

SOFII FOUNDATION

England & Wales · Charity number 1124743

Details

Status	Registered
Legal form	Charitable company
Company number	06532074
Registered	2008-06-30
Register	View on the Charity Commission register

Contact

Address	SOFII Foundation 2 Leman Street London E1W 9US
Phone	07903960998
Email	steven.martin.gibson@gmail.com
Website	www.sofii.org

Activities

Objects: THE OBJECTS OF THE CHARITY ARE TO PROMOTE THE EFFICIENCY AND EFFICACY OF CHARITIES WORLD-WIDE, IN PARTICULAR (WITHOUT LIMITATION) THROUGH ADVISING PEOPLE ABOUT SUCCESSFUL CHARITABLE FUNDRAISING ACTIVITIES.

Activities: Online showcase of fundraising, innovation and inspiration for charitable organisations all over the world.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Other Charities Or Voluntary Bodies

Geography

- **Area of benefit:** NATIONAL AND OVERSEAS
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£74,538	£80,613	-	-
2024-03-31	£44,544	£51,103	-	-
2023-03-31	£87,745	£65,538	-	-
2022-03-31	£64,692	£54,006	-	-
2021-03-31	£61,959	£64,998	-	-

Trustees

Name	Role	Appointed
Heather Little	Chair	2021-03-24
Andrew Peter Watt		2021-03-24
Angelique Masse Nguyen		2021-03-24
Bharati Ramachandran		2024-12-10
Charmaine Shah		2021-03-24
Joao Paulo de Andrade Vergueiro		2024-12-10
Kevin Delaney		2024-12-10
Rachael Moore		2021-03-24
Steven Martin Gibson		2025-07-09
Victor van der Veen		2024-12-10

SOFII FOUNDATION

England & Wales - Charity number 1124743

Accounts

Charity Registration No. 1124743

Company Registration No. 06532074 (England and Wales)

SOFII FOUNDATION
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

Gravita Business Services II Limited
Chartered Accountants

2 Lemn Street
London
United Kingdom
E1W 9US

SOFII FOUNDATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Heather Little Rachael Moore Angelique Masse Nguyen Charmaine Shah Andrew Watt Kevin Delaney (Appointed 10 December 2024) Bharati Ramchandran (Appointed 10 December 2024) Jaoa de Andrade Verqueiro (Appointed 10 December 2024) Victor Van Der Veen (Appointed 10 December 2024) Steven Gibson (Appointed 9 July 2025)
Secretary	David Carrington
Charity number	1124743
Company number	06532074
Registered office	19 Chelsea Park Gardens London SW3 6AF
Independent examiner	Gravita Business Services II Limited 2 Leman Street London United Kingdom E1W 9US
Bankers	The Co-operative Bank Plc Business Direct PO Box 250 Skelmersdale WN8 6WT

SOFII FOUNDATION

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SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2025

The trustees present their annual report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011, the Companies Act 2006, and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Structure, governance and management

The charity was incorporated on 12 March 2008 as a company limited by guarantee. The memorandum and articles of association are the governing document.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Craig Linton	(Resigned 10 December 2024)
Meredith Niles	(Resigned 31 March 2025)
Richard Turner	(Resigned 10 December 2024)
Heather Little	
Rachael Moore	
Angelique Masse Nguyen	
Charmaine Shah	
Andrew Watt	
Kevin Delaney	(Appointed 10 December 2024)
Bharati Ramchandran	(Appointed 10 December 2024)
Jaoa de Andrade Verqueiro	(Appointed 10 December 2024)
Victor Van Der Veen	(Appointed 10 December 2024)
Steven Gibson	(Appointed 9 July 2025)

None of the trustees have any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

SOFII has no employees and relies on the efforts of volunteers and self-employed individuals working on specific tasks for the delivery of all its services and activities. In 2024-25 the latter included long-standing SOFII associates Joanna Culling and Carolina Herrera, as well as Lynda Harwood-Compton, who began working with SOFII in 2023-24 and who was confirmed by trustees as SOFII's Director in July 2024.

Additionally, SOFII has continued to use the services of Deepika Singh, a consultant engaged by SOFII via Upwork whose expertise helps SOFII make much needed adjustments and improvements to the website.

David Carrington, a former trustee, served as SOFII's Company Secretary and Honorary Treasurer on a volunteer basis throughout the year. SOFII has also benefitted from the service of fundraisers who have donated their time to serve as mentors for IWITOT speakers, as well as fundraisers who have contributed articles to SOFII. In 2024-25, SOFII formed a new Audience Development Advisory Committee comprised of a number of fundraisers who volunteer their time alongside SOFII trustees to help SOFII grow the number of fundraisers around the world who access our content.

The trustees would like to express their gratitude to everyone who has contributed to SOFII's success.

Objects

The objects of the SOFII Foundation are "to promote the efficiency and efficacy of charities worldwide, in particular (without limitation) through advising people about successful charitable fundraising activities."

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Review of activities, achievements and performance

SOFII exists to make charities more effective and help charity professionals, particularly fundraisers, to access the best thinking, creativity and case studies to help them improve their impact and professional competence. SOFII's aim is to develop a thriving, constantly evolving SOFII website with an everincreasing user base and the world's largest archive of fundraising case histories drawn from every continent. SOFII differs from all other fundraising portals in that it is a unique, permanent, easily accessible archive of effective fundraising best practice from around the world.

SOFII is dedicated to:

- Preserving fundraising's colourful and instructive history.
- Spreading ideas that change the world.
- The celebration of inspiration and creativity.
- Creating an indispensable fundraiser's toolbox.
- Encouraging voluntary sector workers to value and celebrate their role in helping others to make a difference, as this will lead to better equipped and more motivated staff who will stay longer.

SOFII's values, which have been formally adopted by the trustees, are:

- Inclusivity,
- Respect,
- Transparency,
- Integrity,
- Innovation,
- Inspiration, and
- Courage.

SOFII's long-term goal is to become the number one resource for fundraisers around the world. The material and learning available from SOFII is generated by the same people who benefit from it: fundraisers and their managers. What's more, there's no charge for accessing the website and learning from it, which means that fundraisers can spend as long as they like learning from SOFII regardless of their training budget. This makes SOFII's resources particularly appreciated and valued by fundraisers in small to medium-sized charities.

SOFII's analytics show that in the month of January 2025 alone over 12,000 sessions were recorded by the SOFII website (a session is a time when a visitor actively engages with a website). There are now well over 1,100 articles covering all aspects of fundraising on the site.

The SOFII archive is part of the digital UK Web Archive, is a collaboration between the UK Legal Deposit Libraries (British Library, Bodleian Libraries, Oxford, Cambridge University Libraries, National Library of Scotland, National Library of Wales and Trinity College, Dublin).

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

Features on the website include:

Case histories of fundraising best practice

A unique collection of exhibits – case studies of innovative, tried and tested fundraising ideas and examples from around the world – are featured, permanently available to copy or download. Fundraising campaigns are analysed, with results where possible, usually prepared and submitted by the people responsible for them i.e. fundraisers themselves. Accompanying text guides the reader in how to use these for their benefit. The exhibits are divided into logical fundraising categories. Trusts fundraiser, for instance, will know that if they visit the Trusts and Foundations showcase they will find samples of tried and tested ideas they can learn from. So far, there are 747 detailed individual case studies, with more being added each month.

A fundraising archive

SOFII gives access to some of the best fundraising campaigns in history, the oldest going back more than 3,500 years. The site is building and preserving a unique record of the history of fundraising and social change campaigning. Without SOFII, fundraisers would remain unaware of the lessons that can be learned from their history and ignorant of guidance and inspiration that could help improve their future communications.

SOFII translated

Thanks to the efforts of some dedicated volunteers, many of the case studies and articles have been translated into Portuguese, Italian, French, Spanish, German, and even a few in Chinese.

Top tips, opinion pieces, analysis

SOFII offers a wide array of resources including feature articles and information on issues relevant to fundraisers everywhere. Though many other websites produce articles for fundraisers, SOFII focuses on appropriate, well-written material in an easily digested format, not readily found elsewhere.

Our flagship event - I Wish I'd Thought of That (IWITOT):

IWITOT is SOFII's successful flagship fundraising event, usually run each year in London and copied in many other countries. IWITOT was initially developed by SOFII, with support from Open Fundraising, one of SOFII's business partners. In a single afternoon, hand-picked speakers chosen from a spectrum of fundraising specialists each present an inspiring fundraising idea that they wish they'd thought of - an innovative idea that we can all learn from. The caveat is the idea cannot be their own, it must be someone else's. It must be presented in seven minutes or less. IWITOT has become part of the fundraiser's lexicon and now thousands of fundraisers the world over have experienced IWITOT's unique atmosphere – voting for their favourite idea at the end of each event. Over the years IWITOT events have now been held in Australia, New Zealand, Canada, USA, France, Holland, Sweden, Mexico and, of course, the UK. We continue to field requests from fundraisers and organisations who would like to add IWITOT sessions to their conferences, meetings and webinars. The love for IWITOT in the sector endures.

Progress made in 2024-25:

2024-25 was a productive year for SOFII. Key achievements for SOFII this year include:

- Successfully hosting our third fully hybrid IWITOT event, attracting a global audience and significant sponsorship.
- Continuing to deliver relevant content to our community throughout the year, enabling us to grow our audience.
- Growing the SOFII One Hundred regular giving community.
- Deepening our relationship with key partners in the sector.
- Refreshing our governance through the establishment of formal board subcommittees and the recruitment of new trustees and a new Chair.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

IWITOT 2024 – hybrid event

On November 7th, 2024, SOFII proudly hosted, alongside our partner Open, our twelfth flagship IWITOT event, returning to Amnesty International's London headquarters, a venue where we had previously hosted IWITOT events. As in previous years, we sold out in-person tickets, and thanks to a livestream produced in collaboration with our partner Everywhere+, we were ultimately joined by over 300 fundraisers from 18 countries (Belgium, Brazil, Canada, France, Hong Kong, India, Ireland, Italy, The Netherlands, New Zealand, Norway, Romania, Slovenia, Sweden, Thailand, the UK, the USA and Ukraine).

This year, we were able to secure significant sponsorship income from the event, with long-standing IWITOT partners Astarita Aldrich and Ward (AAW) and founding partner Open Fundraising joined by Social Sync, Return Fundraising, Fundraiser Sarah (Sarah Goddard), Give as you Live, the University of Kent, the Directory of Social Change, and Civil Sector Press. Our speakers covered topics across a range of fundraising disciplines (corporate fundraising, legacy fundraising, digital fundraising, etc.) and we once again featured "new voices" mentored by experienced volunteers.

SOFII website – general

SOFII continually updates the website with new, high-quality content and has added case histories and articles to the site each month during 2024-25, apart from a 'summer' break in August. This year we were pleased to have added a number of additional articles offering insights into donor behaviour and supporter experience, always popular topics for our audience. In addition, our users can learn from the various video presentations from I Wish I'd Thought of That – which are added to the SOFII YouTube channel. These are also used as the basis to create corresponding case studies.

This year, we were grateful to have been gifted the right to share content from longstanding SOFII supporter John Lepp's Direct Mail clinics with our readers. The series first appeared on the SOFII site in May 2025, and we've been rolling out additional clinics throughout 2025-26.

SOFII website – community

SOFII's community remains vital and thriving. We have continued to increase the number of subscribers to our email newsletter, and as of the end of the financial year, we had nearly 11,000 subscribers. To help us reach even more fundraisers, SOFII continues to use email and social media to share and signpost the website's great content. Our community is made up of eager fundraisers, ranging from veterans to new faces in the sector.

Fundraising – the SOFII One Hundred

The SOFII One Hundred is a special community of fundraisers supporting other fundraisers worldwide through their regular gifts to SOFII. Having successfully launched the community in 2022-23, we were pleased to see the community grow, both through the exceptional loyalty of our existing supporters and the addition of new supporters throughout the year. We are grateful to each and every individual who chooses to support SOFII.

Sector collaborations

Building on the success of our 2023 collaboration, SOFII hosted a second free fundraising history webinar in May 2024 in partnership with Rogare and the Chartered Institute of Fundraising (CIOF). This year's webinar explored the use of images in fundraising throughout time, including the implications of AI-generated images in fundraising. The event proved highly popular, with capacity needing to be increased twice after selling all available tickets. The webinar gave SOFII an opportunity to introduce our fundraising archive to new audiences, and we were pleased with the response from participants.

SOFII's collaboration with Legacy Futures on 'The Legacy Showcase,' a collection of short videos where fundraisers share their favourite legacy campaigns and explain why they consider them worthy of admiration by others, too, is ongoing, with a dedicated page on SOFII's website promoting the legacy videos. Some longer, more detailed case histories have been added to SOFII featuring the videos and campaigns in the showcase, and more videos and case histories will be added in due course.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Finally, as part of our ongoing efforts to grow our audience, SOFII reached out to a number of larger network of fundraisers to identify mutually beneficial opportunities for collaboration. One of these approaches, to NHS Charities Together – the national federation for charities supporting the NHS – has led to a formal collaboration agreement, resulting in SOFII supporting NHS Charities Together to deliver a bespoke IWITOT event at their national conference in May 2024. Building on the success of this collaboration, SOFII again supported NHS Charities Together to deliver an IWITOT session at their 2025 conference. SOFII was also pleased to be invited to deliver another edition of IWITOT at the CIOF Convention in June 2025.

Governance review and trustee recruitment

Following our formal governance review in 2023-24, the SOFII trustees decided to form a Finance and Resources Committee, as well as an Audience Development Committee with a remit to help SOFII reach more fundraisers around the world. During 2024-25, we recruited a number of fundraisers from around the world (Canada, Germany, India, Spain, and the UK) who have volunteered to serve on the Audience Development Committee to help us better understand the needs of our audiences and to raise awareness of SOFII.

We were also pleased to recruit a number of new trustees to replace longstanding trustees (Craig Linton, Meredith Niles, and Richard Turner) who were due to retire after eight years of service to SOFII. Our new trustees come from Brazil, India, Ireland and the Netherlands, and SOFII is now pleased to have a board that is primarily comprised of fundraisers based outside of the UK, reflecting our global ambitions. Following the retirement of trustee Meredith Niles, who had served as SOFII's Chair since April 2021, SOFII trustee Heather Little was elected SOFII's new Chair.

During 2024-25, our Company Secretary and Honorary Treasurer, David Carrington, announced his intention to retire from SOFII. David had previously served as a founding trustee of SOFII and has committed many years of dedicated service to our charity; his contributions have been incredibly valuable, and he will be greatly missed. Following this announcement, the SOFII trustees conducted a tender exercise for an external bookkeeper, resulting in the appointment of FinanceBox, and began recruitment for a further new trustee to serve as Honorary Treasurer. That recruitment resulted in the appointment of Steven Gibson, who officially joined the board in July 2025. The SOFII trustees record their tremendous gratitude to David Carrington for his impact on the charity.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

Financial review

As always, SOFII continues to place a high priority on building sustainable income streams. From new projects to new partnerships and growing a stable base of regular donors, we have worked hard on our offering and stewardship. Our stewardship has been praised by donors and partners alike. SOFII could not provide any of its widely appreciated resources and services to the voluntary sector worldwide without the generous financial support from many organisations and individual friends.

SOFII's partners in 2024-25 included Blackbaud, The Chartered Institute of Fundraising (CIOF), Open, Agents of Good, and Fundraising Everywhere.

The charity also received support from other generous donors and organisations around the world including Astarita, Aldrich and Ward (AAW), Social Sync, Return Fundraising, Fundraiser Sarah (Sarah Goddard), Give as you Live, The University of Kent, Daryl Upsall Consulting International, Directory of Social Change (DSC), The Management Centre, Reinier Fundraising, Roger Lawson (who each year runs a Christmas quiz donating the proceeds to SOFII), John Lepp, Meredith Niles, David Carrington, Jim Hillborn, Ken Burnett, and more.

In 2024-25 SOFII also benefited from kind monthly gifts given by a growing number of individual supporters from around the world. Many of these regular supporters joined The SOFII One Hundred this year, and you can see all our current regular givers, plus a selection of comments about why they support the charity here: <https://sofii.org/article/the-sofii-one-hundred-wall-of-recognition>

The trustees thank all SOFII's supporters – this continued, long-term support is essential to SOFII's continued successful operation.

In 2024-25 SOFII's expenditure totalled £80,613 (2023-24: £51,103). Income in the year totalled £74,538 (2023-24: £44,544), a deficit of £6,075 (2023-24: £6,559). Free reserves carried forward to 2025-26 totalled £46,777 (2024-25: £52,852). Although our income during the year was lower than our original budget, trustees were able to carefully manage costs such that our deficit still leaves the charity with a comfortable level of reserves.

Future plans

SOFII's users are at the heart of our mission, and we will remain committed to continually adding a wide variety of new content – both case studies and articles. We are particularly keen to grow our international readership and have mobilised our Audience Development Committee to help with this objective. We will do our best to ensure these have results and are evidenced based wherever possible, as we know this matters to our readers. We are also committed to continuing to make the site easier to navigate.

In order to ensure that we can continue to develop the site, SOFII will prioritise building sustainable income streams. We will do this by building relationships with new corporate supporters, by continuing to grow our SOFII One Hundred regular giving community, and by building on the success of recent years by growing income from IWITOT, with a particular focus on increasing sponsorship and online ticket sales. We have also developed new sponsorship packages, enabling SOFII to attract a wider range of corporate sponsors.

Reserves policy

The trustees have examined the requirement to hold a level of unrestricted reserves to safeguard the day-to-day running of the SOFII Foundation and to provide underlying financial stability to protect its long-term programme of activities. The charity aims to build its reserves to cover a year's worth of expenses.

Risk statement

The trustees has assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks. SOFII will be reviewing these systems in 2025-26 to ensure they are up to date and effective.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Independent examiner

Sudhir Rawal FCA of Gravita Business Services II Limited was appointed as the charity's independent examiner during the year and expressed his willingness to continue in that capacity.

SOFII FOUNDATION

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2025

The trustees, who are also the directors of SOFII Foundation for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

By order of the Board of Trustees



Heather Little
Trustee

7 October 2025

SOFII FOUNDATION

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SOFII FOUNDATION

I report to the trustees on my examination of the financial statements of SOFII Foundation (the charity) for the year ended 31 March 2025.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law), you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the Companies Act 2006 and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the Companies Act 2006.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the Companies Act 2006 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Gravita Business Services II limited

Sudhir Rawal FCA

For and on behalf of Gravita Business Services II Limited

Chartered Accountants

2 Leman Street
London
United Kingdom
E1W 9US

Dated: 7 October 2025

SOFII FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2025

	Notes	2025 £	2024 £
Incoming resources from generated funds			
Donations and sponsorships	3	74,131	44,274
Investment income	4	413	271
Currency translation differences		(6)	(1)
		<hr/>	<hr/>
Total incoming resources		74,538	44,544
		<hr/>	<hr/>
Resources expended			
Costs of generating income	5	34,249	25,264
Charitable activities	6	46,364	25,839
		<hr/>	<hr/>
Total resources expended		80,613	51,103
		<hr/>	<hr/>
Net expenditure for the year/ Net movement in funds		(6,075)	(6,559)
Fund balances at 1 April 2024		52,852	59,411
		<hr/>	<hr/>
Fund balances at 31 March 2025		46,777	52,852
		<hr/> <hr/>	<hr/> <hr/>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SOFII FOUNDATION

BALANCE SHEET

AS AT 31 MARCH 2025


	Notes	2025 £	£	2024 £	£
Current assets					
Cash at bank and in hand		47,917		53,992	
Creditors: amounts falling due within one year	11	<u>(1,140)</u>		<u>(1,140)</u>	
Total assets less current liabilities			<u>46,777</u>		<u>52,852</u>
Income funds					
Unrestricted funds			<u>46,777</u>		<u>52,852</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2025.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 7 October 2025



Heather Little
Trustee

Company Registration No. 06532074

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

Charity information

SOFII Foundation is a company limited by guarantee incorporated in England and Wales. The registered office is 19 Chelsea Park Gardens, London, England, SW3 6AF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.3 Incoming resources

Income is recognised on a receivable basis, in accordance with the provisions of Statement of Recognised Practice – Accounting and Reporting by Charities.

1.4 Resources expended

Resources expended are included in the Statements of Financial on an accruals basis, inclusive of any VAT which cannot be recovered.

Charitable donations comprise payments made to other charities in furtherance of the objects of this charity.

Expenditure which is directly attributable to specific activities has been included in support costs.

1.5 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

2 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
Total	-	-

3 Donations and sponsorships

	2025 £	2024 £
Donations	69,310	41,523
Sponsorships	4,821	2,751
	<u>74,131</u>	<u>44,274</u>

4 Investment income

	2025 £	2024 £
Interest receivable	413	271

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

5 Costs of generating income

	2025 £	2024 £
Staging fundraising events	24,634	18,203
Support costs (see note 8)	9,615	7,061
	<u>34,249</u>	<u>25,264</u>

6 Charitable activities

	2025 £	2024 £
Maintaining and developing SOFII website	18,501	24,639
IWITOT	26,663	-
	<u>45,164</u>	<u>24,639</u>
Governance costs (see note 8)	1,200	1,200
	<u>46,364</u>	<u>25,839</u>

7 Net movement in funds

	2025 £	2024 £
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	1,140	1,080
	<u>1,140</u>	<u>1,080</u>

8 Support costs

	Support costs £	Governance costs £	2025 £	2024 £
Miscellaneous and office expenses	9,615	-	9,615	7,082
Independent examiner remuneration	-	1,140	1,140	1,080
	<u>9,615</u>	<u>1,140</u>	<u>10,755</u>	<u>8,162</u>
Analysed between:				
Costs of generating income	9,615	-	9,615	7,061
Charitable activities	-	1,200	1,200	1,200
	<u>9,615</u>	<u>1,200</u>	<u>10,815</u>	<u>8,261</u>

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

9 Trustees

None of the trustees received any remuneration or benefits from the charity during the year.

10 Taxation

SOFII Foundation is a registered charity and therefore is not liable to income tax or corporation tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.

11 Creditors: amounts falling due within one year

	2025	2024
	£	£
Accruals and deferred income	1,140	1,140
	<u>1,140</u>	<u>1,140</u>

SOFII FOUNDATION

England & Wales - Charity number 1124743

Accounts

Charity Registration No. 1124743

Company Registration No. 06532074 (England and Wales)

SOFII FOUNDATION
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

Gravita Business Services Limited
Chartered Accountants

2 Leaman Street
London
United Kingdom
E1W 9US

SOFII FOUNDATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Craig Linton Meredith Niles Richard Turner Heather Little Rachael Moore Angelique Masse Nguyen Charmaine Shah Andrew Watt
Secretary	David Carrington
Charity number	1124743
Company number	06532074
Registered office	19 Chelsea Park Gardens London SW3 6AF
Independent examiner	Gravita Business Services Limited 2 Leman Street London United Kingdom E1W 9US
Bankers	The Co-operative Bank Plc Business Direct PO Box 250 Skelmersdale WN8 6WT

SOFII FOUNDATION

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SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2024

The trustees present their annual report and financial statements for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011, the Companies Act 2006, and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Structure, governance and management

The charity was incorporated on 12 March 2008 as a company limited by guarantee. The memorandum and articles of association are the governing document.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Craig Linton
Meredith Niles
Richard Turner
Heather Little
Rachael Moore
Angelique Masse Nguyen
Charmaine Shah
Andrew Watt

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

SOFII has no employees and relies on the efforts of volunteers and self-employed individuals working on specific tasks for the delivery of all its services and activities. In 2023-24 the latter included long-standing SOFII associates Joanna Culling and Carolina Herrera, as well as Lynda Harwood-Compton, who began working with SOFII in 2023-24 and who was confirmed by trustees as SOFII's Director in July 2024.

Additionally, SOFII has continued to use the services of Dima Ogenrich and has recently begun working with Deepika Singh, both of whom have been engaged by SOFII via Upwork. Their expertise helps SOFII make much needed adjustments and improvements to the website.

David Carrington, a former trustee, serves as SOFII's Company Secretary on a volunteer basis. SOFII has also benefitted from the service of fundraisers who have donated their time to serve as mentors for IWITOT speakers, as well as fundraisers who have contributed articles to SOFII.

The trustees would like to express their gratitude to everyone who has contributed to SOFII's success.

Objects

The objects of the SOFII Foundation are "to promote the efficiency and efficacy of charities worldwide, in particular (without limitation) through advising people about successful charitable fundraising activities."

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Review of activities, achievements and performance

SOFII exists to make charities more effective and help charity professionals, particularly fundraisers, to access the best thinking, creativity and case studies to help them improve their impact and professional competence. SOFII's aim is to develop a thriving, constantly evolving SOFII website with an everincreasing user base and the world's largest archive of fundraising case histories drawn from every continent. SOFII differs from all other fundraising portals in that it is a unique, permanent, easily accessible archive of effective fundraising best practice from around the world.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

SOFII is dedicated to:

- Preserving fundraising's colourful and instructive history.
- Spreading ideas that change the world.
- The celebration of inspiration and creativity.
- Creating an indispensable fundraiser's toolbox.
- Encouraging voluntary sector workers to value and celebrate their role in helping others to make a difference, as this will lead to better equipped and more motivated staff who will stay longer.

SOFII's values, which have been formally adopted by the trustees, are:

- Inclusivity,
- Respect,
- Transparency,
- Integrity,
- Innovation,
- Inspiration, and
- Courage.

SOFII's long-term goal is to become the number one resource for fundraisers around the world. The material and learning available from SOFII is generated by the same people who benefit from it: fundraisers and their managers. What's more, there's no charge for accessing the website and learning from it, which means that fundraisers can spend as long as they like learning from SOFII regardless of their training budget. This makes SOFII's resources particularly appreciated and valued by fundraisers in small to medium-sized charities.

SOFII's analytics show that in the month of January 2024 alone, over 13,000 sessions were recorded by the SOFII website (a session is a time when a visitor actively engages with a website). There are now well over 1,100 articles covering all aspects of fundraising on the site .

The SOFII archive is part of the digital UK Web Archive, is a collaboration between the UK Legal Deposit Libraries (British Library, Bodleian Libraries, Oxford, Cambridge University Libraries, National Library of Scotland, National Library of Wales and Trinity College, Dublin).

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Features on the website include:

Case histories of fundraising best practice

A unique collection of exhibits – case studies of innovative, tried and tested fundraising ideas and examples from around the world – are featured, permanently available to copy or download. Fundraising campaigns are analysed, with results where possible, usually prepared and submitted by the people responsible for them i.e. fundraisers themselves. Accompanying text guides the reader in how to use these for their benefit. The exhibits are divided into logical fundraising categories. Trusts fundraiser, for instance, will know that if they visits the Trusts and Foundations showcase they will find samples of tried and tested ideas they can learn from. So far, there are 721 detailed individual case studies, with more being added each month.

A fundraising archive

SOFII gives access to some of the best fundraising campaigns in history, the oldest going back more than 3,500 years. The site is building and preserving a unique record of the history of fundraising and social change campaigning. Without SOFII, fundraisers would remain unaware of the lessons that can be learned from their history and ignorant of guidance and inspiration that could help improve their future communications.

SOFII translated

Thanks to the efforts of some dedicated volunteers, many of the case studies and articles have been translated into Portuguese, Italian, French, Spanish, German, and even a few in Chinese.

Top tips, opinion pieces, analysis

SOFII offers a wide array of resources including feature articles and information on issues relevant to fundraisers everywhere. Though many other websites produce articles for fundraisers, SOFII focuses on appropriate, well-written material in an easily digested format, not readily found elsewhere.

Our flagship event - I Wish I'd Thought of That (IWITOT):

IWITOT is SOFII's successful flagship fundraising event, usually run each year in London and copied in many other countries. IWITOT was initially developed by SOFII, with support from Open Fundraising, one of SOFII's business partners. In a single afternoon, hand-picked speakers chosen from a spectrum of fundraising specialists each present an inspiring fundraising idea that they wish they'd thought of -an innovative idea that we can all learn from. The caveat is the idea cannot be their own, it must be someone else's. It must be presented in seven minutes or less. IWITOT has become part of the fundraiser's lexicon and now thousands of fundraisers the world over have experienced IWITOT's unique atmosphere – voting for their favourite idea at the end of each event. Over the years IWITOT events have now been held in Australia, New Zealand, Canada, USA, France, Holland, Sweden, Mexico and, of course, the UK. We continue to field requests from fundraisers and organisations who would like to add IWITOT sessions to their conferences, meetings and webinars. The love for IWITOT in the sector endures.

Progress made in 2023-24:

2023-24 was a productive year for SOFII. Key achievements for SOFII this year include:

- Successfully hosting our second fully hybrid IWITOT event, achieving record attendance and ticket sales
- Continuing to deliver relevant content to our community throughout the year, enabling us to grow our audience
- Growing the SOFII One Hundred regular giving community
- Deepening our relationship with key partners in the sector
- Conducting our first-ever formal governance review, reflecting our increasing maturity as an organisation

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

IWITOT 2023 – hybrid event

On November 9th 2023, SOFII proudly hosted, alongside our partner Open, our eleventh flagship IWITOT event. Building on the success of our 2022 event, we once again brought our in-person event to Holborn Studios with a virtual audience joining us from fifteen countries plus all four nations of the UK via a livestream produced in collaboration with our partner Everywhere+.

Our 2023 edition of IWITOT saw us welcome our largest-ever online audience, as well as a sell-out crowd in the room. We were also pleased to have secured our first-ever charity sponsor, The Alzheimer's Society Innovation Team, in addition to the support of our returning sponsor, Astarita Aldrich and Ward (AAW), and founding partner Open Fundraising. Despite getting a later than ideal start to our marketing due to circumstances beyond our control, we were pleased to have achieved record income from the event.

SOFII Website – general

SOFII continually updates the website with new, high-quality content and has added case histories and articles to the site each month during 2023-24, apart from a 'summer' break in August. This year we were pleased to have added a number of additional articles about fundraising history and supporter experience, always popular topics for our audience. In addition, our users can learn from the various video presentations from I Wish I'd Thought of That – which are added to the SOFII YouTube channel. These are also used as the basis to create corresponding case studies.

At the beginning of 2023-24, we invested in an upgrade to our website to enhance its security and functionality.

SOFII Website – community

SOFII's community remains vital and thriving. We have continued to grow the number of subscribers to our email newsletter, and as of the end of the financial year, we had just under 11,000 subscribers. To help us reach even more fundraisers, SOFII continues to use email and social media to share and signpost the website's great content. Our community is made up of eager fundraisers, ranging from veterans to new faces in the sector. On social media, our following continues to grow. We now have around 8,200 followers on X (formerly Twitter), a LinkedIn group of over 5,000 fundraising professionals, and we engage with over 2,000 Facebook users.

Fundraising – the SOFII One Hundred

The SOFII One Hundred is a special community of fundraisers supporting other fundraisers worldwide through their regular gifts to SOFII. Having successfully launched the community in 2022-23, we were pleased to see the community grow throughout 2023-24, both through the exceptional loyalty of our existing supporters and the addition of new supporters throughout the year. We are grateful for each and every individual who chooses to support SOFII.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

Sector collaborations

In May 2023, SOFII hosted a free fundraising history webinar in partnership with Rogare and Fundraising Everywhere. 345 fundraisers registered to attend this webinar, which explored looked back through centuries of fundraising history to identify key themes that continue to be of relevance to fundraisers today. The webinar gave SOFII an opportunity to introduce our fundraising archive to new audiences, and we were pleased with the response from participants. Following on from this success, we planned a second webinar in collaboration with Rogare for May 2024.

During 2023-24, we also worked with students from Edinburgh University's 180 Degrees Consulting to review some of our digital marketing assets and strategy. This was a mutually beneficial exercise for both parties, as the students, who are interested in pursuing careers in management consultancy, had an opportunity to carry out a project with a client, and SOFII benefitted from some pro bono expertise.

SOFII's collaboration with Legacy Futures on 'The Legacy Showcase,' a collection of short videos where fundraisers share their favourite legacy campaigns and explain why they consider them worthy of admiration by others, too, is ongoing, with a dedicated page on SOFII's website promoting the legacy videos. Some longer, more detailed case histories have been added to SOFII featuring the videos and campaigns in the showcase, and more videos and case histories will be added in due course.

Finally, as part of our ongoing efforts to grow our audience, SOFII reached out to a number of larger networks of fundraisers to identify mutually beneficial opportunities for collaboration. One of these approaches, to NHS Charities Together – the national federation for charities supporting the NHS – has led to a formal collaboration agreement, resulting in SOFII supporting NHS Charities Together to deliver a bespoke IWITOT event at their national conference in May 2024.

Governance review

During 2023-24, the SOFII trustees undertook our first ever formal governance review, based on the principles of the Charity Governance Code. We were encouraged that the review turned up no areas of substantial non-compliance with the Code, with many areas of strength and some areas where our good practice could benefit from some further documentation so it can be formalised. Following the review, the trustees made a decision to create some additional committees to help us better fulfil our duties and progress our strategic aims. As a result, we have now formed a Finance and Resources Committee, as well as an Audience Development Committee with a remit to help SOFII reach more fundraisers around the world.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Financial review

As always SOFII continues to place a high priority on building sustainable income streams. From new projects to new partnerships and growing a stable base of regular donors, we have worked hard on our offering and stewardship. Our stewardship has been praised by donors and partners alike. SOFII could not provide any of its widely appreciated resources and services to the voluntary sector worldwide without the generous financial support from many organisations and individual friends.

SOFII's partners in 2023-24 included Blackbaud, The Chartered Institute of Fundraising (CIOF), Open, Agents of Good, Fundraising Everywhere, and The Saltways.

The charity also received support from other generous donors and organisations around the world including the Directory of Social Change (DSC), Astarita, Aldrich and Ward (AAW), The Alzheimer's Society Innovation Team, The Management Centre, Daryl Upsall Consulting International, Reinier Fundraising, Roger Lawson (who each year runs a Christmas quiz donating the proceeds to SOFII), John Lepp, Meredith Niles, David Carrington, Jim Hillborn, Ken Burnett, and more.

In 2023-24 SOFII also benefited from kind monthly gifts given by a growing number of individual supporters from around the world. Many of these regular supporters joined The SOFII One Hundred this year, and you can see all our current regular givers, plus a selection of comments about why they support the charity here: <https://sofii.org/article/the-sofii-one-hundred-wall-of-recognition>

The trustees thank all SOFII's supporters – this continued, long-term support is essential to SOFII's continued successful operation.

In 2023-24 SOFII's expenditure totalled £51,043 (2022-23: £65,538). Income in the year totalled £44,544 (2022-23: £87,745), a deficit of £6,499 (2022-23: surplus of £22,207). Free reserves carried forward to 2024-25 totalled £52,912 (2023-24 £59,411). 2022-23 was an exceptional year for SOFII, and trustees had planned to use some of the surplus banked during the period for investment in 2023-24. Although our income during the year was lower than our original budget, trustees were able to carefully manage costs such that our deficit was in line with our planned investment.

Future plans

SOFII's users are at the heart of our mission, and we will remain committed to continually adding a wide variety of new content – both case studies and articles. We will do our best to ensure these have results and are evidenced based wherever possible, as we know this matters to our readers. We are also committed to continuing to make the site easier to navigate.

In order to ensure that we are able to continue to develop the site, SOFII will prioritise building sustainable income streams. We will do this by building relationships with new corporate supporters, by continuing to grow our SOFII One Hundred regular giving community, and by building on the success of recent years by growing income from IWITOT, with a particular focus on increasing sponsorship and online ticket sales.

We also want to ensure that we are resilient from a people perspective, and as such, we plan to refresh our board through the recruitment of some new trustees to replace those whose terms of office are coming to an end. In addition, we are planning to add a number of volunteers to our newly created Audience Development Committee. We launched recruitment for these roles in the summer of 2024, and we look forward to welcoming new trustees and volunteers in the coming financial year.

Reserves policy

The trustees have examined the requirement to hold a level of unrestricted reserves to safeguard the day-to-day running of the SOFII Foundation and to provide underlying financial stability to protect its long-term programme of activities. The charity aims to build its reserves to cover a year's worth of expenses.

Risk statement

The trustees has assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks. SOFII will be reviewing these systems in 2024-25 to ensure they are up to date and effective.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Independent examiner

Sudhir Rawal FCA of Gravita Business Services Limited was appointed as the charity's independent examiner during the year and expressed his willingness to continue in that capacity.

Statement of trustees' responsibilities

The trustees, who are also the directors of SOFII Foundation for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

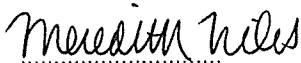
Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees' report was approved by the Board of Trustees and signed on their behalf by:



Meredith Niles
Chair

Dated: 1 October 2024

SOFII FOUNDATION

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SOFII FOUNDATION

I report to the trustees on my examination of the financial statements of SOFII Foundation (the charity) for the year ended 31 March 2024.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

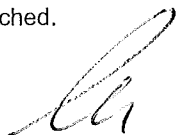
Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Sudhir Rawal FCA
For and on behalf of Gravita Business Services Limited

Chartered Accountants

2 Lemn Street
London
United Kingdom
E1W 9US

Dated: 4/10/24

SOFII FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2024

	Notes	2024 £	2023 £
Incoming resources and endowments from generated funds			
Donations and sponsorships	3	44,274	87,608
Investment income	4	271	19
Currency translation differences		(1)	118
Total incoming resources		<u>44,544</u>	<u>87,745</u>
Resources expended			
Costs of generating income	5	25,264	34,077
Charitable activities	6	25,839	31,461
Total resources expended		<u>51,103</u>	<u>65,538</u>
Net (expenditure)/income for the year/ Net movement in funds		(6,559)	22,207
Fund balances at 1 April 2023		<u>59,411</u>	<u>37,204</u>
Fund balances at 31 March 2024		<u><u>52,852</u></u>	<u><u>59,411</u></u>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SOFII FOUNDATION

BALANCE SHEET

AS AT 31 MARCH 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Cash at bank and in hand		53,992		60,491	
Creditors: amounts falling due within one year	11	<u>(1,140)</u>		<u>(1,080)</u>	
Total assets less current liabilities			<u>52,852</u>		<u>59,411</u>
Income funds					
Unrestricted funds			<u>52,852</u>		<u>59,411</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2024.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 1 October 2024

Meredith Niles

Meredith Niles
Trustee

Company Registration No. 06532074

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

Charity information

SOFII Foundation is a company limited by guarantee incorporated in England and Wales. The registered office is 19 Chelsea Park Gardens, London, England, SW3 6AF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.4 Incoming resources

Income is recognised on a receivable basis, in accordance with the provisions of Statement of Recognised Practice – Accounting and Reporting by Charities.

1.5 Resources expended

Resources expended are included in the Statements of Financial on an accruals basis, inclusive of any VAT which cannot be recovered.

Charitable donations comprise payments made to other charities in furtherance of the objects of this charity.

Expenditure which is directly attributable to specific activities has been included in support costs.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

2 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
Total	-	-

3 Donations and sponsorships

	2024 £	2023 £
Donations	41,523	80,987
Sponsorships	2,751	6,621
	44,274	87,608

4 Investment income

	2024 £	2023 £
Interest receivable	271	19

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

5 Costs of generating income

	2024 £	2023 £
Staging fundraising events	18,203	25,839
Support costs (see note 8)	7,061	8,238
	<u>25,264</u>	<u>34,077</u>

6 Charitable activities

	2024 £	2023 £
Maintaining and developing SOFII website	24,639	30,381
Governance costs (see note 8)	1,200	1,080
	<u>25,839</u>	<u>31,461</u>

7 Net movement in funds

	2024 £	2023 £
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	1,080	1,080
	<u>1,080</u>	<u>1,080</u>

8 Support costs

	Support costs £	Governance costs £	2024 £	2023 £
Miscellaneous and office expenses	7,061	-	7,061	8,238
Independent examiner remuneration	-	1,080	1,080	1,080
	<u>7,061</u>	<u>1,080</u>	<u>8,141</u>	<u>9,318</u>
Analysed between:				
Costs of generating income	7,061	-	7,061	8,238
Charitable activities	-	1,200	1,200	1,080
	<u>7,061</u>	<u>1,200</u>	<u>8,261</u>	<u>9,318</u>

9 Trustees

None of the trustees received any remuneration or benefits from the charity during the year.

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

10 Taxation

SOFII Foundation is a registered charity and therefore is not liable to income tax or corporation tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.

11 Creditors: amounts falling due within one year

	2024	2023
	£	£
Accruals and deferred income	1,140	1,080
	<u>1,140</u>	<u>1,080</u>

SOFII FOUNDATION

England & Wales - Charity number 1124743

Accounts

Charity Registration No. 1124743

Company Registration No. 06532074 (England and Wales)

SOFII FOUNDATION
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

JEFFREYS HENRY LLP
Chartered Accountants

Finsgate
5-7 Cranwood Street
London
EC1V 9EE

SOFII FOUNDATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Craig Linton Heather Little Angélique Masse Nguyen Rachael Moore Meredith Niles (Chair) Charmaine Shah Richard Turner Andrew Watt
Secretary	David Carrington
Charity number	1124743
Company number	06532074
Registered office	19 Chelsea Park Gardens London SW3 6AF
Independent examiner	Jeffreys Henry LLP Finsgate 5-7 Cranwood Street London EC1V 9EE
Bankers	The Co-operative Bank Plc Business Direct PO Box 250 Skelmersdale WN8 6WT

SOFII FOUNDATION

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SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2023

The trustees present their report and financial statements for the year ended 31 March 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011, the Companies Act 2006, and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Structure, governance and management

The charity was incorporated on 12 March 2008 as a company limited by guarantee. The memorandum and articles of association are the governing document. The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Craig Linton
Heather Little
Angélique Masse Nguyen
Rachael Moore
Meredith Niles
Charmaine Shah
Richard Turner
Andrew Watt

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

As reported in the last annual statement, at the meeting of the trustees held on 28 April 2022, Ken Burnett stood down as a trustee and as Chair of the charity. At the same meeting, Meredith Niles was appointed as Chair of the SOFII Foundation by her fellow trustees. SOFII is now a year into this new chapter and continues to make progress.

SOFII relies for the delivery of all its services and activities on the efforts of volunteers and self-employed people working on specific tasks. In 2022-23 the latter included Joe Burnett, Joanna Culling and Carolina Herrera – for whose assistance during the year the trustees are very grateful.

In December 2022, Joe Burnett's freelance support for the charity came to an end. The SOFII Foundation would like to thank Joe for his long-standing editorial contributions, as he has helped bring many fundraising articles and case-histories to life on SOFII. In turn, Joe will have helped inspire numerous fundraisers over the years.

At the end of March 2023, Joanna Culling decided to move on from her then-current freelance role at the charity. Since then, SOFII has managed to retain some of Joanna's freelance time, so our community will continue to benefit from her sharp writing and editorial services.

On June 21st 2023, Tony Banks will take up a newly created freelance Director role at the SOFII Foundation. Tony is currently a consultant with THINK Consulting Solutions and has worked with a range of charities large and small. Tony brings with him an impressive toolkit of fundraising and storytelling skills, broad networks, and a strong commitment to strengthening the fundraising sector.

Additionally, SOFII has continued to use the services of Alison Weir-Smith, from New Zealand, and Dima Ogrenich, from Ukraine, via Upwork. Their expertise helps SOFII make much-needed adjustments and improvements to the website. David Carrington, a former trustee, is Company Secretary of SOFII on a volunteer basis.

Objects

The objects of the SOFII Foundation are "to promote the efficiency and efficacy of charities worldwide, in particular (without limitation) through advising people about successful charitable fundraising activities."

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

SOFII FOUNDATION

Review of activities, achievements and performance

SOFII exists to make charities more effective and help charity professionals, particularly fundraisers, to access the best thinking, creativity and case studies to help them improve their impact and professional competence. SOFII's aim is to develop a thriving, constantly evolving SOFII website with an ever-increasing user base and the world's largest archive of fundraising case histories drawn from every continent. SOFII differs from all other fundraising portals in that it is a unique, permanent, easily accessible archive of effective fundraising best practice from around the world.

SOFII is dedicated to:

- Preserving fundraising's colourful and instructive history.
- Spreading ideas that change the world.
- The celebration of inspiration and creativity.
- Creating an indispensable fundraiser's toolbox.
- Encouraging voluntary sector workers to value and celebrate their role in helping others to make a difference, as this will lead to better equipped and more motivated staff who will stay longer.

SOFII's long-term goal is to become the number one resource for fundraisers around the world. The material and learning available from SOFII is generated by the same people who benefit from it: fundraisers and their managers. What's more, there's no charge for accessing the website and learning from it, which means that fundraisers can spend as long as they like learning from SOFII regardless of their training budget. This makes SOFII's resources particularly appreciated and valued by fundraisers in small to medium-sized charities.

Statistics show that in the month of January 2023 alone, almost 12,000 sessions were recorded by the SOFII website (a session is a time when a visitor actively engages with a website). There are now well over 1,000 articles covering all aspects of fundraising on the site and this includes all the full project reports from the UK's Commission on the Donor Experience (CDE project).

The SOFII archive is part of the digital UK Web Archive, a collaboration between the UK Legal Deposit Libraries (British Library, Bodleian Libraries, Oxford, Cambridge University Libraries, National Library of Scotland, National Library of Wales and Trinity College, Dublin). You can view selected 'grabs' from the website during different periods of 2020 to 2022, here: https://www.webarchive.org.uk/wayback/archive*/https://sofii.org/

Features on the website include:

Case histories of fundraising best practice

A unique collection of exhibits – case studies of innovative, tried and tested fundraising ideas and examples from around the world – are featured, permanently available to copy or download. Fundraising campaigns are analysed, with results where possible, usually prepared and submitted by the people responsible for them i.e. fundraisers themselves. Accompanying text guides the reader in how to use these for their benefit. The exhibits are divided into logical fundraising categories. A trusts fundraiser, for instance, will know that if he/she visits the Trusts and Foundations showcase they will find samples of tried and tested ideas they can learn from. So far, there are 721 detailed individual case studies, with more being added each month.

A fundraising archive

SOFII gives access to some of the best fundraising campaigns in history, the oldest going back more than 3,500 years. The site is building and preserving a unique record of the history of fundraising and social change campaigning. Without SOFII, fundraisers would remain unaware of the lessons that can be learned from their history and ignorant of guidance and inspiration that could help improve their future communications.

SOFII translated

Thanks to the efforts of some dedicated volunteers, many of the case studies and articles have been translated into Portuguese, Italian, French, Spanish, German, and even a few in Chinese.

Top tips, opinion pieces, analysis

SOFII offers a wide array of resources including feature articles and information on issues relevant to fundraisers everywhere. Though many other websites produce articles for fundraisers, SOFII focuses on appropriate, well-written material in an easily digested format, not readily found elsewhere.

Our flagship event – I Wish I'd Thought of That (IWITOT):

IWITOT is SOFII's successful flagship fundraising event, usually run each year in London and copied in many other countries. IWITOT was initially developed by SOFII, with support from Open Fundraising, one of SOFII's business partners. In a single afternoon, hand-picked speakers chosen from a spectrum of fundraising specialists each present an inspiring fundraising idea that they wish they'd thought of – an innovative idea that we can all

SOFII FOUNDATION

learn from. The caveat is the idea cannot be their own, it must be someone else's. It must be presented in seven minutes or less. IWITOT has become part of the fundraiser's lexicon and now thousands of fundraisers the world over have experienced IWITOT's unique atmosphere – voting for their favourite idea at the end of each event. Over the years IWITOT events have now been held in Australia, New Zealand, Canada, USA, France, Holland, Sweden, Mexico and, of course, the UK. We continue to field requests from fundraisers and organisations who would like to add IWITOT sessions to their conferences, meetings and webinars. The love for IWITOT in the sector endures.

Progress made in 2022-23:

2022-23 was a productive year for SOFII, as we navigated significant change, both external and internal. Key achievements for SOFII this year include:

- Successfully hosting our first-ever fully hybrid IWITOT event, in addition to a well-received online IWITOT: The Americas event
- Continuing to deliver relevant content to our community throughout the year
- Launching the SOFII One Hundred regular giving community
- Deepening our relationship with key partners in the sector, as well as establishing important new relationships

IWITOT UK & Europe (aka #IWITOT10) – hybrid event

On November 5th 2022, SOFII proudly hosted, alongside our partner Open, the tenth anniversary IWITOT event. This was a huge milestone for both organisations, as years of combined efforts have ensured that IWITOT has grown from a smart concept to a global event that continues to celebrate fundraising inspiration. However, the event was special for another reason too – it was the first-ever truly hybrid IWITOT. We combined an in-person event at Holborn Studios in London, with a live-stream available to all those who could not join us in the room.

Over 400 fundraisers from around the world attended. 265 tickets were sold to online attendees, and we sold out the venue at Holborn Studios, filling it with 150 attendees and staff. Our 13 fantastic speakers consisted of new fundraisers, consultants and in-house charity champions from England and Wales. Their wonderful presentations meant we kept our attendees engaged for four hours with bright ideas, enthusiastic hosting and continued engagement. SOFII raised an amazing total of nearly £17,000 in gross ticket sales, donations and sponsorship.

In the spirit of serving the local community, we were thrilled to run our own charity fundraiser at the event. SOFII and Open encouraged attendees to 'bring a tin' for the local food bank in Hackney. This initiative was very successful, and we received a lovely message from the food bank after we made our delivery/donation.

IWITOT: The Americas 2022 – virtual event

On May 5th 2022 IWITOT: The Americas 2022 took place, online, with the help of our partners Open and Fundraising Everywhere. Over £4,700 was raised in ticket sales, sponsorship, and donations. The event took place on the Fundraising Everywhere platform and was hosted by Tycely Williams (USA) and Kimberley MacKenzie (Canada - our IWITOT: The Americas 2021 winner). Over 100 tickets were issued, and the wonderful event featured a line-up of 10 speakers from around the United States, Canada, Brazil and Mexico. Ranging from veterans to newer fundraisers, the speakers engaged our audience and shared some of their favourite fundraising campaigns. It was another successful event that raised vital funds for SOFII, generated content for the site and helped raise awareness of the free information and innovation SOFII offers – especially with fundraisers living in the Americas region.

SOFII Website – general

SOFII continually updates the website with new, high-quality content and has added case histories and articles to the site each month during 2022-23, apart from a 'summer' break in August 2022. This year we added the Simone Joyaux archive, a tribute to a dear friend of SOFII and a repository for Simone's content on the SOFII site. We also began rotating our prime-time section of the website, where the Crisis Fundraising showcase had been featured throughout the pandemic and beyond. We have used this space to promote Fundraising History and Legacies, and we look forward to pointing readers to specific content from the archive by continuing to utilise this space in the future.

An array of other new case studies, articles and opinion pieces have become part of our permanent collection and we have welcomed contributions from all over the world including new translations in Italian and French. We have also been especially pleased to add more to our Fundraising History showcase, as this is a popular destination on SOFII.

In addition, our users can learn from the various video presentations from I Wish I'd Thought of That – which are added to the SOFII YouTube channel. These are also used as the basis to create corresponding case studies.

SOFII Website – community

SOFII's community remains stable. In December 2022 we reached our highest-ever number of subscribers to our email newsletter, 10,555 fundraisers. To capitalise on this, SOFII continues to use email and social media to

SOFII FOUNDATION

share and signpost the website's great content. Our community is made up of eager fundraisers, ranging from veterans to new faces in the sector. On social media, our following continues to grow. We now have over 8,200 followers on Twitter, a LinkedIn group of over 4,900 fundraising professionals and we engage with over 2,000 Facebook users.

In June 2022, SOFII wanted to learn more about our community and what they want from our website and communications. In order to do this, we undertook a SOFII user survey – delivered online via SurveyMonkey. We received over 175 responses, and the results were very positive. The overall picture was strong validation for the importance of what SOFII brings to the sector, and we learned vital information about what our users love about SOFII and would like to see in the future.

A small selection of the positive messages we received, in relation to how fundraisers around the world value and rely on the SOFII website, are listed below:

"I would not be able to complete my work to its fullest potential without SOFII. This website has given me the tools and the confidence to begin my journey as a fundraiser, and I consistently refer to the articles and archives when pursuing any new project or task."

"SOFII inspires me to be a better fundraiser. It exposes me to ideas, campaigns and new techniques that I would otherwise not come in to contact with. IWITOT is my favourite sector event of the year!"

"As a fundraiser and copywriter, SOFII is absolutely vital to my job. I'm on it ALL THE TIME. And it makes me proud to be connected to a global community of peers."

"What SOFII offers is useful, inspirational, best practice - the fastest way to learn and innovate."

Fundraising – the SOFII One Hundred

The SOFII One Hundred is a special community of fundraisers supporting other fundraisers worldwide through their regular gifts to SOFII. This year SOFII continued using our online giving function Mobilise to onboard regular donors in a multitude of currencies. To launch the SOFII One Hundred publicly for the first time, we created a 'do you love fundraising?' campaign that corresponded with Valentine's Day 2023. This campaign was made up of emails, banners, articles social media and personal asks.

It was a considerable success and yielded many new sign ups. We now have over fifty regular givers supporting the charity monthly, most of whom give their gifts via Mobilise. Being over halfway to our target of having 100 regular donors supporting their fellow fundraisers and SOFII's efforts is something we are proud of. It is our aim to recruit the remaining donors in 2023-24, so we can achieve our goal of generating around £10,000 per annum in income from regular givers for the charity.

Feedback from existing donors, who make up the base of the SOFII One Hundred, has been extremely positive and we're excited to offer these donors even more in 2023-24.

Sector collaborations

In 2022-23 SOFII made a particular effort to strengthen its relationships with partners across the sector through collaborations. New financial partnerships were secured with Fundraising Everywhere, the University of Kent's Centre for Philanthropy, and from the beginning of 2023-24, The Saltways also joined our growing list of corporate partners.

In September 2022, Meredith Niles and Joanna Culling recorded a free webinar for the Chartered Institute of Fundraising (CIOF) and Giving Tuesday UK. The SOFII team shared a few of their favourite Giving Tuesday ideas, sourced from past I Wish I'd Thought of That (IWITOT) events and their own fundraising experience.

Then, in March 2023, Joanna Culling wrote a blog for About Loyalty on how spontaneity, personality and being prepared helps craft a special thank you to supporters. This blog was then featured, alongside examples of SOFII's donor stewardship, in a webinar hosted by About Loyalty – The Power of Thanking.

And finally, also in March 2023, SOFII teamed up with Legacy Futures to promote 'The Legacy Showcase', a collection of short videos where fundraisers share their favourite legacy campaigns and explain why they believe them to be worthy of admiration by others too. It is our hope that this initiative will help us generate video and case study content for our own Legacy Showcase, another popular area of our SOFII site.

SOFII FOUNDATION

Financial review

As always SOFII continues to place a high priority on building sustainable income streams. From new projects to new partnerships and growing a stable base of regular donors, we have worked hard on our offering and stewardship. Our stewardship has been praised by donors and partners alike, and in March 2023 our stewardship featured as part of a webinar on the 'power of thanking', which is referenced above. SOFII could not provide any of its widely appreciated resources and services to the voluntary sector worldwide without the generous financial support from many organisations and individual friends.

SOFII's partners in 2022-23 included Blackbaud, Bluefrog Fundraising, The Chartered Institute of Fundraising (CIOF), THINK Consulting Solutions, Ask Direct, Open, Agents of Good, Remarkable Partnerships, the Fundraising Institute of New Zealand (FINZ), Fundraising Everywhere and the University of Kent's Centre for Philanthropy. SOFII also secured a promise of partnership from The Saltways, who will be joining our band of generous corporate supporters from April 2023.

The charity also received support from other generous donors and organisations around the world including Trust for London, the Directory of Social Change (DSC), The Institute of Sustainable Philanthropy, Astarita, Aldrich and Ward (AAW), Harvey McKinnon Associates, Bloomerang, CharityShift, Blue State, The Management Centre, CFRE International, Daryl Upsall Consulting International, Reinier Fundraising, Stephen Thomas (who specifically supports SOFII's George Smith series), Roger Lawson (who each year runs a Christmas quiz donating the proceeds to SOFII), Flat Earth Direct, John Lepp, Meredith Niles, David Carrington, Ken Burnett, and more.

In 2022-23 SOFII also benefited from kind monthly gifts given by a growing number of individual supporters from around the world. Many of these regular supporters joined The SOFII One Hundred this year, and you can see all our current regular givers, plus a selection of comments about why they support the charity, [here: https://sofii.org/article/the-sofii-one-hundred-wall-of-recognition](https://sofii.org/article/the-sofii-one-hundred-wall-of-recognition)

The trustees thank all SOFII's supporters – this continued, long-term support is essential to SOFII's continued successful operation.

In 2022-23 SOFII's expenditure totalled £65,538 (2021-22: £54,006). Income in the year totalled £87,745 (2021-22: £64,692), a surplus of £22,207 (2021-22: surplus of £10,686). Free reserves carried forward to 2023-24 totalled £59,411 (2021-22 £37,204).

Future plans

As mentioned above, SOFII looks forward to welcoming Tony Banks to our newly-created freelance Director role at the charity on June 21st, 2023. Tony's skills and experience will be a huge asset to the organisation. The Chair and SOFII board will work closely with Tony to review recent fundraising achievements, develop additional initiatives and make a further plan for SOFII's future.

Together with Tony's leadership and support, SOFII can work to grow our base of sector partners and individual supporters. By committing to focus on SOFII's need and growth within the sector, we will ensure that SOFII's vast library of resources reaches even more fundraisers around the world.

As always, SOFII will remain committed to continually adding a wide variety of new content – both case studies and articles. We will do our best to ensure these have results and are evidenced based wherever possible, as we know this matters to our readers.

SOFII is also excited to continue promoting our regular giving initiative – the SOFII One Hundred, which we hope will attract new donors and offer us a chance to give existing regular givers an enhanced supporter experience.

SOFII will continue prioritising initiatives that generate much-needed income and improve the SOFII experience for users so the best, most useful content is always easy to find on the site. Looking at the way the site is organised and packaged for fundraisers will continue to be a focus in the coming year.

SOFII is aware that the website's systems and structure will need to be revisited soon to ensure that they represent the best in current technology, commensurate with SOFII's commitment to offer comprehensive content in a user-friendly format. In the meantime, Carolina Herrera will continue working with Dima Ogrenich of UpWork to look at possible solutions that can help us improve our website in the future.

SOFII hopes to build on the huge success of our first-ever hybrid IWITOT event and engage with fundraisers in regions where we are less known.

And finally, SOFII will continue talks with professional fundraising associations, organisations, and agencies around the world, in the hope that new partnerships can be secured in 2023-24.

SOFII FOUNDATION

Reserves policy

The trustees have examined the requirement to hold a level of unrestricted reserves to safeguard the day-to-day running of the SOFII Foundation and to provide underlying financial stability to protect its long-term programme of activities. The charity aims to build its reserves to cover a year's worth of expenses.

Risk statement

The trustees has assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks. SOFII will be reviewing these systems in 2023-24 to ensure they are up to date and effective.

Independent examiner

Sudhir Rawal FCA of Jeffrey's Henry LLP was appointed as the charity's independent examiner during the year and expressed his willingness to continue in that capacity.

SOFII FOUNDATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF SOFII FOUNDATION

I report to the trustees on my examination of the financial statements of SOFII Foundation (the charity) for the year ended 31 March 2023.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

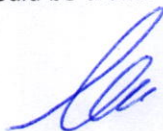
Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Sudhir Rawal FCA
For and on behalf of Jeffrey's Henry LLP

Chartered Accountants

Finsgate
5-7 Cranwood Street
London
EC1V 9EE

Dated: 29 August 2023

SOFII FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2023

	Notes	2023 £	2022 £
Incoming resources and endowments from generated funds			
Donations and sponsorships	3	87,608	64,688
Investment income	4	19	2
Currency translation differences		118	2
		<u>87,745</u>	<u>64,692</u>
Total incoming resources			
Resources expended			
Costs of generating income	5	34,077	13,917
Charitable activities	6	31,461	40,089
		<u>65,538</u>	<u>54,006</u>
Total resources expended			
Net income for the year/ Net movement in funds		22,207	10,686
Fund balances at 1 April 2022		<u>37,204</u>	<u>26,518</u>
Fund balances at 31 March 2023		<u><u>59,411</u></u>	<u><u>37,204</u></u>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SOFII FOUNDATION

BALANCE SHEET AS AT 31 MARCH 2023

	Notes	2023 £	£	2022 £	£
Current assets					
Cash at bank and in hand		60,491		38,297	
Creditors: amounts falling due within one year	10	<u>(1,080)</u>		<u>(1,093)</u>	
Total assets less current liabilities			<u>59,411</u>		<u>37,204</u>
Income funds					
Unrestricted funds			<u>59,411</u>		<u>37,204</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2023.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 29 August 2023.

Meredith Niles
Trustee

Company Registration No. 06532074

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

Charity information

SOFII Foundation is a company limited by guarantee incorporated in England and Wales. The registered office is 19 Chelsea Park Gardens, London, England, SW3 6AF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.4 Incoming resources

Income is recognised on a receivable basis, in accordance with the provisions of Statement of Recognised Practice – Accounting and Reporting by Charities.

1.5 Resources expended

Resources expended are included in the Statements of Financial on an accruals basis, inclusive of any VAT which cannot be recovered.

Charitable donations comprise payments made to other charities in furtherance of the objects of this charity.

Expenditure which is directly attributable to specific activities has been included in support costs.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

2 Employees

The average monthly number of employees during the year was:

	Number	2023	2022
			Number
Total			-

3 Donations and sponsorships

	2023	2022
	£	£
Donations	80,987	60,752
Sponsorships	6,621	3,936
	87,608	64,688

4 Investment income

	2023	2022
	£	£
Interest receivable	19	2

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

5 Costs of generating income

	2023 £	2022 £
Staging fundraising events	17,482	8,937
Other fundraising costs	8,357	-
Support costs (see note 7)	8,238	4,980
	<u>34,077</u>	<u>13,917</u>

6 Charitable activities

	2023 £	2022 £
Maintaining and developing SOFII website	30,381	39,009
Governance costs (see note 7)	1,080	1,080
	<u>31,461</u>	<u>40,089</u>

7 Support costs

	£	Support costs £	Governance costs	2023 £	2022 £
Miscellaneous and office expenses	8,238	-		8,238	4,980
Independent examiner remuneration	-	1,080		1,080	1,080
	<u>8,238</u>	<u>1,080</u>		<u>9,318</u>	<u>6,060</u>
Analysed between:					
Costs of generating income	8,238	-		8,238	4,980
Charitable activities	-	1,080		1,080	1,080
	<u>8,238</u>	<u>1,080</u>		<u>9,318</u>	<u>6,060</u>

8 Trustees

None of the trustees received any remuneration or benefits from the charity during the year.

9 Taxation

SOFII Foundation is a registered charity and therefore is not liable to income tax or corporation tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

10 Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	-	13
Accruals and deferred income	1,080	1,080
	<u>1,080</u>	<u>1,093</u>

11 Related party transactions

One of the self-employed people who was paid for carrying out tasks for SOFII during 2022/23 was Joe Burnett, son of Ken Burnett who served as a trustee of SOFII during the year. All decisions relating to the tasks Joe Burnett carried out and the fees he was paid were agreed by the other trustees.

SOFII FOUNDATION

England & Wales - Charity number 1124743

Accounts

Charity Registration No. 1124743

Company Registration No. 06532074 (England and Wales)

SOFII FOUNDATION
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

JEFFREYS HENRY LLP
Chartered Accountants

Finsgate
5-7 Cranwood Street
London
EC1V 9EE

SOFII FOUNDATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Ken Burnett Craig Linton Heather Little Rachael Moore Angélique Masse Nguyen Meredith Niles Charmaine Shah Richard Turner Andrew Watt	(Resigned 28 April 2022)
Secretary	David Carrington	
Charity number	1124743	
Company number	06532074	
Registered office	19 Chelsea Park Gardens London SW3 6AF	
Independent examiner	Jeffreys Henry LLP Finsgate 5-7 Cranwood Street London EC1V 9EE	
Bankers	The Co-operative Bank Plc Business Direct PO Box 250 Skelmersdale WN8 6WT	

SOFII FOUNDATION

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SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2022

The trustees present their report and financial statements for the year ended 31 March 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011, the Companies Act 2006, and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Structure, governance and management

The charity was incorporated on 12 March 2008 as a company limited by guarantee. The memorandum and articles of association are the governing document.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Ken Burnett (Resigned 28 April 2022)

Craig Linton

Heather Little

Rachael Moore

Angélique Masse Nguyen

Meredith Niles

Charmaine Shah

Richard Turner

Andrew Watt

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

At the meeting of the trustees held on 28 April 2022, Ken Burnett, the founder of SOFII stood down as a trustee and as Chair of the charity, a long planned move for him. The other trustees recorded their profound thanks for all Ken has done to build and to lead the charity and look forward to many continuing links between him and SOFII. As the trustees commented on the SOFII website at the time: "Ken and his late wife Marie created something that is much greater than just the sum of its parts. SOFII is more than a website. It is our fundraising history, our encyclopedia, our place to go on days when fundraising feels harder than it should. It is rich in inspiration and thanks to the hard work of all involved over many years, and especially of Ken and Marie, it is now a community too."

At the same meeting, Meredith Niles was appointed as Chair of the SOFII Foundation by her fellow trustees.

SOFII relies for the delivery of all its services and activities on the efforts of volunteers and self-employed people working on specific tasks. In 2021-22 the latter included Joe Burnett, Joanna Culling and Carolina Herrera – for whose assistance during the year the trustees are very grateful. Additionally, SOFII uses the services of Alison Weir-Smith, from New Zealand, via Upwork to help make much-needed adjustments and improvements to the website. David Carrington, a former trustee, is Company Secretary of SOFII on a volunteer basis.

Objects

The objects of the SOFII Foundation are "to promote the efficiency and efficacy of charities worldwide, in particular (without limitation) through advising people about successful charitable fundraising activities."

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

SOFII FOUNDATION

Review of activities, achievements and performance

SOFII exists to make charities more effective and help charity professionals, particularly fundraisers, to access the best thinking, creativity and case studies to help them improve their impact and professional competence. SOFII's aim is to develop a thriving, constantly evolving SOFII website with an ever-increasing user base and the world's largest archive of fundraising case histories drawn from every continent. SOFII differs from all other fundraising portals in that it is a unique, permanent, easily accessible archive of effective fundraising best practice from around the world.

SOFII is dedicated to:

- Preserving fundraising's colourful and instructive history.
- Spreading ideas that change the world.
- The celebration of inspiration and creativity.
- Creating an indispensable fundraiser's toolbox.
- Encouraging voluntary sector workers to value and celebrate their role in helping others to make a difference, as this will lead to better equipped and more motivated staff who will stay longer.

SOFII's long-term goal is to become the number one resource for fundraisers around the world. The material and learning available from SOFII is generated by the same people who benefit from it: fundraisers and their managers. What's more, there's no charge for accessing the website and learning from it, which means that fundraisers can spend as long as they like learning from SOFII regardless of their training budget. This makes SOFII's resources particularly appreciated and valued by fundraisers in small to medium-sized charities.

Statistics show that in the month of September 2021 alone, the SOFII website was visited 11,479 times. There are now over 1000 articles covering all aspects of fundraising on the site and this includes all the full project reports from the UK's Commission on the Donor Experience.

The SOFII archive has now been added to the digital UK Web Archive which is a collaboration between the UK Legal Deposit Libraries (British Library, Bodleian Libraries, Oxford, Cambridge University Libraries, National Library of Scotland, National Library of Wales and Trinity College, Dublin) – it can be seen at: https://www.webarchive.org.uk/wayback/archive/*/https://sofii.org/

Features on the website include:

Case histories of fundraising best practice

A unique collection of exhibits – case studies of innovative, tried and tested fundraising ideas and examples from around the world – are featured, permanently available to copy or download. Fundraising campaigns are analysed, with results where possible, usually prepared and submitted by the people responsible for them i.e. fundraisers themselves. Accompanying text guides the reader in how to use these for their benefit. The exhibits are divided into logical fundraising categories. A trusts fundraiser, for instance, will know that if he/she visits the Trusts and Foundations showcase they will find samples of tried and tested ideas they can learn from. So far, there are 715 detailed individual case studies, with more being added each month.

A fundraising archive

SOFII gives access to some of the best fundraising campaigns in history, the oldest going back more than 3,500 years. The site is building and preserving a unique record of the history of fundraising and social change campaigning. Without SOFII, fundraisers would remain unaware of the lessons that can be learned from their history and ignorant of guidance and inspiration that could help improve their future communications.

SOFII translated

Thanks to the efforts of some dedicated volunteers, many of the case studies and articles have been translated into Portuguese, Italian, French, Spanish, German, and even a few in Chinese.

Top tips, opinion pieces, analysis

SOFII offers a wide array of resources including feature articles and information on issues relevant to fundraisers everywhere. Though many other websites produce articles for fundraisers, SOFII focuses on appropriate, well-written material in an easily digested format, not readily found elsewhere.

SOFII FOUNDATION

Progress made in 2021-22:

SOFII Website – general

SOFII continually updates the website with new, high-quality content and has added case histories and articles to the site each month during 2021-22. In particular, the Crisis Fundraising showcase has thrived, as it continues to highlight how organisations around the world have responded to not just the Covid-19 pandemic, but other worldwide crises too. SOFII has also added a new Supporter Experience showcase, which features useful information and insights on how fundraisers can perfect and prioritise their donor experience. An array of other case studies, articles and opinion pieces have become part of our permanent collection and we have welcomed contributions from all over the world.

In addition, our users can learn from the various video presentations at I Wish I'd Thought of That – which are added to the SOFII YouTube channel. These are also used as the basis to create a corresponding case study.

SOFII Website – community growth

SOFII is pleased to report that positive trends regarding the growth of our community during the pandemic have continued, even as the world returns to some level of normalcy. It's clear that fundraisers still are seeking information and events online, both of which SOFII continues to offer. Over the past year we have again seen our following grow steadily. To capitalise on this SOFII continues to use email and social media to share and signpost the website's great content. We now have a weekly email list of over 10,400 eager fundraisers, ranging from veterans to new faces in the sector. On social media, we have over 8,100 followers on Twitter, a LinkedIn group of over 4,600 fundraising professionals and engage with over 1,900 Facebook users. And we are proud to say that from March 2021 to March 2022 the email list grew by over 660 subscribers, while our Twitter and LinkedIn following grew by around 300 and 500 followers respectively.

SOFII Website– new translations

Beginning in April 2021, under the guidance of skilled fundraiser Simona Biancu, a working group was set up within ASSIF (Italian Association of Fundraisers). This working group reached out to collaborate with the SOFII team to bring inspirational Italian fundraising to the wider fundraising community via features on the SOFII site. Crucially, the group also provides new translations of existing SOFII content, making our ideas and information more accessible to fundraisers for whom Italian is their first language. This has led to seven new translations from English to Italian and three new unique Italian case studies being added in English. The quality of translations has been very good as each one is translated by one fundraiser then edited by another. SOFII looks forward to more from this collaboration in the coming years.

In early March 2022, SOFII began work with a new, skilled volunteer translator – Pierre Lintzer. Pierre is a native French speaker and fundraiser. He has already completed three translations of timely pieces and more will be forthcoming. This is a great addition to our content in French.

I Wish I'd Thought of That (IWITOT) – general

IWITOT is SOFII's successful flagship fundraising event, usually run each year in London and copied in many other countries, with support from Open Fundraising, one of SOFII's business partners. In a single afternoon, hand-picked speakers chosen from a spectrum of fundraising specialists each present an inspiring fundraising idea that they wish they'd thought of – an innovative, replicable idea that we can all learn from. The caveat is the idea cannot be their own, it must be someone else's. And it must be presented in seven minutes or less. IWITOT has become part of the fundraiser's lexicon and now thousands of fundraisers the world over have experienced IWITOT's unique atmosphere – voting for their favourite idea at the end of each event. Over the years IWITOT events have now been held in Australia, New Zealand, Canada, USA, France, Holland, Sweden, Mexico and, of course, the UK.

IWITOT UK & Europe 2021 – virtual event

On July 15th 2021 IWITOT UK & Europe 2021 took place virtually, once again, with the help of our partner Open and Open's consultant Nikki Bell. Over £8,000 was raised in ticket sales and donations. The event took place on Zoom and was hosted by Joe Burnett and Megan Townshend (the IWITOT virtual 2020 winner). Over 430 tickets were issued, and the wonderful event featured 12 speakers from around the UK and Europe. Ranging from veterans to newer fundraisers, the speakers engaged our audience and shared some of their favourite fundraising campaigns. It was another successful event that raised vital funds for SOFII, generated excellent content for the site and helped raise awareness of the free information and innovation SOFII offers.

IWITOT Spanish language – virtual event

Ojalá se me hubiera ocurrido a mí took place on September 30th 2021, run by our fundraising contacts at GivingTuesday in Mexico – Anita Gallagher and Gerardo Gaya. Featuring eight speakers from Latin America and beyond, 75 fundraisers attended and enjoyed the informative event. All the speakers chose GivingTuesday ideas that they wish they'd thought of themselves, and the content will be added to SOFII's Spanish language page in due course. We hope to run another Spanish language event in 2022/23.

SOFII FOUNDATION

Fundraising – general

As evidenced by the narrative below, SOFII continues to place a high priority on developing and testing projects which will help the organisation build up a diversity of sustainable income streams. From new projects to new partnerships and growing a stable base of individual donors, we have worked hard on our offering and stewardship.

Fundraising – regular giving strategy and the SOFII One Hundred

This year SOFII continued using our new online giving function Mobilise and have now added a number of new currencies beyond GBP and USD. We have seen four new regular givers sign up via the function, since our last annual report.

This function has also now been replicated on a dedicated regular giving page, as part of our new project which will launch to the wider public in 2022/23. The SOFII One Hundred, aims to garner support from regular givers, with a target of having 100 regular donors giving monthly to support SOFII's efforts in spreading fundraising information and inspiration worldwide. It is our aim that this will generate around £10,000 per annum in income for the charity.

SOFII has created a dedicated landing page via Mailchimp, a recognition page on the SOFII site and a giving page (again, using the Mobilise platform). This has been a big job for the team but as the total number of our regular givers continue to grow, we are committed to offering them a better experience and joining them together in a community where they can see the collective impact they are making. Feedback from existing donors, who make up the base of the SOFII One Hundred, has been extremely positive and we're excited to make our public launch in 2022/23.

Fundraising – Ken Burnett's Camino challenge

In September and October 2021 SOFII co-founder Ken Burnett took on a huge challenge in aid of The SOFII Foundation – he spent five weeks walking 500 miles along The Camino de Santiago. Despite tough terrain and weather conditions, Ken's walk was a huge success, not least as Ken completed the entire challenge.

The response from Ken's supporters was overwhelming, and Ken ultimately raised over £20,000 for The SOFII Foundation. This is a remarkable, transformative sum for SOFII that will enable the team to add new content while continue working hard on other sustainable income streams that will secure SOFII for years to come. Ken's updates from the Camino were very well received and the SOFII team did an excellent job stewarding donors through the entire process.

Fundraising – SOFII's Big Fundraising Quiz

The charity is always looking for new, engaging ways to raise funds, so the team embarked on the first-ever SOFII online quiz on June 4th 2021. The platform was provided, free, by WarpPoint and Joe Burnett joined as our host. The event raised a total of £244.93 and 29 players signed up for the quiz. The players hailed mainly from the UK, but some came from further afield, with a few players even joining from Vietnam.

Financial review

SOFII could not provide any of its widely appreciated resources and services to the voluntary sector worldwide without the generous financial support from many organisations and individual friends.

SOFII's business partners in 2021-22 included Blackbaud, Bluefrog Fundraising, The Chartered Institute of Fundraising (CIOF), THINK Consulting Solutions, Ask Direct, Open and Agents of Good. New partners, Fundraising Institute of New Zealand (FINZ), Remarkable Partnerships and IdeaRaising, also joined our band of generous corporate supporters during this period.

The charity also received support from other generous donors and organisations around the world including The Management Centre, CFRE International, Daryl Upsall Consulting International, Reinier Fundraising, Stephen Thomas (who specifically supports SOFII's George Smith series), Roger Lawson (who each year runs a Christmas Quiz donating the proceeds to SOFII), Flat Earth Direct, Meredith Niles, David Carrington, Ken Burnett, and more.

In 2021-22 SOFII also benefited from kind monthly gifts given by the following global fundraisers: Michelle Berriman, Tom Ahern, Francesco Ambrogetti, Tanya Jackson, John Grain, Craig Linton, Sarah Masters, Dominique Leeming, Valerie Pletcher, Rebecca Wilson, Claire Routley, Lisa Blackwell, and Rachael Moore.

The trustees thank all SOFII's supporters – this continued, long-term support is essential to SOFII's continued successful operation.

SOFII FOUNDATION

In 2021-22 SOFII's expenditure totalled £54,006 (2020-21: £64,998). Income in the year totalled £64,692 (2020-21: £61,959), a surplus of £10,686 (2020-21: deficit of £3,039). Free reserves carried forward to 2022-23 totalled £37,204 (2020-21: £26,518).

SOFII is actively working on a fundraising plan to strengthen the charity's finances and increase reserves.

Future plans

SOFII is now ready to launch our aforementioned new regular giving initiative – the SOFII One Hundred, which we hope will attract new donors and provide our existing regular givers with an enhanced supporter experience.

SOFII will continue prioritising initiatives that generate much-needed income and improve the SOFII experience for users so the best, most useful content is always easy to find on the site. Looking at the way the site is organised and packaged for fundraisers will be a focus in the coming year.

A large part of this project will be undertaking a user survey to gain feedback from the fundraisers who use our resources. This engagement survey will be vital to informing our strategy and focus for SOFII in the coming years.

SOFII is aware that the website's systems and structure will need to be revisited soon to ensure that they represent the best in current technology, commensurate with SOFII's commitment to offer comprehensive content in a user-friendly format. In the meantime, we will continue working with Alison Weir- Smith, who helps us make ad-hoc but useful changes to the site.

SOFII hopes to continue our global expansion of our IWITOT events and engage with fundraisers in regions where we are less known. We have already begun planning our 10th Anniversary IWITOT celebrations, which aims to be one of our best ever events – as well as our first hybrid in-person/virtual IWITOT ever. All being well, we will look to offer hybrid events whenever possible, as it offers fundraisers the accessibility of online with the enthusiasm of in-person.

And finally, SOFII is in talks with more professional fundraising associations, organisations, and agencies around the world, in the hope that new partnerships can be secured in 2022-23.

Reserves policy

The trustees have examined the requirement to hold a level of unrestricted reserves to safeguard the day-to-day running of the SOFII Foundation and to provide underlying financial stability to protect its long-term programme of activities. The charity aims to build its reserves to cover a year's worth of expenses.

Risk statement

The trustees has assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks. SOFII will be reviewing these systems in 2022-23 to ensure they are up to date and effective.

SOFII FOUNDATION

Independent examiner

Sudhir Rawal FCA of Jeffreys Henry LLP was appointed as the charity's independent examiner during the year and expressed his willingness to continue in that capacity.

Statement of trustees' responsibilities

The trustees, who are also the directors of SOFII Foundation for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees' report was approved by the Board of Trustees and signed on their behalf by:



Meredith Niles
Chair

Dated: 2 August 2022

SOFII FOUNDATION

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SOFII FOUNDATION

I report to the trustees on my examination of the financial statements of SOFII Foundation (the charity) for the year ended 31 March 2022.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).


Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Sudhir Rawal FCA
For and on behalf of Jeffreys Henry LLP

Chartered Accountants

Finsgate
5-7 Cranwood Street
London
EC1V 9EE

Dated: 2 August 2022

SOFII FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2022

	Notes	2022 £	2021 £
Incoming resources from generated funds			
Donations and sponsorships	3	64,688	62,253
Investment income	4	2	18
Currency translation differences		2	(312)
Total incoming resources		<u>64,692</u>	<u>61,959</u>
Resources expended			
Costs of generating income	5	13,917	19,263
Charitable activities	6	40,089	45,735
Total resources expended		<u>54,006</u>	<u>64,998</u>
Net income/(expenditure) for the year/ Net movement in funds		10,686	(3,039)
Fund balances at 1 April 2021		<u>26,518</u>	<u>29,557</u>
Fund balances at 31 March 2022		<u><u>37,204</u></u>	<u><u>26,518</u></u>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SOFII FOUNDATION

BALANCE SHEET

AS AT 31 MARCH 2022

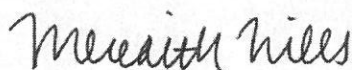
	Notes	2022 £	£	2021 £	£
Current assets					
Cash at bank and in hand		38,297		27,598	
Creditors: amounts falling due within one year	9	<u>(1,093)</u>		<u>(1,080)</u>	
Total assets less current liabilities			<u>37,204</u>		<u>26,518</u>
Income funds					
Unrestricted funds			<u>37,204</u>		<u>26,518</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2022. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements.

The trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the 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 company.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 2 August 2022



Meredith Niles
Trustee

Company Registration No. 06532074

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

Charity information

SOFII Foundation is a company limited by guarantee incorporated in England and Wales. The registered office is 19 Chelsea Park Gardens, London, SW3 6AF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

1.4 Incoming resources

Income is recognised on a receivable basis, in accordance with the provisions of Statement of Recognised Practice – Accounting and Reporting by Charities.

1.5 Resources expended

Resources expended are included in the Statements of Financial on an accruals basis, inclusive of any VAT which cannot be recovered.

Charitable donations comprise payments made to other charities in furtherance of the objects of this charity.

Expenditure which is directly attributable to specific activities has been included in support costs.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

2 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
Total	-	-

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

3 Donations and sponsorships

	2022 £	2021 £
Donations	60,752	57,902
Sponsorships	3,936	4,351
	<u>64,688</u>	<u>62,253</u>

4 Investment income

	2022 £	2021 £
Interest receivable	2	18
	<u>2</u>	<u>18</u>

5 Costs of generating income

	2022 £	2021 £
Staging fundraising events	8,937	16,571
Support costs (see note 7)	4,980	2,692
	<u>13,917</u>	<u>19,263</u>

6 Charitable activities

	2022 £	2021 £
Maintaining and developing SOFII website	39,009	44,535
Governance costs (see note 7)	1,080	1,200
	<u>40,089</u>	<u>45,735</u>

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

7 Support costs

	Support costs	Governance costs	2022	2021
	£	£	£	£
Miscellaneous and office expenses	4,980	-	4,980	2,692
Independent examiner remuneration	-	1,080	1,080	1,200
	<u>4,980</u>	<u>1,080</u>	<u>6,060</u>	<u>3,892</u>
<i>Analysed between:</i>				
Costs of generating income	4,980	-	4,980	2,692
Charitable activities	-	1,080	1,080	1,200
	<u>4,980</u>	<u>1,080</u>	<u>6,060</u>	<u>3,892</u>

8 Taxation

SOFII Foundation is a registered charity and therefore is not liable to income tax or corporation tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.

9 Creditors: amounts falling due within one year

	2022	2021
	£	£
Trade creditors	13	-
Accruals and deferred income	1,080	1,080
	<u>1,093</u>	<u>1,080</u>

10 Trustees

None of the trustees received any remuneration or benefits from the charity during the year.

11 Related party transactions

One of the self-employed people who was paid for carrying out tasks for SOFII during 2021/22 was Joe Burnett, son of Ken Burnett who served as a trustee of SOFII during the year. All decisions relating to the tasks Joe Burnett carried out and the fees he was paid were agreed by the other trustees.

SOFII FOUNDATION

England & Wales - Charity number 1124743

Accounts

Charity Registration No. 1124743

Company Registration No. 06532074 (England and Wales)

SOFII FOUNDATION

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

JEFFREYS HENRY LLP
Chartered Accountants

Finsgate
5-7 Cranwood Street
London
EC1V 9EE

SOFII FOUNDATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Ken Burnett
Craig Linton
Meredith Niles
Richard Turner
Heather Little (Appointed 24 March 2021)
Rachael Moore (Appointed 24 March 2021)
Angelique Masse Nguyen (Appointed 24 March 2021)
Charmaine Shah (Appointed 24 March 2021)
Andrew Watt (Appointed 24 March 2021)

Secretary

David Carrington

Charity number

1124743

Company number

06532074

Registered office

19 Chelsea Park Gardens
London
SW3 6AF

Independent examiner

Jeffreys Henry LLP
Finsgate
5-7 Cranwood Street
London
EC1V 9EE

Bankers

The Co-operative Bank Plc
Business Direct
PO Box 250
Skelmersdale
WN8 6WT

SOFII FOUNDATION

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SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2021

The trustees present their report and financial statements for the year ended 31 March 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011, the Companies Act 2006, and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Structure, governance and management

The charity was incorporated on 12 March 2008 as a company limited by guarantee. The memorandum and articles of association are the governing document.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Ken Burnett	
Fiona Duncan	(Resigned 4 February 2021)
Craig Linton	
Meredith Niles	
Richard Turner	
Heather Little	(Appointed 24 March 2021)
Rachael Moore	(Appointed 24 March 2021)
Angelique Masse Nguyen	(Appointed 24 March 2021)
Charmaine Shah	(Appointed 24 March 2021)
Andrew Watt	(Appointed 24 March 2021)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up. As anticipated in 2019, at their meeting on 24 March 2020, the SOFII trustees resolved to amend the charity's articles of association to restore the requirement that trustees should retire by rotation.

SOFII relies for the delivery of all its services and activities on the efforts of volunteers and self-employed people working on specific tasks. In 2020-21 the latter included Joe Burnett and Carolina Herrera and Joanna Culling – for whose assistance during the year the trustees are very grateful. Additionally, in 2020 SOFII began utilising the services of Alison Weir-Smith, from New Zealand – via Upwork to help make much-needed adjustments and improvements to the website. David Carrington, a former trustee, is Company Secretary of SOFII on a volunteer basis.

Objects

The objects of the SOFII Foundation are "to promote the efficiency and efficacy of charities worldwide, in particular (without limitation) through advising people about successful charitable fundraising activities."

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Review of activities, achievements and performance

SOFII exists to make charities more effective and help charity professionals, particularly fundraisers, to access the best thinking, creativity and case studies to help them improve their impact and professional competence. SOFII's aim is to develop a thriving, constantly evolving SOFII website with an everincreasing user base and the world's largest archive of fundraising case histories drawn from every continent. SOFII differs from all other fundraising portals in that it is a unique, permanent, easily accessible archive of effective fundraising best practice from around the world.

SOFII is dedicated to:

- Preserving fundraising's colourful and instructive history.
- Spreading ideas that change the world.
- The celebration of inspiration and creativity.
- Creating an indispensable fundraiser's toolbox.
- Encouraging voluntary sector workers to value and celebrate their role in helping others to make a difference, as this will lead to better equipped and more motivated staff who will stay longer.

SOFII's long-term goal is to become the number one resource for fundraisers around the world. The material and learning available from SOFII is generated by the same people who benefit from it: fundraisers and their managers. What's more, there's no charge for accessing the website and learning from it, which means that fundraisers can spend as long as they like learning from SOFII regardless of their training budget. This makes SOFII's resources particularly appreciated and valued by fundraisers in small to medium-sized charities.

Statistics show that in the month of May 2020 alone, the SOFII website was visited 13,794 times. There are now 1000 articles covering all aspects of fundraising on the site and this includes all the full project reports from the UK's Commission on the Donor Experience.

The SOFII archive has now been added to the digital UK Web Archive which is a collaboration between the UK Legal Deposit Libraries (British Library, Bodleian Libraries, Oxford, Cambridge University Libraries, National Library of Scotland, National Library of Wales and Trinity College, Dublin) – it can be seen at:

https://www.webarchive.org.uk/wayback/archive/*/https://sofii.org/

Features on the website include:

Case histories of fundraising best practice

A unique collection of exhibits – case studies of innovative, tried and tested fundraising ideas and examples from around the world – are featured, permanently available to copy or download. Fundraising campaigns are analysed, with results where possible, usually prepared and submitted by the people responsible for them i.e. fundraisers themselves. Accompanying text guides the reader in how to use these for their benefit. The exhibits are divided into logical fundraising categories. A trusts fundraiser, for instance, will know that if he/she visits the Trusts and Foundations showcase they will find samples of tried and tested ideas they can learn from. So far, there are 656 detailed individual case studies, with more being added each month.

A fundraising archive

SOFII gives access to some of the best fundraising campaigns in history, the oldest going back more than 3,500 years. The site is building and preserving a unique record of the history of fundraising and social change campaigning. Without SOFII, fundraisers would remain unaware of the lessons that can be learned from their history and ignorant of guidance and inspiration that could help improve their future communications.

SOFII translated

Thanks to the efforts of some dedicated volunteers, many of the case studies and articles have been translated into Portuguese, Italian, French, Spanish, German, and even a few in Chinese.

Top tips, opinion pieces, analysis

SOFII offers a wide array of resources including feature articles and information on issues relevant to fundraisers everywhere. Though many other websites produce articles for fundraisers, SOFII focuses on appropriate, well-written material in an easily digested format, not readily found elsewhere.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

A growing online presence

The coronavirus crisis has shown just how important it is that SOFII engages fundraisers globally via online networks. Over the past year we have seen our following continue to grow steadily. To capitalise on this SOFII continues to use email and social media to share and signpost the website's great content. We now have a weekly email list of over 9,700 eager fundraisers, ranging from veterans to new faces in the sector. On social media, we have over 7,700 followers on Twitter, a LinkedIn group of over 4,000 fundraising professionals and engage with over 1,700 Facebook users. And we are proud to say that from March 2020 to March 2021 our email list grew by over 1,000 subscribers and our Twitter and LinkedIn following has grown by around 800 and 700 followers respectively.

In the coming year we hope to explore adding more video and voice content to SOFII, while also engaging in new platforms such as Clubhouse, etc.

New in 2020-21:

SOFII homepage redesign

In September 2020 SOFII launched a brand-new homepage, with an improved layout that points users to more of our excellent content. The biggest feature of this is our Crisis Fundraising section, where we highlight smart fundraising that has been happening throughout the coronavirus pandemic. Our new design allows us to signpost users to items that are new, trending, popular or timely. It gives greater attention to IWITOT, our language sections, and more. The feedback on our new page has been positive.

SOFII giving function

This year SOFII finalised the addition of a new online giving function by adding Mobilise to the site. Mobilise (developed by Open) allows donors to easily choose to give either a one-off or regular gift, in dollars or pounds. We have seen seven new regular givers sign up via the function, and some of our existing givers also made the switch from PayPal too. One-off gifts are processing smoothly, and the team are now fully up to speed using the FTP site and Stripe also.

SOFII website content

We continually update our website with new, high-quality content and have added new articles to the site almost every week in the past year. Specific series that have been expanded over the past year include: Mark Phillips' podcasts 'Why do people give?' (ongoing); the George Smith series (ongoing); IWITOT content from our various events (ongoing); and the Denny Hatch archive (ongoing). We also added a user guide video to the site which helps new visitors find their way around SOFII.

Further developments will be made to the new section, Fundraising in a time of crisis, as well as the World-changers at Work campaign (WoW!) which showcases how ordinary people can make a real, positive difference to the world through their work. The major donor showcase is currently being worked on, with new content on its way from agency IG Advisors – as is My first weeks as a fundraiser.

I Wish I'd Thought of That (known affectionately as IWITOT)

I Wish I'd Thought of That (IWITOT) is SOFII's hugely successful flagship fundraising event, usually run each year in London and copied in many other countries, with support from Open Fundraising, one of SOFII's business partners. In a single afternoon, between 10 and 18 hand-picked speakers chosen from a spectrum of fundraising specialists would each present an inspiring fundraising idea that they wish they'd thought of – an innovative, replicable idea that we can all learn from. The caveat is the idea cannot be their own, it must be someone else's. And it must be presented in seven minutes or less. IWITOT has become part of the fundraiser's lexicon and now thousands of fundraisers the world over have experienced IWITOT's unique atmosphere – voting for their favourite idea at the end of each event.

IWITOT events have now been held in Australia, New Zealand, Canada, USA, France, Holland, Sweden and, of course, the UK. During 2020-21 SOFII helped other organisations deliver a variety of IWITOT events, including IWITOT@IOF 2020, DigiRaise 2020, FINZ Conference 2020 and IWITOT@IFC 2020.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

IWITOT virtual 2020

SOFII's IWITOT 2020 was planned to take place in London in April 2020 so preparations were well advanced when the coronavirus crisis reached the UK. SOFII, together with its event partner Open and fundraising consultant Nikki Bell, had to take swift action and moved the scheduled IWITOT London to be a completely virtual event.

The cancellation of the IWITOT day event could have had a profound financial impact on SOFII, but the virtual event was very successful. It generated over £16,000 gross income from ticket sales, recording sales and donations. A wonderful 779 fundraisers from around the world bought tickets or recordings, 86 per cent of whom had never attended an IWITOT event before.

Attendees joined from every corner of the globe, including but not limited to USA, Canada, Finland, Germany, UK, New Zealand, Australia, Hungary, Israel, Italy, Spain, Slovenia, France, Sweden, Ireland, Holland, Belgium, and Brazil. The 17 speakers consisted of new fundraisers, legends, consultants and charity champions from the UK, New Zealand, Germany, Switzerland, Ireland, and Belgium. SOFII's audience was engaged for over four and a half hours. There were 2,028 views on the live stream across the afternoon (someone leaving and coming back would class as two views) with many flooding to social media to share their love for IWITOT with the wider fundraising community.

It was the beginning of SOFII's virtual IWITOT success.

IWITOT: The supporter experience edition

With the help of Craig Linton (SOFII trustee) and the Chartered Institute of Fundraising (CioF)'s supporter experience special interest group, SOFII built on their virtual experience from April and ran a successful supporter experience themed IWITOT on December 9th, 2020. The event was run virtually via CioF's Zoom account and the tech was provided by their events team. This event was very well received by our viewers and raised £4,174, with the CioF kindly covering all direct costs.

About 440 fundraisers bought tickets or a recording of the event. The all-female panel of 12 speakers chose great supporter experiences from both the charity and the for-profit sector. SOFII was represented by Joe Burnett (co-host), who was joined by Lesley Pinder (co-host) from British Red Cross.

IWITOT: The Americas

But there was still time to give our SOFII community across the pond their very own IWITOT too. IWITOT: The Americas was SOFII's first-ever standalone IWITOT event. This entirely virtual IWITOT took place on January 26th, 2021 and raised £10,727 in gross ticket sales, corporate sponsorship, recording sales and donations (after various processing fees).

Unlike the previous virtual IWITOT where Open covered costs for the tech, this time SOFII paid for the Fundraising Everywhere platform and worked directly with their team to deliver this event.

270 fundraisers from around the world registered to receive tickets or recordings, and a huge 71 per cent of buyers stated they had never attended an IWITOT event before. Our attendees joined from many countries around the world, including but not limited to: The US, Canada, The UK, Australia, Italy, Mexico, France, and Brazil. The 11 fantastic speakers consisted of a diverse mix of fundraisers from the US, Canada, Brazil, and Mexico.

This proved there is real appetite for IWITOT globally and gave the SOFII team hands-on experience with delivering an event without support from Open.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Financial review

SOFII could not provide any of its so widely appreciated resources and services to the voluntary sector worldwide without the generous financial support from many organisations and individual friends.

SOFII's business partners in 2020-21 included Blackbaud, Bluefrog Fundraising, The Chartered Institute of Fundraising (CloF), THINK Consulting Solutions, ASK Direct, Open and Agents of Good.

The charity also received support from other generous donors and organisations around the world including Bloomerang, Blakely, The Dragonfly Agency, The Management Centre, Daryl Upsall Consulting International, Roger Craver/The Agitator, Reinier Spruit, Stephen Thomas (who specifically supports SOFII's George Smith series), Roger Lawson (who each year runs a Christmas Quiz donating the proceeds to SOFII), Bombora Publishing, Lisa Sargent, Julie Berthoud-Jury, Meredith Niles, David Carrington, Lyndall Stein, Ken Burnett, and more.

SOFII also benefits from kind monthly gifts given by the following global fundraisers: Michelle Berriman, Tom Ahern, Francesco Ambrogetti, Tanya Jackson, Simone Joyaux, John Grain, Craig Linton, Sarah Masters, Dominique Leeming, Valerie Pletcher, and Anna-Kirstin Whaley.

The trustees thank all SOFII's supporters – this continued, long-term support is essential to SOFII's continued successful operation.

In 2020-21 SOFII's expenditure totalled £64,998 (2019-20: £52,887). Income in the year totalled £61,959 (2019-20: £60,415), a deficit of £3,039 (2019-20: surplus of £7,528). Free reserves carried forward to 2021-22 totalled £26,518 (2019-20: £29,557).

SOFII is actively working on a fundraising plan to strengthen the charity's finances and increase reserves.

Reserves policy

The trustees have examined the requirement to hold a level of unrestricted reserves to safeguard the day-to-day running of the SOFII Foundation and to provide underlying financial stability to protect its long-term programme of activities. The charity aims to build its reserves to cover a year's worth of expenses.

Risk statement

The trustees has assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Independent examiner

Sudhir Rawal FCA of Jeffreys Henry LLP was appointed as the charity's independent examiner during the year and expressed his willingness to continue in that capacity.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Future plans

Now that the new giving platform, Mobilise is working well, SOFII intends to ramp up its fundraising efforts to individual donors, primarily through a regular giving ask. Our working target is to bring our total number of regular givers from 11 (currently) to 100 – aiming to provide SOFII with ongoing, sustainable income of around £10,000 per annum. The trustees fully understand that the success of this initiative could still be affected by coronavirus and the impact it has had on fundraisers' personal and professional circumstances.

SOFII will also be prioritising initiatives that generate much-needed income. A SOFII fundraising quiz will be launched in 2021-22, with a view to rolling out these events if successful. A benefit of this model is that now SOFII is registered with online quiz provider, Warp Point, our own supporters will also be able to host quizzes and donate the proceeds to The SOFII Foundation too.

SOFII hopes to continue our global expansion of our IWITOT events and engage with fundraisers in regions where we are less known. The skills, experience and networks of our new global board will be invaluable in helping SOFII achieve this goal.

Of course, SOFII's content will continue to grow in the coming year as we maintain our commitment to continually adding new resources and keeping the site fresh. SOFII's efforts to support fundraisers as they work harder than ever to raise more money for the causes close to their hearts will be further intensified.

It is now more than five years since the SOFII website was last revised and upgraded and during that time SOFII has doubled in size and become ever more complex. Though at the moment the current site infrastructure continues to work well it won't be long before the site's systems and structure will need to be revisited to ensure that they represent the best in current technology, commensurate with SOFII's commitment to offer the best, most comprehensive content. In the meantime, with the help of Alison Weir-Smith, ad-hoc but useful changes will continue to be made to the site.

Specifically, when funds allow, improvements to the search function will progress. This will make the SOFII site more user friendly to fundraisers around the globe.

SOFII will continue working on improving our donor care and being true to the great fundraising principles which are so prevalent in the content on the site. The trustees hope that this will ensure the charity maintains existing donor relationships and grows new ones.

And finally, SOFII is in talks with more professional fundraising associations, organisations, and agencies around the world, in the hope that new partnerships can be secured in 2021-22.

SOFII FOUNDATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

Statement of trustees' responsibilities

The trustees, who are also the directors of SOFII Foundation for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees' report was approved by the Board of Trustees and signed on their behalf by:

Ken Burnett
Chair



Dated: 11 August 2021

SOFII FOUNDATION

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SOFII FOUNDATION

I report to the trustees on my examination of the financial statements of SOFII Foundation (the charity) for the year ended 31 March 2021.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Sudhir Rawal FCA
For and on behalf of Jeffreys Henry LLP

Chartered Accountants

Finsgate
5-7 Cranwood Street
London
EC1V 9EE

Dated: 11 August 2021

SOFII FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2021

	Notes	2021 £	2020 £
Incoming resources from generated funds			
Donations and sponsorships	3	62,253	60,780
Investment income	4	18	20
Currency translation differences		(312)	(385)
Total incoming resources		<u>61,959</u>	<u>60,415</u>
Resources expended			
Costs of generating income	5	19,263	15,698
Charitable activities	6	45,735	37,189
Total resources expended		<u>64,998</u>	<u>52,887</u>
Net (expenditure)/income for the year/ Net movement in funds		(3,039)	7,528
Fund balances at 1 April 2020		<u>29,557</u>	<u>22,029</u>
Fund balances at 31 March 2021		<u><u>26,518</u></u>	<u><u>29,557</u></u>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SOFII FOUNDATION

BALANCE SHEET

AS AT 31 MARCH 2021

	Notes	2021 £	£	2020 £	£
Current assets					
Cash at bank and in hand		27,598		30,517	
Creditors: amounts falling due within one year	9	(1,080)		(960)	
Total assets less current liabilities			26,518		29,557
			<u> </u>		<u> </u>
Income funds					
Unrestricted funds			26,518		29,557
			<u> </u>		<u> </u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2021. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements.

The trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the 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 company.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 11 August 2021

Ken Burnett
Trustee



Company Registration No. 06532074

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies

Charity information

SOFII Foundation is a company limited by guarantee incorporated in England and Wales. The registered office is 19 Chelsea Park Gardens, London, SW3 6AF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

1.4 Incoming resources

Income is recognised on a receivable basis, in accordance with the provisions of Statement of Recognised Practice – Accounting and Reporting by Charities.

1.5 Resources expended

Resources expended are included in the Statements of Financial on an accruals basis, inclusive of any VAT which cannot be recovered.

Charitable donations comprise payments made to other charities in furtherance of the objects of this charity.

Expenditure which is directly attributable to specific activities has been included in support costs.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

2 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Total	-	-

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

3 Donations and sponsorships

	2021 £	2020 £
Donations	57,902	55,710
Sponsorships	4,351	5,070
	<u>62,253</u>	<u>60,780</u>

4 Investment income

	2021 £	2020 £
Interest receivable	18	20
	<u>18</u>	<u>20</u>

5 Costs of generating income

	2021 £	2020 £
Staging fundraising events	16,571	12,594
Support costs (see note 7)	2,692	3,104
	<u>19,263</u>	<u>15,698</u>

6 Charitable activities

	2021 £	2020 £
Maintaining and developing SOFII website	44,535	36,229
Governance costs (see note 7)	1,200	960
	<u>45,735</u>	<u>37,189</u>

SOFII FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

7 Support costs

	Support costs	Governance costs	2021	2020
	£	£	£	£
Miscellaneous and office expenses	2,692	-	2,692	3,104
Independent examiner remuneration	-	1,200	1,200	960
	<u>2,692</u>	<u>1,200</u>	<u>3,892</u>	<u>4,064</u>
<i>Analysed between:</i>				
Costs of generating income	2,692	-	2,692	3,104
Charitable activities	-	1,200	1,200	960
	<u>2,692</u>	<u>1,200</u>	<u>3,892</u>	<u>4,064</u>

8 Taxation

SOFII Foundation is a registered charity and therefore is not liable to income tax or corporation tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.

9 Creditors: amounts falling due within one year

	2021	2020
	£	£
Accruals and deferred income	1,080	960
	<u>1,080</u>	<u>960</u>

10 Trustees

None of the trustees received any remuneration or benefits from the charity during the year.

11 Related party transactions

One of the self-employed people who was paid for carrying out tasks for SOFII during 2020/21 was Joe Burnett, son of Ken Burnett who served as a trustee of SOFII during the year. All decisions relating to the tasks Joe Burnett carried out and the fees he was paid were agreed by the other trustees.