

# CharityComms

Inspiring Communications at the Heart of Charities

## Annual review 2010-11



# Our vision

**Communications are integral to each charity's work for a better world.**

**Our vision is a charity sector that values and uses effective communications.**



“CharityComms is here to help charities deliver great comms. We champion communications because of our belief in its essential strategic role in delivering core organisational goals, and we support charity communicators through knowledge-sharing and networking.”

**Joe Saxton,  
CharityComms  
Chair of Trustees**

# Our mission

**We're the professional membership body for charity communicators, led by the sector for the sector. We aim to improve the standard of communications and champion its role in the sector. We seek to represent, support, inspire, connect and inform our members and the wider charity communications community.**



“In tough financial times, communicating effectively is more important than ever. CharityComms offers everything your comms team needs in one place: networking, inspiring events and training, special interest groups, mentoring and ideas. We keep you up-to-date with the latest innovations in the sector, helping your staff develop and your organisation thrive.”

**Vicky Browning, Director**

# Our achievements

## Key dates

- October 2010: registered as a charity
- January 2011: first trustee elections

## Membership

- 191 individual members
- 36 organisational members
- 13 corporate members

## Financial

**Income: £170,157 Expenditure: £143,736**

## Events:

We held 16 events during the year, providing training, knowledge sharing and networking to over 800 charity communications professionals

## askCHARITY

- 3,200 charities and over 2,000 journalists registered
- Average of 141 requests for information per month sent by journalists

## Digital

- 26,218 unique visitors to [www.charitycomms.org.uk](http://www.charitycomms.org.uk)
- 168,754 page views
- 2,600 Twitter followers

# Events

**We ran 16 events, including:**

**4 conferences 7 seminars**

**1 workshop 3 Brand Breakfasts**

**1 Members' networking lunch**

**93% rated our events excellent/good**

**89% found them excellent/good value for money**

**94% would definitely attend a CharityComms event again**



“I thought the conference last week was absolutely brilliant – definitely the best conference I’ve been to for ages! The speakers were all excellent and everything was relevant and useful in a practical way.”

**Jane Heath, Head of Communications and Marketing, Breast Cancer Care**

# Membership

**Our members benefited from free attendance at 7 seminars plus discounted rates on all our other events. They had access to our unique mentoring scheme, our CPD programme, enjoyed exclusive networking events and saved hundreds of pounds on specially-negotiated supplier discounts.**

“Guide Dogs finds a wealth of benefits as organisational members. The teams attend events, network with peers, access best practice and get fired up by innovation and great ideas that they bring back to the office. As an organisation we get to share the fantastic work that we do, which we hope raises the bar for comms across the sector, and raises Guide Dogs’ profile too.” **Louise Robertshaw, Head of Marketing and Communications, Guide Dogs**



“As well as sharing best practice at events, members learn from each other through articles on the website and in the newsletters. I am really enjoying being a corporate member of such an exciting network.”

**Gaby Jeffs, Magneto Films**





# Mentoring

**We facilitated 32 mentoring partnerships, enabling charity comms professionals to develop professionally through the support, guidance and challenge of an external comms colleague**

“It has been both a pleasure and a new, interesting experience to be a CharityComms mentor. It’s always interesting to discuss the ideas, issues and challenges other charities have around comms – which are often universal. I’ve learnt a lot and I really hope some of the guidance I’ve offered has been useful too.”

**Hilary Cross, Director of External Affairs, Macmillan**



“My mentor has been a terrific ‘sounding board’ for ideas on specific communications projects and activities and has given me a unique insight into working at the highest possible strategic/leadership level in charity comms.” **David Bassom, NSPCC**





# askCHARITY

**askCHARITY opens up hard-to-reach sections of the media to charities and gives journalists a fast and easy way to contact them for information and case studies. From the smallest to the largest charity - askCHARITY gives every registered organisation the opportunity to make new media contacts, build relationships, tap into the media agenda and get more coverage.**

“askCHARITY is a useful resource to find case studies for articles - and I know it’s very active, so my requests actually get read.”

**Matthew Barbour, Contributing Editor, The Sun**

“Through askCHARITY, we’ve broadened the type of media we get coverage in. We’ve secured a feature in a national weekly magazine, received coverage in a national Sunday newspaper and are on the cusp of being featured in a national monthly glossy.”

**Kirsty Marrins,  
Communications Manager,  
Aspire**



# Our impact



## **We show best practice >>**

“CharityComms helps people to learn from their peers and their colleagues and

share best practice to ensure that what they’re doing is as good as it can be.” **Carolan Davidge, Director of Communications, Cancer Research UK**



**We connect >>** “At a CharityComms members’ lunch about working with trustees, I met a contact who expressed an interest in joining our Board. He is now a trustee working to support our communications strategy. That’s networking for you.” **Adeela Warley, Head of Communications, Friends of the Earth**



**We develop skills >>** “Through CharityComms, we have met fellow professionals, built relationships and learned from the creativity and expertise of others. We contributed to the thinking of colleagues and were rewarded with a more informed, rounded and motivated marketing and communications team. **Dr Tom Pey, Chief Executive, Royal London Society for Blind People**

# Our impact



**We share knowledge >>** “I’ve learned a lot from reading different charities’ experiences on the CharityComms website. It was great to be able to share our experience of putting together our annual review. By tweeting about the article to your wider audience, the review got so much extra interest.”

**Louise Kyme, Design Manager, British Heart Foundation**

**We support >>** “My first CharityComms seminar was engaging - food for thought – and I really enjoyed the atmosphere. I’m very glad I’m a CharityComms member and that you exist to support comms people.”

**Andrea McCaghy, Communications Officer, Karuna**



**We’re thought-leaders >>** “Being a CharityComms member allows me to keep on top of the latest thinking in the sector. It’s a really cost effective way of accessing some of the industry’s leading practitioners.”

**Rob Cartridge, Head of Knowledge and Communications, Practical Action**

**We inspire >>** “All the speakers were great, the topic is important and relevant to my work, and I have been given so much food for thought.”

**Frances Umeh, Internal Communications Manager, Barnardo’s**

# What's next?

**In 2011/12, CharityComms intends to:**

- continue to provide a full programme of high quality events providing training, skills development, knowledge-sharing and networking opportunities to our members and the wider charity communications community
- grow membership to become even more representative of the sector
- publish the first in a series of Best Practice Guides which will provide inspiration, practical advice and thought leadership on a range of topics within charity communications
- undertake a campaign to address the burden on charities of the current media licensing regime
- increase our number of mentoring partnerships to provide even more professional development opportunities for more members



# Who we are

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The management team (l-r)

**Emma Wickenden, events and communications manager**

(emma@charitycomms.org.uk)

**Kirsty Maughan, accounts**

(accounts@charitycomms.org.uk)

**Jamie Matthews, campaigns researcher**

(jamie@charitycomms.org.uk)

**Vicky Browning, director**

(vicky@charitycomms.org.uk)

**Ellie Brown, communications officer**

(ellie@charitycomms.org.uk)

**Lally Pearson, membership officer**

(lally@charitycomms.org.uk)



# Our trustees



**Joe Saxton,**  
Chair: Driver of Ideas,  
nfpSynergy



**James Moss,**  
Honorary Treasurer:  
Operations and  
Finance Director,  
APITS Ltd



**Judith Barnard,**  
Director of External  
Relations, University  
of Dundee



**Carolan Davidge,**  
Director of  
Communications,  
Cancer Research UK



**Rob Dyson,**  
Public Relations &  
Online Engagement  
Manager, Whizz-Kidz



**Penelope Gibbs,**  
Director, Prison  
Reform Trust



**John Grounds,**  
Director of Child  
Protection Policy,  
NSPCC



**Ben Matthews,**  
Founder, Bright One



**Betty McBride,**  
Director of Policy and  
Communications,  
British Heart  
Foundation



**Steve Palmer,**  
Press and Public  
Affairs Manager,  
Social Care Institute  
for Excellence



**Gail Scott-Spicer,**  
Director of Marketing  
and Communications,  
The Scout  
Association



**Victoria Shooter,**  
Director of  
Communications,  
National Deaf  
Children's Society

# Find out more

- Download our full Annual Report and Accounts at [www.charitycomms.org.uk/agm](http://www.charitycomms.org.uk/agm)
- Check out our compelling programme of events for 2012 at [www.charitycomms.org.uk/events](http://www.charitycomms.org.uk/events)
- Find out more about membership at [www.charitycomms.org.uk/membership](http://www.charitycomms.org.uk/membership) or by emailing [lally@charitycomms.org.uk](mailto:lally@charitycomms.org.uk)
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