</u>
Net Current Assets		<u>2,371,794</u>	<u>1,121,494</u>
Total Assets Less Current Liabilities		<u>21,478,441</u>	<u>19,686,993</u>
Net Assets		<u>21,478,441</u>	<u>19,686,993</u>
Funds	12	<u>21,478,441</u>	<u>19,686,993</u>
Unrestricted funds		<u>21,478,441</u>	<u>19,686,993</u>
Total Funds		<u>21,478,441</u>	<u>19,686,993</u>

The financial statements were approved by the Board of Trustees on **28 October 2022** and were signed on its behalf by:

Alec Reed

.....
Sir Alec Reed, Trustee

James Reed

.....
James Reed, Trustee

The notes form part of these financial statements

The Reed Foundation

STATEMENT OF CASH FLOWS
For the Year Ended 31 December 2021

	Notes	31.12.21 £	31.12.20 £
Cash flows from operating activities:			
Cash generated from operations	1	(1,397,574)	(1,180,018)
Net cash used in operating activities		(1,397,574)	(1,180,018)
Cash flows from investing activities:			
Dividends, interest and rents from investments		1,886,513	99,965
Sale of investment property		817,144	-
Purchase of short term investment		(30,000)	(30,000)
Redemption of short term investment		-	65,000
Net cash provided by investing activities		2,673,657	134,965
Change in cash and cash equivalents in the reporting period		1,276,083	(1,045,053)
Cash and cash equivalents at the beginning of the reporting period		2,126,381	3,171,434
Cash and cash equivalents at the end of the reporting period		3,402,464	2,126,381

The notes form part of these financial statements

The Reed Foundation

Notes to the Statement of Cash Flows
For the Year Ended 31 December 2021

1 Reconciliation of Net Income to Net Cash Flow from Operating Activities

	31.12.21 £	31.12.20 £
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	1,791,448	138,610
Adjustments for:		
Depreciation charges	-	621
Gains on investments and property revaluations	(1,358,293)	(533,872)
Dividends, interest and rents from investments	(1,886,513)	(99,965)
(Increase)/decrease in debtors	(43,327)	57,481
Increase in creditors	99,111	80,865
Asset donated	-	1,242
Property donation received	-	(825,000)
Net cash used in operating activities	(1,397,574)	(1,180,018)

2 ANALYSIS OF CHANGES IN NET FUNDS

	At 1 January 2021	Cashflow	At 31 December 2021
Net cash			
Cash at bank	2,126,381	1,276,083	3,402,464

The notes form part of these financial statements

The Reed Foundation

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 December 2021

1. Accounting policies

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) revised March 2018 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) (second edition published October 2019), effective 1 January 2019 and the Charities Act 2011 and UK Generally Accepted Practice.

The financial statements have been prepared under the historical cost convention with the exception of investments which are included at fair value.

The accounts are prepared on a going concern basis as there are no material uncertainties about the charity's ability to continue for the foreseeable future.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

The Following specific policies are applied to particular categories of income:

Donations are recognised when the charity has been notified in writing of both the amount and the settlement date.

Investment income is included when receivable.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Grants payable are payments made to third parties in the furtherance of the charitable objects of the Charity. In the case of an unconditional grant offer, this is accrued once the grant award has been notified.

Grants offered subject to conditions which have not been met at the year end date are noted as a commitment but not accrued as expenditure.

Depreciation on fixed assets is calculated on a straight-line basis over the estimated economic life of the asset, being five years.

Investment property

Investment properties are properties, that are held either to earn rental income or for capital appreciation, or both. Investment properties are measured initially at cost including related transaction costs, and subsequently at fair value. Fair value is based on market value, as determined by the trustees at each reporting date. The difference between the fair value of an investment property at the reporting date and its carrying amount prior to re-measurement is included in the income statement as a valuation surplus or deficit. Investment properties are presented on the balance sheet within non-current assets.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Donated assets and services

Gifts in kind, donated services and facilities are included in donations at their open market value.

Investments

Unquoted shares are stated at cost.

Unquoted debentures are stated at their redeemable value being the trustees' best estimate of fair value.

Financial Instruments

The trust 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.

The notes form part of these financial statements

The Reed Foundation

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2021

2. Investment Income

	31.12.21 £	31.12.20 £
Dividend and Investment Income	1,886,050	96,101
Deposit account interest	463	3,864
	<u>1,886,513</u>	<u>99,965</u>

3. Grants Payable

	31.12.21 £	31.12.20 £
Charitable donations	<u>1,379,775</u>	<u>1,292,172</u>

4. Trustees' Remuneration and Benefits

None of the trustees have been paid any remuneration or received any other benefit from an employment with the Foundation for the year ended 31 December 2021 nor for the year ended 31 December 2020.

Trustees' expenses

None of the trustees was paid any expenses during the year ended 31 December 2021 nor for the year ended 31 December 2020.

Employees

The Foundation had no employees in either 2021 or 2020.

5. Allocation of Support and Governance Costs

	Unrestricted funds 31.12.21 £	Unrestricted funds 31.12.20 £
Support costs		
Office costs	69,052	24,939
Bank charges	<u>1,077</u>	<u>1,272</u>
	70,129	26,212
Governance costs		
Audit	<u>6,120</u>	<u>4,500</u>
Total Support and governance costs	<u>76,249</u>	<u>30,712</u>

6. Consolidation of accounts

These accounts are the consolidated accounts of the Foundation and its subsidiary, Phoenix Recruitment Ltd ("Phoenix"). The Foundation was the sole shareholder of Phoenix, which was incorporated on 10 May 2021 (company number 13385015). Phoenix was a recruitment agency. In 2021 it incurred £24,884 in costs, mostly in legal costs for its set-up and web hosting costs, and did not generate any turnover. Sir Alec Reed, a Trustee of the Foundation, paid all Phoenix's costs and was repaid in 2022. Phoenix had net liabilities totalling £24,884 at 31 December 2021. In 2022 the decision was taken to wind up the company.

7. Fixed Asset Investments

	31.12.21 £	31.12.20 £
Investments in subsidiaries	-	-
Shares - unlisted investments	8,574,960	8,574,960
Other - Debentures	<u>1,553,127</u>	<u>1,553,127</u>
	<u>10,128,087</u>	<u>10,128,087</u>

The notes form part of these financial statements

The Reed Foundation

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2021

Additional information as follows:

Subsidiary

Cost	£
At 1 January 2021	-
Additions	1
At 31 December 2021	<u>1</u>
Net Book Value	
At 1 January 2021	-
Additions	1
Written-off	(1)
At 31 December 2021	<u>-</u>

Details of undertakings

Details of the investments in which the company holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Principal activity	Holding	Proportion of voting rights and shares held	
			2022	2021
Phoenix Recruitment Ltd	Recruitment	Ordinary	100%	-

Shares

	Unlisted investments £
Cost	
At 1 January 2021	8,574,960
Additions	-
At 31 December 2021	<u>8,574,960</u>
Net Book Value	
At 31 December 2021	<u>8,574,960</u>
At 31 December 2020	<u>8,574,960</u>

Investment assets held within the U.K. at the year end were valued at £10,128,087 (2020: £10,128,087), being £1,553,127 (2020: £1,553,127) variable rate unsecured loan notes in Juxon Limited and 35,919,020 (2020: 35,919,020) Ordinary 'A' Shares valued at £8,574,960 (2020: £8,574,960), in Reed Global Limited.

Debentures were as follows:

	31.12.21 £	31.12.20 £
At 1 January 2021	1,553,127	1,553,127
At 31 December 2021	<u>1,553,127</u>	<u>1,553,127</u>

8. Investment Property

	£
Market Value	
At 1 January 2021	8,437,411
Disposal	(825,000)
Revaluation	1,366,149
At 31 December 2021	<u>8,978,560</u>
Net Book Value	
At 31 December 2021	<u>8,978,560</u>
At 31 December 2020	<u>8,437,411</u>

During the year the Foundation's existing property was revalued by the Trustees. This resulted in a fair value gain of £1,366,149.

The notes form part of these financial statements

The Reed Foundation

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2021

9. Short Term Investments

In 2021 the Foundation invested £30,000 in Matthew Bourne's production of the Nutcracker, which had been postponed from 2020 due to the Covid-19 pandemic. The Foundation had previously invested £30,000 in the production in 2020 but the investment was returned in 2020 when it became clear the production could not go ahead.

10. Debtors: Amounts falling due within one year

	31.12.21 £	31.12.20 £
Accrued income	4,212	-
Trade debtors	39,116	-
	<u>43,327</u>	<u>-</u>

All the other debtors at the end of 2021 relate to rental income. Accrued income relates to the loan note interest.

11. Creditors: Amounts falling due within one year

	31.12.21 £	31.12.20 £
Accruals	6,331	4,438
Deferred income	-	650
Trade payables	1,097,666	999,799
	<u>1,103,997</u>	<u>1,004,887</u>

The majority of payables at the end of 2021 and 2020 were due to The Big Give Matching Challenge that takes place in December each year.

12. Movement in Funds

	At 1.1.21 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	19,686,993	1,791,448	21,478,441
Total Funds	<u>19,686,993</u>	<u>1,791,448</u>	<u>21,478,441</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	3,247,472	(1,456,024)	1,791,448
Total Funds	<u>3,247,472</u>	<u>(1,456,024)</u>	<u>1,791,448</u>

13. Related party transactions

Donations received include £2,500 (2020: £2,500) in waived accountancy fees from Reed Specialist Recruitment Limited and £166 (2020: £157) for the water supply to an investment property from Sir Alec Reed. 2020's donations received included a property valued at £825,000 from Lady Reed, a connected party.

Cash donations include £1,343,275 (2020: £1,209,268) to The Big Give Trust, which is controlled by the Trustees. This included £180,117 for the Green Match Fund, £100,000 for the India Match Fund, £50,000 for the Afghanistan appeal, £966,323 paid on to charities participating in the Christmas Challenge and the rest to enable it to operate the online fundraising Christmas Challenge. £15,000 was donated to Ethiopiaid, a connected charity.

The Reed Business School, a company with common Trustees, rented investment properties from the Foundation at a charge of £39,116 (2020: £26,077). Due to the pandemic the Business School began running courses purely online from April 2020 and the Foundation gave the School a rent holiday until it started accepting students in person again in August 2021.

Sir Alec funded the expenses of the Foundation's subsidiary, Phoenix Recruitment, totalling £28,884 (see note 6). This was repaid after the year end. These expenses included £8,243 paid to Reed Online and £120 paid to Reed Specialist Recruitment, both connected companies.

The Foundation received a £1,812,805 dividend (2020: £0) from Reed Global in the year.

The notes form part of these financial statements

The Reed Foundation

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2021

14. Operating leases

The total of future minimum lease payments is as follows:

	2021	2020
	£	£
Not later than one year	109,208	11,772
Later than one year and not later than five years	355,982	9,750
Later than five years	81,407	-
	<u>546,597</u>	<u>21,522</u>

The amount of non-cancellable operating lease payments recognised as revenue during the year was £56,638 (2020: £47,835).

The Reed Foundation

Detailed Statement of Financial Activities
for the year ended 31 December 2021

	31.12.21 £	31.12.20 £
<u>Income and Endowments</u>		
Donations and legacies		
Donations	2,666	827,657
Investment Income		
Dividend and Investment Income	1,886,050	96,101
Deposit account interest	463	3,864
	<hr/>	<hr/>
	1,886,513	99,965
	<hr/>	<hr/>
Total incoming resources	1,889,179	927,622
 <u>Expenditure</u>		
Charitable activities		
Miscellaneous Expenses	66,768	15,867
Depreciation	-	621
Supplier write-off	-	(1,250)
Accountancy	2,500	2,500
Audit fees	6,120	4,500
Professional fees	861	8,474
Grants to institutions	1,379,775	1,292,172
	<hr/>	<hr/>
	1,456,024	1,322,884
	<hr/>	<hr/>
Total resources expended	1,456,024	1,322,884
 Gain on investments	1,358,293	533,872
	<hr/>	<hr/>
Net income (expenditure)	<hr/> <hr/>	<hr/> <hr/>
	1,791,448	138,610

This page does not form part of the statutory financial statements

The Reed Foundation

APPENDIX 1 - CHARITIES SUPPORTED

Charity: Account Name	Christmas Challenge Total	Paid by Reed Foundation	Other donations
174 Trust/The Duncairn	£ 47,548	£ 7,500	
A Rocha International	£ 35,516	£ 5,000	
Action For A-T	£ 27,253	£ 5,000	
Action Medical Research	£ 80,126	£ 12,500	
Action On Pre-eclampsia	£ 20,704	£ 3,750	
Advantage Africa	£ 11,115	£ 2,000	
Advocate	£ 14,450	£ 1,500	
African French Speaking Community Support	£ 15,823	£ 1,750	
African Promise	£ 17,110	£ 2,500	
AFRINSPIRE	£ 27,145	£ 4,000	
Age Connects Cardiff And The Vale	£ 11,528	£ 1,750	
Age NI	£ 16,864	£ 2,500	
Age UK Birmingham Limited	£ 2,246	£ 75	
Age UK Northumberland	£ 9,136	£ 1,906	
Alexander Whitley Dance Company	£ 11,335	£ 2,500	
Alex's Wish	£ 5,375	£ 1,250	
Anne Frank Trust UK	£ 91,943	£ 12,500	
Appeal	£ 11,491	£ 1,250	
ASIRT	£ 4,653	£ 1,050	
Association of Visitors to Immigration Detainees	£ 4,265	£ 500	
Ataxia UK	£ 62,738	£ 8,750	
AzuKo	£ 6,549	£ 1,500	
Bell House Dulwich	£ 4,006	£ 1,000	
Beyond Ourselves	£ 18,413	£ 2,500	
Birmingham Hippodrome Theatre Trust Limited	£ 24,931	£ 2,500	
Blackburn Youth Zone	£ 32,438	£ 5,000	
Boxgrove Parent Teacher Association	£ 9,455	£ 750	
Breadwinners	£ 11,436	£ 1,250	
Bristol Old Vic and Theatre Royal Trust Limited	£ 41,100	£ 6,750	
British Youth Opera	£ 7,919	£ 1,000	
Bury Metropolitan Arts Association	£ 8,010	£ 1,500	
Butterfly Conservation	£ 33,371	£ 5,000	
CancerCare	£ 9,468	£ 1,000	
CAPLOR HORIZONS	£ 25,629	£ 3,750	
CARE International UK	£ 71,512	£ 10,000	
CBM UK	£ 49,399	£ 7,500	
Central School of Ballet	£ 18,199	£ 2,500	
Centre 404	£ 4,168	£ 329	
Centre For Women's Justice	£ 13,343	£ 1,500	
Cerebra - For Brain Injured Children And Young People	£ 5,078	£ 1,000	
Challengers	£ 34,557	£ 5,804	
Cheltenham Festivals	£ 34,165	£ 5,000	
Cherry Trees	£ 29,481	£ 2,500	
Children 1st	£ 52,055	£ 10,000	
Citizens UK	£ 63,773	£ 7,500	
City Gate Community Projects	£ 10,781	£ 1,250	
Civil Liberties Trust	£ 34,235	£ 5,000	
Cleft	£ 5,095	£ 1,000	
Community Activities Project Ealing (C.A.P.E)	£ 5,766	£ 1,200	
CONSERVATION COLLECTIVE	£ 17,294	£ 2,500	
Consortium for Street Children	£ 23,810	£ 2,500	
Cribs International	£ 5,794	£ 643	
Crossway Pregnancy Crisis Centre	£ 8,168	£ 1,250	
Cure EB (Formerly Known as Sohana Research Fund)	£ 56,155	£ 5,000	
Debate Mate Schools Limited	£ 17,901	£ 2,500	
Demelza House Childrens Hospice	£ 8,080	£ 1,250	
Designability	£ 18,024	£ 1,250	
Doctors Of The World	£ 30,685	£ 3,000	
EARTHWORKS	£ 6,925	£ 1,000	
East Anglia's Children's Hospices (EACH)	£ 48,756	£ 7,500	

Escape Community Art in Action	£	5,406	£	1,000	
Ethiopiaid				£	15,000
FareShare	£	60,806	£	10,000	
Farms for City Children	£	20,385	£	2,500	
Farnham Youth Choir	£	11,883	£	1,250	
Fiori Musicali	£	33,314	£	3,000	
Firefly International	£	36,980	£	3,700	
Forest of Avon Trust	£	4,500	£	1,000	
ForRefugees	£	45,676	£	4,000	
Freedom Community Project	£	2,946	£	85	
Freedom4girls	£	4,218	£	1,000	
Friends of the Earth Charitable Trust	£	157,462	£	15,000	
FUEL	£	13,405	£	189	
Future Talent	£	63,231	£	10,000	
Gabrieli Consort & Players	£	56,699	£	3,750	
George House Trust	£	10,298	£	1,250	
GIST Cancer UK	£	6,241	£	840	
Harpenden Spotlight On Africa	£	12,742	£	2,000	
Harrison's Fund Ltd	£	12,368	£	1,250	
Headway East London	£	4,614	£	1,000	
Headway Leicester	£	4,805	£	1,000	
Helping Rhinos	£	22,300	£	3,750	
Highlands and Islands Environment Foundation	£	15,254	£	2,500	
Himmah	£	12,923	£	2,000	
Hinksey Sculling School Ltd.	£	17,219	£	2,500	
Hollie Gazzard Trust	£	4,661	£	626	
Homelink Day Respite Care Centre	£	12,247	£	1,250	
Home-Start Manchester	£	4,266	£	1,000	
Hope Into Action UK	£	118,412	£	10,000	
Humanitarian Aid Relief Trust	£	16,755	£	1,893	
Independent Arts	£	5,054	£	1,000	
Indigo Volunteers	£	5,184	£	600	
International Health Partners	£	50,686	£	5,000	
International Justice Mission UK	£	118,254	£	20,000	
Jacksons Lane	£	25,209	£	2,203	
JDRF	£	112,407	£	12,500	
Jessie's Fund	£	23,286	£	2,500	
Jubilee Debt Campaign	£	76,457	£	10,000	
Justice and Care	£	30,914	£	3,000	
Kent Multiple Sclerosis Therapy Centre Limited	£	8,483	£	1,875	
Kith & Kids	£	16,760	£	2,500	
LAW CENTRES FEDERATION	£	39,884	£	4,000	
Leicester City Of Sanctuary	£	8,108	£	1,000	
Lewa Wildlife Conservancy UK	£	33,842	£	3,750	
Liberdade Community Development Trust	£	9,335	£	2,000	
Lifeshare Ltd.	£	15,089	£	2,000	
Longfield	£	21,726	£	1,250	
Lutyens Trust				£	2,500
Lymphoma Action	£	14,472	£	2,500	
Magic Me	£	6,464	£	750	
Manchester Action On Street Health	£	6,710	£	1,500	
Marine Conservation Society	£	17,391	£	2,500	
Maternity Worldwide	£	12,774	£	2,000	
Mbedza Projects Support	£	8,994	£	1,250	
ME Association	£	44,890	£	7,500	
Medical Aid Films	£	13,329	£	2,000	
Meningitis Now	£	4,771	£	1,000	
Milton Keynes Hospital Charity	£	8,555	£	1,975	
Momentum Children's Charity	£	33,605	£	5,000	
Mosaik Education	£	23,634	£	3,500	
Multiple Sclerosis Trust	£	23,560	£	3,000	
MUSIC IN THE ROUND	£	17,538	£	2,500	
My Sister's Place	£	7,928	£	1,750	

Network for Africa	£	25,571	£	3,000		
Neuro Therapy Centre	£	21,848	£	3,750		
Noah's Ark Charity	£	55,738	£	8,000		
NW7 Hub					£	1,500
On-Call Africa	£	10,954	£	2,000		
Oracle Cancer Trust	£	30,265	£	3,600		
Orangutan Foundation	£	25,194	£	3,500		
Orion Symphony Orchestra	£	11,721	£	2,500		
Over The Wall	£	50,648	£	7,500		
Pandas Foundation	£	4,504	£	1,000		
Parenting Special Children	£	5,668	£	675		
Parkinson's Care and Support UK	£	7,074	£	1,600		
Peace Brigades International (PBI) UK Section	£	14,935	£	1,650		
Phyllis Tuckwell Hospice	£	17,705	£	2,500		
PONT	£	13,441	£	2,000		
Power For The People	£	17,250	£	2,500		
Pramalife Limited	£	2,455	£	55		
Preston Vocational Centre Ltd	£	15,871	£	2,500		
Prisoners of Conscience Appeal Fund	£	57,933	£	5,000		
Prostate Cancer Research Centre	£	46,375	£	7,000		
Pursuing Independent Paths - PIP	£	10,469	£	1,150		
Reach Learning Disability	£	18,541	£	3,000		
Reading Refugee Support Group	£	13,102	£	1,381		
Rett UK	£	25,827	£	3,750		
Rewilding Britain	£	59,493	£	7,500		
Rockinghorse Children's Charity	£	13,299	£	2,000		
Rotherfield St Martin	£	5,990	£	605		
Royal College of Music	£	133,371	£	20,000		
Royal Holloway University of London	£	110,824	£	20,000	£	15,000
Ruddi's Retreat	£	6,375	£	750		
Ruth Hayman Trust	£	14,630	£	1,500		
SALISBURY HOSPICE CHARITY	£	19,554	£	2,500		
Sebastian's Action Trust	£	31,287	£	3,000		
Send a Cow	£	83,005	£	12,500		
Sheffield Theatres Trust	£	56,860	£	7,500		
Shivia	£	57,408	£	7,500		
Simpsons Special Care Babies	£	5,689	£	1,250		
South London Cares	£	17,893	£	3,760		
Southbank Sinfonia	£	25,789	£	3,750		
Spinal Injuries Association	£	24,651	£	1,500		
Spitalfields Crypt Trust	£	43,863	£	7,500		
St Peter & St James Hospice	£	21,155	£	2,500		
Staffordshire Pathway Project	£	3,946	£	810		
Stay Up Late	£	12,005	£	1,875		
Step (UK) Ltd	£	39,039	£	3,500		
Street Child United	£	16,960	£	2,500		
StreetInvest	£	13,304	£	1,500		
Sumatran Orangutan Society	£	65,543	£	7,500		
SWITCH THE PLAY FOUNDATION	£	15,476	£	2,500		
Thames Reach Charity	£	25,048	£	3,750		
The Adsum Foundation	£	4,619	£	1,025		
The Basingstoke and Alton Cardiac Rehabilitation Charity Limited	£	18,554	£	2,500		
THE BEACON FELLOWSHIP CHARITABLE TRUST	£	86,100	£	15,000		
The Big Give Trust - Afghanistan Appeal					£	50,000
The Big Give Trust - Christmas Challenge Awards					£	15,000
The Big Give Trust - Green Match Fund					£	180,117
The Big Give Trust - India Match Fund					£	100,000
The Big Give Trust - Other					£	117,635
The Birchall Trust	£	4,355	£	1,000		
The Brain Charity	£	4,592	£	941		
The Chartwell Cancer Trust	£	13,539	£	2,000		
The Choir with No Name	£	7,698	£	1,500		

The Connection at St Martin's - helping homeless people in London	£	85,793	£	12,500
The Diss Corn Hall Trust	£	7,636	£	944
The Duke of Edinburgh's International Award Foundation	£	66,522	£	4,923
The Eikon Charity	£	55,943	£	5,000
THE ENVIRONMENT CENTRE	£	4,884	£	1,000
The Golf Foundation	£	3,096	£	415
The Hands Up Foundation	£	44,791	£	7,500
The Include Project	£	22,087	£	5,000
The Labour Behind The Label Trust	£	13,205	£	1,500
The Michael Sobell Hospice Charity	£	23,165	£	3,750
The Mulberry Centre	£	4,230	£	902
The Multiple Sclerosis Therapy Centre (NW)	£	8,608	£	1,875
The Neuromuscular Centre	£	16,515	£	2,000
The Norden Farm Centre Trust Limited	£	12,796	£	1,417
The Orchard Project	£	33,099	£	5,000
The Orchard Trust	£	10,295	£	2,000
The Passage	£	572,973	£	25,000
The Prince's Trust	£	160,369	£	20,000
THE RECRUITMENT JUNCTION	£	13,693	£	2,000
The Royal Ballet School	£	46,239	£	7,500
The Royal Central School of Speech and Drama	£	56,168	£	7,500
The Royal Naval Benevolent Society for Officers	£	12,985	£	2,000
The Shakespeare Hospice	£	13,201	£	2,000
The Sustainable, Ecological And Economic Development Project (The SEED Project)	£	22,828	£	2,500
The Welcome Centre (huddersfield)	£	27,560	£	2,000
The Wiener Holocaust Library	£	34,229	£	5,000
THEATR CLWYD TRUST LTD	£	8,846	£	1,250
Theodora Children's Charity	£	65,204	£	10,500
TimeNorfolk	£	7,013	£	1,250
Tommy's	£	108,660	£	20,000
Tom's Trust	£	11,563	£	1,250
Transparency International (UK)	£	13,623	£	2,000
Tree Sisters	£	48,132	£	7,500
Tuberous Sclerosis Association	£	8,674	£	1,500
TUSK TRUST LIMITED	£	50,838	£	7,500
Ty Hafan	£	19,293	£	2,500
Ulverston Ford Park Community Group	£	2,511	£	79
UNICEF UK	£	52,408	£	8,664
Upbeat Communities Ltd	£	22,068	£	2,500
Voces Cantabiles Music	£	22,785	£	2,500
WaterHarvest	£	22,668	£	3,500
Watts Gallery Trust	£	56,069	£	5,000
White Lodge Centre	£	36,946	£	5,000
Whitley Fund for Nature	£	108,160	£	12,500
Wicked Weather Watch	£	5,553	£	1,375
Wild Futures	£	11,096	£	1,250
Wildlife Vets International	£	33,764	£	5,000
WISE CHILDREN LIMITED	£	15,073	£	2,000
World Child Cancer UK	£	33,585	£	5,000
XLP	£	40,874	£	7,500
YES! Tanzania	£	5,394	£	1,250
Yorkshire Dance	£	5,807	£	1,000
Totals	£	6,826,090	£	880,523
Total paid by Reed Foundation				£ 496,752
				£ 1,377,275

Reconciliation to Charitable Donations in Statement of Financial Activities:

Donation to individual

Total as per Statement of Financial Activities:

£	2,500
£	1,379,775