ANNUAL REPORT

What we achieved together:

1 April 2024 – 31 March 2025

The Brain Charity





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2024/25 OVERVIEW



3,660

TOTAL NUMBER OF CLIENTS SUPPORTED

2,861

CLIENTS SUPPORTED BY OUR INFO AND ADVICE

355

TOTAL GYM USERS

76

CLIENTS SUPPORTED VIA OUR VALUE OF YOU PROGRAMME

227

COUNSELLING CLIENTS SUPPORTED

78

CLIENTS SUPPORTED VIA OUR CARERS ADVOCACY GROUP

63

CHILDREN SUPPORTED VIA OUR BRAIN CHANGER ARTS PROJECT

Annual Report Video

The Brain Charity

Press play on our annual report video to view our message



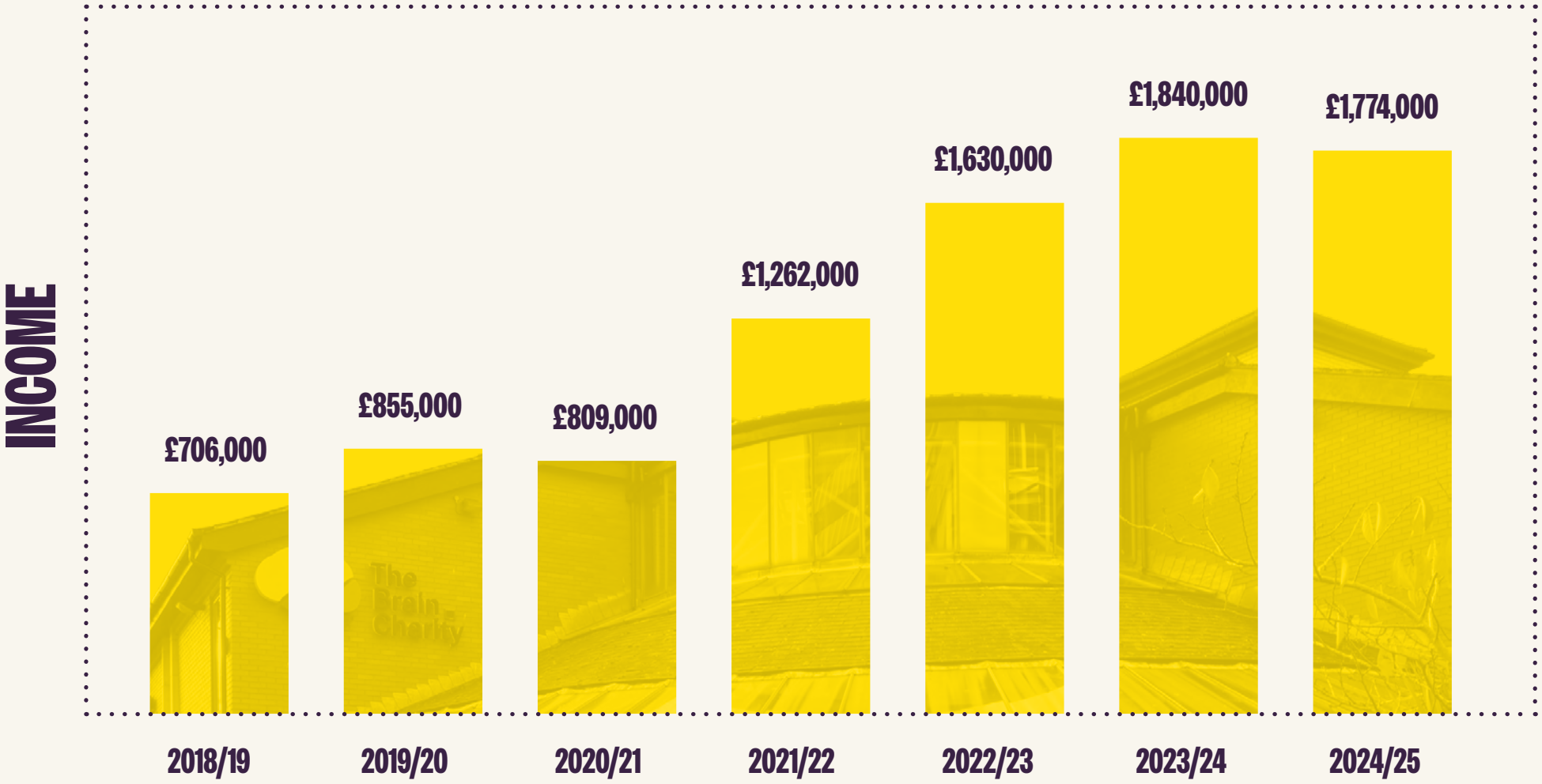
Optimism Kindness



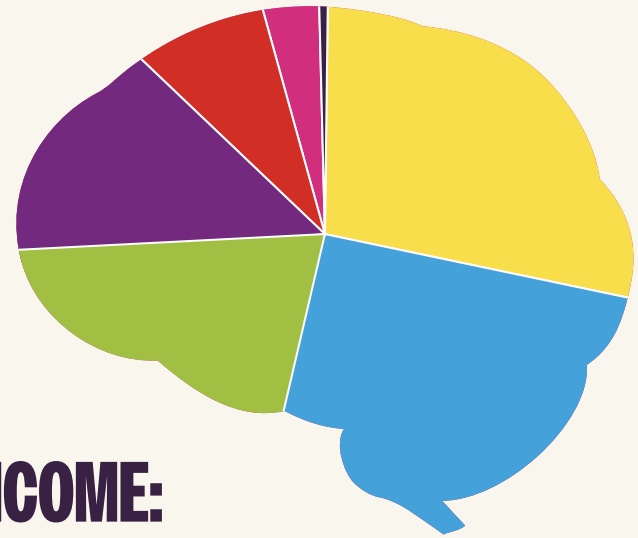
FINANCIALS

INCOME TRAJECTORY 2018-2025

This bar chart shows The Brain Charity's income growth since 2018:



INCOME



TOTAL INCOME:
£1,773,983

CORPORATE SPONSORSHIP:	£503,333
DONATIONS AND LEGACIES:	£460,766
GRANTS:	£339,816
TRADING INCOME:	£238,732
CHARITABLE ACTIVITIES:	£158,056
INVESTMENTS:	£68,298
FUNDRAISING EVENTS:	£4,982

EXPENDITURE



TOTAL EXPENDITURE:
£1,775,851

PROVIDING SERVICES:	£1,310,517
RAISING FUNDS:	£321,111
OTHER OVERHEADS:	£144,223



SERVICES OVERVIEW

INFO AND ADVICE

2,861

CLIENTS SUPPORTED BY OUR INFO AND ADVICE TEAM

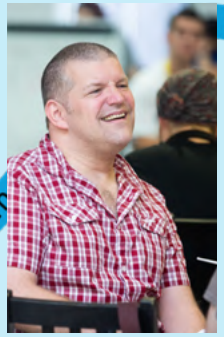
796

WELFARE BENEFIT APPLICATIONS SUPPORTED

£5 million

WELFARE BENEFIT APPLICATIONS SUPPORTED

COUNSELLING



227

CLIENTS SUPPORTED



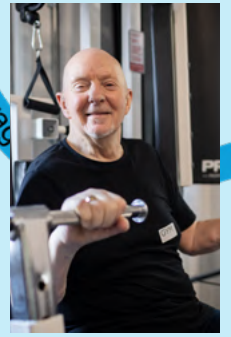
1,784

COUNSELLING SESSIONS DELIVERED



21

VOLUNTEER COUNSELLORS



75%

OF CLIENTS EXPERIENCED A DECREASE TO THEIR DEPRESSION AND ANXIETY SCORES.

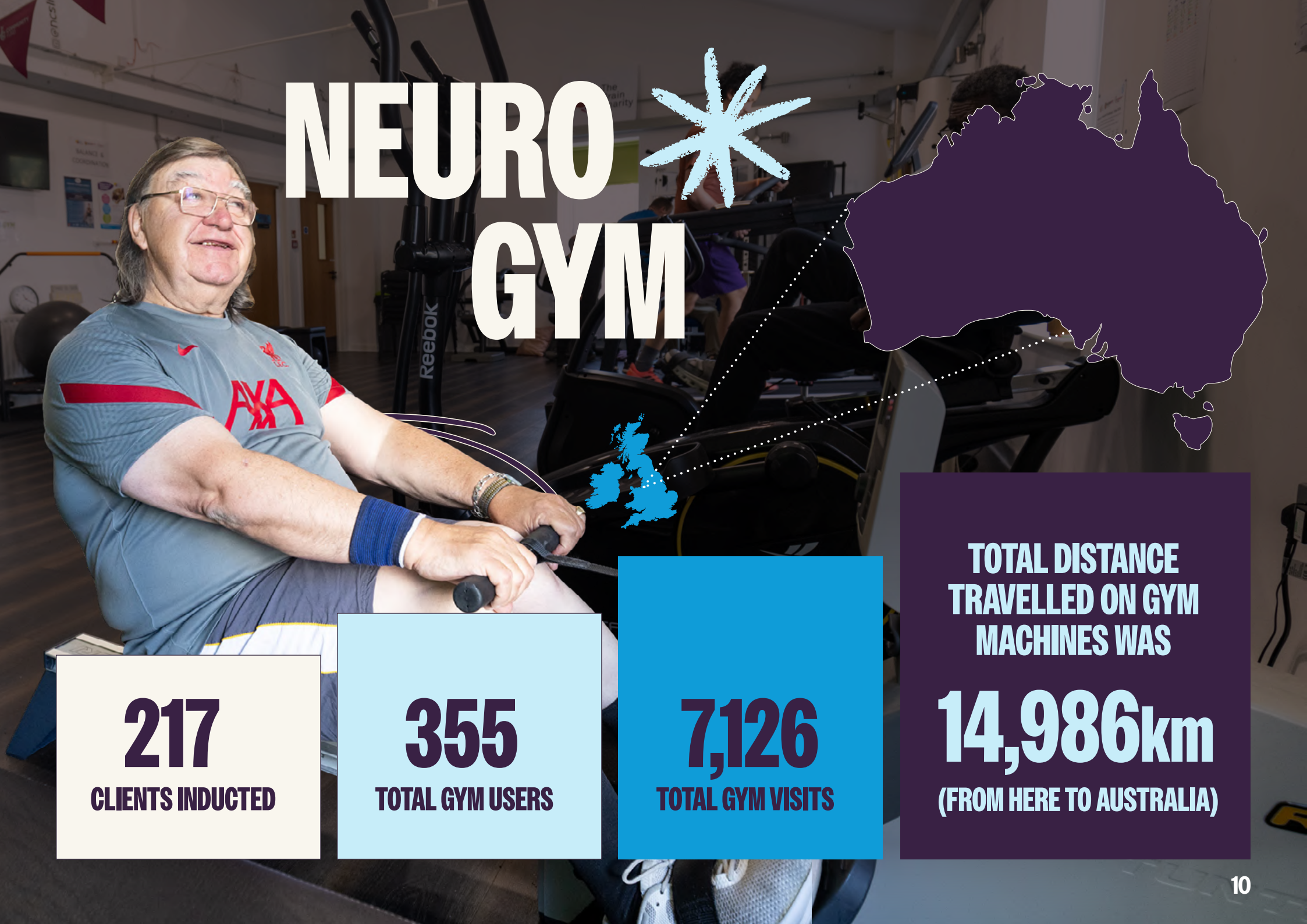
CARERS ADVOCACY

78

CLIENTS SUPPORTED



NEURO GYM



217
CLIENTS INDUCTED

355
TOTAL GYM USERS

7,126
TOTAL GYM VISITS

TOTAL DISTANCE TRAVELLED ON GYM MACHINES WAS

14,986km
(FROM HERE TO AUSTRALIA)

76

CLIENTS SUPPORTED

94.7%

made progress in all areas (confidence, employability skills, job search skills, setting and achieving goals, increased personal resilience, improved future prospects).

8.5%

entered employment.

28%

entered training.

THE VALUE OF YOU

100%

made progress in at least one area (e.g. confidence)



Matt's message

> The Brain Charity gave me direction. It gave me hope. I'm a big advocate of their work and want to help spread the word about how life-changing that support can be.

Press play on Matt's video to view his message



Optimism Kindness Commitment Courage

BRAIN CHANGER ARTS PROJECT

The Brain Charity's Brain Changer Arts Project provides free workshops which harness the power of the arts to help hundreds of young people with neurological conditions.

The fun, innovative, free and rewarding sessions provide physiotherapy through dance and occupational therapy through art and craft to help kids and young people engage with vital therapies in an enjoyable format.

Both activities stimulate multiple parts of the brain – dancing improves motor control and balance while art benefits dexterity, hand-eye coordination and fine motor skills.



63
CHILDREN SUPPORTED

78
SESSIONS DELIVERED

In 'Physiotherapy Through Dance', **97% of participants** demonstrated improvement in both mobility and confidence across 12 weeks.

In 'Occupational Therapy Through Art', **92% of participants** demonstrated improvements to dexterity and confidence across 12 weeks.



Chris' message

> Liverpool is a city synonymous with creativity. The Neurodiversity Arts Festival elevated neurodivergent voices and created space where neurodivergent people could be heard and valued for who they truly are.

Press play on Chris' video to view her message



Optimism Kindness Commitment Courage



STAFF & VOLUNTEERS



STAFF

45

TOTAL STAFF HEADCOUNT
(43 average through the year)

63,000

TOTAL HOURS WORKED

160 YEARS

COMBINED YEARS OF SERVICE

STAFF EQUITY, DIVERSITY & INCLUSION

40% OF STAFF CONSIDER THEMSELVES TO HAVE A NEUROLOGICAL CONDITION.

28% OF STAFF CONSIDER THEMSELVES TO HAVE A DISABILITY.

15% OF STAFF HAVE ACCESS TO WORK SUPPORT.



STAFF LEARNING AND DEVELOPMENT: **1,200 hours** OF MANDATORY STAFF TRAINING COMPLETE.

STAFF WELLBEING: **1,598 hours** OF STAFF WELLBEING PROTECTED TIME.

VOLUNTEERING

Volunteers play a vital role in supporting our services, welcoming visitors to our Centre, sharing specialist skills, and helping our activities run smoothly throughout the year.

We are deeply grateful for the time, energy, and goodwill they bring to The Brain Charity.

Thank you for helping us make a meaningful difference to the people and communities we serve.

Thank You

12,000 hours

TOTAL NUMBER OF VOLUNTEERING HOURS

84

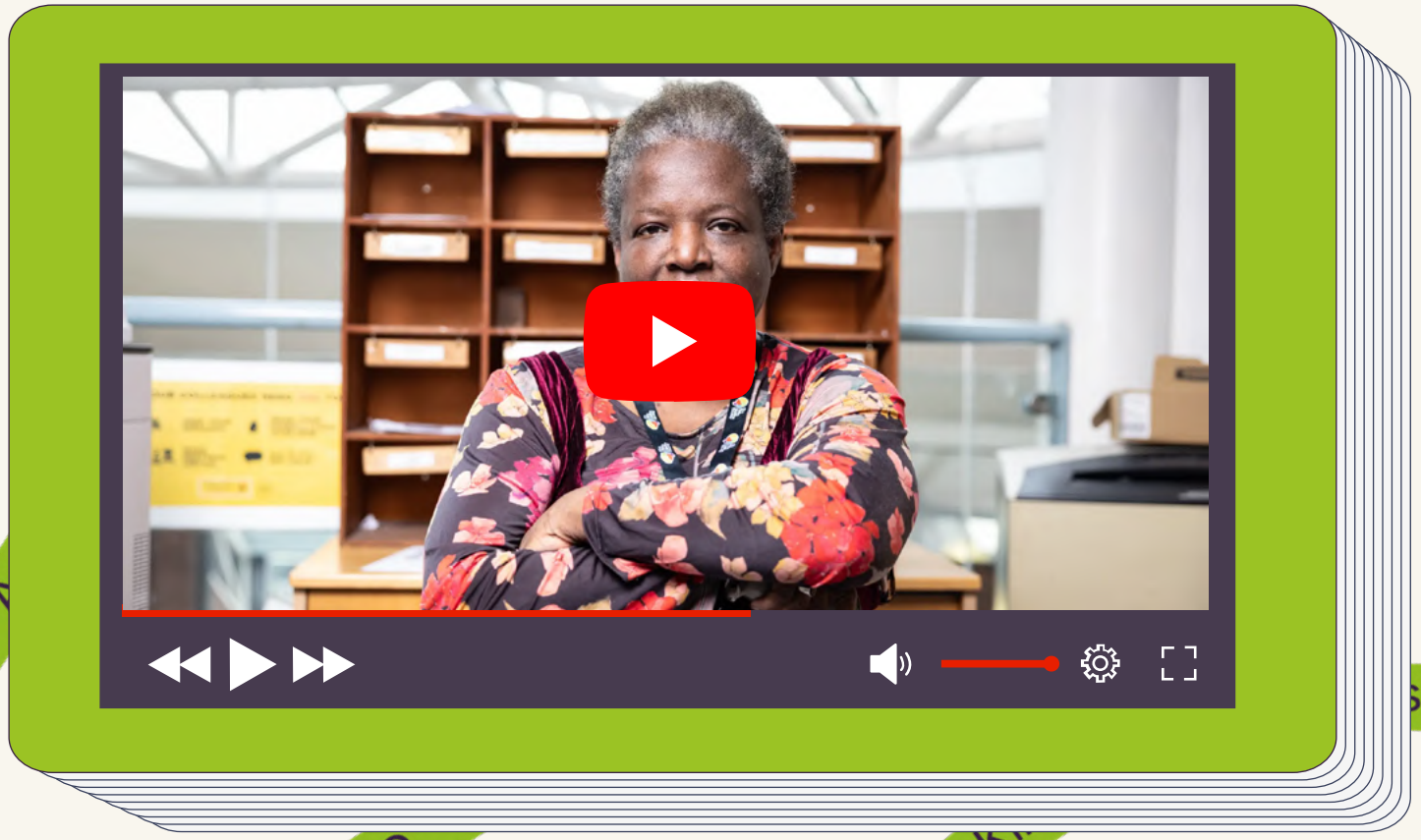
TOTAL VOLUNTEER HEADCOUNT



Suzie's message

> I'm not where I want to be yet, but I'm getting there. The Brain Charity helped me realise I'm still valuable, still capable. It's given me hope, routine, and purpose again.

Press play on Suzie's video to view her message



Optimism
Kindness
Commitment
Courage


NEURODIVERSITY
TRAINING
Authenticity
Courage
Kindness
Optimism
Commitment

DELIVERED 227 COURSES OF TRAINING TO 7,020 DELEGATES



NEURODIVERSITY TRAINING

WE ASKED OUR DELEGATES

Was our material relevant?	**99%** of delegates agreed
Was the content of the course organised and easy to follow?	**98%** of delegates agreed
Were the trainers well prepared and able to answer any questions?	**99%** of delegates agreed
Did you feel more confident in how to support your neurodivergent employees and colleagues following the training?	**97%** of delegates agreed
Were you satisfied with the quality of the training session?	**98%** of delegates agreed


COMMUNICATIONS
Courage
Kindness
Optimism
Authenticity



PRESS COVERAGE

14 PIECES OF PRESS BETWEEN APRIL 2024 AND MARCH 2025

INCLUDING NATIONAL PRESS COVERAGE THROUGH THE BBC AND THE TELEGRAPH

BBC

The Telegraph

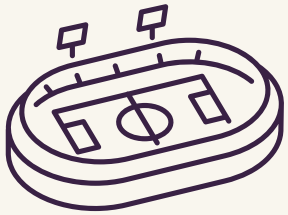
Archie's message

Official Brain Charity Ambassador: **Archie Whitfield**

Archie Whitfield is one of The Brain Charity's fundraising ambassadors

In 2024/25 Archie **£23,000** for The Brain Charity

"Dad's life was ended in December 2023 as a result of a disease called Cushing's disease which was caused by a pituitary brain tumour. Thankfully, we were lucky enough to have a large community to rely on for practical and emotional support. Not all people are lucky to have this support system, and so I am raising money in his memory for The Brain Charity, who help so many families affected by conditions affecting the brain, like my dad."



'20 Stadiums 1 Goal',
Archie undertook an 835 mile run to every English Premier League stadium in 25 days, starting in Newcastle at St. James' Park and finishing in North London at the Emirates Stadium.

Press play on Archie's video to view his message



Click to go to Archie's website

OUR PRINT & EMAIL MAILING LISTS HAVE

15,701

SUBSCRIBERS

INCLUDING OUR NEWSLETTER THE NERVE



SOCIAL MEDIA PERFORMANCE





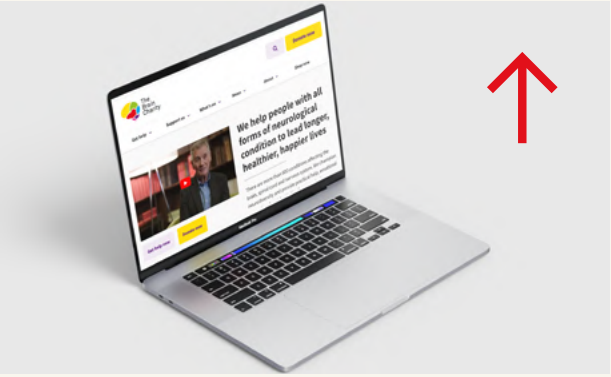




32,534

TOTAL FOLLOWERS

ACROSS FACEBOOK, X, LINKEDIN,
INSTAGRAM, TIKTOK AND YOUTUBE



WEBSITE

THE 'WORKPLACE NEURODIVERSITY TRAINING' PAGE HAD

4,538 SESSIONS & 65.6% ENGAGEMENT

HIGHLIGHTING THE DEMAND FOR INCLUSIVE TRAINING.

2,347 RESOURCES

SUCH AS GUIDES AND FACTSHEETS WERE DOWNLOADED.

FACEBOOK

REACHED 162,428

accounts between 1 April 2024 - 31 March 2025.
This is a 62.5% increase on the previous 12 months.

INSTAGRAM

REACHED 38,067

accounts between 1 April 2024 - 31 March 2025.
This is a 274.4% increase in reach on the previous year.

LINKEDIN

149,364 IMPRESSIONS

TIK TOK

58,000 VIEWS from Aug 17th 2024 (first post) to Aug 16th, 2025.


Authenticity
Commitment
Courage
Kindness
Optimism
Authenticity
Commitment
Courage
Kindness
Optimism
Authenticity
Commitment
Courage
Kindness
Optimism

£70,000

INVESTED IN BUILDING REFURBISHMENTS (INCLUDING £50K TO FIX OUR ROOF)

£50,000

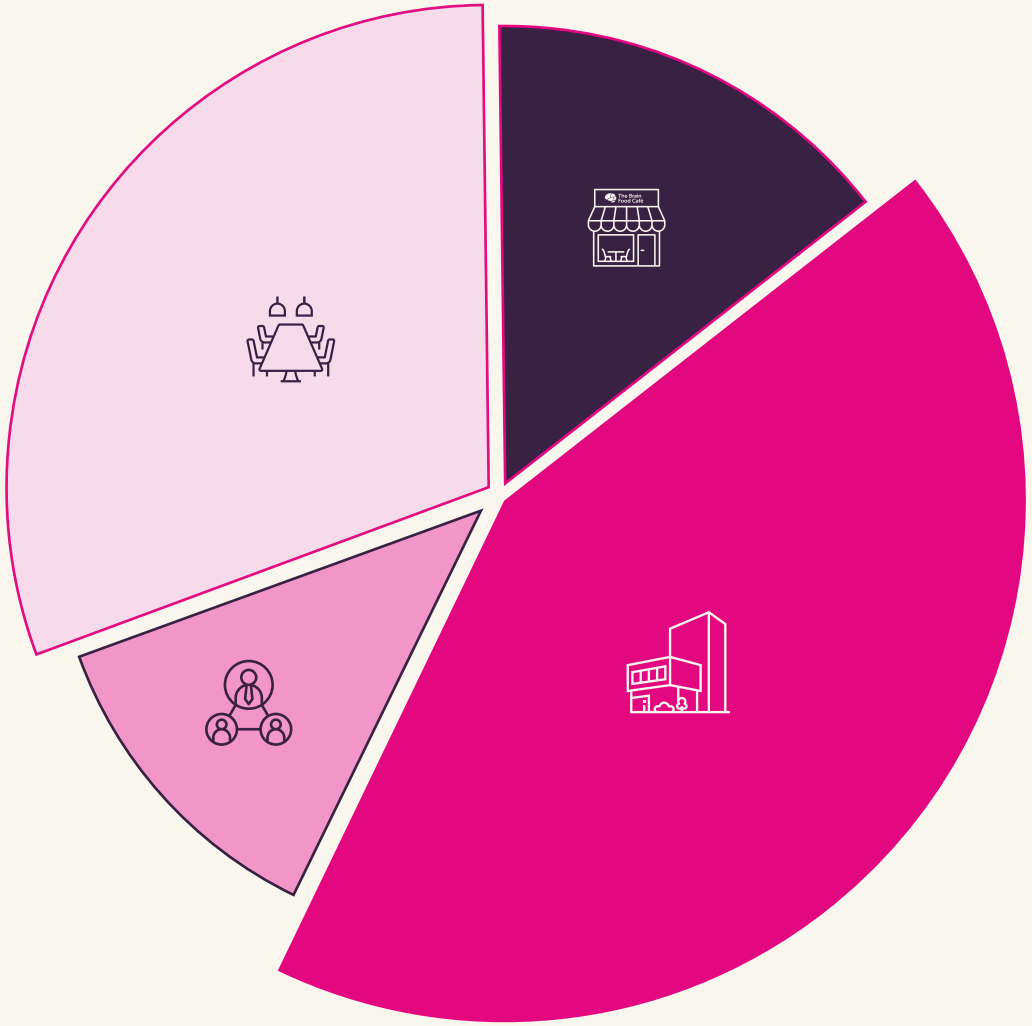
INCOME BY ROOM HIRE

£24,000

IN SALES AT THE BRAIN FOOD CAFE

£20,000

INVESTED INTO OUR CRM SYSTEM



Michelle's message

> If I need help, I know I can get it.

Press play on Michelle's video to view her message



Courage Kindness Optimism Commitment Courage



Norton Street
Liverpool
L3 8LR

www.thebraincharity.org.uk

@thebraincharity

The Brain Charity

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