

## 2016/17 SUMMARY OF ACTIVITY

To request a copy of the full accounts email  
contact@campaigncollective.org



### Income

**£198,589 (+74%)**

Turnover £198,507

Interest £82

#### Clients (purpose of work):

- Arts Alliance (encouraging use of arts in the criminal justice system)
- Brathay Trust (recruiting more apprentices and apprentice employers)
- CASE (media outreach and toolkits to promote annual university donations report)
- CrowdPac (assisting progressive campaigners in fundraising)
- Department for Education (raise awareness of signs of child abuse & neglect)\*
- Department for Education (SME employers campaign)\*
- Education & Skills Funding Agency (promoting apprenticeships to employers)\*
- EngineeringUK (Big Bang Fair to encourage more take up of STEM subjects)\*
- Evermore (Older living campaign planning)
- First News (media research and analysis)\*
- Instructs Group (strategic communications advice)
- National Police Chiefs Council (anti-sexual violence campaign planning)\*
- Open University (higher apprenticeships PR advice)\*
- Power to Change (community business weekend communications)
- Project Syndicate (film production and promoting discussion and public on key issues in the Middle East)
- Qualifications Wales (strategic communications review)\*
- QED (communications around housing developments to tackle homelessness)
- Shaw Trust (helping more disabled and disadvantaged people find work)
- Springboard Training (promotion of women's development courses)
- Stagertext (Captioning Awareness Week media relations)
- The Challenge (encouraging more social integration in London)

\* Delivered via an intermediary agency

### Cost of sale

**£178,948**

Members Fees & Client Expenses £116,947

Administrative Expenses £20,873

Director salaries & dividends £40,678

### Tax on Profit of Ordinary Activities

**£10,080**

### Remaining balance

**£9,561**

**Transfer to social purpose fund for 2017/18**

**£7,000**

## **Social purpose activities conducted in 2016/17**

Objective 1: Support small charities

- Chair PRCA Charity & Not For Profit Group
- Attended Campaigners Forum and "Losing Control" events for small charities
- Provided free advice on Lobbying Act and 2017 General Election to campaigners
- Pro-bono advice to Stuart Low Trust

Objective 2: Develop next generation of communications talent

- Chair of PR Apprenticeship Trailblazer – published Level 4 Apprenticeship Standard and drafted Level 7 Standard