Charity number 1123874

A company limited by guarantee number 05617302

Annual Report and Financial Statements for the year ended 31 December 2020





Annual Report and Financial Statements for the year ended 31 December 2020

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Prepared by West Yorkshire Community Accounting Service

Trustees' report for the year ended 31 December 2020

Reference and administrative details of the charity, its trustees and advisors

The trustees during the financial year and up to and including the date the report was approved were:

Name Position Dates

Peter Lassey Chair Sophie Rymer Secretary

Stephen Sweeney Vice-chair to June 2019 Resigned June 2020

Anthony Duerden Vice-chair John Gilfillan Treasurer

Steven Barnbrook

Dr Rosemary Hill Resigned October 2020
Dr Stephen Burrell Appointed October 2020
Shanaz Yousaf Appointed October 2020

Charity number 1123874 Registered in England and Wales

Company number 05617302 Registered in England and Wales

Registered and principal address Bankers

Unit 28 The Co-operative Bank plc

The Town Hall PO Box 101
St George's Street Balloon Street
Hebden Bridge Manchester
HX7 7BY M60 4EP

Independent examiner

Helen Galvin FCCA

West Yorkshire Community Accounting Service

Stringer House 34 Lupton Street Leeds LS10 2QW

Structure, governance and management

The charity is a company limited by guarantee and was formed on 9 November 2005. It is governed by a memorandum and articles of association which were amended by special resolution on 23 April 2008. The liability of the members in the event of the company being wound up is limited to a sum not exceeding £1.

Method of recruitment and appointment of trustees

The trustees of the charity are also the directors for the purposes of company law and are appointed by the members at the AGM.

Trustees' report (continued) for the year ended 31 December 2020

Objectives and activities

The charity's objects

The preservation and protection of life and good health by the prevention of violence, in particular against woman, by educating and raising awareness of the cause effect and methods of preventing violence.

The charity's main activities

White Ribbon UK is the leading charity that is ending male violence against women by engaging with men and boys to make a stand against violence. We encourage all men to fulfil the White Ribbon Promise to never commit, excuse or remain silent about male violence against women. We act as a catalyst, encouraging people, and especially men and boys, to individually and collectively take action and change behaviour. The work is delivered through the White Ribbon Accreditation Scheme for organisations, nearly 2,000 White Ribbon Ambassadors (men) and Champions (Women) who have volunteered to promote the White Ribbon message among their friends, workplaces and communities.

Public benefit statement

In setting our objectives and planning our activities our Trustees have given serious consideration to the Charity Commission's general guidance on public benefit and in particular the advancement of education.

Achievements and performance

The White Ribbon trustees held regular additional meetings during the year in order to plan and respond to the significant challenges caused by lockdown and the pandemic. This included adjusting to the fall in fundraising revenue at a time when the need for the work was growing and, towards the end of the year, ensuring that IT infrastructure and premises were appropriate for the post covid environment.

The significant increase in violence against women shown during the coronavirus pandemic meant that the work of White Ribbon UK was even more necessary. Whilst supporting calls for additional funding and resources to be provided for frontline services we were also pushing the message #NoExcuseForAbuse and working to highlight that such violence was due to men's behaviour. This message was shared through social media, the White Ribbon website and press and media.

We continued to engage with political and policy debate, participating in consultations and joining with others in the sector around issues that included, misogyny as hate crime, ratification of the Istanbul Convention, Online Abuse, and the reporting of domestic homicides.

The White Ribbon Accreditation programme was revised during 2019 and this was to be consolidated and built upon during 2020. The pandemic directly affected many organisations but there remained a steady stream of enquiries and organisations entering into the process. The role of White Ribbon accredited organisations is significant in engaging with men and boys, changing cultures and raising awareness. During 2020 organisations were finding ways to adapt to the changed circumstances of the lockdown and to promote the White Ribbon message, as seen in the activities around White Ribbon Day.

White Ribbon Day on the 25th November occurred during a period of lockdown. Some events to be led by partner organisations were unable to take place. Despite this there was a considerable amount of online activity that included a multi-agency virtual coffee morning and workplace awareness raising sessions. In early November we published 'Men Ending Violence - A Lockdown Toolkit'. This was to give men ways to consider and manage their behaviour and support and reach out to their friends. The toolkit gained some traction with the media and featured in many of the speaking engagements that took place.

The work of White Ribbon is only possible through the efforts of many thousands of supporters and our accredited organisations. This was all the more so in 2020. Whilst fundraising income fell White Ribbon continued to receive support from many people and organisations, despite the challenges, and who were keen to communicate essential messages throughout their networks. There were also a number of key volunteers who helped with communications and design. We are very grateful to those who offered their help and support in 2020.

Trustees' report (continued) for the year ended 31 December 2020

Financial review

The net expenditure for the year, after transfers was £23,803, including net expenditure of £23,773 on unrestricted funds and net expenditure of £30 on restricted funds.

Reserves policy

The charity's free reserves, excluding fixed assets, at the year end were £75,769.

WRUK is a small charity with irregular patterns of income. Income is received from small regular donations and fees from accreditation of organisations. There is scope for grant funding for specific projects. This income is reasonably predictable and represents approximately 33% of our annual income. Income is also generated from bespoke work, such as training and presentations and one off donations and fundraising. This is less reliable. We sell awareness raising materials via our online shop. The majority of these sales come from the period leading up to White Ribbon Day on November 25th every year. There is scope to bid for grants to deliver specific projects.

We employ a small team of staff to support our work, and have the usual overheads such as rent, insurance and utilities. As such, we are able to make a relatively stable and predictable forecast of expenditure in normal circumstances. We have a Finance Committee which monitors income and expenditure and makes recommendations, in consultation with the Chief Executive, of any corrective actions required.

Despite being a small organisation, the White Ribbon message which we represent is one with a wide reach and which resonates with many in positions of influence. It is therefore important that our Reserves Policy is based upon being able to maintain that profile even through a period when income is reduced. It is our view, based on historic income and expenditure figures, that a minimum reserve balance equivalent to 3 months of expenditure costs be maintained at all times. This will exclude any fixed assets the organisation may own, as well as committed elements of Unrestricted Funds and any Designated Funds identified and approved by the Board. For the current financial year, this sum amounts to £33,075. The Finance Committee will review the Reserves Policy and balances on an annual basis and make recommendations to the Board as necessary.

We are currently holding funds in excess of our reserve policy which enable us to exist as a small organisation in a challenging environment. We are hoping that long term we may be able to increase our capacity by employing more staff.

Coronavirus impact statement

We were able to survive the impact of the pandemic during 2020 with the following measures:

Emergency priorities plan developed by board

Housekeeping including negotiations on all contracts

Relocation to smaller and significantly cheaper premises

Using the government job retention scheme where appropriate

Staffing review, making one redundancy.

Looking ahead to the 2021 budget it was recognised that there was little scope for further housekeeping reductions. The revised Accreditation programme was beginning to see results in income, with this in mind two budgets were prepared. There is a Standstill budget which is based on reasonable assumptions of lowest likely income and costs and a Growth budget which recognises, in particular, an upturn in interest in obtaining White Ribbon Accreditation. At present we are meeting the targets in the growth budget. This is encouraging when the majority of activity occurs in November.

The board have reviewed the reserves policy to reflect the impact of the pandemic and 'wind down' costs are being regularly determined and reported to ensure that there is not a situation where we would be trading insolvently.

Based on the above analysis there is confidence that we will be a going concern for the next 12 months.

Trustees' report (continued) for the year ended 31 December 2020

Statement of trustees' responsibilities

The trustees (who are also the directors for the purposes of company law) are responsible for preparing the Trustees report and the financial statements in accordance with the applicable law and UK Accounting Standards.

Company law requires the trustees to prepare financial accounts for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the year. In preparing these financial statements, the trustees are required to:

select suitable accounting policies and 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 have been followed, subject to any material departures disclosed and explained in the financial statements;

prepare the accounts on a going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial accounts comply with the Companies Act 2006. 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.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP (FRS102)), and in accordance with the special provisions of the Companies Act 2006 relating to small companies.

Signed on behalf of the board of trustees:

Signed: P. Lassey (Trustee)

Name: Peter Lassey

Date: 3rd August 2021

Independent examiner's report to the trustees of White Ribbon Campaign Ltd

I report to the charity trustees on my examination of the accounts of the charitable company for the year ended 31 December 2020, which are set out on pages 7 to 13.

Responsibilities and basis of report

As the charity's trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no material 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 company as required by section 386 of the 2006 Act; or
- 2 the accounts do not accord with those records; or
- 3 the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
- 4 the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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.

Signed: Name: Helen Galvin

Relevant professional qualification or body: FCCA

Date: 5th August 2021

West Yorkshire Community Accounting Service

Stringer House 34 Lupton Street Leeds LS10 2QW

White Ribbon Campaign Ltd Statement of Financial Activities (including summary income and expenditure account)

for the year ended 31 December 2020

	Notes	S			
		2020	2020	2020	2019
		Unrestricted	Restricted	Total	Total
		funds	funds	funds	funds
		£	£	£	£
Income from:		~	~	~	~
Grants and donations	(2)	39,776	37,543	77,319	74,138
Sales and fees	()	34,586	-	34,586	68,190
Sundry income		-	_	-	312
Total income		74,362	37,543	111,905	142,640
Total income		74,302	37,343	111,903	142,040
Expenditure on:					
Salaries and NI	(3)	80,731	20,032	100,763	109,058
Redundancy	(-)	1,545		1,545	-
Staff training		377	_	377	128
Purchases		6,668	_	6,668	14,227
Obsolete stock write off		1,266	_	1,266	21,369
Rent and rates		5,363	_	5,363	5,000
Insurance		311	_	311	1,758
		1,366	-	1,366	
Heat, light and water rates		849	-	849	2,762
Telephone			-		1,352
Printing, postage and stationery		768	-	768	1,367
Computer expenses		193	-	193	510
Repairs and renewals		-	-	-	1,176
Depreciation		1,431	-	1,431	1,431
Travel and motor expenses		322	-	322	2,810
Exhibitions, award ceremonies and conference	es	127	-	127	3,336
Accountancy and independent examination		960	-	960	960
Sundries		1,926	-	1,926	860
Membership fees		-	-	-	670
Legal, consultancy and professional fees		2,067	-	2,067	15,705
Bank, paypal and currency charges		43	-	43	246
Advertising and communications		1,041	-	1,041	1,112
Website		2,384	-	2,384	2,440
Stripe fees		81	-	81	-
Bad debt write off		5,829	-	5,829	-
Recruitment expenses		-	-	-	67
Board expenses		28	-	28	671
Total expenditure		115,676	20,032	135,708	189,015
Net (expenditure) / income		(41,314)	17,511	(23,803)	(46,375)
Transfers between funds		17,541	(17,541)	-	-
Net movement in funds		(23,773)	(30)	(23,803)	(46,375)
Fund balances brought forward		99,542	30	99,572	145,947
Fund balances carried forward	(4)	75,769		75,769	99,572

All incoming resources and resources expended derive from continuing activities.

Balance sheet

as at 31 December 2020		2020	2020	2020	2019
		Unrestricted	Restricted	Total	Total
Fixed assets		£	£	£	£
Tangible assets	(5)				1,431
Total fixed assets	(3)				
Total fixed assets					1,431
Current assets					
Debtors and prepayments	(6)	5,355	-	5,355	16,997
Stock		13,448	-	13,448	17,914
Cash at bank and in hand	(7)	63,384		63,384	64,988
Total current assets		82,187		82,187	99,899
Current liabilities:					
amounts falling due within one year					
Creditors and accruals	(8)	6,418	-	6,418	1,758
Total current liabilities		6,418	-	6,418	1,758
Net current assets		75,769	<u> </u>	75,769	98,141
Net assets		75,769		75,769	99,572
Funds					
Unrestricted funds		75,769	_	75,769	99,542
Restricted funds		-	-	-	30
Total funds		75,769		75,769	99,572
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For the year ending 31 December 2020 the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476. The trustees (who also the directors for the purposes of company law) acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and with FRS 102 (effective January 2019).

The financial statements were approved by the board of trustees on

Date: 3rd August 2021

Signed: P. Lassey (Trustee)

Name: Peter Lassey

White Ribbon Campaign Ltd Notes to the accounts for the year ended 31 December 2020

1 Accounting policies

Basis of accounting

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The financial statements have been prepared 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) (effective 1 January 2019) and with the Charities Act 2011.

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

There has been no change to the accounting policies since last year.

No changes have been made to the accounts for previous years.

Going concern

The trustees are satisfied that there are no material uncertainties about the charity's ability to continue.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SOFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources and the monetary value can be measured with sufficient reliability.

Grants and donations

Grants and donations are only included in the SOFA when the charity has unconditional entitlement to the resources.

Where grants are related to performance and specific deliverables, they are accounted for as the charity earns the right to consideration by its performance.

Donated goods for resale are valued at the amount actually realised upon their sale.

Donated assets, facilities or services are valued at their estimated value to the charity. This is the price that the charity estimates it would pay in the open market for equivalent items; or services and facilities of equivalent utility to the charity.

Expenditure and liabilities

Expenditure is recognised on an accrual basis as a liability is incurred. Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out the resources and the amount of the obligation can be measured with reasonable certainty.

Taxation

As a charity the organisation benefits from rates relief and is generally exempt from income tax and capital gains tax but not from VAT. Irrecoverable VAT is included in the cost of those items to which it relates.

Tangible fixed assets

Tangible fixed assets costing more than £xxxx are capitalised and included at cost including any incidental expenses of acquisition. Gifted assets are shown at the value to the charity on receipt. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic lives as follows:

Equipment: over 3 years

Fixture and fittings: over 3 years

White Ribbon Campaign Ltd Notes to the accounts for the year ended 31 December 2020

1 Accounting policies continued

Pensions

The charity operates a defined contribution scheme for the benefit of its employees. The costs of contributions are recognised in the year they are payable.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

Further explanation of the nature and purpose of each fund is included in the notes to the accounts.

White Ribbon Campaign Ltd Notes to the accounts continued for the year ended 31 December 2020

2 Grants and donations	2020 Unrestricted funds	2020 Restricted funds	2020 Total funds	2019 Total funds
	£	£	£	£
West Yorkshire Police	-	-	-	4,375
HMRC - Coronavirus Job Retention Scheme	-	20,002	20,002	-
Calderdale MBC	10,000	-	10,000	-
Sapienza University of Rome	-	17,541	17,541	-
Charities Trust	1,000	· -	1,000	-
Donations	28,776	-	28,776	69,763
	39,776	37,543	77,319	74,138
0.045%			0000	0040
3 Staff costs and numbers			2020	2019
			£	£
Gross salaries			94,824	100,672
Social security costs			7,360	9,185
Employment allowance			(4,000)	(3,000)
Pensions			2,579	2,201
			100,763	109,058

The average number employees during the year was 4.8 (2019: 4.3). There were no employees with emoluments above £60,000.

Defined contribution pension scheme	2020	2019
	£	£
Costs of the scheme to the charity for the year	2,579	2,201
Amount of any contributions outstanding at the year end	-	223
Amount of any contributions prepaid at the year end	-	_

4 Restricted funds	Balance b/f	Incoming	Outgoing	Transfers	Balance c/f
	£	£	£	£	£
West Yorkshire Safer Communities Fund	30	-	30	-	-
Sapienza University of Rome	-	17,541	-	(17,541)	-
HMRC - Coronavirus Job Retention Scheme		20,002	20,002		
	30	37,543	20,032	(17,541)	

Fund name Purpose of restriction

West Yorkshire Safer Communities Fund Sapienza University of Rome

For the engagement of ambassadors in West Yorkshire. For the HASP - Honour Ambassadors against Shame Practices project.

Expenditure on this project was incurred in 2018 and was treated as unrestricted due to uncertainty over funding. Now funds have been received a transfer of the unrestricted expenditure for this project has been made. For staff who have been furloughed due to Covid-19.

HMRC - Coronavirus Job Retention Scheme

White Ribbon Campaign Ltd Notes to the accounts continued for the year ended 31 December 2020

5 Tangible assets	Fixtures &	Office	
	Fittings	equipment	Total
Cost	£	£	£
At 1 January 2020	1,850	4,270	6,120
At 31 December 2020	1,850	4,270	6,120
<u>Depreciation</u>			
At 1 January 2020	1,850	2,839	4,689
Charge for year	-	1,431	1,431
At 31 December 2020	1,850	4,270	6,120
Net book value			
At 31 December 2020			
At 31 December 2020			
At 31 December 2019		1,431	1,431
At 31 December 2019		1,431	1,431
6 Debtors and prepayments		2020	2019
		£	£
Debtors		5,355	15,152
Prepayments			1,845
		5,355	16,997
			_
7 Cash at bank and in hand		2020	2019
7 Subit de Suite and in Hund		£ 2020	£
Current accounts		63,380	64,870
PayPal account		1	-
Petty cash		3	118
·		63,384	64,988
			·
8 Creditors and accruals		2020	2019
		£	£
Creditors		5,458	395
Accruals		960	1,363
		6,418	1,758

9 Trustee expenses

During the no trustees were paid any expenses (previous year: 1 trustee and £440 in respect of travel).

10 Trustee remuneration and benefits

No trustee received any remuneration or benefit during this or the previous year.

11 Remuneration and benefits received by key management personnel

The key management personnel of the charity include the trustees and Chief Officer. The total employee benefits received by the Chief Officer were £45,297 (previous year: £45,536).

No trustee received any remuneration or benefit in this capacity during this or the previous year.

White Ribbon Campaign Ltd

Statement of Financial Activities including comparatives for all funds (including summary income and expenditure account) for the year ended 31 December 2020

Income	2020 Unrestricted funds £	funds £	2020 Restricted funds £	2019 Restricted funds £	2020 Total funds £	2019 Total funds £
Grants and donations	39,776	69,763	37,543	4,375	77,319	74,138
Sales and fees	34,586	68,190	-	-	34,586	68,190
Sundry income		312				312_
Total income	74,362	138,265	37,543	4,375	111,905	142,640
Expenditure						
Salaries and NI	80,731	105,141	20,032	3,917	100,763	109,058
Redundancy	1,545	-	-	-	1,545	-
Staff training	377	128	-	-	377	128
Purchases	6,668	14,227	-	-	6,668	14,227
Obsolete stock write off	1,266	21,369	-	-	1,266	21,369
Rent and rates	5,363	4,755	-	245	5,363	5,000
Insurance	311	1,758	-	-	311	1,758
Heat, light and water rates	1,366	2,762	-	-	1,366	2,762
Telephone	849	1,352	-	-	849	1,352
Printing, postage and stationery	768	1,342	-	25	768	1,367
Computer expenses	193	510	-	-	193	510
Repairs and renewals	-	1,176	-	-	-	1,176
Depreciation	1,431	1,431	-	-	1,431	1,431
Travel and motor expenses	322	2,810	-	-	322	2,810
Award ceremonies and conferences	127	3,336	-	-	127	3,336
Independent examination	960	960	-	-	960	960
Sundries	1,926	702	-	158	1,926	860
Membership fees	-	670	-	-	-	670
Legal, consultancy and professional fees	2,067	15,705	-	-	2,067	15,705
Bank, paypal and currency charges	43	246	-	-	43	246
Advertising and communications	1,041	1,112	-	-	1,041	1,112
Website	2,384	2,440	-	-	2,384	2,440
Stripe fees	81	-	-	-	81	-
Bad debt write off	5,829	-	-	-	5,829	-
Recruitment expenses	-	67	-	-	-	67
Board expenses	28	671			28	671_
Total expenditure	115,676	184,670	20,032	4,345	135,708	189,015
Net (expenditure) / income	(41,314)	(46,405)	17,511	30	(23,803)	(46,375)
Transfers between funds	17,541	-	(17,541)	_	-	-
Net movement in funds	(23,773)	(46,405)	(30)	30	(23,803)	(46,375)
Fund balances brought forward	99,542	145,947	30		99,572	145,947
Fund balances carried forward	75,769	99,542		30	75,769	99,572