

2017/18 SUMMARY OF ACTIVITY

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



AT A GLANCE

	2015/16	2016/17	2017/18
Income	113k	198k	360k
Investment to social purpose fund	0k	7k	17k
Number of Members	4	17	20
Campaigns delivered	9	21	34

Income

£359,629 (+81%)

Turnover £359,531

Interest £98.00

Clients (purpose of work):

- AdvanceHE (diversity in HE leadership campaign)
- All Party Parliamentary Group on State Pension Reform (stakeholder outreach and research)
- Brathay Trust (Brathay Apprentice Challenge 2017 wrap up)
- British Association of Social Workers (campaigners' toolkit)
- BEE-YOU (copy writing)
- CASE (media communications support)
- CrowdPac (assisting progressive campaigners in fundraising)
- Department for Education (raise awareness of signs of child abuse & neglect)*
- Department for Education (promoting apprenticeships to employers)*
- Diabetes UK (mobilisation strategy advice)
- Education & Skills Funding Agency (National Apprenticeship Week & Apprenticeship Awards)*
- Electoral Reform Society (Politics for the Many voting reform campaign)
- EngineeringUK (Tomorrow's Engineers Week)
- Evermore (Better older living campaign)
- Fiona Halton (consultancy on new campaigning book)
- Friends Provident Foundation (media support)
- Goldsmiths University of London (communications consultancy and planning)
- Loughborough University (stakeholder and public affairs campaign development)
- International Committee for the Red Cross (communications planning)*
- Minerva Recruitment (media relations)*
- Open University (degree apprenticeships PR advice)*
- Power to Change (Community Business Weekend communications)
- Project Syndicate (African Century)
- Project Syndicate (The Knowledge Community)

- Project Syndicate (social media support and strategy advice)
 - QED (communications around housing developments to tackle homelessness)
 - QED (Sea Lanes, Brighton)
 - QED (Hope Gardens)
 - QED (Richardsons)
 - QED (Watermill / Medway)
 - SEMTA (communications toolkits)
 - Springboard Training (promotion of women's development courses)
 - Social Workers' Union (parliamentary outreach)
 - Triangle Consulting (communications advice)
- * Delivered via an intermediary agency

Cost of sale		£325,005
Members Fees & Client Expenses	£264,876	
Administrative Expenses	£30,652	
Director salaries & dividends	£29,567	
Tax on Profit of Ordinary Activities		£12,307
Remaining balance		£22,317
Transfer to social purpose fund for 2018/19		£16,945 (+142%)

Social purpose activities conducted in 2017/18

Objective 1: Support small charities

- Chair PRCA Charity & Not For Profit Group
- Created, published and promoted Freedom To Campaign Guide
- Attended Campaigners Forum and other events for small charities
- Prepared to launch The Rooftop

Objective 2: Develop next generation of communications talent

- Chair of PR Apprenticeship Trailblazer – published Level 4 Apprenticeship Standard and drafted Level 7 Standard
- Provided support to Get You Heard to help young campaigners gain communication skills