



Photo: Pouya Razavi

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Organisational details

Registered name	The Sheila McKechnie Foundation	Patrons	Rt Hon Gordon Brown MP, Prime Minister Alan Grant Rt Hon The Lord Howe of Aberavon, KT CH QC The Baroness Morgan of Drefelin Jon Snow
Charity registration no.	1108210		
Company registration no.	5331412		
Registered office	The Resource Centre 356 Holloway Rd London N7 6PA	Bankers	Unity Trust Bank plc Nine Brindleyplace Birmingham B1 2HB
Trustees	Margaret Donnelly Carolyn Hayman OBE Tanya Heasman (until November 2008) Vaughan Lindsay Lindsay Mackie Lucy Musgrave (interim Chair until June 2008) Andrew Reading Emily Robinson John Rudkin Adam Sampson (until February 2009) Lyndall Stein (Chair from July 2008) Gary Waller (until May 2008) Alastair Wilson	Accountants	Rachael Flinders ACA Consumers' Association 2 Marylebone Road London NW1 4DF

Cover image: Protest against the Iranian presidential election results in June 2009. The incumbent president Mahmoud Ahmadinejad was re-elected. The opposition candidates disputed the results amid widespread speculations of vote rigging and sought a re-election; this was followed by popular street protests and its subsequent crackdown by the government. © Pouya Razavi

Report from the Chair and Chief Executive

Transformations

2008-9 was a transformative year for the Sheila McKechnie Foundation. At an organisational level, a new Chief Executive and Chair, a move to new offices and preparations for a full rebranding typified a year of exciting developments. Our programme went from strength to strength, with 12 awards enabling us to work with a rich seam of campaigners. In the four years since SMK was set up, we have extended our reach considerably, allowing us to develop the potential of many more grassroots campaigners.

SMK exists to provide the kind of support that campaigners may not be able to access elsewhere. We will remain responsive to their needs. For example, in 2008 we began work on Campaign Central, a new website to provide free information, advice and networking opportunities for campaigners across the UK and beyond.

We would very much like to thank Lucy Musgrave and Claire McMaster, the previous (Interim) Chair and Chief Executive respectively, who steered the organisation with great innovation and commitment. We inherited a charity that already had an excellent reputation, and we will continue to build on this legacy.

We are very grateful to Which?, who gave SMK office space and a range of back-office support free of charge for the first four years of our existence. As SMK has matured, the Board felt it was time to 'stand on our own two feet' and in March 2009, we moved into our own offices on Holloway Road.

Our own transformations mean that we are now in a better position than ever to support the tenacious and committed individuals who are trying to achieve positive transformations in society.



Lyndall Stein

Lyndall Stein
Chair



Linda Butcher
Chief Executive

About SMK

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 set 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:

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.

A 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 of 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 is dedicated to connecting, informing and supporting campaigners.



Dame Sheila McKechnie

Our main activities

2008-9

The activities currently carried out for the public benefit by the charity can be broadly categorised into the following areas of work:

Awards programme

- The SMK Campaigner Awards 2008 were our most successful to date, attracting a greater number and diversity of applications than ever before.
- Our Awards programme grew from nine to twelve categories. The new awards were:
 - London Social Justice (sponsored by the City Parochial Foundation) for campaigners tackling poverty and its root causes;
 - Shout Out! (sponsored by the City Bridge Trust) for campaigns run by 15-18 year old school children living in London's poorest 13 boroughs;
 - The Young Activist Award (sponsored by the Foyer Federation and YMCA England), for young people aged 16-24 campaigning on community-focused issues.
- Prime Minister, and patron of SMK, Gordon Brown presented all 12 winners with their awards at a special ceremony at 10 Downing Street in July 2008.
- SMK delivered a bespoke package of support to all 12 award winners, helping each to develop their campaigning skills (see page 10 for details of what is involved in the support package).

Campaign workshops

- Supported by the Baring Foundation, SMK ran a series of one day workshops to provide an introduction to campaigning for individuals new to campaigning.
- The workshops offered much needed training to individuals who would usually not be able to afford or access such opportunities.
- Five workshops took place across four cities - Cardiff, Glasgow, London and Reading.
- 57 individuals attended the workshops from across the UK.



Rt Hon Gordon Brown MP, Prime Minister and Patron of SMK speaking at the 2008 Campaigner Awards ceremony.

Influencing Change programme

- We piloted the 'Influencing Change' programme, in partnership with the City Parochial Foundation.
- This was a more intensive and in-depth four-day programme spread over four months, which included pre-assessment and coaching.
- Designed for under-resourced London-based grassroots and voluntary organisations, the course focused on how local, London and central government and the EU make decisions, and how to influence them.
- The programme was attended by 25 individuals from a diverse range of London-based groups.
- After a successful pilot, the Influencing Change programme continued into 2009-10.

Campaign Central

Through our awards programme and our workshops, SMK works intensively with small groups of campaigners. However, we also aim to provide information and guidance to a much larger community of campaigners.

With this aim in mind, during 2008-9 we began to develop Campaign Central (campaigncentral.org.uk), a new website for campaigners. The aim is to:

- Provide comprehensive and free information and advice to campaigners about how to campaign effectively.
- Enable campaigners to connect with each other through online social networking.

During 2008-9 we consulted widely and developed the structure and content of the site, for launch in April 2009.

The development of Campaign Central was funded and supported by the Baring Foundation and the Joseph Rowntree Reform Trust.

SMK Campaigner Award Winners 2008

Conflict Resolution Award

sponsored by Peace Direct



Nick Wilson

Working with Conscience, Nick won his award while promoting alternative means of dealing with conflict other than war, including the use of peace workers to monitor military agreements.

Consumer Action Award

sponsored by Which?



Andrew Wilson

Andrew won his award while campaigning for the Wales Fair Trade Forum to make Wales the first ever fair trade country.

International Award

sponsored by Concern Worldwide



Francis Njuakom-Nchii

Francis is Director at the Community Development Volunteers for Technical Assistance (CDVTA Cameroon), delivering an advocacy campaign to enable older people to secure their constitutional rights, fighting discrimination and marginalisation.

London Social Justice Award

sponsored by City Parochial Foundation



Ben Watson

Ben won his award with Fair Pensions on The Campaign for Responsible Investment, to alleviate poverty, environmental damage and human rights violations caused by corporations.

Economic Justice Award

sponsored by the Joseph Rowntree Charitable Trust and the Joseph Rowntree Foundation



David Young

David's campaign, working with Global Witness, aims to put community rights at the centre of forest management in forest-rich developing countries.

Environment Award

sponsored by the Calouste Gulbenkian Foundation



Alex Randall

Alex works at the Centre for Alternative Technology, campaigning against carbon-offsetting through the Cheatneutral.com website, which compares carbon offsetting to cheating on your partner and then paying someone else to be faithful!

Shout Out! Award

sponsored by the City Bridge Trust



Charlie Young

Charlie's campaign aims to make his school and the local community a greener place. Along with fellow students, he aims to cut school emissions by 30% in the next five years.

Social Inclusion Award

sponsored by Shelter



Tara Flood

Tara founded the We Know Inclusion Works campaign to highlight the importance of including disabled children in mainstream schools.

Global Action Award

sponsored by David and Lynda Hughes, Artists Project Earth, BOND and Oxfam UK



Juliane Heider

Juliane's campaign aims to stop the use of immigration detention, especially the detention of children and families at Yarl's Wood Immigration Removal Centre.

Health and Social Care Award

sponsored by Age Concern



Penny Halliday

The aim of Penny's campaign is for kinship carers, and for children looked after by them, to be equally valued and financially supported, like other children with carers.

Transport Award

sponsored by Simon Norton



Dan Glass

Dan works with Plane Stupid Scotland, campaigning against airport expansion and climate impact. They organise popular education programmes to instil community self-determination in tackling climate change.

Young Activist Award

sponsored by the Foyer Federation and YMCA England



Toni Cowans

Toni is campaigning to raise awareness of HIV and AIDS through Stoke-on-Trent YMCA. Her key objectives are to challenge the misconceptions and discrimination associated with the illness, not only in her local area but nationwide.

Support package for award winners

The word 'award' implies a 'reward' for experienced campaigners. An SMK Campaigner Award is different – our awards support campaigners who are just starting out and now want to take their campaigning skills to the next level.

Winners of an SMK Award 2008 received a bespoke package of support which included:

- Attending the Awards Ceremony and receiving their award from Prime Minister and Patron of SMK, Gordon Brown.
- Carrying out a campaign assessment and mapping exercise, designed to better understand the current priorities and key target areas of each of their campaigns.
- Receiving intensive one-to-one coaching from a carefully selected coach who has relevant skills and knowledge.
- Receiving personalised support from Mandate, a highly reputable public affairs consultancy.
- Attending an intensive and inspiring residential skills-building weekend.
- Mentoring or shadowing opportunities relevant to the campaigners' area of work.
- Other bespoke support that we are able to provide, such as brokering contact with relevant experts.
- Invitation into the SMK Alumni programme (launched during 2009-10), enabling them to attend workshops and briefings organised by SMK.

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 many others work with us closely to provide a challenging and inspiring programme of support to award winners and finalists.

We would like to thank all of you.

Our funders 2008-9



Statement of financial activities for the year ended 31 March 2009

Accountants' report to members on the unaudited accounts of the Sheila McKechnie Foundation.

THE SHEILA McKECHNIE FOUNDATION (A COMPANY LIMITED BY GUARANTEE)

We report on the accounts for the period ended 31 March 2009 set out on pages 12 to 15.

Respective responsibilities of trustees and reporting accountants

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 the company is exempt from an audit. It is our responsibility to carry out procedures designed to enable us to report our opinion.

Basis of opinion

Our work was conducted in accordance with the Statement of Standards for Reporting Accountants, and so our procedures consisted of comparing the accounts with the accounting records kept by the company, and making such limited enquiries of the officers of the company as we considered necessary for the purposes of this report.

These procedures provide only the assurance expressed in our opinion.

Opinion

In our opinion:

- (a) the accounts are in agreement with the accounting records kept by the charitable company under section 221 of the Companies Act 1985;
- (b) having regard only to, and on the basis of, the information contained in those accounting records:
 - (i) the accounts have been drawn up in a manner consistent with the accounting requirements specified in section 249(A) of the Act and did not, at any time within that period, fall within any of the categories of companies not entitled to the exemption specified in section 249B(1).

R Flinders

Rachael Flinders
Consumers' Association
2 Marylebone Road
London
NW1 4DF

Dated: 13 November 2009

Statement of financial activities including income and expenditure account for the year ended 31 March 2009 Company no. 5331412

	Notes	Unrestricted funds £	Restricted funds £	2008-9 £	Unrestricted funds £	Restricted funds £	2007-8 £
INCOMING RESOURCES							
Incoming resources from generated funds							
Voluntary income	2	12,737	-	12,736	8,242	-	8,242
Investment income	3	2,016	-	2,016	2,296	-	2,296
Incoming resources from charitable activities	4	211,885	52,566	264,451	134,862	61,222	196,084
Total Incoming resources		226,638	52,566	279,204	145,400	61,222	206,622
RESOURCES EXPENDED							
Charitable activities	5	181,621	52,566	234,187	144,074	61,222	205,296
Governance Cost	7	-	-	-	315	-	315
Total resources expended		181,621	52,566	234,187	144,389	61,222	205,611
Net movement in funds		45,017	-	45,017	1,011	-	1,011
Fund balances at 1 April 2008		19,304	-	19,304	18,293	-	18,293
Fund balances at 31 March 2009		64,321	-	64,321	19,304	-	19,304

The statement of financial activities also complies with the requirements for an income and expenditure account. The Foundation's bank is: Unity Trust Bank plc, Nine Brindleyplace, Birmingham B1 2HB.

Balance sheet as at 31 March 2009

	Notes	Unrestricted funds £	Restricted funds £	2009 £	Unrestricted funds £	Restricted funds £	2008 £
CURRENT ASSETS							
Debtors	11	-	-	-	-	-	-
Cash at bank and in hand		158,691	-	158,691	29,618	80,907	110,525
		158,691	-	158,691	29,618	80,907	110,525
CREDITORS							
Amounts falling due within one year	12	94,370	-	94,370	10,314	80,907	91,221
NET CURRENT ASSETS							
Total assets less current liabilities				64,321			19,304
FUNDS OF THE CHARITY							
Funds brought forward		19,304	-	19,304	18,293	-	18,293
Surplus for the year		45,017	-	45,017	1,011	-	1,011
		64,321	-	64,321	19,304	-	19,304

For the year ended 31 March 2009 the company was entitled to exemption under section 249A(1) of the Companies Act 1985. No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 249B(2). The directors acknowledge their responsibility for:

- i) Ensuring the company keeps accounting records which comply with section 221; and
- ii) Preparing accounts which give a true and fair view of the state of affairs of the company as at the end of its profit and loss for the financial year in accordance with section 226, and which otherwise comply with requirements of the Companies Act relating to accounts, so far as applicable to the company.

The accounts were approved by the Board on 13 November 2009.

Lyndall Stein

Lyndall Stein
Chair of Trustees

Notes to the accounts for the year ended 31 March 2009

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 in March 2005 and the Companies Act 1985.

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.

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

2. VOLUNTARY INCOME

	Notes	2008-9 £	2007-8 £
Donations and gifts		12,737	8,242

3. INVESTMENT INCOME

	Notes	2008-9 £	2007-8 £
Interest receivable		2,016	2,296

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Notes	2008-9 £	2007-8 £
Grants		177,665	113,284
Programme income		71,786	64,800
Donated facilities and services	8	15,000	18,000
		264,451	196,084

5. TOTAL RESOURCES EXPENDED

Charitable activities	Staff costs £	Other costs £	Total 2008-9 £	Total 2007-8 £
Award scheme and support programme:				
Activities undertaken directly	143,917	90,270	234,187	205,296
Governance cost	-	-	-	315
	143,917	90,270	234,187	205,611

6. ACTIVITIES UNDERTAKEN DIRECTLY

	Notes	Total 2008-9 £	Total 2007-8 £
Other costs relating to Award scheme and development programme comprise:			
Legal fees and insurance		403	315
Books, stationary and postage		25	-
Travel and subsistence		6,764	7,617
Publicity and advertising		14,284	7,135
General office costs		5,463	-
Event management		-	4,491
Sundry expenses		4,244	1,385
Research costs		1,523	-
National development programme		6,049	-
Computer equipment		3,975	-
Website development		10,000	-
Recruitment costs		14,162	-
Support programme		8,378	11,489
Donated facilities and services	8	15,000	18,000
		90,270	50,432

7. GOVERNANCE COST

	Total 2008-9 £	Total 2007-8 £
Other governance costs comprise:		
Board of trustees away day	-	315

8. CONSUMERS' ASSOCIATION

During the period, the Consumers' Association group paid a £15,000 donation to The Sheila McKechnie Foundation to sponsor the Consumer Action Award. The Group made a one off donation of £50,000 to enable the Foundation to establish an office. The Group provided donated facilities and services in the form of fully serviced office space and other support services until January 2009 with a market value of approximately £18,000 per annum (year to 31 March 2008, £18,000).

Although The Sheila McKechnie Foundation is an independent charity, until May 2008 it shared two common trustees with the Consumers' Association. From June to October they shared a common trustee and from November 2008 they had no common trustees.

9. TRUSTEES

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

10. EMPLOYEES

Number of employees

The average monthly number of employees during the year was 4 (2007-8: 4).

	2008-9 £	2007-8 £
Employment costs		
Wages and salaries	129,710	140,144
Social security	14,207	12,720
Interest receivable	143,917	154,864

No employee (2007-8: 1) earned between £60,000 and £70,000

11. DEBTORS

	2008-9 £	2007-8 £
Prepayments and accrued income	-	-
	-	-

12. CREDITORS: AMOUNT FALLING DUE WITHIN ONE YEAR

	2008-9 £	2007-8 £
Taxation and social security costs	4,834	5,314
Deferred Income	74,536	85,907
Accruals	15,000	-
	94,370	91,221

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 new website for connecting, informing and supporting campaigners
campaigncentral.org.uk

**SHEILA
MCKECHNIE
FOUNDATION**

Principle address and registered office:

Sheila McKechnie Foundation
The Resource Centre
356 Holloway Rd
London N7 6PA

T: 020 7700 8231
E: info@smk.org.uk
W: smk.org.uk

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