



ANNUAL REPORT & FINANCIAL ACCOUNTS 2018-19

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**Oral Health
Foundation**
Better oral health for all

Reference and administrative details

Company number:	01027338
Charity number:	263198 (England & Wales)
Principal and registered office:	Smile House, 2 East Union Street, Rugby, Warwickshire, CV22 6AJ
Trustees:	Dr Ben Atkins BDS Sarah Belsar (co-opted 4th June 2019) Mhari Coxon RDH Dr Emanuele Cotroneo (co-opted 16th September 2019) Janet Goodwin BA (Hons) Steven Hardiman Professor Elizabeth Kay MPH PhD FDSRCPS FDSRCS Professor Michael Lewis (co-opted 5th March 2019) David Mason (resigned 4th June 2019) Tracey Posner Dr Zahid Siddque BDS MPHARM Dr Chet Trivedy BDS FDS RCS (Eng) MBBS PhD FRCEM MFMLM (resigned 4th June 2019) Professor Nairn Wilson CBE, DSc (hc), FDS, FFGDP, FFD, FKC (end of term 2nd December 2018)
President:	Professor Elizabeth Kay MBE MPH PhD FDSRCPS FDSRCS
Secretary & Chief Executive:	Dr Nigel Carter OBE BDS LDSRCS
Bankers:	HSBC Bank Plc, 15 Church Street, Rugby, CV21 3PN
Auditors:	Cooper Parry Group Limited, Chartered Accountants, Park View, One Central Boulevard Blythe Valley Park, Solihull, Birmingham, B90 8BG
Stockbrokers:	Rathbone Investment Management Ltd, 8 Finsbury Circus, London, EC2M 7AZ

A charity with people at its heart

Professor Elizabeth Kay

It gives me great pleasure as President of this wonderful charity to introduce this annual review, looking back at how our activities and achievements have made an impact improving oral health over the last year.

Closely involved with the Oral Health Foundation for many years, I am immensely proud of the work that we do and the people we are able to help. This year has been a very special year for the Oral Health Foundation as it has marked the launch of our new strategy. Our 'Strategy to 2024' outlines the charity's vision for the future and how we want to achieve it.

Many of our core values and principles remain the same while our mission is clear – to live in a world where everybody has a healthy mouth. To this end, we are already seeing success. The health of our mouths is improving. This means fewer treatments and less people suffering with their oral health on a day-to-day basis. Our knowledge about oral health is also getting better. As a population we are far more aware about the importance of a healthy mouth, not only for our oral health, but the positive impact it has on our general wellbeing. For almost five decades, the Oral Health Foundation has played an influential role in this change.

But there's more work to be done. That's why we have formed a new strategy.

While the oral health of many is good, there are still far too many people that are burdened by oral disease. Over the next five years, our focus will be drawn towards the groups and individuals that need our help the most. Our work over the last year has made a start to accomplishing this. Some of the most vulnerable members of society have been reached by our campaigns, programmes and activities, while our support services have offered anxious and worried people, caring reassurance and practical advice.

We have also had tremendous success working with others. Over the last year we have partnered with a range of like-minded organisations and associations to improve education and policy around



oral health. The successes of both the sugar tax and HPV vaccination equality for British school boys will have a remarkably positive impact on the UK's health. We're delighted to see them being introduced with immediate effect.

The Oral Health Foundation is a charity with people at its heart; whether it is supporting people with their oral health, helping health professionals deliver community events or campaigning for essential political changes. Most importantly, we are an inclusive organisation which welcomes everyone to join and support our work as a charity. I urge you to reach out to us.

Finally, I hope the annual review inspires you, as we all focus together on the health and wellbeing of the population, especially in disadvantaged communities around the UK as well as globally.

A handwritten signature in black ink that reads "Elizabeth Kay". The signature is written in a cursive, flowing style.

Professor Elizabeth Kay
President of the Oral Health Foundation

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Our mission

The Oral Health Foundation is a leading national charity working to support healthier lives through better oral health.

When our charity was formed, almost half a century ago, more than one in three adults in the UK had none of their natural teeth. In those days, it was quite common to receive a full set of dentures for your 21st birthday – something which, by today's standards, would be a horrifying thought.

Over the last five decades, we have worked to reduce the number of people suffering from pain and distress because of their mouth. There's no doubt that standards of oral health have improved during this time, and we're proud to have contributed towards a healthier society.

Our work over the last year has seen us further champion good oral health in a bid to create a better future for everyone.

The reason for this is simple. Everybody deserves to have good oral health.

Despite many positive changes to the landscape of oral health, there is still more work to be done. Twice daily brushing with a fluoride toothpaste, low sugar diets and regular dental visits remain key messages. The rise of mouth cancer, along with driving high uptake of a gender-neutral vaccination for the human papillomavirus (HPV), are fundamental areas that we need to address. These are coupled with our ongoing work regarding the prevention of dental caries and our role promoting fluoride. We also continue to see an unacceptable and heart-breaking number of children having teeth taken out, often before they start school.

Throughout the last year, we have been working on a new strategy to improve health and wellbeing of the entire population. As a result, much of our work during 2018-19 has focused on the most vulnerable people in disadvantaged communities – of which far too many still exist – both in the UK and around the world. By continuing to help these groups, we will take a significant step in realising our vision of a world where everybody has a healthy mouth.

Over the last year, we have:

- Worked towards decreasing the prevalence of oral disease across communities.
- Increased the number of people accessing our help and information services.
- Diversified our range of products and resources to reach more communities.
- Successfully campaigned for policies which help people achieve healthier lives.
- Maintained a clean bill of health and compliance with our regulatory body.
- Generated new and nurtured existing income streams that enable us to deliver our objectives.

Our values

Removing all dental disease might be our dream but reducing it must be a reality. To help us along the way, we have pledged to uphold a series of core values.

These values will help support our vision, shape our culture and be a part of everything that we do.

Ambition and progression

We will be driven, evolve as an organisation and will never settle for anything other than our vision for a world where everybody has a healthy mouth.

Trust and compassion

Everybody's opinion, values and needs will be respected while our support and guidance shall remain impartial and fair.

Inclusivity and togetherness

Whether work on our own, or partner with others, all our campaigns, resources and expertise will be available to all.

Accountability and responsibility

We will recognise and act on all social, economic and environmental challenges because it is the right thing to do.

Efficiency and effectiveness

From our day-to-day work, to our national campaigns, everything we do will be productive, cost effective and make a positive impact.

The strategy: Our future plan to improve oral health

Over the last year, we formed our new strategy for oral health, which will run until 2024.

The new strategy, titled 'Better oral health for all', addresses the world's growing oral health demands. It also sets out how we will tackle oral disease and help improve the quality of life for millions of people in the UK and around the world.

As part of this, we are pledging to help the most vulnerable members of society by reducing dental disease and the pain and suffering that comes along with it.

To help us achieve this, we have identified six key areas:

Healthier communities

We want to help create a healthier population by reducing the prevalence of oral diseases across all communities. We will do this by creating public health campaigns that champion better oral health. These campaigns will be aimed at families, the elderly, those with additional needs, the homeless, children, and people on low incomes.

Support and advice

Oral diseases often lead to feelings of anxiety and helplessness. We will compassionately support thousands of people, leaving them more informed and reassured. Everybody deserves free access to information, support and advice about their oral health. We will make sure our support services are impartial, trusted and accessible for everybody who needs them.

Education

All organisations should be armed with the right tools to educate their patients, public and staff about oral health. That's why we are dedicated to creating resources for dental practices, hospitals and pharmacies. It is also important for us to provide tools and information for schools, workplaces and other community groups. Making a positive difference for more groups by creating a diverse range of programmes and resources.

Policy & influence

To create a healthier future, we will champion initiatives with policy makers, to raise their awareness of the changes required to bring about significant improvements to oral health. To do this most effectively, we are determined to form partnerships with like-minded professionals and

organisations while making sure oral health plays a more prominent role in the media agenda. Influencing matters of policy will be at the cornerstone of our charity's work.

Excellence

To continue to survive as a charity and help people with their oral health problems, it is important we work efficiently and cost-effectively. This will make sure our campaigns maximise their potential and have a truly worthy impact. We will also be entirely ethical and transparent about how we invest our money. We pledge to run our organisation with excellence while being adaptable to changes and challenging environments.

Income

Our campaigns, programmes and charitable work are not possible without the generous financial support of others. Over the next five years, we plan to create more opportunities for supporters to help us financially. In return, we will invest our resources in helping people achieve good oral health. The more money we can raise, the more we can do to help people to achieve better oral health

The activities contained within this report have helped us towards achieving our goals and living in a world where everybody has a healthy mouth.

Our 'Strategy to 2024' in full can be downloaded in full at www.dentalhealth.org/strategy2024

2018/19



**Oral Health
Foundation**
Better oral health for all

OUR YEAR IN NUMBERS

£1.1 MILLION

Invested in campaigns,
programmes and support
services for oral health.

3,500 COMMUNITY EVENTS

Facilitating and
supporting community
events and activities that
make a real difference to
awareness and education.



1,225 ARTICLES IN THE MEDIA

Creating a media buzz
about oral health with
credible and reliable
information that people
can adopt into their life.



7,190 DIRECT SUPPORT

Thousands of people
have been helped by
our Dental Helpline for
advice and reassurance
about their oral health.

5,000 HEALTH PROVIDERS

Dental practices,
GPs, hospitals and
pharmacies have all
been supported with our
educational resources.

37M SOCIAL MEDIA & WEB VISITS

Millions of people have
accessed oral health
advise from us online
from either our website
or social media.



150 ACREDITATION PRODUCTS



The number of oral health products
we currently approve across 60 countries.

3 PIECES OF NEW LEGISLATION



Our political campaigning has helped
introduce laws that will benefit public health.

Thanks to the generosity and hard work of you, our supporters,
we have been able to invest more than £1.1 million into oral
health this year. Your donations have helped us reach families,
children, the elderly, those on lower incomes and the most
vulnerable people in society.

THANK YOU

for all the fantastic support you have
given us this year. You are **amazing**.



Improving lives by tackling inequalities

As inequalities in oral health continue to grow, and with incidences of mouth cancer on the rise, our role as a leader in oral health education and preventive action becomes even more crucial.

We are seeing an increasing number of people in the UK become geographically isolated while those suffering from reduced mobility are finding it even more difficult to access the care they need. Over the course of the year our programmes, resources and outreach has meant that thousands more people have been able to get direct advice, correct information and much needed support.

Our work doesn't just have a direct impact on health and wellbeing, it's also incredibly important for a person's mental health too. Throughout the last year, the Oral Health Foundation's work has given many people reassurance and peace of mind, often helping to reduce anxiety and concern.

In addition to helping the most vulnerable members of our society, we are also here for everybody else. Last year, we were able to continue our work with families, providing education to multi-generations, and give them what they need in order to not only be able to care for their own health but also know how to look after the wellbeing of the people closest to them.

Your support is helping us reduce inequalities in oral health and over the last year we have been able to provide more information and support for children, the elderly and vulnerable, people with disabilities and those living in deprivation around the UK, than ever before.



Sharing a smile: National Smile Month

National Smile Month is the UK's longest running campaign to improve oral health. It is a chance for us to work closely with individuals and groups all over the country, to co-ordinate events and activities with the aim of improving oral health.

With the help and enthusiasm of those who are passionate about health and wellbeing, National Smile Month continues to make an impact educating and engaging people about the importance of a healthy mouth. The campaign, which reaches millions of people, delivers education and resources in disadvantaged areas and regions of known poor oral health.

Between May and June, National Smile Month continued to raise awareness of important health issues and make a positive difference to the oral health of millions of people throughout the UK.

We are delighted to see the campaign grow from strength-to-strength and coincide with some of the most significant improvements in UK oral health.

National Smile Month 2018 provided more people than ever before with the opportunity to participate in the challenge of improving oral health and it is wonderful to see the level of support for the campaign increase each and every year.

In addition to the campaign being backed by more than 4,200 organisations this year, National Smile Month helped facilitate no fewer than 3,000 dedicated oral health events and projects.

The campaign continued to act as the spearhead for providing organised grassroots activities such as fun days, talks, sponsored events, roadshows, displays, open sessions and competitions – all of which have the ultimate goal of engaging people in the importance of oral health.

Our teeth have such an important role to play in our lives. They help us chew and digest food, they help us to talk and speak clearly and they also give our face its shape. Because of this, it makes sense to give our oral health the best care possible.

National Smile Month is our chance to take a look at our oral health, learn more about why a healthy smile is so important and share tips on how to improve and maintain it.

A huge thank you to all of you who made National Smile Month so special. Whether you did something in your practice or hospital, visited a school or went out into your local community – taking the time to deliver oral health education through National Smile Month has made such a positive difference.



National Smile Month 2019 provided more people than ever before with the opportunity to participate in the challenge of improving oral health.

In addition to the campaign being backed by more than 4,200 organisations this year, National Smile Month helped facilitate no fewer than 3,000 dedicated oral health events and projects.

It is wonderful to see the level of support for the campaign increase each and every year.

www.smilemonth.org

Campaigning together to eliminate mouth cancer

Throughout November, our dedicated campaign Mouth Cancer Action Month, spreads the message 'if in doubt, get checked out' and is an influential springboard in educating the public about mouth cancer.

The campaign is about taking action and raising awareness, particularly among those groups who are most at risk.

Last year, our team used the campaign as an opportunity to work closely with oral health educators, health professionals, schools and workplaces, to increase their important work of delivering oral health education, especially in disadvantaged communities and regions of known poor oral health, to deliver better awareness of mouth cancer.

Our campaigning for mouth cancer action takes place all year round and over the last 12 months we have been able to facilitate thousands of events and projects all with the ultimate goal of engaging people in the importance of being mouthaware.

Supporting grassroots activities such as oral health checks and free mouth cancer

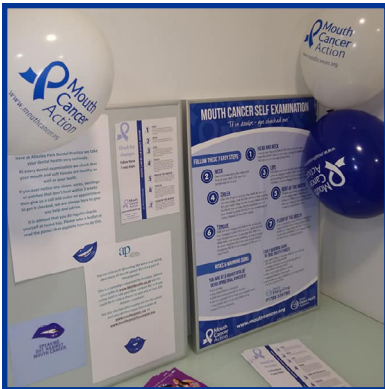


examinations, talks, sponsored events, roadshows, displays and open sessions – has all helped bring mouth cancer to the forefront of people's minds.

Although there are risk factors heavily linked to the disease – tobacco use, drinking alcohol to excess, the human papillomavirus (HPV) and poor diet – mouth cancer can affect anybody. That's why it's so important that we encourage everybody to know what to look out for.

We are delighted to say that support for Mouth Cancer Action Month is growing.

Last year, the campaign was backed by almost 4,000 health organisations, with many of those holding mouth cancer awareness events. More than three million patients were educated about mouth cancer while exposure through the media and from dedicated community events, reached an estimated 30 million people.



Last year, we also published the first in-depth report into mouth cancer. ‘The State of Mouth Cancer UK Report 2018-2019’ investigated our knowledge of mouth cancer and our attitudes towards risk factors and early detection. The report also provided the most up-to-date statistics for mouth cancer. The review was downloaded thousands of times and featured in national media.

We encourage people to be aware of changes in the mouth; ulcers which do not heal within three weeks, red and white patches in the mouth, and unusual lumps or swellings, which can all be early warning signs of mouth cancer. We also promote regular visits to the dentist to ensure everyone is checked for

signs of mouth cancer.

We would like to say a huge thank you to everybody who helped us raise awareness of mouth cancer, not only throughout Mouth Cancer Action Month but all year round. Your participation no matter how big or small, was warmly received and made a positive difference to the campaign’s success. Our thanks also go to our sponsors Simplyhealth Professionals and supporters Dentists’ Provident, whose contributions ensured we were able to reach such a large number of people with our messages of education, prevention and early detection.

Over the last year,
around 8,300 people
in the United Kingdom
have been told they
have mouth cancer.

Sadly, mouth cancer is on the increase, with cases growing by more than two-thirds in the last 20 years while experts are predicting this number to rise further over the next decade.

Hearing you have cancer can be devastating, which is why we are passionate and committed to increasing awareness of mouth cancer and reducing the number of lives affected by the disease each year.

www.mouthcancer.org

Dental Helpline

Oral Health Foundation's Dental Helpline continues to give members of the public with free and impartial advice on a range of oral health problems. It's a service we have provided for more than 20 years.

During that time, it has been a truly charitable service. Today, the crucial work by our experts continues to make a positive difference to the public and professionals alike, proving an invaluable resource in educating thousands on a range of dental and oral health related matters.

This year, our dedicated team of qualified dental nurses and oral health educators have given their clinical expertise to advise to 6,994 people on a wide variety of dental issues.

Many of those who call us are often in distress and feeling like there's nowhere else to turn. Our team provides reassurance and support to all of those who call us looking for help about their oral health and has a long-standing record of delivering calm and comforting counsel.

The majority of support we have given this year has been about dentures, implants and crowns. Understanding NHS dental regulations and patients' rights were also high on the list, as was managing pain and general oral health advice.

The Dental Helpline continues to offer its support to the British Dental Association (BDA), educational resource sales, product accreditation and sponsorship.

Please give the Dental Helpline a call on 01788 539780, or get your question answered by email at helpline@dentalhealth.org.

The dental helpline relies on donations and income from our supporters.





Healthier mouths through education

With our range of educational resources, we look to improve knowledge through interaction and inspire changes in behaviour through positive learning experiences.

This year, the Oral Health Foundation has worked harder than ever to provide an array of high quality information, resources and other oral health education products to help health professionals across the UK directly improve oral health.

We have almost 5,000 customers, comprising of dental surgeries, health centres, hospitals and education centres. We have supplied these with the resources they need to engage and educate people about oral health.

We are proud to be one of the leading suppliers of oral health educational material to health departments and bodies, not only in the UK, but around the world.

Our patient information leaflet range has 56 titles, providing impartial and independent information for the public and is a product of choice for many health professionals, with over 400,000 being distributed each year.

We have sold over 20,000 dental goody bags which belong to the oral health category and is also the most popular product overall.

Dental practice products continue to be an integral part of our work, and with more than 50 years' experience of advising members of the public on how to improve their oral health, we have a wealth of knowledge on the dentist-patient communication process and offer constant support to our customers.



Embracing online and digital tools

Over the last year, more than 1.5 million people came to our website looking for help and advice about their oral health.

The Oral Health Foundation takes great pride in offering the very best, reliable and trustworthy advice and doing this on a digital platform is becoming more important than ever before.

We have continued to invest heavily in online development and as a result have managed to deliver engaging and comprehensive oral health materials to millions of people across hundreds of countries.

We now supply oral health education online in Mandarin, Arabic, Hindi, Spanish, German, Russian, French, Polish and Portuguese – reflecting our ambition to share valuable knowledge and information with a wider audience.

Our digital e-magazine Word of Mouth now has more than 15,000 subscribers while almost 18,000 people keep up-to-date with our charity activities by email.

More than 65,000 people follow us across social media. These activities reached more than 34 million people last year and we are seeing it grow even further with the introduction of Instagram, Snapchat and YouTube channels. All these platforms are important for our charity, to not only keep you up-to-date with what we're doing as we're doing it, but also to help us engage and share positive messages with those people who might not be able to access healthcare.



The first tooth is the most important

From brushing their first tooth, to their first trip to the dentist, a child's oral health plays a key part in their early year's wellbeing.

It is a staggering thought, but in primary schools across the UK, around eight or nine children in every class will have already developed tooth decay. That's approaching a quarter of a million children in each primary school year and around 3.3 million young people aged 0-14 years.

This year, we provided young children, parents and schools with several learning programmes for either the home or classroom.

One of these programmes is Dental Buddy - designed to provide specific educational packages for non-healthcare establishments.

Targeted at 'Early Years', 'Key Stage One' and 'Key Stage Two', Dental Buddy has lesson plans, activity sheets and interactive white board software.

Over the course of the year, Dental Buddy was downloaded by 10,000 people.

We have also been delighted by the response of our other school-based programmes - Brush Time and Tooth Time. These focus on practical, activity and play in order to develop a child's understanding of basic oral health and hygiene.

Since tooth decay is the most common non-communicable disease in children and one that is easily prevented, action needs to be taken across multiple environments.

That's why we have also been working hard to deliver our programmes into schools all across the country.

Press and media

There are so many ways to access information today that it's sometimes a struggle to know what to believe and what we cannot. This is particularly true when it comes to health, when it seems that a day doesn't go by without contradictory advice about how we should be taking care of ourselves and our loved ones.

That's why our press team has spent the last year in constant communication with journalists, newspapers and broadcasters all across the country. We have put great importance on building and developing these relationships, firstly, so that we can elevate oral health up the media agenda but most importantly, to ensure only independent, unbiased and correct information is printed.

With increasing inequalities, multiculturalism and divisions within our society, we realise that getting our messages out to different audiences is crucial. We want to be a leader when it comes to oral health in the media and with many myths in circulation, we strongly believe that our role as an impartial and expert source of information is key for increasing knowledge about improving oral health and wellbeing.

In addition to more than 1,200 articles published in print press, we also took part in 100 radio interviews and dozens of television broadcasts. More than 500 minutes of live interviews were recorded that engaged listeners and viewers into learning more about the health of their mouth.

Extraordinarily, our messages positively promoting oral health in the press had a combined UK readership in excess of 750 million – more than ten times our population!



A leader in influencing policy

As a charity looking to make a positive impact in the public arena, lobbying and influencing policy on all matters relating to oral health remains essential. In the past year, we have been working to affect the direction and decision-making of certain issues so that we can achieve a higher level of care and health.

Over the last year we have spent a great deal of time lending our support and joining forces with like-minded organisations who are petitioning on the behalf of the general public raising important issues with MPs, Lords and government agencies.

One of the biggest successes in 2018 was the introduction of a ‘sugar tax’. This was a result of many years campaigning alongside other organisations, and will have a huge impact on oral health, particularly of children.

In 2019, we also had a significant breakthrough extending the human papillomavirus (HPV) vaccine to British schoolboys. The vaccine will save thousands of lives from mouth cancer, as well as other cancers and diseases. We’re delighted to see it being introduced with immediate effect.

We continue to lead and co-ordinate the Tooth Whitening Information Group – an alliance of dental professional bodies and manufacturers set up to tackle the key issues and problems regarding tooth whitening.

We have also published two white papers on denture cleaning and denture adhesives. These have been downloaded more than 5,000 times and adopted by national dental associations across the world.



Our membership of the Platform for Better Oral Health in Europe puts us in a key position to promote oral health and the cost-effective prevention of oral diseases in Europe.

The group seeks a common European approach towards education, prevention and access to better oral health in Europe. What’s more, our CEO, Dr Nigel Carter OBE, is now the Chairman of that group, putting Oral Health Foundation at the forefront of a European-wide strategy for oral health.

Equality and fairness is at the heart of the Oral Health Foundation and we will continue to endeavour to be a charity whose values and actions have a positive effect on all corners of society.

This year we have helped countless people improve the health of their mouth through providing education materials and resources, advice and information and by organising campaigns and events.



Inspiring confidence with Accreditation

This year we have worked really hard to support consumers and help them make informed choices about the dental products they buy.

There are so many oral health products on the market and many claims as to their effectiveness being made. This is why we believe it is of the utmost importance that everybody is given the added level of assurance they need and deserve.

The Oral Health Foundation's Accreditation programme gives us the opportunity to provide individuals and groups with information, protection and education, to reassure them that the oral care products they buy, perform effectively and safely.

We're delighted to report that it was another successful year for our Accreditation programme, both domestically and internationally. We now have more than 150 'Accredited' products across 60 territories, making it one of the largest accreditation-based schemes in the world.

The scheme covers both major global brands and (supermarket) 'own brands' and the market for both these two areas remains strong, as dental care and oral hygiene continue to become part of mainstream consumer care.

Over the last year, Accreditation has been a key source of income for the charity. This was due to three major brands expanding their range of approved products.



It wouldn't be possible without you

As an entirely independent charity, which does not receive government grants nor backing from wealthy donors, we heavily rely on the generosity and goodwill of our supporters to help us fulfill our mission of improving oral health.

As inequalities in oral health continue to grow, and with the incidence of mouth cancer on the rise, our role as a leader in oral health education and preventive action becomes ever more crucial. At its heart, the Oral Health Foundation is an inclusive organisation that provides opportunities for everyone interested in oral health to participate.

Our supporters continue to reflect the diverse range of people and organisations involved, including dentists, oral health professionals, surgeries, companies, huge multi-nationals and members of the general public.

Despite the difficult economic times we're facing, we have been moved by the kindness and support that continues to be shown. Financial support by individuals and groups through fundraising, donations and corporate sponsorship of our oral health campaigns means that we have been able to provide important information and support for children, the elderly and vulnerable, people with special needs and those living in deprivation all around the UK.

That's why we truly value all the generosity and hard work of you, our supporters. Thank you for all the help you have given us over the past year and we look forward to all the possibilities that lie ahead.



A big thank you to our partners

What we are able to do wouldn't be possible without the invaluable support of so many companies from all over the world. We would like to say a huge thank you to the below, all of who have helped shape the our activities over the last year.

Oral-B | Wrigley | GlaxoSmithKline | Regenerate Enamel Science | Polo® Sugar Free | Philips Sonicare | Simplyhealth Professionals | Dentists' Provident | Tepe | Cornerstone | Brushbox | The Probe | Smile Magazine | Dental Update | Mercy Ships | Bridge2Aid | Lloyds Pharmacy | Boots | Ace IT | Access UK | Vale Press | Folio Typography | Tesco | Sainsbury's | Morrisons | Aldi | Lidl | Marks & Spencer | ASDA | Home Bargains | Primark | Firefly | Seabond | Clinomyn | McBride | Sleepright | Fixodent | Beauty Formulas | Sarakan | Scottish Water | Unum Dental | The Breath Co. | Anchor | BioMin™ | Dencover | Peppersmith | Kingfisher | Invisalign | NUK | Listerine | The Argus | Platform for Better Oral Health in Europe | Medway | Dental Health Spa | HPV Action | Sally Bragg | Link Mailing | British Dental Industry Association | FMC | Closer Still Media | Mark Allen Group | British Dental Association | British Society of Dental Hygiene & Therapy | Purple Media | ASP Promotions | PKF Cooper Parry Group | Setform | Word Centre | House of Commons | 61 Whitehall | Boundaries for Life | Polestar Stones | British Association of Dental Nurses | Department of Health | Faculty of General Dental Practitioners (UK) | General Dental Council | General Medical Council | Royal Society for Public Health | The Dental Defence Union | Joint Medical Command (Armed Forces) | The Royal Society of Medicine | Royal College Of Surgeons

The Oral Health Foundation believes in creating strong partnerships with like-minded people who ultimately want to help improve oral health.

If your company would like to get involved and support us in any of our activities, we want to hear from you. Please call us on 01788 546 365 or email mail@dentalhealth.org

Report of the directors and trustees

The Directors present their report together with the financial statements for the year ended 31 July 2019.

Structure, governance and management

The company is registered as a charity under the number 263198 and is governed by the memorandum and articles of association of the Oral Health Foundation as amended by special resolution on 14th December 2011 and written special resolution in March 2012 whose registration number is 01027338. The company is limited by guarantee to the extent of £1 per member and has no share capital.

Directors and trustees

The Directors of the company act as the Trustees and the Directors who served during the year are listed below.

Dr Ben Atkins BDS
Sarah Belsar (co-opted 4th June 2019)
Mhari Coxon RDH
Dr Emanuele Cotroneo (co-opted 16th September 2019)
Janet Goodwin BA (Hons)
Steven Hardiman
Professor Elizabeth Kay MPH PhD FDSRCPS FDSRCS
Professor Michael Lewis (co-opted 5th March 2019)
David Mason (resigned 4th June 2019)
Tracey Posner
Dr Zahid Siddique BDS MPHARM
Dr Chet Trivedy BDS FDS RCS (Eng) MBBS PhD FRCEM MFMLM (resigned 4th June 2019)
Professor Nairn Wilson CBE, DSc (hc), FDS, FFGDP, FFD, FKC (end of term 2nd December 2018)

Recruitment and appointment of trustees

As set out in the articles of association, the Trustees are appointed by the members at the annual general meeting. The Trustees are the only members of the charity. Trustees are elected for a period of three years, as determined by the articles they may be re-elected for a further period of three years after which one year must elapse before any re-election except in the case of the President and President-Elect. The Immediate Past President may serve for a further period of two years after retirement as President.

The Trustee Board has the power to co-opt members between annual general meetings. These

co-opted members may then offer themselves for election at the next annual general meeting.

The Trustee Board has a requirement for 50% of the Trustees to be members of the dental profession, dental team and the dental industry. The charity aims to ensure that the remaining Trustees elected reflect the skill needs of the Board and represent stakeholders to the charity and appropriate diversity.

Qualifying third party indemnity insurance is in place to cover all Trustees of the charity at a cost of £1,000 (2018: £1,000).

Trustee induction, training and evaluation

All Trustees receive appropriate induction to the Board. They are provided with a comprehensive induction pack prior to election or co-option. This includes relevant charity commission documentation and good practice documentation. Trustees are also expected to visit the charity head office prior to taking up their role.

Organisational structure

The full Trustee Board which consists of between 8-12 members meets at least four times a year, at least one of these being a full day session to include on-going Trustee development training and strategic planning. The Board is responsible for the governance, strategic direction and policies of the charity. The Chief Executive and other members of the senior management team attend and advise the Trustees as appropriate but are not voting members of the Board.

The Board delegates some powers relating to staff remuneration and other related issues to a Core Team consisting of the President, President-Elect and Trustee responsible for finance.

The Chief Executive, supported by the senior management team, is responsible for the day to day running of the charity and delivery of the annual business plan objectives to a budget agreed by the Board.

Pay policy for senior staff

The key personnel of the Foundation consist of the board of directors (trustees) and the senior management team in charge of directing, controlling and running the day to day operations. All directors are unpaid and give up their time freely. Details of directors' expenses and related party transactions are disclosed in notes 12 & 25.

The pay of the senior staff is reviewed annually by the Core Team, CPI and wage inflation are used as benchmarks for this review.

Risk management

The Trustees acknowledge their risk management responsibilities and have endorsed the risk register assessment and review it on a regular basis at least biannually. The revised and updated Risk Register was presented to the board at their meeting in June 2019.

The Trustees acknowledge that the management of Risk is high on their priorities of good governance. The register, having undergone significant review and revisions in April 2019 has since had a further review in August 2019. The Risk Assurance Group have submitted recommendation for further changes to the risk register management process and these are currently being written into the Risk Register. Further changes are also being made to ensure alignment with the Five-Year Strategic plan. A draft is to be reviewed again in October before the final revised version and updated risk analysis is presented to the Trustees at the December Board Meeting.

This year we established a Risk Assurance group, consisting of the Director of Operations, the Director of Finance, and two Trustees Mhari Coxon and Ben Atkins.

Trustees can have confidence that the changes have been scrutinised by their peers ahead of being presented with a summary of changes.

Going forward, managing risk and risk assurance reporting will fall under our 5th Strategic Objective: Excellence.

Five key risk areas are identified as:

1. Governance and Management e.g. inappropriate organisational structure, difficulties recruiting trustees with relevant skills, conflicts of interest
2. Operational Risks e.g., IT and asset security, Structure and infrastructure disaster recovery plan, service quality and development, contract pricing, employment issues, health and safety issues, fraud and misappropriation.
3. Financial Risks e.g. accuracy and timeliness of financial information, adequacy of reserves and cash flow, diversity of income sources, investment management
4. Environmental and External Factors e.g. public perception and adverse publicity, demographic changes, government policy.
5. Compliance Risk e.g. breach of trust law, employment law and regulatory requirements of activities, such as fund raising.

The key risks identified in the Risk Register and mitigation controls are as follows:

Risk Area	Risk Identified	Mitigating Controls
Governance & Management	Ineffective Strategic Planning	New 5-year strategy has been approved
	Trustee Governance Skills	Annual business plans will detail objectives and targets. Performance, against the Business Plan will be reported quarterly to Board of Trustees A Skills Audit of the charity's current board members carried out in Autumn 2019, will be used to assist in the recruitment of new trustees.
Operational Risk	Structure, asset and infrastructure security	System disaster recovery plan and insurance in place Remote access & Comms. in place
	System Failures	IT back-up system renewed 2018
	Assets Security	Insurances reviewed and renewed
	Data Security	GDPR Policy in place
	HR Issues /Loss of key staff	HR Policies in place, succession planning and handbook
Financial Risks	Income Reduction through loss of Sponsors and Clients	Develop new income streams and sponsorship opportunities. Appoint an experienced fundraiser.
Environment & External Factors	Government Policy – Brexit	Assess supply chain ensure flexibility of supplier
	Global Recession	Adaptable strategy, reserves policy in place.
Compliance Risk	Non-compliance with legislation and regulations	Operating procedure in place.
		Keep up to date with regulations and law. Trustee sign-off on key documents.

Public Benefit

Good oral health forms an essential part of general health and wellbeing. Since the Oral Health Foundation was established in 1971, it has played its part in transforming the nation's oral health.

Today, the collective push to improve oral health in the UK has resulted in:

- 11 million more adults having 21 or more of their natural teeth compared to 1978.
- Over 9 million more adults having their own teeth compared to 30 years ago.
- 30% more adults visiting their dentist regularly compared to 1978.
- 10 million fewer adults smoking compared to 30 years ago.
- 61% increase in 12-year-olds free of decay since 1973.
- Education and information has helped to underpin this transformation and the Oral Health Foundation has made the following unique contribution in 2018/2019:
- Facilitating and assisting in more than 3,500 community events promoting oral health.
- Working with more than 8,000 dental and health organisations to increase awareness of important oral health issues.
- Joint work with more than 1,000 schools helping to promote the value of a healthy smile to thousands of children.
- Distributing 400,000 Tell Me About leaflets to communicate and educate patients about good oral health.
- Giving personal advice to more than 7,000 people contacting our free Dental Helpline, staffed by a team of dental care professionals.
- Providing information to more than 1.5 million people seeking trusted dental advice from our websites.
- Continuing to independently assess dental health products to help inform consumers. More than 500 dental products have been approved since the product accreditation scheme was established 25 years ago. There are currently more than 150 approved products on retail shelves.
- Raising oral health awareness in the media with more than 1,200 news stories being read by more than 750 million people, worth a value of £16 million.

When planning charitable activities, reviewing our aims and objectives and at meetings with the Board of Trustees, our Trustees have paid attention to the Charity Commission's guidance regarding public benefit.

Financial Review

In 2018-19, a surplus of £8.7k (2018: £61.7k surplus) was generated from the charity's day to day activities before investment gains and losses.

Additional Sponsorship enabled the charity to produce two White Papers.

Investment Policy

The charity policy for the investment of available funds is that they should be held in investments that can be realised in the medium to short term. The investments should be of low to medium risk as a safeguard to hedge against the reduction in purchasing power by inflation.

Rathbone Investment Management oversees the investment portfolio. The Trustees monitor investment performance against standard policies and meet with the portfolio managers when appropriate during the year.

Reserves Policy

The management has examined the charity's requirements and have established a policy where the reserves not committed or invested in tangible assets held by the Oral Health Foundation should be at least 6 months operating costs plus a contingency for unplanned repairs to the building. This equates to a reserve policy of £600,000. Levels are reviewed annually and are based on working capital requirements, future capital spending, allowance for unexpected contingencies and the financing of appropriate projects in line with the company's aims and objectives.

The company's free reserves (being unrestricted reserves excluding tangible fixed assets) amounted to £940,837 at July 2019 (2018: £904,677).

The company's unrestricted reserves amounted to £1,183,819 at 31 July 2019 (2018: £1,152,618).

Responsibilities of the Directors and Trustees

The Trustees (who are also Directors for the purposes of company law) are responsible for preparing the Directors' and Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepting Accounting Practice).

Company law requires the Directors to prepare financial statements for each financial year which

give a true and fair view of the 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 Directors are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP 2015 (FRS102)
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

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

Provision of information to auditors

In so far as the Directors are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The Directors have taken all steps that we ought to have taken to make ourselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

The Directors 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 the financial statements may differ from legislation in other jurisdictions.

Auditor

The auditor Cooper Parry Group Limited will be proposed for re-appointment in accordance with section 485 of the Companies Act 2006.

On behalf of the Board

Professor Elizabeth Kay MPH PhD FDSRCPS FDSRCS

Smile House, 2 East Union Street, Rugby, Warwickshire, CV22 6AJ

25th November 2019

Independent auditor's report

Opinion

We have audited the financial statements of Oral Health Foundation (the 'charitable company') for the year ended 31 July 2019 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cashflows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 July 2019, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to

continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the information included in the directors' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or

- we have not received all the information and explanations we require for our audit: or
- the directors were not entitled to prepare the financial statements in accordance with the small companies' and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of directors

As explained more fully in the directors' responsibilities statement set out on page 35-36, the directors of the charitable company (for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to

them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Simon Atkins FCA

Senior Statutory Auditor for and on behalf of:

Cooper Parry Group Limited

Chartered Accountants and Statutory Auditor

One Central Boulevard, Blythe Valley Park, Solihull, West Midlands B90 8BG

25th November 2019

Statement of financial activities

Including Income and Expenditure Account - for the year ended 31 July 2019

	Note	2019	2018
		£	£
Income from			
Donations, Sponsorship and Legacies		292,412	216,253
Investment		16,107	13,681
Rental		9,000	9,000
Supporter subscriptions		59,628	64,969
Accreditation income	3	349,333	386,342
Education resource sales and related income		382,899	398,807
Total income		1,109,379	1,089,052
Expenditure on			
Supporter	4	21,618	20,784
Accreditation	5	111,698	117,341
Education resource sales	6	451,087	450,799
Information & Awareness	7	348,271	274,162
Dental Helpline	8	82,153	75,636
Mouth cancer campaign	9	85,880	88,623
Total expenditure		1,100,707	1,027,345
Net income for the year before other recognised gains and losses contracts		8,672	61,707
Other Recognised gains/(losses)			
Realised gains on investment assets	16	18,253	15
Unrealised gains on investment assets	16	4,276	19,302
Net Movement in Funds	19	31,201	81,024
Fund balances brought forward		1,152,618	1,071,594
Fund Balances Carried Forward	19	1,183,819	1,152,618

All of the charitable company's activities are continuing.

Balance Sheet

at 31 July 2019

	Note	2019		2018	
		£	£	£	£
Fixed Assets					
Tangible fixed assets	15		242,982		247,941
Investments	16		624,904		541,210
			<u>867,886</u>		<u>789,151</u>
Current Assets					
Stocks		121,317		99,659	
Debtors	17	194,517		262,657	
Cash at bank and in hand		139,006		134,965	
			<u>454,840</u>		<u>497,281</u>
Creditors: amounts falling due within one year	18	(138,907)		(133,814)	
Net Current Assets			<u>315,933</u>		<u>363,467</u>
Net Assets			<u>1,183,819</u>		<u>1,152,618</u>
Represented By			1,183,819		1,152,618
Unrestricted Funds	19		<u>1,183,819</u>		<u>1,152,618</u>

The notes on pages 44 to 54 form part of the financial statements. Approved and authorised for issue by the Board of Directors on 25th November 2019.



Professor Elizabeth Kay MPH PhD FDSRCPS FDSRCS.
– President

Statement of Cash Flow

For the year ended 31 July 2019

	Note	2019	2018
		£	£
Cash flow from operating activities	26	<u>56,441</u>	<u>(41,629)</u>
Cash flow from investing activities			
Payments to acquire tangible fixed assets	15	(7,342)	(8,004)
Purchase of investments	16	(101,231)	(3,455)
Proceeds from sale of investments	16	47,585	651
Net Cash movement on investments	16	(7,519)	(6,468)
Interest & Dividends received on listed investments		15,974	13,649
Interest Income		133	33
Net cash flow from investing activities		<u>(52,400)</u>	<u>(3,593)</u>
Net increase / (decrease) in cash and cash equivalents		<u>4,041</u>	<u>(45,222)</u>
Cash and cash equivalents at start date 2018		134,965	180,187
Cash and cash equivalents at end date 2019		<u>139,006</u>	<u>134,965</u>

Notes to the Financial Statements

1 Company Status

The company is registered as a charity. It is limited by guarantee to the extent of £1 per member and has no share capital.

2 Principal Accounting Policies

The principal accounting policies of the company are set out below:

Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention apart from investments which are stated at market value. The financial statements have been prepared in accordance with applicable accounting standards, the Companies Act 2006 and the Statement of Recommended Practice “Accounting and Reporting by Charities” issued in January 2015 (SORP (FRS102)). The Charity meets the definition of a public benefit entity under FRS102.

Cash flow statement

The charity’s cash flow statement reflects the presentation requirements of FRS102.

Incoming resources

Voluntary income including donations, sponsorship and legacies are recognised when there is an entitlement, certainty of receipt and the amount can be recognised with sufficient reliability.

Investment income is recognised on a receivable basis.

Income from charitable activities includes the accreditation of dental products, sales of educational resources and website licensing income and is recognised as earned.

Any part of the income received, which relates to a period beyond the balance sheet date, is carried into the following year as “unexpired proportion of subscriptions and website licensing received.”

Accreditation, subscriptions and intellectual property licensing once received are non-refundable.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Costs of generating funds are those costs associated with attracting voluntary income and those incurred in trading activities that raise funds.

Charitable expenditure includes those costs incurred in the delivery of the charity's activities and services to its beneficiaries. It includes both the direct costs and the indirect support costs.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include audit fees and costs relating to strategic management.

Governance costs are now apportioned on the same basis as other support costs.

Support costs include general overheads and administration and have been allocated to activities on a basis consistent with staff time and estimated usage.

Investments

Investments are stated at market value as valued by the Company's investment advisers. Income arising on investments is accounted for as it accrues. Movements in the valuation of investments are shown as realised and unrealised gains and losses in the statement of financial activities.

Tangible fixed assets

Expenditure on fixed assets over £1,000 is capitalised.

Depreciation is calculated by the straight-line method and aims to write down the cost of both intangible and tangible fixed assets over their expected useful economic lives.

The rates applicable are: Computer equipment	1 year
Equipment, fixtures & fittings	5 years
Freehold buildings	50 years

Stocks for resale

Stock is stated at the lower of cost and net realisable value.

Debtors

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

Cash at bank and in hand

Cash in bank and cash in hand includes cash only.

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.

Taxation

The company has been granted exemption from corporation taxes under sections 486 and 487 of the Corporation Taxes Act 2010.

Leased assets

All leases are regarded as operating leases and the total payments made under them are charged to the statement of financial activities on a straight-line basis over the lease term.

Defined contribution pension scheme

Contributions are charged to the statement of financial activities as they become payable in accordance with the rules of the scheme.

Funds

Funds held by the charity are either:

Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the Directors.

Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.

Restricted funds – these are funds which must be used in accordance with the restrictions placed on them by the funder.

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the rate of exchange ruling at the balance sheet date and unrealised and realised gains and losses in translation are included in the Statement of Financial Activities.

3 Incoming Resources

	2019	2018
	£	£
Accreditation income is derived from the following geographical markets:		
UK	313,303	357,007
Europe	8,585	8,585
Rest of the World	27,445	20,750
	349,333	386,342

4	Supporters	2019	2018
		£	£
	Supporters direct costs	784	823
	Salaries	13,341	12,899
	Overheads & support costs	7,493	7,062
		<u>21,618</u>	<u>20,784</u>

5	Accreditation	2019	2018
		£	£
	Accreditation of dental products	8,546	17,819
	Salaries	73,789	69,948
	Overheads & support costs	29,363	29,574
		<u>111,698</u>	<u>117,341</u>

6	Educational Resource Sales	2019	2018
		£	£
	Cost of sales	182,267	186,196
	Direct costs	104,523	104,789
	Salaries	124,518	122,285
	Overheads & support costs	39,779	37,529
		<u>451,087</u>	<u>450,799</u>

7	Information and Awareness Campaign Costs	2019	2018
		£	£
	Projects	75,634	13,513
	Publicity	72,227	63,947
	Salaries	162,197	166,487
	Overheads & support costs	38,213	30,215
		<u>348,271</u>	<u>274,162</u>

8	Dental Helpline Costs	2019	2018
		£	£
	Publicity	1,260	970
	Salaries	72,958	67,866
	Overheads & support costs	7,935	6,800
		<u>82,153</u>	<u>75,636</u>

9	Mouth Cancer Awareness	2019	2018
		£	£
	Publicity	15,750	24,377
	Salaries	62,089	56,635
	Overheads & support costs	8,041	7,611
		<u>85,880</u>	<u>88,623</u>

10	Governance Costs (allocated under support costs)	2019	2018
		£	£
	Overheads & support costs	1,755	1,242
	Salaries	32,368	29,678
	Other support costs	14,685	14,675
	Audit, consultancy & professional fees	8,427	11,085
		<u>57,235</u>	<u>56,680</u>

11 Allocation of Support Costs

The Foundation allocates its support costs as shown in the table below. Support costs are allocated on a basis consistent with the use of resources and staff time.

Support Cost	Supporters	Accreditation	Educational Resources	Info & Aware	Dental Helpline	Mouth Cancer	Governance	Total
Overheads	1,925	5,775	9,627	13,476	3,851	3,081	678	38,413
Depreciation	303	909	1,515	2,121	606	485	121	6,060
Amortisation	312	936	1,561	2,184	624	499	125	6,241
General Office	941	2,823	4,704	6,701	2,163	1,505	690	19,527
Finance	864	480	2,160	240	480	738	141	5,103
Governance (note 10)	3,148	18,440	20,212	13,491	211	1,733	-----	57,235
Governance (overhead)	-----	-----	-----	-----	-----	-----	-1,755	-1,755
	7,493	29,363	39,779	38,213	7,935	8,041	-----	130,824

12 Staff Costs

	2019	2018
	£	£
Wages and salaries	441,798	431,610
Social security costs	65,980	61,684
Other pension costs	33,482	32,503
	541,260	525,797

Seven Directors were reimbursed a total of £8,136, for expenses incurred during the year ended 31 July 2019 (In 2018, nine Directors were reimbursed: £7,208).

The Directors received no other remuneration or emoluments during the year.

	2019 Number	2018 Number
Employees earning £60,000 per annum or more:		
£110,000 - £129,999	-----	1
£130,000 - £139,999	1	-----

Pension contributions in the year for these employees amounted to £12,276 (2018: £11,878)

The key management personnel of the Foundation comprise the trustees, the Chief Executive and members of the senior management team. The total employee benefits of the key

management personnel of the Foundation were £304,038 (2018: £294,629).

The average number of employees analysed by function was:

Direct charitable activities	8	8
Income producing activities	3	3
Administration	3	4
	14	15

13 Defined Contribution pension scheme

The company pays contributions to a personal pension fund which is available to all employees. The pension cost charge represents contributions payable by the company to the fund and amounted to £33,481 (2018: £32,503). No contributions were payable to the fund at the year end. No Directors qualified for benefits and no contributions were paid to Directors.

14 Net outgoing resources

	2019	2018
	£	£
Net outgoing resources are stated after charging/ (crediting):		
Depreciation and amortisation	12,301	11,999
Auditors' remuneration	6,500	6,600
Operating lease rentals:		
- plant and machinery	1,316	1,316
Rental income	(9,000)	(9,000)

15 Fixed Assets	Freehold land & buildings	Fixtures & fittings	Computer equipment	Office equipment	Total
	£	£	£	£	£
Cost					
At 1 August 2018	348,065	29,639	27,561	35,076	440,341
Additions	-----	-----	7,342	-----	7,342
Disposals	-----	(7,260)	(1,573)	(1,274)	(10,107)
At 31 July 2019	348,065	22,379	33,330	33,802	437,576

Depreciation

At 1 August 2018	106,928	29,639	27,561	28,272	192,400
Charge for the year	6,241	-----	4,325	1,735	12,301
Disposals	-----	(7,260)	(1,573)	(1,274)	(10,107)
At 31 July 2019	113,169	22,379	30,313	28,733	194,594

Net book value

At 31 July 2019	234,896	0	3,017	5,069	242,982
At 31 July 2018	241,137	0	0	6,804	247,941

16 Fixed Asset Investments	2019	2018
	£	£
Market Value		
At 1 August 2018	541,210	512,621
Additions	101,231	3,455
Disposals	(47,585)	(651)
Realised investment gains	18,253	15
Unrealised investment gains	4,276	19,302
Net cash movement	7,519	6,468
At 31 July 2019	624,904	541,210

The investments consist of a share portfolio managed by stockbrokers Rathbone Investment Management, primarily held to provide an investment return for the charity. All investment assets were held in the UK. All shareholdings are of listed companies. The cost at 31 July 2019 was £497,427 (2018: £418,009).

Investments held at market value comprised:

	2019	2018
Equities	499,735	440,250
Fixed interest securities	94,208	77,517
Cash held within investment portfolio	30,961	23,443
	<u>624,904</u>	<u>541,210</u>

17 Debtors	2019	2018
	£	£
Amounts falling due within one year		
Trade debtors	167,489	231,539
Prepayments and other debtors	27,028	31,118
	<u>194,517</u>	<u>262,657</u>

18 Creditors: amounts falling due within one year	2019	2018
	£	£
Trade creditors	53,578	46,956
Social security and other taxes	36,560	44,321
Accruals and deferred income	25,286	17,238
Unexpired proportion of supporter income received	22,566	24,399
Unexpired proportion of intellectual property licensing	917	900
	<u>138,907</u>	<u>133,814</u>

Deferred Income	Website	Supporter Income	Total
	£	£	£
Balance at 1 August 2018	900	27,263	28,163
Amount released to incoming resources	(900)	(27,263)	(28,163)
Amount deferred in the year	917	22,566	24,483
Balance at 31 July 2019	<u>917</u>	<u>22,566</u>	<u>24,483</u>

19 Reconciliation of movement in funds	2019	2018
	£	£
Balance Bfwd	1,152,618	1,071,594
Incoming Resources	1,109,379	1,089,052
Outgoing Resources	(1,100,707)	(1,027,345)
Gains/(losses)	22,529	19,317
	<u>1,183,819</u>	<u>1,152,618</u>

20 Analysis of net assets between funds	2019	2018
	£	£
Unrestricted funds		
Tangible fixed assets	242,982	247,941
Investments	624,904	541,210
Net current assets	315,933	363,467
Total	<u>1,183,819</u>	<u>1,152,618</u>

21 Guarantee

The company is limited by guarantees of £1 per member.

22 Other financial commitments

There were no financial commitments at 31 July 2019 (2018: NIL).

23 Contingent liabilities

At the year end the Foundation there were no contingent liabilities.

24 Commitments under operating leases

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2019	2018
	£	£
Rent of plant and machinery:		
Due within one year	1,316	1,316
Due 2 -5 years	-----	1,316

25 Related party transactions

The Oral Health Foundation made sales to Revive Dental Care, a company in which one of the Directors of the Oral Health Foundation, Ben Atkins, is also a director. The value of the sales was £145 (2018: £145). At 31st July 2019, the balance owed by Revive was £nil (2018: £nil).

The Oral Health Foundation made sales to Positive Communications Global Ltd, a company in which one of the Directors of the Oral Health Foundation, Tracey Posner, is also a director. The value of the sales was £41,250 (2018: £30,000). At 31st July 2018, the balance owed by Positive Communications was £nil (2018: £nil).

The Oral Health Foundation made purchases from Puple Media, a company in which one of the directors of Oral Health Foundation, Steve Hardiman is a director. The value of the purchases was £10,999 (2018: £12,979). At 31 July 2019, the balance owed by Oral Health Foundation was nil (2018: £nil).

The Oral Health Foundation made sales to Chet Trivedy, a Director of the Foundation. The value of the sales was £162 (2018: £nil). At 31st July 2019, the balance owed by Chet Trivedy was £nil (2018: £nil).

26 Reconciliation of net movement in funds to net cash flow from operating activities

	2019	2018
	£	£
Net Movement in funds	31,201	81,024
Adjustment for:		
Depreciation & Amortisation	12,301	11,999
Investment income	(16,107)	(13,681)
Exchange Rate Changes	-----	(19,317)
(Gains) & Losses on investments	(22,529)	-----
Increase (decrease) in stock	(21,658)	9,329
Decrease (increase) in debtors	68,140	(133,901)
Increase in creditors	5,093	22,918
Net Cash generated by activities	56,441	(41,629)

The Oral Health Foundation campaigns to address the inequalities in oral health. We're a registered UK charity which relies on donations from the public, as well as the dental and health profession. Become a supporter. Your donation will be warmly received and will allow us to continue our important mission of providing independent and impartial information, education and advice to those who need it most.