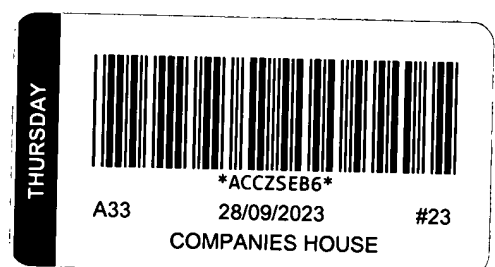


REGISTERED COMPANY NUMBER: 04117495 (England and Wales)  
REGISTERED CHARITY NUMBER: 1086146

# EYEHEALTHUK

REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2022  
FOR  
THE EYECARE TRUST  
(TRADING AS EYE HEALTH UK)  
(A COMPANY LIMITED BY GUARANTEE)

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



# **THE EYECARE TRUST**

## **CONTENTS OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**

	<b>Page</b>
<b>Report of the Trustees</b>	<b>1 to 8</b>
<b>Independent Examiner's Report</b>	<b>9</b>
<b>Statement of Financial Activities</b>	<b>10</b>
<b>Statement of Financial Position</b>	<b>11</b>
<b>Notes to the Financial Statements</b>	<b>12 to 18</b>

**THE EYECARE TRUST**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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 2022. 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).

**THE EYECARE TRUST**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

During the year the charity demonstrated its resilience and adaptability in dealing with tough challenges faced by third sector organisations in the wake of the COVID-19 pandemic.

The trustees have had due regard to the Charity Commission guidance on public benefit.

**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 >>**

Sharing personal stories can be a really effective way to inspire a behaviour change. We worked with The Brain Tumour Charity during National Eye Health Week 2022 to tell Jane's story.

Jane, 46, from Kilmalcom near Glasgow had a brain tumour detected during a routine eye test at her high street optician. This essential health check not only prevented avoidable sight loss but was also a potential life-saver!

**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 initiatives, including National Eye Health Week which ran 19 - 25 September 2022.

**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 - 73% of UK Adults use the internet to search for health-related advice. We play a vital role in sharing reliable information on eye care.

More than a quarter of a million people benefited from accessing our online advice and information in 2022.

Popular digital resources included our fact sheets on retinal detachment, blepharitis, cataracts, squint, eyecare for screen users, sight tests and buying sunglasses.

Eye Health UK's public information service also continued to provide a unique and direct response to individuals with concerns about their, or a loved-ones, eye health. The public could access 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 important and timely eye care advice.

**THE EYECARE TRUST**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**Public health promotion**

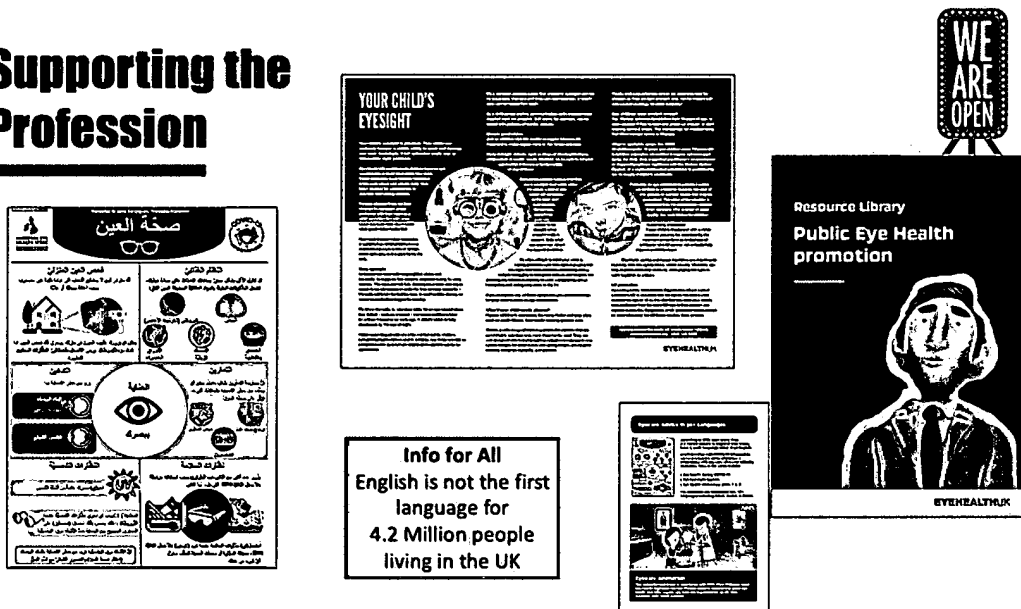
During 2022 we addressed a wide-range of eye care issues including, dry eye, the effects of excessive alcohol consumption on eye health; eyesight standards for motorists; caring for kids' eyes; smoking and sight loss; the importance of protective eyewear when doing DIY; how air pollution can affect eye health; wearing and caring for your contact lenses and the importance of wearing sunglasses to protect your eyes from sun damage.

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. This includes fact sheets in 30+ alternative languages. See examples below.

**Supporting the Profession**



**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 2022. These included Diabetes Awareness Week National No Smoking Day and World Menopause Day.

**<< case study >>**

World Menopause Day on 18 October 2022 saw the launch of the charity's Vision and Menopause campaign. The campaign enjoyed good coverage in the press and was supported by Menopause Queen, Davina McCall who liked and shared our social posts with her 2.7 million social media followers. The campaign also included the publication of a 'Your Eyes & the Menopause' blog written by trustee Rosie Gavzey.

**THE EYECARE TRUST**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**National Eye Health Week (19 - 25 September 2022)**

**Programme changed to pay our respects**

Following the death of Her Majesty Queen Elizabeth II on 8 September, plans for National Eye Health Week 2022 were revised so the charity and NEHW supporters could observe the period of national mourning and pay their respects to the remarkable life and service of Her Majesty.

After careful consideration it was decided that the Week should go ahead, but on a significantly reduced scale and in-keeping with the national mood.

A major multi-agency campaign on 'Vision and Driving' was cut from the schedule and planned media coverage for the start of the Week was cancelled.

The campaign paid tribute to the late Monarch and fell silent during the period of national mourning before gently launching on Tuesday 20th September.

**Leading a national conversation on eye health**

From global brands (ExxonMobil) and healthcare champions (NHS 111 call centres) to schools (Fairfield School) and charities (TPT) more than 3,500 individuals and organisations used our resources to help spread the word on eye health during the Week.

50+ supporter assets were published including leaflets, flyers, posters, social posts, recipe cards featuring recipes from TV chef Ainsley Harriott and a Kids' Activity Guide for under 8s

**Lifestyle advice for improved eye health**

Vista (the official NEHW magazine) was published as both print and digital editions.

This year's issue featured cover star Michaela Strachan talking her experience of living with keratoconus, as well as, handy lifestyle tips & eye care advice to help people keep their eyes and vision healthy.

E-Vista used screen pop-ups to remind readers to 'give their eyes a break' to prevent screen fatigue.

Read the online edition here [vistamagazine.co.uk/imag/vista2022/](http://vistamagazine.co.uk/imag/vista2022/)

The magazine has an estimated readership of 1/4 million.

**Putting the nation's eye q to the test**

Together with Thomas Pocklington Trust we put the nation's 'eye q' to the test to understand how 'smart' we are when it comes to looking after our vision and eye health.

Sadly, our research revealed many Brits lack even the most basic 'know how' when it comes to looking after their eye health.

We published a report on our findings [[www.visionmatters.org.uk/eye-q-report/eye-q-report](http://www.visionmatters.org.uk/eye-q-report/eye-q-report)] and shared five key recommendations on how to give our 'eye q' a boost.

**Learn about eye tests.** What they entail, when you should have them and why they are essential for your eye health and general wellbeing.

**Understand how your family's medical history could affect your own eye health and risk of future sight loss.** Conditions such as myopia (short-sightedness) and glaucoma have strong genetic links.

**Be aware of red flag symptom associated with sight-threatening eye conditions.** Conditions like retinal detachment need urgent, often same-day, treatment to prevent or arrest vision impairment.

**Appreciate how your lifestyle could be putting you at risk of future sight loss.** Consider your diet, exercise regime, smoking status, drinking habits and the amount of time spent outdoors. These can all impact your vision and eye health.

**Be screen smart.** Prevent screen fatigue by following the 20-20-20 rule [look up from your screen every 20 minutes and focus on an object 20 feet away for 20 seconds]. to looking after our vision and eye health.

The report was shared with the media, KOLs including DOHSC, APPG members and optical bodies, as well as, the public.

**THE EYECARE TRUST**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**Social connections**

Social media presents a powerful tool for reaching, engaging, and connecting individuals for public health and health promotion. This year's social conversation had a reach of more than 30 million. Accounts joining the social conversation included: Scottish Government, We are Primary Care, Marsha de Cordova MP, NHS area teams, Patients Association.

Instagram enjoyed strong engagement during the Week whilst the charity's Facebook had a reach of around 21.5K.

**Optics in the news**

During the Week there were more than 600 million 'opportunities to see' eye health messages in the media. Coverage included national and local broadcast, print and internet. Steve Wright chatted about eye health on his Radio 2 show; whilst, My Weekly magazine highlighted top eye care tips; ITV local news covered vision and driving and NI Health Minister Robin Swann called for people to make eye health a priority during eye week in the Belfast Telegraph.

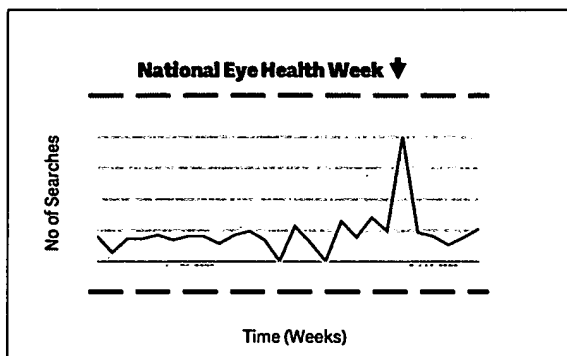
A Vision and Eye Health supplement was published with The Guardian on Fr-eye-day 23 September, featuring eight pages of helpful information and advice about looking after your eyes.

**Digital tools**

100K+ website visitors 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.

**Public reaction**

Online search and interest in eye health peaks in NEHW. Fig 2. (below) illustrates how the normal operating range for Google searches around eye health is smashed during NEHW - indicating a clear uptick in public interest.



**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 public health promotions.

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, Specsavers, and Thomas Pocklington Trust.

**THE EYECARE TRUST**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**FINANCIAL REVIEW**

**Financial position**

**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.

Reserves at the end of this reporting period amount to £31,083 of which £23,783 were unrestricted reserves and £7,300 restricted reserves. This is surplus to the required minimum set out above.

Free reserves at 31 December 2022 amounted to £23,783 (2021 £41,853).

**b. Financial position**

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. Principal 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.

**FUTURE PLANS**

Main activities and achievements planned for 2023 include:

- Update Charity website
- Champion prevention message and resources across the health and social care sector
- Lead on a multi-agency Vision and Driving campaign
- Manage a series of public health campaigns, including National Eye Health Week 18 - 24 September
- Retain existing, and introduce new, funding streams.

**THE EYECARE TRUST**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**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 an 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.

**Organisational structure**

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) (Resigned as a director on 16 November 2022)  
AC Bithell (College of Optometrists)  
JT Holmes (ABDO) (Appointed as a director on 16 November 2022)  
R Stoner (OSA formerly FMO) (Appointed as a director on 1 January 2022)  
SA Tinger (FODO)

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.

**THE EYECARE TRUST**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**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

**Independent Examiner**

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

26 September 2023

Approved by order of the board of trustees on ..... 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 2022.

### 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 ACA  
Haines Watts  
Chartered Accountants  
Old Station House  
Station Approach  
Swindon  
Wiltshire  
SN1 3DU

Date: 27 September 2023

**THE EYECARE TRUST**

**STATEMENT OF FINANCIAL ACTIVITIES  
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 DECEMBER 2022**

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	235	-	235	50
<b>Charitable activities</b>	4				
Promoting ocular health		47,760	30,000	77,760	59,283
Investment income	3	<u>72</u>	<u>-</u>	<u>72</u>	<u>6</u>
<b>Total</b>		<u>48,067</u>	<u>30,000</u>	<u>78,067</u>	<u>59,339</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>	5				
Promoting ocular health		<u>66,137</u>	<u>30,732</u>	<u>96,869</u>	<u>92,183</u>
<b>NET INCOME/(EXPENDITURE)</b>		(18,070)	(732)	(18,802)	(32,844)
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		<u>41,853</u>	<u>8,032</u>	<u>49,885</u>	<u>82,729</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>23,783</u></u>	<u><u>7,300</u></u>	<u><u>31,083</u></u>	<u><u>49,885</u></u>

The notes form part of these financial statements

**THE EYECARE TRUST**  
**STATEMENT OF FINANCIAL POSITION**  
**31 DECEMBER 2022**

	Notes	2022 £	2021 £
<b>CURRENT ASSETS</b>			
Debtors	8	872	716
Cash at bank		<u>44,737</u>	<u>58,257</u>
		45,609	58,973
<b>CREDITORS</b>			
Amounts falling due within one year	9	(14,526)	(9,088)
		<u>31,083</u>	<u>49,885</u>
<b>NET CURRENT ASSETS</b>			
		<u>31,083</u>	<u>49,885</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		31,083	49,885
<b>NET ASSETS</b>		<u>31,083</u>	<u>49,885</u>
<b>FUNDS</b>	11		
Unrestricted funds		23,783	41,853
Restricted funds		<u>7,300</u>	<u>8,032</u>
<b>TOTAL FUNDS</b>		<u>31,083</u>	<u>49,885</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2022 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.

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

26 September 2023 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 2022

#### 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 charity is dependent on continues supports from its sponsors/partners. The trustees see no reason why this support would be withdrawn. The financial statements are therefore prepared on a going concern basis.

##### **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.

##### **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.

**THE EYECARE TRUST**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2022**

**2. DONATIONS AND LEGACIES**

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Donations	<u>235</u>	<u>-</u>	<u>235</u>	<u>50</u>

**3. INVESTMENT INCOME**

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Deposit account interest	<u>72</u>	<u>-</u>	<u>72</u>	<u>6</u>

**4. INCOME FROM CHARITABLE ACTIVITIES**

	2022 Promoting ocular health £	2021 Total activities £
Membership fees	18,656	20,131
Leaflet and other merchandise sales	104	152
National Eye Health Week Sponsorship	40,000	25,000
Seed Fundraising	<u>19,000</u>	<u>14,000</u>
	<u>77,760</u>	<u>59,283</u>

# THE EYECARE TRUST

## NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2022

### 5. CHARITABLE ACTIVITIES COSTS

	Restricted Funds	Unrestricted Funds	Total Funds 2022	Total Funds 2021
	£	£	£	£
Promoting ocular health:				
National Eye Health Week	21,716	19,109	40,825	24,508
Media Line	-	100	100	80
Marketing & Support Services	9,016	33,968	42,984	52,992
PR expenses	-	-	-	-
Website development and costs	-	5,536	5,536	4,908
Postage and stationery	-	23	23	-
Office phone and broadband	-	72	72	-
Bookkeeping and professional fees	-	2,286	2,286	4,193
Bad debts	-	-	-	455
Insurance	-	489	489	464
Rent	-	2,411	2,411	2,695
Office computer expenses	-	-	-	-
Bank charges	-	60	60	88
Independent examination	-	1,800	1,800	1,800
Board meeting expenses	-	-	-	-
Sundries	-	283	283	-
	<u>30,732</u>	<u>66,137</u>	<u>96,869</u>	<u>92,183</u>

### 6. NET INCOME/(EXPENDITURE)

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

	2022 £	2021 £
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 2022 nor for the year ended 31 December 2021.

#### Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2022 nor for the year ended 31 December 2021.

**THE EYECARE TRUST**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2022**

**8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2022 £	2021 £
Trade debtors	12	-
VAT	144	-
Prepayments and accrued income	<u>716</u>	<u>716</u>
	<u>872</u>	<u>716</u>

**9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2022 £	2021 £
Trade creditors	12,409	834
VAT	-	188
Accruals and deferred income	<u>2,117</u>	<u>8,066</u>
	<u>14,526</u>	<u>9,088</u>

**10. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
Current assets	38,309	7,300	45,609	58,973
Current liabilities	<u>(14,526)</u>	<u>-</u>	<u>(14,526)</u>	<u>(9,088)</u>
	<u>23,783</u>	<u>7,300</u>	<u>31,083</u>	<u>49,885</u>

**11. MOVEMENT IN FUNDS**

	At 1/1/22 £	Net movement in funds £	At 31/12/22 £
<b>Unrestricted funds</b>			
General fund	41,853	(18,070)	23,783
<b>Restricted funds</b>			
National Eye Health Week	-	188	188
Optician First Campaign	<u>8,032</u>	<u>(920)</u>	<u>7,112</u>
	<u>8,032</u>	<u>(732)</u>	<u>7,300</u>
<b>TOTAL FUNDS</b>	<u>49,885</u>	<u>(18,802)</u>	<u>31,083</u>

**THE EYECARE TRUST**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2022**

**11. MOVEMENT IN FUNDS - continued**

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	48,067	(66,137)	(18,070)
<b>Restricted funds</b>			
National Eye Health Week	30,000	(29,812)	188
Optician First Campaign	-	(920)	(920)
	<u>30,000</u>	<u>(30,732)</u>	<u>(732)</u>
<b>TOTAL FUNDS</b>	<u>78,067</u>	<u>(96,869)</u>	<u>(18,802)</u>

**Comparatives for movement in funds**

	At 1/1/21 £	Net movement in funds £	Transfers between funds £	At 31/12/21 £
<b>Unrestricted funds</b>				
General fund	68,111	(27,876)	1,618	41,853
<b>Restricted funds</b>				
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>
<b>TOTAL FUNDS</b>	<u>82,729</u>	<u>(32,844)</u>	<u>-</u>	<u>49,885</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	44,339	(72,215)	(27,876)
<b>Restricted funds</b>			
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>
<b>TOTAL FUNDS</b>	<u>59,339</u>	<u>(92,183)</u>	<u>(32,844)</u>

# THE EYECARE TRUST

## NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2022

### 11. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/21 £	Net movement in funds £	Transfers between funds £	At 31/12/22 £
<b>Unrestricted funds</b>				
General fund	68,111	(45,946)	1,618	23,783
<b>Restricted funds</b>				
National Eye Health Week	-	188	-	188
Eye Doctor Campaign	1,618	-	(1,618)	-
Optician First Campaign	<u>13,000</u>	<u>(5,888)</u>	<u>-</u>	<u>7,112</u>
	<u>14,618</u>	<u>(5,700)</u>	<u>(1,618)</u>	<u>7,300</u>
<b>TOTAL FUNDS</b>	<u><u>82,729</u></u>	<u><u>(51,646)</u></u>	<u><u>-</u></u>	<u><u>31,083</u></u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	92,406	(138,352)	(45,946)
<b>Restricted funds</b>			
National Eye Health Week	45,000	(44,812)	188
Optician First Campaign	<u>-</u>	<u>(5,888)</u>	<u>(5,888)</u>
	<u>45,000</u>	<u>(50,700)</u>	<u>(5,700)</u>
<b>TOTAL FUNDS</b>	<u><u>137,406</u></u>	<u><u>(189,052)</u></u>	<u><u>(51,646)</u></u>

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

Eye Doctor – funds for a public eye campaigning to promote 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.

**THE EYECARE TRUST**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2022**

**12. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 December 2022.