



The  
Brain  
Charity

# Annual Report 2023/24

This is The Brain Charity's  
annual report from  
April 1, 2023 to March 31, 2024





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# Overview

We finished the year on

**£1.8 million income**



a rise of **13%** on the previous year

Of that, **£1.4 million**

was spent on delivering front line services



a rise of **£100,000**



**£1.79 million**

was our total expenditure

We supported **2,734 clients**

in total with practical help, emotional support and social activities



We invested **£28,000** in our CRM system and other equipment for our building

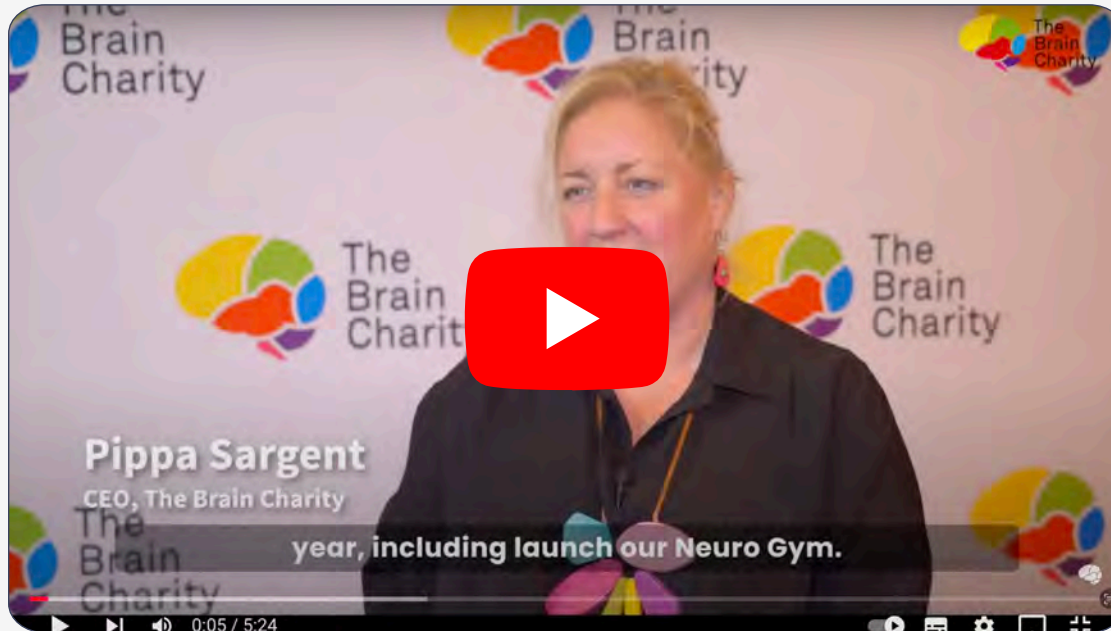
# Our Annual Report



**Pippa Sargent**



**CEO,  
The Brain Charity**



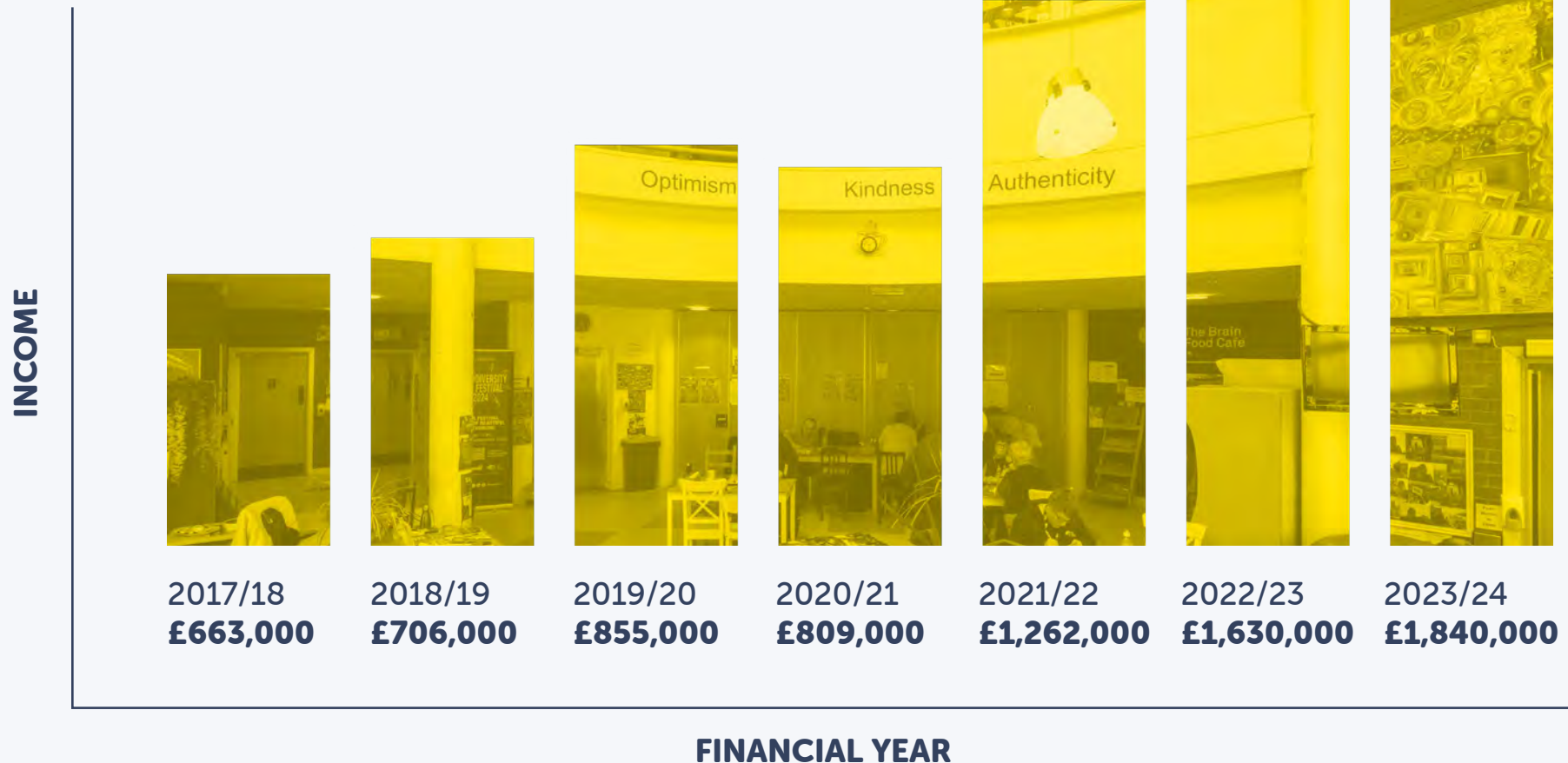
It's been a fantastic year for The Brain Charity. We've done so much including launching our Neuro Gym and massively expanding our neurodiversity training offer.



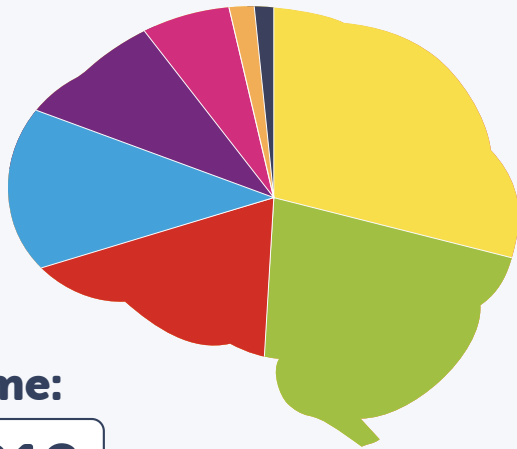
# Financials

# Income trajectory 2017-2024

This bar chart shows The Brain Charity's income growth since 2017



# Income

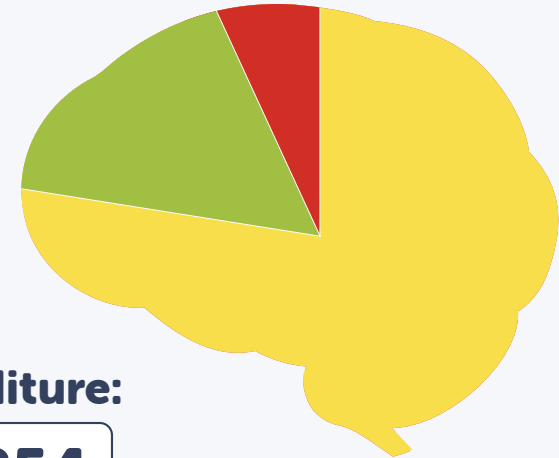


Total income:

**£1,840,812**


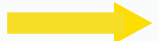




	Corporate sponsorship:		<b>£518,623</b>
	Donations, legacies and individual fundraising:		<b>£494,834</b>
	Charitable activities - projects:		<b>£323,773</b>
	Trading income:		<b>£251,607</b>
	Grant income:		<b>£132,492</b>
	Charitable activities - contracts:		<b>£91,311</b>
	Fundraising events:		<b>£14,363</b>
	Investment income:		<b>£13,809</b>

# Expenditure



Total expenditure:

**£1,790,854**

	Deliverable services:		<b>£1,405,536</b>
	Raising funds:		<b>£256,065</b>
	Other overheads:		<b>£129,253</b>

# Fundraising

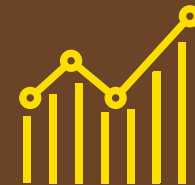
Donations, legacies and fundraising from generous supporters have risen by a further **£143,000 to £495,000**



**a 30% increase**



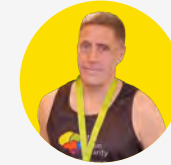
This includes a **28% increase in challenge fundraising income**



from **£67,000 to £86,000**



## Real Life Story



**Neil William  
Goulding**



**Head injury**



**Neil**

My name is Neil William Goulding.



**I don't think there's enough support for people who've had serious head injuries. So when I spotted it on the website, I thought it was close to my heart.**



# Services

Counselling  
delivery  
increased by  
**260**  
sessions


to a total of 2,672  
sessions delivered  
to 334 clients  
(159 face-to-face and 175 remotely)



We have run  
**109 Neuro Gym**  
activity sessions

including boccia, Tai Chi, yoga,  
table tennis and indoor kurling



  
The Neuro Gym has  
inducted 97 clients  
who have completed  
671 workouts

  
**108**  
carers



were supported with  
their caring responsibilities  
through our Carers  
Advocacy Service

# 109 children and young people

with neurological conditions took part in our Brain Changer Arts Project holiday sessions



We continued to work in 8 hospitals across the Liverpool City Region



We provided **205** one-to-one confidence coaching sessions



and delivered **10** cohorts of confidence building workshops

The Information and Advice and Carers Advocacy teams supported clients with **741** welfare benefits applications



## Real Life Story



**Christine  
Fereday**



**Hyperekplexia (HPX)**



“

Coming to The Brain Charity,  
it was overwhelming to be  
with so many disabled  
people, but it was also so  
freeing because I could  
just be myself.

”

# Staff and volunteers

**10,719**  
**hours**  
of volunteering  
were carried out



with 85 regular  
volunteers giving their  
time to the charity



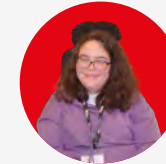
Headcount has  
remained constant  
at 38 full time  
equivalent staff

**Around**  
**40%**

of our staff have a  
disability and/or are  
neurodivergent

We completed  
400 hours of  
mandatory staff  
training, including  
safeguarding, first  
aid, GDPR,  
understanding  
neurology, cyber  
security and EDI

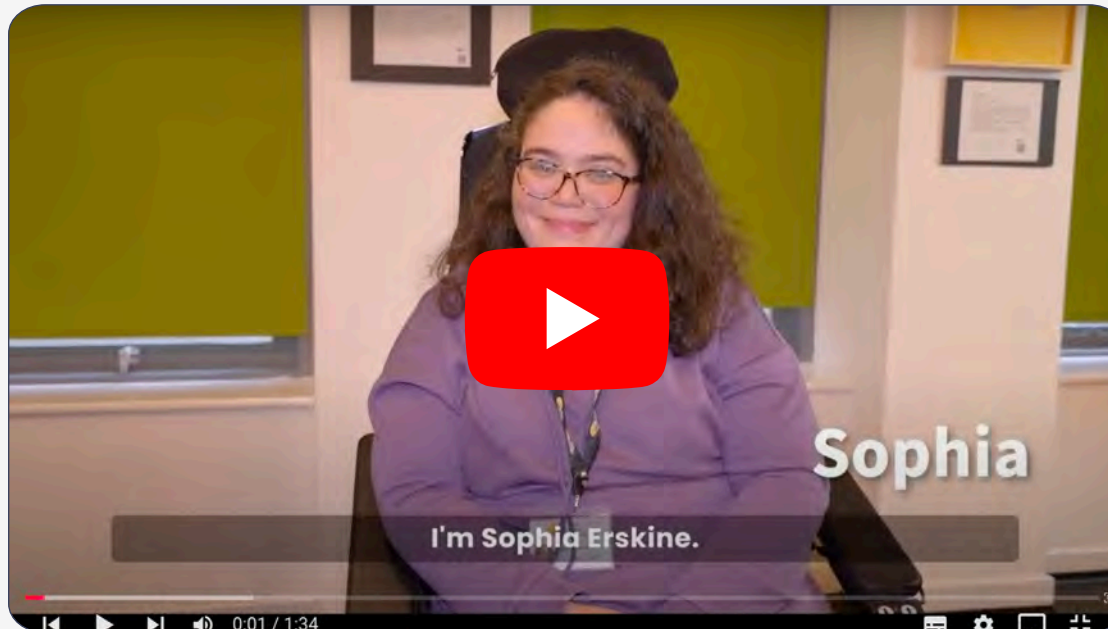
## Real Life Story



**Sophia Erskine**



**Quadriplegic cerebral palsy**



**How The Brain Charity has impacted on my life has been amazing really because it gives you that avenue to meet other like minded people - friends, colleagues.**





# Neurodiversity training

We brought in  
**£140,000**

from our neurodiversity  
training, compared to  
**£25,000** last year



a rise of  
**460%**



We worked with 20  
associate trainers  
who delivered 286  
courses across the  
financial year



**9 out of 10**

participants said that  
after training their  
confidence in creating  
inclusive environments  
for neurodivergent  
employees had improved



## Real Life Story



**Snoof  
Kattekop**



**Autism, dyscalculia  
ADHD**



**There is a lot more awareness out there as well, that there are skills that come with being more neurodivergent that are actually very useful to have.**



# Communications and campaigning

More than  
**800**  
people

responded to our survey which informed our 'It's All In Your Head' report



We held a parliamentary event which engaged with 28 MPs



More than 35 members of our community wrote to their MPs about our report

Our print and email mailing lists, including our newsletter The Nerve, now have

**14,814**  
subscribers



The Brain Charity now has more than

**30,000**  
followers on  
social media

on Facebook, X, LinkedIn, Instagram, TikTok and YouTube

# **Business and infrastructure**

**We invested  
£28,000**

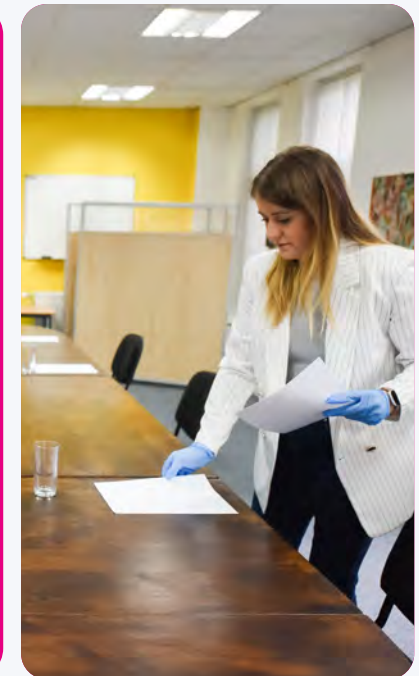
in our CRM system and other  
equipment for our building



**This year, The Brain  
Food Café sold  
4,662 hot beverages  
and 3,279 hot meals,  
resulting in  
£26,847 in sales**



**Our fully accessible  
meeting rooms  
generated £57,565 for  
the charity, focusing on  
internal events and  
client activities at no cost**





# Thank you

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Liverpool  
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[www.thebraincharity.org.uk](http://www.thebraincharity.org.uk)

@thebraincharity



The Brain Charity is registered as a charity (No: 1114999) and a company limited by guarantee in England and Wales (No: 05741930) Registered office: The Brain Charity, Norton Street, Liverpool, L3 8LR.