

COMPANY REGISTRATION NUMBER: 03790585
CHARITY REGISTRATION NUMBER: 1081904

Action Against Abduction
Company Limited by Guarantee
Unaudited Financial Statements
31 December 2020

MISS S BUSINESS SUPPORT LTD

Chartered Management Accountants
Office 14, Steel House
4300 Parkway
Whiteley
Hampshire
PO15 7FP



Action Against Abduction
Company Limited by Guarantee
Financial Statements
Year ended 31 December 2020

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Action Against Abduction

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report)

Year ended 31 December 2020

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 December 2020.

Reference and administrative details

Registered charity name Action Against Abduction

Charity registration number 1081904

Company registration number 03790585

Principal office and registered office c/o Glazier Design
2nd Floor
40 Mortimer Street
London
W1W 7RQ

The trustees

Mr B Glazier
Mr G Newiss
Ms J Halton

Accountants

Miss S Business Support Ltd
Chartered Management Accountants
Office 14, Steel House
4300 Parkway
Whiteley
Hampshire
PO15 7FP

Structure, governance and management

Governing Document

Action Against Abduction (AAA) (formerly: Parents and Abducted Children Together) is a charitable company limited by guarantee, incorporated on 16 June 1999 and registered with the Charity Commissioners on 8 August 2000. The charitable company was established under a Memorandum of Association, which establishes the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the charitable company being wound up, members are required to contribute an amount not exceeding £1. The charitable company changed its name on 22 September 2015.

Action Against Abduction

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 December 2020

Structure, governance and management *(continued)*

Recruitment and Appointment of Trustees

AAA is managed by a board of Trustees. Under the requirements of the Memorandum and Articles of Association the Trustees are appointed for a period of two years, after which they must be re-elected at the next Annual General Meeting. Members can serve for a period of 10 years as this gives them an opportunity to become better acquainted with the complexity of the charity's work.

The Trustees are required to abide by the charity's rules of governance and to respect the requirement for confidentiality. They are expected to have a deep-rooted commitment to children's welfare and a willingness to be active on their behalf. Their role is to participate in the development of the charity's external policy; make recommendations; and be involved in the planning of long-term strategies.

Trustees maintain a register of risks which are reviewed at each meeting.

Partnerships

Action Against Abduction works with other non-profit organisations, the police, parliamentarians, various government departments and the private sector. The charity is a member of Amber Alert Europe, an international non-profit organisation based in the Netherlands.

Objectives and activities

The charity's mission is to protect children from the threat of abduction.

The aims of the charity are to:

1. Develop policy and practice that prevents child abduction.
2. Develop policy and practice that achieves positive outcomes in cases of child abduction.
3. Research and analyse the nature and scale of child abduction.
4. Ensure parents and professionals are equipped to keep children safe.

The activities and direction of the charity are regularly reviewed by the Board of Trustees.

Achievements and performance

2020 has seen Action Against Abduction continue to develop its reach despite the considerable challenges of Covid-19. By the end of the year more than 1,000 schools from across the UK had signed up to the charity's Clever Never Goes programme - a new child safety initiative designed to replace the outdated and ineffective 'stranger danger' message.

We created Clever Never Goes to give parents and teachers an effective alternative to 'stranger danger' based on the simple message that children shouldn't go with anyone unless it has been arranged beforehand. Rather than fearing the worst in everyone they don't know, Clever Never Goes helps children to recognise specific situations that are unsafe and gives them the tools to respond. It's designed to be positive, practical, playful and - above all else - to keep things in perspective. Action Against Abduction provides teaching resources for schools, police, martial arts providers and scouting groups, as well as information for parents - all freely available on the clevernevergoes.org website. The programme is designed for delivery to primary age children, aged between 4 and 11 years-old. Developed, tested and launched originally in Hampshire, the programme has been adopted by schools from across all parts of the UK.

Action Against Abduction

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Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 December 2020

The closure of schools for significant parts of 2020 slowed progress with the development and testing of a new 'Junior' version of Clever Never Goes for older primary age children. However, by the end of the year, a prototype had been developed and tested in five schools with impressive early results. The development and piloting will continue in 2021 with an expected launch date in May/June 2021. Our warm thanks to People's Postcode Trust for showing flexibility and understanding in extending the grant period given the exceptional circumstances.

A distinct feature of the new Junior version of Clever Never Goes is the extension of the programme into scenarios where children are enticed to meet with someone following online contact. With Covid-19 lockdowns pushing more and more children online as they engage in home schooling and seek to maintain friendships, research suggests the incidence of online grooming is on the increase. We anticipate the new version of Clever Never Goes will attract considerable interest from schools, parents and the police when it is made available next year.

Action Against Abduction received a grant from Hampshire Police and Crime Commissioner to produce a leaflet for schools to send to parents, post online and include in their newsletters informing parents about the Clever Never Goes programme. In response to Covid-19 many schools imposed new child collection arrangements in an attempt to retain social distance between 'bubbles' of children and to avoid parental crowding. In addition, some parents were nervous about attending school resulting in some children being permitted to travel to and from school unaccompanied earlier than they might otherwise.

Following two attempted child abductions in Hampshire (in September and November 2020) the new Clever Never Goes leaflet was circulated to schools by Hampshire Constabulary at the beginning of December. Schools have since shared the leaflet on their own social media accounts or in mailings to parents. By early 2021 we estimate (via school tracking and social media engagements) that 11,500 children have benefited from this project. This figure will continue to rise as schools run Clever Never Goes lessons throughout 2021. One parent emailed the charity at the end of December saying "This is such an important message (Clever Never Goes) to give to children. Stranger Danger just creates fear, and I want my child to have the confidence to walk home from school by herself now that she's in year 6."

The charity's partnerships with the Metropolitan Police Service continued throughout 2020, with schools officers continuing to use the Clever Never Goes resources. A high-profile launch of the partnership has been postponed until 2021.

In 2020, the charity invested heavily in development of the Clever Never Goes website reflecting its strategic importance as the gateway to the charity's services. Website development was informed by consultation with a small panel of end users including teachers, police and martial arts providers. Further development will be required in 2021 as the new Junior Clever Never Goes resources become available.

The charity received a number of individual donations, many from people who had downloaded the free Clever Never Goes resources. During the course of the year, we streamlined the way donations can be made via the website. Action Against Abduction also benefited from a partnership with two Southern Co-op stores in Portsmouth, Hampshire with staff and customers raising funds to support the Clever Never Goes programme. Whilst Action Against Abduction continues to provide critical child safeguarding services, the need to build capacity to meet demand and to ensure the financial sustainability of charity is becoming ever more important.

Action Against Abduction

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 31 December 2020

Financial review

The Charity received £20,000 from the Peoples Postcode Lottery (PPL) in 2019 but most of the expenditure of this grant occurred in 2021. This has led to Charitable Expenditure increasing this year to £20,370 from £1104 in 2019.

The spending of the PPL fund caused the bank accounts to decrease from £20,716 in 2019 to £5,568.

A grant of £5,700 was received from Hampshire Police and Crime Commissioners this year of which the full amount has been utilised to create the new Clever Never Goes leaflets and with the remaining £600 being transferred to Unrestricted Reserves at PCC agreement.

We received £2,624 in donations, representing a doubling of this income stream since 2019.

The Trustees received no remuneration this year in line with previous years.

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 27 October 2021 and signed on behalf of the board of trustees by:



Mr G Newiss
Trustee

Action Against Abduction

Company Limited by Guarantee

Statement of Financial Activities (including income and expenditure account)

Year ended 31 December 2020

		Unrestricted funds	2020 Restricted funds	Total funds	2019 Total funds
	Note	£	£	£	£
Income and endowments					
Donations and legacies	5	2,624	5,700	8,324	21,971
Total income		<u>2,624</u>	<u>5,700</u>	<u>8,324</u>	<u>21,971</u>
Expenditure					
Expenditure on charitable activities	6,7	2,801	20,370	23,170	3,704
Other expenditure	8	60	—	60	70
Total expenditure		<u>2,861</u>	<u>20,370</u>	<u>23,230</u>	<u>3,774</u>
Net (expenditure)/income and net movement in funds		<u>(237)</u>	<u>(14,670)</u>	<u>(14,906)</u>	<u>18,197</u>
Reconciliation of funds					
Total funds brought forward		1,693	18,896	20,589	2,393
Total funds carried forward		<u>1,456</u>	<u>4,226</u>	<u>5,682</u>	<u>20,589</u>

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 7 to 12 form part of these financial statements.

Action Against Abduction
Company Limited by Guarantee
Statement of Financial Position
31 December 2020

	Note	2020 £	2019 £
Current assets			
Debtors	12	834	324
Cash at bank and in hand		<u>5,568</u>	<u>20,715</u>
		6,402	21,039
Creditors: amounts falling due within one year	13	<u>720</u>	<u>450</u>
Net current assets		<u>5,682</u>	<u>20,589</u>
Total assets less current liabilities		<u>5,682</u>	<u>20,589</u>
Net assets		<u>5,682</u>	<u>20,589</u>
Funds of the charity			
Restricted funds		3,626	18,896
Unrestricted funds		<u>2,056</u>	<u>1,693</u>
Total charity funds	14	<u>5,682</u>	<u>20,589</u>

For the year ending 31 December 2020 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 27 October 2021, and are signed on behalf of the board by:



Mr G Newiss
Trustee

The notes on pages 7 to 12 form part of these financial statements.

Action Against Abduction

Company Limited by Guarantee

Notes to the Financial Statements

Year ended 31 December 2020

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is c/o Glazier Design, 2nd Floor, 40 Mortimer Street, London, W1W 7RQ.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Action Against Abduction

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Notes to the Financial Statements *(continued)*

Year ended 31 December 2020

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment - 33% straight line

Action Against Abduction

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 31 December 2020

3. Accounting policies *(continued)*

Financial Instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

4. Limited by guarantee

The charitable company is an individual private charity limited by guarantee incorporated in England and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charitable company in the event of liquidation.

Action Against Abduction

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 31 December 2020

5. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2020 £
Donations			
Donations	2,624	–	2,624
Donations in Kind	–	–	–
Grants			
Grants receivable	–	5,700	5,700
	<u>2,624</u>	<u>5,700</u>	<u>8,324</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2019 £
Donations			
Donations	1,144	–	1,144
Donations in Kind	827	–	827
Grants			
Grants receivable	–	20,000	20,000
	<u>1,971</u>	<u>20,000</u>	<u>21,971</u>

6. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	Total Funds 2020 £
Clever Never Goes			
Support costs	–	20,370	20,370
	<u>2,800</u>	<u>–</u>	<u>2,800</u>
	<u>2,800</u>	<u>20,370</u>	<u>23,170</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2019 £
Clever Never Goes			
Support costs	–	1,104	1,104
	<u>2,600</u>	<u>–</u>	<u>2,600</u>
	<u>2,600</u>	<u>1,104</u>	<u>3,704</u>

Action Against Abduction

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Notes to the Financial Statements (continued)

Year ended 31 December 2020

7. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	Total funds 2020 £	Total fund 2019 £
Clever Never Goes	20,370	1,304	21,674	1,675
Governance costs	–	1,496	1,496	2,029
	<u>20,370</u>	<u>2,800</u>	<u>23,170</u>	<u>3,704</u>

8. Other expenditure

	Unrestricted Funds £	Total Funds 2020 £	Unrestricted Funds £	Total Funds 2019 £
Bank fees	<u>60</u>	<u>60</u>	<u>70</u>	<u>70</u>

9. Net (expenditure)/income

Net (expenditure)/income is stated after charging/(crediting):

	2020 £	2019 £
Depreciation of tangible fixed assets	<u>–</u>	<u>93</u>

10. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

2020 £	2019 £
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The average head count of employees during the year was Nil (2019: Nil).

No employee received employee benefits of more than £60,000 during the year (2019: Nil).

11. Trustee remuneration and expenses

One or more trustees has been paid remuneration or received other benefits from employment with the charity or a related entity.

Glazier Design, the company of Mr Benedict Glazier, who is also a Trustee of AAA, received fees of £6,000 for Clever Never Goes website work during the year.

12. Debtors

	2020 £	2019 £
Prepayments and accrued income	<u>834</u>	<u>324</u>

Action Against Abduction

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 31 December 2020

13. Creditors: amounts falling due within one year

	2020	2019
	£	£
Accruals and deferred income	<u>719</u>	<u>450</u>

14. Analysis of charitable funds

Unrestricted funds

	At 1 Jan 2020	Income	Expenditure	At 31 Dec 2020
	£	£	£	£
General funds	<u>1,693</u>	<u>2,624</u>	<u>(2,261)</u>	<u>2,056</u>

	At 1 Jan 2019	Income	Expenditure	At 31 Dec 2019
	£	£	£	£
General funds	<u>2,393</u>	<u>1,971</u>	<u>(2,671)</u>	<u>1,693</u>

Restricted funds

	At 1 Jan 2020	Income	Expenditure	At 31 Dec 2020
	£	£	£	£
People's Postcode Lottery	18,896	–	(15,270)	3,626
Hampshire Police & Crime Commissioner	–	5,700	(5,700)	–
	<u>18,896</u>	<u>5,700</u>	<u>20,970</u>	<u>3,626</u>

	At 1 Jan 2019	Income	Expenditure	At 31 Dec 2019
	£	£	£	£
People's Postcode Lottery	–	20,000	(1,104)	18,896

15. Related parties

Glazier Design, the company of Mr Benedict Glazier, who is also a Trustee of AAA, received fees for Clever Never Goes website work during the year.

Action Against Abduction
Company Limited by Guarantee
Management Information
Year ended 31 December 2020

The following pages do not form part of the financial statements.

Action Against Abduction

Company Limited by Guarantee

Detailed Statement of Financial Activities

Year ended 31 December 2020

	2020 £	2019 £
Income and endowments		
Donations and legacies		
Donations	2,624	1,144
Donations in kind	—	827
Grants receivable	5,700	20,000
	<u>8,324</u>	<u>21,971</u>
Total income	<u>8,324</u>	<u>21,971</u>
Expenditure		
Expenditure on charitable activities		
Purchases	600	—
Rent	312	260
Insurance	427	43
Vehicle leasing/hire	703	1,072
Legal and professional fees	1,069	1,986
Telephone	60	60
Other office costs	64	158
Depreciation	—	93
Sub-contractors	8,670	—
Volunteer costs	—	32
Website and marketing	11,265	—
	<u>23,170</u>	<u>3,704</u>
Other expenditure		
Bank fees	60	70
	<u>60</u>	<u>70</u>
Total expenditure	<u>23,230</u>	<u>3,774</u>
Net (expenditure)/income	<u>(14,906)</u>	<u>18,197</u>

Action Against Abduction

Company Limited by Guarantee

Notes to the Detailed Statement of Financial Activities

Year ended 31 December 2020

	2020 £	2019 £
Expenditure on charitable activities		
Clever Never Goes		
<i>Activities undertaken directly</i>		
Purchases	600	—
Travel and subsistence	—	1,072
Sub-contractors	8,670	—
Volunteer costs	—	32
Website and marketing	11,100	—
	<u>20,370</u>	<u>1,104</u>
 Support costs		
Use of home as office	312	260
Travel and subsistence	703	—
Telephone	60	60
Printing postage and stationery	64	158
Depreciation	—	93
Marketing and advertising	165	—
	<u>1,304</u>	<u>571</u>
 Governance costs		
Insurance	427	43
Accountancy and independent examiners fees	1,069	1,986
	<u>1,496</u>	<u>2,029</u>
 Expenditure on charitable activities	<u>23,170</u>	<u>3,704</u>
