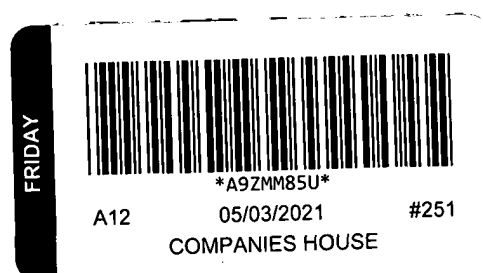


Stop Funding Hate C.I.C.
Financial Statements
For the year ended 31 March 2020
Community Interest Company
Registered Number: 10737024



Stop Funding Hate C.I.C.

Registered Number: 10737024

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For the year ended 31 March 2020

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Stop Funding Hate C.I.C.

Registered Number: 10737024

Reference and Administrative Information

For the year ended 31 March 2020

Directors:

Iman Atta

Rosemary Jane Ellum

Michele Catherine Lonergan (appointed 8th January 2020)

Christina Ann Poulton (appointed 26 March 2020)

Dr Alexandra Jane Parsons

Richard Cameron Wilson

Colin Baines

Registered Number: 10737024

Registered Address:

Regency Court

62-66 Deansgate

Manchester

England

M3 2EN

Bank:

Triodos Bank UK

Deanery Road

Bristol

BS1 5AS

Unity Trust Bank plc

Four Brindley Place

Birmingham

B1 2JB

Solicitor:

Bircham Dyson Bell LLP

50 Broadway

London

SW1H 0BL

Accountant:

Louisa Burton ACA

Chartered Accountant

4 Albert Road

Southsea

PO5 2SH

Stop Funding Hate C.I.C.

Registered Number: 10737024

Directors Report

For the year ended 31 March 2020

Introduction

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.

Our campaign was launched in 2016, amid a surge in anti-migrant and anti-Muslim headlines in the UK press. Our core approach is to mobilise consumers through social media to encourage companies not to advertise with media that fuel hatred. We now have more than 200,000 followers on Facebook and over 100,000 on Twitter.

Our goal is to make hate unprofitable by establishing “ethical advertising” as a mainstream business norm.

Campaigning impact and activities during 2019/20

2019 saw further evidence of the impact of the #StopFundingHate campaigning model. Whereas in 2016 there had been over 100 anti-migrant front pages across the UK press, in 2019 this had reduced to zero.

During the year, the new editor of the Daily Express spoke publicly about the impact of #StopFundingHate on his thinking – and reaffirmed the newspaper’s commitment to ending anti-migrant and anti-Muslim stories.

These changes in the UK press are correlated with a significant shift in public attitudes: In January 2020 an IPSOS-MORI poll showed that just 16% of people listed “immigration/immigrants” as an important issue facing the country – with the NHS, education, poverty and climate change all more widely cited. The same poll in 2016 had shown it to be the number one issue on people’s minds – with 46% of respondents mentioning it.

2019 also saw significant progress in efforts to establish ethical advertising as a global business ethics issue.

The Conscious Advertising Network (CAN) was officially launched in June, backed by a growing coalition of advertisers, agencies and civil society groups.

Stop Funding Hate is a founding member of CAN, helping to draft its advertiser guidelines and recruiting a number of other civil society groups to the initiative. Brands that sign up to

the CAN voluntary code commit to proactively ensuring that their advertising does not fund hate speech or misinformation, and to using their influence to encourage social media companies to more effectively tackle hate speech.

The development of the Conscious Advertising Network has also helped to inform the wider emerging debate around business ethics within the advertising industry. In September, a delegation from CAN took part in a panel discussion on the “Economics of Hate” at the 2019 United Nations Forum on Business and Human Rights. CAN was also featured prominently within the advertising industry press and at a number of advertising industry events through the year.

During 2019, Stop Funding Hate was invited to present our work at three international workshops convened by the United Nations Human Rights Office. These took place in Geneva, Tunis and Bangkok, where there was particular interest in the idea of launching a campaign to challenge media hate #StopFundingHate tactics in India. We also spoke at a conference of the European Federation of Journalists in Brussels, and at a number of other events in the UK.

Following a successful Crowdfunder campaign in October, Stop Funding Hate began developing a more structured programme of work to share knowledge of our campaigning model – both in the UK and internationally.

Social media has created a powerful mechanism for publicly challenging advertisers about the media they are funding, and holding them to account. It’s far easier now for consumers who share a particular concern to connect and organise together – rapidly and at low cost - than it would have been 20 years ago.

Yet these tactics are still new, and less widely used than other more traditional methods of campaigning. We believe that sharing knowledge of the #StopFundingHate campaigning model will be the key to empowering more people to take action, and building a broad-based movement to effectively challenge media hate over the longer-term.

In line with our updated strategy, during 2020 we started widening our scope beyond the three newspapers originally featured in our campaign, amid strong concerns from the #StopFundingHate online supporter community over Islamophobic magazine coverage in the UK and anti-LGBT hate in Poland.

The onset of the COVID19 pandemic fuelled an upsurge in the scapegoating of minority groups, and a wave of racism towards Chinese and East Asian communities. A significant amount of this abuse occurred online, heightening concerns over hate and harassment on major social media platforms.

Both in the UK and around the world the pandemic also prompted inflammatory “clickbait” media stories blaming minority communities for causing or spreading COVID19. These stories were in turn distributed to much larger audiences via social media, highlighting the nexus between online hate and toxic content in the established media.

As an organisation whose activity predominantly takes place online, and whose staff and volunteers are home-based, Stop Funding Hate was less directly impacted

by the pandemic than many organisations. However, the rise in online hate and misinformation linked to COVID19 has highlighted the need to tackle the underlying systemic factors fuelling these problems, and given renewed impetus to our work.

Future plans and activities

Since 2017, we've seen a significant reduction in overtly hateful front pages within the UK press. But if this change is to be sustained over the long term, it's vital to address the underlying factors that have made hateful clickbait profitable.

There is also ongoing concern over less overt – yet nonetheless harmful - discriminatory narratives within the UK media, linked to longstanding institutional racism. With uncertain economic times ahead, there's an ongoing risk of renewed polarisation and scapegoating if these wider structural problems are not addressed.

Stop Funding Hate is fortunate to have secured external funding to enable us to further develop our "How To Stop Funding Hate" knowledge-sharing programme during the coming year, building the capacity of UK civil society groups to challenge hateful media coverage when it appears. During 2021 we will continue building our training and partnership programme, and produce a range of new online materials.

We will also continue our direct advocacy promoting ethical advertising as a business ethics issue - including through our support for the Conscious Advertising Network. With more and more companies joining the initiative and recognising the need to take account of the impact of their advertising money, CAN's influence continues to grow.

Over the coming year we will assist CAN's efforts to engage with major global social media companies to address ongoing concerns about the prevalence of hate and misinformation. We will also continue working to strengthen the global movement to make hate unprofitable by continuing to support like-minded groups around the world.

The activities outlined above have only been made possible through the support of our funders and the wider #StopFundingHate community.

Financial Review

Financial Position

The directors report incoming resources for the year of £67,537. Of this £34,730 related to project restricted activities. The organisation does not carry out any significant public fundraising activities.

Net incoming resources in the year amounted to a deficit of £20,441. At 31st March 2020 reserves were £29,990 of which £nil represented restricted funds.

Reserves Policy

It is the policy of the organisation that unrestricted funds which are not represented by fixed assets or have not been designated for a specific use should be maintained at a level equivalent to between 3- and 6-month's expenditure. The directors consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the organisation's current activities while consideration is given to ways in which additional funds may be raised. These reserves at 31st March 2020 stood at £29,990 which is comfortably within this range.

Structure, Governance and Management**Governing Document**

The organisation is a community interest company registered with companies house and is governed by its memorandum and articles of association.

The financial statements were approved by the board on ...3 March 2021.. and were signed on its behalf by:

A handwritten signature in black ink, reading "Richard Wilson", written over a dotted line.

Richard Wilson

Director

Stop Funding Hate C.I.C.

Registered Number: 10737024

Chartered Accountants Report

For the year ended 31 March 2020

Chartered Accountant's report to the board of directors on the preparation of the unaudited statutory accounts of Stop Funding Hate C.I.C. for the year ended 31 March 2020.

In order to assist you to fulfil your duties under the Companies Act 2006, I have prepared for your approval the accounts of Stop Funding Hate C.I.C. for the year ended 31 March 2020 as set out on pages 9-19 which comprise of the income statement, balance sheet and related notes from the company's accounting records and from information and explanations you have given me.

As a practising member of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at [icaew.com/en/regulations-standards-and-guidance](https://www.icaew.com/en/regulations-standards-and-guidance).

This report is made solely to the Board of Directors of Stop Funding Hate C.I.C., as a body, in accordance with the terms of our engagement letter dated 02/12/2020. Our work has been undertaken solely to prepare for your approval the accounts of Stop Funding Hate C.I.C. and state those matters that we have agreed to state to the Board of Directors of Stop Funding Hate C.I.C. as a body in accordance with ICAEW technical release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Stop Funding Hate C.I.C. and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Stop Funding Hate C.I.C. has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit/loss of Stop Funding Hate C.I.C. You consider that Stop Funding Hate C.I.C. is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Stop Funding Hate C.I.C.. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts

Signature



**Louisa Burton ACA
Chartered Accountant
4 Albert Road
Southsea
PO5 2SH**

Date ...3 March 2021.....

Stop Funding Hate C.I.C.

Registered Number: 10737024

Statement of Financial Activities

For the year ended 31 March 2020

	Notes	Unrestricted Funds	Restricted Funds	Total 2020	Total 2019
Income					
Donations	3	27,417	34,730	62,147	15,430
Other trading activities		5,390	-	5,390	1,664
Investment and other income		-	-	-	90
Total Incoming Resources		32,807	34,730	67,537	17,184
Expenditure					
Raising Funds		194	-	194	954
Charitable activities	5	53,054	34,730	87,784	91,089
Total expenditure	4	53,248	34,730	87,978	92,043
Net income/ (expenditure)		(20,441)	-	(20,441)	(74,859)
Net movement in funds		(20,441)	-	(20,441)	(74,859)
Reconciliation of Funds					
Funds brought forward		50,431	-	50,431	125,290
Total funds carried forward		29,990	-	29,990	50,431

Stop Funding Hate C.I.C.

Registered Number: 10737024

Balance Sheet

As at 31 March 2020

	Notes	2020 £	2019 £
Fixed Assets			
Tangible Fixed Assets	10	790	1,053
Current Assets			
Debtors		-	-
Cash at bank and in hand		41,460	53,211
		<u>41,460</u>	
Creditors: amounts falling due in one year	11	<u>12,260</u>	3,833
Net current assets		29,200	49,378
Total assets less current liabilities		<u>29,990</u>	<u>50,431</u>
Net assets	12	<u>29,990</u>	<u>50,431</u>
Funds of the organisation			
Restricted funds		-	-
Unrestricted funds		29,990	50,431
Total funds	13	<u>29,990</u>	<u>50,431</u>

The attached notes form part of these financial statements.

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

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

The accounts were approved by the board of directors on ...3 March 2021... and signed on its behalf by:



Richard Wilson

Director

3rd March 2021

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts

For the year ended 31 March 2020

1.1 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 £.

1.2 Going concern

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

1.3 Fund accounting

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

Designated funds are unrestricted funds earmarked by the directors 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.

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts continued

For the year ended 31 March 2020

2.1 Accounting Policies

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the organisation; it is probable that the economic benefits associated with the transaction will flow to the organisation 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 organisation 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 organisation apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the organisation 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.

Tangible assets

All fixed assets are initially recorded at cost.

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts continued

For the year ended 31 March 2020

2.1 Accounting Policies (continued)

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. The rate of depreciation applied to Computer Equipment is 20% straight line basis.

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the organisation are assigned to those units.

Financial instruments

A financial asset or a financial liability is recognised only when the organisation 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.

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts continued

For the year ended 31 March 2020

2.1 Accounting Policies (continued)

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.

3. Donations and legacies

	Unrestricted Funds	Restricted Funds	Total Funds 2020	Total Funds 2019
	£	£	£	£
Donations	27,417	34,730	62,147	15,430
	27,417	34,730	62,147	15,430

4. Expenditure on charitable activities by fund type

	Unrestricted Funds	Restricted Funds	Total Funds 2020	Total Funds 2019
	£	£	£	£
Raising Funds	194	-	194	954
Charitable Activities	53,054	34,730	87,784	91,089
	53,248	34,730	87,978	92,043

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts continued

For the year ended 31 March 2020

5. Expenditure on charitable activities by activity type

	Activities undertaken directly	Support costs	Total funds 2020	Total Funds 2019
	£	£	£	£
Campaigning	87,784	-	87,784	91,089
	87,784	-	87,784	91,089

Included in charitable activities are:

	Unrestricted Funds	Restricted Funds	Total 2020	Total 2019
Campaigning Activities				
Wages and salaries	33,620	34,730	68,350	61,431
Computer and Office Costs	8,048	-	8,048	7,391
Professional Fees	8,267	-	8,267	10,824
Subscriptions	1,302	-	1,302	-
Video Production	-	-	-	11,180
Travel and Accommodation	742	-	742	-
Depreciation	263	-	263	263
Bank Fees	222	-	222	-
Subcontractor costs	590	-	590	-
	53,054	34,730	87,784	91,089

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts continued

For the year ended 31 March 2020

6. Staff costs

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

	2020
	£
Wages and salaries	<u>68,350</u>

The average head count of employees during the year was 3 (2019: 3)

No staff had emoluments greater than £60,000 for the year (2019: none)

7. 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.

8. Directors remuneration

Directors' remuneration during the year was £30,364 (2019: £30,779).

Employer contributions to money purchase pension schemes for directors were £398 (2019: £394)

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

These financial statements include business expenses reimbursed to directors' totalling £nil (2019: £654)

9. 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 £32,562 (2019 : £32,289).

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts continued

For the year ended 31 March 2020

10. Fixed Assets

	Computer Equipment	Total
	£	£
Cost		
As at 1st April 2019	1316	1316
Additions	-	-
As at 31st March 2020	<u>1316</u>	<u>1316</u>
Depreciation		
As at 1st April 2019	263	263
Charge during the period	<u>263</u>	<u>263</u>
As at 31st March 2020	<u>526</u>	<u>526</u>
Net Book Value as at 31st March 2020	<u>790</u>	<u>790</u>
Net Book Value as at 1st April 2019	1,053	1,053

11. Creditors: amounts falling due within one year

	Unrestricted Funds	Restricted Funds	Total Funds 2020	Total Funds 2019
	£	£	£	£
Trade Creditors	4,195	-	4,195	
Taxation and Social Security	1,545	-	1,545	21
Other	6,520	-	6,520	3,812
	<u>12,260</u>	<u>-</u>	<u>12,260</u>	<u>3,833</u>

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts continued

For the year ended 31 March 2020

12. Analysis of charitable funds

Unrestricted funds

	At 1 April 19 £	Income £	Expenditure £	Transfers £	At 31 March 20 £
Unrestricted fund	50,431	32,807	(53,248)	-	29,990
	<u>50,431</u>	<u>32,807</u>	<u>(53,248)</u>	<u>-</u>	<u>29,990</u>

Restricted funds

	At 1 April 19 £	Income £	Expenditure £	Transfers £	At 31 March 20 £
The Joseph Rowntree Charitable Trust	-	24,730	(24,730)	-	-
Thresholds	-	10,000	(10,000)	-	-
	<u>-</u>	<u>34,730</u>	<u>(34,730)</u>	<u>-</u>	<u>-</u>

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.

Thresholds donated £10,000 during the year to be used to support the development of an ethical advertising code.

Comparative information is as follows:

Unrestricted funds

	At 1 May 18 £	Income £	Expenditure £	Transfers £	At 31 March 19 £
Unrestricted fund	125,290	10,934	(85,793)	-	50,431
	<u>125,290</u>	<u>10,934</u>	<u>(85,793)</u>	<u>-</u>	<u>50,431</u>

Restricted funds

	At 1 May 18 £	Income £	Expenditure £	Transfers £	At 31 March 19 £
The Joseph Rowntree Charitable Trust	-	6,250	(6,250)	-	-
	<u>-</u>	<u>6,250</u>	<u>(6,250)</u>	<u>-</u>	<u>-</u>

Stop Funding Hate C.I.C.

Registered Number: 10737024

Notes to the accounts continued

For the year ended 31 March 2020

13. Analysis of net assets between funds

	Tangible fixed assets £	Net current assets/ (liabilities) £	Total £
Restricted Income Funds:			
Restricted fund	-	-	-
	<hr/>	<hr/>	<hr/>
Unrestricted Income Funds			
Unrestricted fund	790	29,200	29,990
Designated fund	-	-	-
	<hr/>	<hr/>	<hr/>
Total Funds	790	29,200	29,990
	<hr/>	<hr/>	<hr/>

Comparative information is as follows:

	Tangible fixed assets £	Net current assets/ (liabilities) £	Total £
Restricted Income Funds:			
Restricted fund	-	-	-
	<hr/>	<hr/>	<hr/>
Unrestricted Income Funds			
Unrestricted fund	1,053	49,378	50,431
Designated fund	-	-	-
	<hr/>	<hr/>	<hr/>
Total Funds	1,053	49,378	5,0431
	<hr/>	<hr/>	<hr/>

14. Related Party Transactions

There are no related party transactions to be declared other than the transactions with directors disclosed in note 8.

Stop Funding Hate C.I.C

Registered Number 10737024

Independent Examiner's Report on the Accounts

For the year ended 31 March 2020

I report to the directors on my examination of the accounts of the company for the year ended 31 March 2020 which are set out on pages 9 to 19.

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND EXAMINER

The company's directors are responsible for the preparation of the accounts in accordance with the requirements of FRS102 and the Charities SORP. I report in respect of my examination of the companies accounts carried out under section 145 of the 2011 Charities Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

BASIS OF INDEPENDENT EXAMINER'S STATEMENT

An examination includes a review of the accounting records kept by the company and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeks explanations from the directors concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently I do not express an audit opinion on the view given by the accounts.

INDEPENDENT EXAMINER'S STATEMENT

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Louisa Burton ACA
Chartered Accountant
4 Albert Road
Southsea
PO5 2SH

..3 March 2021..

000006/15

CIC 34

Community Interest Company Report

For official use
(Please leave blank)

--

*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 2020

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 continued to make progress in our work promoting ethical advertising as a means of achieving a fairer and more responsible media.

During the year, Stop Funding Hate was invited to present our work at three international workshops convened by the United Nations Human Rights Office. These took place in Geneva, Tunis and Bangkok, where there was particular interest in the idea of launching a campaign to challenge media hate using #StopFundingHate tactics in India. We also spoke at a conference of the European Federation of Journalists in Brussels, and at a number of other events in the UK.

The Conscious Advertising Network (CAN) was officially launched in June, backed by a growing coalition of advertisers, agencies and civil society groups. Stop Funding Hate is a founding member of CAN. Brands that sign up to the CAN voluntary code commit to proactively ensuring that their advertising does not fund hate speech or misinformation, and to using their influence to encourage social media companies to more effectively tackle hate speech.

2019 also saw further evidence of the impact of the #StopFundingHate campaigning model. Whereas in 2016 there had been over 100 anti-migrant front pages across the UK press, in 2019 this had reduced to zero. The new editor of the Daily Express also spoke publicly about the impact of #StopFundingHate on his thinking – and reaffirmed the newspaper's commitment to ending anti-migrant and anti-Muslim stories. 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.

Following a successful Crowdfunder campaign in October, Stop Funding Hate began developing a more structured programme of work to share knowledge of our campaigning model – both in the UK and internationally. During the year we delivered a number of pilot workshops to gain insights into this work, in partnership with groups representing communities affected by media hate and discrimination.

(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.

Directors' remuneration during the year was £30,364 (2019: £30,779).

Employer contributions to money purchase pension schemes for directors were £398 (2019: £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

31/3/21

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)