

COMPANY REGISTRATION NO: 977606

REGISTERED CHARITY NO: 313423

**THE COMMUNICATION ADVERTISING & MARKETING
EDUCATION FOUNDATION LIMITED**
(LIMITED BY GUARANTEE)

REPORT AND ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2004



THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED

(LIMITED BY GUARANTEE)

CHARITY INFORMATION

FOR THE YEAR ENDED 30 JUNE 2004

Trustees:

Christine Cryne
John Flynn
Tess Harris
Colin Lloyd
Richard Roche
Peter Standing

Company Secretary:

Joanne Holton

Registered Office:

Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH

Registered Auditors:

BDO Stoy Hayward LLP
Emerald House
East Street
Epsom
Surrey
KT17 1HS

Bankers:

Lloyds Bank PLC
Law Courts Branch
222 Strand
London
WC2R 1BB

Company Number:

977606

Registered Charity No:

313423

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED

(LIMITED BY GUARANTEE)

REPORT OF THE BOARD OF TRUSTEES

The Trustees present their report and financial statements for the year ended 30 June 2004. The financial statements have been prepared in accordance with the accounting policies set out on page 9 and comply with the charity's trust deed, applicable law and the requirements of the Statement of Recommended Practice 'Accounting and Reporting by Charities'.

Objects of charity

The Communication Advertising & Marketing Foundation Limited (CAM) promotes, for the general benefit of the public, the advancement of communication, advertising and marketing education. It administers examinations at advanced and higher levels in advertising, public relations and associated businesses.

Review of Activities and Achievements for the year

During last year, CAM established a new administrative support system following its relocation from London to share headquarters with the Chartered Institute of Marketing. With this new lower cost base, CAM is now in a better position to achieve its charitable objectives.

Governance

CAM Foundation Limited is governed by its memorandum and articles of association. The Trustees are responsible for the overall management and control of the charity.

Investment powers, policy and performance

The Trustees' investment powers are governed by the memorandum of association which permits the charity's funds to be invested in investments, securities or property as may be thought fit.

Reserves Policy

In line with the guidance issued by The Charity Commission the Trustees have reviewed the charity's needs for free reserves which are those unrestricted funds not invested in fixed assets, designated for specific purposes or otherwise committed. The Trustees believe reserves should be at least sufficient to cover 3 months fixed running costs to ensure that the charity can run effectively. CAM currently has 6 months running costs and will be using them to further the Charities objectives.

Risk management

The Trustees actively review the major risks which the charity faces on a regular basis and believe that maintaining our free reserves at the levels stated above, combined with our annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks, which we face and confirm that they have established systems to mitigate the significant risks.

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED

(LIMITED BY GUARANTEE)

REPORT OF THE BOARD OF TRUSTEES (Continued)

Statement of Trustees' Responsibilities

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees

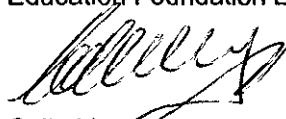
The Trustees who served during the year were as follows:

Colin Lloyd	
Tim Rivett	resigned 28 May 2004
Tess Harris	appointed 18 December 2003
Charles Nixon	appointed 18 December 2003, resigned 25 February 2005
Peter Fisk	appointed 18 December 2003, resigned 21 June 2004
John Coke	appointed 21 June 2004, resigned 25 February 2005
John Flynn	appointed 21 June 2004

The Trustees that have been appointed since the year end are as follows:

Richard Roche	appointed 11 January 2005
Christine Cryne	appointed 25 February 2005
Peter Standing	appointed 25 February 2005

Approved by the Board of Trustees of The Communication Advertising & Marketing Education Foundation Limited on 11th January 2005 and signed on its behalf by:


Colin Lloyd
Chairman of Trustees

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

INDEPENDENT AUDITORS' REPORT

We have audited the accounts of The Communications Advertising & Marketing Education Foundation Limited (CAM) for the year ended 30 June 2004 set out on pages 7 to 15. These accounts have been prepared under the historical cost convention and the accounting policies set out on page 9.

Respective Responsibilities of the Trustees and Auditors

The Trustees' responsibilities for preparing the annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards are set out in the Trustees' Report.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and United Kingdom Auditing Standards.

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you if, in our opinion, the Trustees' Report is not consistent with the financial statements, if CAM has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding the Trustees' remuneration and transactions with CAM is not disclosed.

We read the Trustees' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Our report has been prepared pursuant to the requirements of the Companies Act 1985 and for no other purpose. No person is entitled to rely on this report unless such a person is a person entitled to rely upon this report by virtue of and for the purpose of the Companies Act 1985 or has been expressly authorised to do so by our prior written consent. Save as above, we do not accept responsibility for this report to any other person or for any other purpose and we hereby expressly disclaim any and all such liability.

Basis of opinion

We conducted our audit in accordance with United Kingdom Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the accounts. It also includes an assessment of the significant estimates and judgements made by the Trustees in the preparation of the financial statements, and whether the accounting policies are appropriate to CAM's, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the accounts.

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

INDEPENDENT AUDITORS' REPORT (Continued)

Opinion

In our opinion the financial statements give a true and fair view of the state of the Charitable Company's affairs as at 30 June 2004 and of its incoming resources and resources expended, including its income and expenditure for the year then ended and have been properly prepared in accordance with the Companies Act 1985.

BDO Stoy Hayward LLP

BDO Stoy Hayward LLP
Chartered accountants and registered auditors
Emerald House
East Street
Epsom
Surrey
KT17 1HS

13 April 2005

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 30 JUNE 2004

	<u>Note</u>	Unrestricted <u>2004</u> £	<u>2003</u> £
INCOMING RESOURCES			
Donations and similar incoming resources	2	30,250	32,417
Student registration & examination fees	3	99,994	108,948
Other income	4	275	2,789
Rent receivable		41,700	32,826
Interest receivable		109	68
Total incoming resources		172,328	177,048
Costs of generating funds	5	1,830	2,178
Net incoming resources available for charitable application		170,498	174,870
CHARITABLE EXPENDITURE			
Cost of activities in furtherance of the charity's objectives	6	37,514	77,016
Managing and administering the charity	7	94,909	113,193
Total charitable expenditure		132,423	190,209
Total resources expended		134,253	192,387
Movement in total funds for the year - Net (expenditure)/income for the year	13	38,075	(15,339)
Total funds brought forward		26,146	41,485
Total funds carried forward	13	64,221	26,146

The statement of financial activities includes all gains and losses recognised in the year.

All incoming resources and resources expended derive from continuing activities.

The notes on pages 9 to 15 form part of these statements

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

BALANCE SHEET

AS AT 30 JUNE 2004

	<u>Note</u>	<u>2004</u> £	<u>2003</u> £
FIXED ASSETS			
Tangible assets	10	-	-
CURRENT ASSETS			
Debtors	11	78,578	22,283
Cash at bank and in hand		28,308	16,880
		<u>106,886</u>	<u>39,163</u>
CREDITORS : Amounts falling due within one year	12	42,665	13,017
NET CURRENT ASSETS		<u>64,221</u>	<u>26,146</u>
TOTAL NET ASSETS		<u>64,221</u>	<u>26,146</u>
UNRESTRICTED RESERVES			
General	13	<u>64,221</u>	<u>26,146</u>

The accounts were approved by the Board of Trustees on ~~xxxxxx~~ 2005 and were signed on its behalf by:

11th January



Colin Lloyd
Chairman

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2004

(1) ACCOUNTING POLICIES

(a) *Accounting convention*

The accounts have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities', applicable accounting standards and the Companies Act 1985.

(b) *Donations*

Donations and similar income are accounted for on a receivable basis.

(c) *Income*

Registration income is accounted for when received. Examination fees are taken as income during the period the exams are sat. All other income is accounted for on an accruals basis.

(d) *Interest Receivable*

Interest is included when receivable by the charity.

(e) *Depreciation*

Fixed assets are depreciated at 25% per annum on a straight line basis.

(f) *Resources Expended*

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered.

(g) *Operating Leases*

Rentals payable under an operating lease are charged to the Statement of Financial Activities as incurred over the term of the lease.

(h) *Unrestricted funds*

Unrestricted funds are donations and other income receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

NOTES TO THE ACCOUNTS (Continued)

FOR THE YEAR ENDED 30 JUNE 2004

(2) DONATIONS AND SIMILAR INCOMING RESOURCES

	<u>2004</u> £	<u>2003</u> £
Constituents	30,250	32,417
	<u>30,250</u>	<u>32,417</u>

(3) STUDENT REGISTRATION AND EXAMINATION FEES

	<u>2004</u> £	<u>2003</u> £
Student registration and exam fees	99,994	108,948
	<u>99,994</u>	<u>108,948</u>

(4) OTHER INCOME

	<u>2004</u> £	<u>2003</u> £
Membership subscriptions	-	1,040
Appraisals	190	1,200
Other	85	549
	<u>275</u>	<u>2,789</u>

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

NOTES TO THE ACCOUNTS (Continued)

FOR THE YEAR ENDED 30 JUNE 2004

(5) COST OF GENERATING FUNDS

	<u>2004</u> £	<u>2003</u> £
Promotion and advertising	1,830	2,178
	<u>1,830</u>	<u>2,178</u>

**(6) COST OF ACTIVITIES IN FURTHERANCE
OF THE CHARITY'S OBJECTIVES**

	<u>2004</u> £	<u>2003</u> £
Examination expenses	16,558	29,691
Staff costs	20,956	42,318
Other direct charitable expenditure		5,007
	<u>37,514</u>	<u>77,016</u>

(7) MANAGING AND ADMINISTERING THE CHARITY

	<u>2004</u> £	<u>2003</u> £
Staff costs	20,955	42,319
Audit fees	2,000	1,419
Depreciation	-	1
Rent & rates	31,081	32,865
Legal & professional	1,297	4,940
Computer costs	14,080	15,332
Overhead recharges & other costs	25,496	16,317
	<u>94,909</u>	<u>113,193</u>

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

NOTES TO THE ACCOUNTS (Continued)

FOR THE YEAR ENDED 30 JUNE 2004

(8) EMPLOYEE INFORMATION

All staff of CAM Foundation are employees of CIM. A recharge of staff costs was made from CIM to CAM Foundation Limited during the year.

(9) SURPLUS FOR THE YEAR IS AFTER CHARGING:

	<u>2004</u> £	<u>2003</u> £
Depreciation	-	1
Auditors' remuneration	2,000	1,419
	<u> </u>	<u> </u>

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

NOTES TO THE ACCOUNTS (Continued)

FOR THE YEAR ENDED 30 JUNE 2004

(10) TANGIBLE FIXED ASSETS

	<u>Computer Equipment</u>	<u>Furniture & Fittings</u>	<u>Office Equipment</u>	<u>Total</u>
COST				
At 1 July 2003	29,293	20,684	26,148	76,125
Additions	-	-	-	-
Disposals	-	-	-	-
At 30 June 2004	<u>29,293</u>	<u>20,684</u>	<u>26,148</u>	<u>76,125</u>
ACCUMULATED DEPRECIATION				
At 1 July 2003	29,293	20,684	26,148	76,125
Disposals	-	-	-	-
Charge for the year	-	-	-	-
At 30 June 2004	<u>29,293</u>	<u>20,684</u>	<u>26,148</u>	<u>76,125</u>
NET BOOK VALUE				
At 30 June 2004	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
At 30 June 2003	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

(11) DEBTORS

	<u>2004</u> £	<u>2003</u> £
Due from CIM Holdings	65,847	-
Due from The Chartered Institute of Marketing	-	16,031
Prepayments	12,731	6,252
	<u>78,578</u>	<u>22,283</u>

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

NOTES TO THE ACCOUNTS (Continued)

FOR THE YEAR ENDED 30 JUNE 2004

(12) CREDITORS: Amounts falling due within one year

	<u>2004</u> £	<u>2003</u> £
Trade Creditors	2,550	-
Due to The Chartered Institute of Marketing	28,091	-
Deferred Income	9,455	9,455
Accruals	2,569	3,562
	<u>42,665</u>	<u>13,017</u>

(13) UNRESTRICTED RESERVES

	<u>2004</u> £	<u>2003</u> £
Funds at 1 July 2003	26,146	41,485
Net movement for the year	38,075	(15,339)
Funds at 1 July 2004	<u>64,221</u>	<u>26,146</u>

(14) STATUS OF CHARITY

The charity is incorporated as a company limited by guarantee and therefore does not have share capital.

The maximum liability of each member is £1.

(15) PENSION SCHEME

All staff working on CAM Foundation Limited are employees of The Chartered Institute of Marketing ('CIM'). A recharge of staff and related pension costs was made from CIM to CAM Foundation Limited during the year.

The total pension recharge for the year was £7,536 (2003 - £12,641).

(16) TAXATION

As The Communication Advertising & Marketing Education Foundation Limited is a registered charity, no charge to corporation tax arises on any surplus.

THE COMMUNICATION ADVERTISING & MARKETING EDUCATION FOUNDATION LIMITED
(LIMITED BY GUARANTEE)

NOTES TO THE ACCOUNTS (Continued)

FOR THE YEAR ENDED 30 JUNE 2004

(17) TRUSTEES' EMOLUMENTS

None of the trustees received any emoluments in respect of their services to the Charity.

(18) OPERATING LEASE COMMITMENTS

At 30 June 2004, CAM Foundation Limited had a commitment to make payments during next year under an operating lease which expires as follows:

	£
Between two and five years	19,035

The lease relates to office premises which are currently sublet.