

2021/22 SUMMARY OF ACTIVITY

AT A GLANCE

	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Income	198k	360k	310k	327k	341k	438k
Investment to social purpose fund	7k	17k	9k	9k	22k	5k
Number of Members	17	20	20	21	18	19
Campaigns delivered	21	34	30	32	47	47

INCOME

£438,107 (+28.5%)

Clients (purpose of work):

- Allergy UK (research and communications consultancy)
- British Liver Trust (media relations)
- Carnegie UK (media relations and communications support)
- Centre to End All Sexual Exploitation (media relations)
- Crohn's and Colitis UK (media relations)
- Canal & River Trust (event strategy, newsletter and social media content)
- Disasters Emergency Committee (social media and fundraiser engagement)
- 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)
- European Parliament Liaison Office (media relations advice)*
- Guides Scotland (media relations)
- GUTS UK (media relations and digital communications support)
- Hestia (interim communications role cover)
- International Menopause Society (media and social media campaign delivery)
- Less Survivable Cancers Taskforce (media relations)
- Lloyd Russell-Moyle MP (article drafting)
- Melanoma Focus (media relations)
- Mums For Lungs (messaging, strategy and media training)
- National Health Service – Add Wellbeing (communications planning and support)
- National Health Service – National Workforce Skills Development Unit (communications delivery and support)
- Optima Care (communications support)
- Palms Row Health Care (communications advice and delivery)
- QED (communications around housing developments to tackle homelessness)
- QED (Sea Lanes, Brighton)

- Rare Autoimmune Rheumatic Disease Association (media relations)
- Road Safety Trust (communications support)
- School for Social Entrepreneurs (training)
- Scottish Environmental Design Association (media relations and social media)
- Sickle Cell Society (media relations and digital communications support)
- Social Care Heroes (communications consultancy and co-ordination)
- SocialBox.Biz (communications advice and media relations)
- Stagertext (media relations)
- Social Workers Union (public affairs, campaigns and media relations. Including support for various individual campaigns via the SWU Campaign Fund)
- Social Workers Union (Austerity Action Group communications support)
- The Big Issue (campaign planning and delivery)
- Uplift (Warm This Winter campaign support)
- United World Colleges (communications advice and media relations)
- UWC Atlantic (media relations, social media and communications support)
- WorldSkills Europe (marketing and communications support)
- Young Ealing Foundation (communications advice)
- Youth Futures Foundation (coaching)

COST OF ACTIVITY

£431,931

Members Fees and Expenses £317,796

Administrative Expenses, Client Expenses and Business Development £43,341

Direct staff costs, Pensions, NI & directors salaries £70,794

Tax on Profit of Ordinary Activities

£1,269

REMAINING BALANCE DISTRIBUTION

Remaining balance

£4,907

Reserves

£12,000

Donation to The Rooftop News CIC

£In kind support

Transfer to social purpose fund for 2020/21

£4,907

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 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 **0.4%** (2020/21, 0.5%, 2019/20 -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.
- Delivered pro bono coaching workshops to support people wanting to step into leadership roles within the not-for-profit sector and other workplace challenges

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

In 2020/21, we also 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