

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
CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2022

	Page
Report of the Trustees	1 to 14
Independent Examiner's Report	15
Statement of Financial Activities	16
Balance Sheet	17
Cash Flow Statement	18
Notes to the Financial Statements	19 to 26

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 Abelfcroft, 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
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2022

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

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2022

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

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2022

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.

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."

CHARITYCOMMS

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2022

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."

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

"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

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2022

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.

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

ACHIEVEMENT AND PERFORMANCE

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'm 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

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2022

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 Hussen
- 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 Hussen
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	8				
Events		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>312,178</u>	<u>4,272</u>	<u>316,450</u>	<u>337,415</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				<u>4,272</u>	<u>19,106</u>
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 8,12,2022 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		30,344	44,831
Cash flows from investing activities			
Purchase of tangible fixed assets		(3,266)	(2,384)
Interest received		723	536
Net cash used in investing activities		(2,543)	(1,848)
Change in cash and cash equivalents in the reporting period		27,801	42,983
Cash and cash equivalents at the beginning of the reporting period		536,408	493,425
Cash and cash equivalents at the end of the reporting period		564,209	536,408

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

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	723	536
	<u>723</u>	<u>536</u>

6. INCOME FROM CHARITABLE ACTIVITIES

		2022	2021
		£	£
Events	Activity		
Grants	Events	92,771	80,904
Membership benefits & services	Events	-	20,000
Grants	Membership benefits & services	482,102	451,636
	Membership benefits & services	-	20,000
		<u>574,873</u>	<u>572,540</u>

7. OTHER INCOME

	2022	2021
	£	£
Government grants	-	17,963
Management fees	1,618	6,413
	<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

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

	2022	2021
£60,001 - £70,000	1	1

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	<u>588,980</u>	<u>42,200</u>	<u>631,180</u>
EXPENDITURE ON			
Charitable activities			
Events	298,517	-	298,517
Membership benefits & services	317,229	6,250	323,479
NeverMoreNeeded	-	16,844	16,844
Total	<u>615,746</u>	<u>23,094</u>	<u>638,840</u>
NET INCOME/(EXPENDITURE)	(26,766)	19,106	(7,660)
RECONCILIATION OF FUNDS			
Total funds brought forward	345,075	-	345,075
TOTAL FUNDS CARRIED FORWARD	<u>318,309</u>	<u>19,106</u>	<u>337,415</u>

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	<u>15,645</u>	<u>59,953</u>	<u>75,598</u>
DEPRECIATION			
At 1 May 2021	5,792	50,180	55,972
Charge for year	1,933	2,443	4,376
At 30 April 2022	<u>7,725</u>	<u>52,623</u>	<u>60,348</u>
NET BOOK VALUE			
At 30 April 2022	<u>7,920</u>	<u>7,330</u>	<u>15,250</u>
At 30 April 2021	<u>6,587</u>	<u>9,773</u>	<u>16,360</u>

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	<u>30,344</u>	<u>44,831</u>

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	<u>536,408</u>	<u>27,801</u>	<u>564,209</u>
	<u>536,408</u>	<u>27,801</u>	<u>564,209</u>
Total	<u>536,408</u>	<u>27,801</u>	<u>564,209</u>