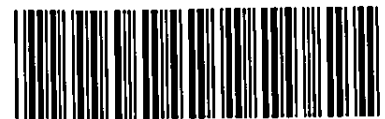

THE EYECARE TRUST
(A company limited by guarantee)

UNAUDITED
TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2009

TUESDAY



ALGNAKOG

A08

08/06/2010

56

COMPANIES HOUSE

THE EYECARE TRUST
(A company limited by guarantee)

CONTENTS

| | Page |
|---|----------------|
| Reference and administrative details of the charity, its trustees and advisers | 1 |
| Trustees' report | 2 - 8 |
| Independent examiner's report | 9 |
| Statement of financial activities | 10 |
| Balance sheet | 11 |
| Notes to the financial statements | 12 - 17 |

THE EYECARE TRUST
(A company limited by guarantee)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 30 SEPTEMBER 2009

| | |
|----------------------------------|---|
| Trustees | I M Anderson V Freeman R N Gavzey I A McDermott D McLaren D Patel K Plahay J Russell |
| Company registered number | 4117495 |
| Charity registered number | 1086146 |
| Registered office | Streets LLP Tower House Lucy Tower Street Lincoln LN1 1XW |
| Independent Examiner | R J Ward Streets LLP Tower House Lucy Tower Street Lincoln LN1 1XW |
| Bankers | Cater Allen 9 Nelson Street Bradford BD1 5AN |

THE EYECARE TRUST
(A company limited by guarantee)

TRUSTEES' REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2009

The Trustees, who are also directors of the charity for the purposes of the Companies law, have pleasure in presenting their report and the audited financial statements of The Eyecare Trust for the ended 30 September 2009. The Trustees confirm that the Annual report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005.

Structure, governance and management

a. CONSTITUTION

The Charity was established by its memorandum (amended by Special Resolution on 5 March 2001) and Articles of Association on 30 November 2000 and is a company limited by guarantee.

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

The trustees are responsible for the governance of the charity, however the day to day running of the charity is delegated to the administrative secretary.

b. METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

As set out in the Articles of Association The Eyecare Trust's Board of Trustees has the right, from time to time, to appoint a person as a Trustee.

The Eyecare Trust 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 by the Board of Trustees 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.

c. POLICIES ADOPTED FOR THE INDUCTION AND TRAINING OF TRUSTEES

New trustees are briefed on The Eyecare Trust'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 legal obligations under charity and company law, the content of the Articles of Association and the procedures that govern the Trustee's actions and nature of the resources of the Trust.

THE EYECARE TRUST
(A company limited by guarantee)

TRUSTEES' REPORT (continued)
FOR THE YEAR ENDED 30 SEPTEMBER 2009

d. ORGANISATIONAL STRUCTURE AND DECISION MAKING

Reference and administrative details are shown in the schedule of members of the board and professional advisers on page 1 of the financial statements

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

I M Anderson
N Burnett-Hood (resigned 17/12/2009)
V Freeman
R N Gavzey
S L Hornsby (resigned 19/01/2009)
I A McDermott
D McLaren
D Patel (appointed 16/09/2009)
K Plahay
J Russell (appointed 16/09/2009)

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.

Objectives and Activities

a. PRINCIPLE 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 objectives are 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.

THE EYECARE TRUST
(A company limited by guarantee)

TRUSTEES' REPORT (continued)
FOR THE YEAR ENDED 30 SEPTEMBER 2009

b. ACTIVITIES FOR ACHIEVING OBJECTIVES

Main Activities and Achievements in 2008/2009 included:

The Trust's activities are designed to improve the eye health of people living in the UK and help eliminate avoidable sight loss. It aims to achieve this by highlighting the importance of regular sight testing and providing clear, impartial and accessible advice and information on a wide range of eye related topics.

National Eye Week (NEW) 24 – 30 November 2008

The State of the Nation's Eyes campaign launched to mark National Eye Week highlighted how 20 million Brits are putting their sight at risk by failing to have regular sight tests.

More than 5,000 resource packs were distributed to optician practices across the UK to help them participate in the week and promote the importance of regular sight testing within their local community.

Boots Opticians ran a nation-wide free sight test promotion to celebrate NEW. This enabled everyone to have their sight tested for free during the week. This was especially important as cost is often cited as a barrier to people having their eyes examined.

The supporting media relations campaign generated more than 35 million opportunities to see and hear positive eye care messages across national and regional press. The press coverage included more than 200 pieces of radio coverage and 60 press cuttings.

A poster campaign run in 65 high street locations, 12 large shopping malls and 500 libraries highlighted which groups of people are entitled to free sight tests paid for by the NHS whilst a special NEW website (www.nationaleyeweek.co.uk) provided helpful advice on caring for your eyes. Features on the website included an interactive vision simulator.

During National Eye Week the public were also invited to take part in an online vision challenge and test their sight using state of the art vision screening software.

The challenge was accessed via the National Eye Week website and promoted via an e-shot sent to c. 50,000 email addresses. It also featured in the media relations campaign and on the poster advertising.

More than 1,000 people took part in the challenge, which tested visual acuity, mobility and colour vision. Worryingly, a quarter of those participating in the challenge failed one or more elements!

SOS Campaign (Save our Sight)

The Trust joined forces with Rubicon Exotic Juice Drinks to run a sunglass recycling scheme.

The public were invited to recycle their old and unwanted sunglasses in collection boxes located in optician practices across the UK.

Four thousand practices were sent recycling boxes and marketing material to support the campaign.

Distribution of the boxes and toolkits was kindly sponsored by The DX.

Donated sunglasses were tested to ensure they provided adequate UV protection before being redistributed in free eye camps across India, where 77 percent of all blindness is due to cataracts.

The campaign also highlighted the need for adequate UV protection in the UK – everyone should protect their eyes when the UV Index rises above three.



THE EYECARE TRUST
(A company limited by guarantee)

TRUSTEES' REPORT (continued)
FOR THE YEAR ENDED 30 SEPTEMBER 2009

A high profile media campaign promoted the campaign with coverage secured in national newspapers including the Sunday Express and OK!, whilst advertorials promoting the importance of protecting your eyes from the sun's rays appeared in YOU magazine, The Sunday Times, The Guardian and weekly magazines including Hello

The campaign website www.saveoursight.co.uk also provided advice and information on safe sun vision and included a link to the Met Office website so visitors could check daily UV levels
The campaign collected more than 40,000 pairs of sunglasses

Website

The Trust's website (www.eyecaretrust.org.uk) continued to provide a valuable first port of call for people seeking advice and information about a range of eyecare topics

During the year the charity launched an upgraded site, which incorporated a new look, improved navigation and even more eye health information and resources for the public, practitioners and the media

Praise for the website

"The Eyecare Trust website is a good online resource with expert advice "
SHE magazine, April 2009

Public Information Campaigns 2008/2009

The Trust's public information campaigns help ensure that eyecare is kept high on the public's health agenda and provide valuable advice and information through the media, advertising and other marketing activity

During this period the charity's public information campaigns generated more than 100 million opportunities to see and hear positive eye care messages in the media

Subjects covered included

- Remember, remember – firework eye safety code
- See the benefits of making a New Year resolution
- Roadworthy eyewear
- Healthy eyes, healthy you
- DIY dangers
- Poor lifestyles fuel increase in risk of sight loss
- UV protection on the slopes
- Bright eyes – UV protection

The Trust also manages an information line for members of the public who have questions about their eye health

Fact sheets

The Trust published new and updated patient fact sheets covering topics such as blepharitis and presbyopia. These are available for the public to download from the Trust's website and for eyecare practitioners to use when treating patients.

World Glaucoma Day (12 March 2009)

The charity produced a comprehensive marketing toolkit to help practitioners support World Glaucoma Day (12 March 2009) and promote the importance of regular sight testing

The tool kit which included posters, clinical fact sheet, know the risks questionnaire and template press release was available for optometrists to download direct from the new website

THE EYECARE TRUST
(A company limited by guarantee)

TRUSTEES' REPORT (continued)
FOR THE YEAR ENDED 30 SEPTEMBER 2009

The Trust also issued a national press release and a case study documenting Joyce's story – an 87 year-old lady who has lived with the condition for the last 40 years

A 'know your risks questionnaire' was published on www.eyecaretrust.org.uk along with practical advice and information about diagnosing and treating glaucoma

Administration and Organisation

During the year 1 October 2008 – 30 September 2009 the Trust continued to look for ways to maximise its efficiency and effectiveness

The Board of Trustees was augmented with the recruitment of two new board members

The charity developed a new membership recruitment and retention strategy

c. THIRD PARTY PARTNERSHIPS

The Trust continued to build upon the foundations it has established over the last five years working with existing supporters and patrons as well as creating new relationships that have helped extend the reach and impact of its public health campaigns

Notable partnerships include

Rubicon Exotic Juice Drinks – papaya juice on pack promotion and healthy eyes print and TV advertising

NHS – NHS Choices website links

The BBC – Dom's on the Case of Eyecare collaboration (broadcast 30 December 2008)

The Guardian – Vision Supplement (published 17 November 2008)

Birmingham Optical Group – AMD campaign

Specsavers – World Glaucoma Day press activity (12 March 2009)

The Trust has also been instrumental in establishing a new eye health event 'Vision Matters' which will be supported by the entire optical industry when it launches in 2010

The charity has also agreed a partnership with Simplyhealth to promote positive eye health messages to a wide-ranging demographic audience. Two major public information campaigns resulting from this partnership will be launched during 2009/10

THE EYECARE TRUST
(A company limited by guarantee)

TRUSTEES' REPORT (continued)
FOR THE YEAR ENDED 30 SEPTEMBER 2009

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 between three and six months expenditure (approximately £45,000 to £90,000 at current levels) The trustees consider that reserves at this level will insure that, in the event of a significant drop in funding, they will be able to continue the charities current activities while consideration is given to ways in which additional funds may be raised

At the year end, free reserves equated to approximately 6 months expenditure The charity maintains a prudent financial strategy and endeavors to build reserves to the required level at all opportunities

b. FINANCIAL POSITION

The present level of funding is adequate to support the continuation of the charity's activities for the medium term, and the Trustees consider the financial position to be satisfactory

c. RISK REVIEW

The Trustees are exempt from carrying out a risk review as incoming resources less than £250,000 However, it makes good business sense to mitigate risk, and the Trustees are constantly looking at ways to reduce risk and ensure the sustainability of the organisation

Plans for the future

a. MAIN ACTIVITIES AND ACHIEVEMENTS PLANNED FOR 2008/2009 INCLUDE:

- Implement membership retention and recruitment strategy
- Strengthen the Trust's portfolio of practitioner resources
- Boost the number of corporate and professional patrons supporting the Trust
- Develop the most comprehensive public eye health resource available on the internet
- Manage a programme of public information campaigns designed to improve public understanding of the importance of good eye health and promote positive action towards caring for our eyes

THE EYECARE TRUST
(A company limited by guarantee)

TRUSTEES' REPORT (continued)
FOR THE YEAR ENDED 30 SEPTEMBER 2009

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of The Eyecare Trust for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)


Company and charity law 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to


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

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

In preparing this report, the Trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report was approved by the Trustees on 23 April 2010 and signed on their behalf, by


.....
I M Anderson


.....
R N Gavzey

THE EYECARE TRUST
(A company limited by guarantee)

**INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2009**

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

I report on the financial statements of the company for the year ended 30 September 2009 which are set out on pages 10 to 17

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The Trustees, who are also the directors of the company for the purposes of company law, are responsible for the preparation of the financial statements. The Trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the Act) and that an independent examination is needed. The company's gross income exceeded £90,000 and I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales.

Having satisfied myself that the company is not subject to audit under charity or company law and is eligible for independent examination, it is my responsibility to

- examine the financial statements under section 43 of the Act,
- follow the procedures laid down in the general Directions given by the Charity Commission under section 43(7)(b) of the Act, and
- state whether particular matters have come to my attention

BASIS OF INDEPENDENT EXAMINER'S REPORT

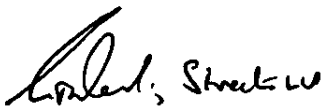
My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the company and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you as Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention

- (1) which gives me reasonable cause to believe that in any material respect the requirements
 - to keep accounting records in accordance with section 386 of the Companies Act 2006, and
 - to prepare financial statements which accord with the accounting records and comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charitieshave not been met, or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached

Signed



Dated 5 May 2010

R J Ward FCA

STREETS LLP

Tower House
Lucy Tower Street
Lincoln
LN1 1XW

THE EYECARE TRUST
(A company limited by guarantee)

STATEMENT OF FINANCIAL ACTIVITIES
(Incorporating income and expenditure account)
FOR THE YEAR ENDED 30 SEPTEMBER 2009

| | Note | Restricted funds 2009 £ | Unrestricted funds 2009 £ | Total funds 2009 £ | Total funds 2008 £ |
|---|------|----------------------------------|------------------------------------|-----------------------------|-----------------------------|
| INCOMING RESOURCES | | | | | |
| Incoming resources from generated funds | | | | | |
| Voluntary income | 2 | - | 101,206 | 101,206 | 108,104 |
| Activities for generating funds | 3 | 103,717 | 2,029 | 105,746 | 32,410 |
| Investment income | 4 | - | 219 | 219 | 2,124 |
| TOTAL INCOMING RESOURCES | | 103,717 | 103,454 | 207,171 | 142,638 |
| RESOURCES EXPENDED | | | | | |
| Charitable activities | 5 | 66,575 | 113,082 | 179,657 | 134,706 |
| Governance costs | 6 | - | 2,100 | 2,100 | 1,000 |
| TOTAL RESOURCES EXPENDED | | 66,575 | 115,182 | 181,757 | 135,706 |
| MOVEMENT IN TOTAL FUNDS FOR THE YEAR - NET INCOME/(EXPENDITURE) FOR THE YEAR | | | | | |
| | | 37,142 | (11,728) | 25,414 | 6,932 |
| <i>Total funds at 1 October 2008</i> | | <i>26,564</i> | <i>78,403</i> | <i>104,967</i> | <i>98,035</i> |
| TOTAL FUNDS AT 30 SEPTEMBER 2009 | | 63,706 | 66,675 | 130,381 | 104,967 |

The notes on pages 12 to 17 form part of these financial statements

THE EYECARE TRUST
(A company limited by guarantee)
REGISTERED NUMBER: 4117495


BALANCE SHEET
AS AT 30 SEPTEMBER 2009

| | Note | £ | 2009 £ | £ | 2008 £ |
|---|------|----------------|----------------|----------------|----------------|
| CURRENT ASSETS | | | | | |
| Debtors | 8 | 26,886 | | 24,060 | |
| Cash at bank and in hand | | 122,766 | | 83,867 | |
| | | <u>149,652</u> | | <u>107,927</u> | |
| CREDITORS: amounts falling due within one year | 9 | (19,271) | | (2,960) | |
| NET CURRENT ASSETS | | | <u>130,381</u> | | <u>104,967</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | <u>130,381</u> | | <u>104,967</u> |
| CHARITY FUNDS | | | | | |
| Restricted funds | 10 | | 63,706 | | 26,564 |
| Unrestricted funds | 10 | | 66,675 | | 78,403 |
| | | | <u>130,381</u> | | <u>104,967</u> |


The Trustees consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act. The Trustees acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 30 September 2009 and of its profit for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company.

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Trustees on 23 April 2010 and signed on their behalf, by



I M Anderson



R N Gavzey

The notes on pages 12 to 17 form part of these financial statements

THE EYECARE TRUST
(A company limited by guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2009

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in March 2005, applicable accounting standards and the Companies Act 2006.

1.2 Fixed Assets and Depreciation

Expenditure of a capital nature over £1,000 is capitalised at cost. Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset.

1.3 Company status

The company is a company limited by guarantee. The members of the company are the Trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £10 per member of the company.

1.4 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

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

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

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

THE EYECARE TRUST
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2009**

1. ACCOUNTING POLICIES (continued)

1.5 Incoming resources

All incoming resources are included in the Statement of financial activities when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, entitlement is the earlier of the company being notified of an impending distribution or the legacy being received.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the company where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

Donated services or facilities, which comprise donated services, are included in income at a valuation which is an estimate of the financial cost borne by the donor where such a cost is quantifiable and measurable. No income is recognised where there is no financial cost borne by a third party.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

1.6 Resources expended

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

2. VOLUNTARY INCOME

| | Restricted funds 2009 £ | Unrestricted funds 2009 £ | Total funds 2009 £ | Total funds 2008 £ |
|------------------|--|--|---------------------------------------|---------------------------------------|
| Patronage | - | 40,000 | 40,000 | 45,000 |
| Membership fees | - | 61,206 | 61,206 | 63,104 |
| | <hr/> | <hr/> | <hr/> | <hr/> |
| Voluntary income | - | 101,206 | 101,206 | 108,104 |
| | <hr/> | <hr/> | <hr/> | <hr/> |

THE EYECARE TRUST
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2009**

3. ACTIVITIES FOR GENERATING FUNDS

| | Restricted funds 2009 £ | Unrestricted funds 2009 £ | Total funds 2009 £ | Total funds 2008 £ |
|-----------------------------------|--|--|---------------------------------------|---------------------------------------|
| Sponsorships | 103,717 | - | 103,717 | 30,000 |
| Leaflet & Other Merchandise Sales | - | 2,029 | 2,029 | 2,410 |
| | <u>103,717</u> | <u>2,029</u> | <u>105,746</u> | <u>32,410</u> |

4. INVESTMENT INCOME

| | Restricted funds 2009 £ | Unrestricted funds 2009 £ | Total funds 2009 £ | Total funds 2008 £ |
|---------------|--|--|---------------------------------------|---------------------------------------|
| Bank interest | - | 219 | 219 | 2,124 |
| | <u>-</u> | <u>219</u> | <u>219</u> | <u>2,124</u> |

5. DIRECT COSTS

| | Promote Ocular Health £ | Total 2009 £ | Total 2008 £ |
|--------------------------------|--|-----------------------------|-----------------------------|
| Campaign Costs | 66,575 | 66,575 | 32,405 |
| Optrafair | - | - | 60 |
| Postage & Telephone | 690 | 690 | 1,215 |
| Travelling Expenses | 1,817 | 1,817 | 309 |
| Insurance | 1,050 | 1,050 | 1,050 |
| Meeting Expenses | 1,139 | 1,139 | 795 |
| General Expenses | 683 | 683 | 1,109 |
| Bank Charges | 322 | 322 | 162 |
| PR Fees | 67,456 | 67,456 | 79,714 |
| Website Development | 7,660 | 7,660 | 3,661 |
| Bookkeeping | 1,010 | 1,010 | 1,160 |
| Payroll Services | 291 | 291 | 130 |
| Increase in Bad Debt Provision | 15,414 | 15,414 | - |
| Wages and salaries | 14,708 | 14,708 | 12,186 |
| National insurance | 842 | 842 | 750 |
| | <u>179,657</u> | <u>179,657</u> | <u>134,706</u> |

THE EYECARE TRUST
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2009**

6. GOVERNANCE COSTS

| | Restricted funds 2009 £ | Unrestricted funds 2009 £ | Total funds 2009 £ | Total funds 2008 £ |
|---|--|--|---------------------------------------|---------------------------------------|
| Accountancy Fees | - | 2,100 | 2,100 | 2,000 |
| Accountancy (over)/under provided in prior year | - | - | - | (1,000) |
| | <u>-</u> | <u>2,100</u> | <u>2,100</u> | <u>1,000</u> |

7. STAFF COSTS

Staff costs were as follows

| | 2009 £ | 2008 £ |
|-----------------------|-------------------|-------------------|
| Wages and salaries | 14,708 | 12,186 |
| Social security costs | 842 | 750 |
| | <u>15,550</u> | <u>12,936</u> |

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

| 2009 No. | 2008 No |
|---------------------|--------------------|
| <u>2</u> | <u>1</u> |

No employee received remuneration amounting to more than £60,000 in either year

8. DEBTORS

| | 2009 £ | 2008 £ |
|---------------|-------------------|-------------------|
| Trade debtors | 26,886 | 22,108 |
| VAT | - | 893 |
| Prepayments | - | 1,059 |
| | <u>26,886</u> | <u>24,060</u> |

THE EYECARE TRUST
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2009**

9. CREDITORS:

Amounts falling due within one year

| | 2009 £ | 2008 £ |
|---------------------------------|---------------|--------------|
| Trade creditors | 11,541 | 960 |
| Social security and other taxes | 5,595 | - |
| Accruals and deferred income | 2,135 | 2,000 |
| | <u>19,271</u> | <u>2,960</u> |

10. STATEMENT OF FUNDS

| | Brought Forward £ | Incoming resources £ | Resources Expended £ | Carried Forward £ |
|----------------------------------|-------------------------|----------------------------|----------------------------|-------------------------|
| Unrestricted funds | | | | |
| General Funds | 78,403 | 103,454 | (115,182) | 66,675 |
| Restricted funds | | | | |
| HOYA Campaign | 24,758 | - | - | 24,758 |
| LOC Sponsorship of Core Leaflets | 318 | - | - | 318 |
| National Eye Week | 1,488 | 103,717 | (66,575) | 38,630 |
| | <u>26,564</u> | <u>103,717</u> | <u>(66,575)</u> | <u>63,706</u> |
| Total of funds | <u>104,967</u> | <u>207,171</u> | <u>(181,757)</u> | <u>130,381</u> |

HOYA Campaign

The fund was established by HOYA to sponsor Eyecare Trust to run a campaign of public and practitioner awareness of Presbyopia and the new spectacle lens technologies available to overcome this common affliction

LOC Sponsorship of Core leaflets

This fund was set up to assist the Eyecare Trust with the costs involved with revising and reprinting the core leaflets

National Eye Week

This fund was established by Central LOC Fund sponsoring the Eyecare Trust to manage the annual National Eye Week campaign, to organise, advertise and promote the events in order to raise awareness for national eye care

THE EYECARE TRUST
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2009**

SUMMARY OF FUNDS

| | Brought Forward £ | Incoming resources £ | Resources Expended £ | Carried Forward £ |
|------------------|----------------------------------|-------------------------------------|-------------------------------------|----------------------------------|
| General funds | 78,403 | 103,454 | (115,182) | 66,675 |
| Restricted funds | 26,564 | 103,717 | (66,575) | 63,706 |
| | <u>104,967</u> | <u>207,171</u> | <u>(181,757)</u> | <u>130,381</u> |

11. ANALYSIS OF NET ASSETS BETWEEN FUNDS

| | Restricted funds 2009 £ | Unrestricted funds 2009 £ | Total funds 2009 £ | Total funds 2008 £ |
|-------------------------------|--|--|---------------------------------------|---------------------------------------|
| Current assets | 63,706 | 85,946 | 149,652 | 107,926 |
| Creditors due within one year | - | (19,271) | (19,271) | (2,959) |
| | <u>63,706</u> | <u>66,675</u> | <u>130,381</u> | <u>104,967</u> |