Social Anxiety Alliance UK	**Charity registration no. 1195520**

SOCIAL ANXIETY ALLIANCE UK
TRUSTEES' REPORT AND UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2025

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Sarah Peacey (Appointed Aug 2021) Neil Greening (Appointed Aug 2021) Ellie Whitbread (Appointed Mar 2023, Resigned Aug 2025) Liz Critchlow (Appointed Jul 2023) Russell Findlay (Appointed Sep 2023, Resigned Aug 2025) Tatiana Allan (Appointed May 2024) Maham Yawar (Appointed Nov 2024, Resigned Aug 2025) Steve Albasini (Appointed Sep 2025) Ollie Kasper-Hope (Appointed Sep 2025)
Charity number	1195520
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TABLE OF CONTENTS

LEGAL AND ADMINISTRATIVE INFORMATION 1

TRUSTEES' REPORT 3

STRUCTURE, GOVERNANCE AND MANAGEMENT 3
MISSION AND GOALS 3
WHAT IS SOCIAL ANXIETY? 3
HOW COMMON IS SOCIAL ANXIETY DISORDER? 4
WHAT AFFECTS DOES SOCIAL ANXIETY DISORDER HAVE ON PEOPLE'S LIVES? 4
HOW MANY PEOPLE GET TREATED? 4
ACHIEVEMENTS AND PERFORMANCE 5
FUTURE PLANS 6
FINANCIAL REVIEW 6
APPROVAL 6

STATEMENT OF FINANCIAL ACTIVITIES 7

BALANCE SHEET 8

NOTES TO THE ACCOUNTS 9

ACCOUNTING POLICIES 9
1. BASIS OF ACCOUNTING 9
2. GOING CONCERN 9
3. INCOME 9
4. EXPENDITURE 10

TRUSTEES' REPORT

The Trustees present their Report and Accounts for the year ended 31 December 2025.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with Social Anxiety Alliance UK's constitution, the Charities Act 2011 and the *Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland* (Charities SORP FRS 102) issued on 16 July 2014.

Structure, governance and management

Social Anxiety Alliance UK (SAAUK) was established as a Charitable Incorporated Organisation (CIO) on 16 August 2021.

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

Mission and Goals

Our mission is a society in which social anxiety is widely understood, with easy access to appropriate information, support and treatment so that no one has to face social anxiety alone.

Our goals:

(1) Help those affected by social anxiety find the information and resources they need
(2) Increase public awareness and empathy towards social anxiety
(3) Promote and improve access to appropriate and effective treatment

What is social anxiety?

Social anxiety disorder (SAD) involves an excessive fear of social situations. Sufferers will often fear being embarrassed or worry about being negatively evaluated by others. Anticipatory anxiety and situational avoidance are common, and individuals may endure social situations with a high level of discomfort. Everyone's experience of social anxiety is likely to be different. The scope of the anxiety may be focused on specific types of social situations or generalised to almost any social or public encounter.

How common is social anxiety disorder?

The NICE Social Anxiety Guidance (Full Guidance 2013) stated there were no UK epidemiological surveys that specifically report data on social anxiety disorder in adults. However, section 2.1.2 goes on to quote "…it is clear that social anxiety is one of the most common of all the anxiety disorders".

The U.S. NCS-R (12-Month Prevalence Table) and associated data at the U.S. National Comorbidity Survey quote 12-month prevalence at 7% (including mild, moderate and severe cases).

At the more severe end of the spectrum, using "strict criteria and face-to-face interviews" the USA data reveals a 12-month prevalence of 2.8% (Grant et al, 2005).

If such percentages were replicated in the UK, it would equate to over 3.5 million adults with some form of diagnosable social anxiety and over 1.5 million at the more severe end of the spectrum. Children and teenagers would bring the totals even higher.

What effects does Social Anxiety Disorder have on people's lives?

The impact of social anxiety disorder is far-reaching and without treatment can be significant and long lasting. As well as the mental and physical symptoms, the avoidance and safety behaviours can cause significant impediments to people in their personal, educational, and professional lives.

It may impact every aspect of communication and interaction with others, such as speaking on the telephone, participating in video calls, social media posts, appointments, friendships, relationships, being watched or seen from afar.

At the severe end of the spectrum people who experience social anxiety may find it very difficult to leave the home or to work leading to acute social isolation.

In educational contexts, students of all ages may struggle with class participation, friendships, group activities, or regular attendance. For some, this may lead to poorer qualifications or completely dropping out of school, college or university.

How many people get treated?

Despite the prevalence of social anxiety disorder (SAD) and the severe impact of its symptoms, the majority of individuals do not receive treatment for their SAD. Previous research showed

only about half of adults with the disorder ever seek treatment, and those who do generally only seek treatment after 15 to 20 years of symptoms (Grant et al., 2005a).

Access to treatment is compromised by lack of public awareness of the condition amongst the general public and the very nature of the condition meaning sufferers are reluctant to share their social anxiety with friends, family or professional.

Too frequently we hear the words "I didn't know the condition existed, I thought I was the only one".

Achievements and performance

In 2025, we ran a successful recruitment campaign and appointed Ollie Kasper - Hope (trustee) and Steve Albasini (trustee and treasurer).

We successfully requested that social anxiety disorder be added to the NHS webpage listing conditions that CBT can help.

We continued growing our social media presence with multiples posts across Instagram, Facebook and LinkedIn.

We held a successful online awareness event with the London based LSSG (the world's largest shyness and social anxiety Meetup group) with positive feedback. We also launched a YouTube channel to host the recording and other video content.

We met with colleagues from the University of Reading and University of Dundee to initiate a research project to better understand how social anxiety effects university students. The intention will be to distribute the survey to a range of UK universities with the objective of generating insights to improve student support for social anxiety.

We continue to develop our content and resources, links to other social anxiety websites and signposting to support, self-help, NHS and private therapy. We are pleased to see that the website is already providing help to those with social anxiety, including the following feedback from beneficiaries:

"The information on this site has really helped me in being able to explain my situation more effectively to people, differentiating between social anxiety and social shyness. So, thank you."

"Your page on maintenance cycle, thoughts, feelings and behaviours helped to identify what keeps the social anxiety going and has helped me confront it."

"I'm more comfortable about my mental health and the website has truly been helpful."

Future Plans

Over the next 12 months the charity's priorities are:

- to develop the website content including help from BABCP qualified reviewers
- further increase our social media presence through new pages and posts at LinkedIn, Facebook, Instagram
- engage with social media influencers to promote social anxiety content
- to work with other UK mental health charities to help develop their own social anxiety content
- to continue to develop key governance policies
- to recruit new Trustees with suitable skills and experience.
- to develop a fundraising strategy including funding and grant applications, and an awareness campaign
- to initiate social anxiety features on TV, radio, newspapers and social media
- seek celebrity patrons or ambassadors
- to seek feedback from the social anxiety community about their needs e.g. via awareness events and surveys
- to collaborate on a research project to better understand how social anxiety effects UK University students

Financial review

SAAUK's policy is that unrestricted funds that have not been designated for a specific use should be maintained at a level equivalent to six months' expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Approval

This report was approved by the Trustees and signed on their behalf by
Neil Greening, Chair SAAUK
Date when approved: 28/09/2026

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December 2025

	Unrestricted funds	Restricted funds	Total funds	Prior period funds
Income	**£**	**£**	**£**	**£**
Donations	509	0	509	881
Expenditure				
Charitable activities	644	0	644	660
Net Income/(expenditure)				
Net movement in funds	(135)	0	(135)	221
Reconciliation of funds				
Interest Income	1		1	1
Total funds brought forward	808	0	808	585
Total funds carried forward	**673**	**0**	**673**	**808**

BALANCE SHEET

As at 31 December 2025

	Unrestricted funds £	Restricted funds £	Total funds £	Prior period funds £
Current assets				
Cash at bank and in hand	673	0	673	808
Creditors				
Amounts falling due within one year	0	0	0	0
Total assets less current liabilities	**673**	**0**	**673**	**808**
Funds of the charity				
Restricted income funds	0	0	0	0
Unrestricted funds	673	0	673	808
Total funds	**673**	**0**	**673**	**808**

The above accounts were approved by the Trustees on: 28/09/2026

Neil Greening (Chair)

NOTES TO THE ACCOUNTS

For the year ended 31 December 2025

Accounting policies

1. Basis of accounting

These accounts have been prepared under the historical cost convention with items initially recognised at cost or transaction value unless otherwise stated in the notes to these accounts.

The accounts have been prepared in accordance with the *Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland* (Charities SORP FRS 102) issued on 16 July 2014, the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Charities Act 2011.

Social Anxiety Alliance UK is a public benefit entity as defined by FRS 102.

The accounts are presented in sterling and rounded to the nearest pound.

2. Going concern

The trustees consider that there are no material uncertainties about Social Anxiety Alliance UK's ability to continue as a going concern.

3. Income

Income recognition

Income is included in the Statement of Financial Activities (SoFA) when the Charity becomes entitled to the resources, it is more likely than not that the Trustees will receive the resources and the monetary value can be measured with sufficient reliability.

Offsetting

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the FRS 102 SORP or FRS 102.

Donations

Donations are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 FRS 102 SORP).

Gift Aid

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' Annual Report.

4. Expenditure

Expense recognition

Expenses are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Notes to the Accounts (continued)

For the year ended 31 December 2025

Analysis of income

	Unrestricted funds £	Restricted funds £	Total funds £	Prior period funds £
Cash	128	0	128	335
In Kind	380	0	380	546
Interest Income	1	0	1	0
Total	**510**	**0**	**510**	**882**

Analysis of expenditure

Expenditure on:	Unrestricted funds £	Restricted funds £	Total funds £	Prior period funds £
IT expenses	380	0	380	342
Office expenses	204	0	204	204
Other charges	0	0	0	54
Bank charges	60	0	60	60
Total	**644**	**0**	**644**	**659**

The above accounts were approved by the Trustees on: 28/09/2026

Neil Greening (Chair)