

My Life Films

Trustees' Annual Report and Financial Statements

For the year ended 29 February 2024

Registered Charity No. 1157198

Company No. 08898416

mylifefilms.org



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Letter From the Chairman

Dear friends, funders, partners and supporters,

**“When we tell a story,
We are living
Memory.”**

So begins Amanda Gorman’s poem Memorial, a reflection on creativity and how remembering brings memories back to life. This mixture of storytelling and celebration of life has been at the heart of My Life Films for the last decade, as we strive to help improve the lives of people living with dementia and support those who care for them.

In this, our tenth anniversary year we are proud to run two dementia-centred services – namely My Life TV, our innovative streaming service and Life Story Films, our biographical film making service - both designed to improve the engagement and wellbeing of people living with dementia.

Our focus over the last year has been to grow My Life TV in the care sector, with increased understanding of the sector’s needs and how care home residents engage with the service. It is reassuring to discover that it is activity-based content – drawing, quizzes, singalongs, seated exercises – that drives the most participation, and that it is the simplest content that creates the most joy.

We have some wonderful case studies and testimonials in this report that evidence how valued our service is and we are massively thankful to our partners for their ongoing support.

On behalf of the Board I would like thank our Executive Director Rachel Addley for her tenacity, energy and humour during a challenging year, and for her expert juggling of the many demands in running My Life Films – across fundraising, partnerships, staffing and delivery. Thank you for your perseverance and grace in sometimes trying circumstances.

We would also like to extend huge thanks to Petra Robson, who has been our volunteer accountant for many years and recently stepped down. The rigour and precision she brought to all things finance was incredible and provided the board and executive clarity on our position, reserves and future finances. Thank you.

The board continues to strengthen as our model changes. This last year we welcomed two new trustees, Georgina Lestini and Sylvia Woon, both marketing experts and key drivers of our marketing strategy and new Marketing Committee.

We also say a fond farewell to our founder Jörg Roth and finance trustee Lisa Silver. Lisa has been on the board for six years and has been instrumental in establishing the Finance Committee, accounting processes and our financial reporting. She has also been on the panel to select her successor and will be staying on during a handover period. Thank you Lisa.

Thank you to our funders, including



The Margaret Fisher
Charitable Trust

The **eQ** foundation



ef Esmée
Fairbairn
FOUNDATION



Jörg, our founder, champion and cheerleader-in-chief, is stepping down from the board as My Life Films reaches its tenth anniversary. Responsible for growing the charity in its early years as volunteer MD, Jörg has remained deeply committed to My Life Films – securing funding, encouraging donors, pitching the charity at fundraising events and boosting morale with his indefatigable energy and optimism. Jörg will remain a champion of the charity’s work informally and with our other founding Trustee, Carolin Roth, remaining on the Board.

As we look ahead to 2024-25 we have ambitious but achievable targets to grow My Life TV in the care sector and potentially beyond. We are also exploring additional distribution routes and partnerships to accelerate the adoption and scale of this service.

Finally a big thank you to you all – our generous funders, donors and supporters – who make our work possible in improving the quality of life of thousands of people living with dementia.



Alexander Kann
Chairman



The Landscape in Which We Work

Dementia is rapidly becoming one of the most widespread and challenging health conditions facing the UK. 1 in 2 of us will be personally affected by dementia in our lifetimes and it is the leading cause of death in England and Wales.

The human impact on individuals and families is far-reaching and profound. For those diagnosed, it gradually erodes independence, identity and cherished memories, bringing feelings of frustration, confusion and isolation, and affecting people's mental health and wellbeing. Families bear enormous emotional, physical and financial burdens in caring for their loved ones with dementia, and caregivers often experience significant stress, exhaustion and poor mental health.

For a care sector already critically strained by insufficient funding, acute staff shortages and still recovering from the substantial impacts caused by the pandemic, the growing challenge in delivering excellent dementia care is enormous. By its very nature, dementia care is complex, demanding and requires time and focus, from trained staff who understand and can address the unique challenges caused by the condition.

Providing comprehensive and person-centered care for individuals with dementia requires substantial time and resources, placing further strain on an already burdened care sector.

There is an urgent need for easily accessible, flexible and cost-effective services to support all those affected by dementia, improving the wellbeing of those living with the condition and facilitating their carers to deliver the high quality personalised care, that is so needed.



980,000+

people in the UK are living with dementia – estimate 1.4m by 2060*

1 in 6

chance of developing dementia aged 80+, and 1 in 3 aged 90+**

70%

of all care home residents have dementia or severe memory problems

£45bn

The cost of social care for dementia is set to triple by 2040

*Office of Health Economics for Alzheimer's Research UK

**All data: LSE, Care Policy and Evaluation Centre, Alzheimer's Society

About My Life Films

My Life Films exists to improve the lives of people affected by dementia, through personalized film and TV services.

We were set up in 2014 by experienced film makers who understood the power of film and TV to bring people deep connection, wide-ranging stimulation and moments of pure joy. However, they could see from personal experience how people living with dementia were excluded from, and often further distressed by, many mainstream services. The charity was founded to serve that need, and since then we have brought improved mood and wellbeing to thousands of people affected by dementia in the UK.

All our work is dementia-centred – purposefully designed to meet the cognitive needs of people living with dementia, and to support their care staff, families and friends.

We run two innovative services – My Life TV, our dementia-centred streaming service; and Life Story Films, our biographical film making service. These have been developed alongside people living with dementia, their families, carers, doctors, and film makers, and can be used across different care settings and at home.

Our Vision

A world where people living with dementia live as well as possible with the condition, and where those that care for them receive the support they need to do this well.

What We Do

We improve the lives of people affected by dementia, using creative film making, storytelling and content to create high quality, impactful services which improve wellbeing.

Life Affirming

Each and every life is special and those living with dementia have a right to live well and undefined by the condition

Collaboration

We are powered by working in partnership with others, bringing together diverse skills and lived experience to deepen our impact with meaning.

Being Human

We improve the lives of people affected by dementia, using creative film making, storytelling and content to create high quality, impactful services which improve wellbeing

Our Values

Creative Passion

We are dedicated in heart and mind to achieving our best at all times, and take a creative people-led approach in all our work



Our Services

My Life TV

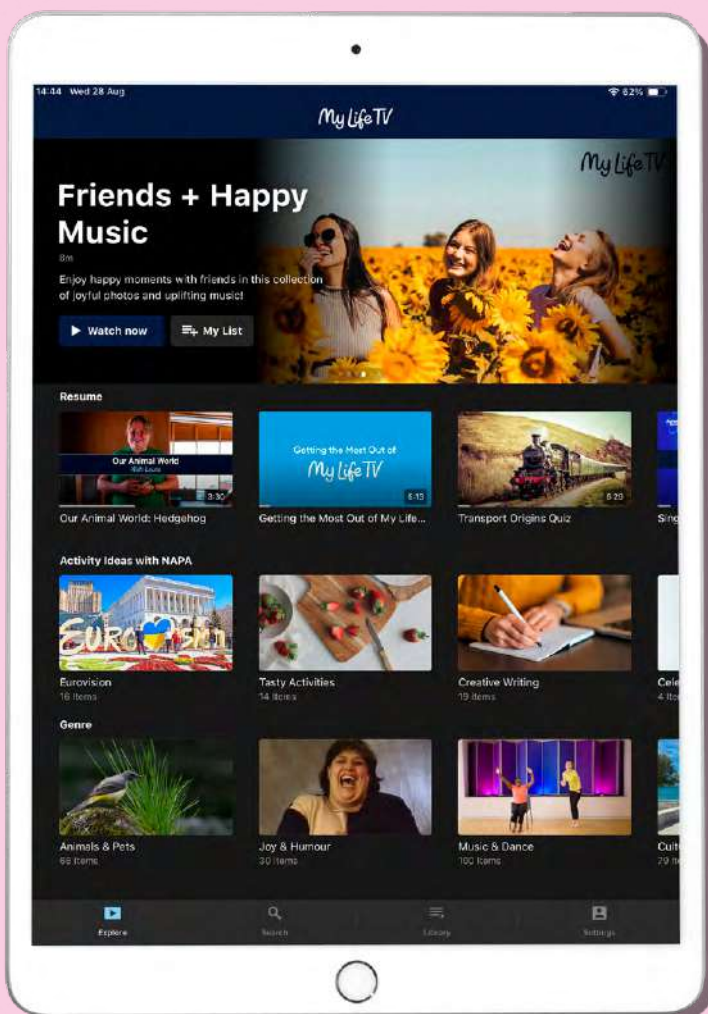
My Life TV is an on-demand streaming service, with bespoke and curated content specifically designed for people living with dementia. It provides stimulating activities, calming content, reminiscence programmes and joyful entertainment that meet their cognitive needs. It is a flexible well-being and care support tool, supporting primary carers and care professionals to give person-centred care. Evidence shows it improves the mental health and wellbeing of people living with dementia and improves their social interactions and relationships.

My Life TV has none of the drama, noise and unpredictability of mainstream TV; it only contains life-affirming, tailored content.

The service offers a rich mix of programming to meet different needs at different times, from stimulating activity-based content, like art sessions, quizzes, sing-alongs and chair yoga through to reminiscence/historical programmes, calming content and feel-good entertainment. The service is available at any time and can be accessed on a TV, laptop, tablet or smartphone.

We work with trusted, high quality partners to create and curate content for the service using film making techniques proven to be beneficial to people living with dementia. Partners include Alzheimer's Society, BBC Archive, British Pathé, BFI, The Royal Parks, and The National Trust.

The service is available on a subsidised subscription basis for use in professional care settings at a rate of £299.99 per year, allowing access on up to 30 devices. We also offer heavily discounted subscriptions for families at home, costing £3.89 per month; in order to provide an inclusive service free subscriptions are also available if cost remains a barrier.



It is so versatile and has a huge variety of ways to stimulate, reminisce and enhance wellbeing, while supporting person-centred engagement.



Case Study

My Life TV – Hengoed Court Care Home

Hengoed Court is a large dementia-specialist nursing home near Swansea which has around 100 residents. They have been using My Life TV since Autumn 2023.

They find the Mood Channels on My Life TV particularly helpful to use in the living room when staff are coming and going. These are collections of videos playing back-to-back, which evoke particular feelings among viewers and so help create a desired atmosphere for groups in a communal space.

The My Life TV channel has provided a range of very useful content for our residents with advanced dementia.

Leslie Abbott, Head of Dementia, said: “The My Life TV channel has provided a range of very useful content for our residents with advanced dementia. The Mood Programmes especially help with setting the atmosphere throughout the day. The ‘Good Morning!’ section, as residents are getting up, the ‘Whet Your Appetite’ section to stimulate eating well at lunchtime, ‘Bring Me Sunshine’ in the afternoon to help our residents relax and have fun, and ‘Sleepyhead’ for the Northern Lights set to relaxing music, which we have found particularly helpful for helping calm residents who might be feeling agitated with sundowning”

Leslie has told us that they’ve seen clear positive outcomes since using My Life TV – since playing the Whet Your Appetite collection before lunch, they have seen a marked increase in food intake at lunch time. Since playing Bring Me Sunshine in the afternoon, they’ve noticed residents feeling calmer and have recorded fewer falls.



Life Story Films

Since 2014, our biographical film making service has created over 300 personalised, life story films for individuals living with dementia. These films are used as lasting reminiscence aids for them as well as personal introductions for care staff.

For each film, a trained film maker works closely with each individual and their families to capture their life story in a 20–30 minute film, using their personal photos, filmed interviews and favourite music. This provides a lasting form of reminiscence therapy available over the coming months and years as that individual's condition and situation changes. We also offer a shorter 5-minute Care Introduction film, which gives care staff a quick way to get to know the individual outside of their dementia diagnosis, thus assisting the delivery of tailored person-centred care.

In 10 years we have created 330 films for people living with dementia, with 90% reporting improved mental health and wellbeing as a result.

The impact of these films has been clinically evidenced in the ReBinD study by SW London and St George's Mental Health NHS Trust. This independent clinical study found that the films improve the mental health and wellbeing of people living with dementia, improve their quality of life and enhance the relationships between care staff and residents in care homes.

While these stories are highly-person centred and deliver a deep impact, the charity faced a challenge in scaling this approach; the film production is time intensive and involves skilled film making, leading to a high cost per beneficiary. In FY24 we created 3 life story films, but have since put this service on pause while we concentrate on scaling My Life TV.

There is so much value in creating these films, it's hard to quantify and express, but it is just magical, therapeutic, values someone living with Dementia and sees the true person beyond and before the illness.



Case Study

Life Story Film – Ansuya’s Story

Ansuya was born in Kenya where she lived on her father’s dairy farm with her large extended family. She was an excellent student and eventually moved to London to study radiography at University.

It was here that Ansuya met her husband and they began a very happy life together. They lived across both Kenya and the UK, and Ansuya loved to encourage her 3 children in activities and friendships. As they grew up, she took up golf and was elected Lady Captain of the local Club, where her greatest legacy was in encouraging an open, inclusive place for everyone to enjoy.

Ansuya has 6 grandchildren, all with fond memories of great adventures with her. She is described as ‘the rock on which the family has been built’, with a great sense of humour, warmth of personality and kind and loving nature.

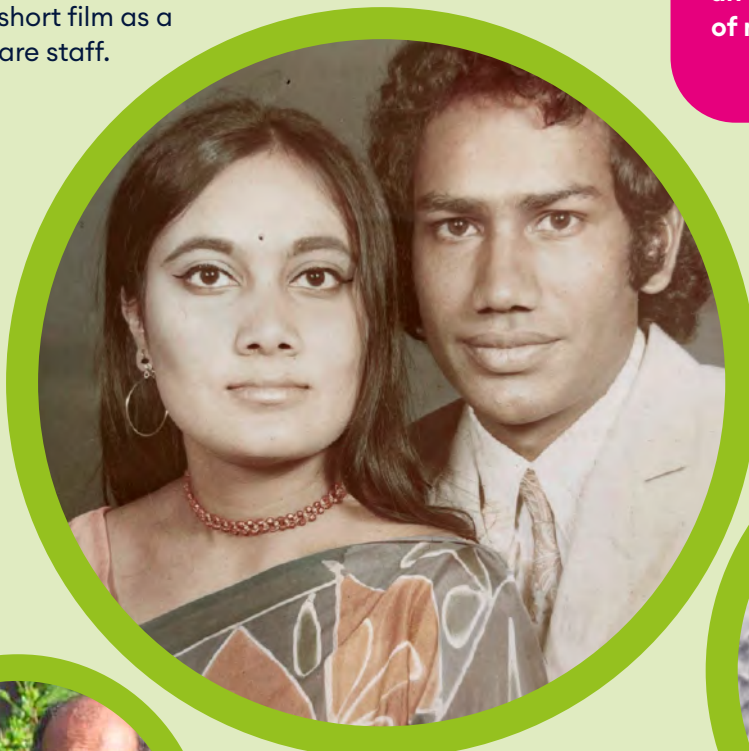
My Life Films made two films for Ansuya; one extended film for her and her loved ones to enjoy over and over; and one short film as a personal introduction to her care staff.

Her daughter said... “The film captures Mum especially and Dad, the closeness, the laughs, the quest for a brighter future, and a young couple with a beautiful love story for each other, their children and their entire huge families. Although that feeling is intangible, the film captures it beautifully.”

Mum couldn’t take her eyes off the screen when we showed her, and surprisingly, she accurately remembered lots of people and kept saying “that’s me!” and “look at Dad smiling!” Mum’s focus and absorption with the film was just brilliant to see. She didn’t want anyone to pause or interrupt the film!! She was also singing along to the songs!!

I just wish this idea could be used to tell the stories of all the lovely people we meet, living with Alzheimer’s. It’s like a huge sprinkling of magic and stardust and joy. So needed in the lives of people living with Alzheimer’s and their families.

She has loved and will love watching this, again and again. Like an external hard drive of memory, when hers is failing her...



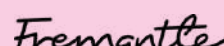
Working in Partnership

Strong partnerships are central to all that we do; making sure we integrate external expertise, life experience, creative ideas, networks and resources into our work, in order to create the greatest impact. We collaborate with a wide range of organisations and individuals who enhance the full spectrum of our work;

- **Content & Creative Partners**, with whom we create and curate bespoke content for My Life TV
- **Charity Partners**, who provide expert knowledge, resources and networks
- **Distribution partners**, who enable us to build awareness, and to reach and engage the greatest number of people
- **Academic Partners**, who support our work particularly on research, evidence and learning
- **Care Sector Partners** – care providers, professionals and sector experts who have lived experience of caring for people living with dementia and who use our services to support their work.

Some of the organisations with whom we have worked in the past year are shown below. We are hugely grateful for their collaboration and support.

Thank you to our partners, including



Partnering with Care Providers

We also consider those who use our services to be our partners, supporting us to deliver and develop the most impactful services possible, as we seek to support them in providing excellent person-centred care.

Our Activities & Progress

Our Objectives for the Year

This year was a time of user-led learning, service development and continued focus on My Life TV. We also created a small number of life story films at the beginning of the year.

Our aims and objectives for the year were to:

1. Work with the care sector to develop further content and resources specifically designed to support their delivery of dementia care.
2. Ensure the platform and content are inclusive of diverse life experiences, ethnicities, sexualities, identities and other communities.
3. Continue to grow the reach of My Life TV so we can positively impact as many people affected by dementia as possible.

We implemented in earnest our strategy of focusing My Life TV on the needs of people living with dementia in professional care settings, in order to benefit as many as possible. The service has remained available to families and individuals living at home, although this has not been as actively advertised.

In order to do this, our team has grown to 4 staff roles on top of our network of freelance film makers, fundraisers and volunteers, thanks to seed funding from EQ Foundation. This enabled us to bring in greater expertise in marketing and business development, to work alongside our content lead and film makers. We were also able to invest in some right sized CRM tools and other infrastructure to enable our work.

We implemented in earnest our strategy of focusing My Life TV on the needs of people living with dementia in professional care settings, in order to benefit as many people as possible.



User-Led Learning & Service Design

We know our services will have the greatest impact if they are based on a true understanding of people's needs, and co-designed in partnership with them. Across FY2324, we have increased our emphasis on working closely with our users; taking a more intentional user-led approach to developing services which can best meet their needs.

We have built this up in a number of ways; piloting in-depth co-creation methods with individual care homes on new strands of content, by engaging with user panels run by partner charities (Alzheimer's Society Early Onset Dementia Panel, NAPA Activity Providers Group), through feedback surveys and ongoing user conversations. We also began using our data more effectively with follow up conversations with users so we could explore further the context behind when its use; what needs it was best meeting, and any areas they would like it to develop in.

This approach has resulted in significant user-led developments to our service including:

- **Content development;** a series of 10 new quizzes created from start to finish in direct co-creation with care home residents and staff (see Case Study)
- **Platform Useability;** redesign of the home page to align better with user preferences; development of thematic mood and genre channels; and the introduction of an easy-access Festivities section
- **Service Support;** Development of an onboarding video and other resources to give new subscribers ideas and inspiration on how to make the most out of the service; open offer of an additional onboarding call for all new subscribers

All this learning activity has been instrumental in shaping My Life TV's development in the past year, across its content, its platform and the subscriber support available. We have also made significant progress in developing effective co-design methods, which will be continue to be an area of further focus in the coming year.



Case Study

Co-Creating our Service with Advinia Care Group

Woodstock Care Home, in a rural Norfolk village, is a small care setting with around 30 residents which is part of the larger care group, Advinia. The Wellbeing Lead, Naomi Daghish, uses My Life TV regularly to provide and enhance activities which she runs for the residents.

Naomi has seen resident engagement increase since using the service and has provided regular informal feedback for some time. Across 2023, this developed into a more structured co-creation process with Naomi and her residents, aiming to make the service more tailored to their needs.

Via monthly brainstorming sessions, Naomi brought ideas directly from her residents, who were particularly enthusiastic about developing new quiz ideas—a format they already loved on My Life TV. The quizzes followed a question-picture-answer format, but we wanted to better understand new ways of making them more inclusive for those living with dementia.

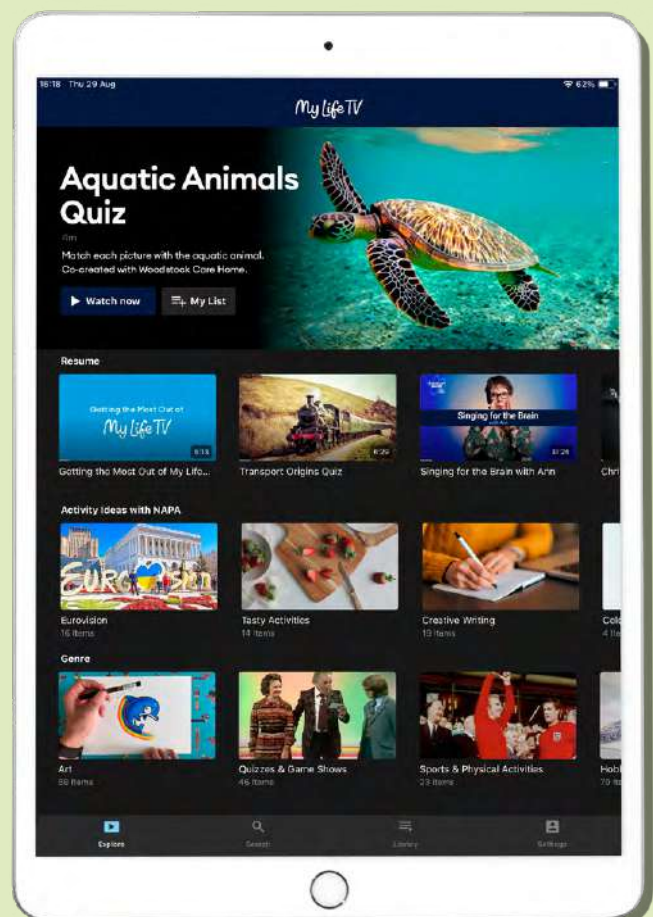
Through iterative input and discussion, a series of new quizzes was developed. The residents were instrumental in selecting the quiz topics, question difficulty, wording and format, addressing issues around accessibility and pacing. After editing a rough cut, the videos were tested with residents, gathering further feedback on their tone, design and music.

It's heart-warming for our residents to witness their hard work and creativity acknowledged in such a public manner.

10 new quizzes were released fortnightly and have become some of our most popular content, with around 500 views for the first few quizzes released in their first few weeks. This collaborative effort has enriched the My Life TV content library and provided a meaningful and engaging experience for Woodstock Care Home residents.

As Naomi remarked, “We’re thrilled to see the culmination of our efforts in these quizzes. It’s heart-warming for our residents to witness their hard work and creativity acknowledged in such a public manner.”

Woodstock Care Home and My Life TV will continue to work together to cultivate an engaging way to value and celebrates the contributions of all participants.



Service Development, Inclusivity & Accessibility

Our content strategy has focused on meeting 4 key user needs – easing anxiety or distress with restful content; helping people engage through structured activities, reminiscence and thematic content; bringing smiles and laughter through joyful entertainment; all enabling conversation and deep connection for people.

Recognising the essential need for personalised dementia care we continue to prioritise the range of content available and this year we've added 90 new videos to the platform, growing the hours of content by 54%. Subscribers can now choose from 455 titles – over 200 hours of content.

New content includes some well-loved titles from the BBC Archive including The Generation Game, Delia Smith and One Man and His Dog. We've also worked with smaller production outfits to bring more specialist content including some titles from the Living Walks series and GSMR content from the V&A. Our own produced content has included the lovely Our Animal World shorts, further episodes of Reminiscence with Jan, made with Daily Sparkle, as well as the quiz series co-created with Woodstock.

Restful nature, babies and animal programmes continue to be the most used, as well as sing-a-longs & quizzes, but we are also mindful that 92% of our titles are viewed each month, underlining the value of range and diversity.

It is also essential for the service to reflect the rich diversity of our society, cultures and communities and this year we have implemented diversity and inclusion criteria for all new titles, including subtitling and greater on-screen inclusion of minoritised ethnic communities. We curated a festivities section on the home page, to highlight a range of cultural celebrations.



However, we recognise the need to develop the diversity of our on-screen representation in a way that is meaningful and not tokenistic. In the coming year we aim to work with community organisations representing minoritised communities to continue to do this. We are already working with The LGBTQ+ Dementia Advisory Group and are also seeking partnerships with minoritised ethnic minority community groups.

We have also made significant improvements to the platform useability – so people could find what they want, or get ideas and inspiration quickly and easily. A significant part of this has been building new Mood and Genre pages, enabling care staff to play rolling content to e.g. set the atmosphere in a living area at a certain time of day.

Finally, we learnt how essential onboarding is for new subscribers in order to enable care staff to really understand how to get the most out of My Life TV in supporting their work. We created a 5 min onboarding video and now offer onboarding calls to all new subscribers.

These developments have been significant in deepening engagement with the service. In total, My Life TV was viewed over 25,000 times this year, with monthly viewing quadrupling year on year.



Growing awareness & reach

Alongside our service development, we have built up our activities to grow our reach among care settings in the UK so that we can support the work of paid care staff in improving wellbeing for people living with dementia in their care.

We have hired two new team members; a Head of Marketing and Business Development Manager, and have stepped up activities in this area. We are engaging more actively with the care and dementia community, attending and exhibiting at conferences and exhibitions including The Care Shows in London & Birmingham, Dementia Congress, The Dementia Marketplace and the Care Managers Show.

We have refined our communications, with new leaflets and other assets better articulating the value of our service and have shared these with a wide spectrum of care providers, including hospital referral units, day centres, residential care homes and community cafes.

Throughout the year we have learnt a great deal about the challenges facing care providers and have adapted our offer accordingly; we offer free trials and improved onboarding support to help care providers easily learn how to make the most of the service, and we have been able to maintain our pricing at its significantly reduced level over this year. Going forward, we are interested in exploring distribution partnerships with technology or other service providers to the sector, to enable access to be as easy as possible for all settings.

The reach and engagement of My Life TV has deepened over this year and we now have subscribers from a range of different types of setting from across mainland Britain – independent care homes as well as those from large groups, both privately and local authority funded, in inner city and more rural settings.

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Board and Management

We had some change in the Board during this period, with three trustees stepping down, and four new trustees recruited. Piers Kotting, Elizabeth Allen and Hannah Yongo stepped down; the Board thanks these trustees for their dedicated service to the charity throughout their time in office. Across the year we recruited four new trustees to add care sector management, clinical research and marketing expertise.

Rachel Addley was Executive Director of the charity throughout this year.

Volunteers

My Life Films has regular volunteers supporting some of the key operational areas, including finances, fundraising and development. During this year, we gained additional volunteer expertise in platform curation and content accessibility.

Volunteers work closely with the team to deliver their duties and areas of expertise. Volunteers receive training and supervision and contribute to My Life Films' operation and delivery, from financial management through to innovative new services.

The Board thanks our amazing volunteers for their important contribution to My Life Films and helping the charity improve the lives of those we work with and for. Particular thanks to Petra Robson who has stepped down after many committed years supporting us with her significant finance expertise, diligent attention to detail and eternal patience. We are so very grateful for all she has given to the charity through our formative years and beyond

Use of Funds

My Life Films generates income through grant-funded projects, community fundraising and trading activity.

Funds have been used prudently through careful financial planning, controlled spending and regular forecasting. Management accounts are presented to the Finance Committee and the Board on a quarterly basis.



The Board thanks our amazing volunteers for their important contribution to My Life Films and helping the charity improve the lives of those we work with and for.

Our Impact

My Life Films is a multi-stakeholder organisation, working in partnership with individuals and organisations in order to build a world where people living with dementia are not defined by their condition but live as full a life as possible, and those that care for them receive the support they need.

As such, our work aims to deliver the following outcomes for all those we support:

1. For people living with dementia:

- To improve their mood and wellbeing
- To improve their social interactions and relationships with those around them
- To reduce common physical and behavioural symptoms of the condition

2. For professional care staff:

- To improve their ability to deliver person-centred care
- To improve their ability to work effectively and efficiently

3. For family members and loved ones:

- To support their roles as carers, providing a safe, easy access resource
- To improve connection with their loved ones living with dementia
- To provide greater comfort, and access to relief and respite when needed

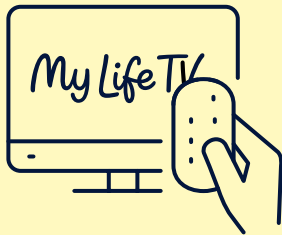
The content on My Life TV enables care team members to meaningfully engage with the people they care for in a relaxed, fun and creative way.



We assess the impact of My Life TV in a number of different ways; through ongoing analysis of usage data to indicate how effectively it is meeting the needs of its users; through the results of our annual impact survey among our users; and through ongoing conversations and points of feedback. The case studies and testimonials shown within this report show how My Life TV has helped carers in a number of different ways.

The most recent round of our Impact Assessment Survey in February 2024 received responses from 10 care settings, representing 320 people living with dementia.

We aim to build on our understanding of our impact in the coming year, including understanding the added benefit of increased co-creation with our users.

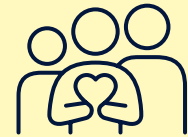


Impact Assessment Survey Highlights



10/10

reported it improved the mood and mental wellbeing of PLD



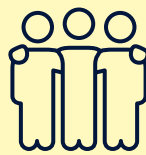
10/10

reported it reduced symptoms of dementia in PLD



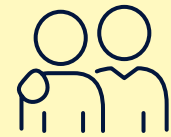
9/10

reported it improved the social interactions and relationships of PLD



10/10

reported it gave PLD a shared and meaningful activity to do with others



10/10

reported it improved the work of care staff

We aim to build on our understanding of our impact in the coming year, including understanding the added benefit of increased co-creation with our users.



Case Study

My Life TV – A Safe Space at Home

Pam is a retired nurse who lives with her daughter Jane in the Cotswolds. Pam was diagnosed with Alzheimer’s Disease 9 years ago; at first symptoms were manageable, but her condition worsened significantly after an infection, and Jane now provides full time care.

Like many people, their evenings often involved watching TV together. But distressing news, unpredictable adverts, and confusing drama storylines were starting to cause her mum much more distress than enjoyment.

“She loves the news, but it was just upsetting her so much... and even Mary Poppins at Christmas, mum was getting really anxious so we turned it off. The other thing is the adverts. We will be watching a programme that is safe for mum, and then there comes up a trailer which is violent and she thinks that is the programme and gets distressed so we have to turn it off.”

Jane started using My Life TV about a year ago and now it is a central part of most evenings for her and her Mum.

“It really has changed how I can manage looking after my Mum. I’ll say ‘shall we see what’s on television’ and I put on My Life TV. ‘Oh look there’s a really nice dog programme’ and we take it from there. I like to start with something educational, because once the singing starts she is totally engrossed – she won’t eat her supper!

We like to talk about the nature programmes and pet programmes – it gets her commenting and giving her opinion. Dogs have been important throughout her life, and so we watch Puppy Life on My Life TV nearly every day. It is a properly intelligent programme, not dumbed down, and so she will comment on it – “oh I wouldn’t do it like that...” I think it is a new programme to her every time.

If I’m expecting a phone call or something, I put on the baby programmes – she just loves them. It’s a sure fire winner if I need her to be engrossed for a while to get things done. In any emergency I know I can sit her down in front of that and I know she will be perfectly calm and happy, and that is worth a lot.

My Life TV has been a life saver for us, an absolute lifesaver. It gives us something to do that is safe. There was always a risk with normal tv that something bad was going to come in, but I know what I am doing here and I have got my go-to safe ones on My Life TV.”

My Life TV has been an absolute lifesaver. It gives us something to do that is safe.



Financial Review

Overview of financial situation over the year.

Total income for the year ended 29 February 2024 was £255,946 (2023: £255,973) and total funds at 29 February 2024 were £149,511 (2023: £169,993). Overall, our financial performance during the year delivered a net expenditure of £20,482 (2023: a net income of £9,205), having spent unused restricted funds brought forward from 2023 plus restricted funds received from trusts and charities who also contributed in the previous year.

Restricted income was £115,000 (2023: £122,659) and restricted expenditure was £204,485 (2023: £75,683), generating net restricted expenditure of £89,485 (2023: net restricted income of £46,976). Unrestricted income was £140,946 (2023: £133,314) and unrestricted expenditure was £71,943 (2023: £171,085), generating net unrestricted income of £69,003 (2023: net unrestricted expenditure of £37,771). At the end of the year, the charity's funds consisted of £2,500 (2023: £91,985) of restricted funds and £147,011 (2023: £78,008) of unrestricted funds.

The charitable expenditures increased to £255,241 (2023: £227,414).

Income from trading activities decreased to £3,360 (2023: £5,660) as we did not hold any fundraising events in order to focus on content creation and reaching more beneficiaries. The cost of raising funds increased by a small amount to £21,187 (2023: £19,354).

My Life TV operation is conducted by the trading arm MLF Productions Ltd. The results of the trading arm are included in the accounting notes.

The trustees consider the financial position at the year-end as positive and stable.

Going Concern

The Trustees believe My Life Films is a going concern and are confident that through a strong grant pipeline, donations, fundraising and subscription income, that the charity will continue to be secure. Thanks to grant funding already secured for the next financial year, our unsecured income requirements are lower and we can focus on achieving this remaining income needed to achieve budget.

The charity's model enables it to scale up and down in activity as income allows and should there be material changes to projected income, the charity can reduce costs to manage its finances.

Reserves Policy

The aim of the Reserves Policy is to ensure that the charity's ongoing and future activities are reasonably protected from unexpected fluctuations in its income and expectations. The board reviewed the Reserves Policy and agreed that a minimum level of two-month general funds plus staff notice periods of £64,000 is appropriate given the risks faced by the charity and the sustainability of its different income streams. The charity's free reserves as at year end were £147,011.

The reserves level required is monitored quarterly by the Finance Committee who will make any required adjustments if and when the need arises. The Reserves Policy is reviewed by the Board on a yearly basis and whenever there are significant changes in My Life Films operations.

Plans for the Coming Year

The past year has been a period of strengthening, growth and learning, within a challenging funding environment. We are delighted to have been able to expand our service in this time, in particular through working closely with our users and partners as we seek to co-create the service to best meet their needs. We are also grateful for the learnings we have been able to make in the past year, and aim to build on these learnings to continue to improve our work going forward.

Our objectives for FY2425 are:

- To continue to grow the reach of My Life TV within Care Settings, so we can benefit as many people living with dementia as possible
- To expand our co-creation work so that the service is meaningfully designed in partnership with its users in order to best meet their needs
- To heighten our focus on diversity, equity and inclusion in all our work; in particular around authentic on-screen representation, equitable accessibility and improved diversity within our staff and board teams
- To continue to broaden and strengthen our partnership working with other organisations working within the care, media or dementia fields

We are delighted to have worked closely with users and partners as we seek to co-create the service to best meet their needs.



Structure and Governance

The organisation is a charitable company limited by guarantee, incorporated on 17 February 2014 (company number 08898416) and registered as a charity in England and Wales on 27 May 2014 (registered charity number 1157198).

The charity is registered under the name My Life Films Limited and it operates as My Life Films.

The charity has no share capital. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 29 February 2024 was 9 (2023: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

The charity's governing instrument is the company's Memorandum & Articles of Association dated 18 January 2014. These set out the objects and powers of the charity and how it is governed. A board of trustees has been appointed in accordance with them. The board has a minimum of 3 and a maximum of 10 trustees. The board is responsible for the overall governance of the charity and determines its strategy.

One third of the trustees (or the nearest number to one third) must retire at each AGM by rotation and are eligible for re-appointment. The appointment of new trustees is overseen by the Board following an analysis of the skills and expertise each new trustee brings.

Three trustees stepped down during FY24 and four were appointed. From 29 February 2024 to the date of this report, one further trustee stepped down.

During this reporting period My Life Films held three board meetings. The trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out as described in note 11 to the accounts.

Operations

My Life Films is run by the team of staff, freelance filmmakers and volunteers. This ranges from income generation roles (grants, voluntary income, trading income) and finances to project management, impact reporting, innovation and partnership building. Along with amazing volunteer support we have many supporters raising funds for us through community fundraising.

During this reporting period the day-to-day running of My Life Films was delegated to Rachel Addley, who has held the position of Executive Director since November 2022. This role is accountable to the Board of Trustees and attended Board meetings.

Related Parties

My Life Films has a trading subsidiary MLF Productions Ltd, originally set up if trading income exceeds the legal limits. The trading arm is active in supporting My Life TV and the occasional commercial film production.

Remuneration Policy for Key Management Personnel

The Finance Committee has responsibility for nominations and remuneration and actively monitor staff salaries. The key management personnel include the Executive Director.

Risk Management

The board manages financial, operational and other risks through regular review at board meetings, as well as Finance Committee meetings. The charity's risk register details the major risks and mitigating actions that can be applied to them and is regularly reviewed by the board. Procedures are in place to ensure compliance with safety of staff, volunteers and clients and these procedures are reviewed periodically.

Reference & Administrative Information

Registered Charity number 1157198
Company Number 08898416

Registered Office and Operational Address
Unit 2, Dickson House, 3 Grove Road,
Richmond, Surrey, TW10 6SP

Trustees

The trustees of the charity, who served during the period from 1 March 2023, and up to the date of this report were as follows:

Jörg Roth	appointed 17 February 2014 resigned 14 August 2024
Carolin-Marie Roth	appointed 17 February 2014
Alexander Kann	appointed 3 May 2016
Piers Kotting	appointed 31 May 2016 resigned 27 June 2023
Elizabeth Allen	appointed 15 February 2017 resigned 27 June 2023
Lisa Silver	appointed 21 November 2018
Maana Ruia	appointed 1 December 2021
Hannah Yongo	appointed 1 December 2021 resigned 29 August 2023
Shona Clegg	appointed 27 June 2023
Emma Hewat	appointed 27 June 2023
Georgina Lestini	appointed 12 December 2023
Sylvia Woon	appointed 12 December 2023

There were no trustees who held title to property belonging to the charity during the reporting period or at the date of approval.

Company Secretary

Jörg Roth

Key Management Personnel

Executive Director:

Rachel Addley appointed 28 November 2022

Bankers

Barclays Bank plc, 8 George Street, North Sheen,
Richmond upon Thames, Surrey, TW9 1JY

Virgin Money, 7 Gold Street, Northampton, NN1 1EN

Independent Examiner

Patrick Morrello ACA, Third Sector Accountancy,
Holyoake House, Hanover Street, Manchester
M60 0AS

Trustees Report

The trustees present their report and the unaudited financial statements for the year ended 29 February 2024. Included within the trustees' report is the directors' report as required by company law.

Reference and administrative information set out on this page forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice – Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

“My Life Films Limited” refers to both the charity and its subsidiary company, “MLF Productions Ltd”, which carries out some of the charitable work of the charity. The narrative in the report refers to the work of both entities.

Acknowledgements

Many thanks to the following care settings, for providing us with case studies and imagery, featured in this report: Woodstock Care Home; Hengoed Court; The Kimbrose Club; St Ives Lodge; George Mason Lodge; Ware Road Day Centre.

Image credits

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Design

Karoshi

Statement of Responsibilities of the Trustees

The trustees (who are also directors of My Life Films Limited for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company 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 judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 charity will continue in operation

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and to enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safe-guarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- There is no relevant information of which the charitable company's independent examiner is unaware; and
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the independent examiner is aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Small company exemptions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption. The trustees annual report has been approved by the trustees on 14 August 2024 and signed on their behalf by



Alexander Kann
Chairman of My Life Films

Independent Examiner's Report

Independent examiner's report to the trustees of My Life Films Limited for the year ended 29 February 2024

I report on the accounts of the charity for the year ended 29 February 2024 set out on pages 26 to 37.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of ICAEW.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act), and
- state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the 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 accounts 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 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Acthave not been met, or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

P Morrello

Patrick Morrello ACA
Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester
M60 0AS

Date: 03 / 10 / 2024

Statement of Financial Activities (including Income and Expenditure account) for the year ended 29 February 2024

	Note	Unrestricted funds £	Restricted funds £	Total funds 2024 £	Unrestricted funds £	Restricted funds £	Total funds 2023 £
Income from:							
Donations and grants	3	135,576	115,000	250,576	127,467	117,659	245,126
Charitable activities	4	-	-	-	-	5,000	5,000
Other trading activities	5	3,360	-	3,360	5,660	-	5,660
Investments	6	2,010	-	2,010	187	-	187
Total income		140,946	115,000	255,946	133,314	122,659	255,973
Expenditure on:							
Raising funds	7	21,187	-	21,187	19,354	-	19,354
Charitable activities	8	50,756	204,485	255,241	151,731	75,683	227,414
Total expenditure		71,943	204,485	276,428	171,085	75,683	246,768
Net income/(expenditure) for the year	9	69,003	(89,485)	(20,482)	(37,771)	46,976	9,205
Net movement in funds for the year		69,003	(89,485)	(20,482)	(37,771)	46,976	9,205
Reconciliation of funds							
Total funds brought forward		78,008	91,985	169,993	115,779	45,009	160,788
Total funds carried forward		147,011	2,500	149,511	78,008	91,985	169,993

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Balance Sheet as at 29 February 2024

Company Number 08898416

	Note	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	14		-		666
Intangible assets	15		-		975
Investments	16		1		1
Total fixed assets			1		1,642
Current assets					
Debtors	17	4,971		3,188	
Cash at bank and in hand		155,273		167,904	
Total current assets		160,244		171,092	
Liabilities					
Creditors: amounts falling due in less than one year	18	(10,734)		(2,741)	
Net current assets			149,510		168,351
Total assets less current liabilities			149,511		169,993
Net assets			149,511		169,993
The funds of the charity					
Restricted income funds	20		2,500		91,985
Unrestricted income funds	21		147,011		78,008
Total charity funds			149,511		169,993

For the year in question, the company was entitled to exemption from an audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts are prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

The notes on pages 28 to 37 form part of these accounts.

Approved by the trustees on and signed on their behalf by:



Shona Clegg (Trustee)

18.09.24

Date Signed

Notes to the accounts for the year ended 29 February 2024

1. Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a. Basis of preparation

The financial statements have been prepared in accordance with 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) issued in October 2019 – (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

My Life Films Limited meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b. Preparation of the accounts on a going concern basis

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

c. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

d. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

e. Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

f. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of freelance fundraiser costs and event costs.
- Expenditure on charitable activities includes the costs of life story film making, operating a specialist on demand streaming service, salaries and production costs undertaken to further the purposes of the charity.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g. Tangible fixed assets

Individual fixed assets costing £800 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Furniture and equipment	25%
-------------------------	-----

h. Intangible fixed assets

The charity's intangible assets are recognised at cost and amortised over their estimated useful economic life on a straight line basis as follows:

Website	25%
---------	-----

Notes to the accounts for the year ended 29 February 2024 (continued)

i. Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

j. Cash at bank and in hand

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.

k. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

l. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

m. Foreign currency transactions

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

n. Pensions

Employees of the charity are entitled to join a defined contribution scheme. The charity's contribution is restricted to the contributions disclosed in note 10. There were no outstanding contributions at year end.

2. Legal status of the charity

The charity is a private company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The registered office address is disclosed on page 24.

Notes to the accounts for the year ended 29 February 2024 (continued)

3. Income from donations and grants

	Unrestricted £	Restricted £	Total 2024 £	Unrestricted £	Restricted £	Total 2023 £
Grants						
Anne Rylands Small Donations	-	-	-	2,500	-	2,500
Caretech Foundation	-	2,500	2,500	-	-	-
City Bridge Trust	-	-	-	-	6,000	6,000
EQ Foundation	-	44,000	44,000	-	44,000	44,000
Esmee Fairbairn Foundation	60,000	-	60,000	72,000	-	72,000
Garfield Weston Foundation	20,000	-	20,000	-	-	-
McLay Dementia Trust	-	9,000	9,000	-	-	-
Richmond Parish Lands Charity	22,400	4,500	26,940	22,000	6,000	28,000
The Funding Network	-	-	-	-	174	174
The Margaret Fisher Charitable Trust	-	50,000	50,000	-	35,000	35,000
The Peter Sowerby Foundation	-	-	-	-	25,000	25,000
The Rayne Foundation	20,000	-	20,000	20,000	-	20,000
Anonymous	-	5,000	5,000	-	-	-
Other	5,000	-	5,000	-	-	-
Donations from trusts						
The Cazenove Charitable Trust	-	-	-	-	1,000	1,000
The Magic Bean Company	-	-	-	5,667	-	5,667
Donations from individuals	8,136	-	8,136	5,300	485	5,785
Total	135,576	115,000	250,576	127,467	117,659	245,126

4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2024 £	Unrestricted £	Restricted £	Total 2023 £
The Childwick Trust	-	-	-	-	5,000	5,000
Total	-	-	-	-	5,000	5,000

5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2024 £	Unrestricted £	Restricted £	Total 2023 £
Fundraising events	-	-	-	2,300	-	2,300
Rent received	3,360	-	3,360	3,360	-	3,360
Total	3,360	-	3,360	5,660	-	5,660

6. Investment income

	Unrestricted £	Restricted £	Total 2024 £	Unrestricted £	Restricted £	Total 2023 £
Income from bank deposits	2,010	-	2,010	187	-	187
Total	2,010	-	2,010	187	-	187

Notes to the accounts for the year ended 29 February 2024 (continued)

7. Fundraising expenses

	Unrestricted £	Restricted £	Total 2024 £	Unrestricted £	Restricted £	Total 2023 £
Fundraiser's fees	19,350	-	19,350	18,765	-	18,765
Fundraising expenses	1,458	-	1,458	-	-	-
Fundraising events	-	-	-	324	-	324
Card/donation processing fees	379	-	379	265	-	265
Total	21,187	-	21,187	19,354	-	19,354

8. Analysis of expenditure on charitable activities

	Total 2024 £	Total 2023 £
Staff costs	170,110	86,080
Staff recruitment and training	1,957	1,919
Film management	-	12,775
Film production costs	65	350
Film making	2,250	9,375
Mobile app expenses	52	191
Grants paid (see note below)	37,876	66,941
Premises costs	13,067	13,041
Accountancy, legal and other professional services	17,009	7,388
Grant writing	-	935
Subscriptions	1,481	3,914
Travel and accommodation	61	31
IT support & telephony	3,705	2,300
Insurance	925	1,039
General office expenses	1,241	685
Marketing	1,933	4,243
Bank charges	108	112
Depreciation	3,401	3,279
Impairment of asset	-	12,816
	255,241	227,414
Restricted expenditure	204,485	75,683
Unrestricted expenditure	50,756	151,731
	255,241	227,414

Note re grants paid

All grant payments were made to the charity's subsidiary company MLF Productions Ltd towards the operation of My Life TV, an on demand streaming service designed to meet the needs of people living with dementia and those who care for them. The grant funded operation is wholly in support of the charity's charitable objects.

Notes to the accounts for the year ended 29 February 2024 (continued)

9. Net income/(expenditure) for the year

This is stated after charging/(crediting)	2024 £	2023 £
Depreciation	3,401	3,279
Impairment of asset	-	12,816
Independent examiner's fee	2,568	2,220

10. Staff costs

Staff costs during the year were as follows:	2024 £	2023 £
Wages and salaries	149,474	90,771
Social security costs	15,791	4,477
Pension costs	4,137	3,607
	169,402	98,855

No employee has employee benefits in excess of £60,000 (2023: Nil).

The average number of staff employed during the period was 4 (2023: 2.8).

The average full time equivalent number of staff employed during the period was 3.9 (2023: 2.8).

The key management personnel of the charity comprise the trustees and the Executive Director. The total employee benefits of the key management personnel of the charity were £58,251 (2023: £42,773).

11. Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2023: Nil) with the exception of the transaction below.

Paula Roth received £820 in remuneration for providing administrative support on a freelance basis. Paula Roth is the daughter of Jörg Roth and Carolin-Marie Roth, both trustees of the charity. Neither trustee was involved in any way in the decision to employ.

No members of the management committee received travel or subsistence expenses during the year (2023: Nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

During the year the charity made grant payments of £37,876 (2023: £66,941) to its subsidiary, MLF Productions Ltd.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2023: Nil).

11. Government grants

The government grants recognised in the accounts were as follows:	2024 £	2023 £
HMRC Employment Allowance	5,000	-
	5,000	-

There were no unfulfilled conditions and contingencies attaching to the grants.

13. Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Notes to the accounts for the year ended 29 February 2024 (continued)

14. Fixed assets: tangible assets

	Office furniture £	Computer equipment £	Total £
Cost			
At 1 March 2023	1,881	3,437	5,318
Additions	-	1,760	1,760
At 29 February 2024	1,881	5,197	7,078
Depreciation			
At 1 March 2023	1,645	3,007	4,652
Charge for the year	236	2,190	2,426
At 29 February 2024	1,881	5,197	7,078
Net book value			
At 29 February 2024	-	-	-
At 28 February 2023	236	430	666

15. Fixed assets: intangible assets

	Website £
Cost	
At 1 March 2023	7,800
At 29 February 2024	7,800
Depreciation	
At 1 March 2023	6,825
Charge for the year	975
At 29 February 2024	7,800
Net book value	
At 29 February 2024	-
At 28 February 2023	975

Notes to the accounts for the year ended 29 February 2024 (continued)

16. Investments

	2024 £	2023 £
Investment in the shares of the subsidiary company MLF Productions Ltd	1	1

The charity owns the whole of the issued ordinary share capital of MLF Productions Ltd, a company registered in England, register no 12085071. The subsidiary started trading in March 2021 and is used to produce films on a commercial basis and to operate My Life TV, the dementia-friendly streaming service. My Life TV is within the remit of the charity's objects.

Profit and loss account

	2024 £	2023 £
Income	9,531	8,827
Donation from parent	37,876	66,941
Expenditure	(47,407)	(75,768)
Net profit/(loss)	-	-

Balance sheet aggregates

	2024 £	2023 £
Current assets	8,975	3,125
Creditors due in less than one year	(8,974)	(3,124)
Total assets less current liabilities	1	1
Net liabilities	1	1
Assets	8,975	3,125
Liabilities	(8,974)	(3,124)
Shareholder funds	1	1

17. Debtors

	2024 £	2023 £
Other debtors	225	-
Prepayments and accrued income	1,689	2,009
Amount owed to parent undertaking	3,057	1,179
	4,971	3,188

18. Creditors: amounts falling due within one year

	2024 £	2023 £
Other creditors and accruals	2,724	2,741
Deferred income	3,500	-
Taxation & social security costs	4,510	-
	10,734	2,741

19. Deferred income

	2024 £	2023 £
Grant received	3,500	-
Deferred grant carried forward	3,500	-

Notes to the accounts for the year ended 29 February 2024 (continued)

20. Analysis of movements in restricted funds

Purpose	Balance at 1 March 2023 £	Income £	Expenditure £	Transfers £	Balance at 29 February 2024 £
Life Story Films					
The Childwick Trust	5,000	-	(5,000)	-	-
Donation	485	-	(485)	-	-
My Life TV					
Anonymous	-	5,000	(5,000)	-	-
McLay Dementia Trust	-	9,000	(9,000)	-	-
EQ Foundation	44,000	44,000	(88,000)	-	-
The Margaret Fisher Charitable Trust	35,000	50,000	(85,000)	-	-
The Cazenove Charitable Trust	1,000	-	(1,000)	-	-
Others					
City Bridge Trust	6,000	-	(6,000)	-	-
Caretech Foundation	-	2,500	-	-	2,500
Richmond Parish Lands Charity	500	4,500	(5,000)	-	-
Total	91,985	115,000	(204,485)	-	2,500

Notes to the accounts for the year ended 29 February 2024 (continued)

Note 20 continued

Comparative period

	Balance at 1 March 2022 £	Income £	Expenditure £	Transfers £	Balance at 28 February 2023 £
Purpose					
Life Story Films					
City Bridge Trust	22,500	6,000	(22,500)	(6,000)	-
The Childwick Trust	-	5,000	-	-	5,000
Donation	-	485	-	-	485
My Life TV					
The Funding Network	22,009	174	(22,183)	-	-
The Peter Sowerby Foundation	-	25,000	(25,000)	-	-
EQ Foundation	-	44,000	-	-	44,000
The Margaret Fisher Charitable Trust	-	35,000	-	-	35,000
The Cazenove Charitable Trust	-	1,000	-	-	1,000
Others					
Richmond Parish Lands Charity	500	6,000	(6,000)	-	500
City Bridge Trust	-	-	-	6,000	6,000
Total	45,009	122,659	(75,683)	-	91,985

Name of restricted fund

Life Story Films

My Life TV

Others

Description, nature and purposes of the fund

Grants toward film-making costs to produce life stories films for people affected by dementia

Grants towards the cost of development and delivery of the My Life TV streaming service for people affected by dementia.

Richmond Parish Lands Charity – grant towards the cost of rent for the charity's premises

City Bridge Trust – repurposed grant toward core costs

Caretech Foundation – to produce a pilot training film “Adapting Activities for People Living with Dementia”

Notes to the accounts for the year ended 29 February 2024 (continued)

21. Analysis of movement in unrestricted funds

	Balance at 1 March 2023 £	Income £	Expenditure £	Transfers £	As at 29 February 2024 £
General fund	78,088	140,946	(71,943)	-	147,011
	<u>78,088</u>	<u>140,946</u>	<u>(71,943)</u>	<u>-</u>	<u>147,011</u>

Comparative period

	Balance at 1 March 2022 £	Income £	Expenditure £	Transfers £	As at 28 February 2023 £
General fund	115,779	133,314	(171,085)	-	78,008
	<u>115,779</u>	<u>133,314</u>	<u>(171,085)</u>	<u>-</u>	<u>78,008</u>

Name of unrestricted fund

General fund

Description, nature and purposes of the fund

The free reserves after allowing for all designated funds

22. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2024 £
Fixed asset investments	1	-	-	1
Net current assets/(liabilities)	147,010	-	2,500	149,510
Total	<u>147,011</u>	<u>-</u>	<u>2,500</u>	<u>149,511</u>

Comparative period

	General fund £	Designated funds £	Restricted funds £	Total 2023 £
Tangible fixed assets	666	-	-	666
Intangible fixed assets	975	-	-	975
Fixed asset investments	1	-	-	1
Net current assets/(liabilities)	76,366	-	91,985	168,351
Total	<u>78,008</u>	<u>-</u>	<u>91,985</u>	<u>169,993</u>

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