

COMPANY NUMBER: 05378928 (England and Wales)  
CHARITY NUMBER: 1110621

**CAMPAIGN AGAINST LIVING MISERABLY**  
(A COMPANY LIMITED BY GUARANTEE)

**REPORT & FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 31 MARCH 2015

**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS  
for the year ended 31 March 2015**

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**CONTENTS**

	<b>Page</b>
<b>Legal and administrative information</b>	1
<b>Trustees' report</b>	2
<b>Independent auditor's report</b>	9
<b>Statement of financial activities</b>	11
<b>Balance sheet</b>	12
<b>Notes to the financial statements</b>	13

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**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS  
for the year ended 31 March 2015**

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**LEGAL AND ADMINISTRATIVE INFORMATION**

**DIRECTORS & TRUSTEES**

James Scroggs (Chairman)  
Marcus Chapman  
Dr Elaine Church  
Astrid Cook  
Mark Cooper (appointed July 2014)  
Maggie Day  
Tony Ereira  
David Farquarhson (resigned July 2014)  
Robert Kingdom (Treasurer)  
Aimee Luther  
Angela McCourt (appointed July 2014)  
Damien Ridge  
Ajax Scott  
George Smart

**CHARITY CHIEF EXECUTIVE**

Jane Powell

**REGISTERED OFFICE**

The Copper Room  
Deva Centre  
Trinity Way  
Manchester M3 7BG

**AUDITORS**

Royce Peeling Green Limited  
Chartered Accountants & Registered Auditors  
The Copper Room  
Deva Centre  
Trinity Way  
Manchester M3 7BG

**BANKERS**

Co-operative Bank plc  
PO Box 250  
Delf House  
Southway  
Skelmersdale WN8 6WT

**LEGAL ADVISORS**

DWF Solicitors  
1 Scott Place  
2 Hardman Street  
Manchester M3 3AA

# **CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS**

## **TRUSTEES' REPORT for the year ended 31 March 2015**

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### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

#### **Constitution of the charity and status**

The Company was incorporated on 28 July 2005 via Memorandum and Articles of Association as a company limited by guarantee and not having share capital.

#### **Methods for recruitment and appointment of directors/trustees**

CALM's articles of association require a minimum of four directors/trustees. The objective is to have a wide range of appropriate skillsets across fields that are relevant to the charity's objectives. Trustees are recruited by general awareness raising campaigns and advertising as required. Their appointment is by resolution of the board of directors/trustees following which the required legal documentation is completed.

On their appointment, new trustees are provided with information on their role as trustees along with details of the charity's operations and organisation. Ongoing training is provided as required.

#### **Organisational structure**

The charity has a Management Committee made up of members who meet on a quarterly basis and are responsible for the strategic direction and policy of the charity. The delegation of the day-to-day responsibility for the running of the organisation rests with the Chief Executive, Jane Powell, who is now supported with a staff of six in the London Office.

#### **Risk management**

The trustees have assessed the major risks to which the charity is exposed, in particular those related to its operations and finances, and are satisfied that systems are in place to mitigate our exposure to the major risks. Risk factors and control systems are reviewed regularly by the trustees.

### **OBJECTIVES AND ACTIVITIES**

#### **Aims and organisation**

The charity focuses upon the prevention of male suicide in the UK.

The charity's objectives are: the preservation and protection and improvement of mental health and well-being amongst men in the UK, particularly focussing on the prevention of suicide by offering without limitation the use of support services, counselling, advice and/or information about the prevention of suicide, depression and/or crisis management in whatever form is deemed most appropriate at that time to ensure that the services on offer are accessible to men, and through but not limited to the advancement of health education and public awareness relating to men's mental health issues.

#### **Public benefit**

The charity provides a helpline and webchat service for men and boys, aged over 15, in the United Kingdom, who are feeling down or suicidal, regardless of their background, ethnicity or sexuality. The helpline also advises those worried about men or boys who may be feeling down. CALM's website and materials provide information and support for anyone in the United Kingdom. Women who contact the helpline are offered support and encouraged to use other services where possible.

The charity's objectives and activities fully reflect the purposes that the charity was set up to further. The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and when planning for future activities.

# CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS

## TRUSTEES' REPORT for the year ended 31 March 2015

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### ACHIEVEMENTS AND PERFORMANCE

#### Review of operations

The charity has continued to grow during 2014/15, in particular with regard to its service provision, reach to the public, influence, income and public support. Outlined below are some of the principal achievements and areas of focus during the year.

- **Helpline, texting and webchat**

CALM's helpline service was expanded over the course of the year and as a result took almost 37,000 calls during the year, compared with 29,930 the previous year. CALM's reach to the audience continues to be strong:

- 80% of callers – where gender was known - were male; and
- 43% of callers were aged 19-35 and 30% were men aged 35-55 - the groups currently at highest risk of suicide.

During the year, CALM saw a distinct change in the nature of calls, with an increasing number concerning benefits, in terms of problems with sanctions, medical assessments and appeals. The introduction of the Employment and Support Allowance and the bedroom tax, along with the reduction in help with council tax has been very distressing for many people. This has increased the number of distressed, fraught, and suicidal callers with whom the helpline staff has talked.

CALM conducted research in 2013 and 2014 looking at what services young men would use and as a consequence developed plans to launch a webchat service. CALM applied for funds to support the development of this service and funding was successfully secured from Comic Relief, the John Ellerman Foundation and the Rayne Foundation.

A limited webchat service was launched in August 2014, which was then expanded to run full time alongside the helpline from October 2014. As CALM's texting service received less than 50 texts a month this service was withdrawn on 31 October 2014. The main helpline telephone service was expanded from three seats to five seats from 1 October 2014.

By the winter of 2014 the pressure was on again to expand the helpline capacity – ideally by two seats. Extra hours were added whilst CALM sought such funds. CALM began discussions with Lynx at the end of the year which brought in funding for one helpline seat. CALM was also successful in its bid to become one of Octopus Investment's chosen charities, which similarly brought in the additional funding to run a further helpline seat. By the end of 2014/15 staff were trained and in place to staff the helpline with seven people every night.

- **CALM website**

CALM's website continues to develop in order to make the user journey easier. The helpline number (and webchat access) is now accessible from a stationary bar at the top of every page. Web traffic has grown by 45% from 228,652 in 2013/2014 to 331,600 in 2014/15. Top search issues on the website were suicide, anger, sexuality and OCD. One of the strongest and most popular elements of the website were the articles and 'Your Voice' stories, which are one of the most powerful ways of communicating. Examples of this are:

- [FIRST PERSON: I'm addicted to Internet Porn] *Wow, I have been/am going through all the same things mentioned in this article...I thought I was the only one to have all these issues together. I wish it was easy to meet people like me. I'm not v confident and having someone that understands would help so much. But at least it's nice to hear I'm not alone.* June 2015.
- [Sexuality: Staying In or Coming Out part 2] *Thank you, it really helped.* July 2014.
- [ARTICLE: Loving Someone With Depression] *Many thanks for such an honest and open account. It really helps me understand a loved one and not rush in gung-ho but instead do what is right for them.* September 2014

## CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS

### TRUSTEES' REPORT

for the year ended 31 March 2015

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- **Social media**

Social media this year helped underpin CALM's Mandictionary and MANDOWN campaigns as well as support fundraising. This has enabled CALM to celebrate supporter achievements and push the BBC Lifeline Appeal. Facebook 'likes' went from 8,743 to 13,450. Twitter followers grew from 1,700 to 4,545.

- **CALMzine**

The CALMzine has been reduced to 4 issues a year but continues to flourish. The magazine is aimed at men aged under 25 and was distributed this year in independent venues and colleges and TOPMAN stores across London. Some feedback on the magazine is as follows:-

- *"The articles I have read are great. Thought they would be more focused on the bad stuff. It is refreshing to see this stuff done in a fun way (in fact it's nice to see it done at all)"* October 2014
- *"I'd like to know where in my area I could pick up a copy of CALM magazine. I think it's great, but have never seen it anywhere before. I live in Edinburgh."* September 2014
- *"I think it is awesome. It is well designed and brilliant. I can't believe I hadn't heard of this before until now. I found it on Twitter. Well done dudes :)." June 2014*

- **CALMzones: Merseyside and London**

In the CALMzones, CALM is actively promoted on the ground and signposts callers from these areas with local services, and warm transfer them if possible. Notable this year was Merseyside's MANDOWN campaign, a campaign that rapidly went national.

While the helpline is national, the effectiveness of local promotion is seen by the higher volume of calls from the CALMzones. CALM's annual polling also revealed that within the CALMzones there was

- far greater awareness of suicide as a leading killer of men (31% in Merseyside, 22% in London and 20% nationally); and
- more awareness of CALM as a source of help (42% in Merseyside and 37% nationally).

- **Year of the male**

At the start of 2014 CALM worked with a number of academics and agencies looking at men in society, launching a charter sited on our 'Year of the Male' website, encouraging debate about the expectations and pressures on men in the United Kingdom.

Every year in the United Kingdom, over 4,500 men kill themselves, with between three and four times as many male suicides as female suicides. There are other areas of life where men fare particularly badly, for example 73% of adults who 'go missing' are men, 90% of rough sleepers are men, men are three times more likely than women to become alcohol dependent, 79% of drug-related deaths occur in men and men make up 94% of the prison population. Furthermore men and boys from all backgrounds have shorter life expectancies than women and girls of the same background. Boys from all backgrounds are underperforming girls at every stage of education. 82% of fathers want to spend more time with their families and men are more likely to report work-life conflict.

The charter's signatories included the CEO of Men's Health Forum, the UK Co-ordinator of International Men's Day and leading psychologists and academics. CALM invited the media, advertisers, employers, providers of public services and policymakers to make pledges to actively support calls for:

- a fuller range of expression of masculinity in the media and advertising;
- a shift in thinking about men's and boys' needs in the provision of public services;
- a challenge to assumptions about men's roles and skills in the workplace; and
- a rethink of the roles, responsibilities and rights of men in family life.

## CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS

### TRUSTEES' REPORT

for the year ended 31 March 2015

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Despite the statistics however, it proved a tough ask to get agencies to sign up to the charter and get involved in the debate. It was seen by many as political. CALM pushed on however and undertook an audit into masculinity.

- **Masculinity audit / Identifying the causes of male suicide**

CALM commissioned a wide-ranging piece of research about men from independent specialists, Public Knowledge. This research was aimed at testing assumptions about the expectations and pressures that men face and exploring how these expectations and pressures differ between genders. CALM wanted to test assumptions about the expectations that women and men have of men, and to inform further research into the consequences of men not feeling able to live up to the expectations and pressures identified.

The findings of this research were launched in November 2014. The research found that men and women respond differently to the pressures of modern life, relationships and employment. Whilst both men (50 per cent) and women (59 per cent) are likely to have experienced depression at some time, it is clear that around half of these men didn't feel able to talk about their problems or 'burden others'.

- **Mandictionary campaign**

Much work was done at the start of year looking at how CALM is promoted; how the service is promoted and delivered whilst keeping the discussion around masculinity going. This led to the development of CALM's Mandictionary campaign.

#Mandictionary was designed to encourage men to think about masculinity (and question stereotypes), challenge the audience to share their own 'man definitions', and positively promote CALM, its brand and services. Thus giving permission to men to get help when down, and where to start to get that help.

Working with agency, Theobald Fox, CALM created new portmanteau words and definitions for a national poster and hashtag campaign, encouraging the public to deconstruct male stereotypes in a playful way. #Mandictionary encouraged men and women to think about masculinity and what it means, and the campaign positioned CALM as a charity which 'keeps men alive by talking'.

The campaign launched 26 June 2014 with the creation of the #Mandictionary tag-board, and approximately 500 billboards and bus stop advertisements across the country. JCDecaux provided CALM with over 5,000 filler-space outdoor advertisements across the country. Over 105 art-worked #Mandictionary definitions have been produced online and in print, of which 77 were user generated. With JCDecaux agreeing to print as well as display the #Mandictionary posters for free, CALM has been able to design and deliver a national outdoor poster and social media campaign for under £5,000 (tag-board cost and production fees).

With almost 1,000 mentions of #Mandictionary on social media, an estimated 2.8 million Twitter impressions, 76% of hash tag uses coming from men and 11,800 views of the Mandictionary page on the CALM website, the campaign has had a marked and sustained effect on the growth and success of the charity over the past year. Helpline callers, fundraisers, pro bono partnerships and supporters cite the posters as their reason for contacting CALM. Year on year comparison has seen website page views grow by 63%, a 42% increase in public donations and online signs ups to CALM almost quadruple.

- **Television**

January 2015 saw a BBC Lifeline appeal for CALM which was widely pushed out via social media. During November and December 2014 CALM worked with BBC Lifeline on the TV appeal for CALM which was aired on Sunday 18 January at 3:25pm. Professor Green made the appeal, which also featured the stories of Hector Stringer and CALM supporter Jake Mills. Male suicide is a tough topic and the middle of the day was a hard call. To make this an effective fundraiser CALM mobilized social media and its connections with entertainers, health campaigners, government departments and supporters.

## CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS

### TRUSTEES' REPORT for the year ended 31 March 2015

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The appeal trended on Twitter, received 17.5 million social media impressions and, uniquely for BBC Lifeline appeals, the social media campaign managed to pull in donations weeks after the initial broadcast. The total was £14,000 after the broadcast, but that was increased by 50% through CALM's media efforts.

During this time CALM also worked with journalist Simon Jack on the Panorama programme, 'A Suicide in the Family', which was aired in April 2015.

Topman also chose CALM as their charity of the year, and are stocking the CALMzine in their flagship stores across the UK.

All of these activities have helped raise CALM's profile, income and demand for services.

- **Public engagement**

CALM supporters are phenomenal, and each year they help CALM not just support the helpline, but increase helpline capacity and enable more calls to be taken. Eight CALM supporters managed to get a place in the London Marathon raising over £11,000 and in July 2014 there were 114 supporters sporting the eye-wateringly bright orange CALM vests at the London 10K, raising over £20,000. The Secret Garden Party again saw CALM's 'Tea & Secrets' tent house the tired and weary; handing out thousands of cups of tea and plates of biscuits and receiving in return secrets which festooned the tent. Another annual feature of CALM's diary was the Tour de Test Valley cycle ride, another tour de force event with nearly 1,000 cyclists enjoying the beautiful Hampshire countryside and the festival feel so brilliantly created by friends and family of Nelson Pratt, raising over £30,000 for CALM.

As ever CALM's supporters haven't just helped raise funds – they have also provided core support in the office and at events such as Secret Garden Party, the British 10K, Tour de Test Valley and University Fresher's Fairs. CALM's writers have also kept the website and magazine constantly updated with fresh stories, cartoons, articles and illustrations.

- **Corporate support**

December 2014 saw a flurry of activity with supporters seeking to encourage their organisations to choose CALM to support over the year. Hanover Communications and Bellenden chose to support CALM for the year 2015; the Octopus Foundation selected CALM as one of five charities to support for 3 years starting in 2015 and Lynx also began a partnership with CALM at the start of 2015.

- **Grants and commissioning**

In 2014/15 CALM continued to be commissioned in Merseyside and the London Tri-Borough, and also received grants to support the launch of webchat and to support a coordinator role for the work of the Suicide Bereavement Support Partnership.

- **Working in partnership**

CALM is a member of The Alliance of Suicide Prevention Charities (TASC), the National Suicide Prevention Alliance and hosts, and is a member of, the Suicide Bereavement Support Partnership. With regard to the latter partnership CALM has developed a poll which will be launched in 2016 to look at the impact of suicide. CALM also secured funding to part-fund a post to undertake the secretariat of this partnership.

- **Staffing**

Staffing of the London office stood at 4 full time and 2 part time staff, with the added recruitment of a part/time web developer at the end of 2014/15.

### Financial review

Total income for the year increased by £13,227 (2%) on last year. There was a small fall in donations as 2013/14 income included two large one-off donations. This was compensated by an increase in grants, which, as noted above, supported in particular the helpline and webchat services.

## **CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS**

### **TRUSTEES' REPORT for the year ended 31 March 2015**

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Expenditure increased by £32,220 (5%) on last year. There was a direct increase in helpline provision costs whilst other expenditure, including administration costs, remained at the same level or slightly below that of 2013/14.

There was an unrestricted fund surplus of £19,545 for the year and an unrestricted reserves balance to carry forward of £102,700. These balances are consistent with the charity's reserves policy which is outlined below.

In addition there is deferred income of £172,168 which has been carried forward to next year to secure service provision going forward.

#### **Reserves policy**

The charity's reserves policy has been reviewed, updated and refined during the year to better support its ongoing activities and provide a more secure basis on which to make provision for future service provision. The policy is to maintain unrestricted funds, which enable the charity to meet all liabilities as they fall due over the next 12 months. This is determined on the basis of cash flow forecasts which are updated and reviewed on a regular basis and discussed at trustee meetings.

Following this review the trustees consider that the unrestricted reserves balance as at 31 March 2015 of £102,700 and referred to above is appropriate.

#### **Investment policy**

The Trustees have the power to invest in such assets as they see fit. Aside from retaining a prudent amount in reserves, it is intended that most of the charity's funds are to be spent in the short term, which leaves no funds for long term investment. The trustees, having regard to the liquidity requirements of operating the charity, have maintained a policy of keeping funds in an interest bearing deposit account.

#### **Plans for the future**

The charity aims to build on the awareness raised in the last year and to continue to promote the activities of the charity more widely. Additional support is now being provided to the Chief Executive with the appointment of an Operations Manager who is responsible for managing the charity's operations.

### **AUDITORS**

The Auditors, Royce Peeling Green Limited, Chartered Accountants, have expressed their willingness to continue in office and a resolution regarding their appointment and remuneration will be submitted to the Annual General Meeting.

### **STATEMENT OF TRUSTEES' RESPONSIBILITIES**

Law applicable to charities in England and Wales requires trustees to prepare financial statements for each financial year which give a true and fair view of the financial activities of the charity during the year and state of affairs at the end of the year. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

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

**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS**

**TRUSTEES' REPORT**  
for the year ended 31 March 2015

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**STATEMENT OF DISCLOSURE TO AUDITORS**

So far as the Trustees are aware, there is no relevant audit information of which the charity's auditors are unaware. Additionally, the Trustees have taken all the necessary steps that they ought to have taken as Trustees in order to make themselves aware of all relevant audit information and to establish that the charity's auditors are aware of that information.

**COMPANIES ACT 2006**

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

This report was approved by the board on 8 December 2015

**J Scroggs**  
Director, Chair of Trustees

## **CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS**

### **INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF CAMPAIGN AGAINST LIVING MISERABLY for the year ended 31 March 2015**

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We have audited the financial statements of Campaign Against Living Miserably for the year ended 31 March 2015 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. These financial statements have been prepared under the historical cost convention and the accounting policies set out therein.

This report is made solely to the Charity's Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and its Members as a body, for our audit work, for this report, or for the opinions we have formed.

#### **Respective Responsibilities of Trustees and Auditors**

As explained more fully in the Trustees' Responsibilities Statement set out on page 7, the trustees (who are also the directors of Campaign Against Living Miserably for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

#### **Scope of the audit on the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of:

- whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed;
- the reasonableness of significant accounting estimates made by the trustees; and
- the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Report of the Trustees to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

#### **Opinion on financial statements**

In our opinion:

- the financial statements give a true and fair view of the state of the Charity's affairs as at 31 March 2015, and of its incoming resources and application of resources for the year then ended;
- the financial statements have been properly prepared in accordance with the United Kingdom Generally Accepted Accounting Practice; and
- the financial statements have been prepared in accordance with the Companies Act 2006 and the Charities Act 2011.

**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS**

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES  
OF CAMPAIGN AGAINST LIVING MISERABLY  
for the year ended 31 March 2015**

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**Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report.

**Martin Chatten (Senior Statutory Auditor)**

For and on behalf of

**Royce Peeling Green Limited  
Chartered Accountants  
Statutory Auditor**

**9 December 2015**

**The Copper Room  
Deva Centre, Trinity Way  
Manchester M3 7BG**

Royce Peeling Green Limited is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS**

**STATEMENT OF FINANCIAL ACTIVITIES  
for the year ended 31 March 2015**

**INCOME AND EXPENDITURE ACCOUNT**

	Notes	Unrestricted funds £	Restricted funds £	Totals 2015 £	Totals 2014 £
<b>Incoming resources</b>	<b>3</b>				
Donations		101,966	-	101,966	209,632
Fundraising activities		258,296	-	258,296	251,673
Grants received		66,250	219,046	285,296	170,570
Investment income		1,394	-	1,394	1,992
Other income		502	-	502	360
<b>Total incoming resources</b>		<b>428,408</b>	<b>219,046</b>	<b>647,454</b>	<b>634,227</b>
<b>Resources expended</b>	<b>4</b>				
Charitable activities		393,229	246,624	639,853	609,204
Fundraising costs		23,715	-	23,715	21,448
Governance costs		3,861	-	3,861	4,557
<b>Total resources expended</b>		<b>420,805</b>	<b>246,624</b>	<b>667,429</b>	<b>635,209</b>
<b>Net incoming/(outgoing) resources before transfers</b>		<b>7,603</b>	<b>(27,578)</b>	<b>(19,975)</b>	<b>(982)</b>
<b>Gross transfer between funds</b>		<b>11,942</b>	<b>(11,942)</b>	-	-
<b>Net incoming resources before other recognised gains/(losses)</b>		<b>19,545</b>	<b>(39,520)</b>	<b>(19,975)</b>	<b>(982)</b>
<b>OTHER RECOGNISED GAINS AND LOSSES</b>					
Gains or losses on investment assets		-	-	-	-
<b>Net movements in funds</b>		<b>19,545</b>	<b>(39,520)</b>	<b>(19,975)</b>	<b>(982)</b>
<b>Total funds brought forward</b>		<b>83,155</b>	<b>53,020</b>	<b>136,175</b>	<b>137,157</b>
<b>Total funds carried forward</b>		<b>102,700</b>	<b>13,500</b>	<b>116,200</b>	<b>136,175</b>

The statement of financial activities has been prepared on the basis that all operations are continuing operations.

There are no recognised gains and losses other than those passing through the statement of financial activities.

**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS**

**BALANCE SHEET  
for the year ended 31 March 2015**

	Notes	Unrestricted funds £	Restricted funds £	Totals 2015 £	Totals 2014 £
<b>CURRENT ASSETS:</b>					
Debtors, prepayments & accrued income		30,225	-	30,225	13,388
Cash at bank and in hand		140,122	185,668	325,790	158,827
		170,347	185,668	356,015	172,215
<b>CREDITORS: amounts falling due within one year</b>	<b>6</b>	(67,647)	(172,168)	(239,815)	(36,040)
<b>NET ASSETS</b>		<b>102,700</b>	<b>13,500</b>	<b>116,200</b>	<b>136,175</b>
<b>FUNDS OF THE CHARITY</b>					
<b>Unrestricted funds</b>	<b>8</b>	102,700	-	102,700	83,155
<b>Restricted funds</b>	<b>8</b>	-	13,500	13,500	53,020
<b>TOTAL FUNDS</b>		<b>102,700</b>	<b>13,500</b>	<b>116,200</b>	<b>136,175</b>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the trustees on 8 December 2015 and signed on their behalf by:

**R Kingdom**  
Director, Treasurer  
Company Reg, Number: 05378928 (England and Wales)

# **CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS**

## **NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2015**

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### **1. BASIS OF PREPARATION**

The financial statements are prepared under the historic cost convention and in accordance with the Companies Act 2006 and the Statement of Recommended Practice: Accounting and Reporting by Charities issued in March 2005 (SORP 2005).

### **2. ACCOUNTING POLICIES**

#### **Company status**

The charity is a company limited by guarantee. The members of the company are the trustees named on page 1. 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.

#### **Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

#### **Incoming resources**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, the trustees are virtually certain they will receive the resources and the monetary value can be measured with sufficient reliability. Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SoFA.

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised; those for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity; those for use by the charity are included in the SoFA as incoming resources when receivable.

Donated facilities are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received. No amounts are included in the financial statements for services donated by volunteers.

Investment income is included in the accounts when receivable.

#### **Expenditure and liabilities**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs include costs of the preparation and audit of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Fundraising costs are those incurred raising income for the charity through events and promotions. Management and administration costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS**

**NOTES TO THE FINANCIAL STATEMENTS  
for the year ended 31 March 2015**

**3. ANALYSIS OF INCOMING RESOURCES**

		2015 Income Received £	2015 Deferred Income £	2015 Income £	2014 £
<b>Donations</b>	Donations	<b>101,966</b>	-	<b>101,966</b>	<b>209,632</b>
<b>Grants and Commissioning</b>					
<b>Restricted:</b>	Henry Smith Charity	68,000	(34,300)	33,700	33,100
	National Suicide Prevention Alliance	3,000	(3,000)	-	-
	James Wentworth Stanley Memorial Fund	7,500	(7,500)	-	-
	Matthew Elvidge Trust	5,000	(5,000)	-	-
	Unilever - Lynx	57,230	(52,461)	4,769	-
	Octopus Foundation	54,000	(40,500)	13,500	-
	Comic Relief	40,000	(3,333)	36,667	18,000
	City Bridge Trust	37,500	(7,877)	29,623	50,000
	Kensington & Chelsea, Westminster, and Hammersmith & Fulham PCTs (Tri Borough)	30,000	-	30,000	30,000
	John Ellerman Foundation	30,000	(8,794)	21,206	-
	Tudor Trust	26,000	(9,403)	16,597	-
	Rayne Foundation	10,000	-	10,000	-
	Liverpool Community Health NHS Trust	17,984	-	17,984	28,910
	CriSeren Foundation	5,000	-	5,000	10,560
		391,214	(172,168)	219,046	170,570
<b>Unrestricted:</b>	Octopus Foundation	36,000	-	36,000	-
	Garfield Weston Foundation	25,000	-	25,000	-
	Esmée Fairbairn Foundation	5,000	-	5,000	-
	Zurich Community Trust	250	-	250	-
		66,250	-	66,250	-
		<b>457,464</b>	<b>(172,168)</b>	<b>285,296</b>	<b>170,570</b>
<b>Fundraising activities</b>	Fundraising/sponsorship	<b>258,296</b>	-	<b>258,296</b>	<b>251,673</b>
<b>Other income</b>		<b>502</b>	-	<b>502</b>	<b>360</b>
<b>Investment income</b>	Bank interest	<b>1,394</b>	-	<b>1,394</b>	<b>1,992</b>

**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS**

**NOTES TO THE FINANCIAL STATEMENTS  
for the year ended 31 March 2015**

**4. ANALYSIS OF RESOURCES EXPENDED**

	Analysis	2015 £	2014 £
<b>Fundraising costs</b>	Fundraising	23,715	21,198
	Marketing and advertising	-	250
		<u>23,715</u>	<u>21,448</u>
<b>Charitable activities</b>	Helpline provision costs	303,893	236,785
	Staff and social security costs	171,087	173,495
	Website provision costs	16,666	36,915
	Commissioned promotion and outreach costs		
	- London	16,723	23,695
	- Merseyside	37,308	30,062
	Other promotion costs	31,058	45,960
	Management, admin and support costs	63,118	62,292
		<u>639,853</u>	<u>609,204</u>
<b>Governance costs</b>	Audit / examination costs	3,720	3,600
	Trustees' expenses	141	957
		<u>3,861</u>	<u>4,557</u>

No Trustee received any remuneration in connection with their work for the charity.

**5. STAFF COSTS**

Staff costs during the year were:	2015 £	2014 £
Staff cost	157,419	158,123
Social security costs	13,668	15,372
Total costs	<u>171,087</u>	<u>173,495</u>
	<b>No</b>	<b>No</b>
The average monthly number of employees (full time equivalent) Employed by the charity during the year was:	<u>6</u>	<u>6</u>

No employee received remuneration in excess of £60,000.

**6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2015 £	2014 £
Trade creditors	41,204	28,547
Deferred income	172,168	-
Other taxes and social security costs	3,700	4,694
Accruals	22,743	2,799
	<u>239,815</u>	<u>36,040</u>

**CAMPAIGN AGAINST LIVING MISERABLY  
REPORT & FINANCIAL STATEMENTS**

**NOTES TO THE FINANCIAL STATEMENTS  
for the year ended 31 March 2015**

**7. RESTRICTED INCOME FUNDS**

<b>Fund source</b>	<b>Purpose</b>
Kensington & Chelsea, Westminster, and Hammersmith & Fulham PCTs (Tri-Borough)	London CALMzone provision
City Bridge Trust	London volunteer coordinator/service provision
Henry Smith Charity	Increased helpline capacity
Comic Relief	Service support for under 25s
John Ellerman Foundation	Webchat service
Tudor Trust	Volunteer & Support Engagement Officer and Editor
Rayne Foundation	Webchat service
CriSeren Foundation	Grant Funding Manager
Unilever Lynx	Increased helpline capacity
National Suicide Prevention Alliance	Suicide Bereavement Support Partnership
James Wentworth Stanley Memorial Fund	Bereavement Support officer
Matthew Elvidge Trust	Bereavement Support officer
Octopus Foundation	Increased helpline capacity
Liverpool Community Health NHS Trust	Merseyside CALMzone provision

**8. STATEMENT OF FUNDS**

	<b>At 1 April 2014 £</b>	<b>Income £</b>	<b>Expenditure £</b>	<b>Transfers £</b>	<b>At 31 March 2015 £</b>
General reserve	83,155	446,392	(438,789)	11,942	102,700
Restricted funds	53,020	201,062	(228,640)	(11,942)	13,500
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total funds	<u>136,175</u>	<u>647,454</u>	<u>(667,429)</u>	<u>-</u>	<u>116,200</u>

The General reserve represents the free funds of the charity, which are not designated for particular purposes.

**9. RELATED PARTY TRANSACTIONS**

In the year, advertising costs of £3,380 (2014: £12,969) were charged by Theobald Fox Limited, of which, George Smart (Trustee) is a director. Creditors include £1,238 due to Theobald Fox Limited.

**10. FINANCIAL COMMITMENTS**

At 31 March the charity had annual commitments under operating leases expiring as follows:

<b>Property</b>	<b>2015 £</b>	<b>2014 £</b>
Leases which expire:		
In less than one year	<u>24,238</u>	<u>23,084</u>