

October 2015

CFG's Annual Report for the year ending 31 March 2015 covers the first full year of our growth strategy, aimed at helping us to reach more of the charity sector.

## Our Top Ten Highlights of 2014/15:

- **Our major change programme, funded through reserves in 2013/14, has had a significant impact on our financial performance.** We have replenished our reserve position to our target range in 2014/15, rather than in the three years to 2017/18 originally envisaged.
- We **generated sufficient funds to invest in an overdue improvement of our IT systems** in 2015/16.
- We beat our target of delivering events to 2,000 people: **in 2014/15, our conferences, seminars and training were delivered to 3,210 people.** More importantly, 95% of training attendees, and 87% of conference attendees, reported that their needs had been met.
- **The number of charities that were CFG members increased** from 1,338 in 2013/14 to 1,362 in 2014/15 – reversing the decline of recent years.
- **We have had a real impact in areas of significant importance to CFG and our members.** 1,895 delegates attended either training or a workshop on the new Statement of Recommended Practice (SORP) in 2014/15 – almost double our already ambitious target.
- **Wider outcomes achieved through the SORP training have been very strong.** For starters, 98% of respondents to the evaluation said their understanding of the new SORP had increased as a result of the training, and 97% said the training had helped them to understand the next steps they needed to take.
- **Our policy team have helped members and charities to keep on top of policy changes through briefings and guidance** – For example, our *Making the Most of Digital Donations* and *Navigating the Pensions Maze* publications led to national media coverage and shed light on some important issues for charities.
- **CFG's policy team also advocated for reforms** to make tax reliefs work better for the sector, and ensure that charities have fair access to financial services.
- **As a result of CFG's campaigning, DWP began a call for evidence on the section 75 pension debt rules** which have trapped many charities in unsustainable pension arrangements.
- The Annual Fundraising Dinner was a major success, with a **27% increase in income** levels without any major increases in costs.

178

Charities joined  
CFG for the first  
time in 14/15

5,532

Total event  
attendees  
(+5%)

Read the full annual report at [www.cfg.org.uk/annualreport](http://www.cfg.org.uk/annualreport)

### ...There were some low lights too:

- We are concerned about participation in regional member meetings and their viability**, and we reduced the number of regional meetings during the year. Members reported that although the quality of the meetings is high, they can't afford the time, especially when needing to travel too.

**What we're going to do about it:** We are in the process of launching new online training and webinars, to make it less time-consuming for regionally-based members to benefit from our training and events. We've also focused on working collaboratively with other organisations across England – such as the Institute of Risk Management and the Small Charities Coalition. We plan on continuing these partnerships throughout the coming year to help us expand our support for those outside London and South East.
- We had difficulty increasing the availability of our online resources.** We had planned to improve our online presence in 2014/15, however, a server at the end of its life and a number of technical problems with our website meant that this was delayed.

**What we're going to do about it:** We have already started to strengthen our IT infrastructure, and have ambitious plans to improve customer service on our website. The process of moving all of our servers to a cloud-based solution is well underway.
- We aimed to pilot more new mechanisms for engagement, skills and knowledge sharing, but this was less successful than we had hoped.** We launched new LinkedIn groups, but didn't have the capacity to launch a mentoring scheme or a series of webinars as planned.

**What we're going to do about it:** We are in the process of launching online training/webinars and have over 1,000 members on our LinkedIn Groups. We need to continue promoting our online discussions to members and encouraging them to post their queries and share their experiences with other members. We're still exploring other mechanisms for engagement.

Financial summary at a glance	2014/15	2013/14	Change
Membership and subscription income	£724,463	£672,687	8%
Annual Dinner	£134,912	£106,350	27%
Conferences, seminars and training income	£607,792	£598,980	1%
Non-event sponsorship, adverts and grants, other*	£91,547	£106,668	-14%
Donated goods and services	£247,740	£204,927	21%
<b>Total Income</b>	<b>£1,806,454</b>	<b>£1,689,612</b>	<b>7%</b>
Total Expenditure	£1,561,021	£1,850,187	-16%
<b>Net</b>	<b>£245,433</b>	<b>-£160,575</b>	<b>253%</b>

\*2013/14 includes sponsorship of the SORP consultation as a one-off activity

### Highlights of 2015/16 so far:

- Over 140 charities have signed up to take part in Finance Count** to understand and improve their performance
- Conference delegates numbers are ahead of target** and we're increasing value (97% report improved knowledge and skills, 86% have greater awareness of best practice.)
- Membership numbers are 1% higher** than at this point last year.
- Income is higher** than the significant growth this time last year.
- We have produced guidance for small charities on how to auto-enrol** and supported a joint review into the sector's financial sustainability.
- Our blog readership monthly readership** has grown by 300% compared to last year.

5,316

Twitter followers  
to Oct 2015