

REGISTERED COMPANY NUMBER: 06210121 (England and Wales)
REGISTERED CHARITY NUMBER: 1138312

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2014
FOR
CHARITYCOMMS**

Hilton Sharp & Clarke
1st Floor Atlantic House
Jengers Mead
Billingshurst
West Sussex
RH14 9PB

CHARITYCOMMS

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FOR THE YEAR ENDED 30 APRIL 2014

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CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2014

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 April 2014. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06210121 (England and Wales)

Registered Charity number

1138312

Registered office

2-6 Tenter Ground
Spitalfields
London
E1 7NH

Trustees

V A Browning	
P Gibbs	- Resigned 11.6.13
J A Grounds	
B McBride	- Resigned 14.3.14
S Palmer	
G Scott-Spicer	
V Shooter	
C Davidge	
L Dallmeyer	
P Gilheany	
S O'Farrell	
D Holland	
K Bradbrook	

Independent examiner

Hilton Sharp & Clarke
1st Floor Atlantic House
Jengers Mead
Billingshurst
West Sussex
RH14 9PB

COMMENCEMENT OF ACTIVITIES

The charity was incorporated on 12 April 2007 and registered as a charity with the Charity Commission on 7 October 2010.

STRUCTURE, GOVERNANCE AND MANAGEMENT**Governing document**

The charity is controlled by its governing document, the memorandum and articles of association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Organisational structure

The charity trustees have delegated to day to day management of the charity to V Browning.

Related parties

Details of transactions with related parties are set out in note 6 of the financial statements.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2014

OBJECTIVES AND ACTIVITIES

CharityComms was established to:

Promote the efficiency and effectiveness of charities, not for profit organisations and voluntary organisations for the benefit of the public throughout the United Kingdom by the provision of resources to optimise their communications.

Our vision

Our vision is for effective and inspiring communications to be at the heart of every charity's work for a better world.

Our purpose

We improve the standard of communications and champion its role in the sector. We represent, support, inspire, connect and inform our members and the wider charity communications community.

Our Goals

By 2023:

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. The top 500 charities will have SMT/senior board representation from communications (ie and equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications will take place in the context of an integrated brand and organisational framework.

Our impact

CharityComms' theory of change states that:

Charities create change: communications create change; charities that communicate better, create better change.

This year, the trustees have worked with the director to develop CharityComms' impact model and reporting, which will start to come into effect in 2014/15.

"I'm sometimes a bit cynical about specialised service providers to the third sector, but your organisation really is tremendous value and a real force for good – so thanks!"

Chris Cox, digital communications manager, Mind

Significant activities

CharityComms holds regular seminars, conferences and workshops, hosts networking events and enables charities to share best practice and communications professionals to connect with each other. We also regularly produce a number of resources including best practice guides, reports, benchmarks, articles, videos and audio content, all available via our website and social media channels. Our members have exclusive access to our peer support and CPD programmes plus a host of other benefits.

ACHIEVEMENT AND PERFORMANCE

From our membership scheme and events to our best practice guides and web content, all our services are designed to inspire, support, connect, and share best practice, with the ultimate aim of improving the standard of communications in the sector.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2014

Events

CharityComms organises a series of highly-regarded and well-attended events throughout the year, providing training, knowledge-sharing and networking for charity communications professionals across the UK. Formats include breakfast briefings, half-day seminars and workshops, full-day conferences, training days, special interest group meetings, networking events and members' lunches and socials.

This year CharityComms held 34 events including conferences, workshops, seminars, special interest groups and networking events with 2,217 people attending (up from 1,650 last year).

Feedback from our conferences, workshops and seminars shows that:

- 88% of attendees rated our events as either excellent or good.
- 87% of attendees said they had acquired new knowledge or enhanced skills relevant to their job.
- 76% said they would try something new in their work.

"Genuinely the best conference I've been to in a very long time. I would happily have gone to every single plenary... venue and organisation brilliant – top marks for all CharityComms staff."

Donna Tipping, integrated communication manager, RNIB

Inspiring Communicator Awards

The first CharityComms Inspiring Communicators Awards took place in November 2013. These awards – "the OBEs of charity communications" – recognise and celebrate inspirational communicators in the charity sector. We had 16 winners in our first year, ranging from chief executives to comms directors, from designers to digital experts and from volunteers to story-tellers. Over 100 delegates attended the Awards evening.

"I was absolutely delighted to be nominated and awarded, especially since the calibre of other winners was so high. Being relatively new to the charity sector and to Sightsavers, it was a huge honour and confidence boost to be recognised and it really gave me the motivation to push myself and the organisation to experiment and try new things. I still feel immensely proud and it's something I fall back on when I'm having a tough day or coming up against obstacles".

Kate McCoy, social media manager, Sightsavers

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2014

Membership

CharityComms' membership offers extensive benefits for all, from comms directors at large organisations to sole communicators at the start of their careers. We offer membership schemes for individuals and organisations. We also run a corporate membership scheme for companies working in the charity sector.

CharityComms had 305 individual members by April 2014 and 49 corporate members. We had 186 organisational members, including umbrella bodies Help the Hospices and Together for Short Lives which bring the 198 charities they represent into the fold, taking the total number of charities with organisational membership of CharityComms to 384.

"One of Teach First's core values is collaboration and CharityComms provides us with a whole range of ways to collaborate with, and learn from, our comms colleagues from across the charity sector. There is so much knowledge within the sector and some great innovations happening across the board. CharityComms provides an invaluable network for this to be shared to the benefit of us all."

Hannah Essex, director of communications, TeachFirst

Mentoring is one of the exclusive benefits of CharityComms membership. Mentoring relationships allow communications professionals working in the charity sector to obtain the support, guidance and challenge of an external communications colleague as part of their professional development. We matched 125 mentoring partnerships during the year ending 2014 up from 100 in the previous year. Our peer support scheme also offered 'one-off' meetings to five individuals and helped to deliver 16 coaching relationships.

"The benefits of a mentoring relationship to the mentee might seem more obvious, but I wholeheartedly support my staff in becoming mentors as well. It's a fantastic way to practice your people management skills and even experienced managers gain a lot from working with people from other organisations and from using coaching techniques away from their day to day working relationships."

Lynne Elliott, chief executive, The Vegetarian Society

Best practice guides, reports and resources

Our website www.charitycomms.org.uk hosts a wealth of resources to support charity communicators in their work, from best practice guides and articles to sector jobs and events.

This year we commissioned and posted 97 original articles, three reports and three unique best practice guides - all available via our website.

Our best practice guides contain inspirational ideas and examples of best practice from across the sector. Each guide has a steering group which ensures the final product is representative of the spectrum of ideas, experiences and wisdom available. Guides are designed to help communicators build their skills and address key challenges.

Harnessing the talent: working with celebrities has been downloaded 200 times since we published it in May 2013. *A year in the life: a Best Practice Guide to annual publications* was published in September 2013 and has been downloaded 765 times. October 2013 saw the publication of *Perfect pitch: linking voice and value*, which 560 people have downloaded. Print copies of all these guides have also been widely distributed at our events.

Our first two Best Practice Guides, *Show and tell: a Best Practice Guide to portraying beneficiaries and service users* and *Branding Inside Out* have been downloaded 740 and 2,221 times respectively since launch in 2012/13.

"At Jewish Care we'd been producing our annual report in the same way for 25 years. Charity Comms' A Year in the Life guide to annual reports helped us take a new and different approach by focussing on what we wanted our annual report to achieve. It was a really timely useful publication."

Ellisa Littlestone, assistant director, marketing, Jewish Care

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2014

This year we published three original reports, all responding to challenges highlighted by our members. *What goes where? The place of communications and digital within charities* analyses the organograms of over 40 UK charities to see how comms, marketing and fundraising functions are configured and where digital fits into the picture. It was published in May 2013 and is exclusively available to CharityComms members, 363 of whom have downloaded it.

Reading between the lines offers an overview of what's happening in the sector around digital and print magazines and newsletters and compares that to changes in the commercial and public sectors. It was published in November 2013 and sponsored by content and publishing agency Think. It has been downloaded 770 times.

IT services provider Eduserv sponsored our third report, *Delivering digital transformation*, which explores how Charity IT and digital teams can work together effectively. Over 120 people have downloaded it since its launch in March 2014.

Making comms matter

We published our first book, *Make it matter: creating communications strategies in the non-profit sector* in April 2014. Described by Hilary Cross, the director of communications at Macmillan Cancer Supports as "invaluable to anyone leading a charity's communications activity, whatever your size and cause", the book sets out the key decisions charities need to make, and a logical process to follow, to develop a communications strategy that matters, and contains inspiration, insight and examples from the best in the sector.

Digital Communications

Visits to www.charitycomms.org.uk climbed to 134,597 to 30 April 2014, up from 91,991 in the previous year. Unique visits grew from 46,470 to 70,823 this year.

We sent 55 fortnightly e-newsletters to our opted-in mailing list of 5,688 members and non-members, offering latest news, resources, events and membership benefits.

Our Twitter following at 30 April 2014 was 18,402 generating 14,309 referrals to our website, up from 8,900 referrals the previous year.

"Just chatting to my colleagues about how much we enjoy getting your update – it's got a great tone and I always give it more attention than I might normally to a regular e-bulletin."

Andrew Walkey, membership and marketing manager, NCVO

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REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2014

AskCharity

By the end of the year, over 2,700 charities were signed up to our free AskCharity media matching service, designed to help charities and journalists work together. Journalists use it to find case studies, spokespeople and information from charities. Charities use it to expand their media contacts lists, develop relationships and achieve more (or broader) media coverage.

"As a charity, AskCharity has given us some exceptional opportunities for national coverage which we might not have had any other way, and has led to some long-lasting relationships with journalists who appreciate that we will be able to deliver exactly what they need, within tight deadlines. I would say that the service delivers excellent return on investment, but as the service is free, I will say it is one of the most valuable tools a charity PR or press officer can have."

Suzi Browne, media manager, YMCA England

Financial summary

CharityComms continues to flourish in terms of both membership growth and event revenue, which is reflected in a health bank balance of £144,801 at year end. Net incoming resources were £27,514 from overall income of £356,660. Income rose 32% year on year, from £270,103 in 2012/13.

Changes to trustee board

Two trustees resigned from our board this year – special thanks and good wishes go to both Betty McBride and Penelope Gibbs who were founding trustees of the charity.

Developments for 2014-2015

We will launch three new best practice guides:

- Working with agencies: how to be a smart client, launching July 2014
- HQ and beyond: communicating in a dispersed organisation: October 2014
- Guide to integrated communications in November 2014

We will publish two reports:

- The CharityComms/TPP marketing and communications salary survey in June
- The changing structures of charity communications teams: October 2014

CharityComms now runs specialist networking groups for people working in PR, creative, brand and digital, plus regular regional events in the South West and North West. We will introduce a new special interest group for internal communications leads in 2014.

Other developments

- Developing our corporate partnership scheme, including providing a supplier listing on our website.
- Researching and experimenting with new event elements/formats, including exploring opportunities for digital delivery of event content via webinars.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2014

FINANCIAL REVIEW

Reserves policy

The charity company has no restricted funds therefore all are classed as unrestricted. The trustees have not designated any of these funds for a particular purpose, therefore all are general.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

.....
J A Grounds - Trustee

Date:

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
CHARITYCOMMS**

I report on the accounts for the year ended 30 April 2014 set out on pages eleven to sixteen.

Respective responsibilities of trustees and examiner

The charity's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of FCA.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the 2011 Act
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view ' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
 - to keep accounting records in accordance with Section 386 and 387 of the Companies Act 2006; and
 - to prepare accounts which accord with the accounting records, comply with the accounting requirements of Sections 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Roger Moore
FCA
Hilton Sharp & Clarke
1st Floor Atlantic House
Jengers Mead
Billingshurst
West Sussex
RH14 9PB

Date:

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STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2014

	Notes	2014 Unrestricted fund £	2013 Total funds £
INCOMING RESOURCES			
Incoming resources from generated funds			
Voluntary income		223,911	160,137
Activities for generating funds	2	132,681	109,911
Investment income	3	<u>68</u>	<u>55</u>
Total incoming resources		356,660	270,103
RESOURCES EXPENDED			
Costs of generating funds			
Fundraising trading: cost of goods sold and other costs	4	327,646	243,458
Governance costs		1,500	1,000
Other resources expended		<u>-</u>	<u>240</u>
Total resources expended		329,146	244,698
NET INCOMING RESOURCES		<u>27,514</u>	<u>25,405</u>
RECONCILIATION OF FUNDS			
Total funds brought forward		25,101	(304)
TOTAL FUNDS CARRIED FORWARD		<u><u>52,615</u></u>	<u><u>25,101</u></u>

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**BALANCE SHEET
AT 30 APRIL 2014**

	Notes	2014 Unrestricted fund £	2013 Total funds £
FIXED ASSETS			
Tangible assets	8	19,422	19,297
CURRENT ASSETS			
Debtors	9	96,476	48,206
Cash at bank and in hand		<u>144,801</u>	<u>96,210</u>
		241,277	144,416
CREDITORS			
Amounts falling due within one year	10	(208,084)	(138,612)
		<u>33,193</u>	<u>5,804</u>
NET CURRENT ASSETS			
		52,615	25,101
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>52,615</u>	<u>25,101</u>
NET ASSETS		<u>52,615</u>	<u>25,101</u>
FUNDS	11		
Unrestricted funds		<u>52,615</u>	<u>25,101</u>
TOTAL FUNDS		<u>52,615</u>	<u>25,101</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2014.

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 30 April 2014 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Trustees on and were signed on its behalf by:

.....
J A Grounds -Trustee

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2014

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Computer equipment	- 25% on reducing balance
Website	- 25% on reducing balance

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. ACTIVITIES FOR GENERATING FUNDS

	2014	2013
	£	£
Conferences	<u>132,681</u>	<u>109,911</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2014

3. INVESTMENT INCOME

	2014 £	2013 £
Deposit account interest	<u>68</u>	<u>55</u>

4. FUNDRAISING TRADING: COST OF GOODS SOLD AND OTHER COSTS

	2014 £	2013 £
Purchases	94,079	48,785
Support costs	<u>233,567</u>	<u>194,673</u>
	<u>327,646</u>	<u>243,458</u>

5. NET INCOMING/(OUTGOING) RESOURCES

Net resources are stated after charging/(crediting):

	2014 £	2013 £
Depreciation - owned assets	6,474	6,433
Deficit on disposal of fixed asset	<u>-</u>	<u>240</u>

6. TRUSTEES' REMUNERATION AND BENEFITS

During the year the Charity paid a remuneration of £44,205 (2013: £42,334) to one of the trustees V Browning.

Trustees' expenses

During the year the Charity paid expenses on behalf of the trustee V Browning as follows:

Description	2014	2013
Direct costs	137	414
Staff expenses	<u>848</u>	<u>829</u>
Total	<u>985</u>	<u>1,243</u>
Reimbursed in year	(718)	(1,243)
Outstanding at year end	267	-

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2014

7. STAFF COSTS

	2014	2013
	£	£
Wages and salaries	170,224	157,442
Social security costs	16,775	14,665
Other pension costs	<u>2,841</u>	<u>2,128</u>
	<u>189,840</u>	<u>174,235</u>

The average monthly number of employees during the year was as follows:

2014	2013
<u>7</u>	<u>6</u>

No employees received emoluments in excess of £60,000.

8. TANGIBLE FIXED ASSETS

	Computer equipment	Website	Totals
	£	£	£
COST			
At 1 May 2013	1,428	33,707	35,135
Additions	<u>1,399</u>	<u>5,200</u>	<u>6,599</u>
At 30 April 2014	<u>2,827</u>	<u>38,907</u>	<u>41,734</u>
DEPRECIATION			
At 1 May 2013	492	15,346	15,838
Charge for year	<u>584</u>	<u>5,890</u>	<u>6,474</u>
At 30 April 2014	<u>1,076</u>	<u>21,236</u>	<u>22,312</u>
NET BOOK VALUE			
At 30 April 2014	<u>1,751</u>	<u>17,671</u>	<u>19,422</u>
At 30 April 2013	<u>936</u>	<u>18,361</u>	<u>19,297</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2014

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2014 £	2013 £
Trade debtors	96,309	48,206
Other debtors	<u>167</u>	<u>-</u>
	<u>96,476</u>	<u>48,260</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2014 £	2013 £
Trade creditors	21,423	9,612
Social security and other taxes	15,101	10,141
VAT	21,059	16,186
Other creditors	1,095	4,086
Accruals and deferred income	<u>149,006</u>	<u>98,587</u>
	<u>208,084</u>	<u>138,612</u>

11. MOVEMENT IN FUNDS

	At 1.5.13 £	Net movement in funds £	At 30.4.14 £
Unrestricted funds			
General fund	25,101	27,514	52,615
	<u> </u>	<u> </u>	<u> </u>
TOTAL FUNDS	<u>24,101</u>	<u>27,514</u>	<u>52,615</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	356,660	(329,146)	27,514
	<u> </u>	<u> </u>	<u> </u>
TOTAL FUNDS	<u>357,660</u>	<u>(329,146)</u>	<u>27,514</u>

