



# Trustees' Financial Statements

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For the year ended 31 January 2016

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## Chair's foreword for 2015-16 report

We set ourselves one overarching objective for this year's activity – to move beyond simply raising awareness to driving the behaviour change needed to tackle CMV.

To do this we mapped out a theory of change and set a clear vision of what needs to be achieved. We translated this into a tangible set of minimum standards of care for key professional groups. We then set about building a coalition of expert professional opinion around this case for change. We published our first policy document: **"We need to talk about CMV"** in June 2015, gaining support from renowned experts across antenatal and neonatal care and key professional bodies as well as attracting media interest.

This year we focussed strategically and relentlessly on our target group for behaviour change – midwives. Our research has shown that midwives think that women should be told about CMV and they think that they are best placed to do this. Women agree and want to get information about CMV from a midwife.

We worked with the Royal College of Midwives to bridge the gap between intention and practice. The interactive e-learning module we developed was launched in international CMV awareness month and has been highly commended by professional leaders and participants alike.

We end the year having added many influential voices to our own in calling for more to be done to tackle CMV. The next step in the strategy will be getting that message out to all those working in antenatal care and will depend on a step up in capacity.

This will be the last year that the charity works only through volunteers. We appointed a consulting project manager and a consulting fundraiser and look forward to working with them to expand our plans and ambition even further. Again, I pay tribute to the amazing Trustees and volunteers who have got the charity to where it is today. We need to keep talking about CMV and we couldn't do it without your support.



Caroline Star  
Chair, CMV Action  
**22 November 2016**

## Trustees' Report for the year ended 31 January 2016

### Introduction

The Trustees have pleasure in presenting their annual report on the activities of CMV Action ('the Charity') for the year ended 31 January 2016. This report sets out the activities for the year undertaken by the Trustees and the volunteers who have supported the Charity over the past year.

### Our Trustees and their advisers

The names of those individuals who served as Trustees of the Charity during the year and who were appointed subsequent to the year end is as follows.

Caroline Star	Chairman
Sarah Beadell	Resigned 1 September 2016
Sarah Dewar	Appointed 3 October 2015
Liz Estall	
Kat Foster	Resigned 25 November 2015
Tom Kelman	
Jan Pearman	
Sharon Robinson	Appointed 3 October 2015

The Trustees' advisers are as follows.

Medical adviser	Dr Seilesh Kadambari BSc (Hons), MBBS, MRCPCH
Banker	Lloyds Banking Group
Independent Examiner	Isahack Rahin ACCA

### Our legal structure and governance

The Charity is an unincorporated association which has been registered as a charity since 11 June 2012 with the Charity Commission for England and Wales. The Charity is governed by a model constitution for unincorporated associations as provided by the Charity Commission for England and Wales. The constitution sets out the objects of the Charity and how its activities are to be conducted and governed. A copy of the full constitution can be found on our website [www.cmvaction.org.uk](http://www.cmvaction.org.uk).

The Trustees are all volunteers and undertake all of the day to day activities of the Charity along with volunteers who provide support by assisting those who contact us for support. The Trustees' met on three occasions during the year and held five conference calls in-between these meetings. One of the meetings is held on the same day as the AGM of the Charity. All members of the Charity are invited to attend the AGM. At the AGM the Treasurer presents the annual report for the previous year. The Trustees also provide members with information on the current and the future activities the Trustees are undertaking to further the objects of the Charity. The AGM also provides members with an opportunity to ask any questions and provide feedback to the Trustees.

In appointing new Trustees, the existing Trustees undertake a proportionate recruitment process that identifies the skills needed for the role, advertise the role and interview candidates for the role prior to their selection.

Trustees undertake appropriate training to fulfil their role and to keep up to date with the law and regulations surrounding the governance and operation of the Charity. They pay particular attention to the clear guidance provided by the Charity Commission for England and Wales and endeavour to act in accordance with the 6 principles set out in the Good Governance – A Code for the Voluntary and Community Sector.

## Our charitable objects

The three charitable objects of the Charity are as follows.

1. To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice.
2. To advance the education of the medical profession and the general public into congenital CMV and its implications for the family.
3. To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof.

## What we did in the past year

We would highlight the following actions as being a reflection of our success in the past year in meeting our objectives.

Objective	What we set out to do	What we did	The impact it had	What we learnt along the way
<b>1.To Support families affected by CMV</b>	Increase the range and scope of support channels	Developed new protocols for online support  Updated our core information products with an increased focus on pregnancy  Increased scale of our family event	Feedback on twitter, Facebook and the website demonstrates members deeply value this work  Improved our capacity to support people who have had a diagnosis in pregnancy	It is important to invest time and money in developing core evidence-based resources that can be used as a basis for all our support.
<b>2.To educate professionals, parents-to-be and the general public about prevention of CMV</b>	Develop a strategy for changing professional behaviour	Published evidence review and minimum standards of care  Developed training package  Built a wider network of expert champions	Gained support from medical expert and Royal Colleges for better antenatal education and professional training  Raised awareness through media coverage	Building credibility with key influencers and professional bodies is critical to changing health professional behaviour
<b>3.To support the development and implementation of research into better testing, treatment and management of CMV</b>	Fill research gaps	Supported bid to develop antenatal education  Ran an online petition to demonstrate scale of public support for more research in this area	New research funded.	Patient and public involvement is an important aspect of research bids and CMV Action's support can make a significant contribution to bids.
<b>1,2, and 3.To build the capacity of CMV Action</b>	Improve our financial position and build capacity to deliver our objectives	Contracted with a project manager and a fundraiser  Increased use of third party providers  Brought new skills onto our Board of Trustees	Enabled CMV Action to take forward professional development activity that was not feasible working through volunteers alone	The organisation now needs dedicated staff to achieve our objectives

## Impact of support activities

The following facts and figures highlight our progress in achieving our objectives to support families over the past year.

- Our membership grew by 27% or a net 91 from 339 to 430
- Over the year we answered over 78 support calls and over 82 support emails
- Subscribers to our newsletter grew by 7% or 40 from 585 to 625.

### **Impact of awareness month**

June 2015 saw CMV Action running its second awareness month. The main target audience for 2015/16 were pregnant women and women planning a pregnancy, while the secondary audience was medical professionals who work with pregnant women.

It was a busy time for our Trustees leading up to awareness month. Amongst other things, we launched the new CMV Action website, created our infographic, built up our twitter followers and created our first pregnancy awareness leaflet. In the run up to June, we also secured the support of two patrons, Kimberley Walsh and Rufus Hound. It's fair to say that having celebrity support really boosted the awareness month.

CMV Action continued to receive a great amount of press coverage – both nationally and regionally including BBC South East Today, Sunday Express, Sky News, OK magazine, ITV news, Heart Radio, Hertford Mercury, Bounty Magazine, Nursery World and the Independent. You can see all the coverage at [www.cmvaction.org.uk/news](http://www.cmvaction.org.uk/news).

We also further developed links and relationships with important stakeholders, like Mumsnet, Mumsclub, the Royal College of Midwives, Bounty, Lullaby, Bliss, Sparks, NCT and Action Medical Research. This included coverage in relevant journals as well as supporting Awareness Month via social media.

We can say, with certainty, we raised awareness of CMV and started important conversations about CMV. We had great engagement from our members and supporters, especially through the case studies and social media like Facebook and Twitter. Importantly, we also boosted our fundraising efforts.

### **Impact of research activities**

This year CMV Action was involved in targeting and developing a research bid to address a critical evidence gap – testing the feasibility and impact of an antenatal education intervention in the UK.

We used our previous survey of public and professional attitudes towards CMV prevention to support the case for new research. We applied insights from this work to help design the research methodology in a way that would change behaviour. We used our supporter networks to demonstrate the scale of public support for this work through a petition. We also identified an ongoing role for CMV Action in the delivery of the research project and any future implementation of the products developed.

The research bid for £1.2 million, has been funded, including ongoing support from CMV Action. Evaluators commending the following aspects of CMV Action's contribution:

- The proposal's sensitivity to the emotional, physical and mental wellbeing of pregnant women and families affected by CMV
- CMV Action's proposed role co-designing educational content
- The petition with nearly 2,000 signatures clearly demonstrated public support and community engagement
- CMV Action's survey of public attitudes laid the groundwork and demonstrated acceptability of the overall approach as well as helping to target further formative research more effectively.

We expect this research to have important applications. Pregnant women in the UK are not told about CMV and how to reduce their risks. This project will explore how this information can be given most effectively within the practical constraints of the NHS and could lead to a lower rate of maternal infection.

### **Our fundraisers**

Apart from the time given freely by the Trustees and the volunteers who assist us on our support line, the Charity relies wholly on donations from individual members of the public and on monies raised from fundraising events to finance its activities. During the past year we are indebted to a large number of individuals who have given us money and their time to help organise and participate in events that have raised funds. We therefore thank everyone for their continued support without which we would be unable to pursue our objects.

### **Financial Commentary**

The past year has been a successful year for the Charity in terms of net income. The Charity saw its net assets increase by £13,602 from £102,574 to £116,176 and this was due to the continued high level of donations and income from fundraising events along with merchandise sales amounting in total to £59,931, whilst our expenses amounted in total to £46,329.

The Trustees are fully aware that they have a responsibility to apply these reserves to further the objects of the Charity and so have agreed a strategy and a financial budget for the coming three years ended 31 January 2019 for this purpose. This will see the Trustees apply some of the reserves to further the Charity's objects whilst also continuing to establish reserves to mitigate risk and to fund innovation and future developments.

The Trustees have yet to consider and document a formal reserves policy but have agreed, as part of the annual budgeting process that given the current relatively low level of reserves currently held by the Charity and the uncertainty of its income stream then reserves should be maintained at no less than £50,000 in the coming year.

The Trustees have yet to consider and document a formal investment policy but have sought security and liquidity in preference over yield given the low level of reserves currently held by the Charity and the low level of reward offered by deposit takers.

The Trustees have identified the main risks the Charity faces and these are the reliance on donations and fundraising with no regular annuity, and the reputational risk that could arise from giving bad advice to members or issuing incorrect educational material on CMV. The Trustees' have controls in place to manage and mitigate these risks.

### **Public benefit statement**

Membership of the Charity is free as the Trustees want to provide free access to our services and support. The work undertaken by the Trustees' and volunteers to further the objects of the Charity provide a public benefit by educating the public, raising awareness and supporting research into eradicating CMV.

### **By order of the Trustees**

**Tom Kelman**  
**Honorary Treasurer**  
**22 November 2016**

**CMV Action**

**Statement of Financial Activities  
For the year ended 31 January 2016**

	Note	2016 £	2015 £
<b>Incoming resources</b>	<b>1</b>		
<i>Incoming resources from generated funds</i>			
Inaugural CMV Action Charity Ball		-	32,360
Fundraising events & Donations		<b>58,258</b>	64,583
Merchandise sales		<b>1,673</b>	927
<b>Total incoming resources</b>		<b>59,931</b>	97,870
<b>Resources expended</b>	<b>1</b>		
<i>Costs of generating funds</i>			
Inaugural CMV Action Charity Ball		-	(14,385)
Fundraising events & Donations		<b>(4,215)</b>	(7,444)
Fundraising trading: costs of goods sold		<b>(2,673)</b>	(1,721)
Total costs of generating funds		<b>(6,888)</b>	(23,550)
<i>Charitable activities</i>			
Promote and protect physical and mental health of families		<b>(2,642)</b>	(3,269)
Advance education of medical profession and general public		<b>(24,470)</b>	(16,175)
Promote research		-	(4,955)
Total charitable activities costs		<b>(27,112)</b>	(24,399)
<i>Governance costs</i>			
Trustees' expenses	<b>2</b>	<b>(1,552)</b>	(801)
Project management costs		<b>(8,380)</b>	-
Other expenses		<b>(2,397)</b>	(2,610)
Total governance costs		<b>(12,329)</b>	(3,411)
<b>Total resources expended</b>		<b>(46,329)</b>	(51,360)
Net movement in funds		<b>13,602</b>	46,510
Total funds brought forward		<b>102,574</b>	56,064
<b>Total funds carried forward</b>		<b>116,176</b>	102,574

The notes on page 5 form part of these financial statements.



**CMV Action  
Balance Sheet  
As at 31 January 2016**

	2016	2015
	£	£
<b>Current assets:</b>		
Debtors - prepayments	2,000	5,000
Cash at bank and in hand	117,381	98,742
Total current assets	<u>119,381</u>	<u>103,742</u>
<b>Liabilities:</b>		
Creditors: Amounts falling due within one year - accruals	<u>(3,205)</u>	<u>(1,168)</u>
<b>Net assets</b>	<u>116,176</u>	<u>102,574</u>
<b>The funds of the charity:</b>		
Total unrestricted funds	<u>116,176</u>	<u>102,574</u>

The notes on page 4 form part of these financial statements.

**CMV Action  
Cash Flow Statement  
For the year ended 31 January 2016**

	2016	2015
	£	£
<b>Reconciliation of changes in resources to net cash inflow from operating activities</b>		
Net incoming resources	13,602	46,510
Decrease/(Increase) in debtors	3,000	(2,349)
Increase/(Decrease) in creditors	2,037	(3,157)
<b>Net cash inflow from operating activities</b>	<u>18,639</u>	41,004
<b>Net funds at 1 February</b>	<u>98,742</u>	57,738
<b>Net funds at 31 January</b>	<u>117,381</u>	<u>98,742</u>

The notes on page 4 form part of these financial statements.

**By order of the Trustees**

**Tom Kelman  
Honorary Treasurer  
22 November 2016**

## CMV Action

### Notes to the financial statements

#### 1. Statement of accounting policies

##### Convention

The financial statements are prepared in accordance with applicable accounting standards in the United Kingdom and under the historical cost convention and comply with the current Accounting and reporting by Charities: Statement of Recommended Practice (the Charities SORP) as revised and issued in March 2015 by the Charity Commission for England and Wales.

##### Recognition of income

Income attributable to the financial year is recognised as follows:

- Fundraising activities – where possible the income arising from fundraising activities is recognised at the time of the event, if this is not possible to determine then the income is recognised when it is physically received by the Charity as cleared funds.
- Donations – the income arising from donations is recognised when it is physically received by the Charity as cleared funds.
- Merchandise sales – the income arising from merchandise sales is recognised when it is physically received by the Charity as cleared funds.

##### Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. A further analysis of the expenditure on Trustees' expenses is given in note 2. below.

#### 2. Trustees' expenses

	<b>2016</b>	2015
	£	£
Includes expenses reimbursed to Trustees as follows:		
In respect of travel	<b>1,067</b>	496
In respect of reimbursed telephone costs	<b>262</b>	268
In respect of reimburses subsistence costs	<b>223</b>	37
<b>Total Trustees' expenses</b>	<b><u>1,552</u></b>	<b><u>801</u></b>

#### 3. Debtors – prepayments and accrued income

Accrued income from fundraising events (received in following year)	<b><u>2,000</u></b>	5,000
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#### 4. Creditors: Amounts falling due within one year – accruals

Printing & postage	<b>1,265</b>	-
Grant Developer's fees	<b>1,200</b>	-
Project Manager's fees and expenses	<b>650</b>	-
Website fees	<b>90</b>	-
Trustees' expenses	-	791
Trustees' meeting room hire	-	377
<b>Total accruals</b>	<b><u>3,205</u></b>	<b><u>1,168</u></b>

## **Independent Examiner's report to the Trustees' of CMV Action – Charity No.1147633**

I report on the accounts of the Charity for the year ended 31 January 2016, which are set out on pages 1 to 10.

### **Respective responsibilities of Trustees' and Examiner**

The Charity's Trustees' are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

### **Basis of Independent Examiner's report**

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 accounts, and seeking explanations from you as 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:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

### **Isahack Rahim**

Certified Accountant

I & N Consultants Ltd

21 Collette Court, 150 Selhurst Road

London SE25 6NE

**12 April 2016**

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