

Registered charity number
1152359

Advocacy Now
(formerly Advocacy for Older People in Greenwich)

Report and Accounts

31 March 2020

Advocacy Now
Report and accounts
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Advocacy Now
Trustees' Annual Report for the period ended 31 March 2020

The Management Committee present its annual report and the financial statements for the period ended 31 March 2020.

Reference and Administration Information

Principal address:

2A Sidcup Hill
Sidcup
Kent
DA14 6HH

Registered Charity Number:

1152359

Trustees

Ms Freda Kelly (Chair)
Mr Tom Reddington (Treasurer)
Mr Graham Ross (Vice Chair to 4/1/20)
Mr Simon Rouse
Mr Brian Tan
Mr Stephen Stembalski
Mr. John Barrett

Senior Officer

Mrs Regine Aston

Independent examiners

Michael Adamson and Co
21 The Drive
Hullbridge
Hockley
Essex
SS5 6LZ

Bankers

CAF Bank
25 Kings Hill Avenue
West Malling, Kent ME19 4JQ

Advocacy Now
Registered charity number 1152359

Structure, Governance and Management

Advocacy Now, previously known as Advocacy for Older People in Greenwich, is a Charitable Incorporated Organisation governed by its constitution dated 26 April 2018.

The Trustees are elected annually by the membership at a properly convened meeting of the Charity trustees. There must be at least six trustees and a maximum of ten.

All Trustees attend advocacy training and receive a comprehensive pack which includes the Charity's accounts and constitution; its policies, including the confidentiality policy, conflict of interest policy, disciplinary and grievance procedures, complaints procedures and details of the Charity's policy on diversity.

Objectives and Activities

The Objects of the Charity are to relieve and assist those in need by reason of age, disability or other disadvantage in South East England for the public benefit. In particular, but without limitation, by:

- a) Providing advocacy support, improving quality of life and enabling people to assert their rights;
- b) Promoting the rights of those who are vulnerable or at a social disadvantage, enabling them to participate in decisions about their future;
- c) Providing support, information and training to those who feel marginalised and isolated from mainstream society.

The Charity undertakes the following activities for the public benefit in relation to the above objectives:

- We provide one to one advocacy to vulnerable and isolated people aged over 18 and who live in their own homes, sheltered accommodation, in residential care or in hospital.
- We offer support on a wide range of issues, including accessing statutory services, making complaints, getting changes to care packages or adaptations, financial issues and housing problems.
- We recruit, train and support an increasing number of volunteers from the local community and match them in one to one citizen advocacy partnerships with older people.
- We promote the rights of people by helping them to overcome discrimination, to participate in decisions about their future and to maintain their independence.
- We work with all sections of the community, on average 40% of our service users are from minority ethnic communities and face added barriers in accessing statutory services or are not eligible for such services. At least 85% of our service users on average have disabilities, dementia or mental health problems.

The Charity provides reports on the aims and outcomes of its activities to all its funders, on a , six monthly or annual basis and also compiles statistics on these activities and outcomes for its annual report. These reports show the public benefits of its work in offering free advocacy to vulnerable people.

In stating the above, the trustees have had regard to the guidance issued by the Charity Commission on public benefit.

Achievements and Performance

Throughout 2019/20 our Advocacy Connect project, funded by Big Lottery, worked with over 250 of the 450 individuals in acute need we helped overall.

We provided support with benefits and finances, housing, transport and mobility issues, care and support, safeguarding and abuse and other issues of concern to our clients. We have actively recruited 15 Peer Mentors in addition to our regular cohort of volunteers and run workshops with Quaker Social Action, Greenwich Community Development Agency and City Lit. These workshops have helped former users develop their skills, empowered them to self advocate and enabled them to help friends and family who need support to speak up.

We created a variety of social groups to help tackle social isolation and enable people who use our services to become more involved.

We were awarded £10,000 unrestricted funding by the Ajahma Foundation in recognition of the unique impact Advocacy Now has made over the past ten years. The Foundation was being wound down and chose the three most exceptional charities they had worked with over the forty years they had been in operation. We were delighted to have been chosen as one of those.

We received £27,000 new funding from the Gordon Family Fund spread over a three year period. This is renewed funding from the Fund, who have actively supported our work since 2013. We were also awarded funding by the Mercers Company as part of the Clockhouse Hub, working alongside CAB, Greenwich Housing Rights, the Migrant Hub and Her Centre.

We have recruited two former service users to the Board of Trustees to ensure the user perspective is represented and that those with lived experience of the issues we deal with have a voice in th design and delivery of our work. However, we also suffered the devastating loss of Graham Ross, one of our most valued supporters. He had been a volunteer working directly with service users for ten years, a trustee for five and Vice Chair of Trustees for three. He is greatly missed.

We continued to work with the Royal Borough of Greenwich in delivering Independent Advocacy under the Care Act. We far exceeded our targets for each year of this work from 2015 onwards and agreed additional funding with Greenwich in recognition of our exceptional success in delivery. Notwithstanding our undoubted success, this contract was awarded to a large national provider from 1st April 2020. We were disappointed to be disadvantaged by the size of our organisation, given that grassroots charities like ourselves can have a proven advantage in reaching those most in need since they are embedded in the communities they serve.

The outbreak of Covid-19 towards the end of this period has severely affected the way we have had to work. Despite most staff being furloughed, wherever possible

we have continued to work in supporting the most vulnerable adults to ensure their voice is heard and basic needs met.

We have had to move premises to ensure that the workplace for staff and volunteers was a Covid safe environment, despite only having moved premises at Christmas 2019. Fortunately, we had built the capacity for working smarter and had the capacity to work remotely once the crisis hit. We have had to become still more tech savvy, improving our website, using zoom to receive training and keep staff and trustees in touch with each other. We will continue to build upon this work in 2020/21 and in particular, use social media more effectively to keep in touch with our users and to attract new support from new volunteers and supporters.

We had to change the way we work with clients to ensure both their and staff safety. We have historically prioritised face to face support so have had to deliver our services remotely and only visited individuals in immediate difficulty where no other option exists to help them avert crisis. We are particularly grateful to Greenwich Hatcliff, not only for their support of our work with grant funding but for their grants to individuals to help older people remain independent in their own homes and experience a better quality of life.

We are grateful for the support of the Ajahma Foundation, The Mercers Company, Big Lottery, Gordon Family Fund, London Community Foundation and Royal Borough of Greenwich all of whom have repeatedly funded this organisation and supported the development of our unique model of engagement and delivery.

Our heartfelt thanks also go out to our volunteers and staff who have overcome many hurdles during this period to achieve the significant changes that enable people to feel safe, heard and valued, free from the crippling anxiety of powerlessness.

Financial Review

The results for the year are as shown on page 6.

This report was approved by the board on 28th January 2021.

and signed on its behalf

Freda Kelly
Chair of Trustees

Advocacy Now Accountants' Report

Report of the Independent Examiners to the Members Advocacy Now

We have examined the financial statements on pages 6 to 15 for the period ended 31 March 2020 which have been prepared under the accounting policies set out on page 9

Respective responsibilities of the trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is our responsibility to:

- * examine the accounts under section 142 of the Charities Act,
- * to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Charities Act; and
- * to state whether particular matters have come to our attention.

Basis of independent examiner's report

Our examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit and consequently we do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In connection with our examination, no matter has come to our attention:

1. which gives us reasonable cause to believe that in any material respect the requirements
 - (a) to keep accounting records in accordance with section 130 of the Charities Act; and
 - (b) to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Act, have not been met; or
2. to which, in our opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Michael Adamson and Co
Chartered Accountants

21 The Drive
Hullbridge
Hockley
Essex
SS5 6LZ

Date :

Advocacy Now

Statement of Financial Activities for the year ended 31 March 2020

	Notes	Unrestricted fund £	Restricted funds £	Total 2020 £	Total 2019 £
Incoming resources:					
Incoming resources from generated funds:					
Voluntary income		3,115	123,980	127,095	154,520
Investment income		84	-	84	7
Incoming resources from charitable activities		27,233	-	27,233	4,558
Total incoming resources	2	30,432	123,980	154,412	159,085
Resources expended:					
Cost of generating funds					
Costs of generating voluntary income		-	-	-	-
Charitable activities		44,542	123,980	168,522	164,592
Governance costs		3,434	-	3,434	1,622
Total resources expended	3	47,976	123,980	171,956	166,214
Net income for the year		(17,544)	-	(17,544)	(7,129)
Transfer between funds					
Balance brought forward		52,363	-	52,363	59,492
Funds carried forward		34,819	-	34,819	52,363

Statement of Financial Activities for the year ended 31 March 2019

	Notes	Unrestricted fund £	Restricted funds £	Total 2019 £
Incoming resources:				
Incoming resources from generated funds:				
Voluntary income		3,782	150,738	154,520
Investment income		7	-	7
Incoming resources from charitable activities		4,558	-	4,558
Total incoming resources		8,347	150,738	159,085
Resources expended:				
Cost of generating funds				
Costs of generating voluntary income		-	-	-
Charitable activities		13,854	150,738	164,592
Governance costs		1,622	-	1,622
Total resources expended		15,476	150,738	166,214
Net income for the year		(7,129)	-	(7,129)
Transfer between funds		-	-	-
Balance brought forward		59,492	-	59,492
Funds carried forward		52,363	-	52,363

Advocacy Now
Balance Sheet as at 31 March 2020

	Notes	Unrestricted Funds 2020	Restricted Funds 2020 £	Total 2020	Total 2019 £
Fixed assets					
Tangible assets	7	3,143	-	3,143	3,697
		<u>3,143</u>	<u>-</u>	<u>3,143</u>	<u>3,697</u>
Current assets					
Debtors	8	20,003	-	20,003	8,400
Cash at bank and in hand		14,974	15,837	30,811	67,494
		<u>34,977</u>	<u>15,837</u>	<u>50,814</u>	<u>75,894</u>
Creditors: amounts falling due within one year	9	(7,301)	(15,837)	(23,138)	(27,228)
Net current assets		<u>27,676</u>	<u>-</u>	<u>27,676</u>	<u>48,666</u>
Net assets		<u>30,819</u>	<u>-</u>	<u>30,819</u>	<u>52,363</u>
Funds carried forward					
Unrestricted funds		34,819	-	34,819	52,363
Designated fund		-	-	-	-
Restricted funds		-	-	-	-
Total funds		<u>34,819</u>	<u>-</u>	<u>34,819</u>	<u>52,363</u>

The Charities Act requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity at the year end and of the surplus or deficit for the year then ended.

In preparing these financial statements, the Trustees are required to select suitable accounting policies, as described on page 9 and then apply them on a consistent basis, making judgements and estimates that are prudent and reasonable. The Trustees must also prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

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

These accounts were approved by the Management Committee on 28 January 2021

and signed on its behalf by

Freda Kelly
Chair

Advocacy Now
Cash Flow Statement
for the year ended 31 March 2020

	Notes	Total funds 2020 £	Total funds 2019 £
Net cash generated from operating activities	11	(32,767)	6,116
Cash flows from investing activities			
Interest received	2	84	7
Purchase of fixed assets	7	-	-
		<hr/>	<hr/>
Change in cash and cash equivalents in the period		(32,683)	6,123
Cash and cash equivalents brought forward		<hr/> 67,494	<hr/> 61,371
Cash and cash equivalents carried forward		<hr/> 34,811	<hr/> 67,494
Consisting of:			
Cash at bank and in hand		<hr/> 30,811	<hr/> 67,494

Advocacy Now

Notes to the Accounts for the year ended 31 March 2020

1 ACCOUNTING POLICIES

Basis of preparation

The financial statements have been prepared under the historical cost convention, and are in accordance with the Statement of Recommended Practice: Accounting and Reporting by 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 and with the Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102.

INCOMING RESOURCES

Recognition of incoming resources

These are included in the Statement of Financial Activities when:

- * The charity becomes entitled to the resources;
- * The trustees are virtually certain that they will receive the resources; and
- * The monetary value can be measured with sufficient reliability.

Deferred income

Where grants are received in advance and specified by the donor as relating to specific accounting periods, these are deferred on an accruals basis to the period to which they relate.

Incoming resources with related expenditure

Where incoming resources have related expenditure, the incoming resources and related expenditure are reported gross in the Statement of Financial Activities.

Volunteer help

The value of any volunteer help is not included in the accounts.

Investment income

This is included in the accounts when receivable.

EXPENDITURE AND LIABILITIES

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs

These include the costs of preparation and examination of statutory accounts, the costs of the Annual General Meeting and the costs of any legal advice to trustees on governance or constitutional matters.

FIXED ASSETS

Tangible fixed assets used by the charity

They are capitalised if they can be used for more than one year. They are valued at cost or, if gifted, at the value to the charity on receipt.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Furniture and equipment	15% on reducing balance
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Advocacy Now

Notes to the Accounts for the year ended 31 March 2020

2 Analysis of incoming resources	2020	2019
	£	£
Voluntary income:		
Unrestricted funds :		
Sundry donations and grants	3,115	3,782
	<u>3,115</u>	<u>3,782</u>
Restricted funds:		
Big Lottery	63,480	72,680
Mercers	8,000	13,225
Hatcliffe	20,000	13,333
LCF	7,500	1,500
Royal Borough of Greenwich	25,000	50,000
	<u>123,980</u>	<u>150,738</u>
Income from charitable activities:		
Unrestricted funds:		
Ajahma Charitable Trust	10,000	-
Royal Borough of Greenwich	17,233	4,558
	<u>27,233</u>	<u>4,558</u>
Investment income		
Bank interest	<u>84</u>	<u>7</u>
Total incoming resources	<u>154,412</u>	<u>159,085</u>

3 Analysis of resources expended

Details of resources expended are shown on page 14 of the accounts

Advocacy Now

Notes to the Accounts for the year ended 31 March 2020

4 Net incoming resources for the year	2020	2019
	£	£
These are stated after charging		
Depreciation	554	652
Independent Examiners fee	750	850
	<hr/>	<hr/>

Trustees expenses

No expenses were paid to members of the management committee during the period.

5 Employees	2020	2019
	£	£
Gross salaries	127,152	127,592
Employers National Insurance costs	8,037	8,998
	<hr/>	<hr/>
	135,189	136,590
	<hr/>	<hr/>

The average number of full time equivalent employees during the period was 5.

No employee received emoluments of more than £60,000 per annum.

Remuneration to key management personnel in the year amounted to £57,835 (2019: £49,918)

6 Taxation

The charity is exempt from Corporation Tax on its charitable activities.

	Furniture and equipment	Total
7 Tangible fixed assets		
Cost		
Brought forward	<hr/>	<hr/>
	13,284	13,284
At 31 March 2020	<hr/>	<hr/>
	13,284	13,284
Depreciation		
Brought forward	9,587	9,587
Charge for the year	554	554
	<hr/>	<hr/>
At 31 March 2020	<hr/>	<hr/>
	10,141	10,141
Net book value		
At 31 March 2020	<hr/>	<hr/>
	3,143	3,143
At 31 March 2019	<hr/>	<hr/>
	3,697	3,697

Advocacy Now
Notes to the Accounts for the year ended 31 March 2020

8 Debtors	2020	2019
	£	£
Other debtors	20,003	8,400
	<u>20,003</u>	<u>8,400</u>

9 Creditors: amounts falling due within one year	2020	2019
	£	£
Other creditors	2,625	850
PAYE and NI	4,676	5,604
Client's money	-	-
Deferred income	15,837	20,774
	<u>23,138</u>	<u>27,228</u>

Deferred income

At 31 March the following has been accrued forward as deferred income

	2020	2019
	£	£
Mercers	4,000	-
LCF	-	7,500
Hatcliff	6,667	6,667
Big Lottery	5,170	6,607
	<u>15,837</u>	<u>20,774</u>

Advocacy Now

Notes to the Accounts for the year ended 31 March 2020

10 Details of funds

Designated fund	This fund has been established by the Management Committee to provide for unexpected contingencies which may arise from time to time
Advocacy Connect	The Charity was most grateful to be awarded a new 5-year grant from the Reaching Communities fund totalling £277,255 which started in November 2017 and ends in November 2022
Independent Advocacy - Care Act.	The Charity was awarded £25,000 per annum in 2015 by Royal Borough of Greenwich to provide Independent Advocacy to those eligible for this offer of support under the terms of the Care Act 2014. We exceeded our targets and were awarded extra funding to recognise our exceptional work.
Money Management Service	The Charity successfully piloted our innovative Money Management Service with funding from Royal Borough of Greenwich and was commissioned to provide this service for two years from 1 December 2016. We were awarded £25,000 per annum to complete this work
Tackling Poverty, Deprivation and Exclusion.	The Charity was awarded £20,000 per annum for three years by Greenwich Hatcliffe in 2018 to help older people in crisis who live in Greenwich. We secured £9,000 per annum from Gordon Family Fund to support older people in need to avert crisis and cope independently in the community.
Clockhouse Hub	We are part of a community support hub based at Clockhouse Community Centre in Woolwich Dockyard. We work in partnership with Her Centre, CAB, Greenwich Housing Rights and Greenwich Community Development Agency and the Migrant Hub to provide vital support for people in need in one of Greenwich's most deprived areas.

11 Reconciliation of net movements in funds to net cash flow from operating activities

	2020	2019
	£	£
Net movement in funds	(17,544)	(7,129)
Add back depreciation	554	652
Less interest received	(84)	(7)
Decrease / (increase) in debtors	(11,603)	9,242
Increase / (decrease) in creditors	(4,090)	3,358
	<hr/>	<hr/>
Net cash generated from operating activities	(32,767)	6,116

Advocacy Now

Analysis of resources expended

Year ended 31 March 2020

	Big Lottery	Advocacy Connect	Mercers	Other projects	General expenses	Total
	£	£	£	£	£	£
Charitable activities:						
Direct costs	-	-	-	-	-	-
Salaries and pension costs	57,700	25,000	8,000	27,273	17,216	135,189
Office running expenses	-	-	-	-	10,499	10,499
Publicity	-	-	-	-	4,200	4,200
Other staff costs	5,780	-	-	227	3,149	9,156
Other costs	-	-	-	-	-	-
Depreciation	-	-	-	-	554	554
Support costs:						
Premises	-	-	-	-	8,924	8,924
Total	63,480	25,000	8,000	27,500	44,542	168,522
Governance costs:						
Trustee expenses	-	-	-	-	2,684	2,684
Independent Examiners fees	-	-	-	-	750	750
Total	-	-	-	-	3,434	3,434
Total resources expended	63,480	25,000	8,000	27,500	47,976	171,956

Year ended 31 March 2019

	Big Lottery	Advocacy Connect	Mercers	Other projects	General expenses	Total
	£	£	£	£	£	£
Charitable activities:						
Salaries and pension costs	72,680	35,852	13,225	14,833	-	136,590
Office running expenses	-	9,694	-	-	3,645	13,339
Publicity	-	-	-	-	-	-
Other staff costs	-	4,454	-	-	432	4,886
Other costs	-	-	-	-	1,196	1,196
Depreciation	-	-	-	-	652	652
Support costs:						
Premises	-	-	-	-	7,929	7,929
Total	72,680	50,000	13,225	14,833	13,854	164,592
Governance costs:						
Legal fees	-	-	-	-	772	772
Independent Examiners fees	-	-	-	-	850	850
Total	-	-	-	-	1,622	1,622
Total resources expended	72,680	50,000	13,225	14,833	15,476	166,214

Advocacy Now

Movement in restricted funds Year ended 31 March 2020

	Balances brought forward	Incoming resources	Outgoing resources	Gross transfers between funds	Fund balances carried forward
	£	£	£	£	£
Big Lottery	-	63,480	63,480	-	-
Advocacy Connect	-	25,000	25,000	-	-
Mercers	-	8,000	8,000	-	-
Other projects	-	27,500	27,500	-	-
Total	-	123,980	123,980	-	-

Year ended 31 March 2019

	Balances brought forward	Incoming resources	Outgoing resources	Gross transfers between funds	Fund balances carried forward
	£	£	£	£	£
Big Lottery	-	72,680	72,680	-	-
Advocacy Connect	-	50,000	50,000	-	-
Mercers	-	13,225	13,225	-	-
Other projects	-	14,833	14,833	-	-
Total	-	150,738	150,738	-	-