

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 2013
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 2013

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CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2013

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 2013. 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

J J Barnard	- resigned 11.9.12
V A Browning	
R M Dyson	- resigned 27.11.12
P Gibbs	
J A Grounds	
B R Matthews	- resigned 11.9.12
B McBride	
J E Moss	- resigned 28.2.13
S Palmer	
J H C Saxton	- resigned 28.2.13
G Scott-Spicer	
V Shooter	
C Davidge	
L Dallmeyer	- appointed 28.2.13
P Gilheany	- appointed 28.2.13
S O'Farrell	- appointed 28.2.13
D Holland	- appointed 28.2.13
K Bradbrook	- appointed 28.2.13

Independent examiner

Hilton Sharp & Clarke
1st Floor Atlantic House
Jengers Mead
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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.

Recruitment and appointment of new trustees

CharityComms instituted an election process in January 2011 whereby two trustees will be elected either from the organisational or individual membership base each year, or as otherwise agreed by the board, to represent the interest of that section of membership. Other trustees with specialist skills may be co-opted to the board at the invitation of the Chair and subject to approval by the rest of the board.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2013

STRUCTURE, GOVERNANCE AND MANAGEMENT

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 notes 6 and 12 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.

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 impact

Charities don't communicate just to tell people about the change they've made in the world. They communicate to make change happen. By helping charities improve their communications, CharityComms is helping them achieve their goals.

Significant activities

CharityComms holds regular seminars, conferences and workshops, hosts networking events and enables charities to share best practice. We also regularly produce a number of resources including best practice guides, reports, benchmarks, articles videos and audio content all available via our website. Our members have exclusive access to our mentoring 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.

Events

CharityComms organises a series of highly-regarded and well-attended events throughout the year. 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. CharityComms held 31 events this financial year, up from 25 in the previous year.

These events provided training, knowledge-sharing and networking to just over 1,650 charity communications professionals, up from around 1,000 attendees the year before.

Between May 12 and April 13, 85% of event attendees said they had acquired new knowledge or enhanced skills relevant to their job, with more than three out of four saying they would try something new in their work as a result of one of our events. Satisfaction rates remain high, with feedback showing that 94% of attendees rated events as excellent or good.

This year we introduced two new types of event. The Sole Communicators Group meets quarterly in London to discuss issues affecting professionals delivering comms on their own within charities. We also held our first pub quiz which provided a good opportunity for our community to meet and network in an informal setting.

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

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2013

ACHIEVEMENT AND PERFORMANCE

Individual membership of CharityComms grew to 297 by April 13, up from 224 at the end of April 12. At year end, we had 120 organisational members, including 28% of charities from the top 200 UK fundraising charities. We have 33 corporate members.

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 100 mentoring partnerships during the year ending 2013 (our target was 80); in the previous year we made 61 matches.

We introduced more membership benefits this year including exclusive access to our Career Framework map of comms competencies and five new supplier discounts.

When we surveyed our members about their membership experience, 100% of our organisational members strongly agreed or agreed that membership of CharityComms helps to develop the comms skills of their charity's whole team, while 81% felt their membership showed that their charity champions comms and the work of comms professionals. 94% of individual members agreed or strongly agreed that their membership keeps them up to date with trends in communications, while 77% said their membership allowed them to gain support from a network of peers facing similar challenges.

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 produced 92 new articles, two reports and two unique best practice guides - all available via our website.

Our 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.

Best practice guides:

1. Our first Best Practice Guide Show and tell: a Best Practice Guide to portraying beneficiaries and service users was launched in September 2012 and was downloaded 509 times during the period covered in this report.
2. Branding Inside Out was launched in October 2012 and was downloaded 1,294 times by the end of April 13.

Reports:

1. The Communications Benchmark 2012 report was launched in May 12. This report was designed to help charity communicators understand the experiences of the wider community. 1,460 people downloaded it by the end of April 13.
2. CharityComms' Career Framework was launched exclusively for organisational members in Jan 13. It was downloaded 232 times by April 13. The framework provides a guide to the skills, knowledge and personal attributes communications specialists in the sector need to perform their roles to best practice standards. It can be used by communications professionals for their career development and by managers for their teams. It is our intention that the Framework will also help raise the profile of the sector, and illustrate the importance and professionalism of our work to a wider audience.

Extending our reach and developing our brand and communications

We believe that by extending our reach and developing our brand we will engage with, inspire and support more charity communications professionals.

In 2011 we became increasingly aware that our visual identity and digital offering were falling woefully short of the example others were setting us. Our brand values include concepts of inspiration, passion, and responsiveness. But our look and feel didn't reflect this.

On 20 June 2012 we launched a new website and brand across all channels and communications. This work won the MemCom Award for Best Rebrand / Brand Development in 2013.

By April 13 visits to www.charitycomms.org.uk climbed to 91,991 from 77,341 in the previous year. Unique visits also grew from 45,123 to 46,470 this year.

This year we've sent 56 e-newsletters. Our mailing list of charity communicators stood at 8,687 on 30 April 2013. Each newsletter is packed with our latest news, resources, events and membership benefits.

By April 13 our Twitter following had almost doubled from 6,600 to 12,304. We use Twitter to listen and respond to our community and sign post them to helpful resources and services. This year Twitter generated 8,900 referrals to our website.

This year our Facebook likes have increased from approximately 240 to 428. And Facebook has generated 1,400 referrals to our website.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2013

ACHIEVEMENT AND PERFORMANCE

Championing the sector

Our campaign to lift the burden of media licensing fees from charities is on-going. Following our campaigning, on 5 March 2013 the Newspaper Licensing Agency announced an extension of the discounts it offers charities on their media licensing fees to cover content from newspaper websites and the republishing of newspaper content for publicity purposes on charity websites. This means the maximum discount for charities will rise from £150 to a maximum £390.

While we're delighted our campaign persuaded the NLA to review its fees, we'd like them to go further and are continuing this year to campaign for the licence fee burden to be lifted completely for UK charities.

AskCharity.org.uk

We also run AskCharity.org.uk, a free service designed to help charities and journalists work together. Journalists can use it to find case studies, spokespeople and information from charities. Charities can use it to expand their media contacts lists, develop relationships and achieve more (or broader) media coverage.

This year we redeveloped AskCharity and incorporated it into our main website. Developments were based on user feedback and the site is now easier to use and in line with our new brand identity. The new service was launched in April 13.

Financial summary

The accounts report a very successful year for the charity with net incoming resources of £25,405. Assets exceed liabilities as shown on the balance sheet with a very healthy bank balance of £96,210. The majority of the creditors balance represents deferred income that will be realised as income in the current year.

Overall income rose 40% year on year, with costs increasing by 22%. Membership revenue rose by 68% year on year, with event revenue increasing by 12%.

Changes to trustee board

This year saw significant changes to our trustee board. In February 13 we said goodbye to our founding chair Joe Saxton as he stepped down as CharityComms' chair of trustees. In his place we welcomed John Grounds, director of marketing and campaigns at the RSPCA. This year we appointed five new trustees, three of whom were elected by our members from our organisational membership.

Developments for 2013-2014

We will launch four new reports:

Organogram Report: What goes where? The place of communications and digital within charities launching May 13.

The CharityComms guide to annual reports, reviews and impact reports launching Sept 13.

A distinctive voice: Turning your brand into words - brand tone of voice report launching Oct 13.

Trends in charity magazines, launching Nov 13.

We will publish two new best practice guides:

Harnessing the Talent: a guide to working with celebrities, launching May 13

A guide to producing effective communications strategies, launching Nov 2013

We will set up three new special interest groups:

The North West Regional Group

Networking groups for both Creatives and PRs working in charities

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.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2013

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 2013 set out on pages seven to thirteen.

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:

CHARITYCOMMS

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2013

	Notes	2013 Unrestricted funds £	2012 Total funds £
INCOMING RESOURCES			
Incoming resources from generated funds			
Voluntary income		160,137	95,457
Activities for generating funds	2	109,911	97,871
Investment income	3	<u>55</u>	<u>87</u>
Total incoming resources		270,103	193,415
RESOURCES EXPENDED			
Costs of generating funds			
Fundraising trading: cost of goods sold and other costs	4	243,458	200,782
Governance costs		1,000	-
Other resources expended		<u>240</u>	<u>-</u>
Total resources expended		244,698	200,782
		<hr/>	<hr/>
NET INCOMING/(OUTGOING) RESOURCES		25,405	(7,367)
RECONCILIATION OF FUNDS			
Total funds brought forward		(304)	7,063
		<hr/>	<hr/>
TOTAL FUNDS CARRIED FORWARD		<u>25,101</u>	<u>(304)</u>

The notes form part of these financial statements

CHARITYCOMMS

BALANCE SHEET
AT 30 APRIL 2013

	Notes	2013 Unrestricted funds £	2012 Total funds £
FIXED ASSETS			
Tangible assets	8	19,297	9,011
CURRENT ASSETS			
Debtors	9	48,206	17,212
Cash at bank and in hand		<u>96,210</u>	<u>69,804</u>
		144,416	87,016
CREDITORS			
Amounts falling due within one year	10	(138,612)	(96,331)
		<u>5,804</u>	<u>(9,315)</u>
NET CURRENT ASSETS/(LIABILITIES)			
		25,101	(304)
NET ASSETS/(LIABILITIES)		<u>25,101</u>	<u>(304)</u>
FUNDS	11		
Unrestricted funds		<u>25,101</u>	<u>(304)</u>
TOTAL FUNDS		<u>25,101</u>	<u>(304)</u>

The notes form part of these financial statements

CHARITYCOMMS

**BALANCE SHEET - CONTINUED
AT 30 APRIL 2013**

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2013.

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 30 April 2013 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 2013

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

	2013	2012
	£	£
Conferences	<u>109,911</u>	<u>97,871</u>

3. INVESTMENT INCOME

	2013	2012
	£	£
Deposit account interest	<u>55</u>	<u>87</u>

CHARITYCOMMS

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2013**

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

	2013	2012
	£	£
Purchases	48,785	46,511
Bad debts	-	986
Support costs	<u>194,673</u>	<u>153,285</u>
	<u><u>243,458</u></u>	<u><u>200,782</u></u>

5. NET INCOMING/(OUTGOING) RESOURCES

Net resources are stated after charging/(crediting):

	2013	2012
	£	£
Depreciation - owned assets	6,433	3,002
Deficit on disposal of fixed asset	<u>240</u>	<u>-</u>

6. TRUSTEES' REMUNERATION AND BENEFITS

During the year the Charity paid a remuneration of £42,334 (2012: £Nil) to one of the trustees V Browning.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 April 2013 nor for the year ended 30 April 2012.

7. STAFF COSTS

	2013	2012
	£	£
Wages and salaries	157,442	95,205
Social security costs	14,665	7,944
Other pension costs	<u>2,128</u>	<u>1,100</u>
	<u><u>174,235</u></u>	<u><u>104,249</u></u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2013

8. TANGIBLE FIXED ASSETS

	Computer equipment £	Website £	Totals £
COST			
At 1 May 2012	1,037	17,459	18,496
Additions	711	16,248	16,959
Disposals	<u>(320)</u>	<u>-</u>	<u>(320)</u>
At 30 April 2013	<u>1,428</u>	<u>33,707</u>	<u>35,135</u>
DEPRECIATION			
At 1 May 2012	260	9,225	9,485
Charge for year	312	6,121	6,433
Eliminated on disposal	<u>(80)</u>	<u>-</u>	<u>(80)</u>
At 30 April 2013	<u>492</u>	<u>15,346</u>	<u>15,838</u>
NET BOOK VALUE			
At 30 April 2013	<u>936</u>	<u>18,361</u>	<u>19,297</u>
At 30 April 2012	<u>777</u>	<u>8,234</u>	<u>9,011</u>

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2013 £	2012 £
Trade debtors	<u>48,206</u>	<u>17,212</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2013 £	2012 £
Trade creditors	9,612	2,914
Social security and other taxes	10,141	3,326
VAT	16,186	15,085
Other creditors	4,086	298
Accruals and deferred income	<u>98,587</u>	<u>74,708</u>
	<u>138,612</u>	<u>96,331</u>

11. MOVEMENT IN FUNDS

	At 1.5.12 £	Net movement in funds £	At 30.4.13 £
Unrestricted funds			
General fund	(304)	25,405	25,101
TOTAL FUNDS	<u>(304)</u>	<u>25,405</u>	<u>25,101</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 APRIL 2013

11. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	270,103	(244,698)	25,405
	_____	_____	_____
TOTAL FUNDS	<u>270,103</u>	<u>(244,698)</u>	<u>25,405</u>

12. RELATED PARTY DISCLOSURES

During the year the company paid consultancy fees to V Browning totalling £Nil. (2012: £33,505)

CHARITYCOMMS

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2013**

	2013 £	2012 £
INCOMING RESOURCES		
Voluntary income		
Subscriptions	160,137	95,457
Activities for generating funds		
Conferences	109,911	97,871
Investment income		
Deposit account interest	<u>55</u>	<u>87</u>
Total incoming resources	270,103	193,415
 RESOURCES EXPENDED		
Fundraising trading: cost of goods sold and other costs		
Direct costs	48,785	46,511
Bad debts	<u>-</u>	<u>986</u>
	48,785	47,497
Governance costs		
Legal fees	1,000	-
Support costs		
Finance		
Bank charges	900	616
Information technology		
Website maintenance	1,853	-
Human resources		
Wages	157,442	95,205
Social security	14,665	7,944
Pensions	<u>2,128</u>	<u>1,100</u>
	174,235	104,249
Other		
Computer software	7,241	2,717
Sundries	6	-
Accountancy	2,378	2,642
Consultancy	-	35,295
Staff expenses	1,627	4,762
Computer equipment	312	260
Website depreciation	6,121	2,744
Loss on sale of tangible fixed assets	<u>240</u>	<u>-</u>
	<u>17,925</u>	<u>48,420</u>
Total resources expended	244,698	200,782
 Net income/(expenditure)	 <u><u>25,405</u></u>	 <u><u>(7,367)</u></u>

This page does not form part of the statutory financial statements