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SHEILA
MCKECHNIE
FOUNDATION



SHEILA McKECHNIE
FOUNDATION

ANNUAL REPORT 2010-11

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ORGANISATIONAL DETAILS

Registered name	The Sheila McKechnie Foundation	Trustees	Margaret Donnelly Matthew Downie (from May 2010) Blake Lee-Harwood (from May 2010) Vaughan Lindsay Lucy Musgrave Andrew Reading (until December 2010) Emily Robinson John Rudkin Nigel Saxby-Soffe (from May 2010) Lyndall Stein (Chair) Alastair Wilson
Charity registration No.	1108210		
Company registration no.	5331412		
Registered office	Resource for London 356 Holloway Rd London N7 6PA		
Staff	Linda Butcher (Chief Executive) Harmit Kambo Mustafa Korel (from October 2010) Clare Parry Iffat Shahnaz Erin Turner (until October 2010)	Patrons:	Rt Hon Gordon Brown MP Alan Grant Rt Hon The Lord Howe of Aberavon, KT CH QC The Baroness Morgan of Drefelin Jon Snow
		Bankers:	Unity Trust Bank plc Nine Brindleyplace Birmingham B1 2HB
		Independent accountants:	Rachael Flinders ACA Consumers' Association 2 Marylebone Road London NW1 4DF

Cover image: Protestors seek greater political freedom as part of The Syrian Uprising © Workers Power, March 2011

REPORT FROM THE CHAIR AND CHIEF EXECUTIVE

2010-11 was a turbulent and difficult year for many charities. But the Sheila McKechnie Foundation (SMK) worked hard to ensure that we were able to not only maintain but also strengthen our charitable support for campaigners across the UK and beyond.

We continued to provide awards to campaigners across the UK and also one international award. The 2010 Campaigner Awards attracted more applications than any previous year. What was even more encouraging was that the quality of applications was also extremely high. We supported our eight award winners for a six month period, supporting each to become more effective at challenging injustices and inequalities, and achieving sustainable solutions.

While it remains our core activity, our work goes far beyond the awards programme. We also provide one-day workshops across the country; an intensive four day 'Influencing Change' programme; and resources and information through the Campaign Central website.

SMK also launched a range of new initiatives in 2010-11:

- In partnership with the Esmée Fairbairn Foundation, we piloted the 'Grassroots Action Support (GAS) Fund', a 'Dragons' Den' style initiative to enable grassroots campaigners with little or no financial resources to secure small amounts of funding (see p7);
- We also ran 'See Change', working closely with the Oak Foundation, to provide an intensive campaigning and influencing training programme for a range of housing and homelessness sector organisations from across the UK (see p9);
- The 'Reaching UK Campaigners' programme, also funded by the Esmée Fairbairn Foundation, is enabling us to more effectively connect with and support campaigners all over the country (see p6).

We will continue to provide different 'access points' for campaigners, from entry-level workshops to intensive support through to our bespoke awards programme. Campaigners are a diverse community, and we want to ensure we provide a diverse programme to help them create a better society for all of us.



Lyndall Stein

Lyndall Stein
Chair



Linda Butcher
Chief Executive

OUR VISION AND MISSION

VISION

A present and future where campaigners are better able to set the agenda and get results.

MISSION

Connecting, informing and supporting campaigners.

CORE AIMS

1. To support campaigners to be more effective
2. To strengthen the environment for campaigning and campaigners
3. To deliver quality services and support programmes

CHARITABLE OBJECTIVES

SMK is a registered charity. Our Memorandum of Association sets out our objectives as follows:

To promote the efficiency and effectiveness of charities and the effective application of resources for charitable purposes for the benefit of the public by raising the standard of and promoting excellence in campaigning on behalf of charitable purposes in particular by:

1. Awarding individuals who have conducted effective and lawful campaigns that further charitable purposes.
2. Raising awareness of good practice in campaigning.
3. Providing information and guidance to people who are campaigning in the furtherance of charitable purposes.

SMK supports and promotes campaigns that further charitable purposes as set out in the Charities Act of 2006.

In setting our objectives and planning our activities our Trustees have given careful consideration to the Charity Commission's general guidance on public benefit and in particular to its supplementary public benefit guidance on advancing citizenship and community development.

People Power 2011 speakers included (clockwise from left): Dan Glass, community organiser; Jo Fox, Director of the Bigger Picture at BSkyB; Tony Juniper, environmental campaigner; Caroline Fiennes, Executive Director of the Global Cool Foundation; Polly Higgins, environmental lawyer; Ellie Mae O'Hagan, UK Uncut; David Lammy MP; Campbell Robb, Director of Shelter.



CONNECTING CAMPAIGNERS

PEOPLE POWER 2011

March 2011 saw our second People Power conference taking place. Organised in partnership with the Good Agency, the event brought together 130 charity and grassroots campaigners with politicians, journalists and corporates to discuss what role campaigners will play in social, environmental, economic and cultural change over the next few years. Speakers included:

- Andrew Butler, Campaigns Manager, Lush Cosmetics
- Louise Hanson, Head of Advocacy, Which? Magazine
- John Hilary, Executive Director, War on Want
- Susan Nash, Vice-President, NUS
- Katie O'Donovan, Head of Communications, Mumsnet
- Andreas Whittam Smith, Co-Founder, The Independent

To make the event as accessible as possible, we offered bursaries for grassroots campaigners with minimal resources. We also offered a range of discounts on the ticket price, and kept the full ticket price low, but just high enough for us to recoup our costs.

To find out more visit peoplepower2011.org.uk.

CAMPAIGNCENTRAL.ORG.UK

The Campaign Central website was launched in 2009 and has continued to be a useful hub of information, resources and ideas for campaigners, with over 10,000 people accessing it over the year.

Significant developments for 2010-11 included:

- An update to the 'law and campaigning' section. This section of the website now provides information about differing legislation in England, Wales, Scotland and Northern Ireland. This is the only online resource for campaigners which aims to present a truly national picture of the law and campaigning.
- A new blogging platform, which enables registered users to post ideas, reflect on campaign strategies and tactics, and offer insight into how to campaign effectively.

**"An excellent event,
a really inspiring
programme
and a strong
mix of brilliant
contributors."**

People Power participant

SUPPORTING CAMPAIGNERS

REACHING UK CAMPAIGNERS

As a small, London-based charity with a UK wide remit we want to ensure consistency in our support to campaigners wherever they are based. 'Reaching UK Campaigners' is a two year pilot project, supported by the Esmée Fairbairn Foundation, which is enabling SMK to test a low-cost and potentially sustainable regional structure.

The programme started in November 2010 with the appointment of part-time Regional Coordinators in Northern Ireland, Scotland, South-West England and Wales. We are already starting to see the impact of this work in terms of increased uptake of various aspects of the SMK programme by campaigners across the UK.

WORKING WITH OUR ALUMNI

We aim to build long term relationships with campaigners who access our programme. In 2010–11 we worked with our 'alumni' in a variety of ways.

Continuing our series of lunchtime talks, John Stewart from campaign group HACAN ClearSkies gave a presentation to alumni about their successful campaign against the Third Runway plans at Heathrow Airport. Benard Wakoli, SMK's 2011 International Campaigner Award winner gave an alumni talk about his campaign to raise awareness of the human rights of lesbian, gay, bisexual and transgender people in his local community in Western Kenya.

Eligible SMK Alumni were also given the opportunity to apply to the GAS Fund (see p7), which provided them with the chance to pitch for small grants to support their campaign work.

We also involved past award winners in People Power 2011 (see p5). Women Creating Change 2009 award winners, Emma and Abi Moore delivered a conference workshop; and 2008 Transport Award winner Dan Glass participated in the main conference debate.

"The Reaching UK Campaigners programme is enabling us to seek out and work with new audiences across the country. There are campaigners in every community but many of them haven't heard of SMK and the support it can offer them. With our local knowledge, the Regional Coordinators are able to identify local, grassroots campaigners and look at ways in which we can offer targeted support to help them campaign more effectively."

**James Magowan,
SMK Regional Coordinator,
Northern Ireland**

GRASSROOTS ACTION SUPPORT FUND

Set up in June 2010 in partnership with the Esmée Fairbairn Foundation (EFF), the Grassroots Action Support (GAS) Fund provided a 'Dragons' Den' style platform for SMK alumni to make a pitch for a grant of up to £2,000 to support their campaign work.

The programme was only open to campaigners with limited financial resources. Twelve eligible campaigners made pitches to the EFF panel. All pitches were successful in terms of either receiving: the full amount; a partial contribution towards the sum pitched for; or alternative support that the panel felt would be more helpful to the campaigner.

EFF staff who were not ordinarily involved in the grant making process enjoyed the opportunity to hear from campaigners first hand about what kind of support they needed. Both EFF staff and participants found it to be a very positive and useful process.

CASE STUDY

Lea Misan 'Educating Youth In Social Action' Act For Change

Lea Misan, who won SMK's 2009 Conflict Resolution Award, made a pitch in the first round of the GAS Fund in July 2010. Lea requested the amount of £1,800 towards her campaign work with Act for Change.

Whilst Lea impressed the panel with her pitch, they felt that the pitch hadn't really done her campaign justice and that there was a more exciting story to be told. The panel felt that they had not got to the heart of the 'why' behind the proposed project. So the panel agreed to set aside the amount Lea pitched for, but they also offered her the opportunity to submit a bid to the main EFF fund to support her work more broadly.

Lea has since been successful in her bid and Act for Change is now being supported by EFF over a two year period, providing her with a far higher sum than originally pitched for and a valuable and direct relationship with the funder.

**"Esmée Fairbairn
Foundation staff found
the GAS Fund an exciting
and inspiring project to
work on. We met with a
range of passionate
campaigners who had
great ideas and needed
relatively small amounts
of funding to progress
their work. SMK played
a vital role in bringing to
our attention a group of
individuals who we would
not otherwise have been
able to support through
our core programmes."**

**John Mulligan,
Grants Manager,
Esmée Fairbairn
Foundation**

INTRODUCTORY SUPPORT FOR CAMPAIGNERS

CAMPAIGN WORKSHOPS

Supported by the Department for Communities and Local Government Empowerment Fund Programme, SMK ran a series of one day introductory level workshops across England for individuals who are new to campaigning. The workshops brought in expert views from MPs and journalists, who kindly volunteered their time, on how to gain political and media support for campaigns.

- Nine regional workshops took place across Liverpool, Hereford, Leeds, London, Taunton, Sunderland, Norwich, Croydon and Leicester
- 168 individuals attended the workshops

The workshops offered much needed training, support to who would usually not be able to afford such opportunities. The workshops also provided networking opportunities for the participants, as well as further resources on campaign development.

“It was great to get a very structured review of what campaigning is about and what are its mechanics”

“Being able to talk to such an experienced MP was incredibly useful”

SHOUT OUT!

Shout Out! is aimed at young Londoners aged 14 – 18, and is funded by the City Bridge Trust. The programme delivers one-hour workshops to groups of young people across the ten most deprived boroughs in London.

The workshop introduces young people to what campaigning is and supports them to develop their campaign ideas based on issues that they care about.

Our support doesn't end at the end of the workshop: we encourage young people to apply for the Shout Out! Award.

This year:

- We have worked with 528 young people through Shout Out! workshops
- There has been a 43% increase in applications for the Shout Out! Award compared to 2010
- 75% of teachers surveyed rated the programme as excellent

CASE STUDY

Simone Webb – ‘My City Too!’ Shout Out! 2010 Finalist

We first came into contact with Simone through the ‘My City Too’ programme. Simone’s campaign is trying to ensure that young people are included in architecture, planning and development, so that public spaces are improved for everyone.

Simone was encouraged to apply for the Shout Out! Award in 2010 to help take her ideas further.

The award judges thought that Simone’s passion was incredible. She was selected as a Shout Out! Award finalist and offered four campaign coaching sessions.

The coaching was responsive to Simone’s needs and in particular helped develop her understanding of digital campaigning.

Simone found the support highly motivating and inspiring and said:

“I will continue to campaign no matter what I decide to do with my life. I feel that I have gained a lot out of the Shout Out! Award... The Sheila McKechnie Foundation is amazing!”



INTENSIVE SUPPORT FOR CAMPAIGNERS

INFLUENCING CHANGE PROGRAMME

Influencing Change, run in partnership with Trust for London, is a four-day introductory level course spread over four months for under-resourced London-based grassroots and voluntary organisations. It focuses on achieving policy change and looks at how to influence local, London-based, National and European government.

- The programme has added value to the support that Trust for London provides, equipping London-based groups with the tools to campaign for positive change;
- A total of 20 participants from a diverse range of London based groups have been supported;
- A skills share campaign sub group met up to offer peer support and advice to each other;
- We also delivered additional one-to-one individual campaigning coaching sessions to 11 participants who wanted further support.

“Over the past year SMK has provided the support that has enabled Call4 to run several successful campaigns across the UK, putting pressure onto a number of local politicians and corporate leaders to drive positive environmental change... Perhaps of greatest impact was having access to a forum of campaigning specialists. This had a huge impact on our motivation, encouraging us to reach further. As a result, Call4 has now launched its first pan-European campaign and directly helped change EU law – palm oil will now be labeled on food items across Europe.”

**Nick Ford, Call4
Influencing Change 2010 participant**

SEE CHANGE PROGRAMME

See Change was developed in partnership with the Oak Foundation as a pilot programme of support for individuals and organisations working within the housing and homelessness sector. All participants of the See Change programme were recipients of funding from the Oak Foundation and were individuals who would benefit from a range of campaigning support. They were provided with an opportunity to develop their advocacy skills and to identify a campaign agenda, therefore enabling these individuals to become ‘agents of change’ across the sector:

- A total of 15 participants were supported through the four day introductory level course on campaigning and influencing
- Six participants received additional support, which comprised of one to one coaching sessions and bespoke training with experts

“We have now developed a strategic plan which includes campaigning as a key area of identified work.”

See Change participant

“SMK is an important strategic partner and have an excellent track record of delivery with us. They do what they say they will do.”

**Amanda Beswick
Director of Housing and Homelessness
Programme, Oak Foundation**

SMK CAMPAIGNER AWARD WINNERS 2010

CONSUMER ACTION AWARD

Sponsored by **Which?**



Pete Davis
Part-Time Carnivore

Pete's campaign aims to encourage and support people to reduce meat consumption; a simple but significant change in behaviour that will have a positive impact on the environment.

ENVIRONMENT AWARD

Sponsored by **The Calouste Gulbenkian Foundation**



Alice Farr
**'Woodwatch',
Woodland Trust**

Alice is supporting local communities to take action for woods and trees under threat. She empowers people to using powers available at a local grassroots level, such as planning systems.

INTERNATIONAL AWARD

Sponsored by **SMK**



Benard Wakoli
**'Sexual Orientation
and Gender Diversity
Advocacy' – Kenya**

Benard is campaigning to raise awareness about the human rights of lesbian, gay, bisexual and transgender (LGBT) people in the Mumias community in Western Kenya.

LOCAL CAMPAIGNER AWARD

Sponsored by **Department for Communities and Local Government**



Lara Fashola
'Phone Mast Removal'

Lara is working with a local parents group to campaign for the removal of a phone mast just yards away from her children's school, to create a healthier environment for students.

Each year the number of applications for our campaigner awards far outweigh the number of people we can support through our programme. It is always a challenge to select just one recipient in each category when there are so many individuals deserving of support. But the award panel judges felt that the individuals described below would benefit most from the unique support and development package that the SMK Awards offer.

For those applicants we are not able to offer an award to, we encourage them to take up other support available from SMK, as described in other sections of this report – or we signpost to other sources of support where relevant.

LONDON SOCIAL JUSTICE AWARD

Sponsored by **Trust for London**



Noori Bibi 'Young Muslim Voices'

Noori won her award while working with young people in Islington to challenge negative

perceptions about young Muslims, women and refugees. The campaign aims to bridge the gap between silent voices and decision-makers.

SHOUT OUT! AWARD

Sponsored by **The City Bridge Trust**



Jattu Kallon, Lia Temple, Madeleine Agyeman-Badi, Oluwatoni Alofe, Shauntae Reeder 'Bin it Right', La Sainte Union School, Camden

These five young people won their award while creating awareness of recycling options in their school and beyond. They want to inspire their peers and create a better learning environment.

SOCIAL INCLUSION AWARD

Sponsored by **Shelter**



Ilena Day 'Look OK...Feel Crap?' Depression Alliance Scotland

Ilena is working with young people to support

those struggling with depression in Scotland. She is trying to modernise current mental health messages and create greater awareness in order to better support young adults with depression.

TRANSPORT AWARD

Sponsored by **Simon Norton**



Claire Prospert 'Newcastle Cycling Campaign'

Claire is establishing a cycle campaign for Newcastle with a focus on bike commuting. She is lobbying local government to improve provision for cyclists.

SUPPORT PACKAGE FOR AWARD WINNERS

SUPPORT PACKAGE FOR AWARD WINNERS

Winners of the 2010 Campaigner Awards received a bespoke package of support which included:

- Attending a high profile awards ceremony hosted by Jon Snow, with awards presented by Lord Herman Ouseley, Anna Raeburn and Tony Juniper.
- Participating in an awards induction and campaign assessment day to identify the priorities and key target areas for their campaign.
- Receiving intensive one-to-one coaching from a carefully selected campaign coach with relevant skills and knowledge in the campaigner's subject area.
- Receiving personalised support from Mandate, a highly reputable public affairs consultancy.
- Participating in a stimulating and interactive residential skills building weekend
- Mentoring or shadowing opportunities relevant to the campaigner's area of work.
- A free place at the People Power 2011 conference.
- An invitation to apply to the Grassroots Action Support Fund, a pilot project that SMK developed in partnership with the Esmée Fairbairn Foundation (see p7).
- Other bespoke support that we are able to provide such as brokering contacts with relevant experts.
- An invitation into the SMK alumni programme, enabling award winners to attend a series of briefings and other networking events (see p6).

"I am grateful that SMK took time to find the right mentor for me. That was a key part in my journey of learning and action and it's benefitting the whole group as we learn together."

Shilpa Shah – Ayanna Environmental Campaigner Award Winner 2009



Award winners and finalists at the 2010 Campaigner Awards Ceremony



Jon Snow, Channel 4 Newscaster and Patron of SMK presented the 2010 Awards Ceremony

LONGER TERM IMPACT

Campaigns are marathons, not sprints. While much of our work provides short term support - from one day workshops through to a six month awards support programme – campaign goals are rarely achieved so quickly! Campaigners can remain dedicated to their cause for many years, sometimes a lifetime. Below we present just a few examples of individuals we have worked with in the past and our role in helping them to create impact over the long term.

CASE STUDY

Tom Royston
'Hung Up'
Leeds Citizens Advice Bureau

Consumer Action Award Winner 2009

'Hung Up' was Tom's campaign to reduce the cost of contacting essential government services by mobile phone.

It could sometimes cost up to 40p a minute to call government from a mobile. Client stories from citizens advice bureaux across the country demonstrated the problems this caused vulnerable people.

Through the awards programme, we offered Tom bespoke support to develop his campaign strategy and tactics, especially in terms of influencing Government.

In 2010, the DWP agreed to the Hung Up recommendation to make benefit claim lines free to call from a mobile phone. Tom estimates this has saved money for more than 30m callers annually.

"SMK helped me get the campaign known, tackle the challenges of coordinating a campaign involving hundreds of people nationwide, and learn how to target decision-makers. Their network of campaigners continues to be useful and inspiring to me, since I'm not a professional campaigner."

CASE STUDY

Francis Njuakom Nchii
'Campaign for Older People's Rights in Cameroon', CDVTA

International Campaigner Award Winner 2008

Francis won the International Campaigner Award while trying to secure constitutional rights for older people in Cameroon. Working with older people closely, he has been campaigning for welfare services in the remote village areas of the country.

Francis came to the UK in 2008 to receive his award. As part of his support package, SMK brokered a series of meetings in London with UK-based NGOs and the Government. We also provided coaching support to him on his return to Cameroon.

In 2009 CDVTA secured funding from the Department for International Development and the Methodist Relief and Development Fund in the UK, to support a five-year project in support of older people's rights.

"I am happy and privileged to say that the SMK Award became a turning point in the history of my campaign in support of elderly rights in Cameroon. The profile and support the Award gave to the campaign encouraged our elderly people to have more confidence in their fight to secure their rights and reassured us that one day they will be listened to by the government of Cameroon."

THANK YOU

SMK relies on the funding, expertise, passion, insight and goodwill of so many individuals and organisations, that we cannot possibly name them all here. Our funders, judges, coaches, mentors, trainers, speakers and facilitators, many of whom provide their support voluntarily, work with us to provide a challenging and inspiring programme for campaigners across the UK and beyond. We would like to thank all of you.

OUR FUNDERS 2010-11



CALOUSTE
GULBENKIAN
FOUNDATION



David and Lynda
Hughes

SimonNorton



Shelter



Trust for London
Tackling poverty and inequality



We are also very grateful for donations received through the Charities Aid Foundation and Justgiving.com.

SHEILA McKECHNIE'S LEGACY

Dame Sheila McKechnie was a fearless and passionate campaigner who empowered individuals to recognise and assert their rights through her work as Chief Executive at Which? and previously as Director of Shelter.

She inspired the creation of SMK, set-up by a founding group of Trustees who all knew and worked with her at the Architecture Foundation, Foyer Federation, Shelter and Which?

They believed that the insight and passion Sheila demonstrated in her own lifetime should be passed on to a new generation of campaigners fighting for social justice. SMK's five founding Patrons continue to play an important role.

SMK gained charitable status in February 2005 and remains dedicated to connecting, informing and supporting campaigners.



VALUE FOR MONEY STATEMENT

The previous sections show the wide range of SMK initiatives, participants and achievements during 2010-11. In the next section you can find out about the income and expenditure that enabled us to deliver this programme.

We achieve a lot across the UK and beyond – and more that is not covered by this report by: working hard to be good at what we do; using resources wisely and sustainably; carrying out regular monitoring and evaluation; keeping office costs and waste down; and prioritising sustainability over growth – which too often can lead to ‘bust and boom’.

During the year we supported:

- 10,000+ unique users of Campaign Central.
- 696 individuals through our **introductory** campaigning workshops.
- 35 individuals through **intensive** programmes such as Influencing Change and See Change.
- Eight Campaigner Award winners through a **bespoke** support package.

We work hard to minimise our costs and maximise efficiency:

- SMK’s overheads are less than 5% of our total expenditure.
- The programme is coordinated by a small but effective team, with staff capacity of five FTE posts.
- We also use freelancers to deliver some aspects of our programme, which is more cost effective than increasing our staffing.
- Wherever possible or appropriate, we also use pro bono support and unpaid speakers at our events.
- We don’t spend lots of money to fundraise, which is done in-house as part of project planning and management.
- We have stringent procurement processes, including using tendering processes for expenditure over £10,000.
- We also test the cost of suppliers across the market, and wherever possible negotiate costs down.
- We make good use of the wide expertise and contacts of Board members and Patrons.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2011

THE SHEILA McKECHNIE FOUNDATION (A COMPANY LIMITED BY GUARANTEE)

INDEPENDENT EXAMINER'S REPORT TO MEMBERS ON THE ACCOUNTS OF THE SHEILA McKECHNIE FOUNDATION

I report to the trustees of the Sheila McKechnie Foundation (Charity No 1108210) on the accounts for the year ended 31 March 2011 set out on pages 17 to 19.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

As described on page 2 the charitable company's trustees, who are also the directors of The Sheila McKechnie Foundation for the purpose of company law, are responsible for the preparation of the accounts, and they consider that an audit is not required this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

It is my responsibility to:

- a. examine the accounts under section 43 of the 1993 Act,
- b. to follow the procedures laid down in the general Directions given by the Charity Commission (under Section 43(7)(b) of the 1993 Act), and
- c. to state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINER'S STATEMENT

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention

- a. which gives me reasonable cause to believe that in, any material aspect, the requirements:
 - i. to keep accounting records in accordance with section 41 of the 1993 Act; and
 - ii. to prepare accounts which accord with the accounting requirements of the 1993 Act have not been met; or
- b. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Rachael Flinders
Consumers' Association
2 Marylebone Road
London NW1 4DF
14th September 2011

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2011

	Notes	Unrestricted funds £	Restricted funds £	2010-11 £	Unrestricted funds £	Restricted funds £	2009-10 £
INCOMING RESOURCES							
Incoming resources from generated funds							
Voluntary income	2	621	-	621	1,265	-	1,265
Investment income	3	293	-	293	302	-	302
Other incoming resources		985	-	985	9,365	-	9,365
Incoming resources from charitable activities	4	330,073	-	330,073	314,739	-	314,739
Total Incoming resources		331,972	-	331,972	325,671	-	325,671

RESOURCES EXPENDED							
Charitable activities	5	333,273	-	333,273	318,818	-	318,818
Governance cost	7	1,087	-	1,087	1,880	-	1,880
Total resources expended		334,360	-	334,360	320,698	-	320,698
Net movement in funds		(2,388)	-	(2,388)	4,973	-	4,973
Fund balances at 1 April 2010		69,294	-	69,294	64,321	-	64,321
Fund balances at 31 March 2011		66,906	-	66,906	69,294	-	69,294

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

The Foundation's bank is: Unity Trust Bank plc, Nine Brindleyplace, Birmingham B1 2HB.

BALANCE SHEET AS AT 31 MARCH 2011 (COMPANY NO. 5331412)

	Notes	Unrestricted funds £	Restricted funds £	2011 £	Unrestricted funds £	Restricted funds £	2010 £
CURRENT ASSETS							
Debtors	10	24,120	-	24,120	30,953	-	30,953
Cash at bank and in hand		92,773	-	92,773	84,975	-	84,975
		116,893	-	116,893	115,928	-	115,928

CREDITORS							
Amounts falling due within one year	11	49,987	-	49,987	46,634	-	46,634

NET CURRENT ASSETS							
Total assets less current liabilities		-	-	66,906	-	-	69,294
		-	-	66,906	-	-	69,294

FUNDS OF THE CHARITY							
Funds brought forward		69,294	-	69,294	64,321	-	64,321
(Loss)/surplus for the year		(2,388)	-	(2,388)	4,973	-	4,973
		66,906	-	66,906	69,294	-	69,294

For the year ending 31st March 2011 the company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These accounts have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The accounts were approved by the Board on 14 September 2011.



Lyndall Stein
Chair of Trustees

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2011

1. ACCOUNTING POLICIES

1.1 Basis of preparation

The accounts are prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities" issued.

1.2 Incoming resources

Voluntary income is recognised as incoming resources when receivable, except insofar as they are incapable of financial measurement.

All income, including deferred income is recognised on the accruals basis of accounting.

1.3 Resources expended

Expenditure is classified under the charity's principle project and included on an accruals basis inclusive of value added tax.

Support costs are those costs incurred directly in support of expenditure on the objects of the charity.

2. VOLUNTARY INCOME		
	2011 £	2010 £
Donations and gifts	621	1,265

3. INVESTMENT INCOME		
	2011 £	2010 £
Interest receivable	293	302

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES		
	2011 £	2010 £
Grants	104,901	175,253
Programme income	225,172	139,486
	330,073	314,739

5. TOTAL RESOURCES EXPENDED				
Charitable activities	Staff costs £	Other costs £	Total 2011 £	Total 2010 £
Award scheme and support programme:				
Activities undertaken directly	234,348	98,925	333,273	318,818
Governance cost	-	1,087	1,087	1,880
	234,348	100,012	334,360	320,698

6. ACTIVITIES UNDERTAKEN DIRECTLY		
	2011 £	2010 £
Other costs relating to Award scheme and development programme comprise:		
Regional coordinators	6,515	-
Books, stationary and postage	-	-
Travel and subsistence	53	-
Publicity and advertising	15,708	19,257
General office costs	15,769	19,312
Event costs	20,644	2,325
Sundry expenses	-	-
Research costs	-	-
National development programme	26,936	11,618
Computer equipment	-	-
Website development	-	15,474
Recruitment costs	1,685	-
Support programme	11,615	29,409
	98,925	97,395

7. GOVERNANCE COST		
	2011 £	2010 £
Governance cost	1,087	1,880

Governance costs comprise of costs for the running of the charity as an organisation and compliance with constitutional and statutory requirements.

8. TRUSTEES

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

9. EMPLOYEES

Number of employees

The average monthly number of employees during the year was 5 (2009-10: 5).

	2011 £	2010 £
Employment costs		
Wages and salaries	212,539	193,408
Social security	22,396	19,490
Pension costs	1,098	8,525
Interest receivable	236,033	221,423

One employee (2010: One employee) earned between £60,000 and £70,000

10. DEBTORS		
	2011 £	2010 £
Prepayments and accrued income	24,120	30,953
	24,120	30,953

11. CREDITORS: AMOUNT FALLING DUE WITHIN ONE YEAR		
	2011 £	2010 £
Taxation and social security costs	6,219	6,161
Deferred Income	16,725	31,526
Accruals	8,630	8,947
	31,574	46,634

**SHEILA McKECHNIE
FOUNDATION**

ANNUAL REPORT 2010-11

The Sheila McKechnie Foundation is the only registered charity in the UK dedicated to connecting, informing and supporting campaigners.

SMK believes that campaigners play a vital role in society, fighting injustice and inequality. SMK:

- Runs the annual SMK Campaigner Awards, to support new and emerging campaigners
- Holds events and workshops about effective campaigning
- Manages Campaign Central, the online community for campaigners
- Promotes the rights of campaigners



Join Campaign Central, SMK's website for connecting, informing and supporting campaigners campaigncentral.org.uk

**SHEILA
McKECHNIE
FOUNDATION**

Sheila McKechnie Foundation
Resource for London
356 Holloway Road
London N7 6PA

Registered in England and Wales:
Company registration no. 5331412
Charity registration no. 1108210

T: 020 7697 4040
E: info@smk.org.uk
W: smk.org.uk

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