

**REPORT OF THE DIRECTOR AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023
FOR
THE CAMPAIGN FOR DRAWING**

THE CAMPAIGN FOR DRAWING

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THE CAMPAIGN FOR DRAWING

COMPANY INFORMATION
for the Year Ended 31 March 2023

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 2023

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
Ms. Isobel Macleod
Mr Thomas Curtis
Ms Shula Sinclair
Mr John Stachiewicz
Ms Melissa Sterling

CAMPAIGN DIRECTOR

The Charity's Campaign Director is Ms Jane Barnes who was appointed in August 2022 replacing 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.

MISSION

The Big Draw is dedicated to raising the profile of drawing as a tool for wellbeing, thought, creativity, social and cultural engagement. The Charity leads a diverse programme of advocacy, empowerment and engagement and runs the Big Draw Festival.

THE CAMPAIGN FOR DRAWING
ANNUAL REPORT OF THE TRUSTEES
for the Year Ended 31 March 2023

CHAIRMAN'S STATEMENT

The Big Draw charity has continued to operate throughout the year and delivered a programme of events including a week of events with Russell Walker at the Coningsby Art Gallery, a series of Instagram live interviews with artists, monthly schedule of drawing competitions supported by Concepts and the 2022 Festival with the theme 'Come back to Colour'. This has been delivered by the tiny but passionate and dedicated team who run it and the charity continues to attract new partners and audiences each year.

While the Charity continues to strive to be self-supporting by generating income from partners and the Big Draw Festival. However, the cost-of-living crisis plus the slow recovery in activities post pandemic continue to slow the recovery of income. We are particularly grateful to the support of TopHatch Inc and their 'Concepts' app for supporting the Charity.

Our vision for the charity continues to be that of a change-maker and creative protagonist – we want to ensure that drawing continues to change lives.

DIRECTOR'S REPORT

Summary:

Our aims this year continued to be to:

- Continue to campaign for the value of visual literacy and the role of drawing to unlock skills and potential
- Grow the number of festival organisers, encourage on-line events when physical events are not possible. Increase our penetration into areas where there is a real need and raise awareness of our other programmes and areas of work separate to the festival.
- Continue to focus on sustainability and ensuring that the charity has its own income streams

The Big Draw Festival Theme: Come Back to Colour:

Launched on 8th March 2022, as we all tentatively emerged from the challenging grip of the pandemic. The theme encapsulated what we all hoped to be the rediscovery of the vitality, health, care and vibrancy in everyone's lives. The world has changed over the last two years and there is no going back to 'normal'. Our theme was not about trying to recapture a time that has been lost, but about capturing, celebrating and finding joy with all the beautiful and wondrous things that remained. After all the enforced restrictions many families and communities around the world came back together, reconnecting after so long apart. We saw the world through new eyes and fresh appreciation, being more receptive to the colour, richness and diversity accessible to us. Slowing down and taking time to look.

Through the notion of rediscovery, we observed the colour around us, observing the wonderful vibrancy in the colours across the seasons and our natural world around us, celebrating our environment and protecting the 'health' of our ecosystem.

With the support of Russell Walker, the Big Draw ran a week of Big Draw events at the Coningsby Gallery in June 2022 under the festival theme and including the launch of a corporate wellbeing pack. This week of events was supported by Derwent.

THE CAMPAIGN FOR DRAWING
ANNUAL REPORT OF THE TRUSTEES
for the Year Ended 31 March 2023

DIRECTORS REPORT (Continued)

Festival Numbers and Income:

While there was engagement with the theme: Come Back to Colour, the number of events was lower than in previous years with 167 organisations including 20 Sponsor Partners and 25 individual artists signing up. This data illustrates that organisations are still trying to financially recover from the pandemic and the impact of the cost of living crisis, subsequently being unable to ring fence money to participate in The Big Draw Festival.

For the 3rd year we continued to waiver fees for artists/ creatives and individual freelance arts educators, wanting to take part in the festival.

The Charity is grateful to the support of the Alan Davidson Foundation who sponsored the Charity with £4k of which £1k will be carried forward for the 2023 John Ruskin Prize.

The Big Draw Awards:

The Big Draw awards for 2021 were judged on 7th December 2022. The judging panel consisted of: Russell Walker, Liz Atkin and the new Executive Director Jane Barnes.

Other Big Draw events:

In December 2022, The Big Draw worked with partners Derwent and Artgecko and the Trussell Trust to deliver the pilot The Big Christmas Draw. The Big Draw placed sketchbooks into festive food parcels and designed a program of free face to face and online activities in warm rooms with warm meals after the event. The aim was to get families drawing together, and to tackle social isolation, taking the emphasis at this festival time, away from materialism and to focus on creating experiences together. This was complemented by an online program: 'The Twelve Days of Christmas', where families and individuals could join in the draw along events.

Preparation for Big Draw 2023:

The brief for the theme for the following year and linked partners was developed during this period and launched in March 2023. 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.

Concepts:

The partnership continues between The Big Draw and Concepts App owned by Top Hatch Inc, a corporation based in California, USA, with clear synergy between The Big Draw with Concepts in terms of shared values and interests around visual literacy and visual thinking and in particular drawing as 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. The "Instagram Live" interviews with artists and designers continued; webinars; 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 which is continued through to January 2024.

Trinity Buoy Wharf:

The Big Draw continued to have its HQ and operational base at Trinity Buoy Wharf ("TBW") site in E14 London Docklands. TBW have made a three year grant to the Charity which provides support for the office lease, financial support for core staff costs, plus on site events expenditure. The Charity continues to run drawing events and sketch crawls at site. During the year the Charity moved to a smaller office space.

THE CAMPAIGN FOR DRAWING
ANNUAL REPORT OF THE TRUSTEES
for the Year Ended 31 March 2023

DIRECTORS REPORT (Continued)

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.

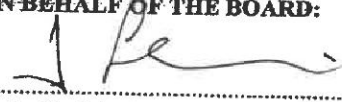
Reserves:

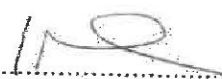
The Reserves of the Charity as at the end of the period were £28,109 of which £18,810 were unrestricted and to be retained to promote future events. Restricted funds relate to ACE, Big Draw Awards 2022 and Alan Davidson's donation for 2023 Ruskin Prize.

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 2024.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006

ON BEHALF OF THE BOARD:


.....
John Stachiewicz – Chairman and Trustee


.....
Isobel Macleod – Trustee

Date: 13/12 2023

THE CAMPAIGN FOR DRAWING

for the Year Ended 31 March 2023
PROFIT AND LOSS ACCOUNT

| | Notes | 31.3.23 £ | 31.3.22 |
|---|-------|----------------|-----------------|
| TURNOVER | | 130,979 | 93,059 |
| Cost of sales (Project Activities) | | <u>23,887</u> | <u>30,610</u> |
| GROSS PROFIT | | 107,092 | 62,449 |
| Administrative expenses | 7 | <u>100,932</u> | <u>82,807</u> |
| OPERATING PROFIT/(LOSS) | 2 | 6,160 | (20,358) |
| Interest receivable and similar income | | <u>49</u> | <u>-</u> |
| SURPLUS/DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION | | 6,209 | (20,358) |
| Tax on deficit on ordinary activities | | <u>-</u> | <u>-</u> |
| SURPLUS/DEFICIT FOR THE FINANCIAL YEAR AFTER TAXATION | | <u>6,209</u> | <u>(20,358)</u> |

THE CAMPAIGN FOR DRAWING

BALANCE SHEET 31 March 2023

| | Notes | 31.3.22 £ | 31.3.22 £ |
|--|-------|---------------|---------------|
| CURRENT ASSETS | | | |
| Cash at bank | | 21,205 | 28,119 |
| Debtors | 4 | <u>22,400</u> | <u>6,514</u> |
| | | 43,605 | 34,633 |
| CREDITORS | | | |
| Amounts falling due within one year | 5 | <u>15,496</u> | <u>12,733</u> |
| NET CURRENT ASSETS | | <u>28,109</u> | <u>21,900</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | <u>28,109</u> | <u>21,900</u> |
| RESERVES | | | |
| Surplus Funds | 6 | 28,109 | 21,900 |
| | | <u>28,109</u> | <u>21,900</u> |

The Charity is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2023.

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:

- ensuring that the Charity keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006;
- 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 2023

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 2023

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:

| | 31.3.23 | 31.3.22 |
|--------------------------------------|---------------|---------------|
| | £ | £ |
| Campaign Director's Consultancy Fees | <u>13,181</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 2022 nor for the year ended 31 March 2023.

4. DEBTORS

| | 31.3.23 | 31.3.22 |
|---------------|---------------|--------------|
| | £ | £ |
| Trade Debtors | <u>22,400</u> | <u>6,514</u> |

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 31.3.23 | 31.3.22 |
|-----------------|---------------|---------------|
| | £ | £ |
| Deferred Income | 6,734 | - |
| Other Creditors | <u>8,762</u> | <u>12,733</u> |
| | <u>15,496</u> | <u>12,733</u> |

THE CAMPAIGN FOR DRAWING

NOTES TO THE FINANCIAL STATEMENTS for the Year Ended 31 March 2023

5. GRANTS, DONATIONS AND SPONSORSHIP

| | 2023 £ | 2022 £ |
|------------------------------------|-----------------|-----------------|
| Concepts – Top Hatch Inc | 60,000 | 30,000 |
| Trinity Bridge Wharf | 18,400 | 13,667 |
| Derwent | 10,000 | - |
| Alan Davidson Foundation | 4,000 | 3,000 |
| ACE | - | 10,002 |
| Guild of St. George (Ruskin Prize) | - | 1,500 |
| Other Donations | 246 | 1,148 |
| | <u>£ 92,646</u> | <u>£ 59,317</u> |

6. RESERVES

| | Surplus account £ |
|----------------------|-------------------------|
| At 1 April, 2022 | 21,900 |
| Surplus for the Year | <u>6,209</u> |
| At 31 March, 2023 | <u>£ 28,109</u> |

| | 2023 £ | 2022 £ |
|---------------------------|-----------------|-----------------|
| RESTRICTED FUNDS | | |
| ACE | 4,800 | 4,800 |
| Trinity Buoy Wharf | - | 7,985 |
| Big Draw Awards | 3,500 | |
| Alan Davidson | <u>1,000</u> | <u>3,000</u> |
| | 9,300 | 15,785 |
| UNRESTRICTED FUNDS | <u>18,809</u> | <u>6,115</u> |
| TOTAL RESERVES | <u>£ 28,109</u> | <u>£ 21,900</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 2023, which are set out on pages 5 to 8.

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

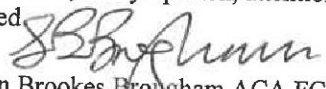
In connection with my examination, no matter has come to my attention:

(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: 18 December, 2023

THE CAMPAIGN FOR DRAWING
TRADING AND PROFIT AND LOSS ACCOUNT
for the Year Ended 31 March 2023

| | 31.3.23 | | 31.3.22 | |
|---|--------------|----------------|--------------|-----------------|
| | £ | £ | £ | £ |
| Turnover | | | | |
| Publication and Merchandise Sales | 3,809 | | 3,367 | |
| Administration and Event Fees | 22,720 | | 30,375 | |
| Sponsorship | 104,386 | | 53,669 | |
| Donations | <u>64</u> | | <u>5,648</u> | |
| | | 130,979 | | 93,059 |
| Cost of sales (Project Activities) | | | | |
| Website Development and Online Resources | 8,116 | | 5,655 | |
| Big Draw Launch and Events | 9,521 | | 1,086 | |
| ACE Programme Costs | - | | 23,869 | |
| Big Draw Awards Prizes and Prize giving | <u>6,250</u> | | <u>-</u> | |
| | | <u>23,887</u> | | <u>30,610</u> |
| GROSS SURPLUS | | 107,092 | | 62,449 |
| Bank Interest | | 49 | | - |
| Expenditure | | | | |
| Rent, Rates, telephone and Internet | 12,471 | | 12,206 | |
| Postage, Stationery & Courier | 601 | | 430 | |
| Travel | 2,205 | | 1,574 | |
| Administration Fees (See Note 7) | 80,956 | | 64,178 | |
| Sundry Expenses | 2,761 | | 2,625 | |
| Bank and PayPal Charges | 738 | | 654 | |
| Accountancy | <u>1,200</u> | | <u>1,140</u> | |
| | | <u>100,932</u> | | 82,807 |
| NET SURPLUS/DEFICIT | | <u>6,209</u> | | <u>(20,358)</u> |

This page does not form part of the statutory financial statements