

2018/19 SUMMARY OF ACTIVITY

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



AT A GLANCE

	2015/16	2016/17	2017/18	2018/19
Income	113k	198k	360k	310k
Investment to social purpose fund	0k	7k	17k	9k
Number of Members	4	17	20	20
Campaigns delivered	9	21	34	30

Income

£309,882 (-13%)

Turnover £309,723

Interest £159.00

Clients (purpose of work):

- AimAwards (consultancy on apprenticeships)
- Amazing Apprenticeships (media relations)
- CASE (media communications support)
- Clean Air Day (media relations)*
- Department for Education (raise awareness of signs of child abuse & neglect)*
- Department for Education (promoting apprenticeships to employers)*
- Department for Transport (Year of Engineering film creation)*
- Diabetes UK (mobilisation strategy advice)
- Electoral Reform Society (Politics for the Many voting reform campaign)
- End Fuel Poverty Coalition (communications planning)
- EngineeringUK (Tomorrow's Engineers Week)
- Goldsmiths University of London (communications consultancy and planning)
- Loughborough University (stakeholder and public affairs campaign development)
- International Committee for the Red Cross (communications planning)*
- Michael Sobel Hospice (communications and fundraising consultancy)
- Minerva Recruitment (media relations)*
- National Association of Child Contact Centres (communications planning and delivery)
- National Health Service – Tavistock & Portman NHS Trust (communications advice)
- Power to Change (Community Business Weekend communications)
- Project Syndicate (African Century)
- Project Syndicate (The Knowledge Community)
- Project Syndicate (film creation, social media support and strategy advice)

- QED (communications around housing developments to tackle homelessness)
- QED (Sea Lanes, Brighton)
- Road Safety Trust (communications support)
- Royal National College for the Blind (communications support)
- Stagertext (media relations)
- Social Workers' Union (parliamentary outreach)
- University College London (communications consultancy)
- WorldSkills Europe (social media support)

* Delivered via an intermediary agency

Cost of sale		£298,024
Members Fees, Client Expenses & Business Development	£243,043	
Administrative Expenses	£22,931	
Director salaries & dividends	£32,050	
Tax on Profit of Ordinary Activities		£2,331
Remaining balance		£9,527
Transfer to social purpose fund for 2019/20		£9,000

Activities conducted through social purpose fund in 2018/19

Objective 1: Support small charities / campaigners

- Chair PRCA Charity & Not For Profit Group with events open to all
- Continued to promote [Freedom To Campaign Guide](#) & advised Electoral Commission on new guidance
- Attended Campaigners Forum and other events for small charities to provide advice
- Launched [The Rooftop](#) – a new home for positive news
- Supported [Social Enterprise World Forum](#) in Ethiopia

Objective 2: Develop next generation of communications talent

- Chair of PR Apprenticeship Trailblazer (chair changed from Simon Francis to Sarah Colombini)
- Assessed campaign apprentices
- Attended and spoke at networking events designed to increase diversity in campaigning