

CFG's Annual Report for the year ending 31 March 2016 covers the second full year of our growth strategy, with the focus of growing the range of services we provide, the reach of those services and growing our influence.

Our Top Ten Highlights of 2015/16:

1. Our membership has continued to grow, up **2%** on the previous financial year with a total of 1,385 members including **156** charities that have joined us for the first time.
2. **Income has grown 4%** (excluding a one-off grant for the Small Charities Programme) this has enabled us to continue to strengthen our financial position. Growing income means that we can invest in new services and expanding the reach of existing services as well as investing in our own capacity.
3. Our website has seen an **18% increase** in the number of unique pageviews (337,863 in total). This means that more people are finding out about CFG, our events and trainings as well as free publications.
4. **5,362 attendees** came to our events in 2015/16. Although slightly down from last year, this can be explained by the end of our very successful SORP training. It compares favourably to 2013/14 (when we did not run SORP training) showing continued growth.
5. **119 corporate exhibitors attended our events, up 8% on the previous year.** This means that more charities are able to find out about services on offer and improve their operations. Last year also saw 22 new corporate subscribers join CFG.
6. Our social media has increased substantially, with a **25% increase** in our Twitter following (6,124). This enables us to remain relevant to charities as they utilise new communications platforms and gave us new avenues to promote our activities.
7. Our blog site saw **71 new blogs published.** Unique pageviews **increased by 251%**, enabling more charities to find out about important developments in charity finance and spreading best practice throughout the sector.
8. **We campaigned strongly to maintain charitable Mandatory Business Rate Relief** during a government consultation on a radical rethink of this business tax. This outcome was achieved in Budget 2016. Mandatory Business Rate Relief is worth around £1.8bn to the sector and it was critical that charities kept access to this tax relief.
9. **We launched new research on public perceptions of charity regulation.** At a time when charities have been under significant scrutiny, this research found that there was no consensus around charging charities for their own regulation and discovered a worrying lack of public knowledge about how charities are regulated.
10. **Our membership magazine has continued to get excellent reviews from charity members,** with 93% rating Finance Focus as 'very good' or 'good' in terms of quality of content and relevance.

Read the full annual report at www.cfg.org.uk/annualreport

However, we continue to have areas where improvement is needed:

- We are continuing to improve our regional offer, but we are aware that the services we provide are not as strong outside of London. We were able to deliver all but one of our regional meetings, but attendance has not been as high as we aimed for at the start of the year. Our members have reported time pressures and travel distance as reasons behind a lack of attendance, but we need to do more to make our events and training more accessible for our regional members. We are in the process of developing a new engagement strategy for 2017/18.
- Our website is not fit for purpose and is a barrier for many charities accessing services that they need, whether that is training, publications or other resources. Although more people are accessing our website, we know that many of our members find it clunky to use and this hampers their ability to maximise the value of membership. We are actively developing a new website with the aim of making it user-friendly for members and others that wish to access our events and content.
- We have struggled to complete some of our publications with corporates due to capacity shortages. Although our magazine, Finance Focus, and auto-enrolment for small charities publications have been very well received; guides on other key issues such as Risk and Fraud were delayed into 2016/17. The Policy & Engagement Team is now up to full strength which should ease strains on capacity, but significant government interest in charities has meant that priority has had to be given to responding to these developments.

Financial summary at a glance 2015/16

	Total (2016)	Total (2015)
Total Income	£2,013,140	£1,806,455
Total Expenditure	(£1,656,333)	(£1,568,552)
Net Income	£356,807	£237,903
Total funds brought forward at 1 April	£320,986	£83,083
Total funds carried forward at 31 March	£677,793	£320,986

Highlights of 2016/17 so far (first six months):

- Our membership has **increased by 5%**, compared with the same period last year.
- Attendance of CFG events has **increased by 24%** excluding our Inspiring Financial Leadership course.
- After considerable campaigning from CFG, the government has introduced **a new Bill to improve the Gift Aid Small Donations Scheme** which could increase the amount claimed by charities by £15m.
- **Income has grown by 1% compared to last year.**
- **We have launched two new guides** on new ways to think about risk and a new counter-fraud guide with our partners Sayer Vincent and PKF Littlejohn.
- Our Small Charities Programme has been officially launched with 48 training courses booked for between January and July 2017, and a new website for small charities (smallcharityfinance.org.uk) has been created.