

Mermaids

Report and financial statements
For the year ended March 31st 2020

Mermaids
Reference and administrative information
for the year ended 31st March 2020

Charity number 1160575

Registered office and operational address Suite 4, Tarn House, 77 High Street, Yeadon, Leeds, LS19 7SP

Trustees Trustees who served during the year and up to the date of this report were as follows:

Alex Feis-Bryce	
Belinda Bell	
Paul Devlin	
Stephen Ellis	Treasurer
Anna Chivers	Trustee until August 2019
Anthony James	Trustee until December 2019
Deborah C	Trustee until May 2019

Key management personnel	Susie Green	Chief Executive
	Andy West	Communications Manager
	Jan Sampson	Training and Local Groups Manager
	Krystyna Hebb	Helpline Manager
	Kate Armstrong	Events and Volunteer Manager
	Lui Asquith	Legal Caseworker
	Matt Moore	Corporate Fundraising Manager
	Rosanna Andrews	Fundraising Manager

Bankers Charities Aid Foundation Bank
Kings Hill, West Malling, Kent ME19 4TA

Independent Catherine Hall FCCA DChA

Examiner Slade & Cooper Limited
Greenfish Resource Centre, 46-50 Oldham St, Manchester, M4 1LE

Mermaids

Trustees' annual report

for the year ended March 31st 2020

The trustees present their report and the unaudited financial statements for the year ended March 31st 2020.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the charity's constitution and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

Mermaids overarching aim is to create a world where transgender and gender diverse children and young people can be themselves and thrive; to this end, our goal is to relieve the mental and emotional stress of all those aged 19 years and under who are gender variant, as well as to promote education and awareness. Measured outcomes (anonymous service user survey) are reduction of isolation and loneliness, reduction of distress, and increased confidence and ability to cope.

The long-term aim of Mermaids is not to be needed. For this to happen, there needs to be a major step change in society in general. Mermaids promotes education and awareness, and lobbies for change in partnership with other organisations. We offer information, support, friendship and shared experiences to young people and their families, as well as providing some local and national opportunities to meet others.

Our focus in Embrace and Empower is on embracing, supporting, empowering, welcoming, encouraging, celebrating, equipping and enabling transgender and gender diverse young people and their families and involving them in a community.

Our focus in Educate is not to try to change the minds of those who take entrenched positions, but to raise awareness, and inform:

- transgender and gender diverse young people and their families – about their rights, choices, access to services and support
- the wider public, GPs, healthcare and education professionals, employers and all other organisations and professionals engaged with trans youth about the needs and rights of transgender and gender diverse young people
- Policy makers and Government about the barriers faced by our service users and the need for systemic change

Our Overarching Principles

- We will campaign, but only positively championing, not denigrating or attacking people or organisations. Our aim in campaigning is to illuminate; share good practices, highlight positive case studies, and raise awareness
- We want to continue providing direct support to our service users, including but not restricted to the helpline, email and online chat, local and national opportunities to meet, giving information and access to a community to reduce isolation
- We want to engage in intelligent, informed debate to advocate for system change
- We are not a funding body, and do not offer funds to people, but will provide support to attend Mermaids events for service users when appropriate

Mermaids
Trustees' annual report
for the year ended March 31st 2020

Activities

Helpline, email, web chat information and support service: During this financial year 19 volunteers stepped down from volunteering, which aligns with the expectation that volunteers commit to a 2-year pattern. We also lost 2 volunteers who applied for advertised posts and took up paid roles with the charity during this period, which is very positive. Due to the drop in volunteer numbers we hit a low in January and February 2020 with volunteer hours dipping to 139 and 105 hours a month, respectively. We delivered 3 helpline training sessions during the financial year 2019/20 for 32 people. Of these 20 have taken up an active role on the helpline, 6 are still in the process of coming on board but due to COVID-19 this has been slightly delayed. 2 have had to take a temporary step back due to personal reasons and 4 did not progress from attending the training. This means that as of the end of 2019/20 we had an active volunteer base of 31. Of these active volunteers 7 have been with us for over 14 months and another 4 have been with the charity for over 3 years. There are currently 30 volunteer applications in progress for the helpline service which will be actioned and taken forward to training, subject to interviews/references. During the 18/19 financial year, volunteer numbers for this service equalled 33.

Managed by our Helpline Manager and Operator, these volunteers are often the first point of contact for a young person in crisis or their families. In some cases, the volunteers may be the first person a transgender young person has ever confided in. Volunteers provide information and answers to questions and will signpost young people and families for further support. If appropriate, they will be directed to our online support forums. Additionally, professionals also use this service to request support for young people undergoing medical and/or social transition and their families. This service is delivered by 4 fulltime staff members, our Helpline Manager, Helpline Supervisor and 2 Helpline Operators, supporting our team of volunteers between the hours of 9am and 9pm Monday to Friday. From the beginning of February 2020, we have extended our web chat service, which was introduced in January 2018 from 6p to 9pm, to cover every weekday from 9am to 9pm, with great success.

Parents and teens online forums: The parents and teens forums provide peer support, reducing isolation and loneliness, as well as access to others who are in a similar position, or have dealt with this in the past. This service is managed by the Helpline Manager and staffed by the helpline team and volunteers to run the necessary security checks and monitor online activity, including worrying content around self-harm and suicide. They are on hand to deal with disruptive or negative language, but also respond if individual help is required on specific circumstances – ie. name change, pronoun change, difficulties with school or other services. Information on local groups is made available to all members of the forums, and the residential weekends are also publicised on the groups as they are for members only.

Residential weekends: We run residential weekends around the UK. Families and teens over 16 attend, and they must be members of Mermaids, having undergone checks. One of our main aims for the weekends is to educate both young people and their families, so they can deal with all manner of difficulties that arise from their trans status. We have found that professionals from all areas are almost always ignorant of the rights of trans children and young people, and prejudice is rife. Our speakers are not only there to show that being trans is something to be celebrated, but to empower and enable families and young people to access the best care possible in all aspects, and on occasion to challenge and secure better services. Each residential weekend caters to a maximum of 100 people and are a loved and oversubscribed part of our service delivery. Our Events and Volunteer Manager delivers the residential weekends, in conjunction with other staff members support, and a team of volunteers.

Local support groups: We have established local support groups in 10 locations nationwide. We want to expand our local groups to cover more of the country and have secured a National Community Lottery Fund to deliver an additional 45 groups nationwide over the course of the next 4 years. The local groups are managed by our Training and Local Groups Manager, working with staff members to deliver this project.

Training: Mermaids delivers training into schools, the NHS, and other organisations such as fostering agencies and the police. We have also supported many schools to support a transitioning student. Our Training and Local Groups Manager is responsible for our training department and is looking to enhance/grow this part of our service delivery over the course of the next 4 years as part of the National Lottery Community Fund project. Mermaids provides effective and CPD accredited training into many organisations,

Mermaids

Trustees' annual report

for the year ended March 31st 2020

the income generated by these activities supplements training to support transgender young people when little or no budget is available, as is often the case in many schools. This year, we have delivered 137 sessions, this was lower than expected, due to the recruitment and training needs of new staff members into the team, and a complete revision of the training materials in order to gain CPD accreditation (achieved). Income was estimated for 2019/20 at around £40,000. In practice, partly due to the need to revise all materials and induct staff, income was £35,250. At the end of 2019/20, we had already begun planning for the delivery of virtual training and expect that to be a core offering for training in 2020/21. Due to COVID-19 restricting face to face access from the beginning of March 2020, we have moved to a virtual delivery model until we can resume face to face sessions, and this will be a part of our ongoing strategy moving forwards.

Events: There have been significant changes in the external environment that have impacted our approach to managing our services, particularly in consideration to the level of risk at events. Following the increasingly hostile transphobic social and media onslaught that we are currently experiencing we have altered our approach to how we safeguard young people. Thus, instead of targeting *more* events for our service users, our policy is to make our events *safer* for the young people. Even taking this into account, we have exceeded expectations. In 2019/20 Mermaids facilitated and/or attended 181 events nationwide, a significant increase from the 131 we attended in 2018/19. These ranged from small local Pride events, to events at Microsoft aimed at developing young people's access to technology and skills, to the biggest Pride in the UK, Pride in London. As well as staff participation, we actively encourage our service users and volunteers to take part, with specific events aimed at engaging vulnerable young people and giving them self-confidence and an opportunity to learn new skills. The number of young people that we have supported at events has increased to 192 in 2019. From mid March 2020, COVID-19 interrupted all our face to face events including residential weekends and Pride attendance, and we are looking at ways to deliver virtual events moving forward until we can deliver our face to face offerings.

Lobbying and Advocacy: Mermaids has increasingly worked to address misconceptions and advocated for the benefit of trans young people and their families. Mermaids liaises with national and local media, to promote awareness and understanding, and attends as many policy-making meetings as possible.

Mermaids also attends events across the country to raise awareness, including supporter events in addition to speaking at conferences, working closely with the Equality and Human Rights Commission, Department of Education and Government Equalities Office, and has links to other charities working to support transgender children and young people.

Legal Support and Policy: Many difficulties often faced by our service users are of a legal nature; our service users are still too often the victim of prejudice, discrimination, misconduct as well as at the heart of a familial legal battles. Considering this, Mermaids applied for and was successful in obtaining a grant from the Tudor Trust of £94,000 (paid in two instalments of £47,000 subject to certain criteria having been achieved), with the establishment of an in-house legal support service. The grant covers a period of 24 months, with the first instalment having been deemed a pilot year. Upon the review of Mermaids' year 1 report, we were granted the second-year funding which covered the role of legal support and case worker up to 30 June 2020 (inclusive). The first 24 months of the legal service illustrates the need for this service, with the demand for the service having **increased by 187%** in the first year from 47 enquiries to 135. The nature of enquiries were as follows: Education 43%; Family 11%; Healthcare 16%; Housing 2%; ID 9%; Public law (excluding healthcare & education) 7%; Immigration 2%; Employment 3%; Hate Crime 2%; Data Protection 2%; Legal Gender Recognition 2% and Media 1%.

This demand stayed constant with a slight increase in 2019/2020 with the service having dealt with **140 case files over the course of the year**. This averages out to be approximately 3 new cases a week. The trajectory projected before the Covid-19 lockdown was implemented within the UK in March 2020 suggested the demand on the service in 2019/2020 was to be significantly higher than the 2018/2019 year of service. However, the lockdown resulted in a drop in demand, which has been seen by legal services around the country. This is thought to be because individuals are unable to find 'private spaces' to make sensitive calls.

Mermaids also works on public policy and has increasingly worked to address misconceptions and advocated for the benefit of transgender young people and their families. Mermaids liaises with national and local media, to promote awareness and

Mermaids

Trustees' annual report

for the year ended March 31st 2020

understanding, and attends as many policy-making meetings as possible. Its main areas of policy include: healthcare (and access to it), legal gender recognition, hate crime; bullying/harassment and education.

Mermaids has been working closely with stakeholders around the country to build networks specifically focused on children and human rights. The department has made submission to five public consultations on various issues and continued to build up relationships with the Equality and Human Rights Commission and government departments.

Research: As part of our work, we have employed a researcher to develop projects to collect data on a number of different topics, all of which will add to the information that we have on key areas of transgender people's lives and the struggles they face. Topics we are currently pursuing are:

Parental Support: This research aims to investigate the variables which act as predictors of parental support in response to a child's disclosure of a trans identity. The research will commence with a cross-sectional survey, before progressing into a longitudinal study, which we intend to conduct over several years. We are working with researchers from the University of Nottingham and Nottingham Trent University.

GP Support: This research aims to investigate the experiences of trans children, young people and their families when visiting GP's for support with gender identity. This is a large-scale cross-sectional survey supported using focus groups. We are partnering with De Montfort University for this work.

Working collaboratively with other researchers/organisations: We are working collaboratively with several researchers on various research projects. The research projects which we endeavour to support are selected on the basis that they address the issues most important and relevant to our service users, whilst also being constructed in a manner that allows for significant impact. Some of the academic institutions with which we are working closely are Goldsmiths, Bristol, Southampton, Sussex, and Nottingham. We are also working closely with several similar charities, predominantly in our work with the Trans Learning Partnership (TLP), with whom we have recently applied for research funding. We are also named collaborators on a Canadian research funding bid for a longitudinal international study. Building strong links with the community of researchers in this field of study is beneficial not only to Mermaids own research, but this collaborative working style will ultimately improve the quality and impact of trans research more generally.

Fundraising: Targets for fundraising were always conservative, due to the often-challenging environment we have found ourselves in. However, as with 2018/19, 2019/20 has exceeded management forecasts. During the course of this year Mermaids has faced major challenges including the continuing media onslaught against charities supporting transgender children and young people, alongside other organisations that have been targeted in the same field, and the medical professionals involved in their care. Our Fundraising Manager has worked diligently with our supporters and fundraisers, to demonstrate our heartfelt gratitude for their efforts and passion for the work that Mermaids does. In 2019 we hired a Corporate Fundraising Manager to work with corporates and other partners. The fundraising team work closely together to ensure the best journey for all our supporters. The team is excited about the implementation of a CRM system to better steward potential corporate donors and developing partnerships.

Starbucks & Channel 4 Partnership: Most of the corporate fundraising's resource was committed towards a TV and digital advertising campaign partnership with Starbucks for their winning entry to the 2019 Channel 4 Diversity and Inclusion Award. The advertising campaign, #WhatsYourName, ran during February and March. The partnership also included support from Mermaids with casting, staff training and the development of inclusive gender identity and expression policies for Starbucks staff.

The advert follows a young trans man as they go about their day to day life where we see them being repeatedly confronted with their birth name, Jemma. The advert ends in Starbucks as they proudly order a coffee with their new name, James, and it is written on the iconic cup. The campaign was supported by four 'moving portraits' with trans people talking about how they chose their name. These were promoted in store and online. Funds were raised for [Mermaids](#) via the sale of a special edition mermaid tail cookie with 50p of each sale being donated. Starbucks committed to a minimum overall donation of £100,000 which will be paid in April 2020.

Mermaids

Trustees' annual report

for the year ended March 31st 2020

Other Notable Corporate Activities: [Hunter Boot Pride](#) campaign, [Microsoft Pride](#) and [Trans In The City](#) fundraiser for Trans Day Of Remembrance.

Comms and Media: It has been a significant year for Mermaids, with a full rebrand - inspired by services users and staff - coupled with the launch of a new website, streamlining the user experience for those seeking support and information. Charity messaging has also shifted, with a greater focus on positive, empowering, and punchy campaigns on social platforms, resulting in a significant increase in engagement. For example, our Twitter following has tripled, our Facebook likes have doubled and our new focus on Instagram content has seen our audience quadruple in only six months. The growth in our social media audience has led to an increase of 80% in web traffic.

The communications team has been working hard to professionalise its engagement with the media, building new relationships in the traditional press and creating an engaged and authoritative voice in the national conversation around gender issues. We will always speak, unflinchingly, as trans people and our allies, and we will not allow national discourse to take place without our presence.

In February 2020, Mermaids appeared on national television and across the UK in Starbucks coffee outlets, bringing millions of people to the Mermaids brand and helping us to position ourselves fully as the UK's foremost charity speaking for transgender and gender-diverse rights.

In early 2020, the world was hit by the COVID-19 outbreak, arriving in the UK in January 2020, although at that point, the impact was unknown. When the pandemic led to cancellation of face to face services and much needed personal contact, causing huge distress to many of our service users and increasing already-pronounced issues of isolation and anxiety, we responded immediately, leading the third sector in digital support, increasing our online streaming events, and growing the communications team to meet demand. Mermaids is now a respected, reasoned, and resolute voice in UK society, and we are proud to have built a brand which is fast becoming famous across the UK as the leading voice on transgender and gender-diverse issues.

Feedback: As part of our service delivery, we are constantly evaluating what we are doing and how we are doing it with our service users. We have an online survey that we invite service users to complete, plus we gather feedback from our residential weekends and participation at events to help develop and improve services and help us to focus on future priorities. The trustees review the aims, objectives, and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees' report analyses the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Following changes at the board, the trustees put in place a robust process to recruit new trustees for appointment at the start of the 19/20 year. Following this process, we have appointed 4 new members of the board, and are currently planning on further recruitment to add a minimum of 3 more trustees to help manage skill and diversity gaps and build resilience.

COVID-19: Towards the end of this accounting period, COVID-19 began to feature in news reports from across the world. The impact on current services and into the future is yet to be seen. Our delivery of all face to face services was postponed from the middle of March 2020. Opportunities to meet others has always been a vital part of our service delivery, and by the end of March 2020 we had planned virtual offerings for our service users to try to alleviate the impact on vulnerable young people and their families.

Mermaids
Trustees' annual report
for the year ended March 31st 2020

Achievements and performance

The charity's main activities focus on transgender and gender diverse children, young people, and their families, and to increase awareness and understanding of the same, and are undertaken to further Mermaids charitable purposes for the public benefit.

Our aims for 19/20 were to increase provision of direct services to deal with increased demand, with 80% of our focus on direct service delivery, and 20% on policy and advocacy work.

- helpline/email/chat service delivery was expected to rise by 20% based on 17/18 and 18/19 (actual 20.89%)
- increase parent and youth online groups membership, and increase security measures and safety
- increase the number of events, especially those with service user participation, and improve the processes and security around events to minimise risk
- improve training resource and apply for CPD accreditation
- continue to add to the volunteer pool across all departments, whilst reviewing processes
- increase support for families and young people impacted by discrimination with the legal support service
- look to strategic litigation to challenge discrimination and defend existing trans rights
- invest in comms and media engagement to strengthen Mermaids' position nationwide
- rebrand including a new website and donations platform
- increase incoming donations from voluntary and corporate sources including the Starbucks campaign

Helpline, email, and web chat service: This provides a summary of the increase in demand over the last 6 years, and the contacts made for each category.

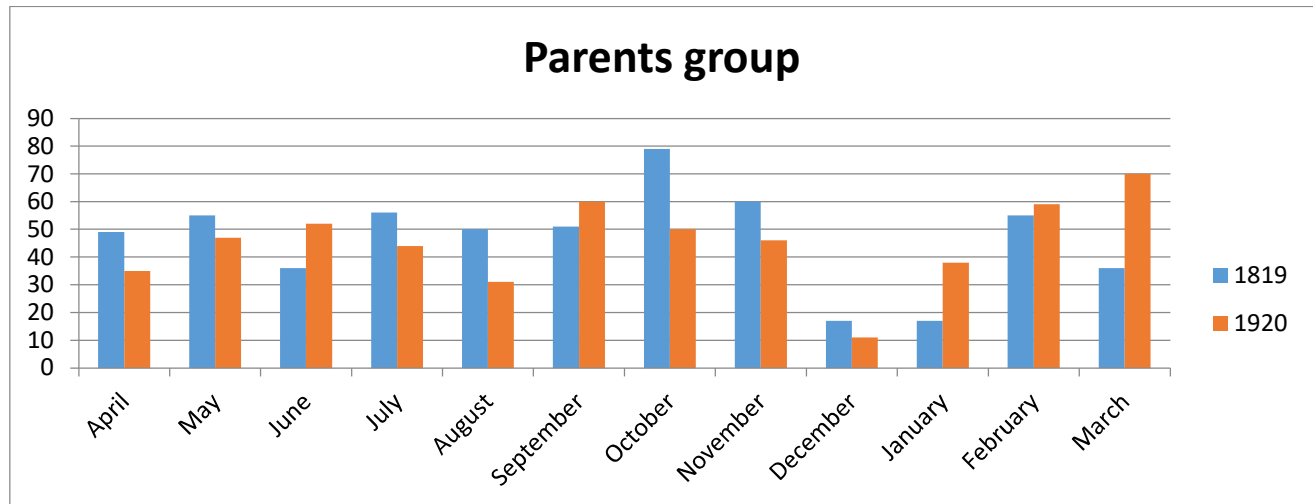
Year	Calls	Emails	Chats	Totals
2013/14	199	296	-	495
2014/15	563	772	-	1,335
2015/16	1,134	1,800	-	2,934
2016/17	1,709	2,227	-	3,936
2017/18	2,162	2,818	208	5,188
2018/19	3,497	5,566	639	9,702
2019/20	3,305	6,813	1,607	11,725

Mermaids
Trustees' annual report
for the year ended March 31st 2020

Online forums: This provides a summary of the groups' participation/growth over the last 2 years.

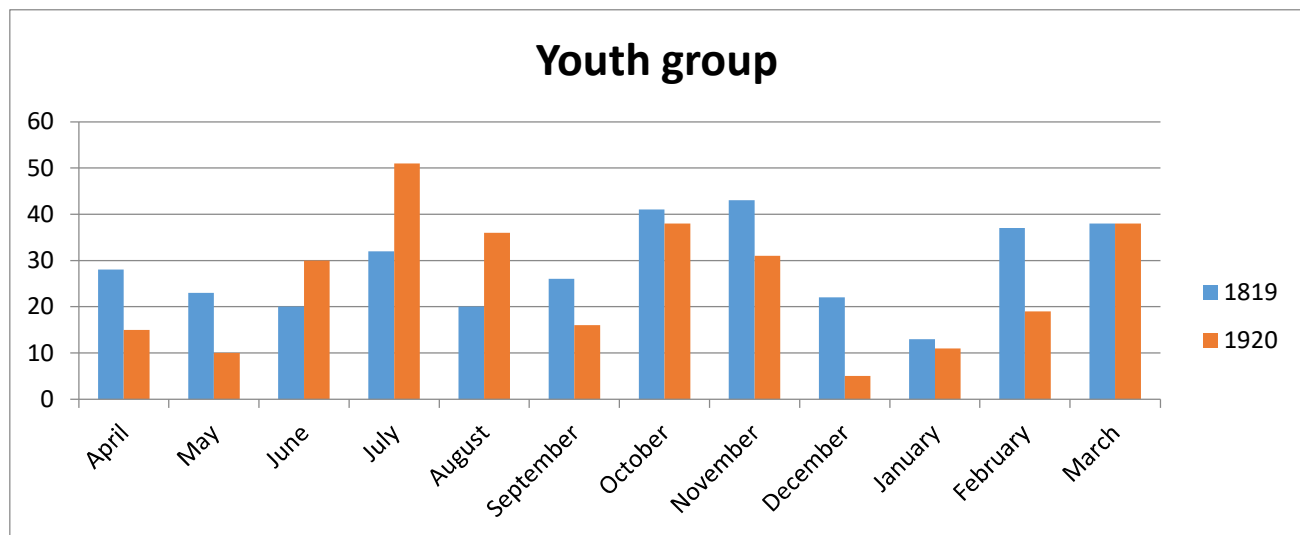
Parents Group

At the end of 2019/20 parent group membership stood at 1,905 (18/19: 1,517). The chart below shows the differences in numbers joining for the last 2 years.



Youth Group

At the end of 2019/20 youth group membership was 734 (18/19: 566). The chart below shows the differences in numbers joining for the last 2 years.



Mermaids
Trustees' annual report
for the year ended March 31st 2020

Beneficiaries of our services:

Parents of transgender and gender diverse children/teens. Mermaids supports parents of transgender and gender diverse young children up to the age of 19 (inclusive). Parents/carers of transgender and gender diverse children often feel isolated and ill equipped to help their children. Information is sparse and often incorrect or biased. Media representation of transgender children and young people are often prejudiced and ill informed, and support is minimal. Through raised visibility of the charity, parents can find information and support when needed, as well as providing access to peer support through online groups, meetings, and residential weekends.

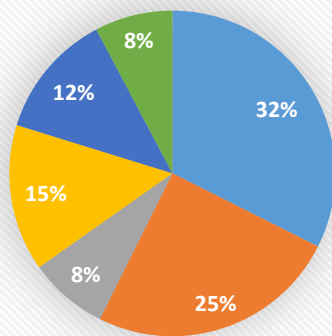
Transgender and gender diverse young people. As with parents, Mermaids also supports transgender and gender diverse young people. Although the internet is a huge source of information, much of it is incorrect or biased. Young people may not have family support and are an incredibly vulnerable minority. Our helpline/email/chat service and online peer support groups are a lifeline for young people feeling isolated and lost.

Professionals supporting transgender and gender diverse young people. Mermaids currently offers information and support directly through the helpline/email/chat service, alongside materials on the website for professionals who work supporting young people. We also deliver trans-inclusive diversity training to schools, youth groups, medical professionals, and other organisations. Adding services and extending our training capacity is a key part of the business plan to enable us to expand the number of professionals committed to supporting transgender children and young people appropriately.

Mermaids
Trustees' annual report
for the year ended March 31st 2020

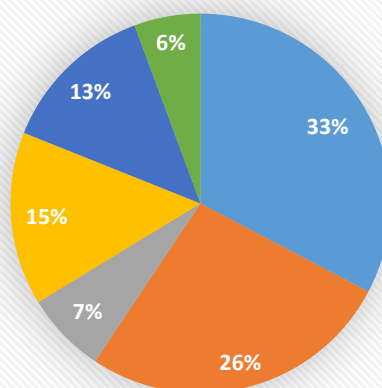
Results for online survey participants 2019/20:

**Reduction of isolation and loneliness
480 participants**



- Yes, Mermaids support has made a huge/significant difference
- Yes, Mermaids support has begun to make some difference
- No, Mermaids support has not made any difference
- Answer on behalf of child or young person - Yes, Mermaids support has made a huge/significant difference
- Answer on behalf of child or young person - Yes, Mermaids support has begun to make some difference
- Answer on behalf of child or young person - No, Mermaids support has not made any difference

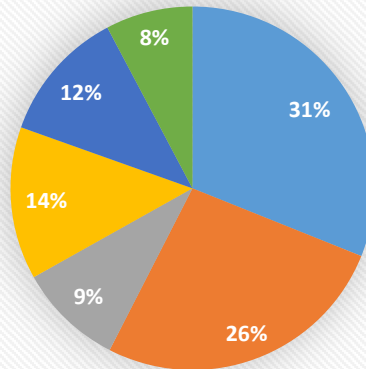
**Increased confidence & ability to cope
483 participants**



- Yes, Mermaids support has made a huge/significant difference
- Yes, Mermaids support has begun to make some difference
- No, Mermaids support has not made any difference
- Answer on behalf of child or young person - Yes, Mermaids support has made a huge/significant difference
- Answer on behalf of child or young person - Yes, Mermaids support has begun to make some difference
- Answer on behalf of child or young person - No, Mermaids support has not made any difference

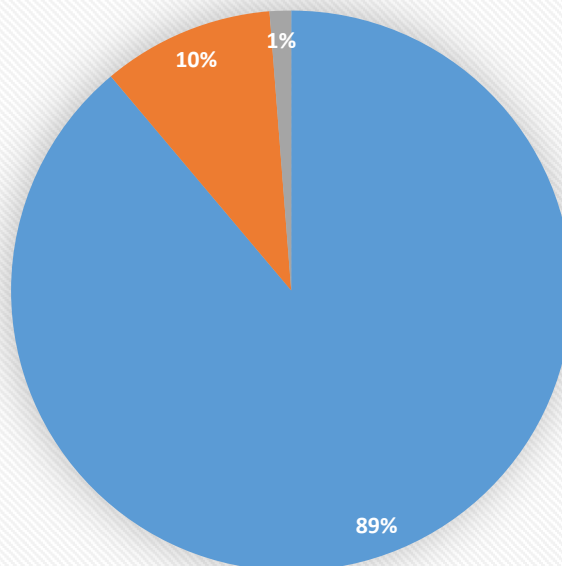
Mermaids
Trustees' annual report
for the year ended March 31st 2020

**Reduction of distress
483 participants**



- Yes, Mermaids support has made a huge/significant difference
- Yes, Mermaids support has begun to make some difference
- No, Mermaids support has not made any difference
- Answer on behalf of child or young person - Yes, Mermaids support has made a huge/significant difference
- Answer on behalf of child or young person - Yes, Mermaids support has begun to make some difference
- Answer on behalf of child or young person - No, Mermaids support has not made any difference

**How has your experience with Mermaids been overall?
485 participants**



- Positive
- Neutral
- Negative

Mermaids
Trustees' annual report
for the year ended March 31st 2020

Some of the comments gathered from our 19/20 online survey:

- Mermaids has been such a help for us. Peer support with no judgement and information that is practical and allows us to support our child
- Without Mermaids we would be a wreck. I was totally lost and confused, and their support has been invaluable when nobody else is there. CAMHS did little and Tavi just more pain, through Mermaids I have learnt acceptance, love and a family of friends going through the same and we all hold each other when needed. I love my Mermaids family with all my heart, they are precious to so many, when there is NO ONE ELSE
- Yes. You are amazing. I don't know how you all do it, every day, in this climate of hate
- I don't know what I would do if it were not for this organisation being out there, taking a stand. I fear for you all and hope you all are taking good care of your mental health and not letting this climate of hate affect you. Thank you
- I feel like this will help me deal with my emotions better when it comes to people being trans-phobic
- They were a lifeline to me when I did not know who to turn to
- Finding Mermaids at a time when I was completely lost felt like being thrown a lifeline when I was drowning! Being a part of the parent group, being able to share all my fears and knowing I wasn't alone is what got me through. I learnt how to cope and support my child at such a vulnerable time. I can never thank Mermaids enough
- You are wonderful! Thank you for fighting our corner
- Mermaids is an absolute lifeline for families like mine. The information and emotional support gained has been invaluable and my child is thriving because of this. Thank you!
- Thank you for being the lifeline I needed
- Your helpline service is invaluable. Having someone on the end of the phone who understands and doesn't judge is incredible and not something I have anywhere else in my life
- Your service has offered our family a way of empowering ourselves to deal with any negativity. We have had support from your legal case worker which we would not have got anywhere else
- Love love loved the residential experience please keep these going in Scotland. It's my only contact
- Simply lifesaving!
- Mermaids have been a huge support to me - the only place I've been able to turn for information and support from those going through the same
- Keep up the good work. Don't how I'd have coped without you
- Just say thank you for all you do for us, families and our kids!
- Keep up the FANTASTIC work you do for us
- You have made such a difference just knowing I'm not on my own dealing with this significant issue with my child.
- I was at the beginning of the journey and the end of my tether you are the light at the end of the tunnel a lifesaving service that changed our lives

Mermaids
Trustees' annual report
for the year ended March 31st 2020

Financial review

Mermaids is becoming increasingly well known for our work supporting families and young people and this has continued to result in substantial increases in donations throughout the year, and partnerships with organisations that wished to support our work. We know that we are very fortunate to be in this position, especially when considering the increased hostility towards transgender people in general, and specifically trans women, trans and transgender and gender diverse children, young people, and their families.

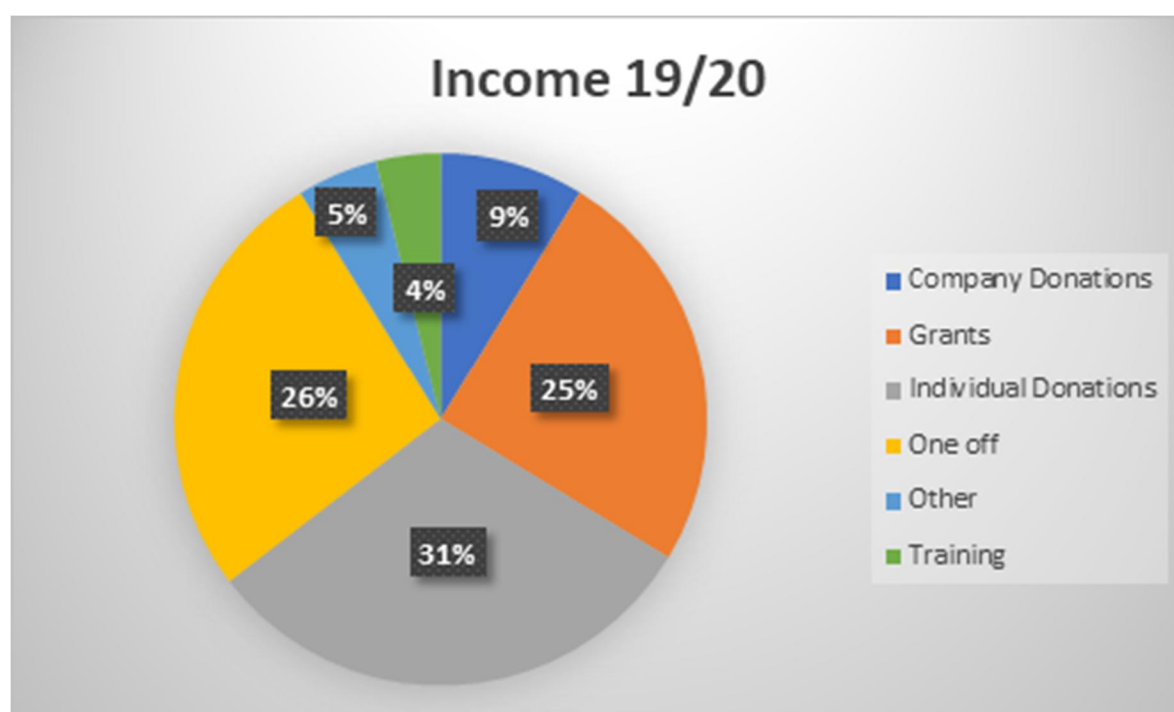
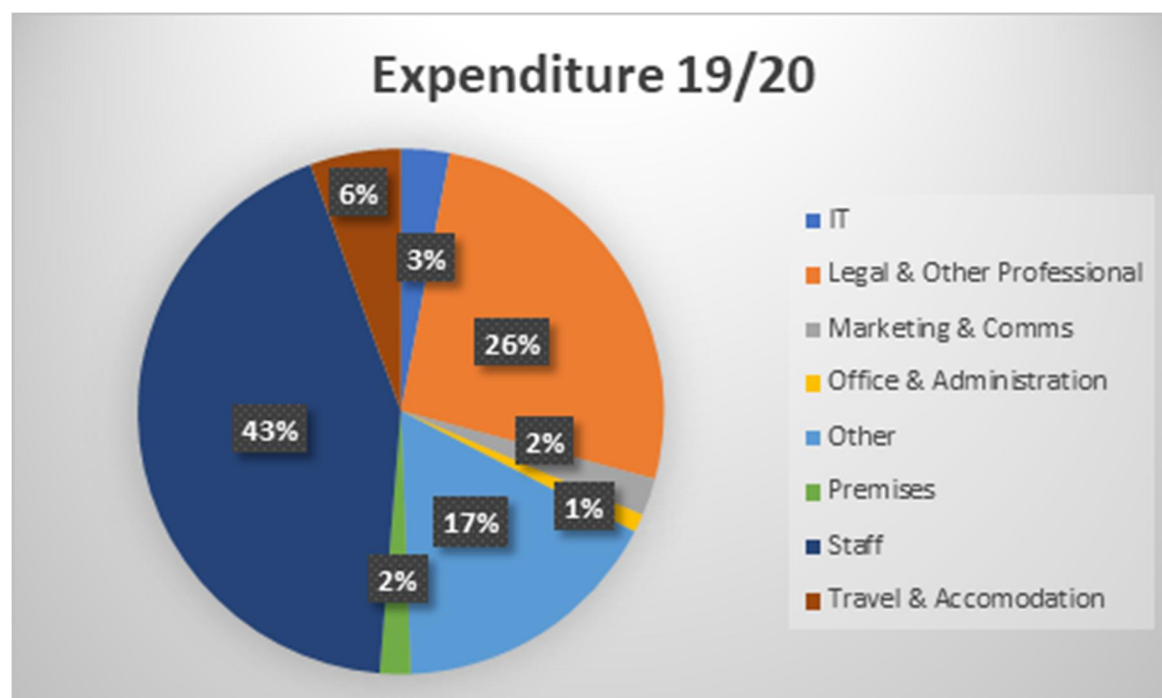
This left the charity in a strong position at the end of the financial year 2019/20. COVID-19 then placed us in a position of uncertainty, in common with many other charities, with the cancellation of in-person service delivery and subsequent reduction in our fee income. We are working hard to maintain the stability and sustainability of the charity whilst working in unprecedented times, supporting families struggling even more due to the restrictions of the pandemic.

Our income in 2016/17 was £127,922. In 2017/18 this had risen to £317,575 with £180,845 (55%) received from grants, £118,701 (40%) in company, individual and fundraising initiatives, and £17,158 (5%) from training and consultancy. In 2018/19 this position improved dramatically, with income of £715,326.00. The main source of income for Mermaids was voluntary donations at £482,088 (67%), followed by grants of £196,348.00 (27%), then training £30,202.00 (4%) and corporate donations £14,780.00 (2%).

In 2019/20 our income was £902,437, with company donations of £78,865.00 (9%), grants of £225,153.00 (25%) and individual donations of £278,479.00 (31%). Individual donations in 2019/20 have dropped from 18/19, this was based on the singular nature of the HBomber games stream in January 2019. Training was paused whilst we gained CPD accreditation and was £35,250.00 (4%) of our income. We were also in receipt of a sizeable bequest in this financial year of £240,143 (24%). We are looking to continue to invest in our training provision, local and national service delivery, and awareness raising and merchandise opportunities. We wish to diversify our income to ensure that we are not reliant on any one stream of income, recognising that COVID-19 is likely to impact us, and in fact all other charities, for some time to come. At the end of 19/20 Mermaids had total charity funds of £303,298 and of its assets £345,482 were cash and cash equivalents at the end of the year, resulting in a net expenditure before losses and impairments on investments of -£138,889 for the year.

Trustees are aware of the continuing criticism of Mermaids as an authority in transgender children's rights. We will continue to robustly defend our service users and their families and are very grateful for the support that we receive that enables us to do so.

Mermaids
Trustees' annual report
for the year ended March 31st 2020



Mermaids
Trustees' annual report
for the year ended March 31st 2020

Reserves policy

The Mermaids Reserves Policy is to maintain sufficient level of reserves to enable normal operating activities to continue over a period of up to 4 months should a shortfall in income occur, to take account of potential risks and contingencies or to take advantage of new opportunities.

For 2019/20, 4 months operational costs based upon total unrestricted funds needed for the year	£	263,376
---	---	---------

Plans for the future

As a general principle we will continue to focus on services, maintaining and improving them, including necessary growth to deal with demand. We are also looking at the impact of COVID-19 on services and moving towards virtual delivery of many of our usually face to face services. This is likely to continue. Our work on our core service delivery will continue, however we are committed to engaging more widely in changing the public perception of transgender youth and effecting change through our communications, legal work, research, and education.

We intend to examine our current organisational structure and improve areas in need of additional resource including systems, IT, finance, and admin. We are currently in the process of updating our business plan, with the assistance of Pilotlight, which will be published by the end of 2020, reviewed, and approved by trustees in line with the objectives and charitable purposes of Mermaids. We are entering a period of change as government reviews are expected to be published and potentially, trans rights rolled back. Our work within parliament is increasingly urgent, with the need to work across the sector to protect our service users' rights and defend their freedoms, and to ensure they are supported to live safely and with dignity.

We believe that transgender rights are the human rights issue of our time. Mermaids, and other organisations that support transgender people, are facing a backlash against the rights of this vulnerable minority, in much the same way that gay people were targeted a couple of decades ago. Many of the headlines are reminiscent of the moral 'outrage' of the rhetoric used against gay people, when framed within the acceptance and celebration of transgender rights. Our work is at the forefront, which attracts a level of hostility towards us, and any visible members of our team. This will not discourage us from continuing to represent children, young people, and their families. Whilst one of our aims is for Mermaids not to be needed in the future, this is not a short-term goal.

Structure, governance and management

Historically the appointment of trustees has come through word of mouth and known associates. In 2018 the board decided to amend this practice to a more structured interview process, engaging with a recruitment specialist to support with new trustee recruitment. Peridot Partners were appointed to help with the most recent recruitment of 4 additional trustees in May 2019, with ongoing focus on skills gaps within the board and an intention to appoint at least 2 more trustees in 2020.

Every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the Charitable Incorporated Organisation.

On induction, trustees will follow the following procedures;

Supplied all details to be added to the charity commission register

Receive a copy of the constitution and charity registration form

Receive a copy of the Code of Governance

Must be enhanced DBS cleared

Has completed safeguarding training with the NSPCC

Has completed a form to ensure they have declared all interests

Mermaids

Trustees' annual report

for the year ended March 31st 2020

Sign the trustee eligibility declaration form from .gov

Have a meeting with the CEO and the Chair to discuss current status of the charity, operational, financial, and governance.

Has a copy of the Code of Conduct.

Organisational Structure

Mermaids employs 21 staff members across all our services as of the 31st March 2020. We envisage that this may need to be reviewed in light of the COVID-19 pandemic and the changes to services and type of delivery.

The trustees meet at least once a quarter to discuss the on-going work delivered by the charity, and any developments and challenges faced. At the end of March 2020, the decision was made to increase these to monthly whilst the impact of the pandemic is being felt across the charitable sector.

Each meeting is attended by the CEO, Susie Green, who delivers a comprehensive report of the day to day progress and an overview of finances. The CEO makes the decisions on the operational work delivered, including handling finance decisions as indicated by relevant policies. At each meeting the priorities for the next period are determined and the CEO is trusted to deliver these. If anything of major concern comes up in-between meetings, the CEO makes the trustees aware and seeks guidance.

The organisation is a charitable incorporated organisation, registered as a charity on 20th February 2015 in England and Wales.

The charity is constituted under a constitution 1st November 2014. The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

Related parties and relationships with other organisations

Corporate partners. Corporate partners are important for the financial and practical support they offer Mermaids. Corporate involvement also helps endorse Mermaids as an established charity. Corporate partners need information so they can show that Mermaids is a credible charity, and one worth supporting. As part of the work we do, we make suggestions about how they can support Mermaids, along with clear contact details. Communicating affiliations with existing corporate partners helps establish credibility and gains additional support from other organisations through networking. Part of the new events post is to capitalise on existing contacts, to develop more, and increase corporate sponsorship and support. We are currently working with several corporate partners, including Lloyds, Barclays, NBC, and others, and are looking to extend this work in the future.

GIRES, Gendered Intelligence, Trans Equality Legal Initiative, Stonewall, All About Trans, Transmedia Watch, LGBT Consortium:

We are working with these groups to collaborate on issues affecting transgender people in society, to pull together a post/role to act as liaison between all the separate organisations and facilitate data and knowledge sharing. This is a new initiative; the LGBT Consortium will manage, with an initial pilot of 3 months to give enough basis for a funding bid to provide a part time post. The issues with so many organisations involved are equality of information and sharing, therefore transparency is needed. This will be reviewed every 6 months.

Goldsmiths and Nottingham Universities: Mermaids is working with the universities to identify potential areas for research to help develop supporting evidence. A pilot has identified a number of different areas to pursue but is reliant upon securing funding to be able to take forward.

Remuneration policy for key management personnel

Pay scales for the remuneration of senior staff are brought to the trustees by the CEO and are based on industry comparisons including NJC Pay scales. Staff are currently paid on a par with other organisations of the same size and scale. The decision of the remuneration for the CEO is decided by the board and reviewed annually.

Mermaids
Trustees' annual report
for the year ended March 31st 2020

Risk management

Trustees review the major risk register at least bi-annually, and the updated document is held on the shared drive. If a new risk is identified, then the register is reviewed as a matter of urgency and plans implemented to reduce/mitigate/accept the risk.

Funds held as custodian trustee on behalf of others

Not applicable.

Statement of responsibilities of the trustees

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the period and of its financial position at the end of the period. In preparing financial statements giving a true and fair view, the trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees' annual report has been approved by the trustees on 21/12/2020 and signed on their behalf by

Belinda Bell

Chair

Independent examiner's report
to the trustees of
Mermaids

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31st March 2020 which are set out on pages 19 to 40.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Catherine Hall FCCA DChA

Slade & Cooper Limited, Chartered Certified Accountants
Green Fish Resource Centre, 46-50 Oldham Street
Manchester, M4 1LE

Date 23rd December 2020

Mermaids
Statement of Financial Activities
(including Income and Expenditure account)
for the year ended 31 March 2020

	Note	Unrestricted funds £	Restricted funds £	Total funds 2020 £	Total funds 2019 £
Income from:					
Donations and legacies	3	666,107	-	666,107	522,688
Charitable activities:	4				
Helpline		-	2,000	2,000	43,125
Residential Weekend		-	10,000	10,000	30,000
Training		-	100,000	100,000	25,623
Raising Awareness		-	-	-	10,000
Campaigning and advocacy		-	47,000	47,000	47,000
Other trading activities	5	76,141	-	76,141	36,304
Investments	6	1,189	-	1,189	586
Total income		743,437	159,000	902,437	715,326
Expenditure on:					
Raising funds	7	41,486	-	41,486	-
Charitable activities:	-				
Helpline		124,254	12,781	137,035	122,279
Residential Weekend		135,287	19,887	155,174	40,113
Training		369,588	100,000	469,588	101,934
Raising Awareness		69,584	-	69,584	65,634
Campaigning and advocacy		137,126	31,333	168,459	76,738
Total expenditure		877,325	164,001	1,041,326	406,698
Net income/(expenditure) before net gains/(losses) on investments		(133,888)	(5,001)	(138,889)	308,628
Impairment of unlisted investments		(17,000)	-	(17,000)	-
Unrealised gains/(losses) on investments		(2,308)	-	(2,308)	79
Net income/(expenditure) for the year	10	(153,196)	(5,001)	(158,197)	308,707
Transfer between funds		-	-	-	-
Net movement in funds for the year		(153,196)	(5,001)	(158,197)	308,707
Reconciliation of funds					
Total funds brought forward		415,160	46,335	461,495	152,788
Total funds carried forward		261,964	41,334	303,298	461,495

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Mermaids
Balance sheet as at 31 March 2020

	Note	2020	2019
		£	£
Fixed assets			
Tangible assets	14	6,303	3,691
Investments	15	21,033	10,341
Total fixed assets		27,336	14,032
Current assets			
Debtors	16	28,339	29,394
Cash at bank and in hand	17	345,482	428,728
Total current assets		373,821	458,122
Liabilities			
Creditors: amounts falling due in less than one year	18	(97,859)	(10,659)
Net current assets		275,962	447,463
Total assets less current liabilities		303,298	461,495
Net assets		303,298	461,495
The funds of the charity:			
Restricted income funds	19	41,334	46,335
Unrestricted income funds	20	261,964	415,160
Total charity funds		303,298	461,495

The notes on pages 22 to 40 form part of these accounts.

Approved by the trustees on 21/12/2020 and signed on their behalf by:

Belinda Bell (Chair)

Mermaids
Statement of Cash Flows
for the year ending 31 March 2020

	Note	2020 £	2019 £
Cash provided by/(used in) operating activities	23	(49,855)	293,087
<i>Cash flows from investing activities:</i>			
Dividends, interest, and rents from investments		1,189	586
Purchase of tangible fixed assets		(4,580)	(3,934)
Purchase of investments		(30,000)	-
Cash provided by/(used in) investing activities		(33,391)	(3,348)
Increase/(decrease) in cash and cash equivalents in the year		(83,246)	289,739
Cash and cash equivalents at the beginning of the year		428,728	138,989
Cash and cash equivalents at the end of the year		345,482	428,728

Notes to the accounts for the year ended 31 March 2020

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), second edition - October 2019 (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 (as updated through Update Bulletin 1 published on 2 February 2016) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Mermaids meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b Preparation of the accounts on a going concern basis

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees have made no key judgments which have a significant effect on the accounts.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

Notes to the accounts for the year ended 31 March 2020 (continued)

c Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

d Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

Notes to the accounts for the year ended 31 March 2020 (continued)

f Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Expenditure on charitable activities includes the costs undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 8.

i Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

j Tangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Computer Equipment	25%
--------------------	-----

Notes to the accounts for the year ended 31 March 2020 (continued)

k Fixed asset investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Unquoted investments are shown in the Balance Sheet measured initially at cost and subsequently measured at fair value or cost less impairment. The impairment amount has been recognised on the basis of the value of the only third party offer the trustees have received for the shares. The statement of financial activities includes the net gains and losses arising on revaluation and disposals throughout the year.

The Charity does not acquire put options, derivatives or other complex financial instruments.

The main form of financial risk faced by the charity is that of volatility in equity markets and investment markets due to wider economic conditions, the attitude of investors to investment risk, and changes in sentiment concerning equities and within particular sectors or sub sectors.

l Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

m Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

n Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

o Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Notes to the accounts for the year ended 31 March 2020 (continued)

p Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 10. There were no outstanding contributions at the year end. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 8.

The money purchase plan is managed by the Peoples Pension and the plan invests the contributions made by the employee and employer in an investment fund to build up over the term of the plan a pension fund which is then converted into a pension upon the employee's normal retirement year age when eligible for a state pension. The trust has no liability beyond making its contributions and paying across the deductions for the employee's contributions. There were no contributions outstanding at the year-end.

2 Legal status of the charity

The charity is an charitable incorporated organisation, registered as a charity in England & Wales.

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2020 £
Donations	384,764	-	384,764
Legacies	240,143	-	240,143
Leathersellers	10,000	-	10,000
Henry Smith	31,200	-	31,200
	<hr/>	<hr/>	<hr/>
Total	666,107	-	666,107
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
	Unrestricted £	Restricted £	Total 2019 £
Donations	482,088	-	482,088
Henry Smith	30,600	-	30,600
Leathersellers	10,000	-	10,000
	<hr/>	<hr/>	<hr/>
Total	522,688	-	522,688
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

4 Income from charitable activities

Current reporting period	Unrestricted £	Restricted £	Total 2020 £
C & E Sykes	-	2,000	2,000
Subtotal for helpline	-	2,000	2,000
Youth Fund UK	-	10,000	10,000
Subtotal for Residential Weekend	-	10,000	10,000
Big Lottery	-	100,000	100,000
Subtotal for training	-	100,000	100,000
Tudor Trust	-	47,000	47,000
Subtotal for Campaigning and advocacy	-	47,000	47,000
Total	-	159,000	159,000
Previous reporting period	Unrestricted £	Restricted £	Total 2019 £
Children in Need	-	43,125	43,125
Subtotal for helpline	-	43,125	43,125
Paul Hamlyn Foundation	-	30,000	30,000
Subtotal for Residential Weekend	-	30,000	30,000
LGBT Consortium	-	25,623	25,623
Subtotal for training	-	25,623	25,623
Awards for all	-	10,000	10,000
Subtotal for Raising awareness	-	10,000	10,000
Tudor Trust	-	47,000	47,000
Subtotal for Campaigning and advocacy	-	47,000	47,000
Total	-	155,748	155,748

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

5 Income from other trading activities

	2020 £	2019 £
Merchandise Sales	3,044	1,175
Income from Training	35,030	30,202
Events income	2,557	-
Consultancy	35,510	4,927
	<hr/>	<hr/>
	76,141	36,304
	<hr/>	<hr/>

All income from other trading activities is unrestricted.

6 Investment income

	Unrestricted £	Restricted £	2020 £
Income from bank deposits	628	-	628
Dividends received	561	-	561
	<hr/>	<hr/>	<hr/>
	1,189	-	1,189
	<hr/>	<hr/>	<hr/>
<i>Previous reporting period</i>	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>2019</i> £
<i>Income from bank deposits</i>	48	-	48
<i>Dividends received</i>	538	-	538
	<hr/>	<hr/>	<hr/>
	586	-	586
	<hr/>	<hr/>	<hr/>

7 Cost of raising funds

	2020 £	2019 £
Staff costs	38,236	-
Fundraiser's fees	3,250	-
	<hr/>	<hr/>
	41,486	-
	<hr/>	<hr/>

All expenditure on cost of raising funds is unrestricted.

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

8 Analysis of expenditure on charitable activities

Current reporting period	Helpline	Residential Weekend	Training	Raising Awareness	Campaigning and advocacy	Total 2020
	£	£	£	£	£	£
Staff costs	62,442	-	20,284	-	-	82,726
Residential Expenses	-	-	-	-	-	-
Prides	-	-	-	4,128	-	4,128
Project Costs	-	53,558	6,583	-	-	60,141
Training Expenses	-	-	18,844	-	-	18,844
Miscellaneous Expenses	-	318	-	-	-	318
Bad Debts	-	-	-	-	-	-
Depreciation	1,968	-	-	-	-	1,968
Governance costs (see note 9)	65,457	65,456	65,456	65,456	-	261,825
Support costs (see note 9)	7,168	35,842	358,421	-	168,459	569,890
Total	137,035	155,174	469,588	69,584	168,459	999,840
Restricted	12,781	19,887	100,000	-	31,333	164,001
Unrestricted	124,254	135,287	369,588	69,584	137,126	835,839
Total	137,035	155,174	469,588	69,584	168,459	999,840

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

8 Analysis of expenditure on charitable activities continued

<i>Previous reporting period</i>	<i>Helpline</i>	<i>Residential Weekend</i>	<i>Training</i>	<i>Raising Awareness</i>	<i>Campaigning and advocacy</i>	<i>Total 2019</i>
	£	£	£	£	£	£
<i>Staff costs</i>	43,526	-	24,717	-	-	68,243
<i>Residential Expenses</i>	-	17,404	-	-	-	17,404
<i>Prides</i>	-	-	-	1,470	-	1,470
<i>Project Costs</i>	3,387	-	1,099	-	-	4,486
<i>Training Expenses</i>	-	-	13,578	-	-	13,578
<i>Miscellaneous Expenses</i>	-	1,166	-	-	-	1,166
<i>Bad Debts</i>	300	-	-	-	-	300
<i>Depreciation</i>	512	-	-	-	-	512
<i>Governance costs (see note 9)</i>	7,777	7,777	7,777	7,777	12,598	43,706
<i>Support costs (see note 9)</i>	66,777	13,766	54,763	56,387	64,140	255,833
Total	122,279	40,113	101,934	65,634	76,738	406,698
<i>Restricted</i>	32,344	40,113	25,623	10,013	31,333	139,426
<i>Unrestricted</i>	89,935	-	76,311	55,621	45,405	267,272
Total	122,279	40,113	101,934	65,634	76,738	406,698

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

9 Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Total 2020 £
Staff Costs	Project income	427,008	-	427,008
Other Staff Costs	Project income	4,009	-	4,009
Marketing and communication	Project income	23,056	-	23,056
IT Costs	Project income	29,839	-	29,839
Travel and Accommodation	Project income	55,996	-	55,996
Premises Costs	Project income	18,820	-	18,820
Office and Administration	Project income	11,162	-	11,162
Accountancy services	Governance	-	2,640	2,640
Legal and professional	Governance	-	259,185	259,185
		<hr/>	<hr/>	<hr/>
		569,890	261,825	831,715
		<hr/>	<hr/>	<hr/>

Mid-June 2019 Mermaids was made aware that information from internal communications was available online. Although the breach was quickly contained, this resulted in a front page story in a national newspaper. The need to inform those affected in a timely manner as well as addressing the reputational risk was urgent. Additionally it was clear that a thorough review of this incident plus interrogation of all other data processing functions within the charity was required. Mermaids took this incident very seriously and immediately sought professional advice on all aspects, including legal support and data consultancy. Thankfully Mermaids was in a financial position to invest in the best services available, to help secure the future of the organisation.

The exceptional costs from this incident are included in legal costs and amount to £158,029

Previous reporting period	<i>Basis of apportionment</i>	<i>Support £</i>	<i>Governance £</i>	<i>Total 2019 £</i>
<i>Staff Costs</i>		172,926	-	172,926
<i>Other Staff Costs</i>		5,300	-	5,300
<i>Marketing and communication</i>		6,461	-	6,461
<i>IT Costs</i>		17,224	-	17,224
<i>Travel and Accommodation</i>		40,001	-	40,001
<i>Premises Costs</i>		5,258	-	5,258
<i>Office and Administration</i>		8,663	-	8,663
<i>Accountancy services</i>	<i>Governance</i>	-	8,958	8,958
<i>Legal and professional</i>	<i>Governance</i>	-	34,748	34,748
		<hr/>	<hr/>	<hr/>
		255,833	43,706	299,539
		<hr/>	<hr/>	<hr/>

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

10 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2020 £	2019 £
Depreciation	1,968	512
Operating lease rentals:		
Property	15,500	-
Independent examiner's fee-Accountancy Services	1,700	1,700
Independent examiner's fee	500	500
	<hr/> <hr/>	<hr/> <hr/>

11 Staff costs

Staff costs during the year were as follows:

	2020 £	2019 £
Wages and salaries	471,145	211,269
Social security costs	39,916	17,836
Pension costs	29,389	12,064
Other staff Costs	7,520	-
	<hr/>	<hr/>
	547,970	241,169
	<hr/> <hr/>	<hr/> <hr/>

Allocated as follows:

Cost of raising funds	38,236	-
Charitable activities	82,726	68,243
Support costs	427,008	172,926
	<hr/>	<hr/>
	547,970	241,169
	<hr/> <hr/>	<hr/> <hr/>

No employees has employee benefits in excess of £60,000 (2019: Nil).

The average number of staff employed during the period was 17.66 (2019: 7).

The average full time equivalent number of staff employed during the period was 15.75 (2019: 7).

The key management personnel of the charity comprise the trustees, Chief Executive, Training & Local Groups Manager, Helpline Manager, Events & Volunteer Manager, Legal Caseworker and Fundraising Manager (2019: the trustees, Chief Executive, Training & Local Groups Manager, Helpline Manager, Events & Volunteer Manager, Legal Caseworker and Fundraising Manager)

The total employee benefits of the key management personnel of the charity were £244,873 (2019: £156,289).

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

12 Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2019: Nil).

One (2019:One) members of the management committee received travel and subsistence expenses during the year of £548 (2019:£390).

Aggregate donations from related parties were £nil (2019: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2019: nil).

13 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

14 Fixed assets: tangible assets

	Computer equipment £	Total £
Cost		
At 1 April 2019	4,284	4,284
Additions	4,580	4,580
Disposals	-	-
	<hr/>	<hr/>
At 31 March 2020	8,864	8,864
	<hr/>	<hr/>
Depreciation		
At 1 April 2019	593	593
Charge for the year	1,968	1,968
Disposals	-	-
	<hr/>	<hr/>
At 31 March 2020	2,561	2,561
	<hr/>	<hr/>
Net book value		
At 31 March 2020	6,303	6,303
	<hr/>	<hr/>
At 31 March 2019	3,691	3,691
	<hr/>	<hr/>

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

15 Investments

	2020 £	2019 £
Market value at the start of the year	10,341	10,262
Add: additions to investments at cost	30,000	-
Disposals at carrying value	-	-
Add net gain/(loss) on revaluation	(2,308)	79
Impairment of unlisted shares	(17,000)	-
	<hr/>	<hr/>
	21,033	10,341
Cash held by investment broker pending reinvestment	-	-
	<hr/>	<hr/>
Market value at the end of the year	21,033	10,341
	<hr/> <hr/>	<hr/> <hr/>
Investments at fair value comprised:		
M+G Charifund units	8,033	10,341
Unlisted Shares at cost less impairment comprised:		
Splicecon ordinary shares	13,000	-
	<hr/>	<hr/>
	21,033	10,341
	<hr/> <hr/>	<hr/> <hr/>

16 Debtors

	2020 £	2019 £
Grants receivable	-	10,781
Trade debtors	16,052	4,497
Other debtors	-	400
Prepayments and accrued income	12,287	13,716
	<hr/>	<hr/>
	28,339	29,394
	<hr/> <hr/>	<hr/> <hr/>

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

17 Cash at bank and in hand

	2020 £	2019 £
Short term deposits	301,680	201,052
Cash at bank and on hand	43,802	227,676
Other	-	-
	<hr/>	<hr/>
	345,482	428,728
	<hr/> <hr/>	<hr/> <hr/>

18 Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	7,098	5,279
Short term compensated absences (holiday pay)	3,200	2,075
Other creditors and accruals	87,561	3,305
	<hr/>	<hr/>
	97,859	10,659
	<hr/> <hr/>	<hr/> <hr/>

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

19 Analysis of movements in restricted funds

	Balance at 1 April 2019 £	Income £	Expenditure £	Transfers £	Balance at 31 March 2020 £
Children in Need	10,781	-	(10,781)	-	-
Paul Hamlyn	19,887	-	(19,887)	-	-
Youth Fund UK	-	10,000	-	-	10,000
C & E Sykes	-	2,000	(2,000)	-	-
National Lottery	-	100,000	(100,000)	-	-
Community Fund Tudor Trust	15,667	47,000	(31,333)	-	31,334
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total	46,335	159,000	(164,001)	-	41,334
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<i>Previous reporting period</i>	<i>Balance at 1 April 2018 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers £</i>	<i>Balance at 31 March 2019 £</i>
Children in Need	-	43,125	(32,344)	-	10,781
Paul Hamlyn	30,000	30,000	(40,113)	-	19,887
LGBT Consortium	-	25,623	(25,623)	-	-
Pride	13	-	(13)	-	-
Awards for All	-	10,000	(10,000)	-	-
Tudor Trust	-	47,000	(31,333)	-	15,667
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total	30,013	155,748	(139,426)	-	46,335
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

19 Analysis of movements in restricted funds (continued)

Name of

restricted fund

Description, nature and purposes of the fund

Children in Need- Funding for additional paid staff, some office costs and training expenses to enable growth of Mermaids services including running the helpline and training to provide information, advice and support for children and teenagers, their parents, carers or professionals involved in their care.

Paul Hamlyn Foundation- Funding a new volunteer and event manager role.

Youth Fund UK - Residential weekend funding.

C & E Sykes - Helpline Running Costs.

National Lottery Community Fund- staff salaries for development of local groups nationwide, training provision and a researcher post.

LGBT Consortium- Pays for part of the salary of the Training manager to deliver the DfE anti-HBT bullying training into schools.

Pride- Grant towards printing and fact sheet development costs.

Awards for all- Covers part of the costs for Pride events nationwide, including travel, pitch fees, postage arts and crafts materials.

Tudor Trust-Pays for the salaried post of a legal caseworker.

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

20 Analysis of movement in unrestricted funds

Current reporting period	Balance at 1 April 2019 £	Income £	Expenditure £	Transfers £	As at 31 March 2020 £
General fund	415,160	713,437	(879,633)	-	248,964
Unlisted investments	-	30,000	(17,000)	-	13,000
	<u>415,160</u>	<u>743,437</u>	<u>(896,633)</u>	<u>-</u>	<u>261,964</u>
Previous reporting period	Balance at 1 April 2018 £	Income £	Expenditure £	Transfers £	As at 31 March 2019 £
General fund	122,775	559,657	(267,272)	-	415,160
	<u>122,775</u>	<u>559,657</u>	<u>(267,272)</u>	<u>-</u>	<u>415,160</u>
Name of unrestricted fund	Description, nature and purposes of the fund				
General fund	The free reserves after allowing for all designated funds				
Unlisted investments	Represent the cost less impairment of unlisted shares				

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

21 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total £
Tangible fixed assets	6,303	-	-	6,303
Fixed asset investments	8,033	13,000	-	21,033
Net current assets/(liabilities)	234,628	-	41,334	275,962
	<hr/>	<hr/>	<hr/>	<hr/>
Total	248,964	13,000	41,334	303,298
	<hr/>	<hr/>	<hr/>	<hr/>
Previous reporting period	General fund £	Designated funds £	Restricted funds £	Total £
Tangible fixed assets	3,691	-	-	3,691
Fixed asset investments	10,341	-	-	10,341
Net current assets/(liabilities)	401,128	-	46,335	447,463
	<hr/>	<hr/>	<hr/>	<hr/>
Total	415,160	-	-	461,495
	<hr/>	<hr/>	<hr/>	<hr/>

22 Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is

	Property		Equipment	
	2020 £	2019 £	2020 £	2019 £
Less than one year	12,550	-	-	-
One to five years	-	-	-	-
Over five years	-	-	-	-
	<hr/>	<hr/>	<hr/>	<hr/>
	12,550	-	-	-
	<hr/>	<hr/>	<hr/>	<hr/>

Mermaids

Notes to the accounts for the year ended 31 March 2020 (continued)

23 Reconciliation of net movement in funds to net cash flow from operating activities

	2020 £	2019 £
Net income/(expenditure) for the year	(158,197)	308,707
Adjustments for:		
Depreciation charge	1,968	512
Loss/(profit) on sale of fixed assets	-	-
(Gains)/losses on investments	19,308	(79)
Dividends, interest and rents from investments	(1,189)	(586)
Decrease/(increase) in stock	-	-
Decrease/(increase) in debtors	1,055	(26,126)
Increase/(decrease) in creditors	87,200	10,659
	<hr/>	<hr/>
Net cash provided by/(used in) operating	(49,855)	293,087
	<hr/> <hr/>	<hr/> <hr/>