

**REPORT OF THE DIRECTOR AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022
FOR
THE CAMPAIGN FOR DRAWING**

THE CAMPAIGN FOR DRAWING

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for the Year Ended 31 March 2022**

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THE CAMPAIGN FOR DRAWING

COMPANY INFORMATION
for the Year Ended 31 March 2022

TRUSTEES:

Mr. John Armah
Ms Emma Black
Ms. Rachel Gadsden
Ms. Isobel Macleod
Mr Thomas Curtis
Ms Shula Sinclair
Mr John Stachiewicz
Ms Melissa Sterling

REGISTERED OFFICE:

Studio 36
Riverside Building
Trinity Buoy Wharf
55 Orchard Place
London
E14 0FN

REGISTERED NUMBER:

05763509

ACCOUNTANTS:

Bramil Associates LLP
First Floor
677 High Road
North Finchley
London
N12 0DA

THE CAMPAIGN FOR DRAWING
ANNUAL REPORT OF THE TRUSTEES
for the Year Ended 31 March 2022

The Trustees 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 31 March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 as amended in 2008.

INCORPORATION

The Charity was incorporated as a limited liability company on 30 March 2006 and was registered as a charity by the Charity Commission on 23 June 2006. The Charity began trading on 31 August 2006. The Charity also trades under the name of The Big Draw.

REGISTERED CHARITY NUMBER

The Charity's registered number with the Charity Commission is 1114811.

TRUSTEES

The trustees during the year and appointed after the year end were as follows: -

Mr. John Armah	
Ms. Emma Black	
Ms. Rachel Gadsden	
Mr David Graham	(resigned 30 June 2021)
Ms. Isobel Macleod	
Mr Thomas Curtis	(appointed 6 September 2021)
Ms Shula Sinclair	(appointed 6 September 2021)
Mr John Stachiewicz	(appointed 30 June 2021)
Ms Melissa Sterling	(appointed 6 September 2021)

CAMPAIGN DIRECTOR

The Charity's Campaign Director is Ms Kate Mason.

GOVERNING DOCUMENT AND CONSTITUTION

The Charity is governed by and its constitution is its Memorandum and Articles of Association.

TRUSTEES SELECTION

All Trustees since incorporation were appointed by resolution of the existing Trustees. Any new Trustees will be appointed by the existing Trustees.

CHAIRMAN'S STATEMENT

The year ending 31 March 2022 was a busy one for the charity, where it looked to maintain a secure position against a backdrop of continued external uncertainty as the Covid-19 pandemic continued to disrupt activities in the arts and cultural sector.

However, the charity continued to build on its profile and partnerships, raise significant income, and begin to develop a number of new potential revenue streams. It's clear that the world has changed over the last two years and there is no going back to a previous 'normal'. In order to survive and thrive, we have needed to adapt, move to hybrid working and place more value on the digital content we create.

THE CAMPAIGN FOR DRAWING
ANNUAL REPORT OF THE TRUSTEES
for the Year Ended 31 March 2022

The Big Draw, prior to the pandemic, had always consistently created regular online digital content in the form of blogs, social media take-overs' etc. However, like so many organisations, by necessity to survive, it had needed to ramp-up on this approach in response to COVID and a need to connect and engage audiences in new ways.

This approach has proved enormously successful for the charity. All of The Big Draw's social media accounts grew significantly during this period, in particular Instagram, Twitter and You Tube. We continued to produce a weekly newsletter, regular Blogs, Instagram Lives and artist interviews, takeovers, videos, webinars, workshops sessions, digital competitions.

Board development and governance:

During this period, John Stachiewicz was appointed as Chairman and Trustee.

Three additional new trustees joined the Board this financial year being Melissa Sterling, Shulamit Sinclair, and Thomas Curtis.

The Big Draw Festival '21 – theme: 'Make The Change':

The 2021 Big Draw Festival theme, Make the Change was launched on 9 March 2021. It was very much set against, and in context with, the numerous extraordinary socio-economic, environmental, and cultural global events that had made up 2020.

The theme aimed to encourage and inspire people to take positive action, explore and celebrate the ways we can live in balance with the world around us, better reconnect with each-other, and demand a better world for future generations.

Interest in the 'Make The Change' theme remained as high as in previous years, although it was clear from May 2021 onwards that the impact of the pandemic continued to be enormous as regards available budgets, with organisations needing to be extremely cautious over where, and how they spend. For the second year in a row, and in support of artists, the charity waived all fees for individual artists/creatives and freelance arts-education practitioners wanting to take part in the festival.

Fee income for this year from the Big Draw Festival at £28k (2021: £24k) remains significantly lower than 'pre-pandemic' years.

Despite the reduction of festival fee income in this year, 28 event organisers in the 'Sponsor-Partner' category signed up, with organisers still coming from around the world. In previous years the presence of overseas organisers has been between 24 – 28 countries, this last year it has been 16.

Care UK's partnership and sponsorship continued during this period with extensive online-linked activity from many Care Homes.

The Big Draw Awards were judged in February 2022 by a panel including

- Curtis Holder - Winner - Sky Portrait Artists of Year 2020 & Teacher
- Oniyinye Iwu - Academic, Illustrator/Author, Teacher

At the year end the prizes had not been distributed to winners and therefore are shown as restricted funds.

Trinity Buoy Wharf:

The Big Draw continued to have its HQ and operational base at the Trinity Buoy Wharf ("TBW") site in E14, London's Docklands. From May 2021 a new package and lease was agreed which encompassed financial support for one day a week of staff time, plus on-site events expenditure of £4k and a contribution to subsidise the full (commercial) rental amount being a total £20,400 a year for three years. The charity moved to a smaller office space while remaining on the same overall Trinity Buoy Wharf complex.

This support was welcomed by the charity given the ongoing significant impact on our festival fee-paying model and time needed for the market to start to recover from the pandemic.

THE CAMPAIGN FOR DRAWING
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for the Year Ended 31 March 2022

Arts Council Emergency Funding:

The charity had successfully secured £65,141 with Round Two funding, which supported activity taking place from November 2020 until March 2021. However, given the ongoing disruption with COVID and recurring periods of lockdown, the period this funding could be used was extended into this year and are more fully described below.

New digital residencies aimed at LGBTQ+ and under-represented groups:

This new residency programme was launched in April 2021.

With The Arts Council Round Two emergency funding supporting this project, the charity began four new digital creative residencies for artists. We specifically pitched these to encourage submissions from under-represented and overlooked voices, and significant time was spent on the tailoring, language and appropriate promotion of this. We were delighted by the results of this new approach which really did attract new people to organisation. We had over 30 full submissions and the artists selected to develop their digital residencies were:

- Hana Ayoob
- 'Blkmoodyboi'
- Sam Metz and Sian Morrell
- Merlin Summers.

The charity convened a high-profile and representative selection panel to choose the four submissions that would be taken forward. The Judges for this panel were, Yiying Lu, Jade Montserrat, Dapo Adeola, Tanya Raabe-Webber plus Kate Mason and Eleanor Pender from the Big Draw team.

Development of a package of new 'Wellbeing Workshops' targeting Corporates:

A new fundraising programme has been developed in the form of a new scheme of creative wellbeing workshops that would specifically target corporates, staff 'enrichment', and HR budgets in mind.

Two external consultants, Katherine Mengardon and Dominic Smith, were commissioned to undertake the necessary prospecting, research work and content development to define this new package. This phase of work is now complete, and the next phase is to launch the new product following trialling a number of case studies with allies and supporters. It is hoped that, in time, this could become a viable ongoing new revenue stream for the charity.

UX / UI Audit Report:

During this period we commissioned an independent UX / UI report on our main charity website. The current site and the CMS embedded within it has been in place since 2014. The brief was also orientated to allow exploration, and examples of the ways that the charity might improve its e-commerce opportunities, in particular in relation to the Big Draw online shop.

Concepts App:

An exciting new partnership was launched between The Big Draw and Concepts App in October 2021. 'Concepts App', a digital sketching and drawing app, owned by TopHatch Inc, are a corporation based in California, USA. The Big Draw has a close alignment with Concepts in terms of shared values and interests around visual literacy and visual thinking. Both parties recognise the key role and value of shining a light on process, not just the end-product. Both The Big Draw and Concepts celebrate how drawing is incredibly powerful and unique with its ability to cut across cultural, language and geographic divides - a true universal visual language. The support and sponsorship afforded The Big Draw by Concepts App has enabled the partners to develop a successful and lively collaborative creative programme which so far has included "Instagram Live" interviews with artists and designers; webinars; social media take-overs; regular 'prompt based' online tagged mark-making activity as well as competitions, workshops, specific drawing/design challenges, blogs.

This is a key creative and strategic partner for the charity going forward and we will work to develop this partnership over the next year.

THE CAMPAIGN FOR DRAWING
ANNUAL REPORT OF THE TRUSTEES
for the Year Ended 31 March 2022

The Alan Davidson Foundation:

Funding and partnership continued for a second year from The Alan Davidson Foundation. The Foundation has a strong focus on MND research, care and initiatives that help support those with disabling neurological conditions. It also supports architecture and architectural initiatives and runs The Davidson Prize, an annual design ideas competition recognising transformative architecture of the home. The prize exists to celebrate innovative design ideas, to encourage multi-disciplinary collaboration and to promote compelling visual communication.

Preparation for Big Draw Festival '22: 'Come Back to Colour':

The brief for the theme for the following year and linked partners was developed during this period and launched in March 2022.

Following the success of the collaboration in the previous two years with the festival visual identities, once again the team commissioned designer and artist Vicky Phillips (Lightship Print Shop) to collaborate with The Big Draw and produce the theme 'logo' and digital assets for that year.

Sign-ups for this new theme and festival year re-opened on 08.03.22 alongside an online launch campaign.

Other Programming and Partners:

'Drawing to Learn Anything with Paul Carney, Loughborough Press and The Big Draw' – webinar held in July '21.

Sky Arts new Schools Initiative was launched during this period. The Big Draw were an official partner for its '2D Module'.

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.

RESERVES

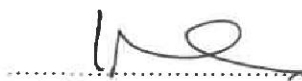
The Reserves of the Charity as at the end of the period were £21,900, of which £6,115 was unrestricted and to be retained to promote future events. Restricted funds relate to ACE and Alan Davidson. The Trustees consider that all these reserves are required to be carried forward to continue the activities of the Charity and meet any contracted commitments for year ended 31 March 2023.

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:



John Stachiewicz – Chairman and Trustee



Isobel Macleod – Trustee

Date: 13/12/2022

THE CAMPAIGN FOR DRAWING

for the Year Ended 31 March 2022

PROFIT AND LOSS ACCOUNT

	Notes	31.3.22 £	31.3.21
TURNOVER		93,059	137,198
Cost of sales (Project Activities)		<u>30,610</u>	<u>17,139</u>
GROSS PROFIT		62,449	120,059
Administrative expenses	7	<u>82,807</u>	<u>79,839</u>
OPERATING PROFIT/(LOSS)	2	(20,358)	40,220
Interest receivable and similar income		<u>-</u>	<u>-</u>
DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION		(20,358)	40,220
Tax on deficit on ordinary activities		<u>-</u>	<u>-</u>
DEFICIT FOR THE FINANCIAL YEAR AFTER TAXATION		<u>(20,358)</u>	<u>40,220</u>

THE CAMPAIGN FOR DRAWING

BALANCE SHEET 31 March 2022

	Notes	31.3.22 £	31.3.21 £
CURRENT ASSETS			
Cash at bank		28,119	46,459
Debtors	4	<u>6,514</u>	<u>-</u>
		34,633	46,459
CREDITORS			
Amounts falling due within one year	5	<u>12,733</u>	<u>4,200</u>
NET CURRENT ASSETS		<u>21,900</u>	<u>42,259</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>21,900</u>	<u>42,259</u>
RESERVES			
Surplus Funds	6	<u>21,900</u>	<u>42,259</u>
		<u>21,900</u>	<u>42,259</u>

The Charity is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2022.

The members have not required the Charity to obtain an audit of its financial statements for the year ended 31 March 2022 in accordance with Section 476 of the Companies Act 2006.

The Trustees acknowledge their responsibilities for:

- (a) ensuring that the Charity keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006;
- (b) preparing financial statements which give a true and fair view of the state of affairs of the Charity as at the end of each financial year and of its profit or loss 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 1985 relating to financial statements, so far as applicable to the Charity.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland".

The financial statements were approved by the Board of Trustees on 13 December 2022

and were signed on its behalf by:



John Stachiewicz – Chairman and Trustee

The notes form part of these financial statements

THE CAMPAIGN FOR DRAWING
NOTES TO THE FINANCIAL STATEMENTS
for the Year Ended 31 March 2022

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland" and the Charities Act 2011 and the SORP for Charities.

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

2. OPERATING PROFIT/(LOSS)

The operating deficit is stated after charging:

	31.3.22	31.3.21
	£	£
Campaign Director's Consultancy Fees	<u>28,860</u>	<u>28,860</u>

3. TAXATION

Analysis of the tax charge

No liability to UK corporation tax arose on ordinary activities for the year ended 31 March 2021 nor for the year ended 31 March 2022.

4. DEBTORS

	31.3.22	31.3.21
	£	£
Trade Debtors	<u>6,514</u>	<u>-</u>

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.22	31.3.21
	£	£
Other Creditors	<u>12,733</u>	<u>4,200</u>
	<u>12,733</u>	<u>4,200</u>

THE CAMPAIGN FOR DRAWING

NOTES TO THE FINANCIAL STATEMENTS for the Year Ended 31 March 2022

5. GRANTS, DONATIONS AND SPONSORSHIP

	2022 £	2021 £
ACE	10,002	90,023
Grocers	-	1,500
Trinity Bridge Wharf	13,667	-
Concepts – Top Hatch Inc	30,000	-
Alan Davidson Foundation	3,000	-
Guild of St. George (Ruskin Prize)	1,500	1,500
Other Donations	1,148	13,609
	<u>£ 59,317</u>	<u>£ 106,632</u>

6. RESERVES

	Surplus account £
At 1 April, 2021	42,258
Surplus for the Year	<u>(20,358)</u>
At 31 March, 2022	<u>£ 21,900</u>

	2022 £	2021 £
RESTRICTED FUNDS		
ACE	4,800	19,780
Trinity Buoy Wharf	7,985	
Alan Davidson	<u>3,000</u>	<u>3,000</u>
	15,785	22,780
UNRESTRICTED FUNDS	<u>6,115</u>	<u>19,479</u>
TOTAL RESERVES	<u>£ 21,900</u>	<u>£ 42,259</u>

7. ADMINISTRATION FEES

The Administration Fees includes the costs of the Campaign Director, Operations, Marketing Coordinators and Administrative Support.

8. SHORT TERM RENTAL LEASE

The Charity has taken out a short-term lease which is cancellable and does not represent a long-term financial commitment.

THE CAMPAIGN FOR DRAWING

Independent examiner's report to the trustees of The Campaign for Drawing

I report on the accounts of the company for the year ended 31 March 2022, which are set out on pages 6 to 9.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

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 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 statement below.

Independent examiner's statement

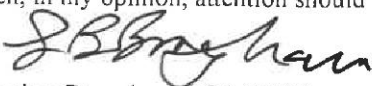
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 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.



Simon Brookes Brougham ACA FCCA

Bramil Associates LLP
First Floor
677 High Road
North Finchley
London
N12 0DA

Date: 20/12/2022

THE CAMPAIGN FOR DRAWING
TRADING AND PROFIT AND LOSS ACCOUNT
for the Year Ended 31 March 2022

	31.3.22		31.3.21	
	£	£	£	£
Turnover				
Publication and Merchandise Sales	3,367		6,555	
Administration and Event Fees	30,375		24,011	
Ruskin Prize	-		1,500	
Sponsorship	53,669		91,523	
Donations	<u>5,648</u>		<u>13,609</u>	
		93,059		137,198
Cost of sales (Project Activities)				
Website Development and Online Resources	5,655		7,328	
Big Draw Launch and Events	1,086		349	
Big Draw Awards Prizes and Prize giving	-		2,875	
Publicity, Packs and Materials	-		5,272	
ACE Programme Costs	<u>23,869</u>		<u>1,315</u>	
		<u>30,610</u>		<u>17,139</u>
GROSS SURPLUS		62,449		120,059
Expenditure				
Rent, Rates, telephone and Internet	12,206		9,153	
Postage, Stationery & Courier	430		839	
Travel	1,574		45	
Administration Fees (See Note 7)	64,178		66,800	
Sundry Expenses	2,625		1,078	
Bank and PayPal Charges	654		934	
Accountancy	<u>1,140</u>		<u>990</u>	
		<u>82,807</u>		79,839
NET SURPLUS/DEFICIT		<u>(20,358)</u>		<u>40,220</u>

This page does not form part of the statutory financial statements