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STOP FUNDING HATE C.I.C.

FINANCIAL STATEMENTS

FOR THE 11 MONTH PERIOD ENDED 31st MARCH 2019

Community Interest Company
Registered Number: 10737024



Stop Funding Hate C.I.C.

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Stop Funding Hate C.I.C.

REFERENCE AND ADMINISTRATIVE INFORMATION

Company Interest Company

Registered Number

10737024

Registered Office

Regency Court
62-66 Deansgate
Manchester M3 2EN

Directors

Directors in office from 1 May 2018 to the date of this report, except as noted, are as follows:

Iman Atta	Appointed 24 May 2018
Colin Baines	
Rosemary Ellum	
Alexandra Parsons	Appointed 20 July 2018
Richard Wilson	
Catherine Taylor	Resigned 21 January 2019

Accountants

Sedulo Accountants Limited
Chartered Certified Accountants
Regency Court
62-66 Deansgate
Manchester M3 2EN

Independent Auditor

Knox Cropper LLP
65 Leadenhall Street
London EC3A 2AD

Bank

Triodos Bank UK
Deanery Road
Bristol BS1 5AS

Unity Trust Bank plc
Four Brindleyplace
Birmingham B1 2JB

Solicitors

Bircham Dyson Bell LLP
50 Broadway
London SW1H 0BL

Stop Funding Hate C.I.C.

Annual Review

About Stop Funding Hate

Stop Funding Hate is a community-driven campaign based on a philosophy of open, inclusive and participatory working.

Our supporter community includes people from across UK society, united by a shared commitment to overcoming hatred and challenging all forms of discrimination.

We are also proud to have a growing network of partners and supporters internationally.

Our long-term goal is to make hate unprofitable by encouraging companies to apply an ethical check to their advertising, and avoid supporting media that fuel hatred.

Since Stop Funding Hate was launched in 2016, hundreds of thousands of people have supported the campaign, and dozens of companies have publicly committed to stop advertising with hateful and divisive media.

Campaigning impact and activities during 2018/19

While there is still some way to go, 2018 saw a significant reduction in the volume of inflammatory front pages targeting minority communities within the UK press.

Feedback from within the media suggests that engagement with advertisers by Stop Funding Hate supporters played a significant role in bringing about this change.

In 2018 we also made significant progress in our work promoting ethical advertising as a means of achieving a fairer and more responsible media.

In May, Co-op Group members voted overwhelmingly in favour of Stop Funding Hate's motion on Responsible Advertising at the company's 2018 AGM. This called on the Board to review the Co-op's current advertising policy and, if unable to report impact, "to prepare an ethical advertising policy that puts controls in place to ensure adverts do not appear in media that are incompatible with co-operative ethics, values and principles".

Given the strong support for Stop Funding Hate among Co-op members, we were hopeful of success. Yet we were surprised by the scale of the vote – with 92,881 members backing the motion – 96% of those who expressed a preference.

During the year, Stop Funding Hate also became a founding supporter of a new voluntary industry-led initiative, the Conscious Advertising Network, which seeks to "ensure that industry ethics catches up with the technology of modern advertising". With input from the United Nations Human Rights Office and civil society groups representing affected communities, we helped to develop the Conscious Advertising Network's guidelines on hate speech.

Stop Funding Hate C.I.C.

Annual Review

On December 10th 2018, United Nations member states formally adopted a new international agreement, the Global Compact for Migration, which endorses “investing in ethical reporting standards and advertising, and stopping allocation of public funding or material support to media outlets that systematically promote intolerance, xenophobia, racism and other forms of discrimination towards migrants, in full respect for the freedom of the media”.

The United Nations had contacted Stop Funding Hate in 2017 after seeing the huge public response to our campaign. They invited us to Geneva to address a meeting of UN member states developing the new Global Compact for Migration. We were asked to put forward ideas for practical steps that governments could take to push back against the worldwide rise in xenophobia.

We highlighted the enormous public concern about media racism not just in the UK but worldwide, as shown by campaigns such as Sleeping Giants. We argued that a new approach to advertising could help “make hate unprofitable”. If enough companies commit to ensuring that they don’t advertise with publications that incite hatred, then this will eliminate the financial incentives fuelling media xenophobia worldwide. Stop Funding Hate suggested that:

UN Member States can lead by example by publicly committing to the principle of ethical advertising – and ensuring that any government advertising campaigns are not channelled through media that have a track record of inciting hatred.

We subsequently learned that this recommendation had been accepted, and incorporated into the new Global Compact for Migration.

The changes that we have seen in the UK press since Stop Funding Hate was launched have been significant – and on a far greater scale than we ever would have anticipated in the early stages of the campaign.

Yet we’ve always known that to bring about sustained long-term improvements, there needs to be a much bigger change of mindset in the way that companies think about their advertising. The new UN Global Compact for Migration will contribute to that change of mindset. This is a major step towards establishing “ethical advertising” as a mainstream business ethics issue.

During the year, Stop Funding Hate produced a series of online videos featuring experts from academia, advertising and the media, highlighting the financial factors fuelling hate, and the link between media hate and hate crime.

We also ran a series of activities reviewing our work to date, with input from community groups and members of the Stop Funding Hate supporter community. Following this consultation, we have agreed to broaden the scope of our work, and develop a new programme of activity to share knowledge of #StopFundingHate campaigning tactics with community groups across the UK.

We have since been working with the United Nations Human Rights Office and other partners to explore ways of further replicating this model of campaigning internationally.

Stop Funding Hate C.I.C.

Annual Review

Financial reporting

These results have been made possible through the outstanding support of the Stop Funding Hate community – including the thousands of people who have generously backed the campaign financially.

As part of our commitment to supporters, the Board have opted to compile our accounts according to the Statement of Recommended Practice (SORP) for Charities, and to have these accounts independently audited. In line with this, we have applied a prior year adjustment to our accounts for 2017/18 to comply with the requirements of the Charity SORP. As a CIC, applying the charity SORP to our accounting is not a legal requirement for Stop Funding Hate. However, given our core values of openness and accountability, we believe that it is right to adopt this standard.

During our previous financial year, Stop Funding Hate supporters raised over £200,000 to build the work of the campaign. This scale of support reflected both the strength of public feeling, and the urgency of the demand among Stop Funding Hate supporters for immediate action to bring about change.

Crucially, this unprecedented financial support enabled us to prioritise progressing our core campaigning objectives during 2018, before needing to consider further fundraising.

Stop Funding Hate's work has again been strongly supported by the public in the 2019/20 financial year. Thanks to renewed fundraising efforts and generous trust and corporate support, in the eight months to the end of November we have operated at a small managed deficit. We aim to further narrow this deficit over the coming year, and grow the campaign organically, building on the success of earlier years.

Stop Funding Hate C.I.C.

STATEMENT OF DIRECTORS RESPONSIBILITIES

The directors are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the directors to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the company and of its surplus or deficit for that period. In doing so, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enables them to ensure that the financial statements comply with the Companies Act 2006. The directors 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.

In accordance with company law, as the company's directors, we certify that:

- so far as we are aware, there is no relevant audit information of which the company's auditors are unaware; and
- as the directors of the company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

The directors are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements 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 financial statements were approved by the board on 9/12/19 and were signed on its behalf by:



Richard Wilson
Director

Independent Auditor's Report to the members of Stop Funding Hate C.I.C.

Opinion

We have audited the financial statements of Stop Funding Hate C.I.C. (the 'company') for the period ended 31 March 2019 which comprise the Statement of Financial Activity, Balance Sheet and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2019 and of its loss for the period 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.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the Reference and Administrative information, the Annual Review, the Statement of Directors Responsibilities and the Community Interest Company Report (CIC 34), but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Community Interest Company Report for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the Community Interest Company Report has been prepared in accordance with applicable legal requirements.

Independent Auditor's Report to the members of Stop Funding Hate C.I.C.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Community Interest Company Report.

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.

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page five, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Use of our report

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 a Report of the Auditors 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.

Simon Goodridge

Simon Goodridge (Senior Statutory Auditor)
for and on behalf of Knox Cropper LLP
65 Leadenhall Street
London
EC3A 2AD

Date: 17/12/19

Stop Funding Hate C.I.C.
Statement Of Financial Activities
For The Period Ended 31 March 2019

	Notes	Unrestricted Funds £	Restricted Funds £	11 month period to 31 March 2019 Total £	Unrestricted Funds £	Restricted Funds £	Restated 12 month period to 30 April 2018 Total £
INCOME AND ENDOWMENTS FROM							
Donations	2	9,180	6,250	15,430	208,114	-	208,114
Other trading activities		1,664	-	1,664			
Investment and other income		90	-	90	-	-	-
TOTAL INCOMING RESOURCES		10,934	6,250	17,184	208,114	-	208,114
EXPENDITURE ON							
Raising Funds		954	-	954	1,168	-	1,168
Pursuit of objectives							
Campaigning activities	4	84,839	6,250	91,089	81,656	-	81,656
TOTAL RESOURCES EXPENDED	3	85,793	6,250	92,043	82,824	-	82,824
NET INCOME/(EXPENDITURE)		(74,859)	-	(74,859)	125,290	-	125,290
NET MOVEMENT IN FUNDS		(74,859)	-	(74,859)	125,290	-	125,290
Reconciliation of Funds:							
Total Funds brought forward							
As previously reported		-	-	-			
Prior year adjustment		125,290	-	125,290			
As restated		125,290	-	125,290	-	-	-
Total funds carried forward		50,431	-	50,431	125,290	-	125,290

All amounts relate to continuing activities. There were no recognised gains or losses other than the deficit for the period. The attached notes form part of these financial statements.

Stop Funding Hate C.I.C.
Balance Sheet
As At 31 March 2019

	Notes	31 March 2019 £	Restated 30 April 2018 £
FIXED ASSETS			
Tangible Fixed Assets	9	<u>1,053</u>	<u>-</u>
CURRENT ASSETS			
Debtors	10	-	41
Cash at Bank and on Deposit		<u>53,211</u>	<u>130,508</u>
		53,211	130,549
LIABILITIES			
Amounts falling due within one year	11	<u>3,833</u>	<u>5,259</u>
NET CURRENT ASSETS		<u>49,378</u>	<u>125,290</u>
NET ASSETS	13	<u>50,431</u>	<u>125,290</u>
FUNDS			
Restricted Reserve		-	-
Unrestricted Funds			
Designated		-	-
General		<u>50,431</u>	<u>125,290</u>
TOTAL FUNDS	12	<u>50,431</u>	<u>125,290</u>

The attached notes form part of these financial statements

The financial statements were approved by the Board of Directors on 9/12/19 and signed on its behalf by:

Richard Wilson

Richard Wilson
Director

DATE: 13/12 2019

Stop Funding Hate C.I.C.
Notes To The Financial Statements
For The Period Ended 31 March 2019

1. PRINCIPAL ACCOUNTING POLICIES

(a) Basis of Preparation

The financial statements of the company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

(b) Going Concern

After making enquiries, the directors have concluded that there are no material uncertainties about the company's ability to continue for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the financial statements.

(c) Fund Accounting

(I) Unrestricted Funds are available for use at the discretion of the Directors in furtherance of the general objectives of the Company.

(II) Restricted Funds can only be used for particular restricted purposes as specified by the grant giving body or donor.

(d) Income

All income is included in the statement of financial activities when the company is entitled to the Income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

(I) Voluntary Income is received by way of grants, donation and gifts and is included in full in the Statement of Financial Activities when receivable. Grants receivable are recognised when the Company becomes unconditionally entitled to the grant.

(e) Expenditure

Expenditure is recognised on an accrual basis as a liability is incurred.

Expenditure on raising funds comprise fundraising costs including crowdfunding and related expenditure.

Expenditure on pursuit of objectives comprises expenditure related to the direct furtherance of the Company's objectives as well as overheads and governance costs.

Governance costs are those incurred in connection with the management of the company's assets, organisational administration and compliance with constitutional and statutory requirements.

Stop Funding Hate C.I.C.
Notes To The Financial Statements
For The Period Ended 31 March 2019

1. PRINCIPAL ACCOUNTING POLICIES (continued)

(f) Tangible Fixed Assets and Depreciation

Tangible fixed assets costing over £500 (including any incidental expenses of acquisition) are capitalised. Depreciation is provided at rates calculated to write off the cost on a straight line basis over their expected useful economic life. The rate of depreciation applied to Computer Equipment is 20%.

(g) Financial Instruments

The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

(h) Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

(i) Prior year adjustment

A prior year adjustment has been made as accumulated unspent donations were incorrectly treated as deferred income in the financial statements for the period to 30 April 2018.

(j) Comparative figures

The comparative figures are unaudited.

Stop Funding Hate C.I.C.
Notes To The Financial Statements
For The Period Ended 31 March 2019

2. GRANTS AND DONATIONS

	Unrestricted Funds £	Restricted Funds £	Total 2019 £	Unrestricted Funds £	Restricted Funds £	Restated Total 2018 £
Trusts and Foundations	-	6,250	6,250	-	-	-
Individuals	9,180	-	9,180	208,114	-	208,114
Total	9,180	6,250	15,430	208,114	-	208,114

3. EXPENDITURE

Raising Funds

	Unrestricted Funds £	Restricted Funds £	Total 2019 £	Unrestricted Funds £	Restricted Funds £	Total 2018 £
	954	-	954	1,168	-	1,168
	954	-	954	1,168	-	1,168

Pursuit of Objectives (see note 4)

Campaigning activities

	84,839	6,250	91,089	81,656	-	81,656
Total	85,793	6,250	92,043	82,824	-	82,824

Stop Funding Hate C.I.C.
Notes To The Financial Statements
For The Period Ended 31 March 2019

4. PURSUIT OF OBJECTIVES

	2019	2018
	£	£
Expenditure on Campaigning activities comprised:		
Direct costs and overheads		
Staff costs (see note 5)	61,431	34,943
Office and other costs	7,654	15,492
Video Production	11,180	14,184
Consultancy fees	1,835	9,999
Finance	5,173	630
Governance Costs		
Audit	2,400	-
Legal Fees	1,416	6,408
	<u>91,089</u>	<u>81,656</u>

5. STAFF COSTS AND NUMBERS

	2019	2018
	£	£
Salaries	58,279	32,956
Tax and Social Security	2,319	1,710
Pension	833	277
	<u>61,431</u>	<u>34,943</u>

The average number of employees during the year was 3 (2018: 3).

No members of staff had emoluments in excess of £60,000 for the year (2018: none).

6. PENSIONS

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

Pension costs stated in note 5 and charged in the Statement of Financial Activities represent the total contributions payable by the company in the year.

7. DIRECTORS' REMUNERATION AND EXPENSES

Directors' remuneration during the year was £30,779 (2018: £21,233).

Employer contributions to money purchase schemes for directors were £394 (2018: £164).

Two of the directors are employed by the company, the other directors are unpaid volunteers.

These financial statements include business expenses reimbursed to director totalling £654 (2018: £nil).

Stop Funding Hate C.I.C.
Notes To The Financial Statements
For The Period Ended 31 March 2019

8. KEY MANAGEMENT PERSONNEL

The key management personnel of the company are those persons having authority and responsibility for planning, directing and controlling the activities of the company, directly or indirectly, including any director of the entity. The total employee benefits, including employer pension contributions of the key management personnel amounted to £32,289 (2018: £25,364).

9. FIXED ASSETS

	Computer Equipment	Total
	£	£
Cost		
As at 1 st May 2018	-	-
Additions	1,316	1,316
At 31 st March 2019	<u>1,316</u>	<u>1,316</u>
Depreciation		
As at 1 st May 2018	-	-
Charge during the period	263	263
At 31 st March 2019	<u>263</u>	<u>263</u>
Net Book Value as at 31 st March 2019	<u>1,053</u>	<u>1,053</u>
Net Book Value as at 30 th April 2018	<u>£-</u>	<u>£-</u>

10. DEBTORS

	2019	2018
	£	£
Other debtors	-	41
	<u>-</u>	<u>41</u>

11. CREDITORS

	2019	Restated 2018
	£	£
Trade Creditors	-	3,871
Taxation and Social Security	21	1,209
Other Creditors	3,812	179
	<u>3,833</u>	<u>5,259</u>

Stop Funding Hate C.I.C.
Notes To The Financial Statements
For The Period Ended 31 March 2019

12. MOVEMENTS IN FUNDS

	Restated 1st May 2018	Income	Expenditure	31st March 2019
Restricted Funds				
The Joseph Rowntree Charitable Trust	-	6,250	(6,250)	-
Sub total	-	6,250	(6,250)	-
Unrestricted Funds				
General	125,290	10,934	(85,793)	50,431
TOTAL FUNDS	125,290	17,184	(92,043)	50,431

Descriptions of the restricted funds are as follows:

The Joseph Rowntree Charitable Trust £50,000 to be received over 24 months commencing 1 January 2019. This grant is to be used to support the development of an ethical advertising code.

Comparative information in respect of the preceding period is as follows:

			As previously reported 30th April 2018	Prior year adjustment	Restated 30th April 2018
Restricted Funds	Income	Expenditure			
	-	-	-	-	-
Sub total	-	-	-	-	-
Unrestricted Funds					
General	82,824	(82,824)	-	125,290	125,290
TOTAL FUNDS	82,824	(82,824)	-	125,290	125,290

Stop Funding Hate C.I.C.
Notes To The Financial Statements
For The Period Ended 31 March 2019

13. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	31st March 2019
	Unrestricted
	Funds
	£
Fixed Assets	1,053
Current Assets	53,211
Current Liabilities	(3,833)
Total	<u>50,431</u>

Comparative information in respect of the preceding period is as follows:

	30th April 2018
	Unrestricted
	Funds
	£
Fixed Assets	-
Current Assets	130,549
Current Liabilities	(5,259)
Total	<u>125,290</u>

14. RELATED PARTY TRANSACTIONS

There were no related party transactions in the reporting period that require disclosure (2018: none).

CIC 34

Community Interest Company Report

For official use
(Please leave blank)

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*Please
complete in
typescript, or
in bold black
capitals.*

**Company Name in
full**

STOP FUNDING HATE C.I.C

Company Number

10737024

Year Ending

31 March 2019



Please ensure the company name is consistent with the company name entered on the accounts.

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

(N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a description of how they have benefited the community.

We made significant progress in our work promoting ethical advertising as a means of achieving a fairer and more responsible media. On December 10th 2018, United Nations member states formally adopted a new international agreement, the Global Compact for Migration, which endorses "investing in ethical reporting standards and advertising, and stopping allocation of public funding or material support to media outlets that systematically promote intolerance, xenophobia, racism and other forms of discrimination towards migrants, in full respect for the freedom of the media". During the year, Stop Funding Hate also became a founding supporter of a new voluntary industry-led initiative, the Conscious Advertising Network, which seeks to "ensure that industry ethics catches up with the technology of modern advertising". With input from the United Nations Human Rights Office and civil society groups representing affected communities, we helped to develop the Conscious Advertising Network's guidelines on hate speech.

While there is still more work to be done, 2018 saw a significant reduction in the volume of inflammatory front pages targeting minority communities within the UK press. Feedback from within the media indicates that engagement with advertisers by Stop Funding Hate supporters played a significant role in bringing about this change. Hate crime experts have consistently highlighted a link between inflammatory media headlines and real-world incidents of hate crime. Thus any reduction in the volume of such headlines stands to bring substantial benefits to the community.

(If applicable, please just state "A social audit report covering these points is attached").

(Please continue on separate continuation sheet if necessary.)

PART 2 – CONSULTATION WITH STAKEHOLDERS – Please indicate who the company's stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

Stop Funding Hate is a community-driven campaign, based on a philosophy of open, inclusive and participatory working. Our supporter community includes people from a wide range of different backgrounds, united by a shared commitment to overcoming divisions within society and challenging all forms of discrimination. As an organisation driven by mass consumer engagement, Stop Funding Hate's effectiveness depends on maintaining a broad and inclusive supporter community.

During the year, we ran a series of activities reviewing our work to date, with input from community groups and members of the Stop Funding Hate supporter community. Following this consultation, we have agreed to broaden the scope of our work, and develop a new programme of activity to share knowledge of #StopFundingHate campaigning tactics with community groups across the UK. We are also working with the United Nations Human Rights Office (among others) to explore ways of further replicating this model of campaigning internationally.

(If applicable, please just state "A social audit report covering these points is attached").

PART 3 – DIRECTORS' REMUNERATION – if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, "There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed" (See example with full notes). If no remuneration was received you must state that "no remuneration was received" below.

Director's remuneration during the year was £30,779.

Employer contributions to money purchase schemes for directors were £394.

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that "no transfer of assets other than for full consideration has been made" below.

"no transfer of assets other than for full consideration has been made"

(Please continue on separate continuation sheet if necessary.)

PART 5 – SIGNATORY

The original report must be signed by a director or secretary of the company

Signed

Richard Wilson

Date

13/12/19

Office held (delete as appropriate) Director/Secretary

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

Tel	
DX Number	DX Exchange

When you have completed and signed the form, please attach it to the accounts and send both forms by post to the Registrar of Companies at:

For companies registered in England and Wales. Companies House, Crown Way, Cardiff, CF14 3UZ
DX 33050 Cardiff

For companies registered in Scotland. Companies House, 4th Floor, Edinburgh Quay 2, 139
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

For companies registered in Northern Ireland. Companies House, 2nd Floor, The Linenhall, 32-38
Linenhall Street, Belfast, BT2 8BG

The accounts and CIC34 **cannot** be filed online

(N.B. Please enclose a cheque for £15 payable to Companies House)