

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)**

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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.

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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

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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.

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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>

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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.

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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.

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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!"

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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).

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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.

**REPORT OF THE TRUSTEES
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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

		Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
	Notes				
INCOME AND ENDOWMENTS FROM					
Charitable activities	5				
Events		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	7				
Events		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				
Unrestricted funds				352,132	301,175
Restricted funds				-	1,136
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		(5,679)	(4,155)
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><u>649,682</u></u>	<u><u>583,852</u></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
	<hr/> 345 <hr/>	<hr/> 4,551 <hr/>

CHARITYCOMMS

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

4. INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	31,848	4,357

5. INCOME FROM CHARITABLE ACTIVITIES

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

6. OTHER INCOME

	2024	2023
	£	£
Management fees	-	8,600

7. CHARITABLE ACTIVITIES COSTS

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

8. SUPPORT COSTS

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

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	4,206	4,540
	<u></u>	<u></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
	13	13
Staff	<u></u>	<u></u>

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

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

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>

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)
TOTAL FUNDS	<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	<u>583,852</u>	<u>65,830</u>	<u>649,682</u>
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