



Annual report & financial accounts 2019-20

www.dentalhealth.org



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

Reference and administrative details

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Charity number:	263198 (England & Wales)
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Message from our President

Dr Ben Atkins

It is a privilege and an honour as President of the Oral Health Foundation, to introduce this annual review, looking back at the impact we have made in improving oral health over the last year.

This has been an important year for the Oral Health Foundation, as we began to implement our new strategy, taking us to 2024. We have played a leading role in creating healthier communities by providing oral health information, running educational campaigns and giving direct support to those who need it most.

I am also immensely proud of the team for the work they continue to do to tackle the increasing number of people and families whose lives have been affected by mouth cancer.

We have had further success working with others. Over the last year, the HPV vaccination was extended to include boys. This initiative rolled out in September 2019 and will protect around 400,000 boys a year from HPV-related diseases and conditions, including mouth cancer. Without question, it is one of the most significant public health wins of recent years and has been made possible by the dedication shown by a raft of like-minded organisations all looking to make a positive difference.

This year has also tested our resolve and determination. The pandemic that struck at the start of 2020 presented new challenges and a host of consequences for oral health. Hospitalised patients and isolated groups have had difficulties getting basic oral hygiene products while restrictions placed upon dental practices has limited access to treatment. The response by staff, supporters and businesses during covid-19 has been overwhelming and allowed us to help plan a way forward through these unprecedented times.

Our core values as a charity are the same while our vision remains clear – to live in a world where everybody has a healthy mouth. The future looks extremely positive. Global oral health status continues to improve, there are less invasive treatments and fewer people are suffering because of an unhealthy mouth. Knowledge about oral health is also getting better, as is the awareness around



how having good oral health impacts our general wellbeing.

Sadly, our work is far from over.

While the oral health of many is good, there are still countless people that are burdened by oral disease. And that's why, as the Oral Health Foundation enters its 50th year in 2021, our charity is committed to playing an even more influential role improving people's quality of life through better oral health. We plan to reach out to the most vulnerable members of society with campaigns, programmes and activities, and offer support services to those who are anxious and worried about their oral health.

Like all people and organisations, we face uncertain times and challenges in the face of the current pandemic. I know the Oral Health Foundation has the resilience to overcome this and we remain committed to our mission of creating a world free of dental disease.

Ultimately, 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. For those of you who have supported us over the last year, in incredibly difficult times – thank you – you are the reason why we have been able to give help to so many people, and I hope you can continue to support us in the future.



Dr Ben Atkins
President of the Oral Health Foundation

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Our mission

The Oral Health Foundation is a charity that believes everybody deserves to have good oral health.

At this time, perhaps more than ever before, the health of the population takes the upmost priority. That's why our charity is determined to continue supporting people achieve healthier lives through better oral health.

Being in good oral health protects a person from a whole manner of diseases and conditions. It is why we take our responsibility extremely seriously, to improve people's quality of life, by helping them have and maintain a healthy smile.

Looking back at our work over the last year, we are particularly proud that our work has contributed towards a healthier society. Our community initiatives attempt to create multi-generational legacies that continue to drive up standards of oral health. At the same time, we want to lower the number of people suffering from pain and distress because of their mouth.

Our focus across 2019-20 has been to begin implementing our new strategy – a series of aims that sees us champion better oral health to 2024.

This work has seen us provide educational and motivational support for twice daily toothbrushing, low sugar diets and the importance of regular dental visits. We have continued to play a leading role in mouth cancer action while we have taken the first steps in community-focused projects around the prevention of dental diseases, fluoride and dental caries awareness.

The pandemic has also shifted our focus in giving the very best oral health support to vulnerable people in disadvantaged communities and groups hit by covid-19. As coronavirus continues to have a devastating impact on lives, dental access, treatment and hygiene supplies, we will continue to take significant steps help people in the same way we have done for nearly 50 years.

During 2019-20, we have:

- Provided oral health information and support to communities at increased risk of oral disease.
- Donated oral health supplies to those affected by covid-19.
- Given direct and personal advice to thousands of people about the health of their mouth.
- Prepared for a post-covid world by creating more digital resources.
- Developed more partnerships with associations, bodies and organisations, to help extend the impact of our programmes.
- Reached millions of people with oral health information through press activity, public health awareness campaigns and social media activities.

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

Our charity's strategy for oral health, titled 'Better oral health for all', addresses the world's growing oral health demands. It also sets out how we intend to 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.

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

our year in numbers 2019-20

£903k

The amount of money we invested in campaigns, programmes and support services for oral health.

7,677

The number of people who reached out to our Dental Helpline for advice and reassurance about their oral health.

48,847

The number of people downloading our white papers, campaign materials, educational initiatives and work around mouth cancer awareness.

The number of people learning about oral health from our website.

1.9m

19,529

The number of dental packs we distributed to those in need.

The number of dental practices, GPs, hospitals and pharmacies we have supported with educational resources.

1,380

1,067

The number of oral health products we have now approved.

The number of leaflets we sent out that helped people learn more about the health of their

177,846

36m

The number of people we have reached on social media with oral health advice.

The number of oral health articles we have contributed to in the press.

1,912

2,622

The number of schools that have benefited from our Dental Buddy programme.

2billion

The number of people reading, listening to, and watching us give oral health advice in the media.

£27,335

The amazing amount of money you raised through fundraising and donating.

Thanks to the generosity and hard work of you, our supporters, we have been able to reach families, children, the elderly, those on lower incomes and the most vulnerable people in society.

Our response to Covid-19

The coronavirus pandemic has put a strain on many resources and oral health supplies are no exception. COVID-19 has presented challenges for dental practices, hospital staff and patients, which is why our charity decided to act.

With the fight against coronavirus still on-going, we know that it can be easy for oral health to be side-lined. That is why we donated 500 dental packs to staff and patients to a handful of hospitals in London, including Nightingale, to help give staff and patients a much-needed oral health boost.

The packs included a toothbrush, toothpaste, mouthwash, floss and information giving advice about oral health.

Throughout the pandemic, many doctors and support staff were being asked to stay in temporary accommodation. This means that many hospital staff and patients do not have access to any family or friends as visitors – both of these mean they have little to no oral hygiene products.

As it is vital that oral health is maintained, not just for health of the mouth but also for mental health as well. This donation was a small way we could help.

We also continue to provide updates on COVID-19 and its impact for dental patients online. The page www.dentalhealth.org/coronavirus has been visited by more than 100,000 people. The page contains advice for patients about the latest developments and what they can expect regarding their treatment.



The Dental Helpline has also provided on-going support for patients with treatment disrupted as part of coronavirus. Calls and online enquiries to the Dental Helpline increased during the reporting period.

We also launched patient-facing materials about the changes to dental visits after practices were given the green light to re-open on 8 June. As a good practice guide, the charity distributed this information to other countries, where it has received a positive response.

These materials were accessed by people across 18 different countries.



Providing support for those in need

As millions continue to be affected by poor oral health, our charity feels the strongest obligation to support people in their journey towards good oral health and protect them from the dangers caused by oral disease.

Sadly, inequalities in oral health are very real. Whether they are caused by geographical isolation, low income, anxiety, limited mobility, disability or fewer opportunities. Far too many have difficulty accessing and affording adequate dental care and education.

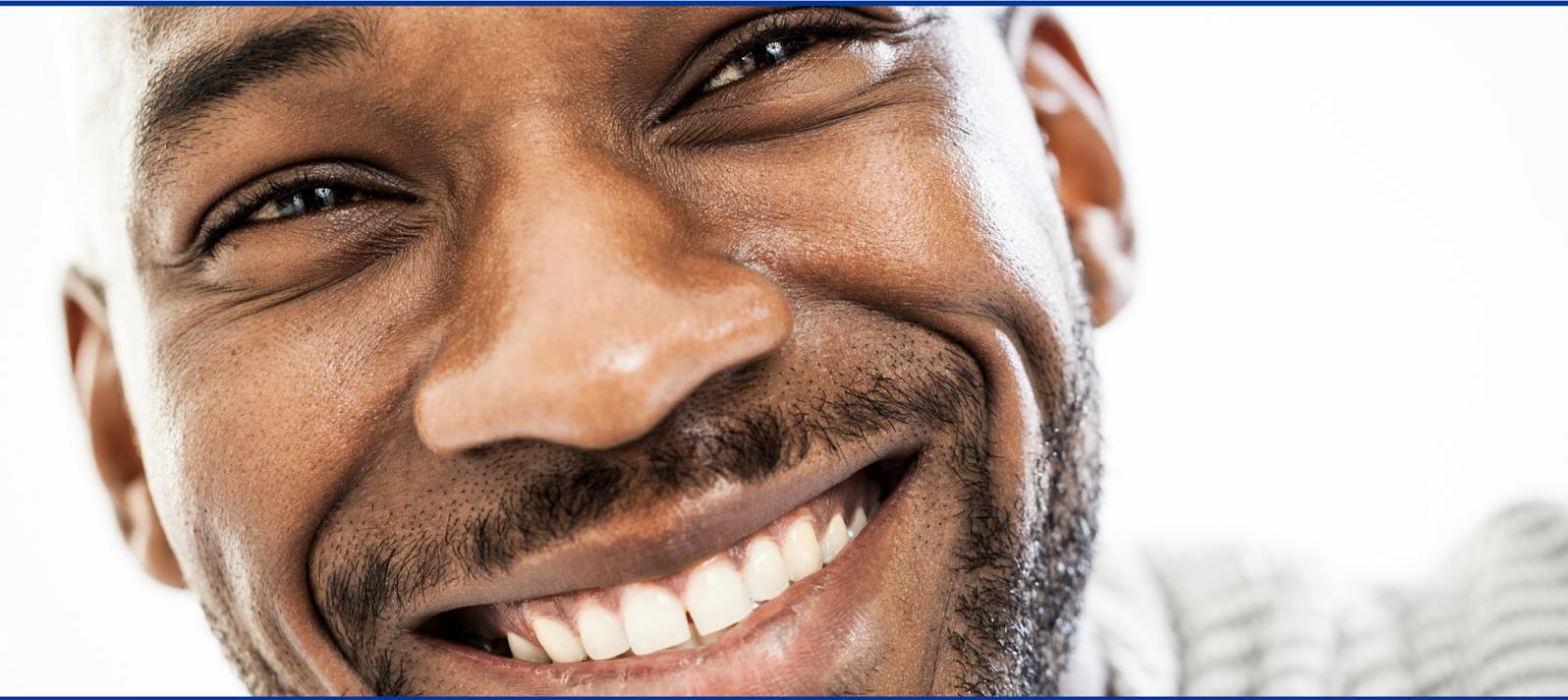
These inequalities are far-reaching and wide-ranging. A heart-breaking number of children continue suffer from tooth decay while the number of people and families affected by mouth cancer is growing.

This year, to help correct this unjust imbalance, we have provided a number of campaigns, programmes and activities to get direct advice,

correct information and much needed support, to those who need it most.

We are delighted by the positive impact these initiatives have had in helping thousands of people to achieve a healthier mouth and a better quality of life.

Our efforts over the last year, which are documented in this review, try to give as many people as possible the tools 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.



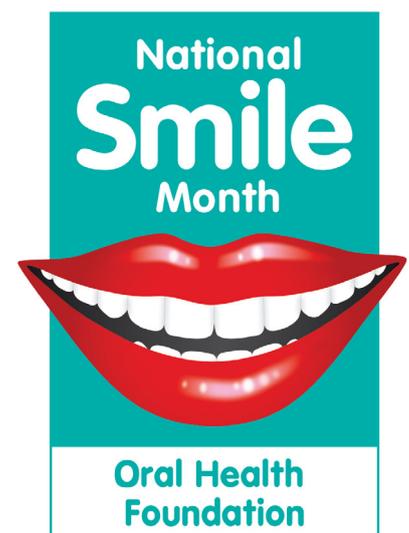
Sharing a smile in difficult times

National Smile Month is the UK's longest running campaign to improve oral health. It is a chance for our charity to work closely with individuals and groups, to share information, 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.

Taking place between May and June, National Smile Month experienced several changes this year due to Covid-19.

Traditionally, we have worked with thousands of organisations to organise grassroots activities in local communities such as fun days, talks, sponsored events, roadshows, displays, open days – all of which have the ultimate goal of engaging people in the importance of oral health.



New local lockdowns and social distancing rules forced our community events in dental practices, hospitals, schools, workplaces, community centres to be cancelled. As a result, National Smile Month was re-positioned as a digital campaign with the aim of helping more people to take control of their oral health at home.

We're delighted by the response the campaign has received and are confident that, in these difficult times, it made a positive difference to the oral health of millions of people throughout the UK.

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.

More than 60,000 people visited the campaign website and 4,500 people downloaded digital toolkits, social media templates and online materials.

Campaign messages featured strongly in national press while it reached over 14 million people on social networks. Hundreds of people also entered campaign competitions and took part in digital events.

In addition to the thousands of organisations who helped share the campaign's messages, National Smile Month also received strong corporate support from Align Technology, Johnson & Johnson, GSK, Oral-B, Philips, Wrigley Oral Healthcare, EMS, BOS and Thumbsie.

A huge thank you to all of you who made this year's National Smile Month a big success. Delivering oral health education through National Smile Month continues to make a positive difference to the quality of so many people's lives.



National Smile Month 2020 provided people with digital opportunities so they could participate in the challenge of improving oral health.

In addition to the campaign being backed by more than 5,000 organisations this year, National Smile Month messages reached over 14 million people across social media.

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

www.smilemonth.org

If in doubt, get checked out - beating mouth cancer together

During November, our charity organised and ran Mouth Cancer Action Month. The campaign had the aim of sharing the message 'be mouthaware' in an effort to engage and educate more people about mouth cancer.

Last year, more than 8,300 people in the UK were told they had mouth cancer, that's one every three hours, and with cases rising by nearly 70% in the last decade alone, it is one of very few cancers to be on the increase.

Those living with mouth cancer often have problems with breathing, swallowing, drinking and eating. Speech may also be affected, and occasionally even lost. Facial disfigurement can also occur, which may lead to other problems such as nutritional deficiency, depression, difficulties in communication, low self-esteem, social isolation and could also impact relationships. This is exactly why we are passionate, committed and long-time campaigners for mouth cancer action.

Although anybody can be affected by mouth cancer, lifestyle factors continue to increase our risk. Tobacco use, drinking alcohol to excess, diet, and the human papillomavirus



(HPV), which is transmitted via oral sex, are all risk factors for the disease. Through the involvement of healthcare professionals across the UK, our campaign educates and informs patients about these and what measures they can take to reduce their risk.

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

We want people to look out for ulcers which do not heal within three weeks, red and white patches in the mouth, and unusual lumps or swelling, while encouraging them to regularly visit a dentist to ensure they're checked for signs of mouth cancer.

By working closely with the dental and health professions, and supporting them in their activities for patients and local communities, we continue to increase mouth cancer



awareness and save lives through early detection.

Last year, Mouth Cancer Action Month campaign was supported by more than 4,500 health organisations, with many of those holding mouth cancer awareness events.

More than three million patients were educated about mouth cancer by supporting dental practices while exposure through the media and from dedicated community events, reached an estimated 750 million people.

We also followed up last year's success by publishing the second 'State of Mouth Cancer UK Report'. The report investigated the UK's knowledge of mouth cancer and it's attitudes towards risk factors and early detection. The

report also provided the most up-to-date statistics for mouth cancer. The review was downloaded by more than 1,500 people and featured in national media.

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, the Mouth Cancer Foundation, 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,
2,701 people in the
United Kingdom
tragically lost their life
to mouth cancer.

The number of people beating the disease has barely improved in the last 20 years and this is because most cases are caught far too late.

By being aware of what puts us at risk, knowing how to identify the disease early, and understanding where to go if we notice anything unusual, we have the best chance of surviving mouth cancer and living a normal life.

www.mouthcancer.org

Offering reassurance and trusted advice with the Dental Helpline

For more than 20 years, the Oral Health Foundation's Dental Helpline has provided members of the public with free, impartial and expert advice on a range of oral health problems.

Since its formation, the Dental Helpline has helped an astounding 450,000 people with their oral health. It is a truly charitable service that gives people reassurance and support to worried members of the public.

Staffed by a dedicated team of qualified dental nurses and oral health educators, our helpline provides advice on a wide variety of dental issues. The most common of the 7,677 enquiries in 2019-20 have been about dental access during coronavirus and dental charges, while NHS regulations and dentures were also high on the list of questions.

Our Dental Helpline continues to offer its support to the British Dental Association (BDA) and NHS England, while each call costs us around £10, highlighting the importance of income from supporters, educational resource sales, product accreditation and sponsorship.

The Dental Helpline is a truly charitable service and the crucial work by our experts continue to make a difference to the public and professionals alike, proving an invaluable resource in educating the public on a range of dental and oral health related matters.

Please give the Dental Helpline a call on 01788 539 780, or get your question answered by email at helpline@dentalhealth.org.

The Dental Helpline relies on donations and income from our supporters.





Communicating, educating, motivating

By providing a broad range of educational resources to patients and communities, we hope to improve awareness and inspire positive behavioural changes that have positive effects on a person's oral health.

This year, the Oral Health Foundation continued to provide a wide range of high-quality information and oral health education products to health professionals across the UK. Over 1,500 dental practices, health centres, hospitals and schools invested in our library of materials that now spans more than 700 products.

In 2019-20, a total of 177,000 people learned about a variety of oral health problems and treatments from our range of 56 leaflet titles while this information was viewed online by millions more. We have also supplied nearly 20,000 dental goody bags (image above) for babies, toddlers, children and adults. These goody bags contain basic oral health supplies for an essential daily routine.

Dental practice products continue to be an integral part of our work, and with nearly 50 years' experience of advising members of the public 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.

The pandemic had a significant impact on the demand for our resources in the last half of the year. Practices closures along with new guidance on how health professionals pass on information to patients has led to a reduction in sales. In response, our charity has begun developing a broader range of digital tools that can be shared online.

Digital learning for oral health

As part of our new strategy, we want to provide a trusted online space where people can learn about their oral health and wellbeing.

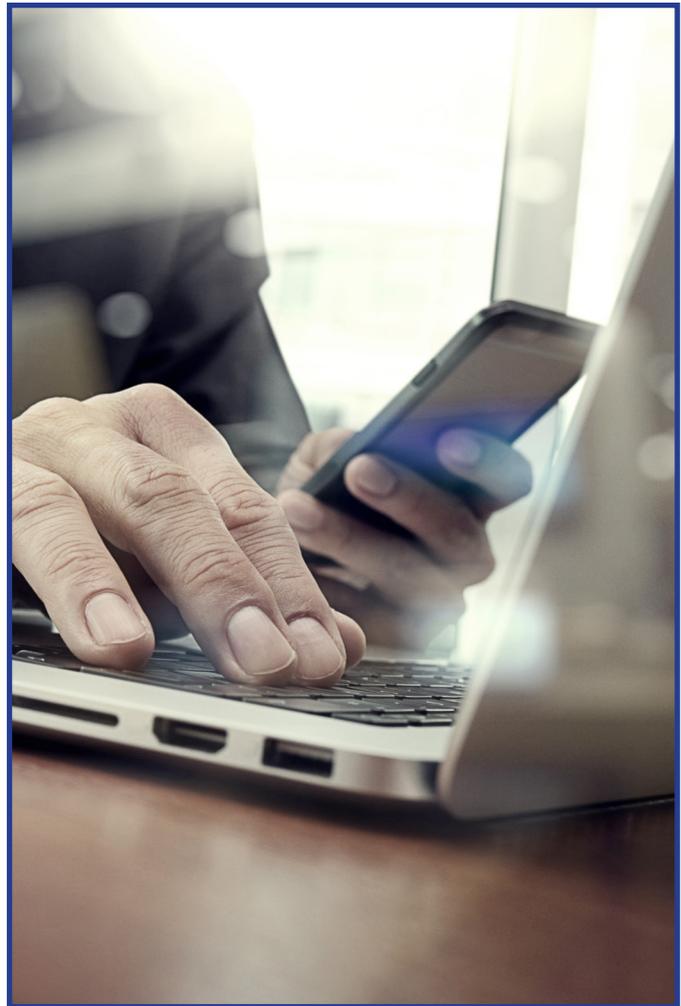
That's why the Oral Health Foundation takes great pride in offering reliable, engaging and practical advice, across several different digital platforms.

Over the last year, more than 1.9 million people came to our website looking for help and advice about their oral health. Visitors logged in from over 200 countries to learn about the health of their mouth from us. Our global audience continues to grow and information in Mandarin, Arabic, Hindi, Spanish, German, Russian, French, Polish and Portuguese, has been accessed more this year than ever before.

We also built new microsites for campaigns such as National Smile Month, Mouth Cancer Action Month, the Tooth Whitening Information Group and Safe Brace. These gave supporters further opportunities to support our work and help us share digital resources for them to use across local communities.

Audiences on social media are also increasing. More than 88,000 people now follow us across five main social media platforms – Twitter, Facebook, Instagram, LinkedIn and YouTube – reaching more than 41 million people throughout 2019-20. The charity has also invested heavily in producing high quality and engaging video content. This year, we are thrilled to see that Oral Health Foundation videos have been watched for a combined time of over 100,000 hours.

The number of people subscribing to email updates has increased to 18,000 people and organisations while our digital magazine has been read more than quarter of a million times during the year.





Improving childhood oral health

The health of a child's mouth can set them up for a lifetime of good, or bad, oral health. To give children the very best start in life, our charity works hard to develop educational programmes for schools, children's centres and families.

Despite a number of nationwide campaigns and initiatives targeted at childhood oral health, sugar, dental visits and fluoride, the state of children's oral health in the UK remains poor. Around eight children in every class have already developed tooth decay which translates to more than 3.3 million young people aged 0-14 years old.

Our charity is determined to improve the outlook for children's oral health. This year, we continued to develop relationships with educators and guardians, as well as with policy-makers, to do exactly that.

In 2019-20, our school-based oral health

programme called Dental Buddy was downloaded by more than 12,000 teachers, community leaders and parents.

This year, we also made exciting new improvements to this educational resource. Our charity would like to thank the Wrigley Oral Health Programme for their grant to redesign Dental Buddy and give the character (and the programme) a new lease of life.

The programme will re-launch when schools return in 2020, as we aim to help children in 'Early Years', 'Key Stage One' and 'Key Stage Two' develop healthy and happy smiles.

Oral health in the media

The media is an increasingly powerful tool for our charity to communicate important messages about oral health while giving audiences added opportunities to follow and support our altruistic activities. In 2019-20, the Oral Health Foundation became a more influential voice for oral health in the press.

The aim of our media work is to provide journalists and audiences with evidence-backed, consistent, and sensible advice about maintaining good oral health and reducing the chances of developing dental disease.

Our charity puts a growing importance on developing relationships with media outlets so that we can make sure that only independent, unbiased and correct advice is given to readers, listeners and viewers. In 2019-20, the Oral Health Foundation contributed to more than 1,900 articles published in newspapers and magazine. We also took part in around 130 radio and television interviews, with a broadcast time of more than 4 hours.

Extraordinarily, our messages positively promoting oral health in the press had a combined global readership in excess of 3 billion people.

During the year, we raised the profile of mouth cancer in the media and gave people important advice about dental care and access during covid-19. Information about the new HPV vaccination for boys and children's oral health were also topical, as were highlighting the dangers of sugar, alcohol and tobacco for oral health.



The ways we are 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 on 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 2019 was the introduction of the human papillomavirus (HPV) vaccine to British schoolboys. The vaccine will protect 400,000 boys for HPV-related cancers and diseases every year. The vaccine will save thousands of lives from mouth cancer. We're delighted to see it being introduced with immediate effect.

In March 2020, the charity launched a new campaign alongside the British Orthodontic Society (BOS) advising general public about orthodontics and advising them about the dangers of direct-to-consumer orthodontics. A Safe Brace website has attracted 15,600 visitors while the campaign has also attracted support and national press coverage.

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. Both Safe Brace and the Tooth Whitening Information Group address a rise in DIY dentistry, particularly



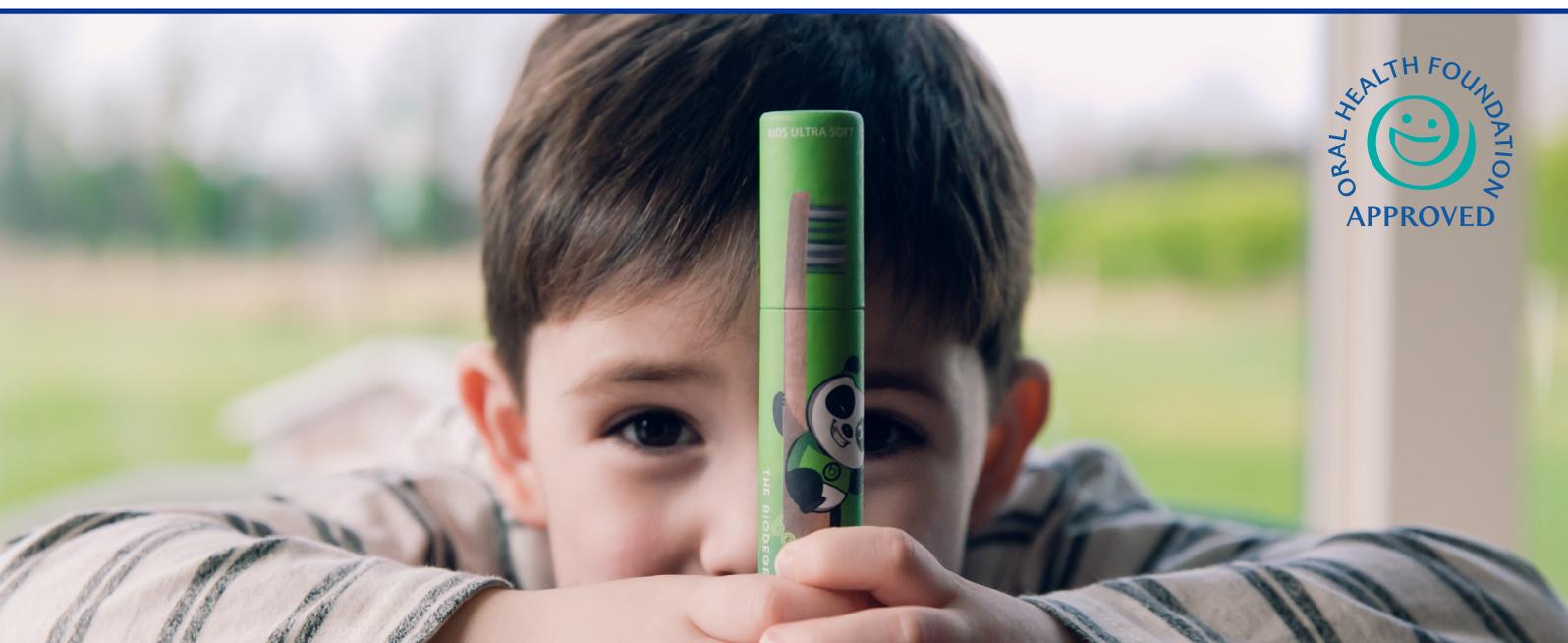
during the pandemic, while access to dental care remains limited.

Our two latest white papers on denture cleaning and denture adhesives have been downloaded more than 12,000 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. Over the last year, the group presented a new manifesto in the European Parliament. The manifesto covers the next five years and aims to show that oral diseases are almost entirely preventable with the right policies and incentives, and that investing in good oral health brings value to both EU citizens and health systems.

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.



Evaluating the claims of oral health products with Accreditation

For over 25 years we have been proud to help and consumers and health professionals make informed choices about the dental products they buy.

Our 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 the way they claim to do.

This is delivered in a 'shorthand' form, via recognition of the Oral Health Foundation's 'Approved' Smiley-face logo, and can be seen on the packaging of those products that have taken part in the scheme.

A recent poll we conducted found that we spend more on oral care products at the supermarkets than we do on any other health or beauty items. Despite this, fewer than one in four of us understand what ingredients they are made up from while around three-in-four

do not always believe the claims made on dental products.

This is why our Accreditation programme is so important.

So far we far approved 1,067 products from over 60 countries and this year we have been delighted to welcome even more oral health items to our programme.

One of the latest products to go through Accreditation is a bamboo toothbrush from bambooth. We hope this is start of more eco-friendly and sustainable products being made to help the environment, as well as the general public's oral health.



Treasuring our partnerships

At its heart, the Oral Health Foundation is an inclusive organisation that welcomes support and partnership opportunities from anybody interested in improving oral health. In 2019-20, we have been honoured to work with so many amazing people to have a positive influence on oral health.

As an independent charity, that operates without government grants, we rely on the generosity and goodwill of our supporters to help us fulfill our mission of improving oral health.

This year, we were thrilled to begin a partnership with housing association The Guinness Partnership. Our long-term project will see our charity train teams of dental ambassadors and assign them to communities across the UK. Part of the plans also include providing oral health packages for schools and donating dental packs for food pantries across the country.

We're also really excited to begin working alongside children's television series Bing, to create oral health education for millions of young people. A partnership alongside the French Dental Association and Unilever Oral Care allowed us to provide dental advice for patients and dental staff during covid-19. We have also started working with OpenRoom for Dental Forum UK, USA, Europe, and Asia-Pacific. This partnership will enable the charity to connect with dental service organisations and suppliers and open discourse on the private sector's role in oral health education.

There are so many more partnerships we have made throughout 2019-20 and we could not be happier shaping the future of oral health with such a broad range of enthusiastic and passionate people. As we head into a new year, we plan to launch a new national preventive programme alongside a multi-stakeholder group. To achieve this, we will endeavour to bring together some of the largest and most influential organisations in oral health.

A big thank you to our supporters

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.

Procter & Gamble | Johnson & Johnson | Wrigley Oral Healthcare In Action | GlaxoSmithKline | Align Technology | Polo® Sugar Free | Philips Oral Care | EMS | Thumbsie | Simplyhealth Professionals | Mouth Cancer Foundation | Unilever Oral Care | Colgate-Palmolive | Tepe | 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 | Bambooth | Beauty Formulas | Sarakan | Scottish Water | Unum Dental | The Breath Co. | Anchor | BioMinTM



| Dr M's Oral Brush | Dencover | Peppersmith | Kingfisher | Rotal Sanders | Bing | Beacon | The Guinness Partnership | Platform for Better Oral Health in Europe | Medway | Dental Health Spa | HPV Action | British Dental Association | British Society of Dental Hygiene & Therapy | British Association of Dental Nurses | British Orthodontic Society | British Dental Industry Association | French Dental Association | 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 Group (Armed Forces) | The Royal Society of Medicine | Royal College Of Surgeons | ASP Promotions | PKF Cooper Parry Group | Setform | Word Centre | FMC | Closer Still Media | Mark Allen Group | Purple Media | Dental Update | NHS Orkney | University of Portsmouth | Active Smile Dental Surgeries | Circle 2014 | Cornwall & Scilly Isles LDC | Bradford Local Dental Committee | The Bourne End Dental Practice | Central Dental Practice | Moonlight Dental Surgery | Prestbury Road Dental Practice | Hygeia Dental Care | Oasis - The Dental People | Henry Schein | Dentsply | Irwin Mitchell Solicitors | Kulzer | Dentists' Provident Society | Medivance Instruments | GC UK | Takara Belmont UK | Associated Dental Products | DentalEZ Great Britain | MEDiVision Systems | Centre for Dentistry | Ivoclar Vivadent | Natural Hydration Council | W&H (UK) | Dental Laboratories Association | A-Dec Dental UK | Healthcare Learning | Blue Horizons | NSK UK Ltd | J & S Davis.

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 2020.

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 (elected 25th November 2019)

Mhari Coxon RDH

Dr Emanuele Cotroneo PhD MSc Bsc (elected 25th November 2019)

Janet Goodwin BA (Hons) (retired by rotation 25th November 2019)

Steven Hardiman

Professor Elizabeth Kay MPH PhD FDSRCPS FDSRCS

Professor Michael Lewis (elected 25th November 2019 – resigned 24th August 2020)

Tracey Posner

Dr Zahid Siddque BDS MPHARM

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. 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 on July 14th 2020.

The Trustees acknowledge that the management of Risk is high on their priorities of good governance. A risk assurance group, consisting of the Director of Operations, the Director of Finance, and two Trustees regularly review the register before it is presented to the Trustees for their review and approval. That way, the 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, adverse social and environmental events.
5. Compliance Risk e.g. breach of trust law, employment law and regulatory requirements of activities, such as fund raising.

In this year our register was updated in February 2020 to include the new External risks of global recession and global pandemic. A global pandemic was declared on March 11th and mitigation measures to move all staff to home working, were implemented by 20th March.

The impacts to our organisation from the risks posed by Covid-19 were identified in March as:

Short-term:

- Unplanned expenditure on additional equipment to prepare for possible home-working – **LOW**
- Multiple staff absences through sick leave/isolation/job retention furlough arrangements – **LOW** reduced from 'high' in March.
- Potential lack of resource to deliver on sponsorship activities – **MEDIUM**
- Income reduction from resource sales as dental practices closed and sales halted – **HIGH**

Medium-term:

- Supply chain issues for office equipment and educational resources – **MEDIUM**

- Loss of key personnel – sudden loss of member of management team due to illness – **MEDIUM**

Long-term:

- Financial impact from a decreased income streams due to global recession – **HIGH – no change**

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	Annual business plans will detail objectives and targets. Performance, against the Business Plan will be reported quarterly to Board of Trustees.
	Trustee Conflicts of interest	Conflicts of interest item on the Board – updated every quarter. Conflict of interest register updated regularly.
Operational Risk	Structure, asset and infrastructure security	System disaster recovery plan and insurance in place.
	System Failures	Remote access & Comms. in place. IT back-up system renewed 2018.
	Assets Security	Insurances reviewed and renewed.
	Data Security	GDPR Policy in place.
	HR Issues /Loss of key staff	Employee handbook sets out HR policies. Flexible approach to home working now in place. Risk assessment and staff feedback carried out with changes implemented to safeguard staff from COVID-19.
Financial Risks	Income Reduction through loss of Sales, sponsors and activities	Fundraising/Development role refocussed to explore corporate income generation. Exploring digitalisation of educational resource offering. Redesigned existing campaigns to digitally.
	Cash flow	Daily bank reconciliation. Reserves management. Cash flow monitoring and projections.

Risk Area	Risk Identified	Mitigating Controls
Environment & External Factors	Brexit	Supply chain review.
	Global Recession	Prepare for no deal scenario. Cost saving measures and realistic budget planning.
	Pandemic	Mitigation measures implemented – staff working from home and job retention scheme deployed.
Compliance Risk	Non-compliance with legislation and regulations	Trustee sign-off on key documents.

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 to meet the team, within the first year of their post.

Organisational structure

The full Trustee Board which consists of between 8-12 members meets at least four times a year. 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.

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 2019/2020:

- Facilitating and assisting in more than 500 community events promoting oral health.
- Working with more than 7,000 dental and health organisations to increase awareness of important oral health issues.
- Providing more than 1,000 schools with educational resources to promote 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 1,057 dental products across 60 territories have been approved since the product accreditation scheme was established 25 years ago.
- Raising oral health awareness in the media with more than 1,900 news stories being read by more than 3 billion people, worth a value of £30 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

It has been a a challenging year for the Oral Health Foundation, due to the worldwide health crisis.

In 2019-20, a deficit of £47.9k (2019: £8.7k surplus) was generated from the charity's day to day activities before investment gains and losses.

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 £847,324 at July 2020 (2019: £940,837).

The company's unrestricted reserves amounted to £1,080,951 at 31 July 2020 (2019: £1,183,819).

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

Dr Ben Atkins BDS

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

[Insert date here]

Statement of financial activities

Including Income and Expenditure Account - for the year ended 31 July 2020

	Note	2020	2019
		£	£
Income from			
Donations, Sponsorship and Legacies		236,870	292,412
Investment		15,266	16,107
Rental		9,000	9,000
Supporter subscriptions		55,974	59,628
Accreditation income	3	358,955	349,333
Education resource sales and related income		279,373	382,899
Total income		955,438	1,109,379
Expenditure on			
Supporter	4	20,021	21,618
Accreditation	5	119,076	111,698
Education resource sales	6	370,972	451,087
Information & Awareness	7	305,936	348,271
Dental Helpline	8	78,891	82,153
Mouth cancer campaign	9	108,488	85,880
Total expenditure		1,003,384	1,100,707
Net income for the year before other recognised gains and losses contracts	15	-47,946	8,672
Other Recognised gains/(losses)			
Realised gains on investment assets	17	17,596	18,253
Unrealised gains on investment assets	17	-72,518	4,276
Net Movement in Funds	20	-102,868	31,201
Fund balances brought forward		1,183,819	1,152,618
Fund Balances Carried Forward	20	1,180,951	1,183,819

All of the charitable company's activities are continuing.

Balance Sheet

at 31 July 2020

	Note	2020		2019	
		£	£	£	£
Fixed Assets					
Tangible fixed assets	16		233,627		242,982
Investments	17		580,080		624,904
			<u>813,707</u>		<u>867,886</u>
Current Assets					
Stocks		95,816		121,317	
Debtors	18	128,882		194,517	
Cash at bank and in hand		169,631		139,006	
		<u>394,329</u>		<u>454,840</u>	
Creditors: amounts failing due within one year	19	<u>-127,085</u>		<u>(138,907)</u>	
Net Current Assets			<u>267,244</u>		<u>315,933</u>
Net Assets			<u>1,080,951</u>		<u>1,183,819</u>
Represented By			1,080,951		1,183,819
Unrestricted Funds	20		<u>1,080,951</u>		<u>1,183,819</u>

The notes on pages 45 to 55 form part of the financial statements. Approved and authorised for issue by the Board of Directors on **insert date**.



Dr Ben Atkins BDS
– President, Oral Health Foundation

Statement of Cash Flow

For the year ended 31 July 2020

	Note	2020	2019
		£	£
Cash flow from operating activities	26	<u>31,455</u>	<u>56,441</u>
Cash flow from investing activities			
Payments to acquire tangible fixed assets	15	(5,998)	(7,342)
Purchase of investments	16	(80,025)	(101,231)
Proceeds from sale of investments	16	114,273	47,585
Net Cash movement on investments	16	(44,346)	(7,519)
Interest & Dividends received on listed investments		15,126	15,974
Interest Income		140	133
Net cash flow from investing activities		<u>(830)</u>	<u>(52,400)</u>
Net increase / (decrease) in cash and cash equivalents		<u>30,625</u>	<u>4,041</u>
Cash and cash equivalents at start date 2019		139,006	134,965
Cash and cash equivalents at end date 2020		<u>169,631</u>	<u>139,006</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

	2020	2019
	£	£
Accreditation income is derived from the following geographical markets:		
UK	316,105	313,303
Europe	23,895	8,585
Rest of the World	18,955	27,445
	358,955	349,333

4	Supporters	2020	2019
		£	£
	Supporters direct costs	490	784
	Salaries	12,552	13,341
	Overheads & support costs	6,979	7,493
		<u>20,021</u>	<u>21,618</u>

5	Accreditation	2020	2019
		£	£
	Accreditation of dental products	14,108	8,546
	Salaries	74,507	73,789
	Overheads & support costs	30,461	29,363
		<u>119,076</u>	<u>111,698</u>

6	Educational Resource Sales	2020	2019
		£	£
	Cost of sales	141,097	182,267
	Direct costs	82,150	104,523
	Salaries	114,642	124,518
	Overheads & support costs	33,083	39,779
		<u>370,972</u>	<u>451,087</u>

7	Information and Awareness Campaign Costs	2020	2019
		£	£
	Projects	28,072	75,634
	Publicity	66,858	72,227
	Salaries	177,918	162,197
	Overheads & support costs	33,088	38,213
		<u>305,936</u>	<u>348,271</u>

8	Dental Helpline Costs	2020	2019
		£	£
	Publicity	890	1,260
	Salaries	71,440	72,958
	Overheads & support costs	6,561	7,935
		<u>78,891</u>	<u>82,153</u>

9	Mouth Cancer Awareness	2020	2019
		£	£
	Publicity	20,685	15,750
	Salaries	80,580	62,089
	Overheads & support costs	7,223	8,041
		<u>108,488</u>	<u>85,880</u>

10	Governance Costs (allocated under support costs)	2020	2019
		£	£
	Overheads & support costs	1,904	1,755
	Salaries	32,682	32,368
	Other support costs	11,066	14,685
	Audit, consultancy & professional fees	9,061	8,427
		<u>54,713</u>	<u>57,235</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	1,393	4,179	6,964	9,752	2,786	2,229	880	28,183
Depreciation	456	1,367	2,278	3,189	911	729	182	9,112
Amortisation	312	936	1,561	2,184	624	499	125	6,241
General Office	839	2,517	4,195	5,873	1,693	1,381	622	17,120
Finance	690	371	1,670	295	371	439	95	3,931
Governance (note 10)	3,289	21,091	16,415	11,795	176	1,946	-----	54,712
Governance (overhead)	-----	-----	-----	-----	-----	-----	-1,904	-1,904
	6,979	30,461	33,083	33,088	6,561	7,223	-----	117,395

12 Staff Costs

	2020	2019
	£	£
Wages and salaries	455,218	441,798
Social security costs	72,862	65,980
Other pension costs	36,241	33,482
	564,321	541,260

The Directors were reimbursed a total of £5,049 for expenses incurred during the year ended 31 July 2020 (2019: £8,136).

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

	2020 Number	2019 Number
Employees earning £60,000 per annum or more:		
£130,000 - £139,999	1	1

Pension contributions in the year for these employees amounted to £12,496 (2019: £12,276).

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 £309,743 (2019: £304,038).

The average number of employees analysed by function was:

	2020	2019
Direct charitable activities	8	8
Income producing activities	3	3
Administration	4	4
	15	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 £36,241 (2019: £33,481). 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

	2020	2019
	£	£
Net outgoing resources are stated after charging/ (crediting):		
Depreciation and amortisation	15,353	12,301
Auditors' remuneration	6,500	6,500
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 2019	348,065	22,379	33,330	33,802	437,576
Additions	-----	0	5,998	0	5,998
Disposals	-----	-----	-----	-----	0
At 31 July 2020	348,065	22,379	39,328	33,802	443,574
Depreciation					
At 1 August 2019	113,169	22,379	30,313	28,733	194,594
Charge for the year	6,242	-----	7,376	1,735	15,353
Disposals	-----	-----	-----	-----	0
At 31 July 2020	119,411	22,379	37,689	30,468	209,947
Net book value					
At 31 July 2020	228,654	0	1,639	3,334	233,627
At 31 July 2019	234,896	0	3,017	5,069	242,982

16 Fixed Asset Investments	2020	2019
	£	£
Market Value		
At 1 August 2019	624,904	541,210
Additions	80,025	101,231
Disposals	-114,273	-47,585
Realised investment gains	-72,518	4,276
Unrealised investment gains	17,596	18,253
Net cash movement	44,346	7,519
At 31 July 2020	580,080	624,904

The investments consist of a share portfolio managed by stockbrokers Rathbones, 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 2020 was £525,123 (2019: £418,009).

Investments held at market value comprised:

	2020	2019
Equities	411,738	499,735
Fixed interest securities	93,035	94,208
Cash held within investment portfolio	75,307	30,961
	580,080	624,904

17 Debtors	2020	2019
	£	£
Amounts falling due within one year		
Trade debtors	96,359	167,489
Prepayments and other debtors	32,523	27,028
	128,882	194,517

18 Creditors: amounts falling due within one year	2020	2019
	£	£
Trade creditors	24,279	53,578
Social security and other taxes	55,056	36,560
Accruals and deferred income	25,677	25,286
Unexpired proportion of supporter income received	21,298	22,566
Unexpired proportion of intellectual property licensing	775	917
	127,085	138,907

Deferred Income	Website	Supporter Income	Total
	£	£	£
Balance at 1 August 2019	917	22,556	23,483
Amount released to incoming resources	(917)	(22,556)	(23,483)
Amount deferred in the year	775	21,298	22,073
Balance at 31 July 2020	775	21,298	22,073

19 Reconciliation of movement in funds	2020	2019
	£	£
Balance Bfwd	1,183,819	1,152,618
Incoming Resources	955,438	1,109,379
Outgoing Resources	(1,003,384)	(1,100,707)
Gains/(losses)	(54,922)	22,529
	<u>1,080,951</u>	<u>1,183,819</u>

20 Analysis of net assets between funds	2020	2019
	£	£
Unrestricted funds		
Tangible fixed assets	233,627	242,982
Investments	580,080	624,904
Net current assets	267,244	315,933
Total	<u>1,080,951</u>	<u>1,183,819</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 2020 (2019: 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:

	2020	2019
	£	£
Rent of plant and machinery:		
Due within one year	1,316	1,316
Due 2-5 years	-----	-----

25 Related party transactions

The Oral Health Foundation made sales to Ben Atkins director. The value of the sales was £430.45 (2019: £145). At 31st July 2020, the balance owed was £nil (2019: £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 £51,840 (2019: £41,250). At 31st July 2019, the balance owed by Positive Communications was £nil (2019: £nil).

The Oral Health Foundation made purchases from Purple Media, a company in which one of the directors of Oral Health Foundation, Steve Hardiman is a director. The value of the purchases was £11,424 (2019: £10,999). At 31 July 2020, the balance owed by Oral Health Foundation was nil (2019: £nil).

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

	2020	2019
	£	£
Net Movement in funds	(102,868)	31,201
Adjustment for:		
Depreciation & Amortisation	15,353	12,301
Investment income	(15,266)	(16,107)
Exchange Rate Changes	-----	-----
(Gains) & Losses on investments	54,922	(22,529)
Increase (decrease) in stock	25,501	(21,658)
Decrease (increase) in debtors	65,635	68,140
Increase in creditors	(11,822)	5,093
Net Cash generated by activities	<u>31,455</u>	<u>56,441</u>

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.