

# Mermaids

Report and financial statements  
For the year ended March 31<sup>st</sup> 2019

**Mermaids**  
**Reference and administrative information**  
**for the year ended 31<sup>st</sup> March 2019**

**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:

|                  |                             |
|------------------|-----------------------------|
| Anna Chivers     |                             |
| Stephen Ellis    | Treasurer                   |
| Caroline Roberts | Trustee until December 2018 |
| Janet Adams      | Trustee until December 2018 |
| Neil Mackin      | Chair until November 2018   |

|                       |                 |                                   |
|-----------------------|-----------------|-----------------------------------|
| <b>Key management</b> | Susie Green     | Chief Executive                   |
| <b>personnel</b>      | Jan Sampson     | Training and Local Groups Manager |
|                       | Krystyna Hebb   | Helpline Manager                  |
|                       | Kate Armstrong  | Events and Volunteer Manager      |
|                       | Lui Asquith     | Legal Caseworker                  |
|                       | Rosanna Andrews | Fundraising Manager               |

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

**Solicitors** Collingwood Legal Limited  
30 Riverside Studios, Amethyst Road, Newcastle Business Park, Newcastle upon Tyne, NE4 7YL

**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 31<sup>st</sup> 2019

The trustees present their report and the unaudited financial statements for the year ended March 31<sup>st</sup> 2019.

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 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 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:

- gender non-conforming young people and their families – about their rights, choices, access to services and support
- the wider public, GPs, Healthcare and Educational professionals, Employers and all other organisations and professionals engaged with trans youth about the needs and rights of gender diverse young people
- Policy makers and Government about the barriers faced by our service users and the need for system 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 help line, 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 31<sup>st</sup> 2019

#### Activities

**Helpline, email information and support service:** we have recruited and trained a team of 33 volunteers in the last 24 months who respond to calls and emails. With ongoing recruitment and training, we expect to reach a target of 70 within the next 18 months, specifically for this service. 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 3 fulltime staff members, our Helpline Manager, Helpline Supervisor and Helpline Operator, supporting our team of volunteers between the hours of 9am and 9pm Monday to Friday.

**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, with a full time Moderation Operator and 3 dedicated 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 have to 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 caters to a maximum of 90 people. The last one was full within 1.5 hours of being announced. Our Events and Volunteer Manager delivers the residential weekends, in conjunction with other staff member support, and a team of volunteers.

**Local support groups:** We have established local support groups in Manchester, Birmingham, Leeds, Wiltshire, Liverpool, Reading, and Malvern, as well as have strong links with groups in Scotland and Bristol. 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 5 years. The local groups are managed by our Training and Local Groups Manager, who will be taking on an additional 3 staff members to deliver this project.

*'Meeting other young trans people through Mermaids has made all the difference to my F2M (female to male) son. Before we joined, he was extremely isolated and described himself as a 'freak'. Life began to look up for him when we joined Mermaids and he now has hope for the future'. – Survey response from parent of a young person.*

**Lobbying and Advocacy:** Mermaids 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 understanding, and attends as many policy-making meetings as possible.

Mermaids also attends events across the country to raise awareness, including Prides, conferences and 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 have links to other charities working to support transgender children and young people. We support families and young people to attend these events.

A recent example of this includes Ashlynn (13), who represented Mermaids on a Transgender Day of Visibility panel event organised by Barclays. Ashlynn spoke with confidence to an audience of over 200 young professionals from Barclays, Google, Deloitte and other global firms. Ashlynn made a real impact on the audience and clearly touched hearts and minds. At a similar event hosted by Lloyds, audience feedback concurred that Leo's (15) talk was the most valuable section of the whole event. Our Events and Volunteer Manager delivers these events, in conjunction with other staff member support, and a team of volunteers as detailed above.

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**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 5 years as part of the National Lottery Community Fund project. Mermaids provides paid training into many organisations, and this helps to supplement training to support transgender young people when little or no budget is available.

**Legal Support Post:** As a growing charity Mermaids has been successful in raising awareness of the difficulties facing transgender children and young people, and campaigning for better education, treatment and acceptance of the same. The work that we do has expanded, and we now have an effective and skilled in house legal support person to provide guidance for families and young people facing discrimination and prejudice. As a part of the role, they will oversee and develop a legal framework for Mermaids to grow this offering, including developing a network of legal support, delivering training and keeping up to date with the latest legislation.

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 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 remained 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.

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## Achievements and performance

The charity's main activities focus on transgender and gender non-conforming 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 18/19 were to increase provision of direct services to deal with increased demand, with 80% of our focus on direct service delivery, and 20% on changing the world.

- helpline/email/chat service delivery was expected to rise by around 35% based on 16/17 to 17/18
- increase parent and youth online groups membership. Targets of 1,250 for parents, 400 for youth group
- increase and improve events to continue to raise awareness, target of 150 events
- increase training delivery across the country from 93 in 17/18 to 120 in 18/19
- add to the volunteer pool, target of 100 volunteers by the end of 18/19
- increase support for families and young people impacted by discrimination with a legal support pilot
- increase incoming donations from voluntary and corporate sources from £130k in 17/18 to £160k in 18/19

**Helpline, email and Chat service:** This provides a summary of the increase in demand over the last 6 years, and the contacts made for each category. The increase from last year is 87%.

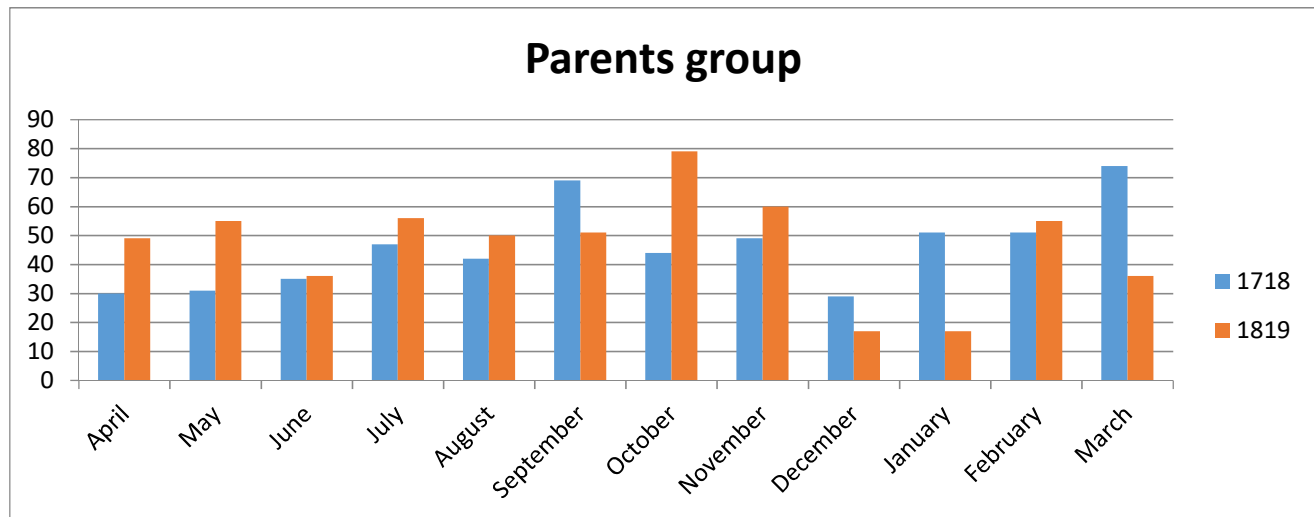
| Year    | Calls | Emails | Chats | Totals |
|---------|-------|--------|-------|--------|
| 2013/14 | 199   | 296    | -     | 495    |
| 2014/15 | 563   | 772    | -     | 1,335  |
| 2015/16 | 1,134 | 1,800  | -     | 2,934  |
| 2016/17 | 1,709 | 2,227  | -     | 3,936  |
| 2017/18 | 2,162 | 2,818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

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

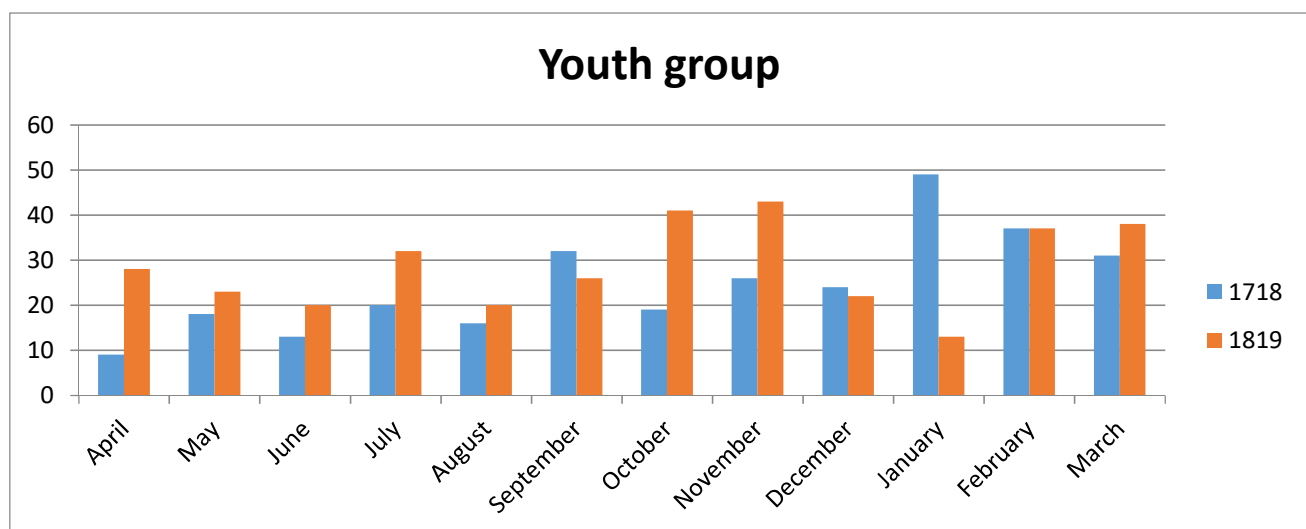
**Parents Group**

In 2015/16 there were 543 members on our parents group. By the end of 2017/18 that had risen to 1,093. As of end of 2018/19 there were 1,517 members. The chart below shows the differences in number joining for the last 2 years.



**Youth Group**

In 2015/16 we had 108 members on our youth group. By the end of 2017/18 that had risen to 317. As of end of 2018/19 we have 566 members. The chart below shows the differences in number joining for the last 2 years.



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**Events attendance:** In 2017/18 we attended nearly 150 events, and had expected to attend more in 2018/19 following the appointment of an events manager. There have been significant changes in the external environment that have impacted 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, this has altered our approach to how we safeguarding young people. Thus, instead of targeting *more* events for our service users, our policy is to make our events *safer* for the young people.

One disturbing example was the *We Are Still Here* transgender conference in September 2018, at which our CEO spoke alongside one of our young teens. Despite working with the organisers to maximise security for the event, an individual with transphobic motivations still managed to infiltrate the conference and share their negative views of it on social media. Fortunately, the young person was not identified publicly, but this was the watershed moment that demanded we increase our security and vetting procedures across the board. Improving safety involves additional resource in terms of time, money and administration - which we have unashamedly committed ourselves to doing - but this means that some 2018 numbers were lower than originally anticipated, and in the period for 2018/19 we attended 131 events across the UK.

Having put these security processes in place, we are back on track in 2019 to meet our targets for the next year. Due to increasing demand for our events by young people and the additional resource that is required to keep them safe, we are currently recruiting an additional two part-time Events Assistants to support our Volunteer and Events Manager. Even our recruitment process has had to respond to increased risk factors, as we are aware that Mermaids is being targeted by transphobes who wish to infiltrate our staffing ranks with malicious intent.

**Training Delivery:** In 2017/18 our training manager delivered 93 training sessions across the UK. Many of these were part of the delivery of the DfE training project. In 2018/19 we estimated and increase to 120 delivered sessions, but exceeded this with the delivery of just under 140 sessions (138). Income was estimated for the year at £15,000 plus the HBT grant (DfE) of £13,800. In practice, income was £34,000 for training and consultancy, and the HBT Grant income increased to £16,702 for the year as our training manager delivered training into additional schools compared to the original contract.

**Volunteer recruitment:** We have recruited and trained 84 additional volunteers since November 2017 to increase our pool from 48 to 132 (less 5 retired volunteers). This figure does not include a further 49 volunteers who are within the application process. 69 of these volunteers (including in progress volunteers) have been recruited to support events in particular. Giving young people supported opportunities to represent Mermaids provides them with training and a boost to their self-esteem and confidence. We have engaged 36 young people to help deliver training and speak at events.

**Fundraising:** Targets for fundraising were always conservative, due to the hostile environment we have found ourselves in. However, 18/19 has exceeded all possible 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, including the medical professionals involved in their care. We have also faced a major reputational risk that arose following the publication of our successful grant application in the Sunday Times, and a concerted attempt to have that funding retracted. On 17 December, we were made aware that despite being awarded the funds, the National Lottery Community Fund had to undertake a review into the award due to the unprecedented level of correspondence generated, both for and against us. During this period, PHF reached out to support us, for which we are grateful.

In January 2019, we were made aware of an online event led by HBombguy to support Mermaids. This captured the imagination of thousands of people, and resulted in Mermaids receiving over £250k of donations, alongside a wave of online and public support. Following this initiative, in February 2019 the National Lottery Community Fund then published their report on the review, fully exonerating Mermaids and granting the funding for the development of the local groups/training and research initiatives. This has left the charity in an extremely strong position financially, and has raised our profile and our support base.



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**Beneficiaries of our services:**

**Parents of transgender/gender questioning children/teens.** Mermaids support parents of transgender/gender-questioning young children up to the age of 19. Parents/carers of gender diverse/transgender 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 is often prejudiced and ill informed, and support is minimal. Through raising visibility and securing services for the future, this business plan is ensuring that parents can find information and support when needed, as well as providing access to peer support through online groups, meetings and residential weekends.

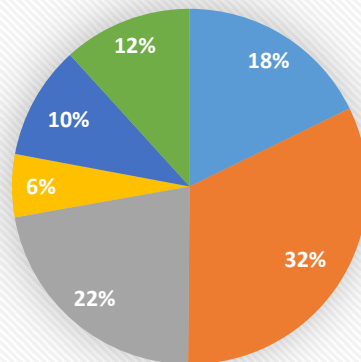
**Transgender/gender-questioning young people.** As with parents, Mermaids also supports gender questioning and transgender young people. Although the internet is a huge source of information, much of it is incorrect or biased. Young people may not have family support, and are an incredibly vulnerable minority. Our helpline/email/chat service is a lifeline for young people feeling isolated and lost, and if they join our youth group, we offer a text service, which has been instrumental in saving lives. This business plan is to be the basis for making sure services can grow to cope with demand, continue, and improve the work we do.

**Professionals supporting transgender/gender questioning 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 manage and expand the number of professionals committed to supporting transgender children and young people appropriately.

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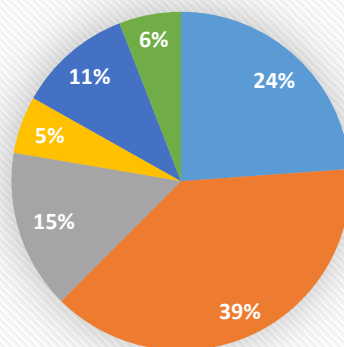
**Results for online survey participants 2018/19:**

**Reduction of isolation and loneliness  
626 participants**



- Yes - I have experienced a significant difference
- Yes - I have begun to experience a difference
- No - I have not experienced any difference
- Answer on behalf of child or young person - have experienced a significant difference
- Answer on behalf of child or young person - have begun to experience a difference
- Answer on behalf of child or young person - have not experienced any difference

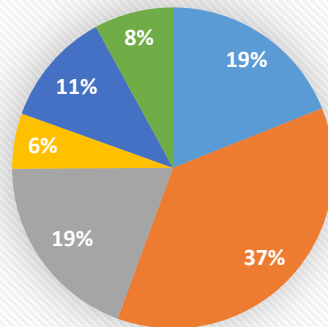
**Increased confidence & ability to cope  
632 participants**



- Yes - I have experienced a significant difference
- Yes - I have begun to experience a difference
- No - I have not experienced a difference
- Answer on behalf of child or young person - have experienced a significant difference
- Answer on behalf of child or young person - have begun to experience a difference
- Answer on behalf of child or young person - not experienced a difference

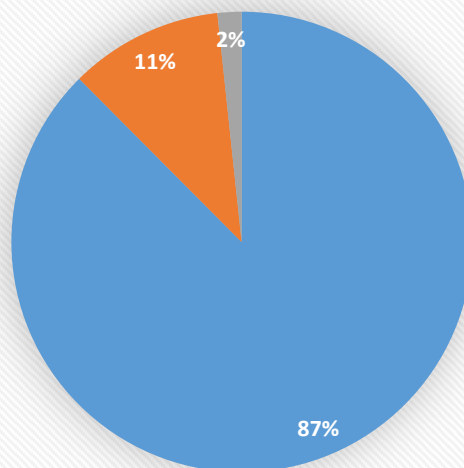
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**Reduction of distress**  
**627 participants**



- Yes - I have experienced a significant difference
- Yes - I have begun to experience a difference
- No - I have not experienced a difference
- Answer on behalf of child or young person - have experienced a significant difference
- Answer on behalf of child or young person - have begun to experience a difference
- Answer on behalf of child or young person - not experienced a difference

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



- Positive
- Neutral
- Negative

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**Summary of Watford Residential Feedback from Parents and Young People**

### Things you liked



- My son socialised :)
- Words to describe it: amazing, fun, happy, joyful Advocacy group was amazing
- Loved the advocacy talk, had usable takeaways & role models
- #AdvocacyAcademy
- I loved hearing the stories of the trans adults. Gave me hope! Thank you so much.
- Role model talks
- Loved the speeches
- Shelley's talk with parents fab
- The whole day has been amazing. My first visit, next year we will def stay. I loved Shelley she made me feel grounded & support & meeting other parents.
- Meeting other parents
- Lovely to meet "old" friends

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- Making new friends
- Loved the great volunteer organisation – smooth!
- Huge thank you – enormous efforts by all volunteers & organisers made to feel so welcome and included by all. It has been fantastic.
- Food was superb. Worth coming just for the food!
- Top quality crafts
- Great idea re t-shirts
- Circus skills show!
- Large amount of activities
- Space for kids to play
- Wow! Wow! Wow! What inspirational people you all are! Have met & learnt so much. Thank you Mermaids x
- Letting go of all the burden I never even knew I was holding and reminding me to be a better mum I must look after myself, and it ok to ask for help.
- Lovely people
- Marvellous atmosphere
- Thank you, Mermaids, for explaining and showing me lots, in such a friendly environment. I'm so grateful.
- As usual, amazing
- Happy laughing children everywhere, what more could you want!!!

**Evaluation of Susie Green's (Mermaids CEO) presentation to a regional NHS trust's Annual Doctors and Nurses Sexual & Reproductive Health Update Day - April 2019**

*Score: 1 = poor; 2 = below average; 3 = average; 4 = good; 5 = excellent*

Attendance: 138

**TRANSGENDER PATHWAY – A PARENT'S JOURNEY**

**Presentation and Content: 4.7**

- Fantastic presentation
- Inspiring story
- Informative but with the added bonus of being personal
- Truly wonderful presentation. Thank you for arranging this
- Really interesting and good presenter
- Excellent – I'm boycotting the Sunday Times
- Something completely new
- Really good, lots of information
- Lots of personal perspective of issues around transgender
- Really good
- Very helpful and informative
- Thank you for sharing your personal experience
- Excellent, very interesting
- Excellent, insightful presentation and discussion, very useful in day to day practice
- Excellent profession
- Good to hear a real life story

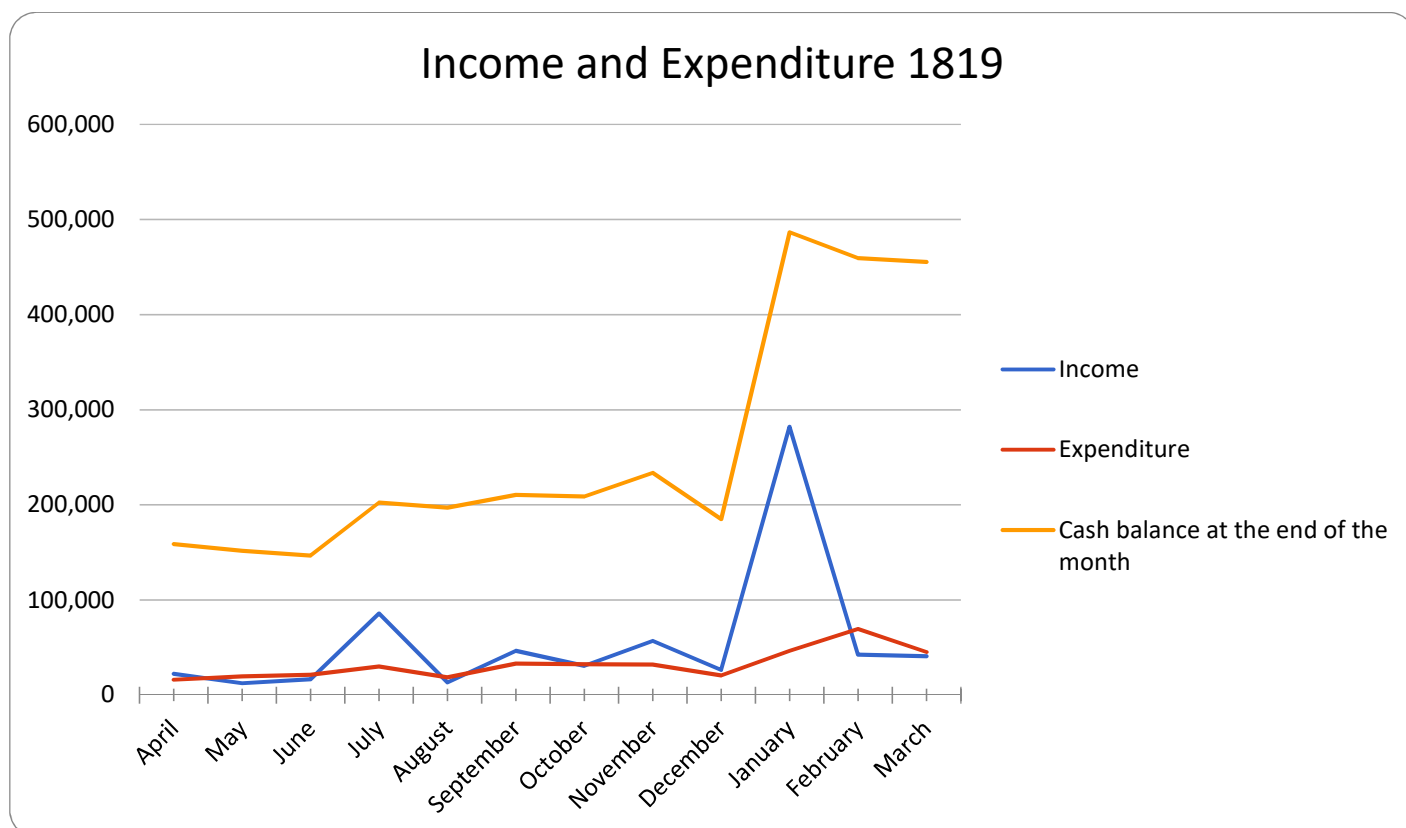
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## Financial review

During the course of this year Mermaids has faced major challenges including the negative media onslaught against charities supporting transgender children and young people. We also faced a major reputational risk that arose following the publication of our successful National Lottery Community Fund grant application in the Sunday Times, and a concerted attempt to have that funding retracted. The National Lottery Community Fund undertook a review of the award and fully confirmed the award. During the review period, all our other funders reached out to support us, for which we are grateful.

During this period of time, as well as the fundraising initiative by HBomborguy (see page 7), online donations were also significantly increased.

This has left the charity in an extremely strong position financially, and has raised our profile and our support base.

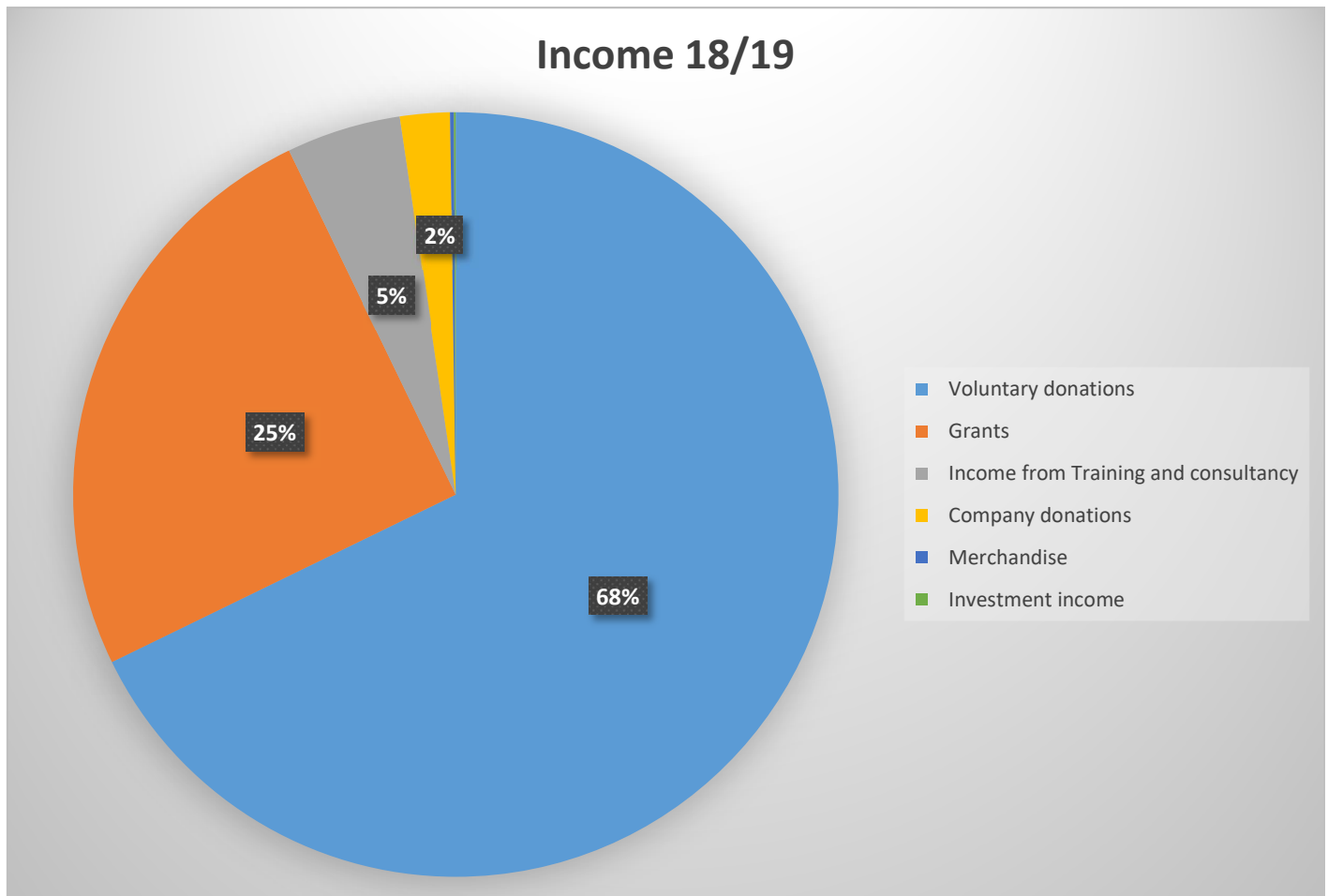


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Our income in 2016/17 was just under £128,000.00. In 2017/18 this had risen to over £310,000.00 with approximately £172,000 (55%) received from grants, £125,000.00 (40%) in company, individual and fundraising initiatives, and £17,000.00 (5%) from training and consultancy.

In 2018/19 this position has improved dramatically, with income in excess of £700,000. As demonstrated below, the main source of income for Mermaids was voluntary donations, at just under £480,000 (68%), followed by grants at just under £180,000 (25%), then training at 5% and corporate donations 2%. We are looking to continue to invest in our training provision, plus increase funding from pay roll giving, increased fundraising activity through events and corporate partnerships, plus merchandise sales. We are also in the initial stages of providing a legal service, and expect by the end 2021 that this will not only cover its own costs but will be a revenue stream.

Trustees are aware of the on-going reputational risk posed by negative media, but this has been slightly downgraded on the risk register due to the positive engagement that has followed media attacks against us. This support may be an indication of greater public support for transgender children and young people and the organisations that support them, which is not only good for the delivery of services but is an indicator of the success of one of our charitable objectives, to raise awareness and understanding.



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## 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.

In order to make a judgment on the amount of reserve the Trustees have considered the risks in respect of expenditure, unrestricted income and where appropriate restricted. Also taken into consideration are any external identified potential major risks to income and expenditure during the year under consideration.

A risk assessment has been undertaken for the period 18/19 and the following has been determined using the Risk Identification approach:

|                      |             |
|----------------------|-------------|
| Unrestricted Income: | Medium Risk |
| Restricted Income:   | Low Risk    |
| Expenditure:         | Medium Risk |

External Potential Major Risks:

- Grants may be withdrawn
- Economic Environment (Recession)
- Voluntary donations may fall due to adverse publicity

In the year ending 18/19, Mermaids income had increased dramatically over previous years, as had expenditure. The Reserves Policy was drawn up based upon the need to maintain stability of funds and retain enough free reserves to enable the charity to continue to function in the event of a loss of significant funding or downturn in donations. The previous reserves policy was set as a simple calculation of 3 months' total operational costs with no accounting for the restricted and unrestricted funding coming into the charity. As the charity has grown, we have looked at the unrestricted and restricted funding, and our increased risks and higher expenditure.

## Plans for the future

As a general principle we want to keep doing well what we currently do, maintaining and improving our current services including necessary growth to deal with demand. However, our future planning is focused on moving our emphasis of time and resources towards 80% 'here and now' supporting our service users, and 20% focussing on the future. This means engaging more widely, changing the public perception of transgender youth and effecting change through research and education.

Mermaids needs to continue to grow our volunteer pool to allow us to expand to cope with the demands on the service, which continue to grow at a significant rate. For example, between 2017/18 and 18/19, our helpline/email/chat service saw an 87% increase.

We expect to need to add additional team members to help us to support volunteers, and maintain service quality and expand income streams. Confirmed new posts are as detailed:

**Events:** In late 2017, the Paul Hamlyn Foundation granted us funding for an Events and Volunteer Manager, which took our paid staff members up to five by the beginning of May 2018. This post has been pivotal in supporting our events provision, including the delivery of residential weekends plus fundraising and awareness raising events such as Pride events. The end of the 2-year term of



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the grant is imminent (November 2019). Due to the demands of this post, which fulfil our charitable aims, this post will continue on a permanent basis. Due to the increase in demands both administratively and in numbers, we are adding **2 part-time events assistants**.

**Policy/Advocacy:** Young people and their families suffer from significant levels of abuse and prejudice. In 2017/18 there were 47 different legal cases that Mermaids referred to external supportive legal provision, however this meant that the young people and/or their families were not supported on an on-going basis by Mermaids. Having secured funding for a Legal Support Post as a pilot project, our legal caseworker started on the 2<sup>nd</sup> July 2018. To the year end of March 31<sup>st</sup> 2019, the number of enquiries dealt with increased to 104.

In addition to this work the department is:

1. Working with Garden Court Chambers in relation to challenging the lack of recourse there is for Non-Binary people to marry or enter a civil partnership without having to assign themselves within the gender binary
2. Working with Leigh Day to potentially challenge the NHS on fertility treatment specifically relating to trans children

The department also assisted the Equality and Human Rights Commission in its NHS England fertility challenge that was settled a few months ago.

The post holder also managed our policy engagement work, particularly around the Gender Recognition Act (GRA) consultation for England and Wales. As the department grows, we are now expanding with a permanent position for a **Policy Engagement Officer** considering the amount of work there is involved. The individual will lead policy development and influencing through monitoring and analysing developments in the policy environment; they will engage with ministers, other policy makers and our membership to inform our views to influence government; remain on top of key statistics and what they mean for our areas of work; draft impactful comments for the press; produce briefings for the Mermaids team on key issues; represent Mermaids at meetings internally and externally; be the lead contact for key stakeholders and work with them on key policy collaboratively, as well as respond to consultations. The Officer will also manage an international intern student throughout the pride season (and GRA heavy period) from July – October which should assist in appeasing the workload.

**Fundraising:** Our Fundraising Manager joined to develop our work with our community of volunteers and supporters in October 2018. Work with Corporate partners was undertaken by the CEO, but due to the increased demands of the growing charity and the requests for participation at events with said partners, we are recruiting for **Corporate Engagement Officer**.

An additional focus for the future is based on the delivery of the project funded by the National Lottery Community Fund. This project is based on a grant of £500,000 spread over 5 years. The majority of the funding is paying for an additional 4 staff members to deliver training and facilitate and develop additional local groups across the country, with a target of 45 additional groups in operation by the end of the 5-year term. Alongside this, the grant is to pay for a research assistant role, to help us to identify areas of research that are lacking in evidence, and to work with our service users and national and international organisations to deliver peer reviewed ethically resourced studies to continue to increase understanding.

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 interchangeable with regards to the moral 'outrage' at the acceptance and celebration of transgender rights. Our work is at the forefront, which attracts a level of hostility towards us, and in particular 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 look to new trustee

Mermaids  
Trustees' annual report  
for the year ended March 31<sup>st</sup> 2019

recruitment. Peridot Partners were appointed to help with the most recent recruitment of 3 additional trustees, who are currently completing the induction process. One of the main requirements for the charity for this round was that new trustees had to have existing governance experience.

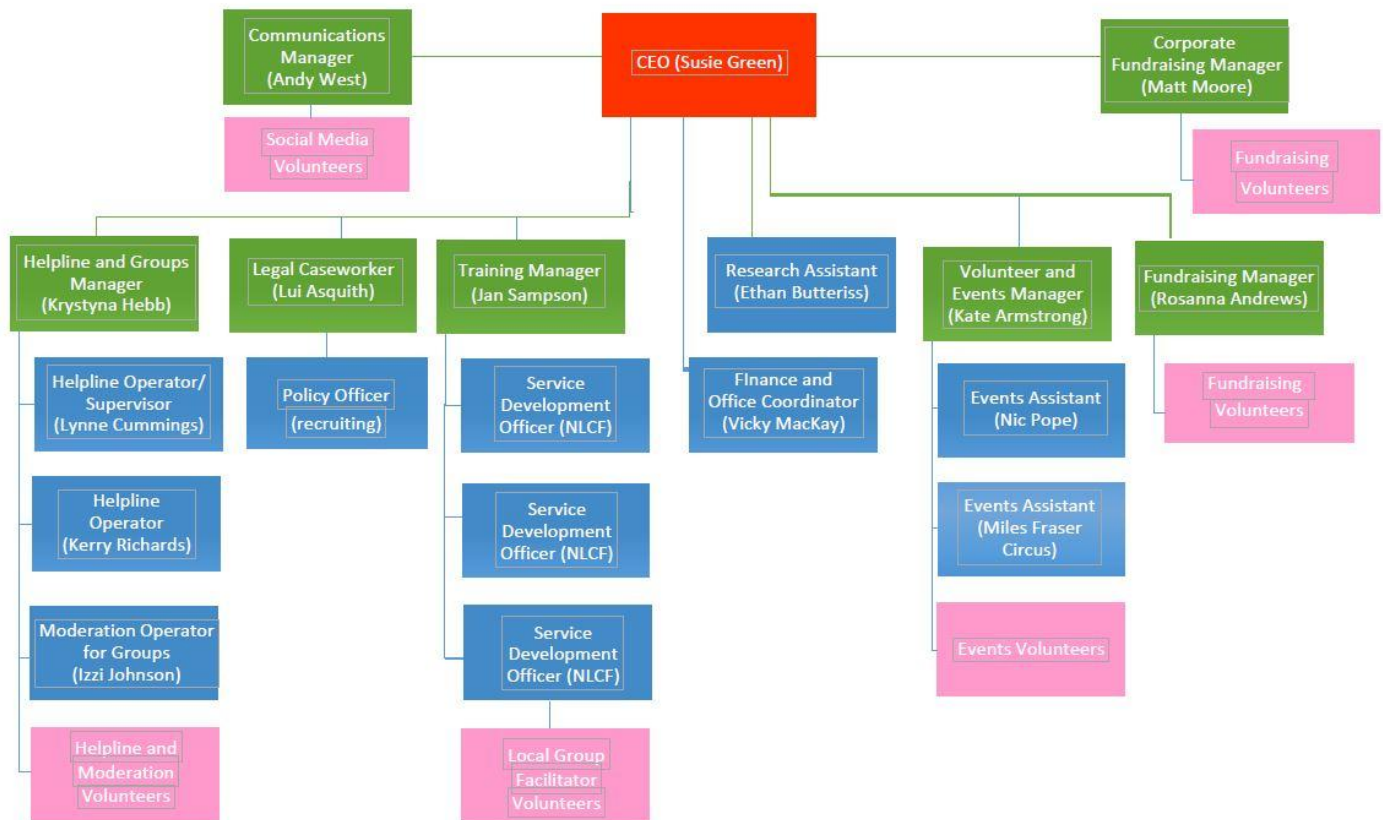
Apart from the first charity trustees, every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

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 CIO.

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Trustees' annual report  
for the year ended March 31<sup>st</sup> 2019

## Organisational Structure

This is the current operational structure, based upon the staff employed, and volunteers supporting. Volunteers can do a singular role, such as helpline or chat only, or may do a variety of different roles. This makes liaison between the Manager posts very important, and we need a strong and cohesive staff team to make this happen.



The trustees meet at least once a quarter to discuss the on-going work delivered by the charity, and any developments and challenges faced. 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. Examples of this would be negative press stories with an increased reputational damage risk, or funding issues such as the recent National Lottery Community Fund review.

# Mermaids

## Trustees' annual report

### for the year ended March 31<sup>st</sup> 2019

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

The charity is constituted under a constitution 1<sup>st</sup> 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 11 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 a number of corporate partners, including Lloyds, Barclays and NBC, 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.

**Spectra, LGBT Foundation, Gendered Intelligence:** We are working on pulling together a research project based upon our joint priorities as organisations regarding the challenges our service users face.

We also have a number of on-going initiatives that we are involved in with online and national media to help raise understanding and awareness.

#### 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.

#### 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.

Mermaids  
Trustees' annual report  
for the year ended March 31<sup>st</sup> 2019

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 8<sup>th</sup> August 2019 and signed on their behalf by

Stephen Ellis

Treasurer

# 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 31<sup>st</sup> March 2019 which are set out on pages 22 to 42.

## **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: 31<sup>st</sup> October 2019

Mermaids  
Statement of Financial Activities  
for the year ended 31 March 2019

|  | Note | Unrestricted<br>funds<br>£ | Restricted<br>funds<br>£ | Total funds<br>2019<br>£ | Total funds<br>2018<br>£ |
|--|------|----------------------------|--------------------------|--------------------------|--------------------------|
| <b>Income from:</b>  |      |                            |                          |                          |                          |
| Donations and legacies   | 3    | 522,688                    | -                        | 522,688                  | 182,203                  |
| Charitable activities:   | 4    |                            |                          |                          |                          |
| Helpline   |      | -                          | 43,125                   | 43,125                   | 70,300                   |
| Residential Weekend  |      | -                          | 30,000                   | 30,000                   | 30,000                   |
| Training   |      | -                          | 25,623                   | 25,623                   | 14,740                   |
| Raising Awareness  |      | -                          | 10,000                   | 10,000                   | 2,303                    |
| Campaigning and advocacy   |      | -                          | 47,000                   | 47,000                   | -                        |
| Other trading activities   | 5    | 36,304                     | -                        | 36,304                   | 17,216                   |
| Investments  | 6    | 586                        | -                        | 586                      | 813                      |
| <b>Total income</b>  |      | <b>559,578</b>             | <b>155,748</b>           | <b>715,326</b>           | <b>317,575</b>           |
| <b>Expenditure on:</b>   |      |                            |                          |                          |                          |
| Charitable activities:   | 7    |                            |                          |                          |                          |
| Helpline   |      | 89,935                     | 32,344                   | 122,279                  | 62,084                   |
| Residential Weekend  |      | -                          | 40,113                   | 40,113                   | 30,532                   |
| Training   |      | 76,311                     | 25,623                   | 101,934                  | 55,286                   |
| Raising Awareness  |      | 55,621                     | 10,013                   | 65,634                   | 24,895                   |
| Campaigning and advocacy   |      | 45,405                     | 31,333                   | 76,738                   | 27,638                   |
| <b>Total expenditure</b>   |      | <b>267,272</b>             | <b>139,426</b>           | <b>406,698</b>           | <b>200,435</b>           |
| <b>Net income/(expenditure) before<br/>net gains/(losses) on investments</b> |      | 292,306                    | 16,322                   | 308,628                  | 117,140                  |
| Unrealised gains/(losses) on investments                                     |      | 79                         | -                        | 79                       | (522)                    |
| <b>Net income/(expenditure) for the<br/>year</b>                             | 9    | <b>292,385</b>             | <b>16,322</b>            | <b>308,707</b>           | <b>116,618</b>           |
| Transfer between funds   |      | -                          | -                        | -                        | -                        |
| <b>Net movement in funds for the year</b>                                    |      | <b>292,385</b>             | <b>16,322</b>            | <b>308,707</b>           | <b>116,618</b>           |
| <b>Reconciliation of funds</b>   |      |                            |                          |                          |                          |
| Total funds brought forward  |      | 122,775                    | 30,013                   | 152,788                  | 36,170                   |
| <b>Total funds carried forward</b>   |      | <b>415,160</b>             | <b>46,335</b>            | <b>461,495</b>           | <b>152,788</b>           |

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 2019

|  | Note | 2019           | 2018           |
|--|------|----------------|----------------|
|  |      | £              | £              |
| <b>Fixed assets</b>                                  |      |                |                |
| Tangible assets                                      | 13   | 3,691          | 269            |
| Investments  | 14   | 10,341         | 10,262         |
| <b>Total fixed assets</b>                            |      | <b>14,032</b>  | <b>10,531</b>  |
| <b>Current assets</b>                                |      |                |                |
| Debtors  | 15   | 29,394         | 3,268          |
| Cash at bank and in hand                             | 16   | 428,728        | 138,989        |
| <b>Total current assets</b>                          |      | <b>458,122</b> | <b>142,257</b> |
| <b>Liabilities</b>                                   |      |                |                |
| Creditors: amounts falling due in less than one year | 17   | (10,659)       | -              |
| <b>Net current assets</b>                            |      | <b>447,463</b> | <b>142,257</b> |
| <b>Total assets less current liabilities</b>         |      | <b>461,495</b> | <b>152,788</b> |
| <b>Net assets</b>                                    |      | <b>461,495</b> | <b>152,788</b> |
| <b>Funds of the charity:</b>                         |      |                |                |
| Restricted income funds                              | 18   | 46,335         | 30,013         |
| Unrestricted income funds                            | 19   | 415,160        | 122,775        |
| <b>Total charity funds</b>                           |      | <b>461,495</b> | <b>152,788</b> |

The notes on pages 25 to 42 form part of these accounts.

Approved by the trustees on 08/08/2019 and signed on their behalf by:

Stephen Ellis (Treasurer)



Mermaids  
Statement of Cash Flows  
for the year ending 31 March 2019

|  | Note | 2019<br>£      | 2018<br>£      |
|--|------|----------------|----------------|
| <b>Cash provided by/(used in) operating activities</b>       | 21   | <b>293,087</b> | <b>113,140</b> |
| <i>Cash flows from investing activities:</i>                 |      |                |                |
| Dividends, interest, and rents from investments              |      | 586            | 813            |
| Purchase of tangible fixed assets                            |      | (3,934)        | (350)          |
| Proceeds from sale of investments                            |      | -              | (307)          |
| <b>Cash provided by/(used in) investing activities</b>       |      | <b>(3,348)</b> | <b>156</b>     |
| Increase/(decrease) in cash and cash equivalents in the year |      | 289,739        | 113,296        |
| Cash and cash equivalents at the beginning of the year       |      | 138,989        | 25,863         |
| <b>Cash and cash equivalents at the end of the year</b>      |      | <b>428,728</b> | <b>139,159</b> |

Notes to the accounts for the year ended 31 March 2019

**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) issued on 16 July 2014 (as updated through Update Bulletin 1 published on 2 February 2016) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

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 charity's ability to continue as a going concern.

There are no judgments which the trustees have made 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 2019 (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 2019 (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 2019 (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. 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.

# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (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<br>£         | Restricted<br>£         | Total 2019<br>£         |
|----------------------------------|---------------------------|-------------------------|-------------------------|
| Donations                        | 482,088                   | -                       | 482,088                 |
| Henry Smith                      | 30,600                    |                         | 30,600                  |
| Leathersellers                   | 10,000                    |                         | 10,000                  |
| <b>Total</b>                     | <b>522,688</b>            | <b>-</b>                | <b>522,688</b>          |
| <b>Previous Reporting Period</b> | <b>Unrestricted<br/>£</b> | <b>Restricted<br/>£</b> | <b>Total 2018<br/>£</b> |
| Donations                        | -                         | 118,701                 | 118,701                 |
| Garfield Weston                  | 15,000                    | -                       | 15,000                  |
| Henry Smith                      | 30,000                    | -                       | 30,000                  |
| Leathersellers                   | 10,000                    | -                       | 10,000                  |
| Harper Leigh                     | 8,502                     | -                       | 8,502                   |
| <b>Total</b>                     | <b>63,502</b>             | <b>118,701</b>          | <b>182,203</b>          |

# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (continued)

### 4 Income from charitable activities

|  | Unrestricted<br>£ | Restricted<br>£ | Total 2019<br>£ |
|--|-------------------|-----------------|-----------------|
| Children in Need                             | -                 | 43,125          | 43,125          |
| <b>Subtotal for Helpline</b>                 | -                 | 43,125          | 43,125          |
| Paul Hamlyn Foundation                       | -                 | 30,000          | 30,000          |
| <b>Subtotal for Residential weekend</b>      | -                 | 30,000          | 30,000          |
| LGBT Consortium                              | -                 | 25,623          | 25,623          |
| <b>Subtotal for training</b>                 | -                 | 25,623          | 25,623          |
| Awards for All                               | -                 | 10,000          | 10,000          |
| <b>Subtotal for Raising awareness</b>        | -                 | 10,000          | 10,000          |
| Tudor Trust                                  | -                 | 47,000          | 47,000          |
| <b>Subtotal for Campaigning and advocacy</b> | -                 | 47,000          | 47,000          |
| <b>Total</b>                                 | -                 | 155,748         | 155,748         |

# Mermaids

Notes to the accounts for the year ended 31 March 2019 (continued)

## 4 Income from charitable activities (continued)

| <b><i>Previous Reporting Period</i></b>             | <b><i>Unrestricted<br/>£</i></b> | <b><i>Restricted<br/>£</i></b> | <b><i>Total 2018<br/>£</i></b> |
|---|----------------------------------|--------------------------------|--------------------------------|
| <i>Children in Need</i>                             | -                                | 70,300                         | 70,300                         |
| <b><i>Subtotal for Helpline</i></b>                 | -                                | 70,300                         | 70,300                         |
| <i>Paul Hamlyn Foundation</i>                       | -                                | 30,000                         | 30,000                         |
| <b><i>Subtotal for Residential weekend</i></b>      | -                                | 30,000                         | 30,000                         |
| <i>LGBT Consortium</i>                              | -                                | 14,740                         | 14,740                         |
| <b><i>Subtotal for training</i></b>                 | -                                | 14,740                         | 14,740                         |
| <i>Pride</i>  | -                                | 2,303                          | 2,303                          |
| <b><i>Subtotal for Raising awareness</i></b>        | -                                | 2,303                          | 2,303                          |
| <i>Tudor Trust</i>                                  | -                                | -                              | -                              |
| <b><i>Subtotal for Campaigning and advocacy</i></b> | -                                | -                              | -                              |
| <b><i>Total</i></b>                                 | -                                | 117,343                        | 117,343                        |



# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (continued)

### 5 Income from other trading activities

|                      | 2019<br>£ | 2018<br>£ |
|----------------------|-----------|-----------|
| Merchandise Sales    | 1,175     | 58        |
| Income from Training | 30,202    | 15,059    |
| Consultancy          | 4,927     | 2,099     |
|                      | <hr/>     | <hr/>     |
|                      | 36,304    | 17,216    |
|                      | <hr/>     | <hr/>     |

All income from other trading activities is unrestricted.

### 6 Investment income

|                           | Unrestricted<br>£ | Restricted<br>£ | Total 2019<br>£ | Total 2018<br>£ |
|---------------------------|-------------------|-----------------|-----------------|-----------------|
| Income from bank deposits | 48                | -               | 48              | 123             |
| Dividends received        | 538               | -               | 538             | 690             |
|                           | <hr/>             | <hr/>           | <hr/>           | <hr/>           |
|                           | 586               | -               | 586             | 813             |
|                           | <hr/>             | <hr/>           | <hr/>           | <hr/>           |

All investment income is unrestricted.





## Mermaids

### Notes to the accounts for the year ended 31 March 2019 (continued)

#### 7 Analysis of expenditure on charitable activities

|                                  | Helpline | Residential<br>Weekend | Training | Raising<br>Awareness | Campaigning<br>and advocacy | Total<br>2019 |
|----------------------------------|----------|------------------------|----------|----------------------|-----------------------------|---------------|
|                                  | £        | £                      | £        | £                    | £                           | £             |
| Staff costs                      | 43,526   | -                      | 24,717   | -                    | -                           | 68,243        |
| Residential Expenses             | -        | 17,404                 | -        | -                    | -                           | 17,404        |
| Prides                           | -        | -                      | -        | 1,470                | -                           | 1,470         |
| Project Costs                    | 3,387    | -                      | 1,099    | -                    | -                           | 4,486         |
| Training Expenses                | -        | -                      | 13,578   | -                    | -                           | 13,578        |
| Miscellaneous Expenses           | -        | 1,166                  | -        | -                    | -                           | 1,166         |
| Bad Debts                        | 300      | -                      | -        | -                    | -                           | 300           |
| Depreciation                     | 512      | -                      | -        | -                    | -                           | 512           |
| Governance costs (see<br>note 8) | 7,777    | 7,777                  | 7,777    | 7,777                | 12,598                      | 43,706        |
| Support costs (see<br>note 8)    | 66,777   | 13,766                 | 54,763   | 56,387               | 64,140                      | 255,833       |
| <b>Total</b>                     | 122,279  | 40,113                 | 101,934  | 65,634               | 76,738                      | 406,698       |
| Restricted                       | 32,344   | 40,113                 | 25,623   | 10,013               | 31,333                      | 139,426       |
| Unrestricted                     | 89,935   | -                      | 76,311   | 55,621               | 45,405                      | 267,272       |
| <b>Total</b>                     | 122,279  | 40,113                 | 101,934  | 65,634               | 76,738                      | 406,698       |

## Mermaids

Notes to the accounts for the year ended 31 March 2019 (continued)

### 7 Analysis of expenditure on charitable activities

|                                      | <i>Helpline</i> | <i>Residential Weekend</i> | <i>Training</i> | <i>Raising Awareness</i> | <i>Campaigning and advocacy</i> | <i>Total 2018</i> |
|--------------------------------------|-----------------|----------------------------|-----------------|--------------------------|---------------------------------|-------------------|
|                                      | £               | £                          | £               | £                        | £                               | £                 |
| <i>Staff costs</i>                   | 41,167          | -                          | 22,245          | -                        | -                               | 63,412            |
| <i>Residential Expenses</i>          | -               | 20,160                     | -               | -                        | -                               | 20,160            |
| <i>Prides</i>                        | -               | -                          | -               | 1,425                    | -                               | 1,425             |
| <i>Project Costs</i>                 | 630             | 1,864                      | 773             | -                        | -                               | 3,267             |
| <i>Training Costs</i>                | -               | -                          | 4,306           | -                        | -                               | 4,306             |
| <i>Depreciation</i>                  | 81              | -                          | -               | -                        | -                               | 81                |
| <i>Governance costs (see note 8)</i> | 2,892           | 2,892                      | 2,892           | 2,892                    | 4,468                           | 16,036            |
| <i>Support costs (see note 8)</i>    | 17,314          | 5,616                      | 25,070          | 20,578                   | 23,170                          | 91,748            |
| <b>Total</b>                         | 62,084          | 30,532                     | 55,286          | 24,895                   | 27,638                          | 200,435           |
| <i>Restricted</i>                    | 63,798          | 1,697                      | 15,878          | 1,058                    | 22,650                          | 105,081           |
| <i>Unrestricted</i>                  | (1,714)         | 28,835                     | 39,408          | 23,837                   | 4,988                           | 95,354            |
| <b>Total</b>                         | 62,084          | 30,532                     | 55,286          | 24,895                   | 27,638                          | 200,435           |

# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (continued)

### 8 Analysis of governance and support costs

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

| <b>Previous Reporting Period</b> | Basis of apportionment | Support<br>£ | Governance<br>£ | Total 2018<br>£ |
|----------------------------------|------------------------|--------------|-----------------|-----------------|
| Staff Costs                      |                        | 58,103       |                 | 58,103          |
| Other Staff Costs                |                        | 100          | -               | 100             |
| Marketing and communication      |                        | 2,572        | -               | 2,572           |
| IT Costs                         |                        | 1,512        | -               | 1,512           |
| Travel and Accomodation          |                        | 20,857       | -               | 20,857          |
| Premises Costs                   |                        | 2,998        | -               | 2,998           |
| Office and Administration        |                        | 5,607        | -               | 5,607           |
| Audit fees                       | Governance             | -            | -               | -               |
| Accountancy services             | Governance             | -            | 4,671           | 4,671           |
| Legal and professional           | Governance             | -            | 11,365          | 11,365          |
|                                  |                        | <hr/>        | <hr/>           | <hr/>           |
|                                  |                        | 91,749       | 16,036          | 107,785         |
|                                  |                        | <hr/>        | <hr/>           | <hr/>           |

# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (continued)

### 9 Net income/(expenditure) for the year

|   |                   |                   |
|---|-------------------|-------------------|
| This is stated after charging/(crediting):        | 2019<br>£         | 2018<br>£         |
| Depreciation                                      | 512               | 81                |
| Independent Examiner's remuneration - accountancy | 1,700             | -                 |
| Independent examiner's fees                       | 500               | -                 |
|   | <u>          </u> | <u>          </u> |

### 10 Staff costs

Staff costs during the year were as follows:

|                       |                   |                   |
|-----------------------|-------------------|-------------------|
|                       | 2019<br>£         | 2018<br>£         |
| Wages and salaries    | 211,269           | 107,261           |
| Social security costs | 17,836            | 7,576             |
| Pension costs         | 12,064            | 6,679             |
|                       | <u>          </u> | <u>          </u> |
|                       | 241,169           | 121,516           |
|                       | <u>          </u> | <u>          </u> |

No employees has employee benefits in excess of £60,000 (2018: Nil).

The average number of staff employed during the period was 7 (2018: 4).

The average full time equivalent number of staff employed during the period was 7 (2018: 4).

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 (2018: CEO and Helpline Manager)

The total employee benefits of the key management personnel of the charity were £156,289 (2018: £67,729).

### 11 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 (2018: Nil).

one member of the management committee received travel and subsistence expenses during the year of £390 (2018: £nil).

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 (2018: nil).

## Mermaids

### Notes to the accounts for the year ended 31 March 2019 (continued)

#### 12 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.

#### 13 Fixed assets: tangible assets

| <b>Cost</b>             | Computer<br>equipment<br>£ | Total<br>£  |
|-------------------------|----------------------------|-------------|
| At 1 April 2018         | 350                        | 350         |
| Additions               | 3,934                      | 3,934       |
| Disposals               | -                          | -           |
|                         | <hr/>                      | <hr/>       |
| At 31 March 2019        | 4,284                      | 4,284       |
|                         | <hr/> <hr/>                | <hr/> <hr/> |
| <b>Depreciation</b>     |                            |             |
| At 1 April 2018         | 81                         | 81          |
| Charge for the year     | 512                        | 512         |
| Disposals               | -                          | -           |
|                         | <hr/>                      | <hr/>       |
| At 31 March 2019        | 593                        | 593         |
|                         | <hr/> <hr/>                | <hr/> <hr/> |
| <b>Net book value</b>   |                            |             |
| At 31 March 2019        | 3,691                      | 3,691       |
|                         | <hr/> <hr/>                | <hr/> <hr/> |
| <i>At 31 March 2018</i> | 269                        | 269         |
|                         | <hr/> <hr/>                | <hr/> <hr/> |



# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (continued)

### 14 Investments

|   | 2019<br>£ | 2018<br>£ |
|---|-----------|-----------|
| Market value at the start of the year               | 10,262    | 10,477    |
| Add: additions to investments at cost               | -         | 307       |
| Disposals at carrying value                         | -         | -         |
| Add net gain/(loss) on revaluation                  | 79        | (522)     |
|   | <hr/>     | <hr/>     |
|   | 10,341    | 10,262    |
| Cash held by investment broker pending reinvestment | -         | -         |
|   | <hr/>     | <hr/>     |
| Market value at the end of the year                 | 10,341    | 10,262    |
|   | <hr/>     | <hr/>     |
| Investments at fair value comprised:                |           |           |
| M+G Charifund units                                 | 10,341    | 10,262    |
|   | <hr/>     | <hr/>     |
|   | 10,341    | 10,262    |
|   | <hr/>     | <hr/>     |

Investments are all carried at fair value and are all traded in quoted public markets.

### 15 Debtors

|                                | 2019<br>£ | 2018<br>£ |
|--------------------------------|-----------|-----------|
| Grants receivable              | 10,781    | -         |
| Trade debtors                  | 4,497     | 3,268     |
| Other debtors                  | 400       | -         |
| Prepayments and accrued income | 13,716    | -         |
|                                | <hr/>     | <hr/>     |
|                                | 29,394    | 3,268     |
|                                | <hr/>     | <hr/>     |

# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (continued)

### 16 Cash at bank and in hand

|                          | 2019<br>£   | 2018<br>£   |
|--------------------------|-------------|-------------|
| Short term deposits      | 201,052     | 1,004       |
| Cash at bank and on hand | 227,676     | 137,985     |
|                          | <hr/>       | <hr/>       |
|                          | 428,728     | 138,989     |
|                          | <hr/> <hr/> | <hr/> <hr/> |

### 17 Creditors: amounts falling due within one year

|   | 2019<br>£   | 2018<br>£   |
|---|-------------|-------------|
| Bank overdraft                                | -           | -           |
| Bank loan                                     | -           | -           |
| Trade creditors                               | 5,279       | -           |
| Short term compensated absences (holiday pay) | 2,075       | -           |
| Other creditors and accruals                  | 3,305       | -           |
| Deferred income                               | -           | -           |
| Taxation and social security costs            | -           | -           |
|   | <hr/>       | <hr/>       |
|   | 10,659      | -           |
|   | <hr/> <hr/> | <hr/> <hr/> |

# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (continued)

### 18 Analysis of movements in restricted funds

|                                      | Balance at<br>1 April<br>2018<br>£           | Income<br>£         | Expenditure<br>£         | Transfers<br>£         | Balance at<br>31 March<br>2019<br>£           |
|--------------------------------------|--|---------------------|--------------------------|------------------------|---|
| Children in Need                     | -  | 43,125              | (32,344)                 | -                      | 10,781  |
| Paul Hamlyn<br>Foundation            | 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  |
| <b>Total</b>                         | <b>30,013</b>                                | <b>155,748</b>      | <b>(139,426)</b>         | <b>-</b>               | <b>46,335</b>                                 |
| <b>Previous reporting<br/>period</b> | <b>Balance at<br/>1 April<br/>2017<br/>£</b> | <b>Income<br/>£</b> | <b>Expenditure<br/>£</b> | <b>Transfers<br/>£</b> | <b>Balance at<br/>31 March<br/>2018<br/>£</b> |
| Children in Need                     | -  | 70,300              | (70,300)                 | -                      | -   |
| Paul Hamlyn<br>Foundation            | -  | 30,000              | -                        | -                      | 30,000  |
| LGBT Consortium                      | -  | 14,740              | (14,740)                 | -                      | -   |
| Pride                                | -  | 2,303               | (2,290)                  | -                      | 13  |
| <b>Total</b>                         | <b>-</b>                                     | <b>117,343</b>      | <b>(87,330)</b>          | <b>-</b>               | <b>30,013</b>                                 |

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.

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 face 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 2019 (continued)

### 19 Analysis of movement in unrestricted funds

|                                      | Balance<br>at 1 April<br>2018<br>£ | Income<br>£    | Expenditure<br>£ | Transfers<br>£ | As at 31<br>March 2019<br>£ |
|--------------------------------------|------------------------------------|----------------|------------------|----------------|-----------------------------|
| 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>              |
|                                      | <u>122,775</u>                     | <u>559,657</u> | <u>(267,272)</u> | <u>-</u>       | <u>415,160</u>              |
| <b>Previous reporting<br/>period</b> | Balance<br>at 1 April<br>2017<br>£ | Income<br>£    | Expenditure<br>£ | Transfers<br>£ | As at 31<br>March 2018<br>£ |
| General fund                         | 36,170                             | 200,232        | (113,627)        | -              | 122,775                     |
|                                      | <u>36,170</u>                      | <u>200,232</u> | <u>(113,627)</u> | <u>-</u>       | <u>122,775</u>              |
|                                      | <u>36,170</u>                      | <u>200,232</u> | <u>(113,627)</u> | <u>-</u>       | <u>122,775</u>              |

| <b>Name of</b>      | <b>Description, nature and purposes of the fund</b>                        |
|---------------------|--|
| General fund        | The free reserves after allowing for all designated funds                  |
| Designated property | The fixed assets are essential for the future operation of the charity and |

# Mermaids

## Notes to the accounts for the year ended 31 March 2019 (continued)

### 20 Analysis of net assets between funds

|  | General<br>fund<br>£          | Designated<br>funds<br>£          | Restricted<br>funds<br>£          | Total<br>£         |
|--|-------------------------------|-----------------------------------|-----------------------------------|--------------------|
| Tangible fixed assets                  | 3,691                         | -                                 | -                                 | 3,691              |
| Fixed asset investments                | 10,341                        |                                   |                                   | 10,341             |
| Other net current assets/(liabilities) | 401,128                       | -                                 | 46,335                            | 447,463            |
|  | <hr/>                         | <hr/>                             | <hr/>                             | <hr/>              |
| Total                                  | 415,160                       | -                                 | 46,335                            | 461,495            |
|  | <hr/>                         | <hr/>                             | <hr/>                             | <hr/>              |
| <b>Previous Reporting Period</b>       | <i>General<br/>fund<br/>£</i> | <i>Designated<br/>funds<br/>£</i> | <i>Restricted<br/>funds<br/>£</i> | <i>Total<br/>£</i> |
| Tangible fixed assets                  | 269                           | -                                 | -                                 | 269                |
| Fixed asset investments                | 10,262                        |                                   |                                   | 10,262             |
| Other net current assets/(liabilities) | 112,244                       | -                                 | 30,013                            | 142,257            |
|  | <hr/>                         | <hr/>                             | <hr/>                             | <hr/>              |
| Total                                  | 122,775                       | -                                 | 30,013                            | 152,788            |
|  | <hr/>                         | <hr/>                             | <hr/>                             | <hr/>              |

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

|   | 2019<br>£ | 2018<br>£ |
|---|-----------|-----------|
| <b>Net income/(expenditure) for the year</b>    | 308,707   | 116,618   |
| <b>Adjustments for:</b>                         |           |           |
| Depreciation charge                             | 512       | 81        |
| (Gains)/losses on investments                   | (79)      | 522       |
| Dividends, interest and rents from investments  | (586)     | (813)     |
| Decrease/(increase) in debtors                  | (26,126)  | (3,268)   |
| Increase/(decrease) in creditors                | 10,659    | -         |
|   | <hr/>     | <hr/>     |
| <b>Net cash provided by/(used in) operating</b> | 293,087   | 113,140   |
|   | <hr/>     | <hr/>     |