

CHARITYCOMMS

England & Wales · Charity number 1138312

Details

Status	Registered
Legal form	Charitable company
Company number	06210121
Registered	2010-10-07
Register	View on the Charity Commission register

Contact

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Activities

Objects: (A) TO PROMOTE THE EFFICIENCY AND EFFECTIVENESS OF CHARITIES, NOT FOR PROFIT ORGANISATIONS AND VOLUNTARY ORGANISATIONS FOR THE BENEFIT OF THE PUBLIC THROUGHOUT THE UNITED KINGDOM BY THE PROVISION OF RESOURCES TO OPTIMISE THEIR COMMUNICATIONS. (B) CHARITIES ARE ORGANISATIONS WHICH ARE ESTABLISHED FOR EXCLUSIVELY CHARITABLE PURPOSES IN ACCORDANCE WITH THE LAW OF ENGLAND AND WALES. (C) VOLUNTARY AND NOT FOR PROFIT ORGANISATIONS ARE INDEPENDENT ORGANISATIONS WHICH ARE ESTABLISHED FOR PURPOSES THAT ADD VALUE TO THE COMMUNITY AS A WHOLE, OR A SIGNIFICANT SECTION OF THE COMMUNITY, AND WHICH ARE NOT PERMITTED BY THEIR CONSTITUTION TO MAKE A PROFIT FOR PRIVATE DISTRIBUTION. VOLUNTARY ORGANISATIONS DO NOT INCLUDE LOCAL GOVERNMENT OR OTHER STATUTORY AUTHORITIES. (D) TO ADVANCE THE EDUCATION OF THE PUBLIC IN RELATION TO THE MATTERS REFERRED TO IN OBJECT 3(A).

Activities: CharityComms is the professional membership body for charity communicators. We believe that effective and inspiring communications should be at the heart of every charity's work for a better world. We hold regular seminars and conferences, host networking events and enable charities to share best practice.

Members have exclusive access to our mentoring programme plus a host of other benefits.

Classification

- **How:** Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training
- **Who:** Other Charities Or Voluntary Bodies

Geography

- **Area of benefit:** THE UNITED KINGDOM
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-30	£793,628	£820,316	£325,444	14
2024-04-30	£764,582	£714,761	£352,132	13
2023-04-30	£664,993	£679,132	£302,311	13
2022-04-30	£596,266	£617,231	£316,450	13
2021-04-30	£631,180	£638,840	£337,415	11

Trustees

Name	Role	Appointed
Jacqueline Kay O'Sullivan	Chair	2025-03-18
Curtis-James Marshall		2019-10-10
Gary Mazin		2023-11-23
Ipek Leni Candan		2023-11-23
Kirsty Marrins		2019-10-10
Lauren Ambrose		2023-11-23
Nicholas Anthony Radmore		2021-09-14
Sarah Welsh		2022-03-08
Saskia Konynenburg		2023-11-23
Vishnee Sauntoo		2021-09-14

CHARITYCOMMS

England & Wales - Charity number 1138312

Accounts

REGISTERED COMPANY NUMBER: 06210121 (England and Wales)
REGISTERED CHARITY NUMBER: 1138312

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2025
FOR
CHARITYCOMMS
(A COMPANY LIMITED BY GUARANTEE)

Galloways Accounting Limited
15 West Street
Brighton
East Sussex
BN1 2RL

CHARITYCOMMS

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FOR THE YEAR ENDED 30 APRIL 2025**

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CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2025

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report and the financial statements of the charity for the year ended 30 April 2025. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 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 published in October 2019.

Welcome and introduction

CEO introduction

The past year had been an exciting and challenging time for professional communicators. We have seen unprecedented changes to the communications landscape and to our craft while the pace of change continues to accelerate. Never has CharityComms been more relevant and more needed and we are proud to have helped share good practice and inspiration and to help our professional community feel connected and supported.

Our network has continued to grow, and we extended our reach, working in partnerships to improve our services and strengthen our voice. Acting as a trusted convener, we created safe spaces to respond to the most pressing communications issues from AI to ethical and inclusive comms, the fragmentation of the social media channels, tackling misinformation, countering divisive narratives and creating stories to drive positive change.

The Board's decision to invest some of our reserves allowed us to increase capacity and recruit new skills which enabled us to develop services and be responsive to members' needs and to test new ideas and approaches. We were delighted to be shortlisted as Medium Charity of the Year in the Third Sector Awards 2024 and as Best Professional Body or Learned Society in the Memcom Excellence Awards 2024, a testament to the talent and dedication of the team. But we know that it is the generosity and expertise of our volunteer advisory groups, speakers and trainers, corporate partners, sponsors and freelancers that makes our peer-to-peer learning model possible and is the foundation of success.

Thank you also to CharityComms trustees, who set the course and challenged us to excel. We said goodbye to our Chair Mark Russell who ably led the CharityComms trustee board over the last six years. And were delighted to welcome Jackie O'Sullivan as the new Chair. Jackie will help us build on our achievements and deliver an even better service to our members.

Adeela Warley, CEO CharityComms

It's a real privilege to write my first foreword as Chair of CharityComms. I was delighted to join this wonderful organisation and I'm excited about what lies ahead. I want to begin by thanking Mark Russell for his outstanding leadership over the past six years. Mark's thoughtful stewardship has helped shape CharityComms into the trusted and inclusive organisation it is today. I'm grateful to be building on such strong foundations.

I also want to extend my heartfelt thanks to my fellow trustees and the brilliant CharityComms team. Your passion and dedication shine through everything you do. This year's achievements are a testament to your hard work and creativity.

From championing the voice of charity communicators in the age of AI and social media fragmentation, to responding swiftly to misinformation and supporting the sector through a general election year - CharityComms has been right where it needed to be. We welcomed over 6,600 delegates to 36 events, launched new initiatives like Career Connections and Communicate Change with Confidence, and refreshed our Inspiring Communicator Awards with powerful storytelling and inclusive online experiences.

We've grown our community to over 16,000 professionals, expanded our mentoring scheme, and delivered timely resources and insights that truly reflect the needs of our sector. Financially, we are well positioned to invest in our strategy in 25/26 in order to have an even greater impact.

I am looking forward to realising our strategic intentions and a brand refresh in 2025. I'm proud to be part of this journey. Together, we'll continue to elevate communications and upskill and empower everyone in the charity sector to use it to change the world.

Jackie O'Sullivan, Chair of Trustees

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2025

OBJECTIVES AND ACTIVITIES

Objectives and aims

Our vision - We enable every charity to value and use effective communications for a better world.

Our purpose - We champion the value of communications and continually improve the quality of communications by connecting and inspiring our community.

Our goals by 2027

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. Charities will have senior management team/senior board representation from communications (i.e. an equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications is aligned with their brand and organisational strategy.

Our impact - CharityComms' theory of change states that:

Charities create change; communications create change; charities that communicate better, create better change.

Bringing together a community - Memberships

"Just wanted to say how helpful I have found CharityComms events, resources and mentoring over the years! I think you provide excellent, tailored support for comms professionals in the sector."

Whatever their charity size or sector, comms professionals come together as part of the CharityComms community, to share their stories and connect with each other. Our focus this year has very much been on keeping our members engaged - with us and what we offer, and with each other - and we were delighted to be able to provide Career Connections, a new series of in-person networking opportunities.

"The networking event was great! I met some lovely people and made some great connections."

We also hosted a new online Member Meets event, bringing new members together to connect and ask questions. Our community grew to 16,000 people from across the sector and we were delighted to welcome 305 new members, across all membership types.

We ended the year with 535 organisational members, 378 individual members, and 82 corporate partners. We also added almost 2,000 new contacts, bringing the number of comms professionals in our network to over 16,000.

"Thanks for everything you do at Charity Comms. You were a real lifeline when I moved from a big team in higher education to being the solo comms person in a small charity."

Learning together - Events Programme

Our model here at CharityComms is peer-to-peer learning and there would be no event programme without the generosity of the comms community in sharing their experiences. Huge thanks to everyone who shared their experiences and insights at our events this year. Together, we're strengthening learning and development in the comms community.

We recognise that communicators remain overstretched and time-poor, and continue to operate with a backdrop of challenges. There continues to be increased competition for their time and attention. We ran 36 events for 6,607 delegates this year, up from 5,169 delegates the previous year.

Our satisfaction rates this year remained at 92%, despite negative feedback with a new conference event platform.

We continued our focus on making our events as accessible and inclusive as possible, and we brought speakers, sponsors and members on the journey with us.

We recognised the need to support our members and the wider sector with timely event content on AI, social media platforms, navigating the misinformation era, successful comms in an election year, putting accessibility at the heart of your brand, fresh digital approaches, and the power of storytelling to connect, unite, inspire and transform.

We launched a new programme of free, in-person networking Career Connections events in London for our members, themed around three key areas:

- Starting your journey
- Boosting your career
- Building your networks

We also launched a new workshop on Communicate change with confidence which was designed specifically for charity communicators as they play a crucial role in guiding teams through transitions. The workshop bridged the gap between charity communicator expertise in internal communications and the unique demands of change management.

To support small charities in our membership, we partnered with Inside Edge Media Training to develop and deliver a free workshop on What journalists want from charities and their spokespeople.

Our popular Stepping into Comms Leadership workshop series ran its 20th series this year, all expertly facilitated by Griff Griffiths. These workshops continue to support and inspire senior comms professionals looking to embody a new set of skills to be a visionary leader.

We recognised the need to improve our conference experience for everyone and innovated with a new conference platform. But innovation does not come without risk, no matter how much due diligence or preparation you undertake. We worked hard to mitigate these risks and gave a new conference platform a try with the aim of rolling it out across all of our conferences.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2025

Following two disappointing third-party event platform experiences (for reasons outside of our control), we reviewed the risks carefully and flexed back to holding our conferences on Zoom. We're proud of how we rose to meet these challenges and bounced back from the experiences too. We're grateful that our audiences stuck with us through the bumpy transition to the new platform and have been encouraged by all the positive feedback on our return to Zoom. We've improved the delegate experience by introducing two stages, providing more content and greater choice. We learned much along the way, and those learnings are continuing to serve us well.

Being there for members - Content and Engagement

The last financial year has been one of significant changes in the operating landscape for charities, with social media shifts, AI developments, riots, and a general election. We have moved at pace as an organisation and alongside members and partners to deliver content to support charities through these transitions and showcase best practice. This work is part of our continued commitment to listen to our community's needs and respond to what's been taking place in the sector and the wider world.

Our outputs have included timely articles, evergreen advice, tips and trends, templates and benchmarking reports, adding up to 44 pieces of new work during the year. Connecting people with ideas, insights and support, our range of topics has included a popular social media checklist, a collection of content on comms during an election and responding to social media platform changes - and even taking over the ACEVO podcast for a special episode of leadership in comms.

Our website continues to be a place to support members, with a recording of 173,000 page views over the year and our primary social media channels, LinkedIn and Bluesky, seeing strong growth and engagement. Our newsletter continues to be a staple for communicators, ending the financial year with over 10,000 active members.

We have continued to build on the successes of the Inspiring Communicator Awards 2024 and started promotions from 29 April 2025 at our Strategic Communicators Conference, to extend the window and provide more opportunities for engagement with the stories and purpose of the awards through our communications.

Our aim is to build on what we've learned throughout the year, to continue to showcase our members across our platforms, and champion their work in the sector. We have also been laying the groundwork for content and social media auditing, to review our web and social channels and their contents, to develop and deliver on plans based on this strategic insight.

Finance

The year ended better than anticipated and the trustees are pleased to report unrestricted income of £793,628 and a deficit of expenditure over income of £26,688 in the year to 30 April 2025. The income and deficit reported are both better than budgeted. Membership subscription grew 4% compared to the previous year and events by 23%. As a result of the operating deficit our free reserves decreased from £352,132 in 2024 to £325,444 in 2025. We comfortably hold the CharityComms desired minimum reserve policy level of £220,000.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2025

OBJECTIVES AND ACTIVITIES

Charitable Purpose - about CharityComms

At CharityComms, our aim is to connect, inform, empower, and inspire comms professionals in the charity sector. We are working with our members and the wider communications community to raise the standard of communications in not-for-profits, to enable them to deliver their world-changing missions more effectively. From our membership scheme and events to our best practice guides, reports, support for professional development and web and social media content, we aim to listen and respond to our members to deliver a service that meets their needs and exceeds their expectations.

This year over 200 communicators took part in the Organisational Salary and Culture Survey 2024. The report showed that communicators are passionate about their work and the causes they advocate for, but this alone cannot sustain their energy and professional commitment. They need understanding from within their organisations, with senior leadership setting realistic expectations, creating clear and distinct roles and remits, and thinking creatively about how to reward and recognise their skills and safeguard their wellbeing.

The survey provides a unique insight into the working lives of charity communicators and vital benchmarking data to help communicators make a powerful case for investment in strategic communications.

We completed an organisational systems audit to create a phased action plan to improve our ways of working and systems efficiency, implanting these changes will help provide a more seamless experience for our members.

Working in partnerships is central to our approach, extending our reach and influence on behalf of communicators and ensuring we play to our strengths. Examples include:

- The Civil Society Group - a collaboration of over sixty infrastructure organisations working together to share intelligence and champion the value of the sector. A focus this year, was the work led by NCVO and ACEVO working with the sector and government to shape The Civil Society Covenant, a new agreement to improve and reset the relationship between civil society and government.

- CharityComms is a member of the UK AI charity taskforce, championing the responsible, inclusive and collaborative use of AI across the social sector for maximum impact and collective benefit. CharityComms sits on both the steering group and is a member of the large organisations sub-group, representing the needs of charity communicators and making the case for investment in skills and resources to support successful adoption of AI tools.

- We continued to provide advisory support to the Centre for Ageing Better, "Age without Limits campaign", helping to shape a nationwide day of action to celebrate ageing and challenge ageism.

- A hot topic this year has been the fragmentation of social media channels and the spread of dis and misinformation. We joined a round table event with the NICVA network. (Northern Ireland) to understand their needs, learn from others and share our experience and resources.

- We are building a strong relationship with the Charity Commission communications team to share plans and identify opportunities to amplify core messages.

Public benefit

The trustees confirm that they have complied with the requirement set out in Section 17 of the Charities Act 2011 to report on how they have carried out their charity's purposes for the public benefit and have complied with their duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2025

ACHIEVEMENTS AND PERFORMANCE

Membership Achievement and Performance

"I really enjoy everything that CharityComms does and have enjoyed some great events and learning. Thank you for everything you do to support the sector."

Our unique place in the sector and our peer-to-peer model of learning continues to allow us to provide tailored support and resources for our amazing community of charity communications professionals.

We ended the year with 535 organisational members, 378 individual members, and 82 corporate partners. We also added almost 2,000 new contacts, bringing the number of comms professionals in our network to over 16,000.

Membership products and services

Our hugely popular mentoring scheme continued to grow, with mentors and mentees embracing our digital platform that allows them to create a profile and self-match. We were also delighted to be able to open up the mentoring scheme to individual members, meaning that even more comms professionals can benefit from the expertise of others in the sector.

"If you're in comms and marketing in the charity world, give your career a winter boost today by getting involved in the CharityComms mentoring scheme. Being able to schedule in a regular pause amid the busyness for some outside perspective on your work challenges and goals is priceless!"

Our jobs board remains the most-viewed page on the CharityComms website, with almost 22,000 page views, and we posted 426 roles throughout the year. Our other membership services include AskCharity, which allows journalists to send out media requests directly to the sector, and the Charity Digital Benchmark, which helps to ensure strategic digital thinking and offers a unique tool to measure impact and performance.

"Love AskCharity - we have a national weekly mag running a feature ahead of Christmas because of it."

ACHIEVEMENTS AND PERFORMANCE

Charitable Activities - CharityComms Events STRATEGIC REPORT

Events Achievements and Performance

CharityComms' events continue to bring our mission to life by showcasing examples of innovation and best practice that allow our network to share their successes, challenges, solutions, and ideas with their peers. Our aim is to inform, inspire, and empower delegates to use effective communications to better serve their beneficiaries and supporters.

We use our special insight into the sector and communications issues to ensure content, speakers and resources are what members need. We continued our work to make our events programme as accessible and inclusive as possible, and brought speakers, sponsors and delegates on the journey with us.

We kept our finger on the pulse of our members, bringing them timely and relevant content in a variety of formats. Huge thanks to our member steering groups who helped guide us on topics for our special interest group events. We also provided opportunities for peer-to-peer exchanges and support throughout our events, helping our members stay connected with fellow comms professionals.

We are proud of our achievements this year:

- 36 events
- 6,607 delegates
- 92% satisfaction rate maintained

Achievements and performance

We recognise that communicators remain overstretched and time poor, and there's increased competition for their attention. We worked hard to make punchy and practical content for our delegates, and every minute spent with us count. We held 36 events this year, down three from the previous financial year. We welcomed 6,607 delegates to our events, up from 5,169 delegates the previous year. Our satisfaction rate remained steady at 92% despite issues with an external event platform impacting feedback.

We recognised the need to support our members and the wider sector with timely event content on AI, social media platforms, navigating the misinformation era, successful comms in an election year, putting accessibility at the heart of your brand, fresh digital approaches, and the power of storytelling to connect, unite, inspire and transform.

Our most popular events included:

- Online 2024 Inspiring Communicator Awards which were held on LinkedIn Live this year, with more than 1,600 views of the awards ceremony.
- Seminar on Framing comms for success in an election year and beyond, with 496 delegates. The success of this event demonstrated that we've got our finger on the pulse, held this event at the right time (general election was later called for 4 July), and the appetite from the sector to learn about using framing principles in their comms.
- Social Media Network event on social media platforms: should we join, stay or go?, with 417 delegates
- Conference Storytelling today: connect, unite, inspire, transform, with 273 delegates
- Digital Comms Conference: a fresh approach for the year ahead, with 268 delegates
- Social media conference on Adapting to Change, with 236 delegates
- Brand Breakfast event on accessibility at the heart of your brand, with 234 delegates
- Creatives Group event on AI tools to aid creative work, with 195 delegates despite it taking place on election day.

Supporting small charities

To support small charities in our membership, we partnered with Inside Edge Media Training to develop and deliver a free workshop on What journalists want from charities and their spokespeople. This hands-on communications workshop was packed with insights and insider tips on what news producers want from a story. Facilitated by an experienced media trainer and journalist it also explored effective media engagement. The workshop introduced strategies for charity communicators - and the spokespeople they support - to be effective when undertaking broadcast and print interviews.

Improving delegate and sponsor experience

This year we focused on improving delegate and sponsor experience across all events, but with a particular focus in our conference programme.

We opted to run our conferences via a special events platform to achieve these goals. Unfortunately, our use of the conference platform didn't live up to our expectations and the needs of our delegates and sponsors. We ultimately parted ways with the event platform provider, and returned to holding our conferences on Zoom. Zoom remains a platform that our audience knows and loves, and we're continuing to adapt and incorporate new features to give a great experience to all. We've improved the delegate experience by introducing two stages, providing more content and greater choice.

We worked closely with sponsors to better understand their needs and experiences, and how our events could help them achieve their aims.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2025

ACHIEVEMENTS AND PERFORMANCE

Challenges

- Communicators remain overstretched and time poor
- Charity budgets (including personal development budgets) have shrunk.
- The event market is increasingly saturated, with many events springing up in the sector to support our audiences.
- We saw an increase in competitors this year, with many agencies holding events on their own and going direct to the comms community.
- This year there was a steep learning curve for vetting, training on and using a new events platform, alongside a busy business as usual.
- We prepared for 3 months of medical leave for our Head of Events which required lots of onboarding alongside a busy business as usual.

Here's what some of our delegates had to say about our events this year:

"I see Charity Comms as the gold standard of accessible, inclusive online events. In fact, I would love your tips / a best practice guide."

"The content is so relevant for organisations at this time when change keeps happening and is so poorly communicated. It all worked well."

"I liked especially hearing from the speakers who were ahead of me in their career journey and to whose level I aspire to get to."

"The presentations were very well delivered, and I really enjoyed the topics covered at this year's conference. I liked the flexibility to choose which breakout room to join - it allowed me to focus on the sessions that interested me most."

"Really slick presentations and the outline for what was expected of us as delegates at the beginning was really good. It was a friendly atmosphere and safe space to talk."

"A really insightful overview of the AI tools available for creatives and lots of new ideas on how these can be applied to optimise processes. I also very much enjoyed the breakout sessions and gaining insight into how peers are using AI tools in their work."

"Excellent content, well-structured and paced, good opportunity to meet people and ask questions."

"The quality and variety of the speakers was excellent. The pacing, depth of content and clear take-aways were just right. Having tangible examples of work and approach, as well as practical guidance was very useful."

"Excellent speakers and the CC team are so slick! Thank you."

"Really good speakers, nice pace for the event, very well organised. Great to have questions in the chat. Well moderated."

"The structured networking was useful to give ideas of topics to speak about, but I liked how there was still a relaxed approach to the whole event. The Q&A sessions really worked well and it was nice to see so many people engaging in this!"

Here's what some of our speakers and sponsors had to say about working with us:

"It was such a fantastically well-run event and I really enjoyed all the sessions. Since speaking, I've actually been inundated with LinkedIn requests and messages about my training courses which has been wonderful too!" - speaker

"It was a great event, as always and your support and guidance was fab, really helpful. Our team were talking today about how good the content was this year. We were delighted to be part of it." - sponsor

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2025

ACHIEVEMENTS AND PERFORMANCE

Charitable Activities - Communications and engagement Sharing stories and championing comms

We're proud to continue to champion our members and the work that they do, all the while focusing on the vital role of comms and its strategic place in the sector.

We co-created 44 pieces of content across our website throughout the year, highlighting a range of topics and sharing stories and insights from our network and beyond. Some key pieces we're particularly proud of have included:

- Leading the way in charity communications podcast, taking over an episode of the ACEVO Leadership Worth Sharing podcast series for our CEO, Adeela Warley, to talk about the importance of strategic communications with two guests in charity leadership roles.
- Co-creating video content as part of the Inspiring Communicator Awards, working with our creative partners Creative Concern, on a story showcases to share the case studies of our award shortlisters and winner stories.
- A social media platform checklist to help charities evaluate their social media platform use and make strategic decisions about whether to join, stay, or leave a social platform.

Behind the scenes we are laying the groundworks for a new content strategy - to introduce new formats, streamline existing formats and processes, and amplify voices.

Listening and acting on member insights

Comms doesn't stand still and keeping up with what our members are experiencing means that we can offer them the most timely and useful resources possible. Using our own data, through social listening and keeping connected with the wider sector allows us to produce a wide array of resources, including:

- A social media policy template, to help guide charity staff and volunteers on their social media usage. Working alongside charities, legal experts and a freelancer we updated it in July 2024 from an existing and popular template from 2017. It became our most viewed template during the year, coming in tenth in our top ten viewed website pages.
- Our 2024 Salary and Organisational Culture Survey report provided a range of insights, from how communicators are using AI to how supported they feel in their roles, to fully capture the value of comms in charities.
- Adding to our range of topic-specific hubs - such as AI, social media and comms during an election period - to keep our members up to date with key insights from the sector and wider sources.
- Responding to news, we shared examples of charity responses to the racist-fuelled riots in summer 2024 to support others in creating their own responses and signpost people to important resources to develop their anti-racist comms practice.

During the year, we also took some time to step back and reflect on our own use of social media, resulting in us scaling back our activity on X, increasing our investment on LinkedIn and joining Bluesky. We're excited to see what the future holds, as we continue to test and learn in how we're engaging with members in new ways, underpinned by a new social media strategy.

Our comms in numbers

- Our jobs board remained our most popular page on our website with almost 22,000 page views.
- Throughout the year our website had more than 173,000 page views.
- We added 44 pieces of content to our website.
- We ended the year with 10,800 active newsletter subscribers.
- We ended the year with 20,000 followers on LinkedIn, which has become our major social channel.
- Our new channel Bluesky ended the year with nearly 1,300 followers.
- Our X channel ended the year with 49.5k followers and Facebook saw small, incremental gains, ending around 3.8k followers.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2025

FINANCIAL REVIEW

Financial Performance

The good financial performance of the year as reported masked the tough conditions under which the team worked to deliver the results. As a membership organisation, we experienced first hand, the impact the current economic climate is having on the sector. Our members continue to make hard choices about renewing their membership by finding the budget to continue to support us and access our services.

In this tight economic reality, we were pleased to record an increase in the number of joiners and subscription renewals in the individual and corporate segments of our membership, and continued to work hard on the organisational segment. Year on year subscription income was up by 4%, lower than the 11% reported the previous year. All three categories of membership recorded an increase over the previous year: with organisational membership recording an increase of 3%, corporate 11% and individual membership 15% respectively.

Income from events also showed growth. Events takings were 23% better than previous year and 11% better than budgeted. Although sponsorships fell slightly short of target, bookings to conferences and workshops were encouraging..

The charity continued its restructuring plan which started in 2022-23. However, capacity issues in staffing, coupled with a mid-term review of the original business strategy meant that the business development budget remained unspent at the end of the financial year. This unspent budget mainly accounted for the better performance reported against the budget deficit planned. In pursuit of the revised development plan for 2025-27, we plan to flex headcount and ways of working in line with operational demand. Over the planning period, we will continue to draw on our reserves to finance our investment commitment to improve on deliverables to our membership network and significant spend (circa £221,000) is planned for an audience audit, brand development website revamp and systems and processes review.

We are a people-based organisation and staff costs took an 79% share of our total costs this year, the same as the previous year. We continue to review how the team works, adapting to newer ways of working to improve productivity, efficiency and talent retention in a challenging landscape. In the new year we will launch our new staff handbook and an in-house interactive HR platform.

In summary, our unrestricted income was up from £764,582 (2024) to £793,628 (2025). Although costs were up from £714,761 (2024) to £820,316 (2025), they were below budget. A deficit of £26,688 was reported at the end of the year due mainly to a dip below forecast in membership income and a disappointing performance of our ethical investment funds during the international trade tariff episode .

The charity holds significant amounts of cash at £585,798. Roughly half of this (£295,212) represents deferred income mostly from the unearned portion of membership subscriptions paid in advance. Standard accounting practice requires us to hold this money on the balance sheet and not to take it to reserves as it hasn't yet been earned. We invest the bulk of this money with CCLA in their COIF Charities Ethical Investment Fund.

The remainder of the cash £206,726 is held with the Co-operative bank, mostly in a savings account. Our new strategic plan 2024-2027, see below, will see us expand our services and invest in new areas and this surplus will enable us to run deficit budgets for the next two years while we build these services up.

Reserves Policy

CharityComms reserves policy did require we maintain a minimum level of £175,000 in unrestricted reserves. This level takes account of the risks and variability of our sources of income, current and future staff contracts and employment costs, funding requirements of planned investments and business development plans and some allowance to enable quick response to mitigate unforeseen operational threats.

The Trustees have increased this reserves threshold to reflect our increased size and we will now seek to maintain at least £220,000 in free reserves. Unrestricted net assets of the charitable company at 30 April 2025 were £325,744. The reserves policy of the charity is therefore met.

Going concern

CharityComms remains a going concern for the foreseeable future. As an annual exercise, as part of its budgetary process, it carries out detailed review of development projects within its strategic business plan with funding available from its cash reserves.

The strength of our balance sheet on 30th April 2025 puts us in a healthy financial position to fund the proposed investments in our three-year development plan 2025 to 2027. In this development period, we forecast to dip slightly below our current reserves policy of £220,000 and to achieve breakeven budgets by 2028-29. We can therefore state that the charity is a going concern.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governance

The charity is controlled by its governing document, the Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The governing document was reviewed in 2022 to ensure it remains fit for purpose, in line with changing regulations and to ensure our key objects are being met. Changes to our Articles of Association were achieved in liaison with our legal advisers and approved at our EGM on 9 September 2022.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2025

STRUCTURE, GOVERNANCE AND MANAGEMENT

Changes to our trustee board

The following changes have been made to our trustee board during the year:

- Mark J Russell - Stepped down as Chair on 18 March 2025 after serving two terms of 3 years

The following joined as trustees during the year:

- Jackie O'Sullivan - joined on 18 March 2025 as Chair

Decision making

The charity is run by the board of trustees, which sets and monitors strategy and policy. The board receives quarterly reports of all the activities of the charity through its Finance and Resources Committee. The Committee meets quarterly ahead of the Board to consider financial and operational matters presented to it by the management team. The committee provides steers to the management team and recommendations to the board.

Trustees strategy review meetings are held each year to appraise the board's governance effectiveness, to ensure the board meets more frequently to discuss and steer the charity on its chosen business development path and to continue to review the situation against set KPIs. The board also aims to provide necessary support to the team to ensure that the team's working culture is supportive, effective, and efficient.

Induction and training of new trustees

New trustees receive an induction pack drawing information from the various Charity Commission publications signposted through the Commission's guide "the Essential Trustee".

Trustees receive the following governing documents: our Governance manual, Memorandum and Articles and the latest financial statements and management accounts, the organisational strategy and annual business plan including the financial budget. The respective documents cover:

- The obligations of trustees, the CEO and senior management team
- The main documents which set out the operational framework for the charity including the memorandum and articles
- Resourcing and the current financial position as set out in the latest published accounts.
- Future plans and objectives, vision and values
- Trustee training programme, including self-learning, external training, and peer support to ensure high performance and continuous learning.
- Additionally, new trustees are invited and encouraged to proactively familiarise themselves with the charity and the context within which it operates.

Key management remuneration

The board of directors, who are the charity's trustees, together with the senior management team constitute the key management personnel of the charity and oversee directing, controlling, running, and operating the charity on a day-to-day basis. All directors give of their time freely and no director received remuneration in the year. The pay of the senior staff is reviewed annually and normally increases in accordance with average earnings. In view of the nature of the charity, the trustees also benchmark against pay levels in other charities of a similar size and nature.

Risk management

The trustees have a risk management strategy which comprises:

- A quarterly standing item on the Board agenda reviewing key risks and policies.
- The establishment of policies, systems, and procedures to mitigate those risks identified in the risk register.
- The implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise.
- The regular reviewing of specific KPIs and indicators associated with key risks, including income levels, membership renewals and staff wellbeing.

A major risk highlighted in our register is the threat posed by falling membership, particularly in the organisational segment of our business. The drop in membership subscription renewal and joiners in the later quarters of the financial year attracted trustees and management attention. We are working actively on membership campaigns and initiatives to restore growth in this segment as we recognise the sensitivity of this income stream to the sustainability of our development plan.

Another key element in the management of financial risk is a regular review of available liquid funds to pay salaries, settle debts as they fall due, daily review of banking activities, and active management of membership and events debtors and creditors balances to ensure sufficient working capital. Further mitigation has involved the monthly review of prepaid subscriptions of membership fees and events places to ensure that the receipts are accrued prudently as deferred income and provided for as current liabilities in the accounts.

An equivalent sum to the deferred income is invested in an Ethical investment fund with CCLA Investment Management with a low risk and a consistent growth record. This is to avoid a depreciation in its cash value.

We reviewed staff working hours to help spread workload and to mitigate against the risk of staff burn-outs and absenteeism and finally, as a measure to ensure the health and safety of staff at work.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2025

STRUCTURE, GOVERNANCE AND MANAGEMENT

Developments in 2024 - 2025

This year it has been very challenging to balance delivery of our current portfolio of activities alongside our ambitions to take forward new and innovative areas of work. There were many live issues impacting charity communications and we moved quickly to respond and provide practical support our members in a timely way.

We hope that the investment in additional capacity and skills in the team will help us create momentum in the year ahead.

Key achievements include:

Championing the voice of charity communicators to influence and inform the debates and changes driven by AI technology and the fragmentation of social media channels.

Working with expert partners, we continued to demonstrate the power of framing to create stories with impact in a very busy General Election year, running our seminar "Framing comms for success in an election year and beyond."

The riots across the UK in summer 2024, threw a spotlight on the role of social media in spreading misinformation and online hate. We rapidly showcased charities work to communicate messages of solidarity and embed learning into anti-racist communications. We have continued to speak out and to engage and empower communicators with practical tools and guidance.

We refreshed our flagship Inspiring Communications Awards, working with our agency partners at Creative Concern, to create a suite of short films to share the stories behind the winning work. We successfully tested a new online platform to screen the event and enhance the online experience and make it more inclusive for our UK wide community.

This year, we laid the foundations for the development of the CharityComms brand and website which will help clarify the offer and value we bring to our members and help create more structured pathways to learning and development.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06210121 (England and Wales)

Registered Charity number

1138312

Registered office

15 West Street
Brighton
East Sussex
BN1 2RL

Trustees

Mark Russell (Chair) (Resigned 18/03/2025)
Jacqueline O'Sullivan (Chair) (Appointed 18/03/2025)
Kirsty Marrins
Curtis-James Marshall (Vice Chair)
Vishnee Sauntoo
Nicholas Radmore
Sarah Welsh (Treasurer)
Lauren Ambrose
Ipek Candan
Saskia Konyneburg
Gary Mazin

Company Secretary

J O Fadahunsi

Independent Examiner

Galloways Accounting Limited
15 West Street
Brighton
East Sussex
BN1 2RL

Legal Advisers

Hempsons
100 Wood Street
London
EC2V 7AN

COMMENCEMENT OF ACTIVITIES

The company was incorporated and registered in England and Wales on 12 April 2007 and registered as a charity with the Charity Commission in England and Wales on 7 October 2010.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2025

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 16/10/2025 and signed on its behalf by:

J K O'Sullivan
.....
J K O'Sullivan (Chair) - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
CHARITYCOMMS**

Independent examiner's report to the trustees of Charitycomms ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2025.

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.

Colin Young BA FCA

Galloways Accounting Limited
15 West Street
Brighton
East Sussex
BN1 2RL

Date: 17/10/2025.....

CHARITYCOMMS

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 APRIL 2025

	Notes	Unrestricted fund £	Restricted funds £	2025 Total funds £	2024 Total funds as restated £
INCOME AND ENDOWMENTS FROM					
Charitable activities					
Events	5	204,813	-	204,813	166,309
Membership benefits & services		586,347	-	586,347	566,080
Other trading activities	3	15	-	15	345
Investment income	4	53	-	53	31,848
Other income	6	2,400	-	2,400	-
Total		793,628	-	793,628	764,582
EXPENDITURE ON					
Charitable activities					
Events	7	456,939	-	456,939	399,764
Membership benefits & services		363,377	-	363,377	313,861
The Paul Hamlyn Trust		-	-	-	1,136
Total		820,316	-	820,316	714,761
NET INCOME/(EXPENDITURE)		(26,688)	-	(26,688)	49,821
RECONCILIATION OF FUNDS					
Total funds brought forward		352,132	-	352,132	302,311
TOTAL FUNDS CARRIED FORWARD		325,444	-	325,444	352,132

CHARITYCOMMS

BALANCE SHEET
30 APRIL 2025

	Notes	Unrestricted fund £	Restricted funds £	2025 Total funds £	2024 Total funds as restated £
FIXED ASSETS					
Intangible assets	14	3,093	-	3,093	4,124
Tangible assets	15	14,291	-	14,291	12,214
		<u>17,384</u>	<u>-</u>	<u>17,384</u>	<u>16,338</u>
CURRENT ASSETS					
Debtors	16	82,838	-	82,838	75,976
Cash at bank and in hand		585,798	-	585,798	649,682
		<u>668,636</u>	<u>-</u>	<u>668,636</u>	<u>725,658</u>
CREDITORS					
Amounts falling due within one year	17	(360,576)	-	(360,576)	(389,864)
NET CURRENT ASSETS		<u>308,060</u>	<u>-</u>	<u>308,060</u>	<u>335,794</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>325,444</u>	<u>-</u>	<u>325,444</u>	<u>352,132</u>
NET ASSETS		<u>325,444</u>	<u>-</u>	<u>325,444</u>	<u>352,132</u>
FUNDS	19				
Unrestricted funds				<u>325,444</u>	<u>352,132</u>
TOTAL FUNDS				<u>325,444</u>	<u>352,132</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 16/10/2025 and were signed on its behalf by:

J K O'Sullivan
J K O'Sullivan (Chair) - Trustee

CHARITYCOMMS
CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 APRIL 2025

Notes	2025 £	2024 as restated £
Cash flows from operating activities		
Cash generated from operations 21	<u>(57,644)</u>	<u>39,661</u>
Net cash (used in)/provided by operating activities	<u>(57,644)</u>	<u>39,661</u>
Cash flows from investing activities		
Purchase of tangible fixed assets	<u>(6,293)</u>	<u>(5,679)</u>
Interest received	<u>53</u>	<u>31,848</u>
Net cash (used in)/provided by investing activities	<u>(6,240)</u>	<u>26,169</u>
Change in cash and cash equivalents in the reporting period		
Cash and cash equivalents at the beginning of the reporting period	<u>(63,884)</u>	<u>65,830</u>
Cash and cash equivalents at the end of the reporting period	<u>649,682</u>	<u>583,852</u>
Cash and cash equivalents at the end of the reporting period	<u>585,798</u>	<u>649,682</u>

The notes form part of these financial statements

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2025

1. STATUTORY INFORMATION

Charitycomms is a limited-by-guarantee company incorporated in England and Wales. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the Trustees' Report on pages 1 to 14 of these financial statements. The nature of the charity's operations and principal activities are the promotion of efficiency and effectiveness of charities, not for profit organisations and voluntary organisations, for the benefit of the public throughout the UK, by the provision of resources to optimise their communications.

The financial statements are presented in sterling (£).

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

Going concern

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Further details are included in the Trustees' Report. The trustees continue to adopt the going concern basis of accounting in preparing the accounts.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Donations

Donated facilities are included at the value to the charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then the income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable they will be fulfilled.

Trading activities

Income from trading activities includes income earned from sponsorship of events. Income is received in exchange for supplying services in order to raise funds and is recognised when entitlement has occurred.

Grants including government grants

Income from grants are recognised at fair value when the charity has entitlement after any performance related conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Membership fee income

Membership income is recognised on a straight line basis over the period to which it relates.

Event income

Event income is recognised at the point that the event takes place.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

Governance costs

Included in governance costs are the costs associated with the governance arrangements of the charity. Costs include independent examination, legal advice for trustees and costs associated with constitutional and statutory requirements.

Allocation and apportionment of costs

Support and governance costs are recharged to charitable activities based on estimated usage, dependent on the type of expenditure.

Intangible fixed assets

Amortisation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Website - 25% on reducing balance

CHARITYCOMMS

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025**

2. ACCOUNTING POLICIES - continued

Intangible fixed assets

Intangible fixed assets are initially measured at cost and subsequently measured at cost less accumulated amortisation

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on reducing balance

Tangible fixed assets are initially measured at cost and subsequently measured at cost less accumulated depreciation.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Debtors and creditors receivable/ payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

3. OTHER TRADING ACTIVITIES

	2025	2024 as restated
	£	£
Web-based & digital income	-	300
Publications income	15	45
	<u>15</u>	<u>345</u>

4. INVESTMENT INCOME

	2025	2024 as restated
	£	£
Deposit account interest	53	31,848
	<u>53</u>	<u>31,848</u>

5. INCOME FROM CHARITABLE ACTIVITIES

	2025	2024
	£	£
Events	204,813	166,309
Membership benefits and services	586,347	566,080
	<u>791,160</u>	<u>732,389</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

6. OTHER INCOME		2025	2024
		£	as restated
Management fees		<u>2,400</u>	£ -
			<u></u>
7. CHARITABLE ACTIVITIES COSTS		Support	
	Direct	costs (see	Totals
	Costs	note 8)	£
	£	£	
Events	407,345	49,594	456,939
Membership benefits & services	303,009	60,368	363,377
	<u>710,354</u>	<u>109,962</u>	<u>820,316</u>
8. SUPPORT COSTS			Information
	Management	Finance	technology
	£	£	£
Events	5,699	1,744	13,342
Membership benefits & services	6,964	2,132	16,307
	<u>12,663</u>	<u>3,876</u>	<u>29,649</u>
		Governance	Totals
	Other	costs	£
	£	£	
Events	24,381	4,428	49,594
Membership benefits & services	29,796	5,169	60,368
	<u>54,177</u>	<u>9,597</u>	<u>109,962</u>
9. NET INCOME/(EXPENDITURE)			
Net income/(expenditure) is stated after charging/(crediting):			
		2025	2024
		£	as restated
Independent examiner's remuneration		1,037	£ 1,037
Other non-examination services		3,413	3,413
Depreciation - owned assets		4,216	4,206
Website amortisation		<u>1,031</u>	<u>1,374</u>
10. TRUSTEES' REMUNERATION AND BENEFITS			
There were no trustees' remuneration or other benefits for the year ended 30 April 2025 nor for the year ended 30 April 2024.			
Trustees' expenses			
During the year, £103 (2024: £50) of expenses were reimbursed to two trustees, for travelling expenses.			
11. STAFF COSTS		2025	2024
		£	as restated
Wages and salaries		560,745	£ 480,341
Social security costs		53,843	45,779
Other pension costs		35,523	31,606
		<u>650,111</u>	<u>557,726</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

11. STAFF COSTS - continued

The average monthly number of employees during the year was as follows:

	2025	2024 as restated
Staff	<u>14</u>	<u>13</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2025	2024 as restated
£60,001 - £70,000	<u>1</u>	<u>1</u>

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES AS AT 30 APRIL 2024

	Unrestricted fund	Restricted funds	Total funds as restated
	£	£	£
INCOME AND ENDOWMENTS FROM			
Charitable activities			
Events	166,309	-	166,309
Membership benefits & services	566,080	-	566,080
Other trading activities	345	-	345
Investment income	<u>31,848</u>	-	<u>31,848</u>
Total	<u>764,582</u>	-	<u>764,582</u>
EXPENDITURE ON			
Charitable activities			
Events	399,764	-	399,764
Membership benefits & services	313,861	-	313,861
The Paul Hamlyn Trust	-	1,136	1,136
Total	<u>713,625</u>	<u>1,136</u>	<u>714,761</u>
NET INCOME/(EXPENDITURE)	50,957	(1,136)	49,821
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>301,175</u>	1,136	<u>302,311</u>
TOTAL FUNDS CARRIED FORWARD	<u><u>352,132</u></u>	<u><u>-</u></u>	<u><u>352,132</u></u>

13. PRIOR YEAR ADJUSTMENT

The prior year was restated to correctly reflect website costs from tangible assets to intangible assets. This reclassification has no financial impact.

14. INTANGIBLE FIXED ASSETS

	Website £
COST	
At 1 May 2024 and 30 April 2025	<u>59,953</u>
AMORTISATION	
At 1 May 2024	55,829
Charge for year	<u>1,031</u>
At 30 April 2025	<u>56,860</u>
NET BOOK VALUE	
At 30 April 2025	<u><u>3,093</u></u>
At 30 April 2024	<u><u>4,124</u></u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

15. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
At 1 May 2024	25,479
Additions	6,293
At 30 April 2025	<u>31,772</u>
DEPRECIATION	
At 1 May 2024	13,265
Charge for year	4,216
At 30 April 2025	<u>17,481</u>
NET BOOK VALUE	
At 30 April 2025	<u>14,291</u>
At 30 April 2024	<u>12,214</u>

16. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024 as restated
	£	£
Trade debtors	63,856	63,180
Prepayments and accrued income	18,982	12,796
	<u>82,838</u>	<u>75,976</u>

17. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024 as restated
	£	£
Trade creditors	7,357	7,177
Social security and other taxes	10,515	7,780
VAT	37,955	33,994
Other creditors	5,387	4,727
Accrued expenses	4,150	6,917
Deferred income	295,212	329,269
	<u>360,576</u>	<u>389,864</u>

Deferred income refers to advance payments received by the charity for products or services that are to be delivered or performed in the future.

Membership income is invoiced annually and recognised in the period to which it relates. Deferred income in relation to membership fees total £289,473 (2024: £326,309).

Also included in deferred income are amounts of £3,239 (2024: £2,960) which relate to events that had not taken place before the year-end.

Additionally included in deferred income are amount of £2,500 (2024: £Nil) which relate to sponsorships for events that had not yet taken place before the year-end.

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

18. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2025	2024 as restated
	£	£
Within one year	<u>9,350</u>	<u>7,980</u>

19. MOVEMENT IN FUNDS

	At 1/5/24 £	Net movement in funds £	At 30/4/25 £
Unrestricted funds			
General fund	352,132	(26,688)	325,444
TOTAL FUNDS	<u>352,132</u>	<u>(26,688)</u>	<u>325,444</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	793,628	(820,316)	(26,688)
TOTAL FUNDS	<u>793,628</u>	<u>(820,316)</u>	<u>(26,688)</u>

Comparatives for movement in funds

	At 1/5/23 £	Net movement in funds £	At 30/4/24 £
Unrestricted funds			
General fund	301,175	50,957	352,132
Restricted funds			
The Paul Hamlyn Trust	1,136	(1,136)	-
TOTAL FUNDS	<u>302,311</u>	<u>49,821</u>	<u>352,132</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	764,582	(713,625)	50,957
Restricted funds			
The Paul Hamlyn Trust	-	(1,136)	(1,136)
TOTAL FUNDS	<u>764,582</u>	<u>(714,761)</u>	<u>49,821</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

20. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 April 2025.

21. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2025	2024 as restated
	£	£
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(26,688)	49,821
Adjustments for:		
Depreciation charges	5,247	4,206
Interest received	(53)	(31,848)
Increase in debtors	(6,862)	(12,398)
(Decrease)/increase in creditors	(29,288)	29,880
Net cash (used in)/provided by operations	(57,644)	39,661

22. ANALYSIS OF CHANGES IN NET FUNDS

	At 1/5/24 £	Cash flow £	At 30/4/25 £
Net cash			
Cash at bank and in hand	649,682	(63,884)	585,798
	<u>649,682</u>	<u>(63,884)</u>	<u>585,798</u>
Total	<u>649,682</u>	<u>(63,884)</u>	<u>585,798</u>

CHARITYCOMMS

England & Wales - Charity number 1138312

Accounts

REGISTERED COMPANY NUMBER: 06210121 (England and Wales)
REGISTERED CHARITY NUMBER: 1138312

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2024
FOR
CHARITYCOMMS
(A COMPANY LIMITED BY GUARANTEE)**

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

CHARITYCOMMS

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FOR THE YEAR ENDED 30 APRIL 2024

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CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report and the financial statements of the charity for the year ended 30 April 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 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 published in October 2019.

Welcome and introduction

Challenging times:

Although there have been many challenges for our sector this year, charity communicators have helped ensure messages cut through and had positive real world impact. Understanding our members' needs and keeping our finger on the pulse, enabled us to respond to topical issues from how to navigate an election year, harness the power of AI and ethical storytelling.

Seismic shifts:

AI technology has dominated the landscape, driving rapid and unpredictable change and testing leaders and communications teams on how to respond and embrace the change. CharityComms has helped to share the latest thinking, and explore the opportunities and risks. Early in the year we ran our Seminar AI for comms seminar and created an AI information Hub to support charities and help them adopt a considered and ethical approach to testing AI.

The political context has been volatile, often driving divisive narratives which creates a hostile environment for charity campaign communications. Helping charities to be seen, heard and understood was the goal for our seminar: Framing comms in an election year and beyond. We were delighted to launch a second cohort of training in partnership with Heard, to help embed the knowledge and tools of framing, needed to support long-lasting change.

A new chapter for CharityComms:

This year we were not only able to enhance our current portfolio but to think and plan for the future and step into a more innovative and creative space. We asked ourselves - what next? And how best to deliver our charitable purpose and respond to our members' most pressing needs. Our new organisational strategy for 2024 -2027 draws on insights from the trustees, the team and what we have heard from our members and will help us to enhance our portfolio and develop an exciting new programme of work.

Changing faces:

People are at the heart of CharityComms and this year we have said goodbye to long-serving staff and trustees and welcomed new faces to the team. Lally Wenworth, Mentoring Manager and Paige Huges, Business Development Manager left us to take up new challenges and Lauren Obeng-Owusu, our Events and Membership Assistant went on maternity leave.

Making an impact:

We're really proud of what we have achieved, and we end the year in a strong position. Our membership, the number of people in our network and the level of engagement are all growing. Our reserves are healthy and our forecasted income for 2024 is £824,000.

Thank you for your generosity:

I wanted to start my reflections on 2023-24 at CharityComms with some important thank-yous.

The first is to all our Members, who continue to be our life-blood, enabling us to fulfil our objects as a charity through an unwritten contract of support, shared learning and community that drives and informs all our work supporting charity communicators. This extends also to our wider community of third sector colleagues and partners, as we continue to explore collaborations and joint working on projects and pilots.

Second, a thank you to our staff team, who are more diverse and more geographically spread than ever as we continue to source the best talent to carry out our mission and Member-focused activity. Their dedication and passion for CharityComms and the Members we serve is second to none, and as a Board we are rightly proud of the quality of our team and senior leadership.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

I'd also like to thank our Trustees, new and old, who as a Board have helped steer CharityComms through a significant period of strategising and investment planning.

After saying goodbye to Trustees Lucy Devine, Pip Gardner and Muna Hussen in the period, the Board was strengthened with four new member-elected trustees. And all our Trustees have contributed time, presence, insight and challenge in equal and well-judged measure.

This period then, saw us take a step back from day-to-day issues and the challenging context charities and the sector are operating in, to consider how best to maintain and build future relevance, value and innovation into our programme of delivery for Members.

We worked closely with our senior leadership team to assess how to enhance existing services and experience, and where to innovate to add further value and depth of impact for comms professionals in our sector.

The result is a new strategic plan that sees CharityComms draw on our reserves, which stood at £352,132 at the end of this period, to invest in the people, processes, systems and infrastructure of CharityComms, to improve members' user experience, enhance the mentoring experience, and build new services and tools that meet short- and longer-term strategic needs of our members.

As we move into the implementation phase for this new strategy, I hope you don't mind a moment of reflection as the completion of my six-year term of office as Chair looms in March 2025.

The last five and a half years have been an inspiration, drawn from working with knowledgeable, passionate and dedicated comms professionals - in CharityComms, among our board of Trustees, and within our diverse and resilient Membership community.

It has been a pleasure and honour to work with Adeela and her team, and I have learned so much about the needs of the sector through them. Special thanks too, to Sarah Welsh and CJ Marshall, who as Treasurer and Vice Chair respectively, have given me ample support and advice along the way. As a team, we have been able to steer the Charity through the pandemic, the cost-of-living crisis and a constantly evolving communications landscape.

As we recruit a new Chair in the coming months, I am confident that in our Trustee Board, our staff team and our wonderful Membership community and wider network, CharityComms is well placed to continue to serve and champion communications professionals in the sector - with insight and innovation, partnership, passion and warmth.

Adeela Warley, CEO CharityComms

Mark Russell, Chair of the Board

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

OBJECTIVES AND ACTIVITIES

Objectives and aims

Our vision - We enable every charity to value and use effective communications for a better world.

Our purpose - We champion the value of communications and continually improve the quality of communications by connecting and inspiring our community.

Our goals by 2027

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. Charities will have senior management team/senior board representation from communications (i.e. an equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications is aligned with their brand and organisational strategy.

Our impact - CharityComms' theory of change states that:

Charities create change; communications create change; charities that communicate better, create better change.

Offering vital support for our network

"Thanks so much for all of your support. Our organisational membership with CharityComms has made me feel less lonely as a communications professional. It's given me access to an inspiring network of like-minded people and valuable training/events/conferences which have developed my skills and knowledge in this profession. I've also benefitted from the mentoring scheme."

Our members come from charities of all sizes and across all sectors, as well as those working as freelancers and agencies who offer products and services to support the third sector. Across everything that we do our focus is always to listen and respond to our members to deliver the support and resources that they most need.

"I really value the work you do to lift the sector up, celebrate and educate."

Learning together - events programme

We recognise that communicators remain overstretched and time poor, and there's increased competition for their attention. We ran 39 events for 5,169 delegates this year, down from 8,285 delegates the previous year.

This year we ran more workshops and comms clinics to give specialist support to our members, and delegate numbers were capped to ensure a good experience for all. This approach negatively impacted our overall delegate numbers, but we felt it was important to create the right conditions for learning and engagement in those spaces.

Our satisfaction rate held steady this year, with 92% of delegates rating their satisfaction levels as either 'very satisfied' (47.78%) or 'satisfied' (44.55%).

We continued our focus on making our events as accessible and inclusive as possible, and we brought speakers, sponsors and members on the journey with us.

We recognised the need to support our members and the wider sector with timely event content on AI. We also worked cross-organisationally to help create a resource to help comms professionals develop their AI approach and helped launch a dedicated AI Hub on the CharityComms website.

We launched six successful workshops with Heard on Communication That Works, to share framing techniques in a structured learning environment. Framing of messages is important in driving real world change, and we're delighted to have helped several communicators learn more about framing and begin implementing it into their comms work.

We developed and shared a Speaker Hub on our website to help speakers better prepare for taking part in our events, with a special emphasis on accessibility and inclusivity.

We developed and implemented speaker terms and conditions. This provided clarity on what speakers can expect from us, and what we expect from them as a speaker in our peer-to-peer learning model.

We recognised the need to improve our conference experience for everyone and scoped possible conference event platforms for use in the next financial year.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

Thought leadership, practical resources and growing our online community

"For some of us you're the only link to other charities and opportunity to learn from them. Thank you for being there."

Over the year, we published 52 new articles and blogs, working with our members and the wider sector to cover a range of issues, provide valuable insights, spark ideas, and offer tips and practical examples.

Some examples include guidance on communicating your social value, embedding lived experiences into the workplace and boundary-setting as social media managers, as well as thought leadership on topics like making the case for Plain English and investing in brands during a cost-of-living crisis. Covering a broad range of topics, with something for every kind of organisation and communicator, helps us connect people and ideas and support the sector.

Our following on Twitter/X grew to 51,884 and to 17,138 on LinkedIn, while subscribers to eNews, our regular email update to members and non-members, grew to more than 11,000.

We encouraged conversations around many topics by creating materials and talking to our followers, most notably during the Inspiring Communicator Awards where we sparked discussions about the importance of recognising charity communicators and their inspirational work through our content and socials.

Finance:

The year ended better than anticipated and the trustees are pleased to report unrestricted income of £764,582 and an unrestricted surplus of income against expenditure of £50,957 in the year to 30 April 2024. The income and surplus reported are both better than budgeted. Membership subscription grew 11% compared to the previous year. As a result of the operating surplus our free reserves increased from £286,310 in 2023 to £335,794 in 2024. We comfortably hold the minimum reserve policy level of £175,000.

Charitable Purpose - about CharityComms

At CharityComms, our aim is to connect, inform, empower, and inspire comms professionals in the charity sector. We are working with our members and the wider communications community to raise the standard of communications in not-for-profits, to enable them to deliver their world-changing missions more effectively. From our membership scheme and events to our best practice guides, reports, support for professional development and web and social media content, we aim to listen and respond to our members to deliver a service that meets their needs and exceeds their expectations.

In line with the prioritised work streams we continued to work on **improving** our internal systems to ensure greater efficiency and the best audience experience and to **maximise** the value of our content to reach many more people and respond to sector needs.

We have also worked in **partnership** to extend our reach and impact. CharityComms has been an active partner in the Civil Society Group (CSG) since March 2020.

The CSG is supported by over 80 representative and membership bodies across the sector and its strategy has three themes:

- To use collective power to influence the governments in all parts of the UK and other key stakeholders.
- To promote and support programmes of beneficial change within the sector.
- To maintain a mechanism for better cooperation and communication, and data collation and dissemination.

Over the past year, the Civil Society Group has:

- Helped to scope grant funding to support CSG communications.
- Supported open letters to Government and sector regulators to champion the voice of the sector and highlight the vital role of infrastructure organisations.
- Participated in cross sector meetings with Government and Shadow Ministers for Civil Society to build positive partnerships and greater understanding.
- Contributed to CSG's anti-racism, inclusion and diversity working Group, which led on the creation of the report "From Good Intentions to Impact - supercharging race equity in the sector" created with support from the behaviour change consultancy New Ways www.timefornewways.com, see the report here: <https://www.civilsocietygroup.org.uk/projects>

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

OBJECTIVES AND ACTIVITIES

Public benefit

The trustees confirm that they have complied with the requirement set out in Section 17 of the Charities Act 2011 to report on how they have carried out their charity's purposes for the public benefit and have complied with their duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

ACHIEVEMENT AND PERFORMANCE

Membership Achievement and Performance

We are privileged to be the membership organisation for charity communications professionals, and everything we do is aimed at championing best practice in communications across the charity sector. Our peer-to-peer sharing network is like no other and our members are the heart of CharityComms.

We ended the year with 355 individual members, 74 corporate partners and 552 organisational members. Taking into account the very small organizations who are part of a larger charity's membership, the total number of charities in our network was 986. Our community grew to more than 13,350 people, with almost 3,500 new contacts added throughout the year.

"Charity Comms has been my favourite source of work in the last year or so. I've loved the projects that have been born out of the inquiries I've had via the directory. They really have been my favourite jobs of 2023."

Membership offers a range of benefits, including free access to live online events and a fantastic range of on-demand content. Organisational members also have access to our mentoring scheme, free job listings and a discount on the award-winning Charity Digital Benchmark.

Membership products and services

Mentoring scheme:

"I absolutely love the mentoring scheme. I always want to find a way to help other people in their careers, as I have had so much support throughout mine. This is a great way to do that. I also really like the specificity of it and it's clear what the other person wants to get out of the year."

During the previous financial year, our popular mentoring scheme had seen applications increase to more than 220 annually, so in 2023 we scoped and developed a new mentoring platform to allow mentors and mentees to create an online profile to make direct matches.

We consulted with current and previous mentors and mentees on how the functionality would work, as well as looking at other examples of mentoring platforms, and worked with our WordPress developer to build a login area where both mentors and mentees sign up online to create a profile. Mentees are able to search the directory for a potential mentor and send a direct request to whoever they think would be a good match. The scheme is exclusive to our organisational members, although anyone is welcome to apply as a mentor.

The new platform has allowed for greater flexibility and ease of use for all involved, as well as the ability to make more matches and meet demand from our members. We also created new resources and supporting guidelines for both mentors and mentees, including a mentor meeting check-list and a mentoring action plan.

Jobs board:

"We love CharityComms! The training and networking support and also the fantastic jobs platform is such a boon for our membership fee. In our current recruitment round, approximately 7% of our applicants came through the CharityComms job board, and we can always be assured of the applicant quality."

During the year we posted 663 roles on our jobs board, which continues to be one of our most popular website pages, with more than 24,500 views during the year. The most popular job titles were Communications Manager, Communications Officer, social media Officer, Marketing and Communications Manager and Digital Marketing Manager.

Leading the way in digital benchmarking:

Our collaboration with Uprise Up on the Charity Digital Benchmark continues to ensure that this award-winning digital resource measures the digital impact of charities in the most effective way possible, providing a unique comprehensive overview of their performance covering key metrics such as traffic patterns, device usage, bounce rates, repeat users, and channel effectiveness.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

ACHIEVEMENT AND PERFORMANCE

Charitable Activities - CharityComms Events

CharityComms' events continue to bring our mission to life by showcasing examples of innovation and best practice that allow our network to share their successes, challenges, solutions, and ideas with their peers. Our aim is to inform, inspire, and empower delegates to use effective communications to better serve their beneficiaries and supporters.

We use our special insight into the sector and communications issues to ensure content, speakers and resources are what members need. We continued our work to make our events programme as accessible and inclusive as possible, and brought speakers, sponsors and delegates on the journey with us.

We kept our finger on the pulse of our members, bringing them timely and relevant content in a variety of formats. Huge thanks to our member steering groups who helped guide us on topics for our special interest group events. We also provided opportunities for peer-to-peer exchanges and support throughout our events, helping our members stay connected with fellow comms professionals.

We are proud of our achievements this year:

- 39 events
- 5,169 delegates
- Maintained a 92% event satisfaction rate

Achievements and Performance:

We recognise that communicators remain overstretched and time poor, and there's increased competition for their attention. We worked hard to make punchy and practical content for our delegates, and every minute spent with us count. We held 39 events this year, up two from the previous financial year. We welcomed 5,169 delegates to our events, down from 8,285 delegates the previous year.

This year we ran more workshops and comms clinics to give specialist support to our members, and delegate numbers were capped to ensure a good experience for all. This approach negatively impacted our overall delegate numbers, but we felt it was important to create the right conditions for learning and engagement in those spaces.

Our satisfaction rate held steady this year, with 92% of delegates rating their satisfaction levels as either 'very satisfied' (47.78%) or 'satisfied' (44.55%).

We recognised the need to support our members and the wider sector with timely event content on AI. We also worked cross-organisationally to help create a resource to help comms professionals develop their AI approach and helped launch a dedicated AI Hub on the CharityComms website.

Our most popular events included:

- Seminar on Harnessing the power of AI in charity communications, with 529 delegates
- Creatives Group event on Ethical storytelling with 416 delegates
- Our annual Digital Conference with 381 delegates
- Seminar on Generative AI: Developing your comms approach with 351 delegates

Other successes included:

- The 2023 Inspiring Communicator Awards were held in central London, marking our first major event in person since the pandemic.
- We developed and shared a Speaker Hub on our website to help speakers better prepare for taking part in our events, with a special emphasis on accessibility and inclusivity.
- We developed and began using speaker terms and conditions. This provided clarity on what speakers can expect from us, and what we expect from them as a speaker in our peer-to-peer learning model.
- We recognised the need to improve our conference experience for everyone and scoped possible conference event platforms for use in the next financial year.
- We ran six successful workshops with Heard on Communication That Works to share framing techniques in a structured learning environment. Framing of messages is important in driving real world change, and we're delighted to have helped several communicators learn more about framing and begin implementing it into their comms work.
- Internally, we adopted Wrike as our event project management tool. This tool has helped us streamline our event prep.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

ACHIEVEMENT AND PERFORMANCE

- We had staff changes in the team - we welcomed an Events Operations Manager and maternity cover for our Events Assistant.

Here's what some of our delegates had to say about our events this year:

- "This was my first session, and I liked the timing, organisation and content. The length of the presentation was ideal, the peer sessions were so interesting and the Q&As were varied and insightful. It was great to network with other professionals and the team at CharityComms are wonderful hosts - their Zoom manner is the perfect mixture of warm and professional! The accessibility functionality and the option to opt out of breakout sessions are inclusive and made me feel comfortable."

- "Amazing session, love what you guys do! I always come away having learnt something new and you do a fantastic job of running the sessions really well. This particularly session was the best one I've been to thanks to two brilliant presentations. :)"

- "I've been looking forward to this session for weeks! I think this was a timely theme and an excellent opportunity to start examining the impact of AI in our sector."

- "The session was run very professionally with clear welcome and guidance at the start, the content was engaging, insightful and practical, and the breakout room dialogue and way of connecting was great."

- "These events are really well organised. The start, end and break times are perfect and the interaction with CharityComms in the chat etc is excellent. I am not a natural networker, but I really enjoy the peer to peer breakout sessions."

- "Really great session, helped me get some clarity on a complex subject (AI), which is increasingly becoming the norm."

- "I thought it was a brilliant event - so much food for thought and I loved hearing different perspectives on the topic."

- "You guys have just got virtual events licked now - it's been great to watch them evolve so well since the pandemic threw us all into a virtual world. Thanks for your commitment to keep learning and improving!"

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

ACHIEVEMENT AND PERFORMANCE

Charitable Activities - Communications and engagement

Listening and responding to our members and the wider sector:

"Took the CharityComms quiz to find out my marketing character...When being shown my result, I was prompted to download social media assets. The best part is that there's an accompanying document which includes alt text for each asset. That, my friends, is accessibility and inclusion right there."

Feedback from members is key in prioritising the content that we produce. We monitor what communicators need through our owned channels like website analytics and newsletter engagements, as well as reviewing our survey feedback or what's happening more broadly across the sector. Some content we've created during the past year because of our listening includes:

- A dedicated AI hub to help charity communicators and their team navigate the dynamic and developing world of AI. The hub included a CharityComms resource with reflective exercises to guide charity communicators to create their own AI approach.

"...the AI hub, a fantastic resource to help charity communications teams navigate the dynamic world of artificial intelligence."

- An online quiz, inspired by the Strategic Marketing Conference, to help communicators pin down their marketing persona. We shared creative assets with respondents so they could share their results with their networks and tell everyone how they will turn the ideas into action. We also gathered some interesting insights into challenges and ways of working - 48% feel their biggest challenge is resources (people, budget), while info on trends and emerging trends ranked highest as the highest need.

"How did you get it so right, CharityComms? And what a great way to draw attention to your conference. Love it!"

Measuring our impact and benchmarking comms:

"Within two weeks of signing up to be a member, I found my first client! Within six months I have already obtained three clients through being a member. CharityComms is a fantastic resource for both freelancers and charities. I'd highly recommend becoming a member. You'll definitely get back the ROI!"

We measure our impact in a variety of ways, using surveys and data from our membership base and the wider sector.

We also provide a variety of resources and benchmarking reports to support the sector in benchmarking their work and structures, advocating for additional resources and assessing how data can impact their effectiveness. These include:

- Our Communications Benchmark report, which takes the temperature of comms every five years. Our 2022 report (launched in 2023) compiled the views of more than 530 comms professionals from charities of all sizes, working at all levels of seniority, and included insights to help the sector understand the impacts, challenges and opportunities comms professionals really face.

- Our annual Salary and Organisational Culture Survey, which helps to benchmark general practices and trends in workplace culture, and specifically explores how people working in marcomms are perceived (both internally within their organisations and externally within the sector).

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

FINANCIAL REVIEW

Financial Performance

The year saw the costs of living continue in an upward trajectory putting tight subscription budgets on the sector and our members, but we recorded an increase in the number of joiners and subscription renewals. This is considered a vote of continued confidence by our community on the services we deliver, and we are grateful for this as it gives us added confidence and vigour to continue to strive harder. Year on year subscription income was up by 11%. All three categories of membership recorded an increase over the previous year: organisational membership recorded an increase of 11%, corporate 10% and individual membership 14% respectively.

Income from events were equally successful. Events takings were 22% better than previous year and 11% better than budgeted. Although Sponsorships fell slightly short of target, bookings to Conferences and Workshops were very successful and above budget.

The charity continued its restructuring plan which started in 2022-23. Our staff strength remained but is set to increase next year to support our three-year strategic development plan 2024-27 planned to commence from 1 May 2024. Over the planning period, we are committed to draw upon our reserves to finance a large part of our investment commitment (circa £412,000) to improve on deliverables to our membership network. Featuring in the plan are improvements to our Systems and processes, Brand development and Website revamp.

We are a people-based organisation and staff costs are our highest cost at 77% of our total costs this year, down from 81% the previous year. In response to the new ways of working in the wake of the pandemic, we embarked on a restructuring programme in October 2022. A new remuneration and rewards policy was adopted from May 2023 which created improvements to the terms and conditions of employment and established job grades and pay bands within these grades. In the next financial year, we will shift our focus towards reviewing our HR policies, Staff handbook and an in-house interactive HR platform.

In summary, our unrestricted income was up from £664,993 (2023) to £764,582 (2024). Although costs were up from £679,132 (2023) to £713,625 (2024), they were below budget. An unrestricted surplus of £50,957 was reported at the end of the year due mainly to a significant yield on our investments (£29,404) and savings due to unspent budgets due to phasing of expenditure into the new year.

The charity holds significant amounts of cash at £649,682. Roughly half of this (£329,269) represents deferred income mostly from the unearned portion of membership subscriptions paid in advance. Standard accounting practice requires us to hold this money on the balance sheet and not to take it to reserves as it hasn't yet been earned. We invest this money with CCLA in their COIF Charities Ethical Investment Fund.

The remainder of the cash £320,413 is held with the Co-operative bank, mostly in a savings account. Our new strategic plan 2024-2027, see below, will see us expand our services and invest in new areas and this surplus will enable us to run deficit budgets for a few years while we build these services up.

Reserves Policy

CharityComms reserves policy requires we maintain a minimum level of £175,000 in unrestricted reserves. This level takes account of the risks and variability of our sources of income, current and future staff contracts and employment costs, funding requirements of planned investments and business development plans and some allowance to enable quick response to mitigate unforeseen operational threats.

The total unrestricted net assets of the charitable company were £352,132 on 30 April 2024. The reserves policy of the charity is therefore met.

Going concern

CharityComms remains a going concern for the foreseeable future. As an annual exercise, as part of its budgetary process, it carries out detailed review of development projects within its strategic business plan with funding available from its cash reserves.

The strength of our balance sheet on 30th April 2024 puts us in a healthy financial position to fund the proposed investments in our three-year development plan 2024 to 2027. In this development period, we forecast to retain our minimum reserves policy of £175,000 and to achieve a positive return on investment by 2027. We can therefore state that the charity is a going concern.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governance

The charity is controlled by its governing document, the Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The governing document was reviewed in 2022 to ensure it remains fit for purpose, in line with changing regulations and to ensure our key objects are being met. Changes to our Articles of association were achieved in liaison with our legal advisers and approved at our EGM on 9 September 2022.

Changes to our trustee board

The following changes have been made to our trustee board during the year:

- Muna Hussein - (resigned 12.09.2023)
- Lucy Devine - (resigned 23.11.2023)
- Dr Pip Gardner - (resigned 23.11.2023)

The following joined as trustees during the year:

- Gary Mazin - (joined 23.11.2023)
- Lauren Ambrose - (joined 23.11.2023)
- Saskia Konynenburg - (joined 23.11.2023)
- Ipek Leni Candan - (joined 23.11.2023)

Decision making

The charity is run by the board of trustees, which sets and monitors strategy and policy. The board receives quarterly reports of all the activities of the charity through its Finance and Resources Committee. The Committee meets quarterly ahead of the Board to consider matters of financial and operational matters presented to it by the management team. The committee provides steers to the management team and recommendations to the board.

Trustees strategy review meetings are held each year to appraise the board's governance effectiveness, to ensure the board meets more frequently to discuss and steer the charity on its chosen business development path and to continue to review the situation against set KPIs. The board also aims to provide necessary support to the team to ensure that the team's working culture is supportive, effective, and efficient.

Induction and training of new trustees

New trustees receive an induction pack drawing information from the various Charity Commission publications signposted through the Commission's guide "the Essential Trustee".

Trustees receive the following governing documents: our Governance manual, Memorandum and Articles and the latest financial statements and management accounts, the organisational strategy and annual business plan including the financial budget. The respective documents cover:

- The obligations of trustees, the CEO and senior management team.
- The main documents which set out the operational framework for the charity including the memorandum and articles.
- Resourcing and the current financial position as set out in the latest published accounts.
- Future plans and objectives, vision and values.
- Trustee training programme, including self-learning, external training, and peer support to ensure high performance and continuous learning.
- Additionally, new trustees are invited and encouraged to proactively familiarise themselves with the charity and the context within which it operates.

Key management remuneration

The board of directors, who are the charity's trustees, together with the senior management team constitute the key management personnel of the charity and oversee directing, controlling, running, and operating the charity on a day-to-day basis. All directors give of their time freely and no director received remuneration in the year. The pay of the senior staff is reviewed annually and normally increases in accordance with average earnings. In view of the nature of the charity, the trustees also benchmark against pay levels in other charities of a similar size and nature.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

A new strategic plan for CharityComms 2024-2027

Our plan for the next 3 years is focused on building on our achievements to build an even better service to our members, and to develop new ways to engage and support those working in charity communications.

We are listening to what our members are telling us about what they need and the challenges they face. They have told us they need structure learning journeys in "bit-sized" chunks to build into their busy professional lives. They need ways to track their development and evidence the benefits of engaging with CharityComms. They need ways to connect with their peers to have a safe space to exchange ideas, find support and inspiration. They need a champion who will take on the issues most affecting the profession and help amplify their voices inside their organisations and in the external world.

Our new strategy aims to provide both "know-how" and agency and will include a focus on:

- Structured Learning - creating clear, structured pathways to development content and resources for busy professionals.
- Unlocking the power of framing - Building on the success of "Communication That Works" series to build partnerships and support charity communicators to drive change.
- Voice of charity communicators - acting as a reliable leadership voice and convening conversations relevant to our members.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06210121 (England and Wales)

Registered Charity number

1138312

Registered office

Atlas Chambers
33 West Street
Brighton
BN1 2RE

Trustees

Lucy Devine (Resigned 23/11/2023)
Mark Russell (Chair)
Pip Gardner (Resigned 23/11/2023)
Kirsty Marrins
Curtis-James Marshall (Vice Chair)
Vishnee Sauntoo
Muna Hussien (Resigned 12/09/2023)
Nicholas Radmore
Sarah Welsh (Treasurer)
Lauren Ambrose (Appointed 23/11/2023)
Ipek Candan (Appointed 23/11/2023)
Saskia Konynenburg (Appointed 23/11/2023)
Gary Mazin (Appointed 23/11/2023)

Company Secretary

J O Fadahunsi

Independent Examiner

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2024

REFERENCE AND ADMINISTRATIVE DETAILS

Bankers

The Co-operative Bank PLC
Business Direct
PO Box 250
Skelmerdale
Lancashire
WN8 6WT

Legal Advisers

Hempsons
100 Wood Street
London
EC2V 7AN

COMMENCEMENT OF ACTIVITIES

The company was incorporated and registered in England and Wales on 12 April 2007 and registered as a charity with the Charity Commission in England and Wales on 7 October 2010.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 9 December 2024 and signed on its behalf by:

M Russell (Chair) - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
CHARITYCOMMS**

Independent examiner's report to the trustees of Charitycomms ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2024.

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.



Colin Young BA FCA

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

9 December 2024

CHARITYCOMMS

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 APRIL 2024

	Notes	Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Charitable activities					
Events	5	166,309	-	166,309	136,066
Membership benefits & services		566,080	-	566,080	511,419
Other trading activities	3	345	-	345	4,551
Investment income	4	31,848	-	31,848	4,357
Other income	6	-	-	-	8,600
Total		764,582	-	764,582	664,993
EXPENDITURE ON					
Charitable activities					
Events	7	399,764	-	399,764	331,860
Membership benefits & services		313,861	-	313,861	344,136
NeverMoreNeeded		-	-	-	3,136
The Paul Hamlyn Trust		-	1,136	1,136	-
Total		713,625	1,136	714,761	679,132
NET INCOME/(EXPENDITURE)		50,957	(1,136)	49,821	(14,139)
RECONCILIATION OF FUNDS					
Total funds brought forward		301,175	1,136	302,311	316,450
TOTAL FUNDS CARRIED FORWARD		352,132	-	352,132	302,311

The notes form part of these financial statements

CHARITYCOMMS

**BALANCE SHEET
30 APRIL 2024**

	Notes	Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Tangible assets	13	16,338	-	16,338	14,865
CURRENT ASSETS					
Debtors	14	75,976	-	75,976	63,578
Cash at bank and in hand		649,682	-	649,682	583,852
		725,658	-	725,658	647,430
CREDITORS					
Amounts falling due within one year	15	(389,864)	-	(389,864)	(359,984)
NET CURRENT ASSETS					
		335,794	-	335,794	287,446
TOTAL ASSETS LESS CURRENT LIABILITIES					
		352,132	-	352,132	302,311
NET ASSETS					
		352,132	-	352,132	302,311
FUNDS					
	16			352,132	301,175
Unrestricted funds				-	1,136
Restricted funds				352,132	302,311
TOTAL FUNDS					
				352,132	302,311

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 9 December 2024 and were signed on its behalf by:

M Russell (Chair) - Trustee

CHARITYCOMMS
CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 APRIL 2024

	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	18	<u>39,661</u>	<u>19,441</u>
Net cash provided by operating activities		<u>39,661</u>	<u>19,441</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		<u>(5,679)</u>	<u>(4,155)</u>
Interest received		<u>31,848</u>	<u>4,357</u>
Net cash provided by investing activities		<u>26,169</u>	<u>202</u>
Change in cash and cash equivalents in the reporting period			
		<u>65,830</u>	<u>19,643</u>
Cash and cash equivalents at the beginning of the reporting period		<u>583,852</u>	<u>564,209</u>
Cash and cash equivalents at the end of the reporting period		<u>649,682</u>	<u>583,852</u>

The notes form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2024**

1. STATUTORY INFORMATION

Charitycomms is a limited-by-guarantee company incorporated in England and Wales . In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the Trustees' Report on pages 1 to 14 of these financial statements. The nature of the charity's operations and principal activities are the promotion of efficiency and effectiveness of charities, not for profit organisations and voluntary organisations, for the benefit of the public throughout the UK, by the provision of resources to optimise their communications.

The financial statements are presented in sterling (£).

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

Going concern

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future Further details are included in the Trustees' Report. The trustees continue to adopt the going concern basis of accounting in preparing the accounts.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Donations

Donated facilities are included at the value to the charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then the income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable they will be fulfilled.

Trading activities

Income from trading activities includes income earned from sponsorship of events. Income is received in exchange for supplying services in order to raise funds and is recognised when entitlement has occurred.

Grants including government grants

Income from grants are recognised at fair value when the charity has entitlement after any performance related conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Membership fee income

Membership income is recognised on a straight line basis over the period to which it relates.

Event income

Event income is recognised at the point that the event takes place.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

2. ACCOUNTING POLICIES - continued

Governance costs

Included in governance costs are the costs associated with the governance arrangements of the charity. Costs include independent examination, legal advice for trustees and costs associated with constitutional and statutory requirements.

Allocation and apportionment of costs

Support and governance costs are recharged to charitable activities based on estimated usage, dependent on the type of expenditure.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on reducing balance
Website - 25% on reducing balance

Tangible fixed assets are initially measured at cost and subsequently measured at cost less accumulated depreciation.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Debtors and creditors receivable/ payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

3. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Web-based & digital income	300	3,410
Publications income	45	1,141
	<u>345</u>	<u>4,551</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

4. INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	<u>31,848</u>	<u>4,357</u>

5. INCOME FROM CHARITABLE ACTIVITIES

	2024	2023
	£	£
Events	<u>166,309</u>	136,066
Membership benefits & services	<u>566,080</u>	511,419
	<u>732,389</u>	<u>647,485</u>

6. OTHER INCOME

	2024	2023
	£	£
Management fees	<u>-</u>	<u>8,600</u>

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 8)	Totals
	£	£	£
Events	<u>357,643</u>	<u>42,121</u>	<u>399,764</u>
Membership benefits & services	<u>262,383</u>	<u>51,478</u>	<u>313,861</u>
The Paul Hamlyn Trust	<u>1,136</u>	<u>-</u>	<u>1,136</u>
	<u>621,162</u>	<u>93,599</u>	<u>714,761</u>

8. SUPPORT COSTS

	Management	Finance	Information technology
	£	£	£
Events	<u>9,389</u>	<u>1,906</u>	<u>7,304</u>
Membership benefits & services	<u>11,476</u>	<u>2,328</u>	<u>8,928</u>
	<u>20,865</u>	<u>4,234</u>	<u>16,232</u>
		Governance	Totals
		costs	£
		£	£
Events	<u>21,451</u>	<u>2,071</u>	<u>42,121</u>
Membership benefits & services	<u>26,215</u>	<u>2,531</u>	<u>51,478</u>
	<u>47,666</u>	<u>4,602</u>	<u>93,599</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

9. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Independent examiner's remuneration	1,037	1,127
Other non-examination services	3,413	4,383
Depreciation - owned assets	<u>4,206</u>	<u>4,540</u>

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2024 nor for the year ended 30 April 2023.

Trustees' expenses

During the year, £50 (2023: £Nil) of expenses were reimbursed to one trustee.

11. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	480,341	481,317
Social security costs	45,779	47,596
Other pension costs	31,606	31,519
	<u>557,726</u>	<u>560,432</u>

The average monthly number of employees during the year was as follows:

	2024	2023
Staff	<u>13</u>	<u>13</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
£60,001 - £70,000	<u>1</u>	<u>1</u>

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Charitable activities			
Events	136,066	-	136,066
Membership benefits & services	511,419	-	511,419
Other trading activities	4,551	-	4,551
Investment income	4,357	-	4,357
Other income	8,600	-	8,600
Total	<u>664,993</u>	<u>-</u>	<u>664,993</u>
EXPENDITURE ON			
Charitable activities			
Events	331,860	-	331,860
Membership benefits & services	344,136	-	344,136

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted funds £	Total funds £
NeverMoreNeeded	-	3,136	3,136
Total	675,996	3,136	679,132
NET INCOME/(EXPENDITURE)	(11,003)	(3,136)	(14,139)
RECONCILIATION OF FUNDS			
Total funds brought forward	312,178	4,272	316,450
TOTAL FUNDS CARRIED FORWARD	301,175	1,136	302,311

13. TANGIBLE FIXED ASSETS

	Computer equipment £	Website £	Totals £
COST			
At 1 May 2023	19,800	59,953	79,753
Additions	5,679	-	5,679
At 30 April 2024	25,479	59,953	85,432
DEPRECIATION			
At 1 May 2023	10,433	54,455	64,888
Charge for year	2,832	1,374	4,206
At 30 April 2024	13,265	55,829	69,094
NET BOOK VALUE			
At 30 April 2024	12,214	4,124	16,338
At 30 April 2023	9,367	5,498	14,865

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade debtors	63,180	53,616
Prepayments and accrued income	12,796	9,962
	75,976	63,578

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	7,177	6,638
Social security and other taxes	7,780	8,769
VAT	33,994	36,536
Other creditors	4,727	4,389
Accrued expenses	6,917	7,258
Deferred income	329,269	296,394
	<u>389,864</u>	<u>359,984</u>

Deferred income refers to advance payments received by the charity for products or services that are to be delivered or performed in the future.

Membership income is invoiced annually and recognised in the period to which it relates. Deferred income in relation to membership fees total £326,309 (2023: £291,966).

Also included in deferred income are amounts of £2,960 (2023: £4,429) which relate to events that had not taken place before the year-end.

16. MOVEMENT IN FUNDS

	At 1.5.23	Net movement in funds	At 30.4.24
	£	£	£
Unrestricted funds			
General fund	301,175	50,957	352,132
Restricted funds			
The Paul Hamlyn Trust	1,136	(1,136)	-
TOTAL FUNDS	<u>302,311</u>	<u>49,821</u>	<u>352,132</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	764,582	(713,625)	50,957
Restricted funds			
The Paul Hamlyn Trust	-	(1,136)	(1,136)
TOTAL FUNDS	<u>764,582</u>	<u>(714,761)</u>	<u>49,821</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

16. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.22 £	Net movement in funds £	At 30.4.23 £
Unrestricted funds			
General fund	312,178	(11,003)	301,175
Restricted funds			
NeverMoreNeeded	3,136	(3,136)	-
The Paul Hamlyn Trust	1,136	-	1,136
	<u>4,272</u>	<u>(3,136)</u>	<u>1,136</u>
TOTAL FUNDS	<u>316,450</u>	<u>(14,139)</u>	<u>302,311</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	664,993	(675,996)	(11,003)
Restricted funds			
NeverMoreNeeded	-	(3,136)	(3,136)
	<u>664,993</u>	<u>(679,132)</u>	<u>(14,139)</u>

17. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 April 2024.

18. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024 £	2023 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	49,821	(14,139)
Adjustments for:		
Depreciation charges	4,206	4,540
Interest received	(31,848)	(4,357)
Increase in debtors	(12,398)	(17,810)
Increase in creditors	29,880	51,207
Net cash provided by operations	<u>39,661</u>	<u>19,441</u>

19. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.5.23 £	Cash flow £	At 30.4.24 £
Net cash			
Cash at bank and in hand	583,852	65,830	649,682
	<u>583,852</u>	<u>65,830</u>	<u>649,682</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

19. ANALYSIS OF CHANGES IN NET FUNDS - continued

Total

583,852

65,830

649,682

CHARITYCOMMS

England & Wales - Charity number 1138312

Accounts

REGISTERED COMPANY NUMBER: 06210121 (England and Wales)
REGISTERED CHARITY NUMBER: 1138312

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2023
FOR
CHARITYCOMMS
(A COMPANY LIMITED BY GUARANTEE)**

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

CHARITYCOMMS

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2023**

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Notes to the Financial Statements	19 to 26

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report and the financial statements of the charity for the year ended 30 April 2023. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 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 published in October 2019.

Welcome from Chair and CEO

For a membership organisation like CharityComms, which champions communicators and shares the very best of communications practice and knowledge among a welcoming, willing, and diverse member-community, understanding and effectively responding to the wider sector context, and the practical and strategic needs of members is critical.

If last year was about stabilising and normalising the seismic changes that were experienced through the covid pandemic, 2022-23 has been about providing the tools, support and perspective needed to help organisations and individuals weather the cost-of-living crisis, both personally and as communications practitioners and teams. And as the cost-of-living crisis bites, exacerbating inequalities we are all trying to reduce, it has also been a time to assess again how CharityComms can best support its members, and what that needs to look like in the future, as 'crisis' and intense strain in the sector becomes business as usual.

CharityComms has carried out this strategic assessment in three complimentary ways:

- Maintaining with absolute clarity a finger on the pulse of our sector's issues and priorities, through our member surveys and engagement.

We can't thank our members enough for sharing their thoughts, data and talent with us for their own and the greater good, enabling us to develop strategies, arguments, tools and techniques to support members where and when they need it most. Working with nfpResearch, we created a new version of our Communications Benchmark which compiles the views of over 500 comms professionals from charities of all sizes, working at all levels of seniority, and includes insights to help the sector understand the impacts, challenges and opportunities comms professionals really face.

- Ensuring that we have developed relevant and timely content for members large and small that really hits the mark, recognising that to do our best jobs we need to nurture and develop ourselves and our teams, and also, that when time is pressured and budgets tight, members need quicker hits of training, support, insight and best practice that tool them up rather than weigh them down. We added new chapters to our digital guides on brand, accessibility and inclusion and wellbeing - tailoring the content to meet the most pressing communications needs.

- We've started to develop a longer-term strategy to meet members' needs, both now and in the future. This will see us continue to evolve and grow our first-class mentoring programme; ensure we as communicators can harness the power of reframing - looking afresh at issues and injustices to develop new strategic insight that unlocks growth, engagement, and support; and work towards a member and individual development programme and package of learning and support that is more structured, directional and measurable. For example, we partnered with Heard (previously On Road Media) to pilot structured learning for our members with their Communicating for Change programme, helping 10 charities with their framing to kickstart real-world change.

- As conveners, facilitators, and champions of our unique and invaluable community of communicators, we hold the work we do, the support we provide and the ambitions and vision our members have, very dear. We can't do this without the participation and enthusiasm of our members, and our partners and sponsors who make events and content possible and ensure content is timely, topical and practical.

We are extremely proud of our work and very proud of our team. Thanks goes to everyone at CharityComms who have continued to be there for members through thick and thin, and to our trustees who steer and guide a course that is ambitious for communicators, yet grounded. Special thanks to two trustees who have stepped down after their 6-year terms this past year - Chrystyna Chymera-Holloway and Jess Abelscroft, both of whom have been amazing trustees and supporters of CharityComms.

At CharityComms our real test is the feedback we get from the sector and our members, and the movement we see in our longer-term goals to ensure communications sits at the heart of strategy and planning in all not-for-profits. Organisational membership has seen significant growth in the period, adding to our shared pool of diverse talent, insight and expertise, and key measures have moved positively according to our Communications Benchmark Survey:

CHARITYCOMMS

**REPORT OF THE TRUSTEES
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- Comms representation at senior level has improved over the last 5 years with 37% having someone at board level in a dedicated comms role (compared to 24% in 2017).

- Interestingly, respondents whose organisations were CharityComms members were more likely to feel that comms had a good standing in their organisation and that comms were more respected and valued by their CEOs.

As we develop a new CharityComms strategy for 2024-27, working hand in hand with our members, we will redouble our efforts, and invest reserves, to ensure our impact and value to members and the wider sector is maximised. In difficult and trying times, we know members need more from us, and we hope to deliver this with enormous enthusiasm for great communications, humility amongst our generous community of communicators, and vision to help develop all our skills to build back better and stronger.

CharityComms has strong cash reserves, which stood at £583,852 at the end of the financial year. Over half of these funds reflect income received from members in advance as annual subscriptions and which the charity is only allowed to reflect in income as each month is "earned". The trustees are exploring ways to invest more of these cash reserves in increased reach to more communicators in the sector and to expand the quality and quantity of our services so as to better meet our charitable objects.

Mark Russell, Chair of Trustees and Adeela Warley, CEO



CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

OBJECTIVES AND ACTIVITIES

Objectives and aims

Our vision - We enable every charity to value and use effective communications for a better world.

Our purpose - We champion the value of communications and continually improve the quality of communications by connecting and inspiring our community.

Our goals by 2023

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. Charities will have senior management team/senior board representation from communications (i.e. an equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications is aligned with their brand and organisational strategy.

Our impact - CharityComms' theory of change states that:

Charities create change; communications create change; charities that communicate better, create better change.

Headlines this year, as at 30 April 2023

Community

CharityComms is all about people, from our growing network of more than 11,500 charity communicators to the team who make it all happen behind the scenes. So, we were delighted to again be in the running for a memcom award - this time being shortlisted for "Best Member Support During Covid-19 during the last 12-18 months" at the 2022 memcom awards.

We saw strong membership retention during the year, as well as the addition of more than 3,700 new contacts to our network. Our overall organisational membership number grew again during the year, to 577. That figure further rises to 1,021 when we take into account all of our smaller orgs, which are part of an umbrella membership.

Our mentoring scheme saw a record number of matches, with 222 people being paired with someone in our network willing to share their experience and expertise. Applications to the scheme rose by 43% on last year, prompting us to scope new developments to enhance our ability to make more matches and support those in the sector who need it most.

Events

This year we saw a rise in our events income as we continued to deliver our events almost exclusively online. Our costs continued to be substantially reduced due to holding all but one of our events online this year.

We ran 37 events for 8,285 delegates. When compared with last year's figures, this was 19% fewer events but a 58% increase in delegates. We continued our focus on making our events as accessible and inclusive as possible, and we brought speakers, sponsors and members on the journey with us.

We added these new events to the portfolio this year:

- Communicating to Create Change - Tackling the Environmental Crisis Conference
- Strategic Marketing Conference 2023
- On demand workshop on 'Building a Comms Strategy'

We held an in-person EGM and an online AGM.

We partnered with Heard (previously On Road Media) to pilot structured learning for our members with their Communicating for Change programme.

We held a joint event with NCVO on the Charity Commission's draft social media guidance for trustees.

We made the difficult decision to stop running our Wales and Scotland Network groups due to low attendance and engagement.

Our model here at CharityComms is peer-to-peer learning and over the past 12 months we found it even more difficult to find speakers due to the ongoing pressures that those working in charities are facing. At the same time, audience needs are continuing to change, as is their availability, and so we continue to work hard to make every minute spent with us counts.

CHARITYCOMMS

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Digital Content

We have continued to work closely with our members to produce over 100 new articles for our blog, responding to the changing needs of the sector when deciding on topics to focus on. Aspects of the external environment such as the cost-of-living crisis have affected our community, and we have thus adapted our content, to focus on "quick win" and practical content - which has been successful in maintaining engagement.

Finance

The year ended better than anticipated and the trustees are pleased to report unrestricted income of £664,993 and an unrestricted deficit of £11,003 in the year to 30 April 2023. The income and deficit reported are both better than budgeted. The charity retained strong membership subscription renewal as compared to the previous year. CharityComms was able to fund the year's activities largely from operating income and the deficit reported did not have a significant impact on our free reserves which reduced from £296,928 in 2022 to £286,310 in 2023. We comfortably hold the minimum reserve policy level of £175,000.

CHARITYCOMMS

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OBJECTIVES AND ACTIVITIES

Charitable Purpose- about CharityComms

At CharityComms, our aim is to connect, inform, empower, and inspire comms professionals in the charity sector. We are working with our members and the wider communications community to raise the standard of communications in not-for-profits, to enable them to deliver their world-changing missions more effectively. From our membership scheme and events to our best practice guides, reports, support for professional development and web and social media content, we aim to listen and respond to our members to deliver a service that meets their needs and exceeds their expectations.

Why people join CharityComms.

"Thanks for everything you're doing, I really feel that the sector is so much richer for the work of CharityComms."

CharityComms has continued to be the go-to membership organisation for those working in communications in the charity sector, with an expanding network willing to share expertise and experience, through our wide range of events, digital content and reports, our mentoring scheme and more.

Throughout the year we worked to champion and celebrate our community and the wider charity sector, creating topical content, building on partnerships to present new workshops and events, benchmarking the state of comms the sector, offering updated data and insights, and providing a space for members to come together to share and learn.

"Always such useful and easy-to-access content and events. Love CharityComms."

"I love your events and think you are a great organisation - for some of us you're the only link to other charities and opportunity to learn from them. Thank you for being there."

In line with the prioritised work streams we continued to work on **improving** our internal systems to ensure greater efficiency and the best audience experience and to **maximise** the value of our content to reach many more people and respond to sector needs. The two themes we said would prioritise in the last two years of our strategy were:

Partnering - we have forged positive and collaborative partnerships to harness expertise, increase capacity and extend our reach and impact.

Our guide to accessible comms responded to a need from comms teams to help them start thinking about how to make their communications more accessible. While CharityComms may not be the experts in this field, we are lucky enough to be able to bring together those that are to share their wisdom. Charities including: Sightsavers, Leonard Cheshire, RNID, Sense, RNIB and Tearfund all offered up their knowledge to help produce this resource and we hope over time others will too.

Comms is a powerful tool that can bring people together so let's use it effectively to ensure no-one gets left behind or excluded because of it.

We worked in partnership with the recruitment consultancy Charity People to produce a new Salary and Organisational Culture Survey and worked with third sector market research experts nfpResearch to update our comms benchmark survey. This provides evidence to help communicators benchmark how their organisations are doing, as well as gaining insights into how they feel about their communications and its place in their organisation.

We established a new relationship with the communications agency Heard, to pilot a communication training programme, providing a suite of practical tools and expert advice on how to use framing to create purpose driven change campaigns. We are reviewing the results and talking to them about how to develop the programme and extend opportunities to many more communicators.

Working the NCVO we helped to convene a sector wide conversation on the Charity Commission's consultation on Social Media Guidelines for Trustees. It provided a safe space to share thinking and help charities craft their own consultation responses.

We moved into a new chapter for our Digital Benchmark tool - Our digital partners Uprise Up - took over the platform and will lead the development and improvement of the Digital Benchmark so that we can continue to offer our members the most effective way of tracking and improving their digital performance.

Adeela Warley, our CEO, joined the expert panel advising on the development of a new three-year campaign for the Centre for Ageing Better aiming to raise awareness and shift public attitudes and behaviour around ageism.

CHARITYCOMMS

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OBJECTIVES AND ACTIVITIES

Championing - underpinning our advocacy work is a unique base of insight - our surveys provide data to help make the case for enshrining a strategic role for communications at the heart of organisational strategy and the making the case for investment in comms expertise. It also provides evidence to benchmark communications performance and address cultural and structural barriers to progress.

We continued to be an active member of the Civil Society Group (CSG), championing the role of infrastructure organisations like CharityComms who help connect, empower and up-skill specialist networks across the sector. We continue to provide communications support and have been part of a working group aimed at moving the dial on racism in the charity sector. Behaviour change agency New Ways is helping to create practical tools and a framework to support accountability and drive lasting change. The report and action plan will be launched in Autumn 2023.

CharityComms Inspiring Communicators awards 2022 provided much deserved recognition for comms professional and a celebration of our brightest stars. We were delighted to pay tribute to the Real People, Real Stories project team at Samaritans who took the Award for the best Communications Team.

Public benefit

The trustees confirm that they have complied with the requirement set out in Section 17 of the Charities Act 2011 to report on how they have carried out their charity's purposes for the public benefit and have complied with their duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

CharityComms was established to promote the efficiency and effectiveness of charities, not for profit organisations and voluntary organisations, for the benefit of the public throughout the UK, by the provision of resources to optimise their communications. In short, we exist to help our members and others communicate more effectively, more efficiently, to learn and adopt best practices and to the benefit of all stakeholders and beneficiaries. To do this, we have created a unique community of communicators willing to share with and learn from each other. We use a membership model to do this, although some of our resources are open to all.

Our free or low-cost resources, skills and best practice sharing and training, and unrivalled access to data and insight, are all aimed at raising the standard of communications across the charity sector. The following summary of our significant activities demonstrates how we deliver both our mission and our public benefit.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

ACHIEVEMENT AND PERFORMANCE

Membership Achievement and Performance

Our members come from charities of all sizes and across all sectors, as well as those working as freelancers and agencies who offer products and services to support the third sector.

Across everything that we do, from our events, on-demand and online content to our products and services such as mentoring, jobs board, AskCharity, online directories and Charity Digital Benchmark, our focus is always to listen and respond to our members to deliver the support and resources that they most need.

We ended the year with 577 organisational members, 316 individual members and 67 corporate partners.

"I'd highly recommend becoming a member. You'll definitely get back the ROI! Within two weeks of signing up to be a member, I found my first client! Within six months I have already obtained three clients through being a member. CharityComms is a fantastic resource for both freelancers and charities."

"Thanks so much for all the work CharityComms does, it is a fantastic resource for all the team."

"I've just come back from leave and clicking through on all of these interesting talks and articles is reminding me why I love what I do. Thanks, CharityComms! Just wanted to say what a great selection of content there is in this email! Really love the breadth of event topics and the extra reading as well."

Unique data and insights

Each year, the salary and organisational culture survey provides an insight into how charity comms and marketing professionals feel about their job. It looks at how they are perceived within the sector, as well as helping to benchmark changes in salary levels and workplace culture.

This year we had 790 respondents (up from 495 in 2021), which is the most we've ever had participate, and once again the report was produced in collaboration with Charity People. Respondents were from throughout the UK, working at charities of all sizes and causes, and across a full range of comms roles and levels.

One of our main aims is to provide evidence to help charity communicators benchmark how their organisations are doing, as well as gaining insights into how they feel about comms and its place within their organisation. So, working with nfpResearch, we worked during 2022 to create a new version of our Communications Benchmark.

Our 2022 report compiles the views of more than 530 comms professionals from charities of all sizes, working at all levels of seniority, and includes insights to help the sector understand the impacts, challenges and opportunities comms professionals really face. When we look at how CharityComms members respond compared to non-members, we can also see just the sort of impact we are making to champion communications and support our member with what they most need.

Digital services - jobs board, AskCharity and Charity Digital Benchmark

"In our current recruitment round, approximately 7% of our applicants came through the CharityComms job board, and we can always be assured of the applicant quality. We love CharityComms! The training and networking support and also the fantastic jobs platform is such a boon for our membership fee."

This year the jobs board remained one of the most popular pages on the website, and we posted 881 jobs throughout the year, for a wide range of organisational members and corporate partners.

We are working in line with the wider charity sector to break down barriers and ensure an accessible working environment for everyone, right from the initial point of recruitment. Creating a welcoming and inclusive community is one of our core values as an organisation and so in November 2022 we updated our jobs board policy to ask members to not include any unnecessary qualifications, either as essential or desirable criteria. This was well received by the sector as a positive step forward to more equitable recruitment.

AskCharity is a free service for anyone to use. Charities can set up a profile and add their contact details so that journalists can find them, while journalists can send out media requests for stories or case studies, which go directly to the charities who have signed up for notifications.

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During the year, we were delighted to continue our fantastic partnership with award-winning digital agency, Uprise Up, who we first worked with 10 years ago to create the Charity Digital Benchmark, as well as moving to a new version of the benchmark to include everything needed for GA4. The benchmark is now managed by Digital Benchmark Ltd. who are owned by Uprise Up. It continues to run in conjunction very much with the CharityComms team as we continue to offer our members a discount and also be part of a new advisory board to help shape the benchmark as it develops. We're really looking forward to bringing a new era of the benchmark to the sector and seeing it continue to grow from strength to strength!

Mentoring scheme

"As a mentor, I'm finding the time to reflect ahead of the conversations with my mentee is really helpful for me too - giving me space to look up from my to-do list and think about bigger questions around what it means to be an effective leader in our sector. So, thank you for the match - I'm really enjoying it!"

A record number of 222 matches were made this year, showing not only that it continues to be a key benefit of organisational membership, but that this type of peer-to-peer support for those working within the sector is still very much needed.

- The majority of mentee applicants are assistants / officers / senior officers from our network along with managers.
- We have applicants from all different charity sizes, but those working for charities in our largest charity band (more than £10million) dominate applications, although it has evened out more than last year.
- Applicants work in a broad range of comms divisions; however digital / media and PR are most the most common comms areas for the scheme and content / campaigns / policy / public affairs and marketing has been a much more visible theme in applications this past year.
- There has been quite an even spread this year in the theme of applications across 'specific comms challenge / new role or step up / thinking about next steps in career / leadership and people skills.
- Increasing numbers of applicants wanting to have a mentor they can relate to outside of work also - juggling home life / parents returning to work from maternity leave / people wanting to check-in with wellbeing / flexibility, which all seem to be effects of the huge change that has happened in the working world since the pandemic hit.

We have also seen a significant rise in the number of applications - a 43% increase from last year. We are currently working on ideas and proposals to shift the scheme onto more of an automated / self-matching process.

"It was an amazing chance to connect with someone from another organisation who could offer really helpful guidance and support on a number of challenges. Even just to hear how another charity does things is useful but they provided so much insight and knowledge on top of that. I feel far more confident in my role as a result of our year working together, thank you!"

"Feeling that I have helped make a positive difference to someone - boosting confidence, allowing them to see that they have more agency in a situation etc. But I have also learnt lots from my mentee - different ways to approach things, new ideas etc."

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

ACHIEVEMENT AND PERFORMANCE

Charitable Activities - CharityComms Events

CharityComms' events continue to bring our mission to life by showcasing examples of innovation and best practice that allow our network to share their successes, challenges, solutions, and ideas with their peers. Our aim is to inform, inspire, and empower delegates to use effective communications to better serve their beneficiaries and supporters. And we use our special insight into the sector and communications issues to ensure content, speakers and resources are what members need.

Our online event programme helped us reach 58% more delegates than our last financial year, but through fewer events. Running fewer events helped us focus the programme and gave us the time and space we needed to focus on accessibility and inclusion throughout the year. We continued to keep our finger on the pulse of our members, bringing them timely and relevant content in a variety of formats. We also provided opportunities for peer-to-peer exchanges and support throughout our events, helping our members stay connected with fellow comms professionals.

We are proud of our achievements this year:

We are proud to report that we ran 37 online events for 8,285 delegates. We collected feedback from 525 delegates (up from 365 last year) throughout the year, and we're pleased to say that 92% of those delegates reported feeling very satisfied or satisfied with the CharityComms event they had attended. Post-event feedback surveys and working closely with steering groups helped us keep our finger on the pulse throughout the year.

In terms of event popularity, our largest audience of the year was at our seminar on Understanding your audience: gathering and applying insight with 622 delegates booked to attend. This was closely followed by our Social Media Network event on video content creation with 615 delegates booked to attend. These events were created in direct response to member needs and showed the importance of listening and reacting to their feedback and requests for particular topics. Our conference on Communicating to create change - tackling the environmental crisis only had 169 delegates, but we felt strongly that it was the right time to support the sector in this important area.

Other successes this year included:

- Our brand-new Strategic Marketing 2023 conference was a big success, appealing to a wide range of comms professionals in the sector.
- Our brand new on demand workshop How to Build a Comms Strategy supported 73 comms professionals in building their comms strategy.
- Our annual Digital Conference helped 504 charity communicators on their digital journeys.
- We piloted a structured learning project with Heard (previously On Road Media) on Communicating for Change, helping 10 charities with their framing to kickstart real-world change.

Our agile way of working in the Events Team continued to pay dividends - it enabled us to adapt the programme as we went along, and we flexed as necessary to respond to urgent sector issues throughout the year. We're proud of how we use creativity in our event topics, formats and audience engagement techniques to keep our events lively and adapt our event formats and topics to the needs of our audience. Punchy and practical content remains a top priority for our audience and us, and we aim to make every minute count with our audience.

We also delved deeper as a team into accessibility and inclusion, and brought our speakers, sponsors, and delegates on the journey with us. We recognise that we can never make an event 100% accessible for 100% of the audience, but we do the best we can. Our members, delegates, speakers, and sponsors have appreciated our increased focus on accessibility and inclusion throughout the year and we've enjoyed bringing them on the journey with us.

Working through challenges

Our model here at CharityComms is peer-to-peer learning and over the past 12 months we found it even more difficult to find speakers due to the ongoing pressures that those working in charities are facing. We also worked hard to bridge the wide breadth of experience in our larger and specialist topic areas. At the same time, audience needs are continuing to change, as is their availability, and so we continue to work hard to make every minute spent with us count. Bringing speakers, sponsors and delegates on the accessibility journey is important work but we underestimated the amount of time it would take to upskill ourselves and others in this area. We used our data to guide our decision making throughout the year, including the difficult decision to stop running our Wales and Scotland Network events due to low attendance.

Here's what some of our delegates had to say about our events this year:

"Keep doing what you do! You're helping me keep pace with emerging trends in comms and refreshing my knowledge and skills. Much appreciated!"

"Well organised, loved the thought that had gone into accessibility, and the option to opt out of aspects of the seminar, interesting speakers, thought provoking."

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ACHIEVEMENT AND PERFORMANCE

"Considering it was all over Zoom - the ability to connect with other peers and share experiences and insights was really good. Was really thought provoking!"

"I love your events and think you are a great organisation - for some of us you're the only link to other charities and opportunity to learn from them. Thank you for being there."

"This was my first session as I have only recently become a member and I was very impressed with both the presenters and the content and delivery of the session. Looking forward to my next one. Thank you."

"You're all great! Charity Comms events are the ones I keep turning up to. They are well-run and you consistently attract excellent speakers, so thank you."

"All of the speakers were brilliant - clear, concise and to the point. The breakout groups were also really useful to share best practice."

"A good number of the speakers used a tips approach which made it easy to see how to apply what they were saying to my organisation and breaking things down into more easily achievable tasks - which was fitting for the topic. As someone from a small charity with limited resources I sometimes find that presentations from larger organisations aren't applicable to me but I came away from today's presentations feeling inspired and that things are do-able for me."

"I came away thinking 'wow I've got some really practical stuff to start putting into practice'."

"Easily the best course on comms I've been to in my career, I've been on all sorts of different things, they've all been bog standard or so out there, not helpful. This was helpful, practical, specific. Everyone working on comms for a charity absolutely needs this, this is so key...it's not optional."

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

ACHIEVEMENT AND PERFORMANCE

Charitable Activities - CharityComms Digital Content

In November we welcomed a Senior Business Development and Marketing Manager to help raise profile, increase engagement, and diversify our activities to meet the most pressing needs of our members. The focus on marketing saw us meet and exceed our targets for both engagement and income and our Strategic Marketing Conference in Spring 2023.

In Spring 2023 we said goodbye to Christine Fleming, our Head of Digital Content who moved to a new role as Head of Communications at The Fair Education Alliance. We are delighted she will be using her communications skills to support one of our members and remains very much part of our community.

In a busy but productive year the digital content (now engagement team) has been able to deliver on all departmental priorities by maintaining the test and learn approaches that worked for us during Covid-19. We have quickly adapted to an ever-changing work environment and supported the sector with a whole host of different comms needs. From responding to national news such as the Queen's death, expanding our work in accessibility and inclusivity to working more closely with the event and membership teams on shared content and adapting to the significant changes in social media such as Twitter.

Over the last 12 months we have worked closely with our members to produce 101 new articles for our blog, responding to changing needs of the sector when deciding on topics to focus on. We kept up momentum on our recent Best Practice Guides by adding a new chapter to the Brand 360 guide and utilise and promote our long-form templates such as the Salary & Organisational Culture report (Alexis de Ponson du Terrail and Sarah Clarke). As Brand 360 continued to be an incredibly popular resource, we expanded our knowledge hub to include a variety of new articles, tailored to support the demand of the sector, alongside planning a Brand and Creative Conference for Q1 in 2023/24.

Alongside brand, accessibility, inclusivity and wellbeing are core themes that continue to trend on our website and obtain high levels of engagement on social media. As such, we have continued to promote our home-grown Accessibility Guide, written by our former Head of Digital Content, Christine Fleming, alongside collaborators in the sector who are leading the way in accessible comms.

What this all looks like in numbers

In headline terms, our focus on member (and charity sector) first digital content creation has resulted in a continued steady stream of traffic to the website. This is encouraging as it means that people are utilising the resources, we have created to support them.

Total website visitors: 73,332 (29.9% increase from 2022/23)

Total page views 2022/23: 276,547 (18.2% increase from 2022/23)

This is certainly in part due to our continued efforts to create valuable, up-to-date content that resonates with our community and responds to emerging issues. However, it must also be noted that business development efforts within the events team, have created campaigns that have generated increased engagement, and as such, traffic to our website.

This positive impact, alongside the 25% increase on event sales for our Spring 2023 conference, indicates that uniquely crafted campaigns that highlight opportunities not only increase website traffic and as such, our brand reputation - but provide opportunities to create specialised user journeys, which is something we will work on in 2023/24.

Digital communications

In terms of our other digital communities, the subscriber numbers for our eNews mailout continued to remain steady with over 10,000 individuals signed up to eNews at the end of the year. Our subscribers increased from Q1 to Q4, showing a 17.2% increase this year. Furthermore, open rates continue to exceed industry averages as report by Campaign Monitor, and users' journeys from events advertising to event page website visits continues to grow steadily.

Twitter, which has been historically our most engaged channel, has undergone changes since the algorithm was changed in 2021/22, and the platform was purchased by Elon Musk in April 2022. As such, we have spent the last year making efforts to stay ahead of the continued changes and adapt our approach accordingly.

Despite the developments, and uncertainty in the sector at large regarding Twitter as a platform, we have been successful in maintaining and growing our following from 49,248 at the end of 2021/2022 Q4, to 51,333 at the end of Q4 of 2023, showing an average of 125 new followers per month, with healthy engagement levels increasing 4-5% month on month, and impressions growing at around 30% each quarter.

CHARITYCOMMS

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ACHIEVEMENT AND PERFORMANCE

In addition, we have focused on developing, and delivering a comprehensive Linked-In strategy, launched in December 2022, aiming to better serve our community, increase our reach, and act as risk mitigation to the uncertain Twitter landscape. The data shows that from Q1 to Q4, we increased followers by 16.7% and impressions, which indicate our reach within our community and beyond, increased by 68.5% between Q1 and Q4.

FINANCIAL REVIEW

Financial Performance

Despite the backdrop of rising costs of living and tight subscription budgets for our members, we recorded an increase in the number of joiners and subscription renewals. Year on year subscription income was up by 6%. Our largest category of membership: organisational membership recorded an increase of 9% however the corporate and individual membership categories recorded reductions of 19% and 11% respectively.

Income from events came in at 46% above 2022 levels as CharityComms recorded large attendances to the Digital Conference in November 2022 and the Strategic Marketing Conference in March 2023. These events were also popular with our corporate partners who provided sponsorship.

The Digital Benchmark service was sold in the year to Digital Benchmarks Ltd, and run in collaboration with our long-established partner, UpriseUp. No income was earned from this service in the year.

The year saw an initial investment (circa £27,000) in our plans to reach more communicators with our services. This is the first of 3 years in our plan for strategic business development. It involves an organisational restructure and establishing a business development and engagement function, housing our Comms and digital units.

We are a people-based organisation and staff costs are our highest cost at 82% of our total costs. The new structure has been partially responsible for the higher payroll costs this year in comparison to 2022.

In October 2022, a working group was set up to work with external HR consultants to review the remuneration and pay structure of the organisation. The group created a new remuneration and rewards policy which was approved by the board with effect from 1 May 2023. The new policy created improvements to the terms and conditions of employment and established job grades and pay bands within these grades. Employees' salaries were brought within 95% of the internal median for their pay grades. A 5% cost of living award was also given in line with salaries and remuneration survey of charities of similar size to CharityComms in the UK.

In summary, our unrestricted income was up from £596,266 (2022), to £664,993 (2023) and our costs were also up from £617,231(2022) to £679,132 (2023) mostly due to higher payroll cost resulting in a lower than budgeted deficit at year end of £14,139 (2022 deficit £20,965).

Reserves Policy

CharityComms reserves policy requires we maintain a minimum level of £175,000 in unrestricted reserves. This level takes account of the risks and variability of our sources of income, current and future staff contracts and employment costs, funding requirements of planned investments and business development plans and some allowance to enable quick response to mitigate unforeseen operational threats.

The total net assets of the charitable company were £302,311 on 30 April 2023 with £301,175 of unrestricted funds and £1,136 of restricted funds. The reserves policy of the charity is therefore met.

Going concern

CharityComms remains a going concern for the foreseeable future. As an annual exercise, as part of its budgetary process, it carries out detailed review of development projects within its business plan with funding available from its cash reserves.

The strength of our balance sheet at 30th April 2023 puts us in a healthy financial position - and we can therefore state that the charity is a going concern.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governance

The charity is controlled by its governing document, the Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The governing document was reviewed in 2022 to ensure it remains fit for purpose, in line with changing regulations and to ensure our key objects are being met. Changes to our Articles of association were achieved in liaison with our legal advisers and approved at our EGM on 9 September 2022.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

STRUCTURE, GOVERNANCE AND MANAGEMENT

Changes to our trustee board

The following changes have been made to our trustee board during the year:

- Chrystyna Chymera-Holloway - (resigned 8.11.2022)
- Muna Hussien - (Resigned 12.09,2023)

The following joined as trustees during the year:

- None.

Decision making

The charity is run by the board of trustees, which sets and monitors strategy and policy. The board receives quarterly reports of all the activities of the charity. A minimum of one full strategy review meeting is held each year, although more are planned for 2023 and 2024 to ensure the board meets more frequently to discuss and steer the charity on its chosen business development path and to continue to review the situation against set KPIs. The board also aims to provide necessary support to the team to ensure that the team's working culture is supportive, effective, and efficient.

Induction and training of new trustees

New trustees receive an induction pack drawing information from the various Charity Commission publications signposted through the Commission's guide "the Essential Trustee".

Trustees receive the following governing documents: our Governance manual, Memorandum and Articles and the latest financial statements and management accounts, the organisational strategy and annual business plan including the financial budget. The respective documents cover:

- The obligations of trustees, the CEO and senior management team
- The main documents which set out the operational framework for the charity including the memorandum and articles
- Resourcing and the current financial position as set out in the latest published accounts.
- Future plans and objectives, vision and values
- Trustee training programme, including self-learning, external training, and peer support to ensure high performance and continuous learning.
- Additionally, new trustees are invited and encouraged to proactively familiarise themselves with the charity and the context within which it operates.

Key management remuneration

The board of directors, who are the charity's trustees, together with the senior management team constitute the key management personnel of the charity and oversee directing, controlling, running, and operating the charity on a day-to-day basis. All directors give of their time freely and no director received remuneration in the year. The pay of the senior staff is reviewed annually and normally increases in accordance with average earnings. In view of the nature of the charity, the trustees also benchmark against pay levels in other charities of a similar size and nature.

Developments in 2022- 2023

CharityComms will continue to improve internal systems and deliver quality content to our members working in partnership with others to speed up and increase impact.

The 2022-23 business plan was the last of the three-year strategic plan 2020-23. The next strategic planning cycle runs from 2024-27 and the trustees are ambitious for CharityComms to grow its reach and extend impact.

We will be taking forward some of the key recommendations in the business development plan we commissioned from Eastside People in 2022, which will help us to diversify our portfolio and develop a sustainable business model. Drawing on member insight and feedback from our community, we have identified three strategic strands to focus that development:

- Creating a CharityComms learning programme - providing a structured learning path.
- Scaling up the impact of change communications - creating practical training in reframing skills.
- Strengthening our voice as a champion for communicators and the sector.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06210121 (England and Wales)

Registered Charity number

1138312

CHARITYCOMMS

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2023**

Registered office

Atlas Chambers
33 West Street
Brighton
BN1 2RE

Trustees

Lucy Devine
Chrystyna Chymera-Holloway (Resigned 8.11.2022)
Mark Russell (Chair)
Pip Gardner
Kirsty Marrins
Curtis-James Marshall (Vice Chair)
Vishnee Sauntoo
Muna Hussien (Resigned 12.09.2023)
Nicholas Radmore
Sarah Welsh (Treasurer)

Company Secretary

J O Fadahunsi

Independent Examiner

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

Bankers

The Co-operative Bank PLC
Business Direct
PO Box 250
Skelmerdale
Lancashire
WN8 6WT

Legal Advisers

Hempsons
100 Wood Street
London
EC2V 7AN

COMMENCEMENT OF ACTIVITIES

The company was incorporated and registered in England and Wales on 12 April 2007 and registered as a charity with the Charity Commission in England and Wales on 7 October 2010

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 17/10/2023 and signed on its behalf by:


.....
M Russell (Chair) - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
CHARITYCOMMS**

Independent examiner's report to the trustees of Charitycomms ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2023.

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.

Colin Young BA FCA

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

Date:

CHARITYCOMMS

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 APRIL 2023

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Charitable activities					
	5				
Events		136,066	-	136,066	92,771
Membership benefits & services		511,419	-	511,419	482,102
Other trading activities	3	4,551	-	4,551	19,052
Investment income	4	4,357	-	4,357	723
Other income	6	8,600	-	8,600	1,618
Total		664,993	-	664,993	596,266
EXPENDITURE ON					
Charitable activities					
	7				
Events		331,860	-	331,860	270,455
Membership benefits & services		344,136	-	344,136	344,556
NeverMoreNeeded		-	3,136	3,136	2,220
Total		675,996	3,136	679,132	617,231
NET INCOME/(EXPENDITURE)		(11,003)	(3,136)	(14,139)	(20,965)
RECONCILIATION OF FUNDS					
Total funds brought forward		312,178	4,272	316,450	337,415
TOTAL FUNDS CARRIED FORWARD		301,175	1,136	302,311	316,450

The notes form part of these financial statements

CHARITYCOMMS

BALANCE SHEET
30 APRIL 2023

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Tangible assets	13	14,865	-	14,865	15,250
CURRENT ASSETS					
Debtors	14	63,578	-	63,578	45,768
Cash at bank and in hand		582,716	1,136	583,852	564,209
		<u>646,294</u>	<u>1,136</u>	<u>647,430</u>	<u>609,977</u>
CREDITORS					
Amounts falling due within one year	15	(359,984)	-	(359,984)	(308,777)
NET CURRENT ASSETS		<u>286,310</u>	<u>1,136</u>	<u>287,446</u>	<u>301,200</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>301,175</u>	<u>1,136</u>	<u>302,311</u>	<u>316,450</u>
NET ASSETS		<u>301,175</u>	<u>1,136</u>	<u>302,311</u>	<u>316,450</u>
FUNDS	16				
Unrestricted funds				301,175	312,178
Restricted funds				1,136	4,272
TOTAL FUNDS				<u>302,311</u>	<u>316,450</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 17/01/2023 and were signed on its behalf by:


M Russell (Chair) - Trustee

CHARITYCOMMS
CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 APRIL 2023

	Notes	2023 £	2022 £
Cash flows from operating activities			
Cash generated from operations	18	19,441	30,344
Net cash provided by operating activities		<u>19,441</u>	<u>30,344</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		(4,155)	(3,266)
Interest received		4,357	723
Net cash provided by/(used in) investing activities		<u>202</u>	<u>(2,543)</u>
Change in cash and cash equivalents in the reporting period			
		19,643	27,801
Cash and cash equivalents at the beginning of the reporting period		<u>564,209</u>	<u>536,408</u>
Cash and cash equivalents at the end of the reporting period		<u><u>583,852</u></u>	<u><u>564,209</u></u>

The notes form part of these financial statements

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2023

1. STATUTORY INFORMATION

Charitycomms is a limited-by-guarantee company incorporated in England and Wales. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the Trustees' Report on pages 1 to 14 of these financial statements. The nature of the charity's operations and principal activities are the promotion of efficiency and effectiveness of charities, not for profit organisations and voluntary organisations, for the benefit of the public throughout the UK, by the provision of resources to optimise their communications.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

Going concern

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Further details are included in the Trustees' Report. The trustees continue to adopt the going concern basis of accounting in preparing the accounts.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Donations

Donated facilities are included at the value to the charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then the income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable they will be fulfilled.

Trading activities

Income from trading activities includes income earned from sponsorship of events. Income is received in exchange for supplying services in order to raise funds and is recognised when entitlement has occurred.

Grants including government grants

Income from grants are recognised at fair value when the charity has entitlement after any performance related conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Membership fee income

Membership income is recognised on a straight line basis over the period to which it relates.

Event income

Event income is recognised at the point that the event takes place.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

2. ACCOUNTING POLICIES - continued

Governance costs

Included in governance costs are the costs associated with the governance arrangements of the charity. Costs include independent examination, legal advice for trustees and costs associated with constitutional and statutory requirements.

Allocation and apportionment of costs

Support and governance costs are recharged to charitable activities based on estimated usage, dependent on the type of expenditure.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment	- 25% on reducing balance
Website	- 25% on reducing balance

Tangible fixed assets are initially measured at cost and subsequently measured at cost less accumulated depreciation.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Debtors and creditors receivable/ payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

3. OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Web-based & digital income	3,410	14,492
Publications income	1,141	4,560
	<u>4,551</u>	<u>19,052</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

4. INVESTMENT INCOME		2023	2022
		£	£
Deposit account interest		<u>4,357</u>	<u>723</u>
5. INCOME FROM CHARITABLE ACTIVITIES		2023	2022
		£	£
Events	Activity Events	<u>136,066</u>	<u>92,771</u>
Membership benefits & services	Membership benefits & services	<u>511,419</u>	<u>482,102</u>
		<u>647,485</u>	<u>574,873</u>
6. OTHER INCOME		2023	2022
		£	£
Management fees		<u>8,600</u>	<u>1,618</u>
7. CHARITABLE ACTIVITIES COSTS			
		Direct Costs	Support costs (see note 8)
		£	£
Events		<u>295,091</u>	<u>36,769</u>
Membership benefits & services		<u>297,917</u>	<u>46,219</u>
NeverMoreNeeded		<u>3,136</u>	<u>-</u>
		<u>596,144</u>	<u>82,988</u>
8. SUPPORT COSTS			
		Management	Finance
		£	£
Events		<u>4,601</u>	<u>1,596</u>
Membership benefits & services		<u>5,624</u>	<u>1,952</u>
		<u>10,225</u>	<u>3,548</u>
			Governance costs
		Other	£
		£	£
Events		<u>19,635</u>	<u>2,654</u>
Membership benefits & services		<u>24,001</u>	<u>4,518</u>
		<u>43,636</u>	<u>7,172</u>
			Totals
			£
			<u>331,860</u>
			<u>344,136</u>
			<u>3,136</u>
			<u>679,132</u>

CHARITYCOMMS

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023**

9. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2023	2022
	£	£
Independent examiner's remuneration	1,127	900
Other non-examination services	4,383	2,700
Depreciation - owned assets	<u>4,540</u>	<u>4,376</u>

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2023 nor for the year ended 30 April 2022.

Trustees' expenses

During the year, £Nil (2022: £360) of expenses were reimbursed (2022: one trustee) for travel and subsistence.

11. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	481,317	430,826
Social security costs	47,596	37,150
Other pension costs	31,519	28,021
	<u>560,432</u>	<u>495,997</u>

The average monthly number of employees during the year was as follows:

	2023	2022
Staff	<u>13</u>	<u>13</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023	2022
£60,001 - £70,000	<u>1</u>	<u>1</u>

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Charitable activities			
Events	92,771	-	92,771
Membership benefits & services	482,102	-	482,102
Other trading activities	19,052	-	19,052
Investment income	723	-	723
Other income	1,618	-	1,618
Total	<u>596,266</u>	<u>-</u>	<u>596,266</u>
EXPENDITURE ON			
Charitable activities			
Events	270,455	-	270,455
Membership benefits & services	331,942	12,614	344,556

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted funds £	Total funds £
NeverMoreNeeded	-	2,220	2,220
Total	<u>602,397</u>	<u>14,834</u>	<u>617,231</u>
NET INCOME/(EXPENDITURE)	(6,131)	(14,834)	(20,965)
RECONCILIATION OF FUNDS			
Total funds brought forward	318,309	19,106	337,415
TOTAL FUNDS CARRIED FORWARD	<u>312,178</u>	<u>4,272</u>	<u>316,450</u>

13. TANGIBLE FIXED ASSETS

	Computer equipment £	Website £	Totals £
COST			
At 1 May 2022	15,645	59,953	75,598
Additions	4,155	-	4,155
At 30 April 2023	<u>19,800</u>	<u>59,953</u>	<u>79,753</u>
DEPRECIATION			
At 1 May 2022	7,725	52,623	60,348
Charge for year	2,708	1,832	4,540
At 30 April 2023	<u>10,433</u>	<u>54,455</u>	<u>64,888</u>
NET BOOK VALUE			
At 30 April 2023	<u>9,367</u>	<u>5,498</u>	<u>14,865</u>
At 30 April 2022	<u>7,920</u>	<u>7,330</u>	<u>15,250</u>

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Trade debtors	53,616	40,908
Prepayments and accrued income	9,962	4,860
	<u>63,578</u>	<u>45,768</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	6,638	3,104
Social security and other taxes	8,769	7,113
VAT	36,536	27,337
Other creditors	4,389	3,738
Accrued expenses	7,258	3,600
Deferred income	296,394	263,885
	<u>359,984</u>	<u>308,777</u>

Deferred income refers to advance payments received by the charity for products or services that are to be delivered or performed in the future.

Membership income is invoiced annually and recognised in the period to which it relates. Deferred income in relation to membership fees total £291,966 (2022: £254,080).

Also included in deferred income are amounts of £4,429 (2022: £9,805) which relate to events that had not taken place before the year-end.

16. MOVEMENT IN FUNDS

	At 1.5.22	Net movement in funds	At 30.4.23
	£	£	£
Unrestricted funds			
General fund	312,178	(11,003)	301,175
Restricted funds			
NeverMoreNeeded	3,136	(3,136)	-
The Paul Hamlyn Trust	1,136	-	1,136
	<u>4,272</u>	<u>(3,136)</u>	<u>1,136</u>
TOTAL FUNDS	<u>316,450</u>	<u>(14,139)</u>	<u>302,311</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	664,993	(675,996)	(11,003)
Restricted funds			
NeverMoreNeeded	-	(3,136)	(3,136)
	<u>664,993</u>	<u>(679,132)</u>	<u>(14,139)</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

16. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.21 £	Net movement in funds £	At 30.4.22 £
Unrestricted funds			
General fund	318,309	(6,131)	312,178
Restricted funds			
NeverMoreNeeded	5,356	(2,220)	3,136
The Paul Hamlyn Trust	13,750	(12,614)	1,136
	<u>19,106</u>	<u>(14,834)</u>	<u>4,272</u>
TOTAL FUNDS	<u>337,415</u>	<u>(20,965)</u>	<u>316,450</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	596,266	(602,397)	(6,131)
Restricted funds			
NeverMoreNeeded	-	(2,220)	(2,220)
The Paul Hamlyn Trust	-	(12,614)	(12,614)
	<u>-</u>	<u>(14,834)</u>	<u>(14,834)</u>
TOTAL FUNDS	<u>596,266</u>	<u>(617,231)</u>	<u>(20,965)</u>

17. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 April 2023.

18. RECONCILIATION OF NET EXPENDITURE TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023 £	2022 £
Net expenditure for the reporting period (as per the Statement of Financial Activities)	(14,139)	(20,965)
Adjustments for:		
Depreciation charges	4,540	4,376
Interest received	(4,357)	(723)
(Increase)/decrease in debtors	(17,810)	30,642
Increase in creditors	51,207	17,014
Net cash provided by operations	<u>19,441</u>	<u>30,344</u>

19. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.5.22 £	Cash flow £	At 30.4.23 £
Net cash			
Cash at bank and in hand	<u>564,209</u>	<u>19,643</u>	<u>583,852</u>

CHARITYCOMMS

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023**

19. ANALYSIS OF CHANGES IN NET FUNDS - continued	564,209	19,643	583,852
	<u>564,209</u>	<u>19,643</u>	<u>583,852</u>
Total	<u>564,209</u>	<u>19,643</u>	<u>583,852</u>

CHARITYCOMMS

England & Wales - Charity number 1138312

Accounts

REGISTERED COMPANY NUMBER: 06210121 (England and Wales)
REGISTERED CHARITY NUMBER: 1138312

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2022
FOR
CHARITYCOMMS
(A COMPANY LIMITED BY GUARANTEE)

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

CHARITYCOMMS

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FOR THE YEAR ENDED 30 APRIL 2022

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CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2022

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report and the financial statements of the charity for the year ended 30 April 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 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 published in October 2019.

Welcome from Chair and CEO

The last few years have seen communications professionals increasingly at the forefront of their organisations - leading crisis communications, directing the shift from in-person to virtual relationships, rebuilding brands and the teams that embody them, and navigating ever more polarised political, public and media debates. If 2020-21 was a period of seismic change, then 2021-22 was the year when a new landscape emerged, featuring the long shadows of covid, social inequality, political polarisation and emerging global and domestic crisis.

All the while, as demand for their services continues to grow, income levels for many charities remains below that achieved in pre-covid times, and public scrutiny of charitable activity - both their internal cultures and external activity - is intense.

In response, communications departments, among others, have been redrawn and reshaped. Teams have become more dispersed. Platforms have moved increasingly digital and virtual. Office locations are fluid and central desk numbers reduced as more and more of us adopt hybrid working models.

CharityComms is proud to have been by the side of communications professionals in the sector during these historic times, providing the tools, insight, and peer support they most needed. As communicators step up and lead their organisations through change, so have we, expanding our range of resources to cover more crisis communications best practice, issues including race equality, diversity and inclusion, playing a supporting role in the #CharitiesAgainstHate collaboration, and helping communicators manage the growing pace of social media discourse and political debate.

CharityComms exists to promote the efficiency and effectiveness of charities, not for profit and voluntary organisations, deploying resources aimed at optimising communications. We do this, primarily, through a membership model which sees organisational, freelance and corporate members willingly and enthusiastically share learning, best practice and insight with each other for the benefit of all, jointly raising our game and supporting each other.

Despite the pressures of the last few years, CharityComms is delighted that our work supporting comms professionals has been recognised with strong renewals of membership, new member sign ups, and continued support for virtual events, conferences, and shared learning. We have never had so many members as we do now - testament to the resilience of our sector, the hard work of our CharityComms team, and recognition that our model of self-sustaining support and continuous learning is the right one.

Our membership model continues to offer the best way for CharityComms to realise its objectives as a charity, offering a welcoming, professional, safe and innovative space for new ideas, best practice and championing the very best communications and communicators. The trustees and the CharityComms team aim to build on this position of relative strength in order to grow our ability to support the sector further - with more insight, deeper analysis and new tools and platforms.

As we ourselves evolve to meet members' needs and anticipate them, we aim to diversify our income further. The shift from in-person to virtual events has been really positive, reducing our costs and increasing access and reach, but it also means we are more reliant on membership subscription for income. As we grow and look to expand our resources and impact in the sector, we shall seek other sources of revenue - always staying true to our values and never undermining what lies at the core of our strength - the community of communicators brought together through our membership.

We hope to do this hand in hand with our members, who elect at least half of the trustee board themselves. In this year we welcomed four new trustees, Vishnee Sauntoo, Muna Hussen and Nick Radmore, as well as a new treasurer, Sarah Walsh, and we said goodbye to Jess Abelcroft, who served a maximum 6 year term with tremendous vigour and support for team and board colleagues.

And a huge thanks to our trustees and especially the CharityComms team, who have worked so hard on our members' behalf to maintain our relevance, service levels and ethos during testing times.

Finally, we acknowledge the support and trust afforded to us by our members, large and small. We have much to learn from each other and we look forward to sharing the journey with you.

CHARITYCOMMS
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Mark Russell, Chair of Trustees and Adeela Warley, CEO

OBJECTIVES AND ACTIVITIES

Objectives and aims

Our vision

We enable every charity to value and use effective communications for a better world.

Our purpose

We champion the value of communications and continually improve the quality of communications by connecting and inspiring our community.

Our goals by 2023

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. Charities will have senior management team/senior board representation from communications (i.e. an equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications is aligned with their brand and organisational strategy.

Our impact - CharityComms' theory of change states that:

Charities create change; communications create change; charities that communicate better, create better change.

Headlines this year, as at 30 April 2022

The UK economy has been in the doldrums for a lengthy period. Brexit and Covid-19 have left visible impacts on the private, public and third sectors. The economy's sluggish recovery from Brexit and the pandemic is exacerbated by a spiralling cost of living crisis and a volatile political climate - all impacting on the charity sector's fundraising and income generation opportunities. CharityComms membership subscription income and events budgets for the year were prepared against the background of all the above factors.

The trustees are therefore pleased to report unrestricted income of £596,266 and a deficit of £6,131 in the year to 30 April 2022. The income and deficit reported are both better than budgeted. The charity retained strong membership subscription renewal as compared to the previous year. CharityComms was able to fund the year's activities largely from operating income and the deficit reported did not have a significant impact on our free reserves which reduced from £318,309 in 2021 to £312,178 in 2022. We comfortably hold the minimum reserve policy level of £175,000.

Community

As always, we have worked hard to stay close to our members and respond to their needs and changing financial circumstances over the past year. This effort has resulted in us seeing the number of people in our network increased by 24% over the current financial year (May 2021-April 2022), increasing our community to more than 11,500. We ended the year with 568 organisational members (not including those who are part of an umbrella membership) which was an increase of 26% on the previous year, 327 individual members and 68 corporate partners.

Peer to peer mentoring remained a key benefit and we successfully made 174 matches, an increase of 22.5% on the previous year

Events

This year we saw a fall in our events income as we continued to deliver our events online. However, we were able to substantially reduce the costs associated with face-to-face events and increase accessibility for our members. We ran 46 online events for 5,249 delegates, representing a 1.29 %increase in delegate numbers since last year. We supported 71 small charity members with bursaries and subsidised tickets to attend our popular media messaging workshop. And we added three new workshops to the event portfolio: Building resilience in uncertain times, Boundaries and courageous conversations, and How to keep your spark while doing challenging work.

Digital Content

We have continued to work closely with our members to produce over 100 new articles for our twice weekly blog, responding to the changing needs of the sector when deciding on topics to focus on. We have created a new long-form resource on accessible communications, drawing on the advice and contributions of charities leading the way on this vital topic. Plus, we have produced a podcast series on wellbeing, responding to the growing demand from our members.

CHARITYCOMMS

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OBJECTIVES AND ACTIVITIES

Charitable Purpose- about CharityComms

At CharityComms, our aim is to connect, inform, empower, and inspire comms professionals in the charity sector. We are working with our members and the wider communications community to raise the standard of communications in not-for-profits, to enable them to deliver their world-changing missions more effectively. From our membership scheme and events, to our best practice guides, reports, support for professional development and web and social media content, we aim to listen and respond to our members to deliver a service that meets their needs and exceeds their expectations.

Why people join CharityComms

"Thanks for all your work! I think our CharityComms membership is something my comms team could never be without again!"

CharityComms welcomes anyone working in comms in the third sector and our network is very much built on a model of peer-to-peer sharing. Learning from best practice is cited as the top benefit of being a CharityComms member, with 98% of people saying it's the most important part of their membership. That's followed by access to new ideas and inspiration, free seminars, practical guidance and tools online, and online events.

Growing our community is a key aspect of our work, so it's heartening to see that of those who included a reason for joining when signing up over the past year 16% said it was due to word of mouth. A further 8.5% said the CharityComms website prompted them to join, and 6% said either the jobs board, eNews or discounts on events were their main motivators.

"Affordable membership that provides numerous easily accessible ways of keeping up to date with marketing initiatives with really professional speakers at events. The chance to network each time with event attendees from the marketing community is a bonus."

In line with the four key work streams included in our business strategy, our work included:

Partnership work:

- We were delighted to once again partner with recruitment specialist Charity People, to produce the latest salary and organisational culture survey which provides unique insights, and benchmarking data for the sector.
 - We worked hand in hand with Brand By Me to help communicators put anti racism at the heart of their brands.
 - We continued to support the work of #CharitiesAgainstHate to combat hate online.
 - We worked with Uprise Up our technology partner to develop and improve the digital benchmark
- " And started scoping an exciting new partnership with On Road Media - to give communicators the practical tools and confidence to use change narratives in their work.

Championing:

- We continued to provide support to #CharitiesAgainstHate
- And through our CEO, to be part of the Civil Society Group - an informal collaboration of infrastructure organisations who represent and support members and groups from across the charity sector and wider civil society. It is working to harness the collective strengths of diverse networks, improve efficiency and effectiveness, and allow civil society to clearly articulate shared priorities and views to government.
- As always the Inspiring Communicators awards provided much deserved recognition for comms professional and a celebration of our brightest stars and we were delighted to pay tribute to the whole team at RNLI for outstanding team work.

Maximising:

- Creating relevant and unique assets to support members and the wider sector: surveys and accessibility resources and events.
- Being responsive to sector needs/having our finger on the pulse - convening knowledge and expertise on issues including: communicating environmental sustainability and climate change, creating anti-racist brands, accessibility and inclusive communications.

Improving our systems

- We undertook an accessibility audit of our website and started implementing improvements
- Closed captions and subtitles were added to all events from September onwards
- We started our sustainability work, including running our Communicating to create change: tackling the environmental crisis event and publishing our sustainability statement
- Our commitment to making continual improvements to our Salesforce system has been ongoing
- The whole CharityComms team undertook a workshop on getting the team ready for success
- SLT undertook strategic leadership training and our Trustees had a strategy focused away day

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Public benefit

The trustees confirm that they have complied with the requirement set out in Section 17 of the Charities Act 2011 to report on how they have carried out their charity's purposes for the public benefit and have complied with their duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

CharityComms was established to promote the efficiency and effectiveness of charities, not for profit organisations and voluntary organisations, for the benefit of the public throughout the UK, by the provision of resources to optimise their communications. In short, we exist to help our members and others communicate more effectively, more efficiently, and to the benefit of all stakeholders and beneficiaries. To do this, we have created a unique community of communicators willing to share with and learn from each other. We use a membership model to do this, although some of our resources are open to all.

Our free or low-cost resources, skills and best practice sharing and training, and unrivalled access to data and insight, are all aimed at raising the standard of communications across the charity sector. The following summary of our significant activities demonstrates how we deliver both our mission and our public benefit.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2022

ACHIEVEMENT AND PERFORMANCE

Membership Achievement and Performance

CharityComms members include charities and not for profits of all sizes, agencies and freelancers, from all over the UK and beyond. From our events, on-demand and online content to our products and services such as mentoring, jobs board, AskCharity, online directories and digital benchmark, our focus this past year has been to listen and respond to our members to deliver the support and resources that they have most needed.

A vital part of our mission is to champion the value of communications and listening to how our members are feeling about their work and their role is a key aspect in understanding whether we're making a difference. This past year, just over 82% of members said that they think the role of comms within the charity sector is valued, with 24% saying it's extremely valued.

"As an individual marketing lead with high workload and little spare time this very flexible membership package that offers a number of ways to learn and keep up to date such as access to recorded webinars, is appreciated. I also love that if I am working on something such as the website I can tap into articles and webinars and material from webinars, to help me."

Growing our membership community

"I love the ethos, it's super welcoming. Every time I attend a seminar, I get new ideas and I feel more confident in building my comms career and it is helping me make an impact in my job."

We worked hard to stay close to our members and respond to their needs during often changing financial circumstances. As a result, we were delighted to see growth across all membership categories, with retention rates back up to pre-pandemic levels of 82%.

- 568 organisational members
- 327 individual members
- 68 corporate partners

"It's great to know there are other people in such a similar position. I've made the most of mentoring and have been able to attend some great training."

Who our members are

"As someone who was new to the sector, I've found [membership] invaluable."

Our members come from charities of all sizes and across all sectors, as well as those working as freelancers and agencies who offer products and services to support the third sector.

It is very common for those working in the charity sector to move roles, as well as move in and out of the sector, and we are always delighted to welcome new members as well as continue to support those who have been with us for a lot longer. Just over 10% of our charity members have been with us for 10 or more years, while 14.7% of our corporate partners have also been part of our network for 10 years or over. 80% of individual members and 55% of organisational members have been with us for three years or less.

"I am glad to be a member again - I know your resources and support are brilliant and very worthwhile"

We were also delighted to see that this year 46% of members said that they are engaged, familiar with CharityComms and our community, eager to attend events and make connections. While a further 23% said they are looking for more ways to engage, develop professionally or demonstrate ROI. This is perhaps an indication of where members are in their career journey, with the largest proportion of those who are part of an organisational membership in the 35-44 age group, followed by 33% who are 25-34 years old.

When it comes to individual roles within an organisation, our members span a wide range of levels and responsibilities. Some 36% of members are in an officer role, with 35% working as managers and 7% at director level. The main area of responsibility across all membership types is communications, followed by digital strategy and marketing. Interestingly, our individual members lean more towards campaigns, with 70% listing it as part of their role, but this drops to 41% for those who are part of an organisational membership with us.

As in previous years, the largest proportion of our organisational members are in the £1-2 million income level, which has increased from 99 orgs last year to 128 orgs in 2021-2022.

"Thanks for all that you and the whole CharityComms team does. You really are making a difference to many charity professionals work and outcomes from it."

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As ways of working adapted and our members started to move from crisis mode and look at more long-term strategies, we have worked in collaboration with our network to ensure our range of products and services are supporting them in their roles. This has really paid off as it means that our members are getting exactly what they need from us and feel they have a say in what our network has to offer.

"Just to say that I think your comms are excellent and we are glad to have joined this network."

Salary and organisational culture report

Each year our data-driven Salary and organisational Culture report looks at how charity marketing and communications professionals view their roles and their place in the sector. The report benchmarks salaries and investigates multiple workplace issues from mental health to flexible working.

We had more than 400 responses to our 2021 survey and the report includes case studies and resources from many of our members. It continues to be one of our most-read resources on the CharityComms website and provides a useful point of reference for those working in our sector.

Jobs board

Our jobs board remains one of the most highly viewed pages on the CharityComms website and is cited by organisational members as their overall most valued area of the website, alongside our calendar of upcoming events. The number of jobs submitted over the past financial year more than doubled on the previous year, from 487 to 1,061, which is also a reflection on the state of the sector, with the return of a more buoyant recruitment market.

The top area of expertise remains digital/online/social media, with 27% of all posts submitted under this combined category. Communications came in second place with 20.1% (an increase of 1.6% on last year) and marketing in third place at 12.5%, showing the biggest increase overall of 3.3% on the previous year.

This year we also added a new social media category to separate out dedicated social media roles from digital/online/social media and better reflect the current situation for many of our members. Following this change 135 jobs were submitted that were specific to social media (equating to 13% of all roles submitted).

AskCharity

AskCharity is a free service for anyone to use. Charities can set up a profile and add their contact details so that journalists can find them, while journalists can send out media requests for stories or case studies, which go directly to the charities who have signed up for notifications.

"I've loved AskCharity, some of our strongest media coverage and relationship building with journalists has come through AskCharity, so thank you for being such a great service to us jobbing media folk in the charity sector."

The success of this service continues to grow, and we have seen many requests submitted that have been directly related to the big social issues we face. During the last quarter of 2021-2022 alone, 206 requests were sent out by journalists on subjects ranging from the situation in Ukraine, Mother's Day and the cost-of-living crisis.

The number of journalists registered with AskCharity has grown by 7% over the past year to more than 4,500, while we have more than 4,000 charities listed as part of the service.

"I like the AskCharity requests from journalists - it's an opportunity to build a network of journalists and build contacts."

Championing our members

This year our #MembershipMonday, #MeetAFreelancer and #MentoringMagic campaigns continued to champion the work of our members and highlight benefits and key membership information on social media.

Sector-wide, we also continued to support the comms for the Charities Against Hate coalition, a group of more than 40 charities working together to combat online hate.

What our members say

"Always a very useful (and friendly) resource"

"Thank you so much to your whole team for being so friendly and accommodating to us over the past year."

"The friendly and supportive team who never make you feel like you're bothering them and will do what they can to help."

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"Always such useful and easy-to-access content and events. Love CharityComms."

Mentoring scheme

Mentoring continues to be one of our most valued aspects of membership, with 73% of our organisational members citing it as one of their most important benefits and 38% of members saying it was their most valued area of the CharityComms website. Over the past year demand for the service was particularly high and we made 174 matches, an increase of 22.5% on the previous year.

Similar to last year, many of our applicants requested a mentor they could relate to outside of work also, talking about juggling home life, parents returning to work from maternity leave, wellbeing and settling into new ways of working. This would indicate that the effects of the huge changes that have happened in the working world since the pandemic hit are continuing to be felt by our members.

The majority of mentee applicants over the past year have been assistants, officers and senior officers from our network, with managers being the next biggest group. This is different from previous years, where manager and officer level are usually at a similar level. Again, this may indicate that those who are relatively new to the workforce may need additional support, particularly as they work more remotely and as a result may be missing out on the natural learning elements that can come with an office environment.

"With the day-to-day firefighting it gave me a chance to reflect and remember why I love working in comms so much. It was the first day in a while that I had finished my day with a smile on my face!"

In terms of the makeup of our mentoring requests, we have applicants from all different charity sizes, but those working for organisations in our largest charity band (more than £10million) dominate applications, a recurring trend which we see each year.

Applicants tend to work across a broad range of comms divisions, however digital, media and PR are the most common comms areas for the scheme. Interestingly campaigns, policy and public affairs have also been much more visible themes in applications this past year, which is quite a departure on previous years.

When it comes to specific challenges, we have lots of applicants wanting to brainstorm what their next steps might be and how to get ahead in their charity communications career. People seem less sure about how to 'step-up' and are feeling a bit alone in this, so the support of our mentors has been invaluable.

Anyone can apply to be a mentor on our scheme at any time during the year, so if you're thinking about sharing your experience and helping others in the sector, you can find out more about being a mentor here.

"It is really interesting and helpful to speak to someone with so much experience. An outside eye is a great way to help me move forward with some really simple steps which will have a big impact. Thank you."

CHARITYCOMMS

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ACHIEVEMENT AND PERFORMANCE

Charitable Activities - CharityComms Events

As always CharityComms' events continue to bring our mission to life by showcasing examples of innovation and best practice that allow our network to share their successes, challenges, solutions, and ideas with their peers. Our aim is to inform, inspire, and empower delegates to use effective communications to better serve their beneficiaries and supporters. And we use our special insight into the sector and communications issues to ensure content, speakers and resources are what members need.

Throughout 2021-2022 we worked tirelessly to support our members through the ongoing pandemic, holding our events programme online to reach more people than ever before and keep our members safe. We kept our finger on the pulse of our members, bringing them timely and relevant content in a variety of formats. We also provided opportunities for peer-to-peer exchanges and support throughout our events, helping our members stay connected with fellow comms professionals.

We are proud of our achievements this year:

This year we are proud to report that we ran 46 online events for 5,249 delegates. We collected feedback from 365 delegates and, were delighted to find out that 96% of delegates reported feeling very satisfied of satisfied with the CharityComms event they had attended.

In terms of event popularity, our largest audience of the year was at our Inclusivity in communications: language, imagery and representation seminar - with 665 delegates booked to attend. This was closely followed by our The role of comms in building an anti-racist brand seminar, which had 622 delegates booked to attend. These events were created in direct response to member needs and showed the importance of listening and reacting to changing audience priorities.

Other big successes this year were centred around our commitment to supporting everyone in our network. We prioritised making our events accessible with live transcription, Zoom subtitles and post-event transcripts, as well as adding closed captions/subtitles on all new on demand content created from September 2021 onwards. We also supported 71 small charity members with bursaries and subsidised tickets to attend our media messaging workshop. Throughout the year we also supported both members and the wider sector with ad hoc advice on how they can run their own online events.

All this has been made possible thanks to our continued efforts to work in a more agile way. This is an approach that has allowed us to adapt the programme and individual events as we went along, using a rapid planning cycle, and flexing as necessary to support our colleagues through the year. It has enabled us to continue using creativity in our event topics, formats and audience engagement techniques to keep our events lively and adapt our event formats and topics to the needs of our audience. A good example of this in action is how we responded to the changing availability of members - we switched to focusing on punchy and practical content for all of our events, a move which has been well received by event attendees.

Finally, in the last year we continued our hard work of feeling the pulse of our members and the wider sector through post-event surveys and working closely with our steering groups. The result of this was that we ran two new conferences this year, covering PR and social media, as well as our flagship Digital Conference. We also began scoping and planning a new conference to support the sector in using comms to tackle the environmental crisis. It also led to us trialling a networking only event for the NW, SW and Midlands Networks, as well as running a mash-up event for our Brand Breakfast and Creatives Group communities. We added three new workshops to the event portfolio: Building resilience in uncertain times, Boundaries and courageous conversations, and How to keep your spark while doing challenging work. We held three iterations of our popular Stepping into Comms Leadership workshop series, as well as one iteration of our New Year, New You workshop.

Working through challenges

Our model here at CharityComms is peer-to-peer learning and over the past 12 months we found it more difficult to find speakers due to the ongoing pressures that those working in charities are facing.

At the same time audience needs are ever changing, as is their availability and so we have to work harder than ever to make every minute spent with us count.

Most likely because of these challenges, and other external factors including sector wide pressure on charity finances, our events income continues to be down quite substantially from pre-pandemic figures. Reduced expenditure on running online events has helped us weather the storm. To help mitigate this we have re-introduced a tiered pricing structure for conferences but have kept ticket prices low to continue to support the sector through these challenging times.

We have also paused some events activity to give us and our members space to breathe throughout the year and looked closely at booking figures to help guide our decision making.

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Further to this we have also worked hard to flex what we do and embrace test and learn practices as demonstrated when we held an (unsuccessful) trial for an online networking-only style event with the NW, SW and Midlands Networks.

Feedback

Here's what some of our delegates had to say about our events this year:

"This was a great session - and is exactly what we needed! It was so good to hear people addressing the exact same issues I am facing."

"Best CharityComms event I've been to (but they're all good!)" - Social Media Network delegates

"Comms professionals with lived experience of racism and implementing anti-racist work led the session, so the expertise was phenomenal." - Seminar delegate

"I just wanted to say I loved the session. It was excellently coordinated, flowed nicely and everyone was lovely, open, and honest about their advice. Such a helpful session and came away feeling inspired. Thanks team!" - PR Network delegate

"Thanks for a great session - it's always nice to take some time out from the daily grind to listen to interesting speakers and talk to peers who know what we're going through." - Creatives Group delegate

"Thank you for this opportunity and space together, a sense of community" - Digital Conference delegate

"A really informative and supportive environment to talk with others and share ideas, thank you."

"It was really awesome, thanks so much for the opportunity to get together virtually, it made the event accessible for me to attend" - Internal Comms Network delegates

"This was also my first experience of an event hosted by CharityComms. I've very glad to have signed up to become a member of the Brand Breakfast Group. I will definitely tune into the next one, whatever the topic. Thank you for all you do in support, it's much appreciated."
- Brand Breakfast and Creatives Group mash-up delegate

CHARITYCOMMS

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ACHIEVEMENT AND PERFORMANCE

Charitable Activities - CharityComms Digital Content

In a busy but productive year the digital content team has been able to deliver on all departmental priorities by maintaining the test and learn approaches that worked for us during Covid-19. We have quickly adapted to an ever-changing work environment and supported the sector with a whole host of different comms needs. From delivering a new podcast series and co-producing the content for CharityComms' Inclusivity seminar, to bringing together experts from the sector to write and produce a new accessibility resource the last 12 months have been a rollercoaster of pushing boundaries and trying new things.

Over the last 12 months we have worked closely with our members to produce over 100 new articles for our twice weekly blog, responding to changing needs of the sector when deciding on topics to focus on. We kept up momentum on our recent Best Practice Guides by adding useful content to both Brand 360 and the Wellbeing Guide. We continued to utilise our new long-form report templates to create another home for the latest Salary & Organisational Culture report (written internally by our own Alexis de Ponson du Terrail and Sarah Clarke). Plus, the digital content department successfully produced another series of the relaunched podcast in 2021-2022 - focused on wellbeing it was created in direct response to a growing need for wellbeing support that we were hearing from members, seeing through site searches, and noticing on social.

Once again pivoting and adapting at speed has paid off in terms of us being able to provide the support the sector needs when they most need it. For example, having recognised a growing need among charity communications professionals for advice on improving accessibility we created a new long-form resource on our site dedicated to this topic. Written in house by Christine Fleming it was only made possible thanks to the advice and contributions from charities in the sector who are leading the way in accessible comms. This resource has become our most popular resource on the site (it had 3,155 views between launch on 12 November 2021 and the end of April 2022) and is frequently cited across the sector as a useful hub of practical information and as such is something we will look to continually grow and expand upon based on sector feedback. It is also worth noting that this resource has also been a catalyst for CharityComms' own accessibility journey and as a team we ourselves are working on implementing all the practical advice that has been shared within it to make our own practices more accessible to everyone.

"Really incredible new accessible communications resource from @CharityComms" - Jen Clifford on Twitter

"This is a fantastic resource for charities to learn how to make communications more accessible!" - UK Community Foundations

As well as all of this the digital content team, like the events and membership teams, has been continuing to embrace more fluid cross-team working in the past year. We have worked as co-producers on the Inclusivity seminar, helped with content planning for conferences and built a Social Issues hub to help tie together all of the great events and content that have been produced across teams in a way that is easy for website visitors to digest.

What this all looks like in numbers

In headline terms our focus on member (and charity sector) first digital content creation has resulted in a continued steady stream of traffic to the website. This is encouraging as it means that people are utilising the resources we have created to support them at an ever-turbulent time for both the sector and wider society. We have still been seeing the impact of the robust cookies policy that we put in place halfway through last year however the website figures in 2021-2022 do look slightly higher at 349,584 compared to last year's 310,489 (this has been calculated by using the average of the combined numbers recorded in Jet Pack - 466,820 and Google Analytics - 232,347). Meanwhile, each of the podcasts from the latest series released in this year has attracted over 400 listens so far which is exciting to see.

Digital communications

As ever CharityComms' focus in the last 12 months has continued to be to create valuable free content to the whole sector. We have sought to add value and improve the member experience by providing excellent content that is widely promoted through eNews and our social media channels and have welcomed some 54,228 users to www.charitycomms.org.uk over the past year. What is super encouraging though is that average session duration of those we can track (as they have accepted our cookie policy) is up by 33% from 1.44 minutes to 2.18 minutes.

In terms of our other digital communities the subscriber numbers for our eNews mailout continued to remain steady with nearly 10,000 individuals signed up to eNews at the end of the year. Meanwhile, on Twitter - our most engaged social channel, CharityComms' following grew from just over 47,819 at the end of 2020-2021 to 49,248 at the end of 2021-2022. In terms of engagements this has been slightly down to an average of around 13,500 (it was 14,000+ last year) a quarter. Adel Hanily, who leads on social for the team, reports the total engagement drop looks like it's down to a drop in impressions since the algorithm change last year. From August 2021 this has halved and has been noticed in the sector and mentioned in the Third Sector comms group. Our figures may also be impacted by Apple's iOS 14 tracking changes brought in April 2021.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2022

ACHIEVEMENT AND PERFORMANCE

Finally, given CharityComms' standing in the sector we have also continued to use our comms to help support others during the pandemic. Once again, we partnered up with Media Trust to survey what charity communicators needed to help them in these times and used the results to help shape our thinking. We have also been working on showcasing the amazing comms across the sector with dedicated blogs focusing on rounding up collections of great work around particular comms topics or social issues and actively giving them some extra promotion.

Partnerships and collaboration

CharityComms has always worked with others to increase efficiency, reach, and impact. We work with corporate partners, freelancers, and other sector bodies and this approach is one of the key pillars of our new organisational strategy 2020-2023.

This year we were delighted to once again partner with recruitment specialist Charity People to produce the latest salary and organisational culture survey which provided a unique insight and benchmarking data for the sector. And we were proud to work hand in hand with Brand By Me - to help communicators put anti racism at the heart of their brands. We also continued to support the work of #CharitiesAgainstHate to combat hate online and develop tools to support charities in the firing line.

Further to this we worked with our technology partner Uprise Up to develop and improve the digital benchmark. And started scoping an exciting new partnership with On Road Media - to give communicators the practical tools and confidence to use change narratives in their work.

Last but not least, November 2021 saw the launch of The Civil Society Group, an informal collaboration of infrastructure organisations who represent and support members and groups from across the charity sector and wider civil society. Building on the cooperation during the pandemic, it is working to harness the collective strengths of their diverse networks, improve efficiency and effectiveness, and allow civil society to clearly articulate shared priorities and views to government. CharityComms is proud to be part of this collaboration and is helping provide communications support.

FINANCIAL REVIEW

Financial Performance

Our unrestricted income was up from £588,980 (2021), to £596,266 (2022) and our costs were down from £615,746 (2021) to £602,397 (2022), leaving a lower than budgeted deficit at year end of £6,131 (2021 deficit £26,766).

Year on year subscription income was up by 7% as membership subscription renewals and numbers of joiners recovered to pre-pandemic levels. Especially pleasing to note were the recoveries in organisational and individual memberships. Events bookings were 8% below 2021 levels confirming our view that online events tickets pricing remains very competitive.

Included in total income in the previous year was an amount of £42,200 (£0 in 2022) received in grants. This income was restricted and was spent on the basis stipulated in the respective grant agreements. £20,000 of this amount was from The Paul Hamlyn Trust and was spent on improving our events booking process, events web calendar development, events accessibility and the re-development of our database and AWS hosting.

The year saw a better than budgeted result. Although Events and Digital benchmark services saw actual income 4% down against budget, savings were made on expenditure which was down 7% ending the year with a lesser deficit (£6,131) on unrestricted income than budgeted (£18,903).

Reserves Policy

The charitable company reviewed its reserves policy during the year, so as to reflect its new cost structure in the wake of the pandemic and in line with the revisions in the risk register. The new policy requires we maintain a minimum level of £175,000 in unrestricted reserves. This level takes account of the risks and variability of our sources of income, current and future staff contracts and employment costs, funding requirements of planned investments and business development plans and some allowance to enable quick response to mitigate unforeseen operational threats.

The total net assets of the charitable company were £316,450 at 30 April 2022 with £312,178 of unrestricted funds and £4,272 of restricted funds. The reserves policy of the charity is therefore met.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2022

FINANCIAL REVIEW

Going concern

At the start of the year the trustees approved a modest deficit budget, acknowledging that we had sufficient reserves to weather the abating Covid pandemic, and the rising costs of living spurred on by hikes in energy prices and inflation. The 2022-23 budget included a review of salaries which form 80% of the charity's total expenditure. A 4% pay rise has been given in line with ACEVO's salaries and remuneration survey of charities of similar size to CharityComms in the UK.

As summarised in the financial review, membership held relatively firm - and members appreciated the value CharityComms could provide in a time of crisis. We also took the opportunity to review our events offering, which remained solely on online/virtual platforms, and explored new models of event delivery, sponsorship and other content. With this experience and learning, and a renewed focus on our business model and how we can best provide value to members, we are well placed to cope with challenges that 2022-23 may bring. Coupled with the current strength of our balance sheet at 30th April 2022, we can therefore state that the charity is a going concern.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governance

The charity is controlled by its governing document, the Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The governing document was reviewed in the year to ensure it remains fit for purpose, in line with changing regulations and to ensure our key objects are being met. Changes to our governing document were achieved in liaison with our legal advisers and approved at our AGM in October 2019.

The charity is currently in the process of updating its Articles of Association at an EGM which will be held on 13 September and where we will invite members to approve an amendment to enable the holding of future AGMs in a hybrid format.

Changes to our trustee board

The following changes have been made to our trustee board during the year:

- Jessica Abelscroft stepped down as trustee on 8 March 2022 after completing a six-year term.

The following joined as trustees for a six-year term from 14 September 2021:

- Vishnee Sauntoo
- Muna Hussien
- Nick Radmore
- Sarah Welsh joined as trustee and treasurer on 8 March 2022

Decision making

The charity is run by the board of trustees, which sets and monitors strategy and policy. The board receives quarterly reports of all the activities of the charity.

Induction and training of new trustees

New trustees receive an induction pack drawing information from the various Charity Commission publications signposted through the Commission's guide "the Essential Trustee".

Trustees receive the following governing documents: our Governance manual, Memorandum and Articles and the latest financial statements and management accounts, the organisational strategy and annual business plan including the financial budget. The respective documents cover:

- The obligations of trustees, the CEO and senior management team
- The main documents which set out the operational framework for the charity including the memorandum and articles
- Resourcing and the current financial position as set out in the latest published accounts
- Future plans and objectives, vision and values
- Trustee training programme, including self-learning, external training, and peer support to ensure high performance and continuous learning
- Additionally, new trustees are invited and encouraged to proactively familiarise themselves with the charity and the context within which it operates.

Key management remuneration

The board of directors, who are the charity's trustees, together with the senior management team constitute the key management personnel of the charity and are in charge of directing, controlling, running, and operating the charity on a day-to-day basis. All directors give of their time freely and no director received remuneration in the year. The pay of the senior staff over £60,000 is reviewed annually and normally increases in accordance with average earnings. In view of the nature of the charity, the directors benchmark against pay levels in other charities of a similar size and nature.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2022

STRUCTURE, GOVERNANCE AND MANAGEMENT

Developments 2022- 2023

CharityComms will continue to improve internal systems and deliver quality content to our members working in partnership with others to speed up and increase impact.

In accordance with recommendations in the business development review recently completed by business development consultancy, Eastside Primetimers Ltd, the charity will embark on a three-year investment programme of up to £150,000, to improve our offering, reach more and diverse members and increase income.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06210121 (England and Wales)

Registered Charity number

1138312

Registered office

Atlas Chambers
33 West Street
Brighton
BN1 2RE

Trustees

Lucy Devine
Chrystyna Chymera-Holloway
Mark Russell (Chair)
Pip Gardner
Kirsty Marrins
Curtis-James Marshall (Vice Chair)
Vishnee Sauntoo
Muna Hussien
Nicholas Radmore
Sarah Welsh (Treasurer)

Company Secretary

J O Fadahunsi

Independent Examiner

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

Bankers

The Co-operative Bank PLC
Business Direct
PO Box 250
Skelmerdale
Lancashire
WN8 6WT

Legal Advisers

Hempsons
100 Wood Street
London
EC2V 7AN

COMMENCEMENT OF ACTIVITIES

The company was incorporated and registered in England and Wales on 12 April 2007 and registered as a charity with the Charity Commission in England and Wales on 7 October 2010

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2022

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 8/12/2022 and signed on its behalf by:



.....
M Russell (Chair) - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
CHARITYCOMMS**

Independent examiner's report to the trustees of Charitycomms ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2022.

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

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:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.

Colin Young BA FCA
Institute of Chartered Accountants in England and Wales
Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

Date:

CHARITYCOMMS

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 APRIL 2022

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	-	-	-	9,064
Charitable activities					
Events		92,771	-	92,771	100,904
Membership benefits & services		482,102	-	482,102	471,636
Other trading activities	4	19,052	-	19,052	24,664
Investment income	5	723	-	723	536
Other income	7	1,618	-	1,618	24,376
Total		<u>596,266</u>	<u>-</u>	<u>596,266</u>	<u>631,180</u>
EXPENDITURE ON					
Charitable activities					
Events	8	270,455	-	270,455	298,517
Membership benefits & services		331,942	12,614	344,556	323,479
NeverMoreNeeded		-	2,220	2,220	16,844
Total		<u>602,397</u>	<u>14,834</u>	<u>617,231</u>	<u>638,840</u>
NET INCOME/(EXPENDITURE)		(6,131)	(14,834)	(20,965)	(7,660)
RECONCILIATION OF FUNDS					
Total funds brought forward		318,309	19,106	337,415	345,075
TOTAL FUNDS CARRIED FORWARD		<u><u>312,178</u></u>	<u><u>4,272</u></u>	<u><u>316,450</u></u>	<u><u>337,415</u></u>

The notes form part of these financial statements

CHARITYCOMMS

BALANCE SHEET
30 APRIL 2022

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
FIXED ASSETS					
Tangible assets	14	15,250	-	15,250	16,360
CURRENT ASSETS					
Debtors	15	45,768	-	45,768	76,410
Cash at bank and in hand		559,937	4,272	564,209	536,408
		<u>605,705</u>	<u>4,272</u>	<u>609,977</u>	<u>612,818</u>
CREDITORS					
Amounts falling due within one year	16	(308,777)	-	(308,777)	(291,763)
NET CURRENT ASSETS		<u>296,928</u>	<u>4,272</u>	<u>301,200</u>	<u>321,055</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>312,178</u>	<u>4,272</u>	<u>316,450</u>	<u>337,415</u>
NET ASSETS		<u>312,178</u>	<u>4,272</u>	<u>316,450</u>	<u>337,415</u>
FUNDS	17				
Unrestricted funds				312,178	318,309
Restricted funds				4,272	19,106
TOTAL FUNDS				<u>316,450</u>	<u>337,415</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 8, April 2022 and were signed on its behalf by:


M. Russell (Chair) - Trustee

The notes form part of these financial statements

CHARITYCOMMS
CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 APRIL 2022

	Notes	2022 £	2021 £
Cash flows from operating activities			
Cash generated from operations	19	30,344	44,831
Net cash provided by operating activities		<u>30,344</u>	<u>44,831</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		(3,266)	(2,384)
Interest received		723	536
Net cash used in investing activities		<u>(2,543)</u>	<u>(1,848)</u>
Change in cash and cash equivalents in the reporting period			
Cash and cash equivalents at the beginning of the reporting period		27,801	42,983
Cash and cash equivalents at the end of the reporting period		<u>536,408</u>	<u>493,425</u>
		<u>564,209</u>	<u>536,408</u>

The notes form part of these financial statements

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2022

1. STATUTORY INFORMATION

Charitycomms is a limited-by-guarantee company incorporated in England and Wales. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the Trustees' Report on pages 1 to 14 of these financial statements. The nature of the charity's operations and principal activities are the promotion of efficiency and effectiveness of charities, not for profit organisations and voluntary organisations, for the benefit of the public throughout the UK, by the provision of resources to optimise their communications.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

Going concern

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Further details are included in the Trustees' Report. The trustees continue to adopt the going concern basis of accounting in preparing the accounts.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Donations

Donated facilities are included at the value to the charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then the income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable they will be fulfilled.

Trading activities

Income from trading activities includes income earned from sponsorship of events. Income is received in exchange for supplying services in order to raise funds and is recognised when entitlement has occurred.

Grants including government grants

Income from grants are recognised at fair value when the charity has entitlement after any performance related conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Membership fee income

Membership income is recognised on a straight line basis over the period to which it relates.

Event income

Event income is recognised at the point that the event takes place.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

CHARITYCOMMS

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2022**

2. ACCOUNTING POLICIES - continued

Governance costs

Included in governance costs are the costs associated with the governance arrangements of the charity. Costs include independent examination, legal advice for trustees and costs associated with constitutional and statutory requirements.

Allocation and apportionment of costs

Support and governance costs are recharged to charitable activities based on estimated usage, dependent on the type of expenditure.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment	- 25% on reducing balance
Website	- 25% on reducing balance

Tangible fixed assets are initially measured at cost and subsequently measured at cost less accumulated depreciation.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Debtors and creditors receivable/ payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

3. DONATIONS AND LEGACIES

	2022	2021
	£	£
Donations	-	9,064
	<u> </u>	<u> </u>

4. OTHER TRADING ACTIVITIES

	2022	2021
	£	£
Web-based & digital income	14,492	4,498
Sponsorships	-	20,016
Publications income	4,560	150
	<u>19,052</u>	<u>24,664</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2022

5. INVESTMENT INCOME

	2022	2021
Deposit account interest	£	£
	<u>723</u>	<u>536</u>

6. INCOME FROM CHARITABLE ACTIVITIES

	2022	2021
Events	£	£
Grants	92,771	80,904
Membership benefits & services	-	20,000
Grants	482,102	451,636
	-	20,000
	<u>574,873</u>	<u>572,540</u>

7. OTHER INCOME

	2022	2021
Government grants	£	£
Management fees	-	17,963
	<u>1,618</u>	<u>6,413</u>
	<u>1,618</u>	<u>24,376</u>

In 2021, other income included Government grant income relating to the Coronavirus Job retention Scheme amounting to £17,963. There were no unfulfilled conditions and other contingencies attached to the grants.

8. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 9)	Totals
	£	£	£
Events	236,819	33,636	270,455
Membership benefits & services	303,441	41,115	344,556
NeverMoreNeeded	2,220	-	2,220
	<u>542,480</u>	<u>74,751</u>	<u>617,231</u>

9. SUPPORT COSTS

	Management	Finance	Information technology
	£	£	£
Events	8,655	1,366	7,257
Membership benefits & services	10,581	1,669	8,870
	<u>19,236</u>	<u>3,035</u>	<u>16,127</u>

CHARITYCOMMS

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2022**

9. SUPPORT COSTS - continued

	Other £	Governance costs £	Totals £
Events	13,703	2,655	33,636
Membership benefits & services	16,750	3,245	41,115
	<u>30,453</u>	<u>5,900</u>	<u>74,751</u>

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2022 £	2021 £
Independent examiner's remuneration	900	1,000
Other non-examination services	2,700	3,025
Depreciation - owned assets	4,376	5,624
Deficit on disposal of fixed assets	-	512
	<u>-</u>	<u>512</u>

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2022 nor for the year ended 30 April 2021.

Trustees' expenses

During the year, £360 (2021: £1,249) of expenses were reimbursed to one trustee (2021: three trustees) for travel and subsistence.

12. STAFF COSTS

	2022 £	2021 £
Wages and salaries	430,826	421,869
Social security costs	37,150	39,450
Other pension costs	28,021	24,670
	<u>495,997</u>	<u>485,989</u>

The average monthly number of employees during the year was as follows:

	2022	2021
Staff	13	11
	<u>13</u>	<u>11</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022	2021
£60,001 - £70,000	1	1
	<u>1</u>	<u>1</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2022

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	6,864	2,200	9,064
Charitable activities			
Events	80,904	20,000	100,904
Membership benefits & services	451,636	20,000	471,636
Other trading activities	24,664	-	24,664
Investment income	536	-	536
Other income	24,376	-	24,376
Total	588,980	42,200	631,180
EXPENDITURE ON			
Charitable activities			
Events	298,517	-	298,517
Membership benefits & services	317,229	6,250	323,479
NeverMoreNeeded	-	16,844	16,844
Total	615,746	23,094	638,840
NET INCOME/(EXPENDITURE)	(26,766)	19,106	(7,660)
RECONCILIATION OF FUNDS			
Total funds brought forward	345,075	-	345,075
TOTAL FUNDS CARRIED FORWARD	318,309	19,106	337,415

Amounts were reclassified from events income in the prior year which were; £19,052 to other trading income and £1,618 to other income.

14. TANGIBLE FIXED ASSETS

	Computer equipment £	Website £	Totals £
COST			
At 1 May 2021	12,379	59,953	72,332
Additions	3,266	-	3,266
At 30 April 2022	15,645	59,953	75,598
DEPRECIATION			
At 1 May 2021	5,792	50,180	55,972
Charge for year	1,933	2,443	4,376
At 30 April 2022	7,725	52,623	60,348
NET BOOK VALUE			
At 30 April 2022	7,920	7,330	15,250
At 30 April 2021	6,587	9,773	16,360

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2022

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade debtors	40,908	69,759
Prepayments and accrued income	4,860	6,651
	<u>45,768</u>	<u>76,410</u>

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	3,106	8,080
Social security and other taxes	7,113	5,036
VAT	27,335	23,608
Other creditors	3,738	3,178
Accrued expenses	3,600	3,600
Deferred income	263,885	248,261
	<u>308,777</u>	<u>291,763</u>

Deferred income refers to advance payments received by the charity for products or services that are to be delivered or performed in the future.

Membership income is invoiced annually and recognised in the period to which it relates. Deferred income in relation to membership fees total £254,080 (2021: £245,141).

Also included in deferred income are amounts of £9,805 (2021: £3,120) which relate to events that had not taken place before the year-end.

17. MOVEMENT IN FUNDS

	At 1.5.21	Net movement in funds	At 30.4.22
	£	£	£
Unrestricted funds			
General fund	318,309	(6,131)	312,178
Restricted funds			
NeverMoreNeeded	5,356	(2,220)	3,136
The Paul Hamlyn Trust	13,750	(12,614)	1,136
	<u>19,106</u>	<u>(14,834)</u>	<u>4,272</u>
TOTAL FUNDS	<u>337,415</u>	<u>(20,965)</u>	<u>316,450</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2022

17. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	596,266	(602,397)	(6,131)
Restricted funds			
NeverMoreNeeded	-	(2,220)	(2,220)
The Paul Hamlyn Trust	-	(12,614)	(12,614)
	-	(14,834)	(14,834)
TOTAL FUNDS	596,266	(617,231)	(20,965)

Comparatives for movement in funds

	At 1.5.20 £	Net movement in funds £	At 30.4.21 £
Unrestricted funds			
General fund	345,075	(26,766)	318,309
Restricted funds			
NeverMoreNeeded	-	5,356	5,356
The Paul Hamlyn Trust	-	13,750	13,750
	-	19,106	19,106
TOTAL FUNDS	345,075	(7,660)	337,415

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	588,980	(615,746)	(26,766)
Restricted funds			
NeverMoreNeeded	22,200	(16,844)	5,356
The Paul Hamlyn Trust	20,000	(6,250)	13,750
	42,200	(23,094)	19,106
TOTAL FUNDS	631,180	(638,840)	(7,660)

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2022

18. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 April 2022.

19. RECONCILIATION OF NET EXPENDITURE TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022	2021
	£	£
Net expenditure for the reporting period (as per the Statement of Financial Activities)	(20,965)	(7,660)
Adjustments for:		
Depreciation charges	4,376	5,624
Loss on disposal of fixed assets	-	512
Interest received	(723)	(536)
Decrease in debtors	30,642	46,466
Increase in creditors	17,014	425
Net cash provided by operations	30,344	44,831

20.. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.5.21	Cash flow	At 30.4.22
	£	£	£
Net cash			
Cash at bank and in hand	536,408	27,801	564,209
	<u>536,408</u>	<u>27,801</u>	<u>564,209</u>
Total	536,408	27,801	564,209

CHARITYCOMMS

England & Wales - Charity number 1138312

Accounts

REGISTERED COMPANY NUMBER: 06210121 (England and Wales)
REGISTERED CHARITY NUMBER: 1138312

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2021
FOR
CHARITYCOMMS
(A COMPANY LIMITED BY GUARANTEE)**

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

CHARITYCOMMS
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FOR THE YEAR ENDED 30 APRIL 2021

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CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report and the financial statements of the charity for the year ended 30 April 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 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 published in October 2019.

Welcome from Chair and CEO

The COVID-19 pandemic continued to set the context this year, bringing uncertainty and disruption to both home and working lives. The CharityComms team was not immune to the pressure of the pandemic - operating in a world of huge uncertainty and a prolonged period of crisis response.

We identified the risk to our income from membership and events and put in place contingency plans which were monitored with increased frequency. Thanks to the continued support of our members who recognise the value we bring to their work, we have been able to manage the impacts of the crisis.

We tested new and more agile ways of working, including flexing hours and days to provide support for colleagues who were flexibly furloughed or home schooling. We brought our events programme 100% online to increase reach and inclusivity for our members. We worked hard to keep our finger on the pulse of our membership, with regular surveys and calls to hear directly about the challenges they were facing and how we could best support them.

Despite these challenges, the CharityComms team pulled together to deliver a bumper year of service and support for our members. We are extremely proud to have helped them through the crisis, to build strong and resilient brands, and to inspire supporter action for social good.

We empowered our community to engage with some of the most pressing themes in the sector: mental health and wellbeing and race equality, diversity, and inclusion by bringing people together to listen and learn from each other with a focus on the leading role communicators as agents of change in their organisations and beyond.

In line with our organisational strategy, we embraced opportunities for collaboration - securing sponsors who share our values, convening the best speakers and thinkers, joining forces with sister organisations like Media Trust and Small Charities Coalition to focus our attention where it could have most impact. And at sector level, we launched our Organisational and Culture Benchmark survey in partnership with Charity People and helped coordinate the #CharitiesAgainst Hate Coalition to bring positive change to social platforms.

CharityComms played a leading role in galvanising the resources and communications skills to deliver the communications campaign #NeverMoreNeeded and the #RightNow social media campaign to champion and celebrate the vital work charities deliver on behalf of their beneficiaries.

The CharityComms trustees were delighted to end the year with the news that Adeela Warley, CEO of CharityComms, had been awarded an OBE for services to charity communications in the 2021 New Year's Honours List.

After 18 months of intense activity and huge change, the CharityComms team is taking time to reflect and to think strategically about where and how we work as a team and how we can achieve our mission more quickly and with greater impact for our members. We'll be sharing ideas, listening, and finding ways to engage our members in new plans for 2022/23.

We would like to say a big thank you to our amazing community for their engagement and support, to the trustees for their generosity and commitment to good governance in the crisis and to the CharityComms team who have worked so hard to ensure the CharityComms members felt like they had someone in their corner, listening, responding, and empowering them to do great work.

Mark Russell, Chair of Trustees and Adeela Warley, CEO

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021

OBJECTIVES AND ACTIVITIES

Objectives and aims

Our vision - We enable every charity to value and use effective communications for a better world.

Our purpose - We champion the value of communications and continually improve the quality of communications by connecting and inspiring our community.

Our goals by 2023

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. Charities will have senior management team/senior board representation from communications (i.e. an equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications is aligned with their brand and organisational strategy.

Our impact - CharityComms' theory of change states that:

Charities create change; communications create change; charities that communicate better, create better change.

Headlines this year, as at 30 April 2021

In light of the pandemic, we revised our budgets and monitored them closely, recognising the risks to membership and events income. On an income of £631,180, the charity reported a deficit of £7,660 in the year to 30 April 2021. The income and deficit reported were both better than budgeted. Against the previous year, the charity retained a strong membership subscription renewal. We were able to fund the year's activities mainly from operating income and the deficit reported did not have significant impact on our free reserves which moved modestly from £345,075 in 2020 to £318,309 in 2021. At this level our reserve policy level of £261,000 remained preserved.

We worked hard to stay close to our members and respond to their needs and changing financial circumstances. Our network increased by 6% over the current financial year (May 2020-April 2021), bringing the current total number of people in our network to more than 9,250. We ended the year with 451 organisational members (not including those who are part of an umbrella membership) which was an increase of 9% on the previous year, 321 individual members and 61 corporate partners.

Peer to peer **mentoring** remained a key benefit with 178 applications and 142 successful matches.

Events income fell as we pivoted to online delivery. However, we were able to substantially reduce the costs associated with face-to-face events and increase accessibility for our members. 62 online events were attended by nearly 5,200 delegates, representing an 18% increase in delegate numbers since we switched to online only events. We supported 80 small charity members with bursaries to attend key conferences and our media messaging workshop.

We worked hard to improve and extend our knowledge resources, successfully relaunching our website, adopting a test and learn approach, creating thematic hubs helping promote and surface the content members needed during a particularly difficult time. The CharityComms podcast attracted over 500 listens to date, and we added a new Best Practice Guide on Brand, working in partnership with two of our long-standing corporate partners, which to date has had over 3,000 pageviews and was the second most read resource on the site in 2020/2021. We added new content to our existing Wellbeing Guide based on sector needs in the midst of pandemic uncertainty, and a dedicated Coronavirus resources page created and updated to help signpost our audience to resources that are most relevant to them.

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

OBJECTIVES AND ACTIVITIES

Charitable Purpose- about CharityComms

At CharityComms, our aim is to connect, inform, empower, and inspire comms professionals in the charity sector. We are working with our members and the wider communications community to raise the standard of communications in not-for-profits, to enable them to deliver their world-changing missions more effectively. From our membership scheme and events, to our best practice guides, reports, support for professional development and web and social media content, we aim to listen and respond to our members to deliver a service that meets their needs and exceeds their expectations.

"The team clearly work really hard to do what's right for the sector and I really appreciate that. The platform you provide for shared learning in a neutral space, digital or online, is priceless to organisations big and small. And I genuinely believe you are fantastic value for the membership cost. Thank you!"

How we worked to support our members in response to COVID-19

Over the past year, CharityComms has continued to work to strengthen our membership base, increase the diversity of our team and Board of Trustees, deliver even more events by moving them online, build more digital capability in our platforms, and continue to share and create content to support our members.

"I am really impressed with everything CharityComms is doing at the moment." - corporate partner, April 2020

CharityComms membership Survey

Each year we conduct a survey of our members, to ensure we have our fingers on the pulse of what our members most need and how to meet them.

This year more than half (54%) of our members said they are engaged and familiar with CharityComms and our community and are eager to make connections. 26% said they were newish members and have not attended many events yet and are just finding out about what we have to offer.

What our members value

Many of the membership benefits listed as being of most value to our members are very similar to last year, including online events (98%), free seminars (96%), learning from best practice (96%) and access to practical guidance and tools online (96%). 92% said they value new ideas and inspiration, with 70% listing our mentoring scheme as their most important benefit.

The idea of being part of an active network and working toward a common goal saw an increase on 2020, with networking with other comms professionals featuring highly at 91% (up from 81% in 2020), and 64% citing being part of improving comms in the sector (up from 53% in 2020).

"[I like] being part of something that is improving my own knowledge and professional practice, at the same time as improving the profession as a whole and making a difference to the sector."

We are always working on ways to make sure that everyone is aware of all of their benefits and how they can make the most of their membership.

The number of people who said that they know about our Digital Benchmark increased by 8% on last year, as did the number of those who are aware of our mentoring scheme, while the percentage of those who know about AskCharity increased by 10%, as did the number telling us that they are aware of our downloadable best practice guides and resources (up to 87% of respondents). We've started a new #MembershipMonday promotion on social media to make sure that new and existing members are reminded of the full range of their membership benefits. 86% of people said they would recommend CharityComms to others working in the sector (an increase of 5% from last year).

78% of members told us that they have attended an online event with us since the start of the pandemic, with 13% saying they had accessed live transcription and 52% stating that they have viewed on-demand content.

"Whenever I leave an event (online or in person), I feel fired up about engaging and creating worthwhile content, as well as more enthusiastic about my current job role specifically."

Room for improvement

At CharityComms we believe in continually adapting and developing to best meet the needs of our members. This year members told us that "this is always more than can be done to raise the profile of comms within organisations, particularly so leaders view it as a strategic function, but this is as much about a culture change in those organisations as it is something CharityComms can influence."

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

OBJECTIVES AND ACTIVITIES

Other suggestions included showcasing small charities more and highlighting specialist roles such as internal comms at bigger conferences, providing practical templates and offering more networking opportunities. 19% told us they would like more ways to engage and to develop professionally to demonstrate return on investment (ROI).

In line with the four key work streams included in our business strategy, as an immediate response to the pandemic in March/April 2020 our work included:

IMPROVING

Improve our systems and invest in developing our staff and trustees to provide the best service for our members.

- Launch of a refreshed website in June 2020, using topical themes to showcase more content and ensure easier access to relevant events and articles
- We implemented more transparent and inclusive ways for working for Event Steering Groups and Sponsors.
- Invested in updating our CRM systems to improve the member and delegate experience and automation tasks to free up staff time.
- Revising comms and resources and ensuring our mentoring programme could work in an online format.
- Launch of an online community, offering members a chance to network with each other as well as share ideas and inspiration and access member-only resources
- An internal buddy scheme, matching a trustee to work with each of the leaderships team, acting as a sounding board for membership, events and digital.

MAXIMISING

Make the most of our unique quality content - marketing, sharing, and increasing access to resource.

- Creating a coronavirus information hub for charity communicators
- Transforming our face-to-face events into a compelling, innovative, and more accessible online experience.
- Introducing an on-demand service to increase access and offer more flexibility to members.
- Creating a resources hub for small charities.
- Bringing senior leaders at our member charities together for vital information sharing and networking opportunities regularly.
- Relaunch of our podcast in June 2020, championing charity communicators who inspire all those around them.
- Refreshing our organogram project with a new Beyond the Organogram blog series, looking at comms team culture and structure.

PARTNERING

Work collaboratively with others to extend reach and impact.

- Working with partners to quickly curate content especially relevant to our members, from crisis management to internal communications and lobbying.
- Partnering with Media Trust to conduct a state of the sector survey and create content and resources in response.
- Partnership with the Small Charities Coalition in September, that allowed us to welcome 50 new small charities to our network.
- Leading the comms for the Charities Against Hate coalition, a group of more than 40 charities working together to combat online hate.
- Digital launch of Who Cares? book in November 2020, in partnership with Eden Stanley, including free digital resources and a free on-demand event for members and non-members on how to create audience-centred engagement.

CHAMPIONING

Gather and promote evidence of the effectiveness and impact of communications.

- Representing our members' interests and championing the sector by leading on the #NeverMoreNeeded communications campaign.
- Championed our members, listening to their needs and responding with initiatives such as our #MeetAFreelancer campaign that highlights the work of our freelancer members.

Throughout the 2020, and into mid-2021, we continued to help members and other charities continue the shift toward digital communications and capacity, showcase their impact on beneficiaries, and build trust and engagement across their stakeholders and supporters.

Public benefit

The trustees confirm that they have complied with the requirement set out in Section 17 of the Charities Act 2011 to report on how they have carried out their charity's purposes for the public benefit and have complied with their duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

CharityComms was established to promote the efficiency and effectiveness of charities, not for profit organisations and voluntary organisations, for the benefit of the public throughout the UK, by the provision of resources to optimise their communications. In short, we exist to help our members and others communicate more effectively, more efficiently, and

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021

to the benefit of all stakeholders and beneficiaries. To do this, we have created a unique community of communicators willing to share with and learn from each other. We use a membership model to do this, although some of our resources are open to all.

Our free or low-cost resources, skills and best practice sharing and training, and unrivalled access to data and insight, are all aimed at raising the standard of communications across the charity sector. The following summary of our significant activities demonstrates how we deliver both our mission and our public benefit.

STRATEGIC REPORT

Achievement and performance

Membership

Our focus over the past year has very much been on nurturing our membership community, both through improving and maximising our current offer and making the most impact we can within available resources.

"Firstly just to say thank you, for all your and your colleagues' work at CharityComms, because it's really helped feel connected and part of something bigger, at this time - the webinars and updates have been really timely and helpful." - organisational member, April 2020

"The mentoring scheme is amazing, and a huge support for me and my team. The conferences are great quality. And I've really valued the opportunity to connect with others at senior lead level this year through the senior leaders call."

The number of people added to our network increased by 6% over the current financial year (May 2020-April 2021), bringing the current total number of people in our network to more than 9,250.

The number of new members (across all types of membership) added to our community has increased by just over 10% this year compared to the previous financial year.

We ended the year with 451 organisational members (not included those who are part of an umbrella membership) which was an increase of 9% on the previous year, 321 individual members and 61 corporate partners.

"I secured a new client as a result of your 'meet the freelancer' initiative. A couple of ex-colleagues RTd your tweet, which led to one of their connections getting in touch with me about support with brand messaging and marketing support. So, thanks!" - Freelancer member, August 2020

We created a new #MembershipMonday campaign, to welcome new members and highlight benefits and key membership information on social media.

"It's really nice to think I have a whole other community to turn to with any questions - so please keep up your great work too!" - new member of our online community, April 2020

Our online community, which we launched in April 2020, now has more than 1,050 participants, and allows members to make connections, ask question and share valuable information.

"Loving the look and feel of the new platform by the way. You guys have done a great job of getting content on so that we're not walking into 'an empty room' :)" - new member of our online community, April 2020

86% of people said they would recommend CharityComms to others working in the sector (an increase of 5% from last year).

"It's accessible and friendly - no sense of needing to 'be something I'm not' in order to participate."

Digital products and services

We continued to promote the value of comms at all levels within the wider charity sector with the launch of our Salary and Organisational Culture Survey in February 2021, in partnership with Charity People.

The Digital Benchmark won the "Most effective use of data" category in The Drum's 2020 Digital Advertising Awards, with our Digital Benchmark partner agency, upriseUP. We launched an updated Digital Benchmark dashboard in March 2021 and produced a promotional e-book in April 2021.

"We are very glad we signed our charity up to this. We have been included in articles appearing in several national publications as a result." - AskCharity user, March 2021

Engagement with AskCharity, our free media matching service, has grown particularly since lockdown. April 2020's increase in the number of charities signing up was 74% above our 2019 monthly average, with just over 3,700 charity contacts listed. Journalist requests were up 51% on last year's monthly average and we have more than 4,200 journalists registered. A data cleaning exercise also resulted in an 80% increase in journalist sign-ins in April 2020 compared to

CHARITYCOMMS
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FOR THE YEAR ENDED 30 APRIL 2021

2019.

We are always working on ways to make sure that everyone is aware of all of their benefits and how they can make the most of their membership. The number of people who said that they know about our Digital Benchmark increased by 8% on last year, as did the number of those who are aware of our mentoring scheme, while the percentage of those who know about AskCharity increased by 10%.

Mentoring scheme

During 2020-21, out of 178 applications, our mentoring scheme made 142 matches.

As seen in previous years, officers and managers from our network are those most in want of a mentor and those working for charities in the largest charity income bands (over £10million) dominate applications. Objectives from applicants tend mostly to be about being in a new job role and 'stepping up' and wanting a mentor to talk through the challenges.

"I have really valued your support, time and advice through what turned out to be a very challenging year due to COVID and having to adjust overnight to WFH. I've been grateful for the safe space you created as you guided me through my first steps in line management as I recruited and hired my first junior designer." - mentee on our mentoring scheme, Dec 2020

During the year of the pandemic applicants have been looking increasingly for a mentor they can relate to outside of work also - juggling work and home life, parents returning to work from maternity or paternity leave, people wanting to check-in with wellbeing and settling into our new working environment of working from home, people dealing with the effects of being furloughed and restructures in the sector.

"Being able to share my skills and experience and also being able to hone my coaching skills. Plus, great, friendly support from Lally and the team if it was needed." - a Head of Communications and Marketing, on their participation as a mentor on our scheme, Dec 2020

CharityComms Events

CharityComms' events continue to bring our mission to life by showcasing examples of innovation and best practice by allowing our network to share their successes, challenges, solutions, and ideas with their peers. We aim to inform, inspire, and empower delegates to use effective communications to better serve their beneficiaries and supporters.

We use our special insight into the sector and communications issues to ensure content, speakers and resources are what members need. We worked tirelessly to support our members through the ongoing pandemic, holding our events programme online to reach more people than ever before and keep our members safe. We kept our finger on the pulse of our members, bringing them timely and relevant content in a variety of formats. We also provided opportunities for peer-to-peer exchanges and support throughout our events, helping our members stay connected with fellow comms professionals. We were delighted to learn that events were named as the top membership benefit in our annual membership survey.

Transitioning to online events to support members through the crisis

Just before we entered the first lockdown in March 2020, we began exploring how to deliver online events so that we could continue supporting our members through the pandemic. We quickly flexed the event programme online, rescheduled some events and paused others as we came to grips with running online events. We also worked quickly with trusted partners to bring to live webinars on crisis communications, boosting resilience in your remote teams, held calls with senior leaders, and canvassed our steering groups to understand the issues they were facing in their own work and organisations as the pandemic began. We then shared these gathered insights with our special interest groups so that they could know that they were not alone in facing these challenges and to help identify any opportunities.

Flexing to online events was a steep learning curve for the CharityComms team, but we are proud of how we adapted quickly to this new way of working and adopted a more agile approach to our work. We adapted the programme and individual events as we went along, establishing a new planning cycle, and flexing as necessary to support our colleagues through the year. Our events reached more people than ever before, even though we ran fewer events than in the previous year. We ran 62 online events attended by nearly 5,200 delegates, which represents an 18% increase in delegate numbers since we switched to online only events. We also supported our members and the wider sector with ad hoc advice on how they could run their own online events, based on our own learnings and experiences.

We quickly recognised that members were time poor and not always able to attend our live events in the same way as before. We launched our 'on demand' functionality so that our members could explore event content at a time that suited them best, and there were 3,334 plays of our on-demand video content during the year. We also made our events more accessible than ever before by using live transcription and providing a transcript for all pre-filmed material too.

Our events income was hit substantially by the pandemic, as charities faced uncertainty with their budgets and online events not valued in the same way as in person events. We were able to offset this reduction in events income with

CHARITYCOMMS
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FOR THE YEAR ENDED 30 APRIL 2021

substantial savings on venues for our planned conferences - we received a full refund for every conference we were unable to hold in person as originally planned.

Transparency in our work

We put an emphasis on greater transparency in several ways:

- Developed and began using a speaker fee policy
- Held open callouts to our members and the wider sector for speaking opportunities
- Held open callouts to our members to join our steering groups and implemented a formal application process
- Advertised sponsorship opportunities widely to corporate partners and implemented a formal pitch process

Event highlights

- Our largest audience of the year was our Brand 360 Seminar, with 436 delegates booked to join us.
- We supported the launch of the Who Cares? Building Audience-Centred Engagement Strategies in the Non-Profit Sector book with a special audience engagement strategies event, bringing together an audience of 337 delegates from across the sector.
- We supported senior leaders with regular calls to bring them together to discuss their most pressing challenges and opportunities and offer support where possible.
- We trialled running multi-day conferences, including Storyfest, Digital Conference, Video for Charities, and The New Rules of Audience Engagement to give time for delegates to delve deeply into key topics.
- We supported 47 small charity members with bursaries to attend key conferences. 33 small charity members were able to attend our popular media messaging workshop at no cost to them.
- We held two iterations of our popular Stepping into Comms Leadership workshop series, as well as one Hack Yourself workshop.
- We added three new workshops to the event portfolio:
 - Where next, seeking your next career move
 - How to be an anti-racist brand
 - New year, new you

Here's what some of our delegates had to say about our events this year:

Seminar: Brand 360 delegate

"Just wanted to feedback on what a great event that was, well done on organising virtually. The speakers and presentations were perfectly pitched and very inspiring, they also supported a lot of what I'd been saying to my marketing manager who also attended! We've just spent the last hour having a debrief and thoughts on what it meant for us."

The new rules of audience engagement conference delegates

- "Impressively well-managed space plus an agenda that ran like clockwork - others can learn from you!"
- "The content was excellent, really relevant and insightfully delivered."
- "Really relevant, really interesting, practical, pragmatic. Punchy sessions."

Media messaging for small charities workshop delegate

"Many thanks for organising the course today. It was outstanding in every way. Brilliant facilitators - knowledgeable, experienced, skilled, encouraging. Really engaging activities - lots of tips and realistic scenarios. And I enjoyed meeting the other participants. I really feel I learned something and that doesn't always happen."

Heads of Digital delegate

"Great to have a group of peers from across different sectors all in one place talking about the same thing, no easy feat in the current climate."

Creatives Group delegates

- "The format was great - was surprised how much knowledge was shared in such a short amount of time."
- "The session was full of energy from the start. I very much liked the format and the informality. It was such a helpful session and a great opportunity to meet and chat to other creatives who work in similar settings."

PR Network delegate

"Great length of time, really interesting and diverse speakers. Breakout rooms nice and small so not intimidating."

CHARITYCOMMS

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Video for Charities Conference delegates

- "It was a varied programme and I feel like I learnt a lot. The speakers were all really knowledgeable and interesting. It was great to see so many inspiring videos made by charities as well! I also liked the emphasis on accessibility and the wellbeing activities during the breaks. It's also great to have so much information in the delegate bag. It was a great conference, thank you so much."

- "Loved the variety, the short, insightful presentations packed with great info; loved the videos, very, very well organised; loved the self-care breaks."

- "The format was really good - really enjoyed the activities during the breaks. The sessions were a really nice mix of topics which kept it interesting and engaging."

Campaign Network delegate

"Very relevant examples brought in a timely period for campaigning - speakers each brought something different in terms of their examples or trends shared. The breakouts were also just long enough - short and snappy."

Seminar: How social change is happening today: key trends shaping UK campaigning delegates

- "Excellent selection of speakers, well-prepared, distinctive presentations, well organised and facilitated."

- "The mix of speakers was brilliant, with a range of views and experiences. Having someone from the private sector was illuminating."

Achievement and performance: Charitable activities: Content

CharityComms Digital Content

In what has been a very busy year the digital content team has successfully delivered the CharityComms website relaunch, adopted a test and learn approach to find ways to use the new look site to help promote and surface the content members need during a particularly difficult time, and relaunched the podcast. Above all though, the team has worked hard to ensure CharityComms continues to be a source of best practice, advice, and inspiration for our members no matter what their current comms needs or stage of their comms career.

Championing effective and thoughtful charity communication across the sector, in the past year we have continued to work with sector peers to produce over 100 new articles for our twice weekly blog. We also added a new Best Practice Guide on Brand (working in partnership with two of our long-standing corporate partners) which to date has had over 3,000 pageviews and was the second most read resource on the site in 2020/2021. Additional content has also been added to the existing Wellbeing Guide based on sector needs in the midst of pandemic uncertainty, and a dedicated Coronavirus resources page created and updated to help signpost our audience to resources that are most relevant to them. Plus, we found the time to create an updated Salary & Organisational Culture report in our new long-form style that showcases the capabilities of the new site too.

Pivoting and adapting at speed has been vital for us during the pandemic and so the digital team has embraced a test and learn approach to enable us to keep up with demand. For example, we drew on our Digital Roadmap refresh work to create a dedicated section for our 'Beyond the Organogram' resources - which was a new approach to updating the ever-popular organogram report. Like our guides this resource was created in partnership with one of our long-standing corporate partners and by creating it in a hub style as opposed to in a full guide format we were able to build the creation of this much wanted resource into our already packed content schedule and fit around the demands on the authors' time as well. A similar approach was adopted for the launch and promotion of the new Make it Matter book that we partnered on in 2020/2021 and which the digital team led on the marketing comms for. Again, we took the opportunity to create another new hub to house resources related to the book and to create opportunities to cross-promote it in order to drive sales while flexing our resources and staggering the demands on our time.

Alongside all the written content that has been created in the past year the digital team have also been able to relaunch the CharityComms podcast whilst working remotely. The past year saw our first series return to the airwaves with a focus on inspiring communicators, providing a much-needed boost of positivity for the sector while also serving as a useful vehicle to promote our popular yearly ICA event. Then going into the end of 2020-21 and the start of 2021-2022 we moved into our second series which has focused on Wellbeing in response to the continued need for support in the area that we have seen across the sector.

We have also worked hard to practice what we preach in terms of demonstrating best practice in the sector. Even while juggling multiple other priorities, we found time to proceed with implementing a robust new website cookies policy which empowers readers with clear options and choices around online tracking. This fully audience-first approach makes the ability to opt out of all cookies as prominent and easy as opting in so has of course had an impact on our analytic numbers (internal benchmarking suggests a drop of half) but this is common among other charities who have done the same.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021

In headline terms, all the work that has been done to continue creating digital content that meets members ever changing needs at this important time has led to a steady stream of traffic to the site at a time of turmoil for the sector. In 2020/2021 overall traffic to the site was 310,489, which when you consider our above assumption that only about half of readers are opting in, is comparative to 2019/20's 639,678 site visits. Meanwhile all five podcast episodes released in the last year has attracted over 500 listens so far showing we are also succeeding in reaching our audience in this new and exciting way too.

Digital communications

As always CharityComms' focus in the last 12 months has continued to be to create valuable free content to the whole sector. We have sought to add value and improve the member experience by providing excellent content that is widely promoted through eNews and our social media channels and have seen users on www.charitycomms.org.uk remain on track at 92,503. Again this figure is indicative of our cookie policy meaning we are now only tracking half of the traffic we were before, but positively we can also report that average session duration of those we can track is up by 11.25% from 1.36 seconds to 1.47 seconds.

In terms of our other digital communities the subscriber numbers for our eNews mailout continued to increase with over 10,000 individuals signed up to eNews at the end of the year. Our Twitter following also grew from just over 45,000 in 2019/2020 to 47,819 by the end of 2020/2021 and we were recording an average of 14,000+ engagements a quarter. On Facebook our followers have also increased from 2,432 to 2,667 over the course of the year.

Given CharityComms' standing in the sector we have also been using our comms to help support others during the pandemic. We partnered up with MediaTrust at the start of Covid-19 to survey what charity communicators needed to help them in these times and repeated the process again at the start of 2021. The digital content team worked on this project producing the comms messaging for a joint comms push to both share the survey results and act on them.

Partnerships and collaboration

CharityComms has always worked with others to increase efficiency, reach, and impact. We work with corporate partners, freelancers, and other sector bodies including the Media Trust and the Small Charities Coalition to maximise access to learning and development. This approach is one of the key pillars of our new organisational strategy 2020-2023.

We continued to work with Media Trust and the Small Charities Coalition on joint research to understand and respond to our members most pressing communications needs - conducting a second wave of research and developing our resource hub to help signpost more relevant content for those professionals working in small charities.

We formed a Partnership with Charity People to launch our Salary and Organisational Culture Survey in February 2021 - providing important tracking data on the on the health of the sector and the latest trends for communications professionals.

#NeverMoreNeeded

CharityComms played a lead role in helping to coordinate the charity sector's communications response to the COVID-19 Pandemic. Many people were relying on the support of charities and community organisations. At the same time charities and community organisations were trying to scale up their emergency responses while seeing a huge increase in demand and many fundraising routes blocked, as well as rapidly reorganising their internal operations to work in lockdown.

Working with in-house specialists from different charities as well as external consultants, CharityComms helped develop framing, messages and digital materials and coordinated social media bursts highlighting the essential work being carried out by charities and voluntary organisations. Using the #NeverMoreNeeded and #RightNow hashtags to unite many organisations with a shared message and call to action. This work was funded by a grant from the Lloyds Bank Foundation, who supported a review of the communications.

Key benefits identified were:

- A feeling of solidarity, at a difficult time for individuals and organisations, building new relationships and strengthening existing ones. This will continue to be in important as we move forward.
- Sharing intelligence.
- Pooling resources and sharing the load.
- Speaking with one voice.
- Speaking at the same time, using key moments to create pressure and visibility.
- Harnessing the collective power of collaborating organisations for greater reach, for a richer understanding of difference perspectives and for a breadth of stories and actions.

Full report can be downloaded here: <https://nmn.org.uk/2021/07/30/nevermoreneeded-comms-review/>

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

STRATEGIC REPORT

Financial review

Financial Performance

We budgeted for a significant adverse impact from the Covid pandemic, both on membership renewals and new members joining, and on income from events, which were largely in-person. It was therefore heartening to see in the year that membership subscriptions held remarkably firm given the pressure on the budgets of our members, and we saw only a 7% drop in income from membership. As expected, income reduction from events was much more significant, despite excellent work by the team to pivot to online events and on demand content. However, we also benefited from a significant lowering of events-related costs associated with no longer using venues and in-person activity. In summary then, while our income was down from £738,267 in 2020, to £631,180 our costs were also down, from £759,652 in 2020 to £638,840 in 2021, leaving a lower than budgeted deficit at year end of £7,660.

Reserves Policy

The charitable company retained its reserves policy in the year. This is at the same level as 2020, reflecting six months of our current staffing and support costs (estimated at £261,000). The total net assets of the charitable company were £337,415 at 30 April 2021 with £318,309 of unrestricted funds and £19,106 of restricted funds. The reserves policy of the charity is therefore met.

Going concern

At the start of the year the trustees approved a significant deficit budget, acknowledging that we had sufficient reserves to weather the Covid pandemic, and that the needs of the sector and our members for our services, excellence in communications, and shared learning was never greater. As stated in the financial review, some of our assumptions were proved conservative, as membership held relatively firm - hopefully as members appreciated the value CharityComms could provide in a time of crisis. We also took the opportunity to review our events offering, which shifted solely to online/virtual platforms, and explored new models of event delivery, sponsorship and other content. With this experience and learning, and a renewed focus on our business model and how we can best provide value to members, we are well placed to have a robust performance in 2021-22.

Coupled with the current strength of our balance sheet at 30th April 2021, we can therefore state the charity is a going concern, but we remain vigilant about risks to income and the changing nature of the pandemic.

Principal risks and uncertainties

Risk Management

The trustees have a risk management strategy which comprises:

- a quarterly standing item on the Board agenda reviewing key risks and policies
- the establishment of policies, systems, and procedures to mitigate those risks identified in the risk register
- the implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise
- for a period during the COVID-19 lockdown, more frequent Board meetings reviewing specific KPIs and indicators associated with key risks, including income levels and membership renewals.

This work has identified that financial sustainability is the major financial risk for the charity. A key element in the management of financial risk is a regular review of available liquid funds to settle debts as they fall due, daily review of banking activities, and active management of membership and events debtors and creditors balances to ensure sufficient working capital. Further mitigation has involved the monthly review of prepaid subscriptions of membership fees and events places to ensure that the receipts are accrued prudently as income deferred and thus provided for as current liabilities in the accounts.

Attention has also been focused on non-financial risks to ensure the health and safety of staff at work. The charity has in place a non-contributory EAP scheme through Assured Health, provides extra guidance on safer ways of working from home, and engages in regular assessments of staff wellness and wellbeing via weekly team virtual meetings and activities. These risks are also managed by ensuring accreditation is up to date, having robust policies and procedures in place and regular awareness training for staff working in these operational areas.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governance

The charity is controlled by its governing document, the Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The governing document was reviewed in the year to ensure it remains fit for purpose, in tune with changing regulations and to ensure our key objects are being met. Changes to our governing document were achieved in liaison with our legal advisers and approved at our AGM in October 2019

Following a review of our Governance Manual in 2019 we have adopted this as an action document to support a culture of best practice and continuous improvement within the charity.

CHARITYCOMMS
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021

STRUCTURE, GOVERNANCE AND MANAGEMENT

Changes to our trustee board

The following change has been made to our trustee board during the year:

- Katherine Hall stepped down as trustee on 9 March 2021 after completing a six-year term.

Decision making

The charity is run by the board of trustees, which sets and monitors strategy and policy. The board receives quarterly reports of all the activities of the charity. A minimum of one full strategy review meeting is held each year. In recent times and in response to the Coronavirus pandemic, the board meets more frequently to review the situation against set KPIs and to provide necessary support to the team to ensure that the team's new working culture is supportive, effective and efficient.

Since the stepping down of our previous treasurer last year, the board has been operating without one. This position has been difficult to fill in a pandemic period but we have managed this risk through the diligence and effective working of our Finance, Risk and Remuneration Committee.

Induction and training of new trustees

New trustees receive an induction pack drawing information from the various Charity Commission publications signposted through the Commission's guide "the Essential Trustee".

Trustees receive the following governing documents: our Governance manual, Memorandum and Articles and the latest financial statements and management accounts, the organisational strategy and annual business plan including the financial budget. The respective documents cover:

- The obligations of trustees, the CEO and senior management team
- The main documents which set out the operational framework for the charity including the memorandum and articles
- Resourcing and the current financial position as set out in the latest published accounts
- Future plans and objectives, vision and values
- Trustee training programme, including self-learning, external training, and peer support to ensure high performance and continuous learning
- Additionally, new trustees are invited and encouraged to proactively familiarise themselves with the charity and the context within which it operates.

Key management remuneration

The board of directors, who are the charity's trustees, together with the senior management team constitute the key management personnel of the charity and are in charge of directing, controlling, running, and operating the charity on a day to day basis. All directors give of their time freely and no director received remuneration in the year. The pay of the senior staff is reviewed annually and normally increases in accordance with average earnings. In view of the nature of the charity, the directors benchmark against pay levels in other charities of a similar size and nature.

Developments 2021- 2022

CharityComms will continue to improve internal systems and deliver quality content to our members working in partnership with others to speed up and increase impact.

We are currently working on a strategic business review and will find ways to share new ideas and proposals with our members as part of our business planning process in Winter 2021 and Spring 2022 for implementation from 1 May 2022.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06210121 (England and Wales)

Registered Charity number

1138312

Registered office

2-6 Tenter Ground
Spitalfields
London
E1 7NH

CHARITYCOMMS

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021

Trustees

Jess Ablecroft
Lucy Devine
Chrystyna Chymera-Holloway
Mark Russell (Chair)
Pip Gardner
Justin Driskill
Kirsty Marrins
Curtis-James Marshall (Vice Chair)

Company Secretary

J O Fadahunsi

Independent Examiner

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

Bankers

The Co-operative Bank PLC
Business Direct
PO Box 250
Skelmerdale
Lancashire
WN8 6WT

Legal Advisers

Hempsons
100 Wood Street
London
EC2V 7AN

COMMENCEMENT OF ACTIVITIES

The company was incorporated and registered in England and Wales on 12 April 2007 and registered as a charity with the Charity Commission in England and Wales on 7 October 2010.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 23 September 2021 and signed on the board's behalf by:



M Russell (Chair) - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
CHARITYCOMMS**

Independent examiner's report to the trustees of Charitycomms ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2021.

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the Company 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 your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.


Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

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:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.



Colin Young BA FCA
Institute of Chartered Accountants in England and Wales
Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

29 September 2021

CHARITYCOMMS

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 APRIL 2021

	Notes	Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	6,863	2,200	9,063	21,709
Charitable activities					
Events	6	91,964	20,000	111,964	197,993
Membership benefits & services		451,636	20,000	471,636	480,738
Other trading activities	4	20,016	-	20,016	35,921
Investment income	5	538	-	538	1,907
Other income	7	17,963	-	17,963	-
Total		588,980	42,200	631,180	738,268
EXPENDITURE ON					
Charitable activities					
Events	8	294,642	-	294,642	431,039
Membership benefits & services		321,104	6,250	327,354	328,613
NeverMoreNeeded		-	16,844	16,844	-
Total		615,746	23,094	638,840	759,652
NET INCOME/(EXPENDITURE)		(26,766)	19,106	(7,660)	(21,384)
RECONCILIATION OF FUNDS					
Total funds brought forward		345,075	-	345,075	366,459
TOTAL FUNDS CARRIED FORWARD		318,309	19,106	337,415	345,075

The notes form part of these financial statements

CHARITYCOMMS

**BALANCE SHEET
30 APRIL 2021**

	Notes	Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Tangible assets	13	16,360	-	16,360	20,112
CURRENT ASSETS					
Debtors	14	76,410	-	76,410	122,876
Cash at bank and in hand		<u>517,302</u>	<u>19,106</u>	<u>536,408</u>	<u>493,425</u>
		593,712	19,106	612,818	616,301
CREDITORS					
Amounts falling due within one year	15	<u>(291,763)</u>	-	<u>(291,763)</u>	<u>(291,338)</u>
NET CURRENT ASSETS		<u>301,949</u>	<u>19,106</u>	<u>321,055</u>	<u>324,963</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>318,309</u>	<u>19,106</u>	<u>337,415</u>	<u>345,075</u>
NET ASSETS		<u>318,309</u>	<u>19,106</u>	<u>337,415</u>	<u>345,075</u>
FUNDS					
Unrestricted funds	16			318,309	345,075
Restricted funds				<u>19,106</u>	<u>-</u>
TOTAL FUNDS				<u>337,415</u>	<u>345,075</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees and authorised for issue on 23 September 2021 and were signed on its behalf by:



M Russell (Chair) - Trustee

CHARITYCOMMS
CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 APRIL 2021

	Notes	2021 £	2020 £
Cash flows from operating activities			
Cash generated from operations	18	<u>44,829</u>	<u>27,284</u>
Net cash provided by operating activities		<u>44,829</u>	<u>27,284</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		<u>(2,384)</u>	(12,493)
Interest received		<u>538</u>	<u>1,907</u>
Net cash used in investing activities		<u>(1,846)</u>	<u>(10,586)</u>
Change in cash and cash equivalents in the reporting period			
		<u>42,983</u>	16,698
Cash and cash equivalents at the beginning of the reporting period		<u>493,425</u>	<u>476,727</u>
Cash and cash equivalents at the end of the reporting period		<u>536,408</u>	<u>493,425</u>

The notes form part of these financial statements

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2021

1. STATUTORY INFORMATION

Charitycomms is a limited-by-guarantee company incorporated in England and Wales . In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the Trustees' Report on page 11 of these financial statements. The nature of the charity's operations and principal activities are the promotion of efficiency and effectiveness of charities, not for profit organisations and voluntary organisations, for the benefit of the public throughout the UK, by the provision of resources to optimise their communications.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

Going concern

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future Further details are included in the Trustees' Report. The trustees continue to adopt the going concern basis of accounting in preparing the accounts.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Donations

Donated facilities are included at the value to the charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then the income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable they will be fulfilled.

Trading activities

Income from trading activities includes income earned from sponsorship of events. Income is received in exchange for supplying services in order to raise funds and is recognised when entitlement has occurred.

Grants including government grants

Income from grants are recognised at fair value when the charity has entitlement after any performance related conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Membership fee income

Membership income is recognised on a straight line basis over the period to which it relates.

Event income

Event income is recognised at the point that the event takes place.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

2. ACCOUNTING POLICIES - continued

Governance costs

Included in governance costs are the costs associated with the governance arrangements of the charity. Costs include independent examination, legal advice for trustees and costs associated with constitutional and statutory requirements.

Allocation and apportionment of costs

Support and governance costs are recharged to charitable activities based on estimated usage, dependent on the type of expenditure.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment	- 25% on reducing balance
Website	- 25% on reducing balance

Tangible fixed assets are initially measured at cost and subsequently measured at cost less accumulated depreciation.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Debtors and creditors receivable/ payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

3. DONATIONS AND LEGACIES

	2021	2020
	£	£
Donations	<u>9,063</u>	<u>21,709</u>

£6,864 of donations relate to benefits in kind provided within the year by Pemberton Bernes toward the training and improvement of membership services, The remaining £2,200 of donations relate to individual donations made to the #NeverMoreNeeded campaign launched as a result of the COVID-19 crisis.

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

4. OTHER TRADING ACTIVITIES		2021	2020
		£	£
Sponsorships		<u>20,016</u>	<u>35,921</u>
5. INVESTMENT INCOME		2021	2020
		£	£
Deposit account interest		<u>538</u>	<u>1,907</u>
6. INCOME FROM CHARITABLE ACTIVITIES		2021	2020
		£	£
Events	Activity		
	Events	91,964	197,993
Grants	Events	20,000	-
Membership benefits & services	Membership benefits & services	451,636	480,738
Grants	Membership benefits & services	<u>20,000</u>	-
		<u>583,600</u>	<u>678,731</u>
7. OTHER INCOME		2021	2020
		£	£
Government grants		<u>17,963</u>	-

Other income includes Government grant income relating to the Coronavirus Job retention Scheme amounting to £17,963 (2019: £nil). There are no unfulfilled conditions and other contingencies attached to the grants.

8. CHARITABLE ACTIVITIES COSTS			Support costs (see note 9)	Totals
		Direct Costs	£	£
Events		£	£	£
		259,295	35,347	294,642
Membership benefits & services		284,779	42,575	327,354
NeverMoreNeeded		<u>16,844</u>	-	<u>16,844</u>
		<u>560,918</u>	<u>77,922</u>	<u>638,840</u>

9. SUPPORT COSTS						
	Management	Finance	Information technology	Other	Governance costs	Totals
	£	£	£	£	£	£
Events	5,358	1,405	8,929	17,307	2,348	35,347
Membership benefits & services	<u>6,547</u>	<u>1,717</u>	<u>10,914</u>	<u>20,528</u>	<u>2,869</u>	<u>42,575</u>
	<u>11,905</u>	<u>10,914</u>	<u>19,843</u>	<u>37,835</u>	<u>5,217</u>	<u>77,922</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2021	2020
	£	£
Independent examiner's remuneration	1,000	1,000
Other non-examination services	3,025	-
Depreciation - owned assets	5,624	6,704
Deficit on disposal of fixed assets	<u>512</u>	<u>-</u>

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2021 nor for the year ended 30 April 2020.

Trustees' expenses

During the year, £1,249 (2019: £837) of expenses were reimbursed to three trustees for travel, training, home set-up and staff welfare.

12. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	421,869	396,735
Social security costs	39,450	39,149
Other pension costs	<u>24,670</u>	<u>18,589</u>
	<u>485,989</u>	<u>454,473</u>

The average monthly number of employees during the year was as follows:

	2021	2020
Staff	<u>11</u>	<u>12</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021	2020
£60,001 - £70,000	<u>1</u>	<u>1</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

13. TANGIBLE FIXED ASSETS

	Computer equipment £	Website £	Totals £
COST			
At 1 May 2020	14,392	59,953	74,345
Additions	2,384	-	2,384
Disposals	<u>(4,397)</u>	-	<u>(4,397)</u>
At 30 April 2021	<u>12,379</u>	<u>59,953</u>	<u>72,332</u>
DEPRECIATION			
At 1 May 2020	7,311	46,922	54,233
Charge for year	2,366	3,258	5,624
Eliminated on disposal	<u>(3,885)</u>	-	<u>(3,885)</u>
At 30 April 2021	<u>5,792</u>	<u>50,180</u>	<u>55,972</u>
NET BOOK VALUE			
At 30 April 2021	<u>6,587</u>	<u>9,773</u>	<u>16,360</u>
At 30 April 2020	<u>7,081</u>	<u>13,031</u>	<u>20,112</u>

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade debtors	69,759	100,949
Prepayments and accrued income	<u>6,651</u>	<u>21,927</u>
	<u>76,410</u>	<u>122,876</u>

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	8,080	19,034
Social security and other taxes	5,036	9,154
VAT	23,608	12,103
Other creditors	3,178	3,181
Accrued expenses	3,600	2,600
Deferred income	<u>248,261</u>	<u>245,266</u>
	<u>291,763</u>	<u>291,338</u>

Deferred income refers to advance payments received by the charity for products or services that are to be delivered or performed in the future.

Membership income is invoiced annually and recognised in the period to which it relates. Deferred income in relation to membership fees total £245,141 (2020: £225,722).

Also included in deferred income are amounts of £3,120 (2020:£19,544) which relate to events that had not taken place before the year-end.

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

16. MOVEMENT IN FUNDS

	At 1.5.20 £	Net movement in funds £	At 30.4.21 £
Unrestricted funds			
General fund	345,075	(26,766)	318,309
Restricted funds			
NeverMoreNeeded	-	5,356	5,356
The Paul Hamlyn Trust	-	13,750	13,750
	-	19,106	19,106
TOTAL FUNDS	345,075	(7,660)	337,415

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	588,980	(615,746)	(26,766)
Restricted funds			
NeverMoreNeeded	22,200	(16,844)	5,356
The Paul Hamlyn Trust	20,000	(6,250)	13,750
	42,200	(23,094)	19,106
TOTAL FUNDS	631,180	(638,840)	(7,660)

Comparatives for movement in funds

	At 1.5.19 £	Net movement in funds £	At 30.4.20 £
Unrestricted funds			
General fund	366,459	(21,384)	345,075
TOTAL FUNDS	366,459	(21,384)	345,075

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	738,268	(759,652)	(21,384)
TOTAL FUNDS	738,268	(759,652)	(21,384)

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

17. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 April 2021.

18. RECONCILIATION OF NET EXPENDITURE TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
Net expenditure for the reporting period (as per the Statement of Financial Activities)	(7,660)	(21,384)
Adjustments for:		
Depreciation charges	5,624	6,704
Loss on disposal of fixed assets	512	-
Interest received	(538)	(1,907)
Decrease in debtors	46,466	94,755
Increase/(decrease) in creditors	<u>425</u>	<u>(50,884)</u>
Net cash provided by operations	<u>44,829</u>	<u>27,284</u>

19.. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.5.20 £	Cash flow £	At 30.4.21 £
Net cash			
Cash at bank and in hand	<u>493,425</u>	<u>42,983</u>	<u>536,408</u>
	<u>493,425</u>	<u>42,983</u>	<u>536,408</u>
Total	<u>493,425</u>	<u>42,983</u>	<u>536,408</u>