



Trustees' Annual Report and Financial Statements

For the year ended 31 January 2025

(Charitable Incorporated Organisation)

Registered charity number: 1171773

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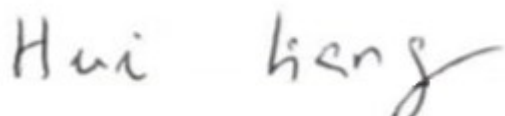
CHAIR'S REPORT

The charity faced a number of changes in the reporting year including a new operational team, the loss of some experienced trustees and a reduced income. We continued working to fulfil our three charitable objectives including our vital work supporting families, working with medical professionals and raising awareness. We also actively supported research and worked to educate professionals. An essential part of the work of the operations team this year was a substantial piece of work reviewing how we work and preparing a three-year strategy and operational plan together with our trustees, stakeholders and those we support.

As the Chair during this period, I would like to acknowledge that none of the work we completed in the last year would have been possible without the commitment and dedication of our operations team and supporters. During the reporting period, we were also fortunate to have committed, experienced and hardworking trustees many with personal experience of the virus. When our Project Manager retired this gave us the opportunity to explore a new, broader role aligned with this stage of our organisation's development. We successfully recruited an Operations Manager in April 2024, who has been working alongside the Fundraising and Communications Manager, appointed in December 2023, and the Awareness Officer, who joined in January 2024. This new team together with a dedicated bookkeeper brought their experience and a fresh perspective and impetus to the charity. On behalf of the trustees, I would like to thank all the dedicated and supportive team we have worked with during the year for their commitment and hard work.

We also want to acknowledge those who worked with the charity as volunteers bringing their personal and professional experience. Some of them supported other families who contacted us, and we are incredibly grateful to them. We are also indebted to those who give us professional support.

In addition to these volunteers, I want to take this opportunity to thank anyone who supported the charity during the reporting period whether it was by sharing their personal experiences, supporting other families, fundraising or raising an awareness in their community. I would also like to thank the medical professionals who gave us their time and expertise enhancing our support to individuals and families. Finally, our patron, Paul, has been an excellent advocate and support. As a small charity with limited resources, the support we have had has been invaluable to help us fill our charitable objectives.

A handwritten signature in dark ink, appearing to read 'Hui Liang', with a stylized flourish at the end.

Hui Liang (Lucy Liang)
CHAIR OF CMV ACTION
20 August 2025

TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED 31 JANUARY 2025

Introduction

The Trustees have pleasure in presenting their annual report on the activities of CMV Action ('the Charity') for the year ended 31 January 2025. This report sets out the activities for the year undertaken by the Trustees and the volunteers who have supported the Charity over the past year.

Our Trustees, Patron, Support Team and Advisers

The names of those individuals, who served as Trustees of the Charity during the year, and those appointed subsequent to the year-end, is as follows:

Trustees during the reporting year

Sarah Dewar	Chair (until 1 st February 2025)
Liz Estall	
Alice Fletcher-Etherington	
Angela Henry	
Amy Taylor	(Resigned 31 October 2024)
Graham Jones	(Resigned 20 May 2024)
Lucy Kelly	(Resigned 31 March 2024)
Tom Kelman	Treasurer (Resigned 30 September 2024)

Trustees from 1st February 2025

Natalie Battle	
Angela Johnson	
Paul Miller	
Hui Liang	(New Chair)
Bilqees Lawal	

Patron

Professor Paul Griffiths MBE	Emeritus Professor of Virology at University College London
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Support Team

Natalie Hawkes	Awareness Officer (15 January 2024 until November 24)
Leena O'Hara	Operations Manager (28 April 2024 until 28 th April 2025)
Clare Kelly	Bookkeeper (9 September 2024 - current)
Giles King	IT Adviser
Hannah Phillips	Community Fundraiser and Communications Manager (9 December 2023 - current)
Sharon Wood	Project Manager (left 18 May 2024)

Medical advisers

Dr. Chrissie Jones	Associate Professor of Paediatric Infectious Diseases, Southampton University
Professor Asma Khalil	Professor of Obstetrics and Maternal Fetal Medicine at St George's Hospital, University of London
Dr Seilesh Kadambari	Consultant in Paediatric Infectious Diseases, Great Ormonds & Honorary Associate Professor UCL GOS Institute of Child Health

Professional Advisers

Banker	Lloyds Banking Group
Independent Examiner	Mohammed Afzaal Bhatti (FCCA) KBM UK Ltd
IT Support	Giles King
Legal Advisor	DLA Piper UK LLP

Our legal structure and governance

The Charity is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission for England and Wales since 11 June 2012. In February 2018, the Charity was converted to a CIO. It is governed by a constitution for unincorporated associations, as provided by the Charity Commission for England and Wales. The constitution outlines the Charity's objectives and sets out how its activities are to be conducted and governed. A copy of the full constitution can be found on our website www.cmvaction.org.uk.

The Trustees are all volunteers who due to the size of the Charity and its limited financial resources undertake some of the activities of the Charity, including offering support to pregnant women, parents and professionals. They can also refer families to a small team of volunteers who have experience of CMV. The Trustees' carried out meetings either in person in London or on Teams. Our regular newsletter, website and social media provide information on the current and future activities the Trustees are undertaking to further the objects of the Charity. The Trustees always welcome any questions or feedback from members and stakeholders.

In appointing new Trustees, the existing Trustees undertake a proportionate recruitment process that identifies the skills needed for the role, advertise the role and interview candidates for the role prior to their selection. References are obtained before appointment.

Trustees undertake appropriate induction to fulfil their role and to keep up to date with the law and regulations surrounding the governance and operation of the Charity. They pay particular attention to the clear guidance provided by the Charity Commission for England and Wales.

Our charities objectives

The three charitable objects of the Charity are as follows.

1. To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice.
2. To advance the education of the medical profession and the general public into congenital CMV and its implications for the family.
3. To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof.

The work we did to meet our charitable aims for this year

This report will look at the three key aims CMV Action trustees have set and review how the charity worked to meet these aims during the reporting period. It will also look at the way the charity built capacity, which is an essential part of meeting our aims.

Aim 1: To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education, and practical advice

In the last year, we have supported everyone who has contacted the charity, including those with a diagnosis of the virus in pregnancy or with a baby or child with a diagnosis. We also supported those who were planning a pregnancy, working in an early year setting where the risks are higher or wanted general prevention advice. Contact is made either on our helpline, by email or via social media.

During the reporting period, we received 36 email requests and 50 telephone requests directly to the charity. Whilst the number of direct requests has reduced in volume, we are being asked for very specific advice and information beyond that contained in our publications. We have been fortunate to have three medical professionals to ask for advice in these more complex cases, particularly in relation to the developing area of treatment during pregnancy or of newborn babies. This means that individual support requests can take significantly more time and resources than they have in the past. In order to properly monitor this, we have changed the way we record support interactions by recording the total time spent on each request. We hope that this will give us an accurate reflection of the actual time spent in the next year.

Our Facebook group for families in the UK continued to offer families affected by the virus a place to share experiences and receive advice from others in a similar position. It has become a supportive environment and currently has 551 members.

As part of our work on shaping the new strategy we felt it was crucial to understand how families felt about the support they experienced and how we could improve. We conducted a Family survey in June 2024 and received responses from 46 individuals. Their feedback has helped us to identify how our support should be developed and has informed our strategy.

In the last year we have received feedback about the support we offer both from individual families and in a survey we conducted. One family told us in our Family survey *"You helped us in our time of need when there was little information or resources online. We received so much advice and support, it made such a difference. We are eternally grateful for CMV Action and all that you do"*.

An important part of our support work this year has been reviewing the language we use on our website, social media, and publications to ensure it is inclusive and that our messages are clear, regardless of the audience. The resulting Language Report has changed our approach to how we present information, particularly to families who are directly affected by the virus. Our new digital content has been aligned with the recommendations from this report, and the next stage is reviewing the information and literature we share with health professionals and families.

Aim 2: To advance the education of the medical profession and the general public on congenital CMV and its implications for the family

Many of those we support tell us that the first time they heard of the CMV virus was when they were diagnosed during pregnancy or when their child was diagnosed. They are also concerned about the lack of awareness among the professionals involved in their care. Respondents to the Family Survey reported a lack of awareness both before diagnosis and among professionals, they encountered during diagnosis.

To address the need for increased awareness, in January we recruited an Awareness Officer specifically to enhance our presence on social media by engaging with those planning a pregnancy, expecting a baby, or raising small children. As part of National Awareness Month in June, we ran a successful campaign called CMV Warriors, where we shared personal stories of affected families. At Christmas, we promoted another campaign featuring a young child and her family's story about the impact of the virus.

Our social media platforms have seen increased engagement and reach, particularly during key campaigns throughout the year. We have 4,500 followers on Facebook, and after launching a new Instagram account, we now have 387 followers. Social media has been instrumental in providing updates about the charity's work, sharing important prevention advice, and supporting our fundraisers. LinkedIn engagement is growing, and we aim to continue expanding our reach on that platform, particularly to connect with healthcare professionals. As we focus our efforts, we have reduced our presence on X (formerly Twitter) due to its declining popularity.

Our website hosts a range of downloadable resources, with key documents translated into several languages. We have recently updated our website resources aimed at those working with small children in early year's settings, recognising that such work poses a particular risk to individuals who are pregnant or planning a pregnancy.

Last year, we supported a grant application to create a film about the virus and its impact on families. We hope this will be available in the coming months to help raise awareness of their experiences. We also worked with a BBC TV producer on a programme about the CMV virus, which included our medical advisor and was aired on 25 April.

In terms of professionals, we recognise the particular importance of midwives as they will be the first point of contact for a pregnant woman, and their significant role has been reflected in the inclusion of CMV in the NICE guidelines. We have been in contact with the Royal College of Midwives and started to review the E-learning module they have on their website. Whilst feedback from the module has been positive there have been some recent developments in treatment and guidelines we need to include.

In addition to midwives, there can be numerous other professionals involved so we have worked to raise awareness with the range of professionals who may be involved in the care of pregnant women or babies and children with the virus. In May, we attended the Primary Care Public Health Conference, which enabled us to interact with midwives, GPs and other health professionals. We also delivered talks to

professionals, receiving very positive feedback. For example, in June, we were the only charity included in an Infectious Diseases and Sexual Health Day, presenting to 200 paediatric trainees on the impact of the virus. In July, we were invited to a Study Day at St George's Hospital, where a wide range of professionals expressed appreciation, saying: "Thank you for delivering such an excellent and informative talk," and welcomed our contributions to discussions.

As the virus is the leading cause of non-genetic deafness, we were invited to participate in a webinar in November with the charity AVUK, where we explained CMV's additional impact to 55 professionals working with deaf babies and children. We concluded the year with a talk at an individual NHS trust, educating a variety of professionals working there.

We received positive feedback from all these talks, and they led to further questions from professionals or the referral of families for support. In November, I was invited to chair two sessions of the *Update on Infections in Pregnancy Day*, which was organised by the RCOG and attended by 165 professionals from all over the world. As a charity, we are honoured to be invited to attend these days where the programme includes range of different experts and where the speakers will often reference our publications and work. It helps us to keep up to date and enables us to share our experience with key professionals and develop relationships.

In addition to talks, we were involved in the publication of articles in two professional publications, the British Journal of Midwifery and Twinkl (early years). The former shared a powerful story about a little girl who was part of our Christmas campaign. In response to our involvement in the Twinkl article, we updated our website with the specific early year's information we shared. The updated information attracted 1200 views on our website and an organic reach of 19,900 on social media demonstrating how important these publications and follow-up work are. Audiology professionals who had published an article on CMV testing after the newborn hearing screen invited the charity to produce a video for social media giving our perspective on the importance to pathways and the need to avoid delay in diagnosis.

Finally, it is of great importance that we build relationships and partnerships with other charities so we can identify best practice and collaboration. We have worked closely with charities in the pregnancy and baby network. Our collaboration extends to our colleagues from the other CMV international groups who have formed the CMV Alliance as each country can offer different experiences particularly in relation to the testing during pregnancy and babies. We have recently developed a relationship with a hospital trust, Imperial NHS trust where they display our literature at conferences on our behalf.

Aim 3: To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof

During the reporting period we attended meetings with individual medical professionals and attended the Northern Line group (professionals working in this area). These meetings are a critical opportunity for us to find out what the professionals are researching and any changes or developments. We also attended the Pregnancy and Baby Charities Network meetings and are a proud member of this group which works together with our charities to improve care and support families as well as influence policy.

We are regularly invited to support research projects as either a named applicant or offering the patient viewpoint to any application. Frequently this will involve us relating the experience of our families and how this can be improved or helping with a plain English summary. We have identified families who can take part in two such projects in the last year. In addition, we represented the charity on ongoing projects related to improving care. This work with researchers and medical professionals helped us to

understand the current issues and areas of research and make sure the patient perspective is always considered. For example, we contributed our views to the RCOG *Congenital Cytomegalovirus Update on Screening Diagnosis and Treatment* published in October 2024.

Our experience supporting families with a baby diagnosed with CMV suggests that there is no consistent experience in terms of diagnosis and subsequent treatment. This led us to begin a Freedom of Information request project in 2023, to establish what testing and treatment protocols different NHS trusts have in place, and whether they hold data on numbers of CMV diagnoses. In this reporting period, we continued to collect responses, and plan to analyse and report on the responses over the next year.

As a charity, we have advocated for the need to screen for CMV particularly in newborn babies and this is part of our strategy for the next year. We have made representations to the National Screening committee when they have considered this, but they do not currently recommend screening pregnant women or newborn babies. We were pleased to be involved with York University in the CMV screening review to review the evidence against the programme appraisal criteria for the UK National Screening Committee. They are looking at studies on screening pregnant women and newborn babies. The project will provide an evidence map to see whether enough studies exist to justify a more in-depth review. This is an important project and one we are pleased to be part of it.

What we did in the past year -summary

We would highlight the following actions as reflecting our success in the past year in meeting our objectives.

Objective	What we set out to do	What we did	The impact it had	What we learnt and how we want to improve
1. To Support families affected by CMV	Support everyone who seeks advice and assistance.	We responded promptly to requests for advice and information by telephone, email and social media.	Responses after support and feedback demonstrated value of this work.	Importance of volunteers having regular contact and support.
	Develop a new strategy with support at the centre of the charity's work	We regularly sought advice from our medical experts in relation to medical issues raised in support requests to ensure consistent approach in line with medical practice.	86 individuals and families received personal support from experienced members of the team for as long as wanted	We respond to a higher level of enquiry requiring medical information because of better education of CMV. Our medical advisors are crucial part of this.
	To offer a place where families can share their CMV experience and ask for advice for their peers	Our Private Facebook Support Groups continued to grow and be a useful platform for members to share stories, advice and experiences. We conducted a Family Survey to better	Medical advisors refer families to our website, our support services and comment positively on our role at conferences and talks Support volunteers felt more confident in responding to	Medical practice and treatment possibilities and guidance is evolving, and we need to keep up to date

	<p>To review the support we offer and how we express the advice we give</p>	<p>understand the needs of the individuals and families we support. The feedback was analysed and helped inform our new 3-year strategy'</p> <p>Language report-review of the language we use on website and in publications</p>	<p>requests for support in pregnancy</p> <p>Our Facebook support group currently has 551 members</p> <p>Important work to look at the language we use. Now taking it forward in new content and reviewing existing content</p>	<p>We want to offer follow up to our support including online sessions and peer support and this has led to a grant application for "CMV connect"</p> <p>The language we use to describe the virus and impact must reflect our values and those of our community</p>
<p>2. To educate professionals, parents-to-be and the general public about prevention of CMV</p>	<p>Continue the strategy to change professional behaviour and to raise awareness</p>	<p>Participated in meetings with other professionals and stakeholders for example the Northern Line, Pregnancy and Baby Charities Network</p> <p>Contributed to training sessions for professionals at conferences and professional training days</p> <p>Chaired two sessions at the RCOG day</p> <p>Organised a National Awareness Month which included a social media campaign.</p> <p>Made available a range of literature to be downloaded or ordered from us available in a number of languages.</p> <p>Had a limited return to face to-face exhibiting and health professional conference participation at the Primary Care conference</p> <p>Published 2 articles in professional magazines</p> <p>Worked with a BBC programme</p>	<p>Raised awareness through multichannel opportunities, nationally and internationally.</p> <p>We received 10 requests for information which were sent out</p> <p>Positive feedback on sessions and developing of relationships</p> <p>Increased reach and social media engagement</p>	<p>The charity can use the experience of the families we support to help educate Professionals on the need for awareness and change.</p> <p>Building credibility with key influencers and professional bodies is critical to changing health professional behaviour.</p>
<p>3. To support the development and implementation of research into better testing, treatment and management of CMV</p>	<p>Supported a number of research priorities.</p>	<p>Provided assistance and support to a number of research projects and clinical trials.</p> <p>Attended meetings with York representatives to assist their systematic</p>	<p>These projects will provide important evidence in the UK for further research and lobbying.</p> <p>The FOI project will give us vital</p>	<p>Patient and public involvement is an important aspect of research bids and CMV Action's support can make a significant contribution to bids. It is important that</p>

		<p>review of newborn screening evidence</p> <p>Continued our FOI request project to health trusts to establish what diagnosis and treatment protocols are in place at a local level.</p> <p>Supported a number of those involved in vaccine trials by providing information about the virus.</p>	<p>information to inform our policy influencing and enable us to give tailored guidance to families based on their location.</p>	<p>research includes the views of families</p>
<p>4. To build the capacity of CMV Action</p>	<p>Improve our financial position and build capacity to deliver our objectives.</p> <p>Ensure financial stability</p> <p>Review our website and resources</p>	<p>Contracted an experienced Operations Manager to develop a new strategy with stakeholders' and review how our charity operates and what improvements could be made</p> <p>Renewed the contract with an experienced fundraiser and communications officer</p> <p>Worked with an awareness officer to focus specifically on this work this work</p> <p>Identified and applied for five grants to develop projects that are part of the strategy</p> <p>Advertised for new trustees and a new Chair - appointed Feb 1st, 2025</p>	<p>Enabled CMV Action to take forward educational, research and fundraising activities that were not feasible working through volunteers alone.</p> <p>The impact of the new contractors has been positive and engaged more support.</p> <p>To ensure a sustainable, forward-thinking organisation.</p> <p>Increased social media presence</p> <p>Unsuccessful but important skills developed and lessons learnt for applications for this year</p> <p>From 1st February the charity has a new board of trustees with a broad range of experience to implement our strategy and increase our income</p>	<p>The organisation needs a dedicated team of trustees, professionals and volunteers to achieve our objectives.</p>

Fundraising Summary

The total funds raised through fundraising events, donations, and grants for the year ended 31 January 2025 was £15,317.

Throughout 2024, we saw a small but dedicated group of community fundraisers take part in various events, including the Manchester and London Marathons. We also saw Peer to peer fundraising activities

taking place during National Awareness Month, which raised donations of £2,640.38. Funds during awareness month were raised from story sharing, demonstrating the powerful impact of sharing personal stories and how they can resonate deeply with the public and active events including one group of raised funds by organising a walking event each Saturday in June.

Whilst the efforts of all our fundraisers were greatly appreciated, the absence of a dedicated community fundraiser in the latter half of 2023 had a significant impact on our community fundraising efforts as we missed opportunities to engage with new and existing supporters and develop relationships. With the appointment of a community fundraiser in December 2023, we were able to rebuild this crucial area of our fundraising efforts. The increase in engagement has been noticeable with 25 fundraisers signed up for upcoming events by the end of January 2025, and we are confident that the benefits will be fully realised in the 2025/26 financial year as we continue to strengthen relationships with our supporters and encourage new community fundraising initiatives. This area is vital for CMV Action, not only for income generation but also for building lasting connections with our community. With a dedicated fundraiser now in place and a renewed membership with our event partner 'Run for Charity', we look forward to continued growth in this area.

Grants

We applied for five grants to fund specific projects during the reporting period but unfortunately were not successful in securing any. Despite this setback, we remain committed to seeking grant funding opportunities to support our projects and initiatives and have already begun investing in this work.

Individual & Regular Giving

Individual and Regular Giving remain an area of focus for us as they account for just 18% of our total income. We recognise that these are areas of fundraising that require further work and development, and are committed to growing our individual and regular giving efforts in the coming years to help build more sustainable sources of funding.

Our Fundraisers

Most of the fundraisers in the reporting period knew someone who was affected by the virus. Some had a child, sibling or other family member who had been diagnosed with CMV, whilst others were doing this for friends who had personal experience. The Charity relies heavily on donations from individual members of the public and on monies raised from fundraising events to finance its activities. During the past year, we are indebted to those who have given us money and their time to help organise and participate in events that have raised funds. We therefore thank everyone for their continued support without which we would be unable to pursue our objectives.

Financial Commentary

Our long-standing Treasurer Thomas Kelman stepped down in September 2024 and was succeeded by trustees Alice Fletcher-Etherington and Liz Estall on an interim basis.

In the reporting period, the charity's net assets decreased by £43,302 from £96,717 to £53,415. While our total combined income, £16,564, was marginally higher than last year (a 7% increase), our expenses

were significantly higher at £59,866 (a 23% increase from the previous year). Thanks to consistent efforts from our operations team in a highly resource-limited environment, our income from fundraising events and donations increased by £2,351 from last year, offsetting a decrease in deposit interest. The increase in our expenses can largely be explained by increased investment in our operations team, both taking our number of contractors paid in a year from two to four and increasing our rates to respond to increasing inflation and competition.

In 2024, the trustees agreed to continue with our policy of retaining 6 months of average expenditure for our charity reserves, with monthly finance meetings to be initiated upon reaching 12 months expenditure (approximately £58,000). The charity approached the Cranfield Trust to gain advice on grant applications and reserves policies in September, after which the trustees and bookkeeper began meeting monthly for in-depth discussions on financial sustainability and fundraising strategies. These meetings have been constructive, enabling us to identify how to spend our unrestricted funds in a way that furthers the objectives of the charity while simultaneously improving our funding potential.

In our 25/26 financial year, the trustees are committed to diversifying our income by focusing on building our capacity for grant and corporate fundraising. We hope that this will complement our community fundraising approach and investment in our Community Fundraiser and in strengthening our relationships with our supporters, which we predict will yield a positive return on investment in 25/26 given the number of fundraising events that we are already aware of it.

In our investments, the trustees continue to seek security and liquidity in preference over yield given our decreasing net assets and the relatively high level of reward offered by short-term deposit takers.

In addition to our overreliance on community fundraising and donations, the other prominent risk the charity faces continues to be the reputational risk of giving incorrect guidance to families contacting our support line or through our educational material. We have controls in place to manage and mitigate these risks, including by maintaining strong relationships with our medical advisors.

Despite financial challenges, the trustees remain positive that the charity will be able to meet its debts and objectives in 25/26, with us already witnessing considerable income generation early in the year, the launch of our new three-year strategy, and the recruitment of five new trustees.



Alice Fletcher-Etherington
Interim Treasurer
28 June 2025

CMV Action Statement of Financial Activities

For the year ended 31 January 2025

	Note	2025			2024		
		£	£	£	£	£	£
		Restricted	Unrestricted	Total	Restricted	Unrestricted	Total
Incoming resources	1						
<i>Incoming resources from generated funds</i>							
Fundraising events, donations, grants		-	15,317	15,317	-	12,966	12,966
Bank interest		-	1,247	1,247	-	2,473	2,473
Total incoming resources		-	16,564	16,564	-	15,439	15,439
Resources expended	2						
<i>Costs of generating funds</i>							
Fundraising events & Donations		-	(2,719)	(2,719)	-	(486)	(486)
Total costs of generating funds		-	(2,719)	(2,719)	-	(486)	(486)
<i>Charitable activities</i>							
Project management costs		-	(30,554)	(30,554)	-	(30,902)	(30,902)
Community fundraiser costs		-	(15,103)	(15,103)	-	(8,004)	(8,004)
Awareness officer costs		-	(878)	(878)	-	(250)	(250)
Bookkeeper Fees		-	(1,295)	(1,295)	-		
Other direct costs		-	(6,502)	(6,502)	-	(6,072)	(6,072)
Total charitable activities costs		-	(54,332)	(54,332)	-	(45,228)	(45,228)
<i>Governance costs</i>							
Trustees' expenses	3	-	(936)	(936)	-	(1,003)	(1,003)
Depreciation of fixed assets		-	(1,879)	(1,879)	-	(2,112)	(2,112)
Total governance costs		-	(2,815)	(2,815)	-	(3,115)	(3,115)
Total resources expended		-	(59,866)	(59,866)	-	(48,829)	(48,829)
Net movement in funds		-	(43,302)	(43,302)	-	(33,390)	(33,390)
Total funds brought forward		-	96,717	96,717	-	130,107	130,107
Total funds carried forward		-	53,415	53,415	-	96,717	96,717

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

The notes on page 16 to 18 form part of these financial statements.

CMV Action
Statement of Financial Position
As at 31 January 2025

	Notes	2025 £	2024 £
Fixed Assets	4		
Tangible Fixed Assets		0	543
Intangible Fixed Assets		0	1,336
Total Fixed Assets		0	1,879
Current assets:			
Debtors	5	3,341	2,666
Cash at bank and in hand		52,344	94,290
Total current assets		55,685	96,956
Liabilities:			
Creditors: Amounts falling due within one year - accruals	6	(2,270)	(2,118)
Net Current Assets		53,415	96,717
Net assets		53,415	96,717
The funds of the charity:			
Total unrestricted funds		53,415	96,717
Total restricted funds		0	0
Total unrestricted funds		53,415	96,717

Statement of Cash Flows
For the year ended 31 January 2025

	2025 £	2024 £
Reconciliation of changes in resources to net cash inflow from operating activities		
Net incoming/(outgoing) resources	(43,302)	(33,390)
Purchase of Tangible and Intangible Fixed Assets	-	-
Depreciation of Fixed Assets	1,879	2,112
Decrease / (Increase) in debtors	(675)	(2,666)
(Decrease) / Increase in creditors	152	15
Net cash (outflow)/inflow from operating activities	(41,946)	(33,929)
Net cash funds at 1 February	94,290	128,219
Net cash funds at 31 January	52,344	94,290

The notes on pages 14 to 16 form part of these financial statements. The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Alice Fletcher-Etherington
Interim Treasurer
28 June 2025

CMV Action

Notes to the financial statements

1. Statement of accounting compliance Convention

The financial statements are prepared in accordance with applicable accounting standards in the United Kingdom and under the historical cost convention and comply with the current 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 the Republic of Ireland (FRS 102) and the Charities SORP (FRS 102) and the Charities Act 2011.

2. Statement of accounting policies

Going concern

There are no material uncertainties about the charity's ability to continue undertaking its activities in the coming twelve months from the date on which the financial statements were approved by the Trustees.

Recognition of income

Income attributable to the financial year is recognised as follows:

- Fundraising activities – where possible the income arising from fundraising activities is recognised at the time of the event; if this is not possible to determine then the income is recognised when it is physically received by the Charity as cleared funds.
- Donations – the income arising from donations is recognised when it is physically received by the Charity as cleared funds.
- Merchandise sales – the income arising from merchandise sales is recognised when it is physically received by the Charity as cleared funds.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. A further analysis of the expenditure on Trustees' expenses is given in note 3. below.

Tangible and Intangible fixed assets and depreciation and amortisation

Tangible and Intangible fixed assets with a cost more than £500 are capitalised at cost. Depreciation and amortisation of fixed assets is charged at rates estimated to write off their costs or valuation (less any residual value) over their estimated useful lives commencing in the month of acquisition and over three years using straight-line rates of depreciation and amortisation.

3. Trustees' expenses

The Trustees expenses relate to travel & subsistence costs to and from face-to-face meetings and amounted to £936.

CMV Action

Notes to the financial statements (continued)

4. Fixed Assets – Tangible and Intangible

	Tangible £	Intangible £	Total £
Cost			
At 1 February 2024	1,728	4,607	6,335
Additions	-	-	-
At 31 January 2025	1,728	4,607	6,335
Depreciation			
At 1 February 2024	1,185	3,271	4,456
Charge in year	543	1,336	1,879
At 31 January 2025	1,728	4,607	6,335
Net book value as at 31 January 2025	-	-	-
Net book value as at 31 January 2024	543	1,336	3,991

5. Debtors – prepayments and accrued interest

	2025 £	2024 £
Prepaid Runs for 2025	2,555	687
Prepaid exhibition fees	0	446
Trustees Insurance	77	0
IT Software	709	0
Total Prepayments and Accrued Income	<u>3,341</u>	<u>2,666</u>

6. Creditors: Amounts falling due within one year – accruals

	2025 £	2024 £
Project Manager's fees and expenses	1,710	1,218
Community Fundraiser fees	560	650
Awareness Officers Fees	0	250
Total Accruals	<u>2,270</u>	<u>2,118</u>

Independent Examiner's report to the Trustees' of CMV Action Charity No.1171773

I report to the trustees on my examination of the financial statements of the above charity for the year ended **31 January 2025**.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Charities Act 2011; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 130 of the 2011 Act, other than any requirement that the accounts give a 'true and fair' view, which is not a matter considered as part of an independent examination; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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



05/09/2025
Mohammed Afzaal Bhatti FCCA
Independent Examiner

K B M UK Limited
1 Concord Business Centre
Concord Road
London
UK
W3 0TJ