



The Who Cares? Trust

Trustees' Annual Report and Financial Statements

for the Year Ended 31 March 2015

Company no. 2700693

Charity no. 1010518

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Our children are our future. For most children the process of growing, developing their ideas and skills and realizing their potential, is supported by their families, friends and local communities.

There are a group of children who have less opportunity to benefit from these sources of love, support and challenge – these are the children who for many reasons enter into the care system, and for whom The Who Cares? Trust exists. The Trust works to ensure that these children have the same opportunities, love and care as any child in the UK.

The past year has been an exceptionally busy time for the Trust, and we are really proud of what we've all achieved. From the skills and input of our valued trustees, volunteers and fundraisers to the dedicated staff team and, above all, the enthusiasm and input of the young people themselves. In a time where the pressures on families and their children continue and many charities are struggling to maintain their services, the Trust is working directly with increasing numbers of young people and ensuring that their ideas and experiences are heard throughout the care system and are increasingly influential in shaping policy and practice.

2015-16 is destined to be even busier and we look forward to extending our work and making our vision a reality. 2015 sees the launch of our 'Brighter Futures' programme partly funded by the Department for Education, and we also look forward to the launch of our new advice service. We will be monitoring results, and as we develop best practice, we will be sharing this to improve the life of children in care and care leavers.

And finally, a big 'thank you' to those who have funded and supported our work. There are too many to list individually, but worthy of special note are the organisers, cyclists, support team and sponsors of Biking for Children in Care, who have remained committed to the Trust and over the last 12 years have raised really significant funds for our work.



Robin Douglas - Chair



Natasha Finlayson - CEO

Trustees' Annual Report for the Year Ended 31 March 2015

The trustees present their report (which includes the strategic report) and the audited financial statements for the year ended 31 March 2015. The reference and administrative information is set out on page 39 of this report.

The aims and objectives of The Who Cares? Trust

Everything we do is designed to improve the day-to-day experience of children in care and their future lives. We are a voice for children in care. We listen to what they say about their experiences; we identify with them where improvements can be made and then we work in partnership with those able to help us bring about positive change. We do this by:

- Supporting, informing and empowering children in care and young care leavers through our skills and emotional support programmes, our magazines, publications and projects
- influencing policy and practice that affects the lives of these young people.

Ensuring our work delivers our aims

We review our aims, objectives and activities each year. This report looks at what we achieved and the outcomes of our work over the last year. It looks at the success of each key activity and the benefits they have brought to children in care and care leavers. The review also helps us ensure our aims, objectives and activities remain focused on our stated purpose.

Our key strategic goals

- To help the care system be the best it can be (through our representation and policy work, delivered in partnership with young people)
- To give young people in care a stronger voice and more influence (through our policy and parliamentary work and through supporting young people to speak to national media)
- To give young people in care support, information and empowerment (through our skills sessions and provision of emotional support to individual young people; through our magazines, publications, website and social media; through development of an online and phone advice service for children in care and young care leavers).

How our activities deliver public benefit

All our charitable activities focus on the young people themselves and we ensure that young people are involved in every area of our work possible, including operations and governance. We have had due regard of the guidance issued by the Charity Commission.



An artist's live interpretation of what young people said at Passport to Parliament 2014

Strategic report

Achievements and performance

1. Information and support for children in care and young care leavers

Magazines

We reach one in four children in care of reading age with our quarterly magazines, Who Cares? for teenagers and Who Cares? Junior for younger children, and have sold over 2.28 million copies since Who Cares? was launched in 1987.

Children in care and care leavers contribute to every issue through their letters, poems, drawings and jokes, as well as through our Young Editors project and our regional magazine workshops.

During 2014-15, we distributed over 30,000 copies of Who Cares? and Who Cares? Junior, reaching an estimated 10,000 children in care.



“The real-life stories have inspired me and told me people do care. It has made me feel less alone. I think it has changed my life completely.”

Emily, 13

“The magazine is a really good idea because when you come into care you aren’t handed a leaflet saying ‘this is going to happen to you’ and I feel that kids do read the magazine and it gives them an insight.”

Mark, 16

“I have always found the magazines informative and I have often used them throughout my social work career. I also find them child-centred and always encourage young people to read them.”

Devi, social worker

Publications

Our publications give children in care and young care leavers information about their rights and support them to lead healthier, happier and more successful lives. The publications we produce for practitioners focus on ensuring the child's voice is heard, and that foster carers and support workers are able to give the best care possible.

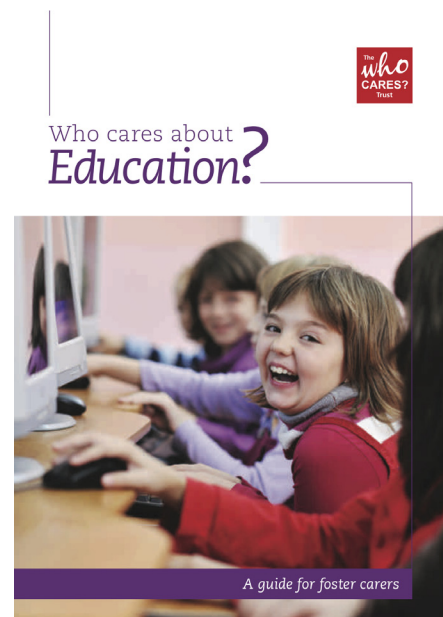
During 2014-15 we launched *Who's There To Help?* which explained to children in care who the main professionals they will encounter in the care system are (such as social workers and advocates) and how they can help. The publication was launched in July 2014 and is currently being used in 14 local authorities, as well as children's homes, schools and independent fostering agencies across the country.

In October 2014 we launched the second edition of *Who Cares About Education – a guide for foster carers*. The guide contains practical information and down to earth guidance for foster carers on how to help the children they look after get the most out of education. It contains information on key topics such as admission policies for looked-after children, pupil premiums and virtual schools, as well as advice on making sure a child is happy at school and achieving their goals. Over 1,000 copies were purchased by local authorities for their foster carers and by independent fostering agencies.

Our guide to leaving care, *Who Cares Now?*, was reprinted in February 2015 and continues to be our best-selling publication, demonstrating the need for support for young people making the transition to living independently. 1,900 copies were sold in the year 2014-15.

Also during the year we worked on our upcoming guide *Supporting children with special educational needs (SEN) – a guide for foster carers* due for publication in 2015. Six in ten children in care have an SEN, with the most common type being emotional and behavioural difficulties related to trauma experienced in childhood. This new publication will help carers understand the system of SEN support and explain the help that's out there for their foster child.

We completed much of the work needed for the second edition of *Who Cares About Drugs?*, a popular guide for young people last updated in 2006. Research shows that young people in care are much more likely to come into contact with drugs and alcohol at a younger age and more frequently than their peers, due to both their pre-care experiences and their lives within the care system. We have been conducting in-depth consultation with young people in care and care leavers about their attitudes to drugs, their own use of drugs and their experience of living with parents with substance misuse problems. This consultation work will make sure that the new publication is relevant, accessible to readers and offers insights into the realities of being in care.

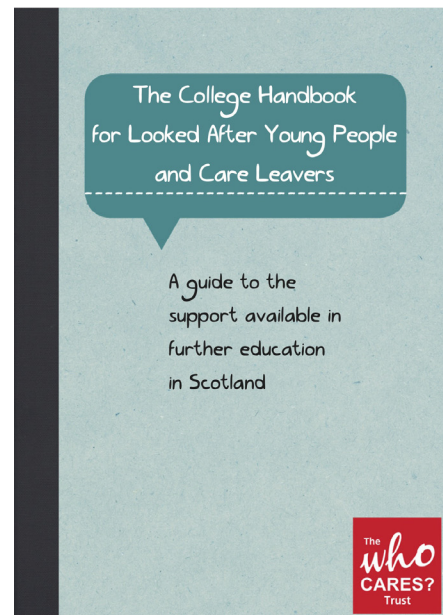


The College Handbook

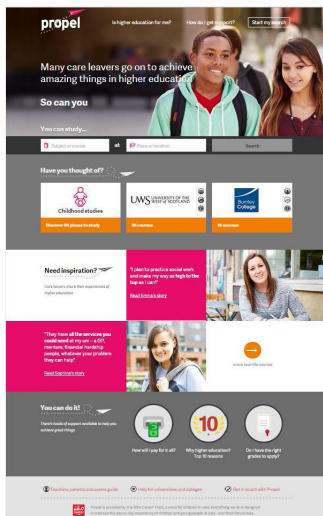
In January 2015 we published *The College Handbook for Looked After Young People and Care Leavers – A Guide to the Support Available in Further Education in Scotland*. The aim of this publication (available as a free downloadable pdf on our website) is to break down the barriers care leavers face to pursuing and succeeding in further education.

It brings together details of the support available for care-experienced young people at the 27 colleges in Scotland that offer further education, alongside details about their rights and entitlements for studying further education courses in Scotland.

Looked after young people and care leavers can use the handbook to easily compare what each college offers, and choose the college that offers the right support for their needs.



Development of the 'Propel' website



Building on the popularity of our publication *The H.E. Handbook for Care Leavers*, work moved forward this year on transforming the handbook (a free downloadable pdf on our website) into a groundbreaking new website dedicated to helping increase the number of young people from care who enter higher education - and the number of those who stay the course.

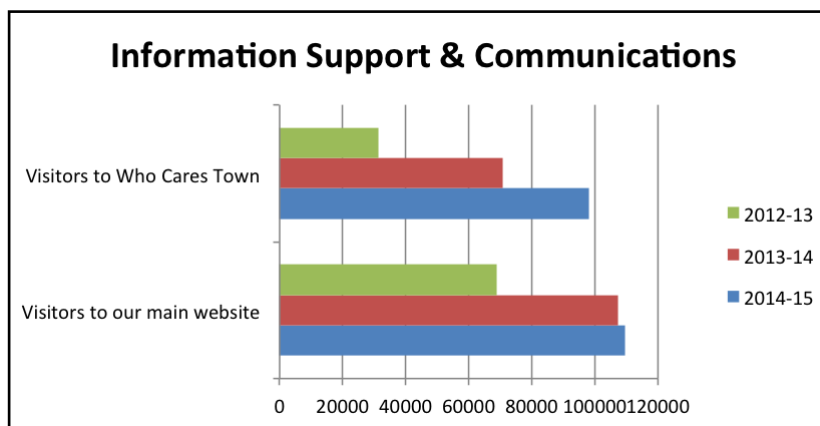
Set to launch in autumn 2015, the website called Propel, is aimed at young people in and from care aged 14-25 across the UK. It will provide, in one place and in an engaging and accessible format, all the information about each educational institution's higher education provision for care leavers and all the information that care leavers need to make an informed choice about the right course at the

right university or college for them.

Following this successful pilot project our plans are to widen the scope of Propel to include information on all the provision that care-experienced young people can expect in HE and FE institutions across Scotland, England, Wales and Northern Ireland. For the first time care leavers will have an engaging and accessible 'one-stop shop' source of information about all their post-16 educational options

Online Communications

Our main website and our micro-site for young people, Who Cares? Town, continued to grow in popularity this year. The main site saw a slightly increased number of unique users up to 109,407 while the number of unique users of Who Cares? Town increased by a massive 40% to 98,026. Our use of social media platforms to communicate with young people and supporters produced good results too; we ended the year with almost 9,000 Twitter followers, more than many charities double our size.



Who Cares? Town - our website for young people in care and young care leavers

2. Projects to improve life outcomes of young people in care and care

Our programmes and projects increase opportunities, encourage aspirations and strengthen the voice of children in care. All were developed with the active participation of children and young people in care. In 2014-15 we worked directly with over 517 individual young people in care and young care leavers.

Brighter Futures Programme

Brighter Futures provides an individualised package of practical and emotional support and personal development for care-experienced young people aged 16-25 to empower and skill them up to realise their ambitions. Sessions are developed in response to the needs of the young people we work with and cover a range of hard and soft skills.

Over the year, we ran 29 sessions which saw 61 individual young people taking part in skills workshops on topics including money management, cooking, CV writing, job interviews and goal-setting delivered by our staff or external experts. We provided practical advice and emotional support as needed to help young people tackle particular issues in their lives that are holding them back from achieving their goals. Through our extensive networks we secured eight external work experience placements and provided five internal work experience placements.

As well as receiving guidance, advice and emotional support from our workers, young people had regular one to one meetings to evaluate the progress they are making towards their goals. We completed development of a bespoke database to help us capture and measure the impact of our work, which informs our delivery model so we can refine our approach and evidence our impact on young people's lives.

We ran regular 'voice' sessions for young people to get involved in influencing policy and practice to improve the lives and outcomes of children in care and care leavers. They helped us: deliver the All-Party Parliamentary Group for Looked After Young People and Care Leavers; respond to consultations from government and other bodies; meet with ministers, MPs and civil servants and much much more.



Our Young Editors group met regularly to oversee the production and development of Who Cares? magazine and we also delivered regional workshops with children and young people around England and Wales. This ensures their views and experiences feed into the content and look of both magazines.

We have created steering boards of young people from care for our projects and training work, meeting four times per year. Steering board members are paid for their time and gain valuable experience as well as contributing to the strategic development of the Trust. We also employ young people to help us with the recruitment of new staff and the delivery of specific projects.



A page in Who Cares? magazine, featuring advice from the young editors.



Young Editors of Who Cares? magazine after interviewing Paolo Hewitt about his life in care and career as a writer.

Training

Ask Our Experts is our programme of young person-led training aimed at a wide range of professionals who work with looked-after children. Young people are given the opportunity to improve the care system by sharing their experience and knowledge with the professionals who work in it.

During 2014-15, we ran nine sessions reaching more than 662 professionals including social workers, teachers, virtual school staff, voluntary staff, managers, commissioners and providers of services for children in care and care leavers. We work with and support care-experienced young people as they develop and deliver these training sessions, providing valuable skills for their development, as well as a powerful learning experience for the participants. Our work developing and delivering young person-led training is part-funded by the Department for Education.



Professionals in an exercise led by Young Trainers from The Who Cares? Trust

This year our young trainers worked particularly closely with London South Bank University, feeding into their MSc Social Work courses; we delivered workshops for The Prince's Trust, Research in Practice and The University of Sunderland as well as presenting at several conferences.

As well as delivering young person-led training we provide consultancy to organisations that want to gain a better understanding of the experience of being in care so they are able to improve the work they do. In 2014-15 we worked in this way with the Child Poverty Unit, National Children's Bureau and London South Bank University.

“ Having The Who Cares? Trust at the conference made it a far more inspirational day than just having topical keynote speakers. ”

Training attendee

“ I found the day interesting, insightful, engaging and fun. ”

Training attendee

Listen Up! Event

Our third annual Listen Up! event was held in July 2014 with over 50 children in care meeting MPs and policy makers in Westminster.

Listen Up! gives young people in care the opportunity to tell MPs and professionals their ideas for improving the care system.

Fifteen local authorities, children in care councils and charities across England, Wales and the Isle of Man exhibited their work, which included videos, plays, art exhibitions, sports events, and mentoring schemes.

Edward Timpson MP, Parliamentary Under Secretary of State for Children and Families and young care leaver Dembo Drame spoke at the event, held at Church House Conference Centre in Westminster.

Edward Timpson MP said: “Events like Listen Up! will ensure that children’s voices continue to be heard, as well as remind those of us in positions of responsibility that their views should be respected.”

Other attendees included MPs Ben Bradshaw, Tom Brake, Meg Munn and Tim Loughton, as well as senior representatives from Ofsted, the Office of the Children’s Commissioner, the Department for Education and the College of Social Work.

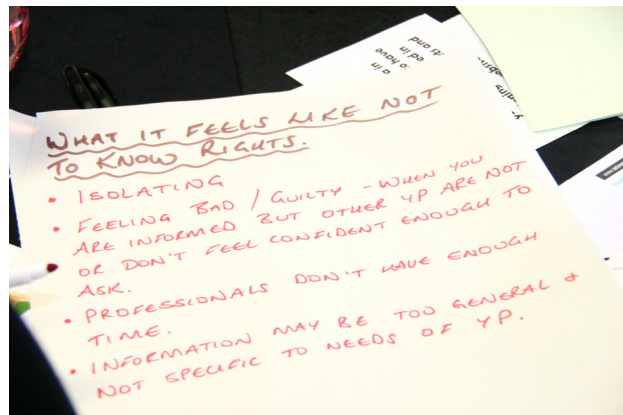
This event helped us to reach out to ‘harder to reach’ children and young people with 38.5% of those exhibiting being from residential care or unaccompanied minors and 23% representing groups working with under 12s - and also increased our geographical reach with 76% of those involved coming from outside the greater London area.



Children's Minister Edward Timpson MP meets young people at Listen Up! 2014

Passport to Parliament regional events

Our Passport to Parliament events bring together looked-after children and care leavers with policy makers to learn about the parliamentary system and how to influence it, as well as to debate key national issues that affect their lives and voice their opinions in discussion with MPs and other policy-makers.



Close-up from a Passport to Parliament event

Over 2014/2015 we held four events for the last year of the three-year Passport to Parliament project.

Over the last year young people were supported to write to their MP during the events in Bristol, Nottingham, York and Manchester. In total 52 letters were sent. A number of MPs have responded to these letters and are in the process of setting up meetings with Children in Care Councils and young people.

The project was funded by the Department for Education and the Tudor Trust.

“I’m so glad I came to Passport to Parliament. I got to hear young people’s views and experiences of care and was inspired by their ideas – it will help me plan what I’ll do when I leave care.”

Shelly, 14, from York

“Passport to Parliament gives young people in care a chance to get their views across to the people who matter. It’s fantastic to know that I can contribute and campaign for the changes to the care system that count – the changes that children and young people want to see.”

Mark, 16

Residential Weekend

In June 2014 we held our first ever residential event for some of the regular attendees of the Brighter Futures programme to provide young people with the chance to build supportive relationships, to develop team work skills and improve their confidence through coping with new situations and challenges.

A group of 18 care-experienced young people and four staff members travelled to Bowles Outdoor Centre in Kent. Over the course of the weekend young people undertook team building activities such as raft building, skiing and a 'leap of faith'.



Young people at the residential, 2014

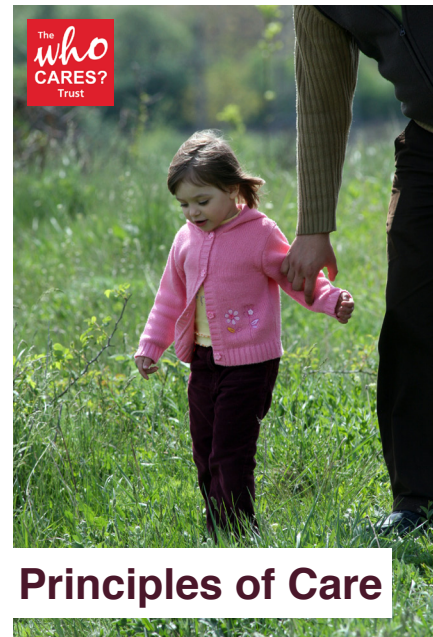
“Overall I really enjoyed this weekend with everyone. I learnt a lot about myself in this really short amount of time, and a lot about everyone else in the group. I really am grateful for all the group being such great team players and some people acknowledging that everyone is equally as important as each other.”

Young care leaver, 24

Influencing Policy

This aspect of our work is designed to help bring about positive change in policy and practice affecting children in care and care leavers. It includes publishing policy and research reports, organising and participating in public policy events and parliamentary influencing. Over the year, the government and other public agencies consulted on a number of significant proposed reforms of the care system, including powers to delegate children's social care functions and changes to children's homes. We produced detailed responses to these in conjunction with children in care and young care leavers, and published them all on our website. Other work included:

- Continuing to ensure that the issues that concern and affect children in care the most are brought to the attention of parliamentarians, through our role as the secretariat for the All Party Parliamentary Group for Looked After Children and Care Leavers, and through our regional Passport to Parliament events (see page 14). Attendance at APPG meetings is consistently high, with an average of 100 people, nearly half of whom are young people in care and care leavers. We work hard to make meetings young person-friendly; at least one meeting each year is entirely led by young people and young people choose the topic for every meeting. The APPG is one of the best-attended and lively all party parliamentary groups. We produced the Entitlements Inquiry 'one year on' report for the group, which focused on the work that that been done in local authorities following our 2013 inquiry into whether young people in care were getting what they were legally entitled to. Over 400 children in care, care leavers and professionals responded to the call for evidence, either by completing a survey or submitting written evidence.
- We submitted written evidence to the Education Select Committee as part of their inquiry into post-16 accommodation for children in care and our chief executive gave oral evidence at a meeting of the Select Committee. We also supported a group of young people to meet with members of the Select Committee at a separate meeting, enabling them to discuss their experiences.
- In partnership with four other charities, we undertook scoping work into extending the staying put initiative for young people in foster care to also cover those who leave care from children's homes. We undertook research with young people through focus groups and a survey to understand what they felt about the implications of extending staying put into residential care.
- We published our Principles of Care, which sets out our vision for the care system. Focussing on five key areas, Principles of Care explores why each of these aspects of the care system is crucially important; what happens at the moment and what children and young people's experiences in these areas should be.



Representation

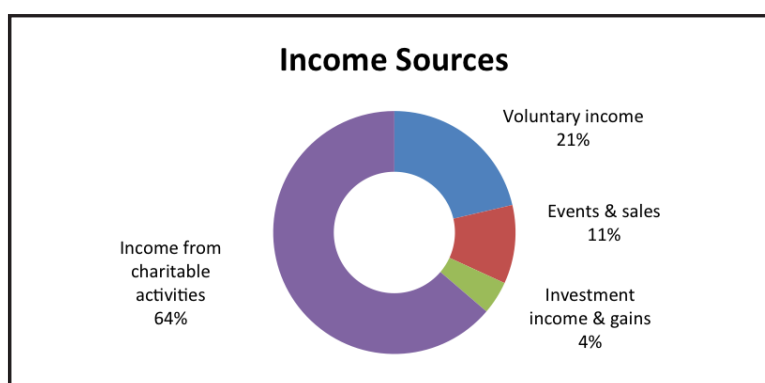
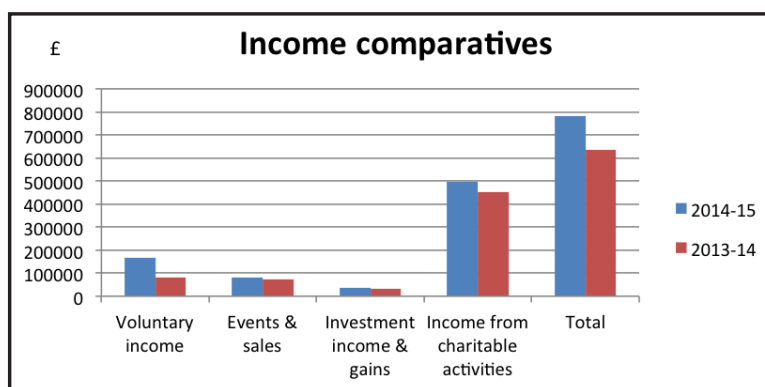
During the year, our senior representatives spoke at and chaired many national conferences and seminars designed to inform and support professionals who work with children in care, and we were represented on several advisory groups for research projects.

We continued to work very closely with the Department for Education (DfE) and with organisations concerned with the welfare of children in care, such as the Office of the Children's Commissioner and Ofsted. We remained active members of coalitions such as the Alliance for Children in Care and the Kinship Care Alliance.

Financial Review

Our principal sources of funding during the year continued to be grant funding for both unrestricted activities and restricted participation projects, and sales of our magazines and publications (all recorded as income from charitable activities - 64% of the total income including investment gains (2014: 71%)).

The other 36% is derived from voluntary donations, challenge events and investment income and gains. Overall our income increased by nearly 22% compared to the previous year (2014:15% increase). 2014-15 also saw a shift of 7% towards voluntary income as we concentrated on raising unrestricted funding.



2014-15 was another challenging year for funding for all charities, but we have directed extra resources to ensure our cause is still heard and that we can continue and expand our charitable mission. Fundraising from donations and small grants were up 107% on the previous year (2014: a further 67% increase) and income from events also rose 12% despite 2013-14 being a record event by Biking for Children in Care. We have seen a small attrition in our magazine reach but our new publications have struck a chord with our target audience. The income generated from these areas bears this out and allows us to continue with these valuable, impactful activities.

We were able to carry out more project work to improve life outcomes of young people in care and care leavers using new grant funding as well as internal funding built from gifts received in previous years. We benefited from a large legacy and a £200,000 donation from the Esmee Fairbairn Foundation in 2011-12 and these funds were designated by the trustees for charitable use over a 5 year period. Therefore, although the statement of financial activities (page 26) shows a deficit of £54,289 on the unrestricted funds, this was a planned result.

Restricted funds raised for participation projects and information support totalled £406,699 (2014: £357,065). Spending against grants received amounted to £363,442 (2014: £328,601) – the surplus arising because some grants were received in advance. Any restricted funds unspent are carried forward for use in following years.



Funders who have supported projects and activities during the year with major gifts include the following. We value highly their generous support, as well as all the other individuals and organisations who supported us during the year.

The 29th May 1961 Charitable Trust	Department for Education
John Coates Charitable Trust	Scottish Funding Council
Big Lottery Fund Grant	D'Oyly Carte Charitable Trust
John Ellerman Foundation	The Sobell Foundation
Biking for Children in Care	Dulverton Trust
The Mark Leonard Trust	Sylvia Adams Charitable Trust
Capstone Foster Care Mercers' Company	The Esmée Fairbairn Foundation
City Bridge Trust	The Tudor Trust
Mr & Mrs J T Morgan Foundation	HBAA

We are very grateful to all our fund-raisers and challenge event participators who have raised funds over the year.

We would particularly like to thank the organisers, cyclists, support team and sponsors of Biking for Children in Care for their invaluable contribution to our work. Over the past 12 years, Biking for Children in Care has raised over £500,000.

Volunteers and in-kind donations

We are very grateful to our volunteers who have helped us during the year and we would like to thank Apex Hotels for all their support including the provision of meeting rooms (valued at £1,200).

Reserves policy

Given the size of the Trust and the unpredictability of some of its income streams, an appropriate level of unrestricted free reserves is considered to be that which is sufficient to cover between six to nine months' core running costs.

The trustees calculate the free reserves as that part of the unrestricted funds that are freely available, after taking into account the designated funds which have been earmarked for specific projects. At 31 March 2015, we had brought forward unrestricted free reserves of £316,280 (2014: £318,756) representing around 10 months' core running costs on our general fund, as follows:

	£
Unrestricted reserves	340,368
less: net book value of unrestricted fixed assets (note 9)	(24,088)
Total unrestricted free reserves	<u>316,280</u>

Investment policy

The trustees managed the investment portfolio in accordance with our governing document. Monies not immediately required for the objects of the Trust may be invested in investments, securities or property as may be thought fit having regard to any consents and in accordance with any relevant laws. The finance sub-committee includes trustees with sufficient specialist knowledge and experience of investments suitable to the present needs of the Trust. We held investments in cash deposits and COIF Global Equity Fund at the year end. The investments saw a capital and income return of £31,323 – a total return on investment of 10.9 % on the value at the start of the period (2014: £25,101. ROI 9.1%).

Principal risks and uncertainties

Our review of our finances in 2013-14 described that we had identified a risk attached to unrestricted income. We took steps to address this over the last two years by concentrating fundraising resources to increase the level of donations from individuals, corporates and charitable trusts. We have also explored ways to reduce overhead and support costs. We are pleased that this work has been successful and have arrested the annual reduction in the General Fund.

In 2013-14 we also faced some uncertainty as we looked for new premises. The charity relocated in September 2014. The new premises are secured on a 7 year lease with sufficient space for our planned service expansion. We are pleased that a combination of good housekeeping and the securing of specific funding for the relocation meant that the move did not damage our reserves.

Plans for the future

We have now completed the third year of our three year strategy (published on our website) and are entering a period of strategic review in order that we can stocktake, assess the external environment we operate in and look at the upcoming priorities and changing needs of young people. Consultation of young people as well as adults working in the care system will be integral to our strategic development process.

Whatever decisions we make about our priorities going forward, we will continue to provide practical and emotional support to young people in and leaving care and to use our expertise to help improve outcomes for them.

We will continue to run skills workshops for young care leavers, provide emotional support for young people in our Brighter Futures programme, publish our two quarterly magazines and facilitate the All-Party Parliamentary Group for Looked After Children and Care Leavers. During the next year we plan to establish an advice and information service, accessible by any young person by email or phone, which will increase our reach significantly and enable us to help many more young people. We will also launch our new website, Propel, which will give care leavers the information they need to help them choose a higher education institution which provides the support they need.

Structure, governance and management

Governing Document

The organisation is a charitable company limited by guarantee, incorporated on 26 March 1992 and registered as a charity on 22 April 1992. The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31 March 2015 was eight (2014 - eight). The trustees have no beneficial interest in the charitable company.

The legal objects of the charity

Our legal objects are to promote the care, upbringing and establishment in life of children and young people who are or who have been looked after or assisted by local authorities or other public or charitable bodies charged with the care and upbringing of children who are or who have been in the care of foster or adoptive parents and in particular (but without limitation) by:

1. providing education, training and advice to such children and young people and to their carers
2. conducting and promoting research as to the most effective means of providing care, making available the useful results
3. relieving poverty, sickness, hardship and distress and preserving and protecting the health of such children and young people.

Board of trustees

The Board – named on page 39 – assesses its skills base on a regular basis and fills identified gaps by advertising and recruiting new trustees. Trustees are chosen for their complementary skills, breadth of experience and contribution to the Trust in a range of ways. New Board members are appointed by the Board to serve the period up to the next AGM when the appointment is put to the members for approval.

The Chair and trustees are appointed on a three-year term, renewable for three years, subject to consideration by the Board in particular circumstances. The minimum number of trustees is four and the maximum number is 12. New trustees meet with the Chair, Chief Executive and the senior management team as part of an induction process.

A senior non-executive independent director is appointed. It is a role which supports our governance, leading on Chair appraisal and acting as a source of advice and support to the Chair, and to other members of the Board as required.

A strategic planning and review day is held annually by the Board, to review the strategy and consider key issues emerging.

Organisational structure

The Board of trustees meets quarterly and is responsible for overseeing the strategic direction of the charity. The finance and fundraising sub-committee meets quarterly prior to Board meetings to inform, support and monitor key finance and risk areas, and report to the full Board on these areas. A performance and remuneration sub-committee meets twice a year to review deliverables for the CEO and consider senior management remuneration. The communications sub-committee meets to discuss ways to engage the public and our various stakeholders with our cause. The policy and practice sub-committee meets to discuss developments within our sector and the areas of work we should prioritise, as well as assessing the work we do. Responsibility for the day to day running of the charity and delivery of activities is delegated to the Chief Executive and senior management team.

Risk management

The trustees have reviewed the major strategic, business and operational risks. Actions to address key risk areas have been agreed and progress is reviewed on a quarterly basis by the finance sub-committee. In addition, strong financial controls are in place to mitigate the risk of financial losses due to theft or fraud, and these controls are regularly reviewed. We also have in place a child protection policy which applies to all staff and trustees, volunteers or consultants working on our behalf. As the charity works with vulnerable children, Disclosure and Barring Service checks (formerly Criminal Records Bureau) are completed as appropriate in accordance with our child safeguarding policy.

Statement of responsibilities of the trustees

The trustees, who are also directors for the purpose of company law, are responsible for preparing the trustees' Annual Report (including the strategic report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including the net income or expenditure, for the period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities Statement Of Recommended Practice (SORP)
- make judgements and estimates that are reasonable and prudent

- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

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

In so far as the trustees are aware:

- there is no information relevant to the audit of which the auditors are unaware
- the trustees have taken all steps that they ought to have to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Auditors

A resolution to re-appoint Haines Watts, Chartered Accountants, for the coming year will be put to the annual general meeting.

In approving the trustees' Annual Report, we also approve the strategic report included therein, in our capacity as company directors.

Approved by the trustees on 22nd September 2015 and signed on their behalf by:

Robin Douglas

Chairman

Alasdair Currie

Vice-Chairman and Treasurer

Independent Auditor's Report to the members of The Who Cares? Trust

We have audited the financial statements of The Who Cares? Trust for the year ended 31 March 2015 which comprise the Statement of Financial Activities (incorporating the income and expenditure account), the Balance Sheet, and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable 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 charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the trustees' responsibilities statement set out on page 22, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the trustees' Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2015, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the trustees' Annual Report (including the strategic report) for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

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

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Susan Plumb

Dated: 22nd September 2015

Senior Statutory Auditor

For and on behalf of Haines Watts, Chartered Accountants and Statutory Auditors
Old Station House, Station Approach, Newport Street, Swindon, SN1 3DU

Statement of Financial Activities for the year ended 31 March 2015 (Incorporating an income and expenditure account)

	note	Unrestricted £	Restricted £	2015 total £	2014 total £
Incoming resources from generated funds					
<i>Voluntary income:</i>					
Donations and grants	2	154,830	11,799	166,629	80,433
<i>Activities for generating funds:</i>					
Events and auxiliary sales	3	81,757	-	81,757	72,748
<i>Investment income:</i>					
		16,118	-	16,118	18,745
Incoming resources from charitable activities					
Information and support for young people	4	86,191	96,876	183,067	113,299
Projects to improve life outcomes of young people in care & care leavers	4	16,220	298,024	314,244	338,815
Total incoming resources		355,116	406,699	761,815	624,040
<i>Cost of generating funds:</i>					
Fundraising and events		75,106	-	75,106	45,677
Grant and institutional fundraising		31,570	-	31,570	31,981
Net incoming resources available for charitable application		248,440	406,699	655,139	546,382
Charitable activities					
Information and support for young people	8	165,647	37,345	202,992	213,876
Projects to improve life outcomes of young people in care & care leavers	8	140,428	326,097	466,525	434,176
Charitable expenditure		306,075	363,442	669,517	648,052
Governance costs	8	5,323	-	5,323	5,417
Total charitable expenditure	8	311,398	363,442	674,840	653,469
Total resources expended	8	418,074	363,442	781,516	731,127
Net incoming/(outgoing) resources for the year before transfers		(62,958)	43,257	(19,701)	(107,087)
Transfers between funds	13	(9,739)	9,739	-	-
Unrealised profit/(loss) on investments	10	18,408	-	18,408	12,442
Net movement in funds	13	(54,289)	52,996	(1,293)	(94,645)
Funds at the start of the year	13	477,826	222,003	699,829	794,474
Funds at the end of the year	13	423,537	274,999	698,536	699,829

The above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 13 to the financial statements.

Balance sheet as at 31 March 2015

	note	£	2015 £	2014 £
Fixed assets				
Tangible assets	9	24,088		7,164
Investments	10	305,190		286,782
			329,278	293,946
Current assets				
Debtors	11	76,481		86,600
Cash at bank and in hand		355,646		391,935
		432,127		478,535
Liabilities				
Creditors: amounts falling due within 1 year	12	62,869		72,652
Net current assets			369,258	405,883
Total assets less current liabilities			698,536	699,829
Net assets			698,536	699,829
Funds:				
General Funds	13		340,368	325,920
Designated funds	13		83,169	151,906
Total unrestricted funds	13		423,537	477,826
Restricted funds	13		274,999	222,003
Total funds	13		698,536	699,829

Approved by the Trustees on 22nd September 2015 and signed on their behalf by:

Robin Douglas

Chairman

Alasdair Currie

Vice-Chairman and Treasurer

Notes to the financial statements

1. Accounting policies

a. The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards. They follow the recommendations in the Statement of Recommended Practice Accounting and Reporting by Charities (issued in March 2005) and the Companies Act 2006.

b. Incoming Resources: All incoming resources are included in the statement of financial activities when the charity 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:

- Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.

- Income from the sale of Who Cares? and Who Cares? Junior magazines is in the statement of financial activities in the period to which the magazine issue relates. Income relating to future issues, which have yet to be produced and distributed, is deferred.

c. Resources expended: Expenditure is recognised on an accruals basis as a liability is incurred. Resources expended include attributable VAT which cannot be recovered. All costs are allocated between the expenditure categories of the SoFA on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others including support costs, are apportioned on an appropriate basis as set out in note 8, and as agreed with funders:

- The costs of generating funds relates to salary & support costs incurred in raising funds from both voluntary sources (including investment income) and restricted grants for charitable activities.

- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

1. Accounting policies ctd

d. Fixed assets: All assets purchased with a value of over £250 and a life of more than one year are capitalised at cost. Depreciation is provided at rates calculated to write off the cost of each asset to its estimated residual value on a straight line basis over its expected useful life, usually 3 years. Leasehold improvements and the building of cloud infrastructure is amortised over the remaining length of the lease.

e. Investments: are shown in the accounts at market value at the balance sheet date. Any unrealised gains or losses made in the year are recorded in the statement of financial activities.

f. Fund accounting:

- Restricted funds are to be used for specific purposes as laid down by the donor or funder.
- Designated funds are unrestricted funds that have been set aside by the trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.
- General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.
- Transfers between funds are made where the income for the project is exceeded by the costs incurred on the project, or where it has been agreed with the funder to use unspent balances at the end of a project on activities with a similar objective.

g. Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities in the year in which they fall due.

h. The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charitable company to the fund. The charitable company has no liability under the scheme other than for the payment of those contributions.

2. Donations and grants

	Unrestricted £	Restricted £	2015 total £	2014 total £
Legacies	28,381	-	28,381	4,332
Dulverton Trust	25,000	-	25,000	-
Mr & Mrs J T Morgan Foundation	5,000	-	5,000	-
D'Oyly Carte Charitable Trust	-	5,000	5,000	-
John Coates Charitable Trust	-	5,000	5,000	-
Garfield Weston Foundation	-	-	-	20,000
General donations	96,449	1,799	98,248	56,101
	154,830	11,799	166,629	80,433

Donations and incoming resources are separately identified where single transaction amounts are £5,000 or over, with the exception of donors who wish to remain anonymous.

3. Events and auxiliary sales

	Unrestricted £	Restricted £	2015 total £	2014 total £
Events	71,020	-	71,020	64,496
Consultancy, vocational training & Christmas cards	10,737	-	10,737	8,252
	81,757	-	81,757	72,748

4. Incoming resources from charitable activities

a. Information and support for young people:

	Unrestricted	Restricted	2015 total	2014 total
	£	£	£	£
Grant income:				
Scottish Funding Council	-	29,129	29,129	-
Esmee Fairbairn Foundation	-	48,997	48,997	-
Sylvia Adams Charitable Trust	-	10,000	10,000	-
Alison Wetherfield Foundation	-	-	-	5,000
Other charitable trusts (under £5,000)	-	8,750	8,750	13,250
<i>Magazine sales</i>	60,265	-	60,265	68,595
<i>Publication sales</i>	25,926	-	25,926	26,454
	86,191	96,876	183,067	113,299

b. Programmes to improve life outcomes of young people in care and care leavers:

	Unrestricted	Restricted	2015 total	2014 total
	£	£	£	£
Grant income:				
Department for Education	-	100,000	100,000	99,305
John Ellerman Foundation	-	30,000	30,000	30,000
The Tudor Trust	-	30,000	30,000	30,000
The Mark Leonard Trust	-	64,506	64,506	59,751
City Bridge Trust	-	50,450	50,450	36,600
Mercers' Company	-	10,000	10,000	-
Big Lottery Grant Fund	-	9,468	9,468	-
Greenfinch Charitable Trust/ Proteen	-	-	-	57,759
Lloyds TSB Foundation for England & Wales	-	-	-	10,000
The Westminster Foundation	-	-	-	5,000
CHK Charities Ltd	-	-	-	5,000
Other charitable trusts (under £5,000)	3,900	3,600	7,500	5,400
<i>Consultancy</i>	12,320	-	12,320	-
	16,220	298,024	314,244	338,815
Total incoming resources from charitable activities (a + b above)	102,411	394,900	497,311	452,114

Grants, trust, corporate and contract income are separately identified where single transaction amounts are £5,000 or over or if the funder requires disclosure in the accounts.

5. Net outgoing resources

	2015	2014
	£	£
This is stated after charging:		
Depreciation	7,840	9,093
Auditors remuneration	3,378	3,515
Operating lease rentals:		
Equipment	231	216
Property	57,470	48,667

6. Staff costs and numbers

	2015	2014
	£	£
Staff costs were as follows:		
Salaries and wages	455,787	428,494
Social security costs	47,119	44,795
Pension contributions (defined contribution scheme)	25,364	22,873
Total direct staff costs	528,270	496,162
Outsourcing & consultancy fees	17,118	16,686
Total costs	545,388	512,848

The emoluments of 1 staff member were within the range of £60,000 to £69,999 (2014: 1 within £60,000 to £69,999). Employer's pension contributions for that staff member were £6,946 (2014: £6,356) under a defined contribution pension scheme.

The average weekly number of employees (full-time equivalent) employed by the Trust during the year was as follows:

	2015	2014
	no.	no.
Fundraising and publicity	1.7	1.1
Information and support for young people	3.9	4.0
Development programmes to improve public care	7.8	7.3
Governance	0.1	0.1
	13.5	12.5

7. Trustee Remuneration and Related Part Transactions

No Trustees received remuneration during the year (2014: nil). Travel costs amounting to £357 were reimbursed to 1 Trustee (2014: £377 to 1 Trustee) during the year relating to attendance at Trustee meetings.

No Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year (2014: none).

8. Total resources expended

	Cost of generating funds £	Charitable activities		Governance costs £	Support costs £	2015	2014
		Communication, information and support for young people £	Projects to improve life outcomes of young people £			£	£
Staff costs and freelance consultants (note 7)	65,868	95,368	255,517	-	122,846	539,599	512,848
Related staff & volunteer costs	289	2,892	6,275	181	5,405	15,042	15,515
Participant travel & related expenses	27	458	32,423	-	-	32,908	27,562
Materials production, printing and activities	8,728	36,176	23,590	-	786	69,280	62,038
General office costs	2,684	19	4,015	-	30,313	37,031	33,033
Website development	-	1,789	-	-	-	1,789	3,554
Premises costs	-	-	11,500	-	59,703	71,203	61,455
Professional, legal and accounting fees	-	-	-	3,378	3,089	6,467	5,653
Trustees' expenses	-	-	-	357	-	357	377
Depreciation	-	-	-	-	7,840	7,840	9,092
	77,596	136,702	333,320	3,916	229,982	781,516	731,127
Allocation of support staff and related costs*	14,052	32,033	64,368	680	(111,133)	-	-
Allocation of office and establishment costs*	15,028	34,257	68,837	727	(118,849)	-	-
Total resources expended	106,676	202,992	466,525	5,323	-	781,516	731,127

* General management and support staff costs are allocated on the basis of time spent per activity. Central office costs, depreciation, establishment and other sundry costs are allocated on the basis of headcount, as an approximation to usage rates.

9. Tangible fixed assets

		Leasehold Improve't & Cloud Infrastru'e	Computer hardware & software	Furniture& Equipment	Total
		£	£	£	£
COST	at the start of the year	-	67,847	16,098	83,945
	additions in year	20,110	-	4,654	24,764
	disposals in year	-	36,271	9,612	45,883
	at the end of the year	20,110	31,576	11,140	62,826
DEPRECIATION	at the start of the year	-	61,547	15,234	76,781
	Charge for year	1,288	5,300	1,252	7,840
	On disposals in year	-	36,271	9,612	45,883
	at the end of the year	1,288	30,576	6,874	38,738
NET BOOK VALUE	at 31 March 2015	18,822	1,000	4,266	24,088
	at 31 March 2014	6,107	6,300	864	7,164

10. Investments

	2015	2014
	£	£
COIF Charities Global Equity Income Fund		
Value at 01 April 2014	286,782	274,340
Additions in the year	-	-
Value at 31 March 2015: 196.871.58@ 155.02p	305,190	286,782
Unrealised gain/(loss)	18,408	12,442
Based on the quarterly dividends paid this year the income yield was 4.37% (2014 – 4.39%)		

11. Debtors

	2015	2014
	£	£
Trade & grant debtors	32,582	45,694
HM Revenue & Customs – Gift Aid reclaimable	4,000	4,000
Taxation & social security	-	2,600
Prepayments & accrued income	22,584	25,145
Other debtors	17,315	9,161
	76,481	86,600

12. Creditors: amounts falling due within one year

	2015	2014
	£	£
Subscriptions in advance and deferred income (note below)	37,726	32,047
Trade creditors	4,778	9,362
Taxation & social security	13,488	13,640
Accruals	6,877	17,603
	62,869	72,652

12. Creditors: amounts falling due within one year cont.

Movement in subscriptions in advance and deferred income:

	at start of year £	Received £	Recognised in SoFA £	at end of year £
Magazine subscriptions	30,317	65,026	60,265	35,078
Biking for children in care	46	49,322	49,040	328
Other challenge events	1,414	22,590	21,984	2,020
Other deferrals	270	30	-	300
Total	32,047	136,968	131,289	37,726

13. Movements in funds

	at start of year £	incoming resources £	outgoing resources £	transfers between funds £	at end of year £
Restricted funds					
<i>INFORMATION AND SUPPORT FOR YOUNG PEOPLE IN CARE & CARE LEAVERS</i>					
Scottish HE handbook (PDF)	-	18,688	13,688	-	5,000
HE handbook online (incl. Scotland)	714	59,438	10,481	-	49,671
Special educational needs guide	-	15,000	8,663	-	6,337
Who's there to help	(8,376)	3,000	4,363	9,739	-
Future publications	-	750	150	-	600
	(7,662)	96,876	37,345	9,739	61,608

PROJECTS TO IMPROVE LIFE OUTCOMES OF YOUNG PEOPLE IN CARE & CARE LEAVERS

a. All Party Parliamentary Group	254	300	128	-	426
b. Passport to parliament	22,829	125,610	139,724	-	8,715
c. Future Focus - deepening engagement with young people	41,652	64,506	59,023	-	47,135
d. Projects development	25,000	30,000	30,000	-	25,000
e. Listen Up!	52	4,390	4,442	-	-
f. Furnishing young persons' space	-	11,499	8,342	-	3,157
g. Ask our experts	26,484	-	17,656	-	8,828
h. London participation	24,504	54,050	46,348	-	32,206
i. Young persons' residential	7,710	9,468	17,178	-	-
j. Greenfinch/Proteen fund	57,759	-	177	-	57,582
k. Young person hardship fund	1,000	-	579	-	421
l. Education programme	22,421	-	-	-	22,421
m. Running costs to y/p space	-	10,000	2,500	-	7,500
	229,665	309,823	326,097	-	213,391
Total Restricted funds	222,003	406,699	363,442	9,739	274,999

2. Movement in funds ctd.

Unrestricted funds

Designated:

INFORMATION AND SUPPORT FOR YOUNG PEOPLE IN CARE & CARE LEAVERS

n. Education resources (Educational guides, Principles of Care & Anti-bullying cards)	12,630	-	12,630	-	-
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PROJECTS TO IMPROVE LIFE OUTCOMES OF YOUNG PEOPLE IN CARE & CARE LEAVERS

p. Policy development	139,276	-	56,107	-	83,169
Total designated funds	151,906	-	68,737	-	83,169
General Funds:	325,920	373,524	349,337	(9,739)	340,368
Total Unrestricted funds	477,826	373,524	418,074	(9,739)	423,537
Total funds	699,829	780,223	781,516	-	698,536

Purposes of restricted funds

Restricted funds cover specified activities, including employment, health and education programmes, online services for children and young people and specific projects, described below:

Information and support for young people in care & care leavers

The Trust has obtained funding for a series of publications providing information and web site content about different aspects of life experienced by young people in public care and those who support them.

Projects to improve life outcomes of young people in care & care leavers

13a) **All Party Parliamentary Group** – The Trust acts as the secretariat for The All Party Parliamentary Group for Looked After Children and Care Leavers. In association with this group the Trust holds a small fund to support involvement of young people with the APPG and for the promotion of its activities, including covering expenses for internships and the APPG newsletter. This fund does not cover the costs of staff time and support costs of the Trust attributed to the running of the APPG.

13b) **Passport to Parliament** – reaches out to looked-after children and care leavers across England, informs them about the parliamentary system and how they can influence it and engages them in a debate about national issues that affect children in care. It is funded by the Department for Education and Tudor Trust

13c) **Future Focus** - deepening engagement with young people – A project funded by the Mark Leonard Trust amongst others to engage with young people and improve their life skills. The grant also provides funding for strategic work to expand the projects and reach of the charity and raise our Voice on important issues within the care system with Government.

13d) **Projects development** – Funding from the John Ellerman Foundation enables the Trust to employ a Projects Officer to co-ordinate project work.

13e) **Listen Up!** – A project empowering young people in care to campaign for improvements to the care system and get their voices heard. An annual event showcases projects run by and for children in care and strengthens their peer networks

13f) **Furnishing young persons' space** – These funds were donated by charitable trusts and individuals specifically for the kitting out of the new young persons' space at the new Who Cares? Trust centre.

13g) **Ask Our Experts** – A programme of young person-led training, both direct and online, aimed at a wide range of professionals who work with looked-after children. This funding also supported the running costs of a dedicated space for young participants in the old centre.

13h) **London Participation** – City Bridge Trust and The Westminster Foundation have funded a three year programme to engage with young Londoners who are care experienced.

13i) **Young persons' residential** – Funding towards a residential workshop that took place in the summer of 2014.

13j) **Greenfinch/ Proteen fund** – This funding was received for relieving children and young people up to age 18 who have or have had care experience or to relieve poverty by the provision of financial help with accommodation costs to care experienced children and young people up to the age of 28.

13k) **Young person hardship fund** – Funding provided by the London Catalyst Samaritans fund to assist young people in need through the provision of emergency hardship payments or loans.

13l) **Education programme** – A programme of activity to engage and enhance the educational experience of young people.

13m) **Young person space** – A fund to run the young person's participation space during 2015.

Purposes of Designated funds

Information and support for young people in care & care leavers

13n) Education Resources

This year the funding paid for a full update to our educational guide for foster carers. It also funded the printing of our new Principles of Care handbook.

Projects to improve life outcomes of young people in care & care leavers

13p) Policy Development

Within our Operational plan, funding has been set aside to develop evidence based policy that is grounded in the views and experiences of young people from care. The Trust will use this funding to advocate for improvements to the care system at a policy level and to support young people from care to have a strong voice in the policy making process.

14. Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total funds £
Tangible fixed assets	23,769	319	24,088
Investments	305,190	-	305,190
Net current assets	94,578	274,680	369,258
Net assets at 31 March 2015	423,537	274,999	698,536

15. Operating lease commitments

The charity had annual commitments under operating leases expiring as follows:

	Equipment		Property	
	2015 £	2014 £	2015 £	2014 £
Up to 1 year	-	-	-	36,667
2-5 years	231	216	-	12,000
5 years and over	-	-	63,213	-

The lease for the administrative offices and young person's participation space ends on 18 August 2021 with a break clause after 5 years in 2019.

16. Restricted funds in deficit

Where a restricted fund is in deficit at the end of an accounting period, the Trust makes a decision on whether there is some prospect for the deficit to be reduced by funding receipts in subsequent accounting periods. If there is a good prospect, the deficit is shown in full. Otherwise, the deficit is transferred to unrestricted General funds.

Reference and administrative detail

Charity number	1010518	
Company number	2700693	
Registered office and operation address	The Who Cares? Trust 15-18 White Lion Street, London, N1 9PG	
Patrons	David Akinsanya Sir David Bell Lady Primrose Bell Professor Sonia Jackson Louisa Lane-Fox The Earl of Listowel Joyce Moseley OBE Esther Rantzen CBE Dame Jacqueline Wilson	
Board of Trustees	Robin Douglas Alasdair Currie Helen Brown Khatija Hafesji Suzie Hayman Dave Hill Cassandra Northam William McMahon Suzanne Watts Jude Williams Laura Wyatt	Chair Vice-Chairman & Treasurer Snr Non-Exec. Independent Dir Appointed 16 June 2015 Appointed 16 June 2015 Appointed 16 June 2015
Secretary	Malcolm Brown	
Senior Management Team	Natasha Finlayson Claire Brooke Malcolm Brown Victoria Lowry	Chief Executive Head of Fundraising Head of Finance Head of Strategy & Delivery
Independent Auditors	Haines Watts, Chartered Accountants Old Station House, Station Approach Newport Street, Swindon Wiltshire SN1 3DU	

“The level of support I have received from The Who Cares? Trust in all senses, particularly emotionally, has had a real impact in the way I have grown in the last three years. I have always felt that I have a family in The Who Cares? Trust who I could go to when I was sad, happy and scared – or when getting a new job, the team are often some of the first people to know.

Working with The Who Cares? Trust has shown me that anyone is capable of changing the world, and I can be one of them. ”

Amy, 23



The Who Cares? Trust residential weekend – July 2014