

## 2019/20 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	2019/20
Income	113k	198k	360k	310k	327k
Investment to social purpose fund	0k	7k	17k	9k	9k
Number of Members	4	17	20	20	21
Campaigns delivered	9	21	34	30	32

### Income

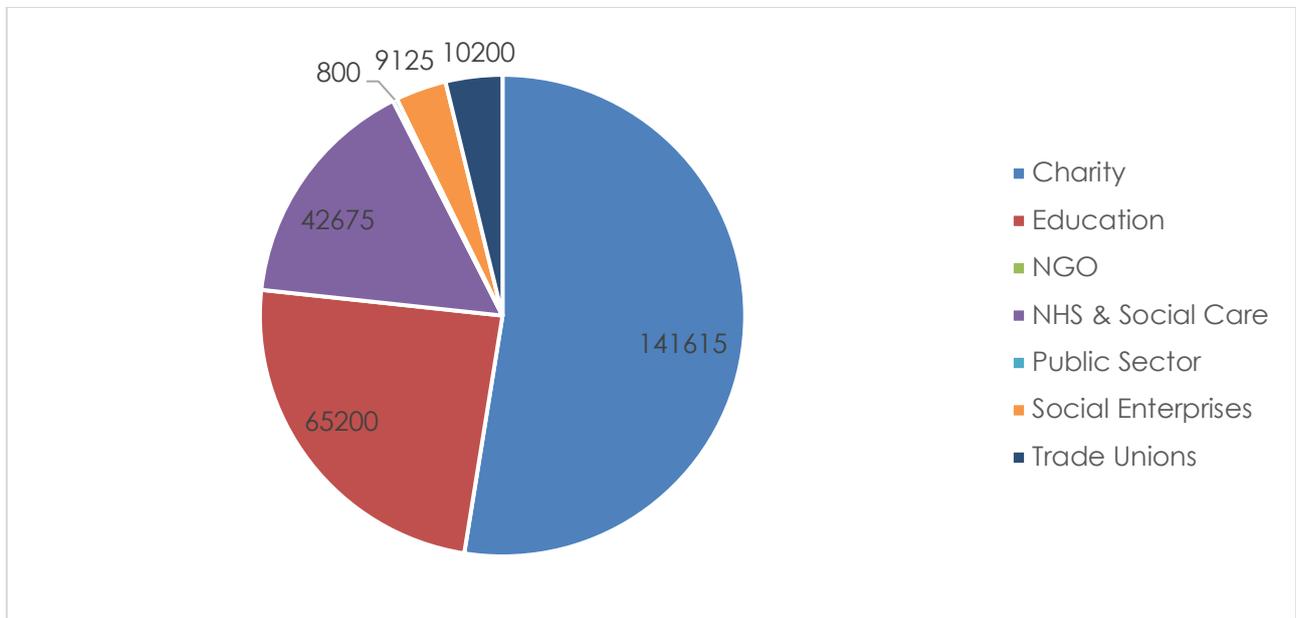
**£326,995 (+5.5%)**

#### Clients (purpose of work):

- AimAwards (consultancy on apprenticeships)
- Athena (communications advice)
- Department for Business, Energy & Industrial Strategy (Film creation)
- End Fuel Poverty Coalition (co-ordination of the Coalition and campaigning)
- EngineeringUK (Tomorrow's Engineers Week)
- Entertainment One (communications advice)
- FareShare (public affairs and campaign advice)
- Goldsmiths University of London (communications consultancy and planning)
- International Menopause Society (media and social media campaign delivery)
- Less Survivable Cancers Taskforce (media relations)
- Loughborough University (stakeholder and public affairs campaign development)
- Make It Last (media relations)
- National Association of Child Contact Centres (stakeholder relations, media relations and social media)
- National Health Service – Tavistock & Portman NHS Trust (film production)
- National Health Service – National Workforce Skills Development Unit (communications planning and delivery)
- Palms Row Health Care (communications advice and delivery)
- 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)
- Sheffield Care Association (communications and digital delivery)

- SocialBox.Biz (communications advice and media relations)
- Stagertext (media relations)
- Scottish Association of Social Workers (public affairs advice)
- Social Workers' Union (parliamentary outreach and media relations)
- United World Colleges (communications advice and media relations)
- University College London (communications consultancy)
- Welsh Association of Social Workers (public affairs advice)
- WorldSkills Europe (social media support)

Our sources of fee income are from the following types of organisations (GBP, excl. VAT):



**Cost of sale**

**£309,197**

Members Fees, Client Expenses & Business Development	£240,518
Administrative Expenses	£32,273
Director salaries & dividends	£36,406

**Tax on Profit of Ordinary Activities**

**£6,777**

**Remaining balance**

**£11,021**

**Transfer to reserves**

**£2,000**

**Transfer to social purpose fund for 2020/21**

**£9,000**

## SOCIAL IMPACT

Campaign Collective exists to provide affordable, professional communications support to organisations delivering a public benefit. With our day rates benchmarked to be half that of other marketing firms, we save organisations money (estimated to be £250,000) and allow those who would not normally be able to benefit from communications support access to these vital services.

The campaigns we delivered have a positive social impact and helped contribute to seven of the United Nation's Sustainable Development Goals. For more information about our social impact rating visit:

<https://campaigncollective.org/2020/01/13/campaign-collective-social-impact-announced/>

Our Creative Climate Disclosure Report shows we have zero exposure to "high carbon emissions" and can be viewed online:

<https://www.creativeandclimate.com/disclosurereports>

Based on the [Close The Gap](#) formula, our gender pay gap is **-2.42%**. An action plan will be developed if it exceeds +/- 5%.

We are developing a diversity and inclusion action plan based on the [DRIVEN pledge](#).

In addition to helping bring about positive change in society through the 32 campaigns delivered in this financial year, we also use our profits to support smaller organisations and help develop the next generation of campaigners.

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
- Continued to develop and improve [The Rooftop](#) – a new home for positive news
- Launched Rooftop TV - a new channel for promoting positive news stories and delivering in-depth interviews with campaigners
- Supported [Social Enterprise World Forum](#) in Ethiopia

- Signatory to and communications support for Charities Against Hate campaign
- Corporate Partner of Charity Comms
- Delivered ad hoc pro-bono communications advice to micro-organisations and start up social enterprises.

#### Objective 2: Develop next generation of campaigners

- Continued advice on the development of PR & Communications Apprenticeship framework
- Assessed campaign apprentices
- Attended and spoke at networking events designed to increase diversity in campaigning
- Supported PRCA Career Development Day at Manchester Metropolitan University
- Supported PRCA NextGen events in London and Edinburgh
- Supported 1,000 Black Boys – a social enterprise to empower black boys and young men

We also ensure we use social enterprises, charities and community businesses in our supply chain wherever possible. In 2019/20, we supported the following organisations:

- ACEVO, advertising
- Charity Comms, membership
- Free Word Centre, meeting space
- Impact Hub Islington, office services
- Impact Hub Kings Cross, meeting space
- Living Wage Foundation, membership
- Melting Pot, office and event services
- Sapio Research, research services
- Social Enterprise Scotland, membership
- Social Enterprise UK, membership
- Supahulk, design services
- The Developer Society, design services
- WorkPays, events and schools outreach

Through the work of the PRCA Council we are supporting an industry-wide programme to broaden the use of social enterprises, charities and community businesses in the supply chain.