

REGISTERED COMPANY NUMBER: 04117495 (England and Wales)
REGISTERED CHARITY NUMBER: 1086146

EYEHEALTHUK

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021
FOR
THE EYECARE TRUST
(TRADING AS EYE HEALTH UK)
(A COMPANY LIMITED BY GUARANTEE)**

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

THE EYECARE TRUST

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FOR THE YEAR ENDED 31 DECEMBER 2021**

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THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2021. The trustees have adopted the provisions of 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).

This report covers a 12-month period from 1 January 2021 to 31 December 2021. The previous financial year ending 31 December 2020 ran for 15 months following a successful application to amend the charity's financial year from 1 October – 30 September to 1 January – 31 December, made to Companies House in 2020.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

OBJECTIVES AND ACTIVITIES

Objectives and aims

During the year the charity continued to demonstrate its resilience and adaptability in dealing with tough challenges that the COVID pandemic inevitably brought to its operations, fundraising and service delivery.

a. Principal activity

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The charity's purpose is to promote ocular health in the primary care sector and to educate the public about ocular health and good vision, and the ways of achieving this.

Specifically, it aims to encourage more people to have regular eye tests, inspire them to make informed decisions about eye care and adopt healthier lifestyles to benefit their eye health (and general well-being).

Its actions will improve the UK's eye health, contribute towards a reduction in avoidable blindness - according to RNIB half of all sight loss in the UK is avoidable - and enhance people's everyday lives.

CASE STUDY

Using real-life stories can be highly effective in helping people understand & accept health issues that may affect them or loved ones, as well as, inspire a change in health behaviour.

During National Eye Health Week 2021 we featured *Aimie Strachan who spoke about her daughter's experience of wearing an eye patch and how to make treatment for amblyopia* a positive and enriching experience for youngsters and their families.*

**Amblyopia, also known as "lazy eye", is a childhood condition where vision doesn't develop properly – usually in one eye. The condition affects around one in 50 children in the UK. Early diagnosis and treatment is vital to remedy the condition.*

b. Activities for achieving objectives

Eye Health UK is the only charity in the UK offering public information on all aspects of eye care.

It provides free, high quality eye health information to the public and to healthcare professionals.

In-line with its objectives for the year the charity managed a series of niche and high-profile public health campaigns, including National Eye Health Week which ran 20–26 September 2021.

COVID eye care

Throughout 2021 the pandemic continued to affect all aspects of our lives, including our eye health.

The charity provided important information on keeping our eyes healthy, such as, how and when to access eye care services during lockdowns; strategies for preventing dry eye when wearing a face mask, and, tips to minimise screen fatigue.

This public information on COVID eye care was shared across national and local media, as well as, on the charity's digital platforms and social media channels.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

Multi-channel eye care

The charity continued its multi-channel approach to public health promotion ensuring a diverse range of eye care advice and information was available whenever and wherever people needed it.

The charity considers digital health info to be a key tool for future eye health promotion – according to the Office of National Statistics (ONS) 60% of UK Adults looked for health-related information on the internet during 2020.¹

More than a quarter of a million people accessed our online advice and information in 2021.

Views of the charity's 'your eyes and VDUs' fact sheet rose 30% year-on-year, highlighting the need for eye care advice for screen users. Other popular digital resources included our fact sheets on retinal detachment, red eyes, contact lenses, cataracts and nystagmus.

Eye Health UK's public information service continued to provide a unique and direct response to individuals with concerns about their eye health. The public accessed this service via phone or email.

Our Instagram, Facebook and Twitter feeds also helped keep the profession and the public up-to-date with the latest eye care news and provided valuable channels for sharing eye care advice.

Public health promotion

During 2021 we addressed a wide-range of eye care issues including, dry eye, eye health and the menopause; viewing a solar eclipse; glaucoma; firework eye safety and the dangers of UV.

These initiatives generated press coverage across the national and local media and helped promote the importance of having regular eye tests as well as educating people about how to maximise their vision and keep their eyes healthy.

Practitioner resources

The charity also continued its commitment to provide eye care practitioners (ECPs), healthcare professionals and educators with tools and resources to assist them in the promotion of engaging eye care messages to their local communities. In 2021 this included the publication of an updated and redesigned series of core patient leaflets, the release of an online vision screening tool, access to posters in 30 + alternative languages and the development of a range of social media assets.

CASE STUDY

The charity teamed up with The Brain Tumour Charity to run a CET accredited webinar for ECPs. 74 ECPs registered for the online event which was designed to assist practitioners in the detection and urgent referral of suspect brain tumour patients.

Brain tumours can cause papilloedema (raised intracranial pressure). This raised pressure can be detected by optometrists during routine eye tests. Urgent referral to secondary care can lead to early diagnosis and improved prognosis, saving sight - 30% of brain tumour patients experience visual problems - as well as lives.

1. *Office for National Statistics – Internet Access Households and Individuals Aug 2020*

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

Eye health within a wider public health context

To highlight the link between eye health and wider public health issues the charity supported a number of other relevant and high-profile public health campaigns during 2021. These included Diabetes Awareness Week and National No Smoking Day.

National Eye Health Week (20 - 26 September 2021)

National Eye Health Week (NEHW) 2021 played a vital role in helping raise the profile of optics and encouraging millions of us to take better care of our eyes as we shone a light on vision and eye health for seven days during September.

From social media shout-outs and hosting community events to tv sofa chats and professional webinars more than 6,000 individuals and organisations helped spread the word on eye health.

Almost 3.5K unique users downloaded promotional materials from the NEHW online hubs whilst financial support from Central Optical Fund helped make it possible to produce hard copy resource packs. The resource packs and electronic materials helped create a national conversation with community campaigns all speaking with a common voice.

Posters in alternative languages were also updated for 2021.

Social media presents a powerful tool for reaching, engaging, and connecting individuals for public health and health promotion.² This year's social conversation had a reach of more than 81 million and saw the conversation on eye health trending on Twitter on day one of the Week.

Accounts joining the social conversation included: the Department of Health and Social Care, We Are Primary Care, Welsh Government Health and Care, Public Health Agency, Dr Sarah Jarvis, BBC Bitesize and the DVLA.

Instagram enjoyed strong engagement during the Week whilst the charity's Facebook had a reach of c. 22K.

A digital-only edition of the charity's popular consumer lifestyle magazine, Vista, featured an interview with cover star Myleene Klass, as well as, handy lifestyle tips & eye care advice to help people keep their eyes and vision healthy.

The digital publication, which was distributed to more than ¼ million readers used screen pop-ups to remind readers to 'give their eyes a break' to prevent screen fatigue.

A special podcast featuring radio host Adam Cox chatting to David Cartwright about why vision matters and the simple steps we should all be taking to help keep our eyes and vision healthy was launched during the Week and was available on a number of podcast platforms.

During the Week there were more than 200 million 'opportunities to see' positive eye health messages in the media, with coverage across national and local print and broadcast media. A special eye health supplement was also published with The Guardian newspaper.

More than one hundred thousand visitors to the vision matters website experienced life through the eyes of someone suffering vision impairment, used the online eye health calculator to assess their risk of future avoidable sight loss and accessed important advice and information on caring for their eyes.

2 Neiger BL, Thackeray R, Van WSA, Hanson CL, West JH, Barnes MD, FagenMC. Use of social media in health promotion: purposes, key performance indicators, and evaluation metrics. Health PromotPract. 2012 Mar;13(2):159–64. doi: 10.1177/1524839911433467

THE EYECARE TRUST

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021

CASE STUDY

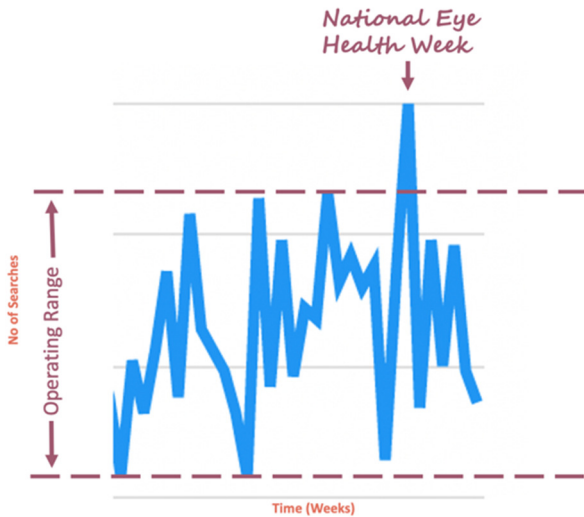
Good eyesight in children can have a huge effect on literacy and academic attainment.

To mark NEHW the Department for Education announced an extension to its 'Glasses in Classes' initiative. The roll-out of the initiative was launched by the Education Secretary, the Rt Hon Nadim Zahawi MP., and included advice about the importance of good vision and regular sight tests with links to visionmatters.org.uk on gov.uk, press coverage and social media.

The results of a poll of the Nation's Favourite (Eye) Sights were released on Fr-eye-day in a light-hearted look at why 'vision matters'.

Seeing our children play topped the poll but watching our pets beat looking at our partners! Other favourites included scenic views such as the rolling countryside and the sunset, whilst sports fans voted seeing their team score and frazzled home workers admitted they couldn't wait to see the clock strike 5pm on a Friday.

Public Reaction - Online searches and interest in eye health peaks in NEHW. Fig 1. (below) illustrates how the normal operating range for Google searches around eye health is smashed during NEHW – indicating a clear uptick in public interest.



(fig 1.) Google trends in 'eye health' searches over time 2021

Third party partnerships

The charity continued to build upon the foundations it has established over recent years, working with its supporters as well as third and public sector organisations to extend the reach and impact of its eye health promotions for public benefit. One such partnership is a collaboration the charity has formed with Central Optical Fund.

In particular, the trustees would like to thank and acknowledge the vital support of the official partners of National Eye Health Week: Central Optical Fund, Optrex, Specsavers, and Thomson Software Solutions.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

FINANCIAL REVIEW

a. Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three months expenditure (approximately £18,000 at current levels).

The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Total reserves at 31 December 2021 were £49,885 of which £8,032 were held in restricted funds. Free reserves at the end of this reporting period amount to £41,853. This is surplus to the required minimum set out above.

b. Financial position

The financial position of the charity is set out on page 12. The present level of funding is adequate to support the continuation of the charity's activities in the short-term. In these challenging times the trustees consider the financial position to be satisfactory.

The trustees are cognisant of the negative financial impact the pandemic is having on the charity sector and will continue to moderate activity accordingly.

c. Risk review

The trustees recognise their responsibility to manage the risks facing the charity and have implemented a risk management system which includes the maintenance of a risk register.

Risk levels are monitored regularly as part of a wider risk strategy.

The trustees currently consider the maintenance of a sustainable unrestricted / non-commercial income stream to be the biggest risk facing the charity.

d. Fundraising

Eye Health UK is registered with the Fundraising Regulator, an independent body who set and maintain the standards for charitable fundraising. Public fundraising forms a very small part of the charity's income and is mostly made-up of funds raised by NEHW supporters at charity bake sales.

The number of complaints received by the charity about its fundraising activity is nil.

e. Principle funding sources

Charity income streams include levy payments from eye care practitioners, charitable donations and sponsorship. This income is used to fund the administration of the charity and its public health promotions.

f. VAT

In line with Charity Taxation Regulations the charity adopts a practice of partial exemption on goods and services which promulgate the charity's objects.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

FUTURE PLANS

Main activities and achievements planned for 2022 include:

- Update Charity website
- Champion prevention message and resources across the health and social care sector
- Highlight the role of social prescribing in managing eye health
- Manage a series of public health campaigns, including National Eye Health Week 19 - 25 September
- Retain existing, and introduce new, funding streams.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Charity constitution

The charity was established by its Memorandum (amended by Special Resolution on 5 March 2011) and Articles of Association on 30 November 2000 and is a company limited by guarantee.

The charity's objects, as set out in the Memorandum of Association, are to promote improved ocular health to the public generally; to educate the public about ocular health and good vision and the means of achieving this; and to promote the advancement and improvement of the ophthalmic profession and its suppliers for the public benefit in a generic manner without favouring or promoting any individual supplier of services or appliances.

The trustees are responsible for the governance of the charity; however, the day-to-day running of the charity is delegated to the charity administrator.

Recruitment and appointment of new trustees

As set out in the Articles of Association, the board of trustees has the right, from time to time, to appoint a person as a trustee.

The charity has a requirement for a minimum number of six trustees at any one time, up to a maximum of nine.

A potential trustee will be offered for consideration at any time that the board deems appropriate. The appointment of the potential trustee is formally discussed at the next scheduled board meeting.

Trustees are considered on the basis of relevant skills, experience, and willingness to take an active part in the running of the charity. Following a majority vote of the existing board of trustees, a potential trustee will be appointed to the board. There is no minimum period of service, and a trustee can retire at any time.

The official appointment requires a quorum to agree the appointment, and, following completion of appropriate Companies House documentation, the new trustee is formally welcomed to the board at the following board meeting.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees who served the charity during the period were as follows:

DC Cartwright (chairman)
RK Plahay (interim vice chair)
RN Gavzey (interim secretary)
IJG Anderson (ABDO)
AC Bithell (College of Optometrists)
SA Tinger (FODO)
VJL Vine (AOP) (Resigned as a director on 30 November 2021)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute up to £10 in the event of a winding up.

All the trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed are set out in note 7 of the accounts.

The subscribers to the Memorandum and Articles of Association of the charity are recorded in these documents and will remain for the lifetime of the charity.

Article 2 states that subscribers are admitted to membership and article 2.3 provides for a member retiring providing that the number of members does not fall below two. The Articles of Association are not changed to reflect subsequent changes in membership; these are reflected in the annual accounts and AGM minutes.

Article 29 provides for each member as a subscriber to the charity, to appoint one person as a trustee and to remove such person as a trustee. On retiring as a member this right is terminated and the trustee appointed by this member must also retire.

Induction and training of new trustees

New trustees are briefed on the charity's activities prior to their appointment. They are also provided with the minutes of the last board meeting and agenda of the next meeting as well as the previous year's annual report. All trustees are informed of their obligations under charity and company law, the content of the Articles of Association and the procedures that govern the trustees' actions and nature of the resources of the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

04117495 (England and Wales)

Registered Charity number

1086146

Registered office

The Countess of Huntingdon's Chapel
Vineyards
Bath
BA1 5NA

THE EYECARE TRUST

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021**

Independent Examiner

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

Approved by order of the board of trustees on 8 June 2022 and signed on its behalf by:



.....
Mr D C Cartwright - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
THE EYECARE TRUST**

Independent examiner's report to the trustees of The Eyecare Trust ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2021.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Susan Plumb
Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

Date: 20 June 2022

THE EYECARE TRUST

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2021

		Unrestricted fund £	Restricted funds £	Year Ended 31/12/21 Total funds £	Period 1/10/19 to 31/12/20 Total funds £
INCOME AND ENDOWMENTS FROM	Notes				
Donations and legacies	2	50	-	50	20,363
Charitable activities	4				
Promoting ocular health		44,283	15,000	59,283	121,019
Investment income	3	<u>6</u>	<u>-</u>	<u>6</u>	<u>69</u>
Total		44,339	15,000	59,339	141,451
EXPENDITURE ON					
Charitable activities	5				
Promoting ocular health		72,215	19,968	92,183	108,314
NET INCOME/(EXPENDITURE)		(27,876)	(4,968)	(32,844)	33,137
Transfers between funds	12	<u>1,618</u>	<u>(1,618)</u>	<u>-</u>	<u>-</u>
Net movement in funds		(26,258)	(6,586)	(32,844)	33,137
RECONCILIATION OF FUNDS					
Total funds brought forward		68,111	14,618	82,729	49,592
TOTAL FUNDS CARRIED FORWARD		<u>41,853</u>	<u>8,032</u>	<u>49,885</u>	<u>82,729</u>

The notes form part of these financial statements

THE EYECARE TRUST

**STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2021**

	Notes	2021 £	2020 £
CURRENT ASSETS			
Debtors	9	716	14,236
Cash at bank		<u>58,257</u>	<u>78,282</u>
		58,973	92,518
CREDITORS			
Amounts falling due within one year	10	(9,088)	(9,789)
		<u>49,885</u>	<u>82,729</u>
NET CURRENT ASSETS			
		49,885	82,729
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>49,885</u>	<u>82,729</u>
NET ASSETS			
		<u>49,885</u>	<u>82,729</u>
FUNDS			
	12		
Unrestricted funds		41,853	68,111
Restricted funds		<u>8,032</u>	<u>14,618</u>
TOTAL FUNDS			
		<u>49,885</u>	<u>82,729</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

THE EYECARE TRUST

STATEMENT OF FINANCIAL POSITION - continued
31 DECEMBER 2021

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 8 June 2022 and were signed on its behalf by:



.....
Mr D C Cartwright - Trustee

The notes form part of these financial statements

THE EYECARE TRUST

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 charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The financial statements are prepared in sterling, which is the functional currency of the entity and rounded to the nearest £.

Going concern

The COVID-19 viral pandemic is one of the most significant economic events for the UK with unprecedented levels of uncertainty of outcomes. It is therefore difficult to evaluate all of the potential implications on the charity's operations, funding, suppliers and wider economy. The Trustees' view on the impact of COVID-19 is that, given the measures that could be undertaken to mitigate the current adverse conditions and the current resources available, they can continue to adopt the going concern basis in preparing the financial statements.

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.

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.

Taxation

The charity is exempt from corporation 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021**

1. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Cash

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Debtors and Creditors

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	Year Ended 31/12/21 Total funds £	Period 1/10/19 to 31/12/20 Total funds £
Donations	<u>50</u>	<u>-</u>	<u>50</u>	<u>20,363</u>

3. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	Year Ended 31/12/21 Total funds £	Period 1/10/19 to 31/12/20 Total funds £
Deposit account interest	<u>6</u>	<u>-</u>	<u>6</u>	<u>69</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

4. INCOME FROM CHARITABLE ACTIVITIES

	Year Ended 31/12/21	Period 1/10/19 to 31/12/20
	Promoting ocular health £	Total activities £
Membership fees	20,131	25,232
Leaflet and other merchandise sales	152	1,210
National Eye Health Week Sponsorship	25,000	77,077
Seed Fundraising	14,000	17,500
	<u>59,283</u>	<u>121,019</u>

5. CHARITABLE ACTIVITIES COSTS

	Restricted Funds £	Unrestricted Funds £	Total Funds 2021 £	Total Funds 2020 £
Promoting ocular health:				
National Eye Health Week	15,000	9,508	24,508	33,149
Media Line	-	80	80	-
PR fees	4,968	48,024	52,992	54,868
PR expenses	-	-	-	754
Website development and costs	-	4,908	4,908	4,096
Postage and stationery	-	-	-	287
Travel and subsistence	-	-	-	274
Office phone and broadband	-	-	-	196
Wages and salaries	-	-	-	5,330
Bookkeeping and professional fees	-	4,193	4,193	4,006
Insurance	-	455	455	455
Rent	-	2,695	2,695	2,685
Office computer expenses	-	464	464	117
Bank charges	-	88	88	97
Independent examination	-	1,800	1,800	2,000
Board meeting expenses	-	-	-	-
	<u>19,968</u>	<u>72,215</u>	<u>92,183</u>	<u>108,314</u>

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021**

6. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	Year Ended 31/12/21 £	Period 1/10/19 to 31/12/20 £
Independent examination	<u>1,800</u>	<u>1,800</u>

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the period ended 31 December 2020.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2021 nor for the period ended 31 December 2020.

8. STAFF COSTS

	Year Ended 31/12/21 £	Period 1/10/19 to 31/12/20 £
Wages and salaries	-	5,249
Other pension costs	<u>-</u>	<u>81</u>
	<u>-</u>	<u>5,330</u>

Key management remuneration

Key management personnel include all persons that have authority and responsibility for planning, directing and controlling the activities of the charity. The total compensation paid to key management personnel for services provided to the charity was £nil (2020: £5,330).

The average monthly number of employees during the year was as follows:

	Year Ended <u>31/12/21</u>	Period 1/10/19 to <u>31/12/20</u>
	Nil	0.25

No employees received emoluments in excess of £60,000 in either year.

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade debtors	-	13,798
Prepayments and accrued income	<u>716</u>	<u>438</u>
	<u>716</u>	<u>14,236</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade creditors	834	6,943
VAT	188	200
Accruals and deferred income	<u>8,066</u>	<u>2,646</u>
	<u>9,088</u>	<u>9,789</u>

11. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Current assets	50,941	8,032	58,973	92,518
Current liabilities	<u>(9,088)</u>	<u>-</u>	<u>(9,088)</u>	<u>(9,789)</u>
	<u>41,853</u>	<u>8,032</u>	<u>49,885</u>	<u>82,729</u>

12. MOVEMENT IN FUNDS

	At 1/1/21	Net movement in funds	Transfers between funds	At 31/12/21
	£	£	£	£
Unrestricted funds				
General fund	68,111	(27,876)	1,618	41,853
Restricted funds				
Eye Doctor Campaign	1,618	-	(1,618)	-
Optician First Campaign	<u>13,000</u>	<u>(4,968)</u>	<u>-</u>	<u>8,032</u>
	<u>14,618</u>	<u>(4,968)</u>	<u>(1,618)</u>	<u>8,032</u>
TOTAL FUNDS	<u>82,729</u>	<u>(32,844)</u>	<u>-</u>	<u>49,885</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

12. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	44,339	(72,215)	(27,876)
Restricted funds			
National Eye Health Week	15,000	(15,000)	-
Optician First Campaign	-	(4,968)	(4,968)
	<u>15,000</u>	<u>(19,968)</u>	<u>(4,968)</u>
TOTAL FUNDS	<u>59,339</u>	<u>(92,183)</u>	<u>(32,844)</u>

Comparatives for movement in funds

	At 1/10/19 £	Net movement in funds £	Transfers between funds £	At 31/12/20 £
Unrestricted funds				
General fund	33,639	34,096	376	68,111
Restricted funds				
National Eye Health Week	13,635	(13,259)	(376)	-
Eye Doctor Campaign	2,318	(700)	-	1,618
Optician First Campaign	-	13,000	-	13,000
	<u>15,953</u>	<u>(959)</u>	<u>(376)</u>	<u>14,618</u>
TOTAL FUNDS	<u>49,592</u>	<u>33,137</u>	<u>-</u>	<u>82,729</u>

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021**

12. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	111,701	(77,605)	34,096
Restricted funds			
National Eye Health Week	16,750	(30,009)	(13,259)
Eye Doctor Campaign	-	(700)	(700)
Optician First Campaign	<u>13,000</u>	<u>-</u>	<u>13,000</u>
	<u>29,750</u>	<u>(30,709)</u>	<u>(959)</u>
TOTAL FUNDS	<u>141,451</u>	<u>(108,314)</u>	<u>33,137</u>

National Eye Health Week - funds to be used for the sole purpose of implementing the National Eye Health Week (NEHW) campaign.

Eye Doctor - a public eye health campaign promoting the importance of regular sight tests to groups at increased risk of sight loss. These include the over 60's, those affected by obesity, smokers and diabetics.

Optician First Campaign - A public health campaign with advice and information for the treatment of minor / urgent eye conditions. Made possible with financial support from Reckitt.

13. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2021.