

2020/21 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	2020/21
Income	113k	198k	360k	310k	327k	341k
Investment to social purpose fund	0k	7k	17k	9k	9k	22k
Number of Members	4	17	20	20	21	18
Campaigns delivered	9	21	34	30	32	47

Income

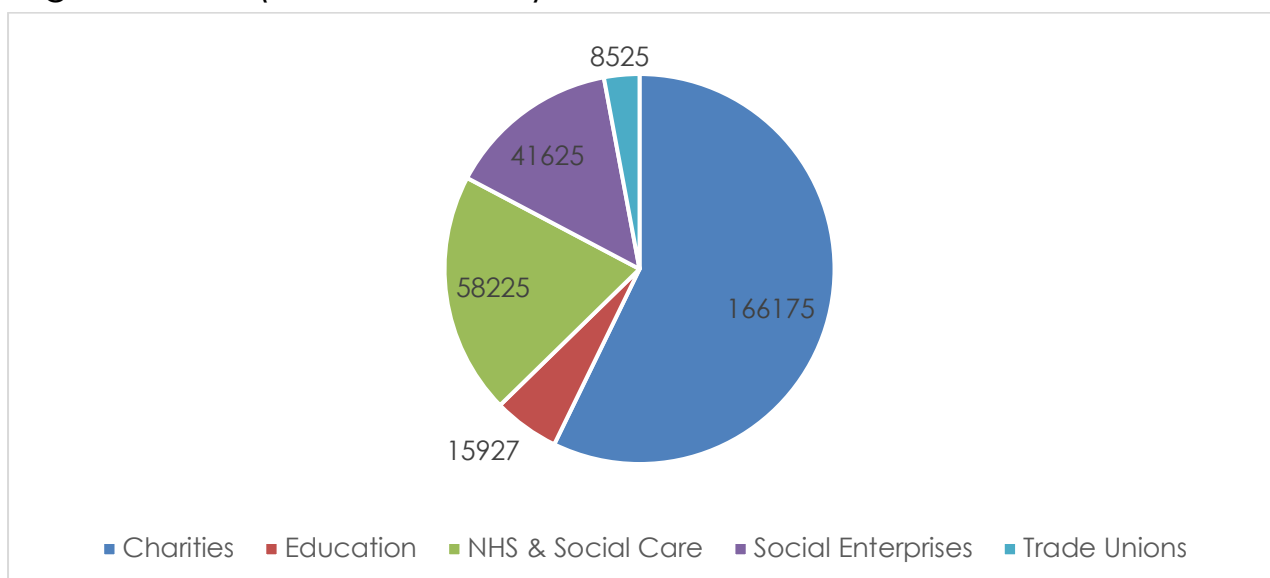
£340,716 (+4.2%)

Clients (purpose of work):

- Allergy UK (research and communications consultancy)
- Baytree Academy (social media delivery and consultancy)
- Bequeathed (media relations)
- Bridge Creative (communications support)
- Carnegie UK (media relations)
- Cease (media relations)
- Education & Employers (media relations)
- End Fuel Poverty Coalition (co-ordination of the Coalition and campaigning)
- EngineeringUK (Tomorrow's Engineers Week)
- Electoral Reform Society (Politics for the Many co-ordination)
- Firebrand (media relations)
- Handshake (public affairs)*
- Happy Smiles (communications consultancy)
- Hourglass (communications consultancy)
- International Menopause Society (media and social media campaign delivery)
- Less Survivable Cancers Taskforce (media relations)
- Lightening Maths (communications consultancy)
- Lloyd Russell-Moyle MP (filming)
- Make It Last (media relations)
- National Association of Child Contact Centres (stakeholder relations)
- National Hedgerow Week (communications support)
- National Health Service – Add Wellbeing (communications planning and support)
- National Health Service – National Workforce Skills Development Unit (communications delivery and support)
- Nourish Scotland (media training)
- One Plus One (audio content creation)

- Optima Care (communications support)
- Palms Row Health Care (communications advice and delivery)
- QED (communications around housing developments to tackle homelessness)
- QED (Sea Lanes, Brighton)
- Real Group (communications support)
- Relish (communications and marketing support)
- Road Safety Trust (communications support)
- Royal National College for the Blind (communications support)
- Sheffield Care Association (communications and digital delivery)
- Social Care Heroes (communications consultancy and co-ordination)
- SocialBox.Biz (communications advice and media relations)
- Social Enterprise Scotland (media relations)
- Social Enterprise UK (training)
- Staff Networks (communications support)
- Stagetext (media relations)
- Scottish Association of Social Workers (public affairs advice)
- Social Workers Union (public affairs, campaigns and media relations)
- Social Workers Union (Austerity Action Group communications support)
- The Big Issue (campaign planning and delivery)
- TIN (communications advice and support)
- United World Colleges (communications advice and media relations)
- UWC Atlantic (communications support)
- Unite The Union (campaign support)
- WonkHE (social media and event support)
- WorldSkills Europe (social media support)

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



Cost of sale		£304,028
Members Fees and Expenses	£186,154	
Administrative Expenses, Client Expenses and Business Development	£71,616	
Direct staff costs, Pensions, NI & directors salaries	£46,258	
Tax on Profit of Ordinary Activities		£6,594
Remaining balance		£30,094
Reserves		£8,000
Donation to The Rooftop News CIC		£16,000
Transfer to social purpose fund for 2020/21		£6,000

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 a year) 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 **twelve** of the [United Nation's Sustainable Development Goals](#).

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 **0.5%** (last year it was -2.42%). An action plan will be developed if it exceeds +/- 5%. Our Ethnicity Pay Gap is calculated but not published as it would reveal personal financial information.

In addition to helping bring about positive change in society through the 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
- Organisations continue to use our [Freedom To Campaign Guide](#)
- Continued to support [The Rooftop News CIC](#)
- Signatory to and communications support for Charities Against Hate campaign
- Corporate Partner of Charity Comms
- Delivered pro-bono training for membership bodies such as Social Enterprise UK and provided 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
- Employed Kickstarters through the Government scheme to help those on Universal Credit gain employment experience
- Assessed campaign apprentices
- Supported 1,000 Black Boys – a social enterprise to empower black boys and young men through pro-bono support

We also ensure we use social enterprises, charities and community businesses in our supply chain wherever possible. We also worked with the PRCA to develop a [social impact suppliers directory for the marketing industry](#).

In 2020/21, we supported the following organisations:

- Charity Comms, membership
- Impact Hub Islington, office services
- Living Wage Foundation, membership
- Melting Pot, office services
- Sapio Research, research services
- Social Enterprise Scotland, membership
- Social Enterprise UK, membership