



Trustees' Financial Statements

For the year ended 31 January 2015

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Chair's foreword for 2014-15 report

Having focussed previously on clarifying our purpose and plans, 2014-15 was the year that we really started to take action.

Our survey of British women of childbearing age clearly demonstrated there is a gap in knowledge about CMV risk reduction and an appetite to have it filled. We then set out about filling the gap and planned our first CMV awareness month to coincide with international CMV awareness month held in June every year. Our 'Wash Away CMV' campaign was featured in national and regional TV and print media. We also built relationships with important stakeholders during the campaign who helped to spread messages about risk reduction.

We invested in intelligence gathering, information products and a new dissemination channel in our relaunched website. We initiated and supported research projects to further understanding about CMV. We continued to develop and improve the support we offer to families, supporting more people through the difficult period of diagnosis and to access the right care and support throughout their child's life.

We rely solely on public donations and fundraising income to pay for the activities we undertake to achieve the charities objects, and the past year has seen the charities reserves increase by 105% from £28,691 to £56,064.

I feel very proud of the developments driven by an entirely voluntary team and the professional standards held across the spectrum of our work. I would like to say a big thank you to all the Trustees and volunteers who have devoted their time and energy to increasing awareness and supporting people who have been affected by this devastating virus.



Caroline Star
Chair, CMV Action
16 November 2015

Trustees' Report for the year ended 31 January 2015

Introduction

The Trustees have pleasure in presenting their annual report on the activities of CMV Action ('the Charity') for the year ended 31 January 2015. 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	
Sarah Dewar	Appointed 3 October 2015
Liz Estall	
Kat Foster	
Tom Kelman	
Mandy Parks	Resigned 31 August 2014
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.

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' aim to meet at least monthly and in the year they met on five occasions and held ten 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
1.To Support families affected by CMV	Deliver more direct support to members and families	Developed the skills of the online and on call help team Produced the CMV, Pregnancy, Awareness & Prevention Leaflet Revamped and re-launched the CMV website	Feedback on twitter, Facebook and the website demonstrates members deeply value this work	This is a primary need and we need to invest more in making sure we have the capacity and the skills to deliver support to members when they most need it
2.To educate professionals, parents-to-be and the general public about prevention of CMV	Hold an awareness month	Held our first awareness month in June 2014	Increased public and press awareness with press coverage and national TV appearances	This takes a lot of effort and we can build on the experience to develop other ways to build awareness especially with professionals
3.To support the development and implementation of research into better testing, treatment and management of CMV	Fill research gaps	Undertook a research project with St Georges' Hospital, London, on attitudes to CMV risk reduction. Supported bid of CMV diagnostic research.	Understanding attitudes helps to target interventions. New research funded.	This is costly for a small charity and we need to seek partners to sponsor or support us with this endeavour
3.Raise awareness of the need for a vaccine	This is an objective we are looking to further in the next three years	Continued to discuss how best to achieve this objective	Not yet undertaken any major work so no impact at the moment	This is an evolving discussion within the Trustee body
1,2, and 3.To build the capacity of CMV Action	Improve our financial position and build capacity to deliver our objectives	We held an inaugural ball and had great success in fundraising and in receiving donations	Increased our reserves from £56,064 to £102,574 and this will allow us to employ our first staff member and develop services with third part providers	We can only do so much as volunteers so we need to develop income streams and extend the volunteer network to achieve more

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 24% or a net 66 from 273 to 339
- Over the year we answered over 60 support calls (initial contact), over 80 support emails (again, initial contact)
- Subscribers to our newsletter grew by 47% or 186 from 399 to 585.

Impact of awareness month

June 2014 saw CMV Action running our first awareness month. The main target audience for 2014 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.

For the first awareness month, CMV Action received 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.

We also 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. In overall terms, CMV Action's first awareness month was a success.

- There was an increase number of visits to www.cmvaction.org.uk
- We had more phone and email requests for information and support
- Increased Facebook activity by supporters and increased engagement with the CMV Action Facebook page and Twitter engagement
- Our Press Stories were placed
- More cmv-related content on websites likely to be accessed by pregnant women – NHS Choices in particular now features information about reducing risk of CMV infection more prominently on its pregnancy infection page
- Increase in fundraising and supporter-led activity

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

CMV Action got more actively involved in research during 2014-15. Many gaps in knowledge remain and more research is needed in order to fully limit the impact of CMV infection.

We commissioned a survey of public attitudes towards CMV prevention and initiated work to assess health professional knowledge.

We supported a bid by Swansea and Cardiff Universities to develop an innovative nanotechnology diagnostic device. This bid was successful and we are now collaborating with engineers and virologists to consider practical applications of the device they are developing.

We supported dissemination of research by updating our short, plain English version of evidence-based guidelines on the diagnosis, treatment and management of CMV. We produced information for families that explained the implications of a new study on length of treatment for new-borns diagnosed with CMV.

We hope that this research will have important applications. A better understanding of women's attitudes towards hygiene precautions is important in order to design education interventions and appropriate information. Identifying gaps in professional knowledge will help to target training at professionals. Dissemination of new evidence on treatment will help families to understand and ask for the care their child should be receiving. Easy to use point of care diagnostics will help more babies to be treated and monitored.

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. Over the past year our reserves increased by 105% or £28,691 from £27,373 to £56,064 due to record fundraising and donations

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 very successful year for the Charity in terms of net income. The Charity saw its net assets increase by £46,510 from £56,064 to £102,574 and this was due to the level of donations and income from fundraising events, including the inaugural CMV Action Charity Ball, and income from the sale of merchandise which together amounted to £97,870 in the year, whilst our expenses amounted to £51,360.

The Trustees are fully aware that they now have a responsibility to apply these reserves to further the objects of the charity and have agreed their action plan and have also approved a financial budget for the coming three years ended 31 January 2018. 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 least at the current level for the time being and built up further in the coming year. This critical matter will be revisited during the current 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. This matter will also be revisited during the current year.

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
16 November 2015

CMV Action
Statement of Financial Activities
For the year ended 31 January 2015

	2015	2014
	£	£
Incoming resources		
<i>Incoming resources from generated funds</i>		
Inaugural CMV Action Charity Ball	32,360	-
Fundraising events & Donations	64,583	35,503
Merchandise sales	927	103
Total incoming resources	97,870	35,606
Resources expended		
<i>Costs of generating funds</i>		
Inaugural CMV Action Charity Ball	(14,385)	-
Fundraising events & Donations	(7,444)	(1,873)
Fundraising trading: costs of goods sold	(1,721)	(399)
Total costs of generating funds	(23,550)	(2,272)
<i>Charitable activities</i>		
Promote and protect physical and mental health of families	(3,269)	(495)
Advance education of medical profession and general public	(16,175)	(1,244)
Promote research	(4,955)	(216)
Total charitable activities costs	(24,399)	(1,955)
<i>Governance costs</i>		
Trustees' expenses	(801)	(1,278)
Other expenses	(2,610)	(1,410)
Total governance costs	(3,411)	(2,688)
Total resources expended	(51,360)	(6,915)
Net movement in funds	46,510	28,691
Total funds brought forward	56,064	27,373
Total funds carried forward	102,574	56,064

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

**CMV Action
Balance Sheet
As at 31 January 2015**

	Note	2015 £	2014 £
Current assets:			
Debtors - prepayments	3	5,000	2,651
Cash at bank and in hand		<u>98,742</u>	57,738
Total current assets		<u>103,742</u>	60,389
Liabilities:			
Creditors: Amounts falling due within one year - accruals	4	<u>(1,168)</u>	(4,325)
Net assets		<u>102,574</u>	56,064
The funds of the charity:			
Total unrestricted funds		<u>102,574</u>	56,064

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

**CMV Action
Cash Flow Statement
For the year ended 31 January 2015**

	2015 £	2014 £
Reconciliation of changes in resources to net cash inflow from operating activities		
Net incoming resources	46,510	28,691
Increase in debtors	(2,349)	(2,651)
(Decrease)/ Increase in creditors	(3,157)	4,325
Net cash inflow from operating activities	<u>41,004</u>	30,365
Net funds at 1 February	<u>57,738</u>	27,373
Net funds at 31 January	<u>98,742</u>	57,738

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

By order of the Trustees

**Tom Kelman
Honorary Treasurer
16 November 2015**

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 2005 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

	2015	2014
	£	£
Includes expenses reimbursed to Trustees as follows:		
In respect of travel	496	966
In respect of reimbursed telephone costs	268	278
In respect of reimburses subsistence costs	37	34
Total Trustees' expenses	801	1,278

3. Debtors – prepayments and accrued income

Accrued income from fundraising events (received in following year)	5,000	-
Deposit for 2014 ball (reversed in year)	-	1,021
Deposit for 2014 great south run and swim (reversed in year)	-	1,630
Total prepayments	5,000	2,651

4. Creditors: Amounts falling due within one year – accruals

Trustees' expenses	791	110
Trustees' meeting room hire	377	-
2014 Ball deposits paid in advance (reversed in year)	-	4,215
Total accruals	1,168	4,325

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 2015, which are set out on pages 1 to 9.

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

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16 November 2015

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