

Registered number:	5824642
Charity number:	1122823

GLOBALGIVING UK
(A Company Limited by Guarantee)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2014

GLOBALGIVING UK

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

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FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISORS

Trustees: Matthew Scott, (Board Chair)
Nick Flynn
Nick Aldridge (resigned 1st February 2014)
Renata Lima (resigned 1st December 2013)
Donna Callejon
David Edwards
Sian Williams
Deirdre McGlashan

Company Registered Number: 5824642

Charity Registered Number: 1122823

Registered Office: Elizabeth House
39 York Road
London
SE1 7NQ

Company Secretary: BWB Secretarial Limited

Chief Executive Officer: Eleanor Harrison

Auditors: Prentis & Co LLP
Chartered Accountants &
Independent Auditors
115c Milton Road
Cambridge
CB4 1XE

Bankers: Barclays Bank Plc
366 Strand
London
WC2R 0HS

Solicitors: Bates, Wells & Braithwaite
2 - 6 Cannon Street
London
EC4M 6YH

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT

The Trustees (who are also directors of the charity for the purposes of the Companies Act) present their annual report together with the audited financial statements of GlobalGiving UK (the company) for the year ended 31st March 2014. The Trustees confirm that the Annual report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005.

STRUCTURE, GOVERNANCE AND MANAGEMENT**a. CONSTITUTION**

The company is constituted under a Memorandum of Association dated 22nd May 2006 and is a registered charity number 1122823.

GlobalGiving UK's charitable objects are to advance any purpose which is deemed to be exclusively charitable under English law. Our principal activity in order to achieve this is the running of the GlobalGiving.co.uk website, which enables individuals to support a range of charitable projects from all over the world, run by charities of all sizes based either overseas or in the UK. Donors to a specific project are automatically updated with the latest progress reports, and are therefore able to see the direct impact on the communities concerned. All charitable organisations are vetted before their projects appear on the website. We also run online and offline volunteering and training programmes to help our partners access additional important resources to improve their work.

b. METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. The Board periodically invites nominations of new trustees. These are discussed and agreed at Board meetings depending on the strategic needs of the charity.

c. ORGANISATIONAL STRUCTURE AND DECISION MAKING

GlobalGiving UK is a company limited by guarantee and a UK registered charity. Its sole member is the GlobalGiving Foundation in the US. In the event of the company being wound up the member agrees to contribute an amount not exceeding £1.

The GlobalGiving.co.uk website is operated on behalf of GlobalGiving UK by the GlobalGiving Foundation.

The Board of Trustees is responsible for the overall management of the charitable company. There are currently six Trustees (three men and three women).

The names of the Trustees who served during the financial year and to the date of this report are listed on page 1. Trustees meet quarterly, during which they review strategy and progress against annual plans.

Board approval is normally sought for any operational spending above £5,000, and dual authorisation is required for all payments made directly by the Charity. Dual approval is also required on all disbursements made to partner charities.

Other key financial controls include:

- 1) A strategic plan and budget approved by the Trustees
- 2) Regular reviews of financial position and variances against budget.
- 3) Delegation of day-to-day management authority and duties
- 4) Controls on individual expenditure decisions by the CEO and individual trustees

d. RISK MANAGEMENT

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisfied that systems and procedures are in place to mitigate our exposure to the major risks.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

e. GOING CONCERN

After making appropriate enquiries, the Trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

OBJECTIVES AND ACTIVITIES

a. POLICIES AND OBJECTIVES

GlobalGiving UK is a virtual market place for the giving of money, time and skills. We work with local charities all over the world to help them deliver positive change in their communities.

Our website is an online fundraising and communications platform for our partners. We also provide our partners with skilled volunteers (online and offline) to support their work, and varied, transformative training and learning programmes to help them deliver change more effectively.

Our Vision: To Do Good Online - unleashing the potential of people to make positive change happen.

Our Mission: To challenge traditional aid dynamics; increasing the flow of resources going directly to great social non-profits and their beneficiaries through catalysing a global online market for the giving of time, money and expertise.

Our Aims

1. **Funding for vetted, smaller non-profit organisations:** To provide a transparent, open and cost effective fundraising platform for great smaller non-profits.
2. **Volunteers:** To promote, engage and support skilled volunteers to help our partners, making positive social change happen through the giving of time and money.
3. **Peer Learning and Training:** To build a strong network for peer learning, training and support for those working with us; striving for the highest levels of charity effectiveness.
4. **Impact & Data:** To invest in, engage with and share our learning and experience on what makes projects truly effective and worth giving to; using good data and the benefits of new technologies to ensure the stories and voices of children, families and communities served by non-profit projects are heard across the sector.

Our Programmes: *For Charities, Social Enterprises, Companies, Foundations and Individuals***1. Funding: Globalgiving.co.uk**

A fundraising website, enabling individuals, foundations and companies to give directly to local non-profit projects worldwide.

- a. Three stage due diligence and vetting on all prospective and existing project partners, ensuring they meet the required standards as defined by UK charitable law and beyond.
- b. Project partner outreach - helping smaller non-profits to joining the platform.
- c. Fundraising Campaigns to incentivise giving to our partners. This includes our Gateway Challenge programme (crowdfunding training and campaign for prospective non-profit partners) and Match Funding Campaigns.
- d. Business outreach - gift cards, dedicated landing pages, match funding and other sponsorship initiatives to drive corporate engagement with our partners.
- e. Disaster Relief Appeals - working with existing local organisations in affected areas. Low cost, immediate and sustained interventions that are community driven.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

2. Volunteers:

We foster direct, mutually beneficial relationships between skilled volunteers and smaller non-profits. We use technology to remove physical barriers and reduce the costs of giving, and utilising, time.

- a. **GlobalGivingTIME:** An online volunteering platform that facilitates the giving of small chunks of time by skilled individuals (from corporates, the public sector and otherwise) to multiple non-profits. The platform matches skills to non-profit needs and enables micro-tasks to be completed, with solutions crowd sourced for maximum value. Communications, marketing, human resource, IT and finance are skills currently being provided on the platform by our partners.
- b. **Evaluation Programme:** We recruit, train and support skilled volunteers to conduct in-depth field project partner assessments, prepare independent audit reports and support our partner's digital communications and fundraising skills.
- c. **Communications Mentoring Programme:** A 12-18 month communications mentoring programme for our partner matching them with a team of skilled communications and marketing executives from Global Advertising Company Dentsu Aegis Network.
- d. **GGUK Office Volunteers:** A rolling programme in the UK, providing skilled volunteering opportunities to over 50 UK residents on an annual basis.

3. Peer Learning and Training

Tailored training and support for project partners building internal capacity, improving effectiveness and scaling social impact.

- a. **Gateway Challenge** online fundraising and communications training programme (twice yearly 8 part crowdfunding training programme for smaller non-profits) delivered online.
- b. **Online Peer Learning Network.** Facilitation of peer learning calls between our partners to share learning, knowledge and build useful relationships.
- c. **Training Consultancy** - delivering training and support on our areas of expertise to other charities, companies and Trusts on a fee-paying basis.
- d. **Development and sharing of e-learning resources,** targeted at small to medium organisations.
- f. **Piloting Community Storytelling** - building and testing low cost community feedback tools for our partners - aiming to improve programme designs, impact and encourage evidence based approaches to complex problems.

4. Impact and Data

We believe this holistic approach is the best fit for smaller non-profits delivering quality services on the ground but suffering from low organisational capacity. We continually collect and analyse data in real-time to review our impact and make evidence-based recommendations to those in influential positions in development.

We are currently prototyping a **Community Storytelling** tool to enable a real-time community feedback for non-profits to use to develop improved programmes.

We **open source** all our technology so that others can build upon and improve our work for others to benefit. We provide all our partners with access to a personalised **Effectiveness Dashboard**, simplified **Web Analytics** and **Partner Score** on a daily basis - helping non-profits to benchmark themselves against their peers and access clear guidance and ideas for improvement. All these services are provided free of charge for our partners.

FINANCIAL YEAR APRIL 2013 - MARCH 2014: KEY ACHIEVEMENTS**Aim 1 - Funding**

We raised £687,473 from 8,188 unique donors for 486 non-profit organisations (921 projects) working in 89 countries during the financial year. We estimate (based on partner supplied data) that our work directly benefited at least 92,100 world citizens in need.

This was GlobalGiving UK's most successful year to date in terms of funds raised for development projects delivered by local non-profits. The average donation on www.globalgiving.co.uk was £94.25, significantly higher than the sector average (CAF 2013). We continue to attract both male and female, young, ethnically diverse donors. We are proud that we encouraging new donors to give to smaller non-profits rather than displacing giving (Donor Data Analysis 2014).

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

'I have donated to bigger NGO's before and been very frustrated. The money didn't get to the community as promised. I was nervous about using you [GlobalGiving UK] because of that. But, actually, the vetting is great and the updates are wonderful. No professional fundraising just the authentic voice from the field. Thank you. I will be donating again.' (Male, 48 years, London.)

'How did I not find you earlier?? I have been looking for exactly what you [GlobalGiving UK] provide for years. I want to give directly with confidence to places I visit as part of my job. I want to know how my money is being spent. I don't want my money wasted on bureaucracy. I want to make a difference.' (Male, 34 years, Leeds.)

GlobalGiving does The Best Job of any charity organisation I've ever encountered both with how you request people's help (you are always so nice) and with your thank yous and updates. You are doing a great job!' (Female, unknown age and location.)

In addition to the ongoing hosting of partners on globalgiving.co.uk we run special campaigns to boost fundraising for our partners. In the Financial Year 13/14 this included facilitating the 'Fund the Frontline' Campaign for Stars Foundation/Gates Foundation, Pears Foundation, Charities Aid Foundation and The Guardian. This led to 172 high value new donors engaging with local non-profits and GlobalGiving UK. The average donation was £148.13 during the campaign and £60,199 was raised for six award winning local organisations. We also ran two smaller match funding initiatives for partners in the period - which led to an additional £51,300 being raised for good causes.

Three major natural disasters occurred during the past year, whilst the situation in Syria continued to deteriorate. GlobalGiving UK was active in raising awareness and funds for these emergencies and sending funds directly to non-profits helping communities on the ground. When GlobalGiving launches its own emergency appeal we work closely with our sister charity GlobalGiving Foundation to mobilise giving from companies, individuals and Trusts. We also coordinate on disbursements to partners to ensure the efficient and effective use of resources.

The Lushan earthquake, which struck in the Sichuan province of China on 20th April 2013 with a magnitude of M_s 7.0 on the Richter Scale, left 196 dead and nearly 12,000 people injured. GlobalGiving donors have supported the re-building of nurseries and schools, school fees for displaced students, training and support on mental health in the area and basic needs support.

On 20th May 2013, a tornado touched down at 2:56pm local time at Moore, Oklahoma. Thirty-nine minutes later the tornado lifted having devastated a strip 1.3 miles at its widest and 17 miles long with wind speeds peaking at 210 mph. Twenty four people were killed, including seven school children at Plaza Towers Elementary.

GlobalGiving partners have helped to rebuild community facilities in Moore, provided training in schools to prepare for future disasters and provided basic needs to support to both people and animals affected by the tornado.

The most damaging natural disaster in terms of scale was Typhoon Haiyan, one of the most powerful storms on record to make landfall, which battered the Philippines on 8th November 2013. It is believed around 6,000 people died and some 3.6 million were displaced. We responded to this tragedy promptly, helping local organisations to meet the needs they found in their local communities. This includes building low cost pour flush toilets to prevent the spread of disease, ensuring food security in villages who did not benefit from INGO assistance and significant investment in agriculture to enable families to support themselves once more.

In terms of our work to help Syrian and Palestinian refugees displaced by the crisis in Syria, GlobalGiving UK continues to support partners providing both education and emotional support in the surrounding region.

Due Diligence

Non-profits applying to join GlobalGiving UK must first be vetted. We accept applications from charities registered in the UK and overseas. We help community organisations from any country who pass our due diligence to directly access donors without the administrative costs of registering, and maintaining themselves, as a UK charity. We follow a rigorous three stage due diligence process to ensure only organisations carrying out charitable activities as defined by UK law are supported, and those whom have adequate financial and governance systems.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

Sustaining Ourselves - Our fee

GlobalGiving UK charges a maximum fee of 10% per donation inclusive of card transaction costs. We believe in being as transparent as possible and our fee helps to cover our rigorous due diligence process - going above and beyond the UK Charity Commission standard of due diligence vetting. On top of this, our systems ensure that donors receive regular, specific updates from the projects they have supported. In addition to this, we provide a comprehensive offering of tailored support services to our partners and place a particular emphasis on:

- Provision of practical training to improve organisational effectiveness and sustainability
- Facilitation of skilled volunteers to improve organisational effectiveness and reach
- Connections to corporate support for additional financial support

We have developed and maintain numerous fundraising partnerships to help our partners raise further funds and access new donors. This includes ongoing partnerships with Paypal Giving Fund, JustGiving and Charities Aid Foundation. Each partner's fees are accommodated so that a donor is never charged more than 10%. For example, the average fee charge by JustGiving is 6.5%. Therefore on donations received via JustGiving we charge approximately 3.5%.

The fee accounted for 12% of our income in the financial period. We aspire to raise more funds for our partners annually, with the intention of raising the proportion of our income we generate in the long term, protecting our own sustainability.

Gateway Challenge

The Gateway Challenge represents a process every charity must complete if they wish to have access to all our facilities, including our online donation platform. The challenge is to raise £2,000 from 50 separate individuals within 30+ days. The hurdles are deliberately set at a height to challenge applicants because of our belief that to succeed and endure organisations must have a broad base of supporters, as well as the skills and competence to raise the funds necessary to complete their projects.

In the 6 weeks leading up to the challenge, we provide a comprehensive training programme that covers every aspect of fundraising with a series of online webinars and face-to-face meetings.

We ran two Gateway Challenge campaigns in 2013 for 59 smaller non-profits. This led to the most significant increase in new donors, as smaller non-profits put their online fundraising and communications training into action.

In our June 2013 Gateway Challenge £59,558 was raised (excluding Gift Aid) from 1,341 donors for 25 non-profits. After conducting an evaluation and refining our training we then raised £75,073 from 1,553 donors for 24 non-profits in our December 2013 Gateway Challenge. Consistent feedback is that partners are able to access new donors through these challenges, enabling them to increase their sustainability and expand their work to reach more target beneficiaries.

We intend to help 50 non-profits raise at least £150,000 in 2014/15 through our Gateway Challenges.

Other activities

In addition to attracting individual donations we recruited a series of smaller companies as regular donors to projects. These companies are attracted by the prospect of direct giving in locations where they are working and getting direct feedback on how their funds are being spent. Ten companies formally donated to our project partners in 2013, up from four in 2012.

The impact of donations on grassroots projects has been significant. Some examples:

Zimkids, Zimbabwe: Helping 100 orphan girls to avoid sexual exploitation and build successful lives for themselves. In Zimbabwe, rape is endemic, with more than 20% of women reporting that their first sexual encounter was forced and 30% of married women are living with physical violence. Zimkids provide them with tutoring, leadership opportunities and training in modern skills like web design, welding and construction, skills more marketable than traditional women's work.

The goal isn't only to help girls create better futures for themselves but the cascading effect of 100 girls fighting back against gender-based violence, 100 girls working in non-traditional fields, 100 girls training their sisters and cousins to new skills, new opportunities, new ways of thinking about themselves and their futures.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

Through GlobalGiving Zimkids has established a pre-school feeding programme for 50 children and a vocational training college for older girls enabling them to successfully access the labour market.
<http://www.globalgiving.co.uk/projects/building-girls-futures/>

Nyaka AIDS Orphans, Uganda - A comprehensive support programme for 481 HIV/AIDS orphans and their extended families (particularly grandmothers) ensuring access to education, psycho-social support and economic support to enable families to earn secure incomes. Through GlobalGiving, Nyaka have been able to scale their programme, increasing the number of beneficiaries reached by 30%.
<http://www.globalgiving.co.uk/projects/educate-girls-orphaned-by-hiv-aids-in-rural-uganda/>

Other examples include helping street children in Ghana successfully re-integrate with their families, funding teacher training in Tanzania, assisting women entrepreneurs in Rwanda and helping rural women access adult literacy and learn to read in rural Nepal.

Aim2 - Volunteering**UK Volunteers**

In April 2013 we launched a formal GlobalGiving UK Office Volunteering programme. The results have been phenomenal. During the Financial Year 67 volunteers gave their time, skills and knowledge to the organisation, enabling our lean staff team to achieve great things for our partners.

Skills, knowledge and expertise in communications and marketing, finance, research, due diligence, administration, social media and project evaluation have added considerable strength, diversity and versatility to our team.

A net financial value of £41,199 was provided by GlobalGiving UK volunteers in the period.

Online Volunteers

237 non-profits are now utilising GlobalGivingTime, our online volunteering platform, receiving support in areas such as communications, public relations, marketing, branding, website development, human resource and strategic planning. There were 956 volunteer responses to challenges posted by partners in 2012 increasing to 1,397 in 2013. There is a 95% satisfaction rate from users, based on the in-built automated data reporting tools on GlobalGivingTime.

After running the platform for three years we took the opportunity to reflect on our work and conduct an impact assessment in 2013. This resulted in the researching, writing and launch of our GlobalGivingTime Report: *Reinventing Volunteering* (February 2014) sharing our learning with others and identifying areas of work for further growth.

Reinventing Volunteering highlighted that our consistent oversight, coordination and quality management has been critical to the success of this programme, ensuring volunteer inputs are of a high standard, that the user experience for both the volunteers and project partners is optimised, and that impact is maximised.

'Working as a volunteer has changed my perspective; the half-empty glass became half-full, difficulties turned into challenges and opportunities. It has also allowed me to hone my research and writing skills. I've really enjoyed it. I think everyone should give it a go!' Natalia, GlobalGivingTime Volunteer.

'GlobalGivingTIME is a great platform and has been beneficial to PAAJAF. When we need volunteers to help us on a specific task we post our challenge and find volunteers to deliver the task to our expectations. We are very grateful to be on this platform.' (Philip Kyei Appiah, CEO, PAAJAF, Ghana)

We aim to help 300 non-profits work with at least 500 skilled volunteers through GlobalGivingTIME in 2014/15.

Evaluation Programme

The goal of the Evaluation Programme is to provide practical organisational assessments, feedback and peer validation through skilled volunteers. Volunteers are selected and trained in monitoring and evaluation, alongside effective interpersonal skills, cultural awareness and digital communications, and then undertake field visits to selected projects.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

During project visits recommendations and constructive feedback on strengths and weaknesses are provided in areas such as Governance and Accountability, Finance and Administration, Delivery and Impact, Innovation and Flexibility, Communications, Networking and Collaboration and Development of staff and volunteers. In the financial period 6 volunteers visited 23 non-profit partners in 5 countries (India, South Africa, Zimbabwe, Morocco and Ghana).

'I am absolutely exhausted, but I wouldn't have missed out on this experience. I really feel that I have the power to make a difference with my work here this summer. [...] The stories of the inspirational individuals I've met have nested in a quiet corner of my heart.' (Laura Brassington, evaluation volunteer, South Africa, Summer 2013.)

'A unique, exceptional programme. The best volunteering programme out there where you genuinely make an incredible, both short and long term, difference to grassroots NGO's.' (Volunteer 2013.)

'Formidably useful. Thank you so much. We have already started implementing the recommendation.' (Non-profit partner India.)

'Excellent. Practical, honest. A great learning opportunity. We will improve.' (Non-profit partner, Ghana.)

'Our most enthusiastic, capable and motivated volunteer this year. Thank you.' (High Atlas, Morocco.)

We intend to grow this programme in 2014/15, targeting 10-12 volunteers to visit 29 non-profit partners.

Aim 3 - Peer Learning and Training

In 2013 we reached 244 organisations with our peer learning and training programmes.

Gateway Challenge Training

Of the organisations who participated in the June 2013 Gateway Challenge 88% described the experience 'extremely good', even those that failed to pass the threshold (Gateway Challenge Evaluation Report July 2013). Participants reported that our regular communications, the structured training and the focus and leverage of running a time-bound appeal were invaluable. The incentive funds played a key role in encouraging healthy competition between organisations, and mobilising of additional supporters. 78% of organisations reported that the training *improved* their performance in the challenge, while 94% would recommend the Gateway Challenge Training to others. 'Effective Emailing' and 'Mapping, Building and Mobilising your Networks' sessions had 100% positive feedback.

'You [GlobalGiving UK] are incredible. You really have gone out of your way to support us. We could not have done it without you.' (GC participant.)

'Finding GlobalGiving UK has been a life saver. The best thing for small NGO's.' (GC participant.)

'Thank you so much. You [GlobalGiving UK] have given me confidence and new skills to put into action today for my project.' [GC training feedback from fundraising workshop.]

'The team was very supportive. Everyone was very helpful and patient. I can't praise them enough. Despite the number of projects, I always felt like our project was the most important thing to the team... What can I say? I think Global Giving is the best platform for small charities. The process was easier to follow than I had expected and the training was mostly at the right level for less skilled people.'

Overall, it was very enabling and the online support was more accessible than I had thought at the beginning. The challenge approach encouraged a competitive spirit which could only result in better results.' (GC participant.)

'Unlike the other fundraising platform I have used before, GlobalGiving gave me so much support throughout the process that I would have been very upset if we had not been successful. The training was excellent all round and, on reflection, any shortcomings were on my part as I did not really have that much knowledge or skill set to fully follow everything. However, I feel I have learned such a lot that I am more confident about tackling future challenges.' (GC participant.)

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

Online Peer Learning Network

Our Peer Learning Network (launched in January 2013) provides peer sharing and training on identified aspects of organisational development (e.g. child participation, monitoring and evaluation, volunteer management, local fundraising, good governance, the law and your NGO). In the Financial Year we delivered 9 peer learning sessions online to 41 organisations, across 25 countries. Topics included Good Governance, Staff Supervision and Appraisal, Sharing best practice in HIV/AIDS work, best practice working with street children, local fundraising and child participation.

In a review conducted in October 2013 we received 90%+ positive feedback from partners. We received 100% positive feedback on training quality but we have ongoing challenges with internet connectivity and technical challenges for some partners working in remote areas.

'After each [peer learning call] I had a team meeting to discuss relevant points and to encourage brainstorming.'
(Erin IOM.)

'After the staff appraisal and supervision training, for the first time we did a formal staff appraisal using the global giving forms. So good!' (Nancy, VAP, Kenya.)

'I am gathering as much info as I can to create a workbook for the entire team on Local Fundraising Best Practices. Many of the ideas GG-UK has shared has never been done by our staff so I usually take the lead and try to join them when I can. They are definitely getting a lot better at it. They now go to the local expat community (go where the money is) and we're working on their presentation skills, too.' (Karen, XS, Cambodia.)

Aim 4 - Impact and Data

GlobalGiving UK has steadily accumulated data and evidence from partners and donors, to further improve the quality of our work and inform strategic planning. We analyse our activities and impact on a regular basis, conduct immediate and follow up evaluation on training, volunteering and fundraising services. We use both quantitative and qualitative methods and collect and analyse a large volume of data points over time to ensure statistical validity. We produce both internal and external reviews of our data to build best practice in the sector. We are also innovating in the use of beneficiary/community feedback with our Storytelling tool (www.globalgiving.co.uk/stories) focused on providing real time evaluation data for organisations to improve their programmes.

We launched two 'impact dashboards' for our partners in March 2014, one measuring fundraising and communications performance and one measuring learning and effectiveness. These dashboards measure and report data in real-time allowing our non-profit partners to see how they are comparing to peer organisations (other GlobalGiving members) at any time. As scores improve (we provide free tools to enable this) partners are able to access higher member status and are rewarded with a higher profile with our corporate partners for additional funding. We will be measuring the impact of these analytical tools on partner behaviour in 2014 observing influence on behaviour and action.

Awards and Recognition in the financial period

- Doing Good Online Award, Nominet Internet (July 2013)
- Groundbreakers Scholarship for GlobalGiving UK CEO, Eleanor Harrison (August 2013)
- UK Fail Festival winners (March 2014)

Conclusion

2013/2014 was the most successful year of operations for GlobalGiving UK so far. We focused on our key areas of strength; supporting more vetted, smaller non-profits to raise funds from more donors than ever before. We were swift to support local organisations during natural disasters and work with small and large companies to encourage giving to smaller non-profits.

We added new skilled volunteering programmes increasing the time, knowledge and expertise given to our partners during the year - enabling them to grow where resources may be limited.

We grew our peer learning network and continually improved our training to ensure practical, relevant, successful training wholly tailored to the needs of our partners.

We worked closely with our sister organisation GlobalGiving Foundation to collect and analyse data on our work and that of our partners to build useful digital tools that can scale learning and help organisations develop and improve at low cost.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

In summary: we helped make positive change happen. This was only possible because of a superb team of Trustees, staff and volunteers who are wholly committed to helping smaller non-profits doing great work grow. We look forward to further building our work and impact in 2014/15.

FINANCIAL REVIEW**RESERVES POLICY**

The Trustees' long term objectives is to maintain reserves at a level sufficient to cover at least 3 months of the charity's core costs. At the end of the charity's fifth full year of operation, reserves are now at this level.

PUBLIC BENEFIT

The Trustees confirm that they 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 future activities.

TRUSTEES' RESPONSIBILITIES STATEMENT

The Trustees (who are also directors of GlobalGiving UK for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

TRUSTEES' REPORT/CONTINUED

PROVISION OF INFORMATION TO AUDITOR

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any information needed by the charitable company's auditor in connection with preparing its report and to establish that the charitable company's auditor is aware of that information.

In preparing this report, the Trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report was approved on 4 111 / 14

and signed on their behalf, by:



Matthew Scott
Chairman

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF GLOBALGIVING UK

We have audited the financial statements of GlobalGiving UK for the year ended 31st March 2014, which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND AUDITORS

As explained more fully in the Trustees' Responsibilities Statement set out in the Trustees' Report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

The Trustees have elected for the financial statements to be audited in accordance with the Charities Act 2011 rather than the Companies Act 2006. Accordingly we have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Report of the Trustees to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing that audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

A description of the scope of an audit of financial statements is provided on the APB's website at www.frc.org.uk/apb/scope/private.cfm

OPINION ON FINANCIAL STATEMENTS

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31st March 2014 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF GLOBALGIVING UK/CONTINUED

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charitable company has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.



PRENTIS & CO LLP

CHARTERED ACCOUNTANTS
& STATUTORY AUDITORS

115c Milton Road
Cambridge
CB4 1XE

4th Dec 2014

Prentis & Co LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

STATEMENT OF FINANCIAL ACTIVITIES (incorporating Income and Expenditure Account)

	Notes	Restricted Funds 2014 £	Unrestricted Funds 2014 £	Total Funds 2014 £	Total Funds 2013 £
INCOMING RESOURCES					
Incoming resources from generated funds:					
Voluntary income	2	812,097	81,732	893,829	753,870
Investment income	3	-	148	148	100
Incoming resources from charitable activities	4	-	86,523	86,523	40,909
TOTAL INCOMING RESOURCES		812,097	168,403	980,500	794,879
RESOURCES EXPENDED					
Cost of generating funds:					
Costs of generating voluntary income	5	60,813	1,084	61,897	55,892
Charitable activities	7, 8	600,682	127,641	728,323	684,713
Governance costs	6	1,756	3,331	5,087	4,280
TOTAL RESOURCES EXPENDED	9	663,251	132,056	795,307	744,885
NET INCOMING RESOURCES BEFORE TRANSFERS		148,846	36,347	185,193	49,994
TRANSFERS BETWEEN FUNDS	15	(11,365)	11,365	-	-
NET MOVEMENT IN FUNDS FOR THE YEAR AFTER TRANSFERS		137,481	47,712	185,193	49,994
Total funds at 1st April 2013		226,646	140,440	367,086	317,092
TOTAL FUNDS AT 31ST MARCH 2014		364,127	188,152	552,279	367,086

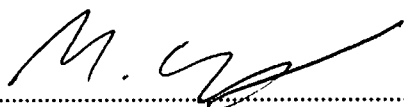
The notes on pages 16 to 21 form part of these financial statements.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

BALANCE SHEET

	Notes	2014 £	£	2013 £	£
FIXED ASSETS					
Tangible assets	12		<u>2,344</u>		<u>4,926</u>
CURRENT ASSETS					
Debtors	13	53,783		89,751	
Cash at bank		<u>524,468</u>		<u>304,336</u>	
		578,251		394,087	
CREDITORS: amounts falling due within one year	14	<u>(28,316)</u>		<u>(31,927)</u>	
NET CURRENT ASSETS			549,935		362,160
NET ASSETS			<u>552,279</u>		<u>367,086</u>
CHARITY FUNDS					
Restricted funds	15		364,127		226,646
Unrestricted funds	15		<u>188,152</u>		<u>140,440</u>
			<u>552,279</u>		<u>367,086</u>

The accounts have been prepared in accordance with the small companies regime of the Companies Act 2006. They were approved by the trustees on 4 / 11 / 2014 and signed on their behalf.



Matthew Scott
Chairman

The notes on pages 16 to 21 form part of these financial statements.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

1.1 BASIS OF PREPARATION OF FINANCIAL STATEMENTS

The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in March 2005, applicable accounting standards and the Companies Act 2006.

1.2 COMPANY STATUS

The company is a company limited by guarantee. Its sole member is the GlobalGiving Foundation in the US. In the event of the company being wound up the member agrees to contribute an amount not exceeding £1.

1.3 FUND ACCOUNTING

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors which have been raised by the company for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

1.4 INCOMING RESOURCES

All incoming resources are included in the Statement of Financial Activities when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Donated services have been included in the accounts at the estimated market value of the service. An equivalent amount is included as expenditure under the appropriate heading.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1.5 RESOURCES EXPENDED

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

1.6 TANGIBLE FIXED ASSETS AND DEPRECIATION

All assets costing more than £300 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed asset, less their estimated residual value, over their expected useful lives on the following bases:

Computer equipment	- 50% straight line
Website	- 20% straight line

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

NOTES TO THE FINANCIAL STATEMENTS/CONTINUED

2. VOLUNTARY INCOME

	Restricted Funds	Unrestricted Funds	Total Funds	Total Funds
	2014	2014	2014	2013
	£	£	£	£
Donations	605,741	81,732	687,473	443,167
GlobalGiving US Foundation	-	-	-	59,303
Services in kind	102,433	-	102,433	74,368
Nominet Trust	14,300	-	14,300	-
DfID	82,343	-	82,343	177,032
Other grants	7,280	-	7,280	-
	812,097	81,732	893,829	753,870

Services in kind include staff time of technology, digital communication and marketing experts, GlobalGiving UK also receives free search engine optimisation services. This has not been included as service in kind as it is not possible to accurately value the benefit.

3. INVESTMENT INCOME

	Restricted Funds	Unrestricted Funds	Total Funds	Total Funds
	2014	2014	2014	2013
	£	£	£	£
Bank interest	-	148	148	100

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Restricted Funds	Unrestricted Funds	Total Funds	Total Funds
	2014	2014	2014	2013
	£	£	£	£
Fees from corporate partners	-	86,523	86,523	40,909

5. COSTS OF GENERATING VOLUNTARY INCOME (CoGVI)

	Restricted Funds	Unrestricted Funds	Total Funds	Total Funds
	2014	2014	2014	2013
	£	£	£	£
Marketing and website	55,446	570	56,016	55,892
Fundraising	5,367	514	5,881	-
	60,813	1,084	61,897	55,892

6. GOVERNANCE COSTS

	Restricted Funds	Unrestricted Funds	Total Funds	Total Funds
	2014	2014	2014	2013
	£	£	£	£
Auditors' remuneration	-	3,030	3,030	3,480
Legal and professional fees	-	301	301	800
Other	1,756	-	1,756	-
	1,756	3,331	5,087	4,280

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

NOTES TO THE FINANCIAL STATEMENTS/CONTINUED

7.	DIRECT COSTS	Basis of Allocation	Activities £	Total 2014 £	Total 2013 £
	Project disbursements	Direct	475,333	475,333	431,552
	Programme costs	Direct	33,767	33,767	4,774
	Website and transaction costs	Direct	7,154	7,154	3,487
	Communications and marketing	Direct	10,911	10,911	-
	Wages and salaries	Direct	146,176	146,176	181,861
	National Insurance	Direct	13,794	13,794	16,755
	Depreciation	Direct	5,028	5,028	10,829
			692,163	692,163	649,258

8.	SUPPORT COSTS	Basis of Allocation	Activities £	Total 2014 £	Total 2013 £
	Rent and rates	Direct	9,888	9,888	16,235
	Office equipment	Direct	699	699	-
	Sundry	Direct	754	754	1,302
	Travel and subsistence	Direct	3,478	3,478	2,021
	Membership subscriptions	Direct	309	309	71
	Insurance	Direct	252	252	252
	General office expenses	Direct	821	821	337
	Telephone	Direct	936	936	2,223
	Accountancy	Direct	3,398	3,398	6,727
	Technology costs	Direct	-	-	450
	Training	Direct	4,009	4,009	2,680
	Recruitment	Direct	1,960	1,960	1,394
	Volunteer expenses	Direct	3,656	3,656	263
	Revenue participation fees	Direct	6,000	6,000	1,500
			36,160	36,160	35,455

9.	ANALYSIS OF RESOURCES EXPENDED BY EXPENDITURE TYPE	Staff Costs 2014 £	Depreciation 2014 £	Other Costs 2014 £	Total 2014 £	Total 2013 £
	Costs of Generating Voluntary Income	-	-	61,897	61,897	55,892
	Project Funding	159,970	5,028	563,325	728,323	684,713
	Governance	-	-	5,087	5,087	4,280
		159,970	5,028	630,309	795,307	744,885

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

NOTES TO THE FINANCIAL STATEMENTS/CONTINUED

10.	NET INCOME	2014	2013
		£	£
	This is stated after charging:		
	Depreciation of tangible fixed assets:		
	Owned by the charity	5,028	10,829
	Auditor's remuneration	3,030	3,480

During the year, no Trustees received any remuneration (2013 - £NIL)

During the year, no Trustees received any benefit in kind (2013 - £NIL)

During the year, no Trustees received any reimbursement of expenses (2013 - £NIL)

11.	STAFF COSTS	2014	2013
		£	£
	Staff costs were as follows:-		
	Wages and salaries	146,176	181,861
	Social security costs	13,794	16,755
		<u>159,970</u>	<u>198,616</u>

The average number of employees during the year was as follows:-

2014	2013
5	5

The number of volunteers during the year was as follows:-

2014	2013
67	8

No employee received remuneration amounting to more than £60,000 in either year.

12.	TANGIBLE FIXED ASSETS	Plant & Machinery	Other Fixed Assets	Total
		£	£	£
	COST			
	At 1st April 2013	3,159	49,251	52,410
	Additions	2,446	-	2,446
	Disposals	(3,159)	-	(3,159)
	At 31st March 2014	<u>2,446</u>	<u>49,251</u>	<u>51,697</u>
	DEPRECIATION			
	At 1st April 2013	3,159	44,325	47,484
	Disposals	(3,159)	-	(3,159)
	Charge for the year	102	4,926	5,028
	At 31st March 2014	<u>102</u>	<u>49,251</u>	<u>49,353</u>
	NET BOOK VALUE			
	At 31st March 2014	<u>2,344</u>	<u>-</u>	<u>2,344</u>
	At 31st March 2013	<u>-</u>	<u>4,926</u>	<u>4,926</u>

13.	DEBTORS	2014	2013
		£	£
	Other debtors	47,310	45,092
	Prepayments and accrued income	6,473	44,659
		<u>53,783</u>	<u>89,751</u>

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

NOTES TO THE FINANCIAL STATEMENTS/CONTINUED

14.	CREDITORS: AMOUNTS FALLING DUE IN LESS THAN ONE YEAR	2014	2013
		£	£
	Trade creditors	4,774	509
	Social security and other taxes	4,092	4,129
	Accruals and deferred income	19,450	27,289
		<u>28,316</u>	<u>31,927</u>

15.	STATEMENT OF FUNDS	Brought forward	Incoming resources	Resources expended	Transfers in/(out)	Carried forward
		£	£	£	£	£
	Unrestricted Funds					
	General Funds - all funds	140,440	168,403	(132,056)	11,365	188,152
	Restricted Funds					
	Individual Charity Funds	226,646	708,174	(566,608)	(11,365)	356,847
	Nominet Trust	-	14,300	(14,300)	-	-
	DfID	-	82,343	(82,343)	-	-
	Other	-	7,280	-	-	7,280
	Total Restricted Funds	<u>226,646</u>	<u>812,097</u>	<u>(663,251)</u>	<u>(11,365)</u>	<u>364,127</u>
	Total Funds	<u>367,086</u>	<u>980,500</u>	<u>(795,307)</u>	<u>-</u>	<u>552,279</u>

Individual Charity Funds

The fund holds money raised by GlobalGiving for specific partner charities. These funds are treated as restricted and are paid to the respective charities less a management fee (normally 5-10%) to cover GlobalGiving's costs in establishing and maintaining the website and supporting the partner charities. The fee element is shown as the transfer to unrestricted funds above. Money is sent when the amount due to an organisation reach or exceed £250. This ensures that a meaningful amount of money is sent to each organisation, and also ensures that foreign currency transfer costs are kept manageable. The charity monitors this situation carefully, and throughout the period has still disbursed funds if projects did not reach the sending limit after several months.

Nominet Trust

Grant for the development and piloting of the GlobalGiving's community feedback tool (Storytelling) in the UK.

DfID

This grant supports a range of GlobalGiving initiatives including development of our marketplace of partner charities.

	Brought forward	Incoming resources	Resources expended	Transfers in/(out)	Carried forward
	£	£	£	£	£
General funds	140,440	168,403	(132,056)	11,365	188,152
Restricted funds	226,646	812,097	(663,251)	(11,365)	364,127
	<u>367,086</u>	<u>980,500</u>	<u>(795,307)</u>	<u>-</u>	<u>552,279</u>

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

NOTES TO THE FINANCIAL STATEMENTS/CONTINUED

16.	ANALYSIS OF NET ASSETS BETWEEN FUNDS	Restricted	Unrestricted	Total	Total
		Funds	Funds	Funds	Funds
		2014	2014	2014	2013
		£	£	£	£
	Tangible fixed assets	-	2,344	2,344	4,926
	Current assets	371,796	206,455	578,251	394,087
	Creditors due within one year	(7,669)	(20,647)	(28,316)	(31,927)
	Creditors due in more one year	-	-	-	-
		364,127	188,152	552,279	367,086

17. OTHER FINANCIAL COMMITMENTS

The charity has a Revenue Participation Agreement with Venturesome, under which Venturesome has purchased the right to 5% of the charity's income. These payments are variable and depend on the Charity's success and so have not been valued on the balance sheet.

18. CONTROLLING PARTY

The sole member of GlobalGiving UK is a non profit making foundation registered in the United States of America - the GlobalGiving Foundation. However, GlobalGiving UK operates independently of the Foundation with a separate constitution and Board of Trustees.