

Company Registration No. 4938403 (England and Wales)

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION

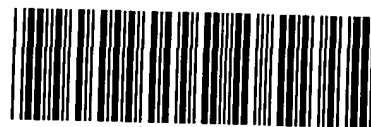
(A COMPANY LIMITED BY GUARANTEE)

DIRECTORS' REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2015

REGISTRAR'S COPY:
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THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION

Directors

Paul Stallard (Chairman)
Amanda Jane Colvin
Graham Bunce
Justin White
Mark Nesbitt
Richard Verden
Karen Barnes
Russell Peterken
Abigail Corney
Michael Flynn
Kayleigh Barker
Peter Lewis
Kelly Maklowicz
Nick Georgiadis

Secretary

Stephen Frary

Company number

4938403

Principal address and registered office

Unit 11 Europoint Centre
5-11 Lavington Street
London
SE1 0NZ

Auditors

H W Fisher & Company
Acre House
11-15 William Road
London
NW1 3ER
United Kingdom

Bankers

The Cooperative Bank
P.O.Box 250
Delf House
Skelmersdale
WN8 6WT

Solicitors

Bates, Wells & Braithwaite
Cheapside House
138 Cheapside
London
EC2V 6BB

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
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THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION

(A COMPANY LIMITED BY GUARANTEE)

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2015

The Board of Directors presents its report together with the audited financial statements of The Public Fundraising Regulatory Association (the "PFRA", the "Association") for the year ended 31 March 2015.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the requirements of the Companies Act 2006. Although the company is not registered as a charity, the accounts have been prepared in accordance with applicable accounting standards and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005. The Directors acknowledge that this is the most appropriate method of disclosing the accounts for a not for profit company.

Structure, governance and management

The Board of Directors, who are Members of the PFRA and directors for the purposes of company law, who served during the year are:

Paul Stallard (Chairman)	
Chris Wichard	(Resigned 3 November 2015)
Amanda Jane Colvin	
Graham Bunce	
Justin White	
Mark Nesbitt	
Richard Verden	
Karen Barnes	
Russell Peterken	
Anne Marie Devlin	(Resigned 3 July 2015)
Elizabeth Michau	(Appointed 5 June 2014 and resigned 3 August 2015)
Stephen David Bruce	(Resigned 4 June 2014)
Abigail Corney	
Michael Flynn	(Appointed 5 June 2014)
Kayleigh Barker	
Peter Lewis	(Appointed 5 June 2014)
Morag Fleming	(Resigned 29 April 2015)
Kelly Maklowicz	(Appointed 5 June 2014)
Nick Georgiadis	

The Association's Mission

The PFRA promote the effective regulation of and good practice in public fundraising for gifts to charities.

Principal roles

The PFRA has two principal roles

1. We regulate the use of face-to-face fundraising by charities and professional fundraising organisations by working with local authorities to ensure that fundraising sites are used appropriately.
2. We enforce the Fundraising code of practice which aims to ensure that the public's experience of face-to-face fundraising is positive and uses an accreditation scheme, mystery shopping and feedback from stakeholders and members of the public to monitor our members' compliance.

**THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
DIRECTORS' REPORT (CONTINUED)**

FOR THE YEAR ENDED 31 MARCH 2015

The Association's three-year objectives

Advocacy & Engagement
Promoting a respected, sustainable and responsible form of fundraising

Standards & Compliance
Putting professionalism at the heart of good fundraising

Membership Services Development
Providing quality services and value for money to members

Significant activities and achievements during 2013/14

840,207 new monthly Direct Debit donations were secured by PFRA members; 688,035 were recruited on the Doorstep and 152,212 through Street Fundraising. This represents an increase of 10% over 2013/14.

The number of Site Management Agreements with Local Authorities has now exceeded 100.

A Strategic Partnership was signed between the PFRA and the Institute of Fundraising, with a view to a possible future merger of the two organisations.

Financial review

During the year our income increased from £695,891 (2013/14) to £719,351 (2014/15). The reduction in Penalty Infringement income by £34,320 was offset by an increase in Levy Income of £58,342.

Expenditure on Mystery Shopping was increased by 30% over 2013/14.

As from 1st January 2015, the PFRA became VAT registered with HMRC.

Disclosure of information to auditors

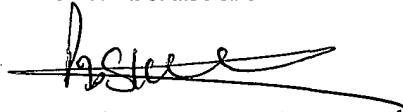
Each of the directors has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditors are aware of such information.

Auditors

A resolution proposing that H W Fisher & Company be reappointed as auditors of the company was proposed and passed at the AGM.

The report has been prepared in accordance with the special provisions relating to small companies within part 15 of the Companies Act 2006.

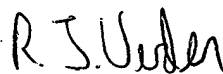
On behalf of the Board



Paul Stallard (Chairman)

Chairman

Dated: 24/11/15



Richard Verden

Director

Dated: 24/11/15

**THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The directors are responsible for preparing the Directors' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the directors to prepare accounts for each financial year which give a true and fair view of the state of affairs of the company and of the incoming resources and application of resources, including the income and expenditure, of the company for that year.

In preparing these accounts, the directors are required to:

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

The directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITORS' REPORT**

TO THE MEMBERS OF THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION

We have audited the accounts of The Public Fundraising Regulatory Association for the year ended 31 March 2015 set out on pages 6 to 13. 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 company'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 company's members those matters we are required to state to them in an auditors' 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 company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement on page 3, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit 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 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 company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Annual Report 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 the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2015 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

**THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITORS' REPORT (CONTINUED)**

TO THE MEMBERS OF THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the directors were not entitled to take advantage of the small companies' exemption from preparing a strategic report in preparing the directors' report.

Andrew Rich (Senior Statutory Auditor)
for and on behalf of H W Fisher & Company

Chartered Accountants

Statutory Auditor

Acre House

11-15 William Road

London

NW1 3ER

United Kingdom

Dated: 27/11/15

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2015

	Notes	2015 £	2014 £
<u>Incoming resources from generated funds</u>			
Investment income	2	1,022	3,759
Incoming resources from business activities	3	718,329	692,132
Total incoming resources		719,351	695,891
<u>Resources expended</u>	4		
Costs of generating funds			
Marketing and PR costs		115,788	221,454
Charitable activities			
Regulatory business activities		465,609	444,630
Governance costs		4,464	4,707
Total resources expended		585,861	670,791
Net income for the year/ Net movement in funds		133,490	25,100
Fund balances at 1 April 2014		578,525	553,425
Fund balances at 31 March 2015		712,015	578,525

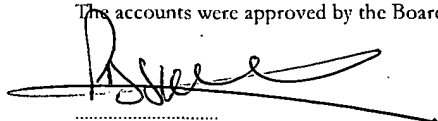
The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
BALANCE SHEET

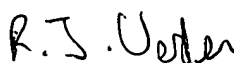
AS AT 31 MARCH 2015

	Notes	2015 £	£	2014 £	£
Fixed assets					
Tangible assets	10		119,884		68,664
Current assets					
Debtors	11	178,442		179,706	
Cash at bank and in hand		476,066		387,798	
		<u>654,508</u>		<u>567,504</u>	
Creditors: amounts falling due within one year	12	<u>(62,377)</u>		<u>(57,643)</u>	
Net current assets			<u>592,131</u>		<u>509,861</u>
Total assets less current liabilities			<u><u>712,015</u></u>		<u><u>578,525</u></u>
Income funds					
Unrestricted funds			<u>712,015</u>		<u>578,525</u>
			<u><u>712,015</u></u>		<u><u>578,525</u></u>

The accounts were approved by the Board on 24/11/15



Paul Stallard (Chairman)
Chairman



Richard Verden
Director

**THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2015**

1 Accounting policies

1.1 Basis of preparation

The accounts have been prepared under the historical cost convention.

Although the company is not registered as a charity, the accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 2006 to reflect the not for profit nature.

The company has taken advantage of the exemption in Financial Reporting Standards No 1 from the requirement to produce a cash flow statement on the grounds that it is a small company.

1.2 Incoming resources

The company registered for VAT with effect from 1 January 2015. Income has been recognised gross of VAT up to 31 December 2014 and then net thereafter on the basis of entitlement, certainty and measurement. Investment income is recognised on a receivable basis.

1.3 Resources expended

Expenditure is recognised on an accruals basis, inclusive of value added tax up to 31 December 2014 and then exclusive thereafter.

Costs of generating funds are those costs incurred in attracting voluntary income, in particular grant funding and the costs of maintaining the company's profile within the sector.

Expenditure relating to Regulatory business activities are those elements of expenditure directly incurred in performing these activities.

Governance costs include those costs incurred in the governance of the company's assets and are primarily associated with constitutional and statutory requirements.

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computers & equipment	25% straight line
Furniture & fittings	25% straight line

Expenditure on equipment, fixtures and fittings which exceed £1,000 is capitalised.

Assets which are currently in development may be capitalised, but only depreciated once complete and in use.

1.5 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

1.6 Pensions

The company contributes to pension schemes and matches the contributions made by eligible employees to a maximum of 5% of annual salary and is paid directly into those scheme's. The pension charge recorded in these accounts is the amount of contributions payable in the accounting year and has been allocated across the relevant categories of resources expended.

1.7 Accumulated funds

Unrestricted funds are general funds that are available for the use at the directors' discretion in furtherance of the objectives of the company.

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2015

2 Investment income

	2015 £	2014 £
Interest receivable	1,022	3,759

3 Incoming resources from business activities

	2015 £	2014 £
PFRA Levy Income	660,806	602,464
PFRA Membership	20,350	18,083
PFRA Infringement Income	36,440	70,760
PFRA Seminar Income	733	825
	718,329	692,132

4 Total resources expended

	Staff costs £	Depreciation £	Other costs £	Total 2015 £	Total 2014 £
Costs of generating funds					
Marketing and PR costs	61,160	-	54,628	115,788	221,454
Charitable activities					
<u>Regulatory business activities</u>					
Activities undertaken directly	185,196	7,053	273,360	465,609	444,630
Governance costs	-	-	4,464	4,464	4,707
	246,356	7,053	332,452	585,861	670,791

Net expenditure in the year is stated after charging audit fees of £3,700 (2014: £3,000), depreciation of owned tangible fixed assets of £9,761 (2014: £7,800), operating lease rentals for plant and machinery of £1,470 (2014: £2,175) and for other assets of £36,950 (2014: £38,556).

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2015

5 Marketing and PR costs

	2015	2014
	£	£
Other costs comprise:		
PR agency costs	28,080	38,400
Marketing consumables	2,800	2,267
News monitoring services	6,339	8,000
Design and advertising	5,982	3,529
Exhibition costs	11,310	24,310
Website upgrade	-	11,072
Research expenses	117	14,784
	54,628	102,362

6 Activities undertaken directly

	2015	2014
	£	£
Other costs relating to regulatory business activities comprise:		
Mystery shopping project	33,699	25,984
Computer costs	18,342	17,203
Premises costs	76,674	71,051
Professional fees	108,906	89,059
Travel and entertainment	10,221	14,040
Administration costs	25,518	41,622
	273,360	258,959

7 Governance costs

	2015	2014
	£	£
Other governance costs comprise:		
Audit and accountancy	4,464	4,707
	4,464	4,707

8 Directors

During the year, the members of the board of directors were reimbursed a total of £7,500 (2014: £4,480) for travelling expenses.

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2015

9 Employees

Number of employees

The average monthly number of employees during the year was:

	2015	2014
	Number	Number
Regulatory business activities	7	6

Employment costs

	2015	2014
	£	£
Wages and salaries	220,069	265,699
Social security costs	23,417	24,701
Other pension costs	2,870	6,563
	246,356	296,963

The number of employees whose annual emoluments were £60,000 or more were:

	2015	2014
	Number	Number
£70,001 - £80,000	-	1
Over £60,000	1	-

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2015

10 Tangible fixed assets

	Computers & equipment	Furniture & fittings	Total
	£	£	£
Cost			
At 1 April 2014	87,547	7,528	95,075
Additions	58,273	-	58,273
At 31 March 2015	145,820	7,528	153,348
Depreciation			
At 1 April 2014	23,066	3,345	26,411
Charge for the year	5,171	1,882	7,053
At 31 March 2015	28,237	5,227	33,464
Net book value			
At 31 March 2015	117,583	2,301	119,884
At 31 March 2014	64,481	4,183	68,664

11 Debtors

	2015	2014
	£	£
Trade debtors	79,932	92,555
Other debtors	22,666	17,287
Prepayments and accrued income	75,844	69,864
	178,442	179,706

12 Creditors: amounts falling due within one year

	2015	2014
	£	£
Trade creditors	15,555	33,700
Taxes and social security costs	19,172	5,543
Accruals	27,650	18,400
	62,377	57,643

THE PUBLIC FUNDRAISING REGULATORY ASSOCIATION
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2015

13 Pension and other post-retirement benefit commitments
Defined contribution

	2015	2014
	£	£
Contributions payable by the company for the year	2,870	6,563

14 Commitments under operating leases

At 31 March 2015 the company had annual commitments under non-cancellable operating leases as follows:

	Land and buildings		Other	
	2015	2014	2015	2014
	£	£	£	£
Expiry date:				
Between one and two years	32,130	-	-	-
Between two and five years	-	38,556	1,284	1,541
	<u>32,130</u>	<u>38,556</u>	<u>1,284</u>	<u>1,541</u>