

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

14. Operating lease commitments

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

	Equipment		Property	
	2010	2009	2010	2,009
	£	£	£	
Up to 1 year	-	-	-	
2 - 5 years	<u>1,200</u>	<u>1,200</u>	<u>24,980</u>	<u>24,980</u>

The lease for the offices was signed on 31 July 2008 for a term of 5 years at an annual rental of £24,980.

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

12. Movements in funds (continued)

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, as given below:

INFORMATION AND SUPPORT FOR YOUNG PEOPLE

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

During the year the Trust continued to spend down against funding received in support of the publication and printing costs of Who Cares? Junior Magazine our magazine for children in care aged 8-12 years. Last year a grant of £15,000 was received to cover the redesign and re-launch of the magazine, for which work commenced in April 2009 and is now complete.

DEVELOPMENT PROGRAMMES TO IMPROVE PUBLIC CARE

The Trust acts as the secretariat for The Associate 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 APG and promotion of its activities, including covering expenses for internships and the APG newsletter. This fund does not cover the costs of staff time and support costs of the Trust attributed to the running of the APG.

During the year the Trust also received funding and carried out activities on the following development programmes: Building Futures; Choice Matters; Education Guides; and Word Power. Funding raised in excess of needs of Choice Matters was transferred to Word Power with the permission of the funder.

In 2008 the Trust was awarded a three year strategic grant from the DCSF of £75,000 per annum towards specific development activities. 2009 was the second year of this three year grant

ONLINE SERVICES FOR YOUNG PEOPLE

Funds are held to support a variety of activities associated with our website development to provide information and support to children in care, professionals and carers.

13. Analysis of net assets between funds

	Unrestricted funds £	Restricted Funds £	Total funds £
Tangible fixed assets	889	6,397	7,286
Net current assets	361,129	164,567	525,696
Net assets at 31 March 2010	362,018	170,964	532,982

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

12. Movements in funds

	At the start of the year £	Incoming resources £	Outgoing resources £	Transfers between funds £	At the end of the year £
Restricted funds:					
INFORMATION AND SUPPORT FOR YOUNG PEOPLE					
Connexions	6,481	-	-	-	6,481
KLIC! magazine	15,000	-	15,000	-	-
	<u>21,481</u>	<u>-</u>	<u>15,000</u>	<u>-</u>	<u>6,481</u>
DEVELOPMENT PROGRAMMES TO IMPROVE PUBLIC CARE					
Associate Parliamentary Group	1,570	6,000	5,335	-	2,235
Building Futures	58,936	24,916	43,816	-	40,036
Choice Matters	110,055	-	83,130	(26,925)	-
Education Guides	-	55,000	33,442	-	21,558
Employability Plus	2,000	-	-	-	2,000
Strategic development (DCSF)	-	75,000	70,004	-	4,996
Teachers in the Know	10,685	-	9,429	-	1,256
Who Cares? About Care	-	-	71	-	(71)
Word Power	-	55,855	1,142	26,925	81,638
	<u>183,246</u>	<u>216,771</u>	<u>246,369</u>	<u>-</u>	<u>153,648</u>
ONLINE SERVICES FOR YOUNG PEOPLE					
Online information provision	26,640	(6,181)	9,624	-	10,835
Total Restricted funds	<u>231,367</u>	<u>210,590</u>	<u>270,993</u>	<u>-</u>	<u>170,964</u>
Total Unrestricted funds	<u>268,805</u>	<u>454,774</u>	<u>361,561</u>	<u>-</u>	<u>362,018</u>
Total funds	<u>500,172</u>	<u>665,364</u>	<u>632,554</u>	<u>-</u>	<u>532,982</u>

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

9. Tangible fixed assets

	Computer Hardware £	Computer Software £	Furniture & Equipment £	Total
COST				
At the start of the year	24,215	49,221	7,601	81,037
Additions in year		4,643		4,643
Disposals in year		(29,233)		-29,233
At the end of the year	24,215	24,631	7,601	56,447
DEPRECIATION				
At the start of the year	24,215	37,726	6,046	67,987
Charge for the year		3,559	666	4,225
Released on disposals		(23,051)		-23,051
At the end of the year	24,215	18,234	6,712	49,161
NET BOOK VALUE				
At the 31 March 2010	-	6,397	889	7,286
At the 31 March 2009	-	11,495	1,555	13,050

10. Debtors

	2010 £	2009 £
Trade debtors	25,611	63,525
HM Revenue & Customs - VAT	5,250	7,247
Prepayments and accrued income	62,235	43,904
Other debtors	1,655	3,200
	94,751	117,876

11. Creditors : Amounts falling due within one year

	2010 £	2009
Subscriptions in advance and deferred income	71,071	134,775
Trade creditors	7,193	2,911
Accruals	19,073	22,244
	97,337	159,930

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

7. Staff costs and numbers

Staff costs were as follows:

	2010	2009
	£	£
Salaries and wages	270,834	233,281
Social security costs	27,384	23,139
Pension contributions (defined contribution scheme)	14,992	11,512
	313,210	267,932
Consultancy fees and temporary staff	63,996	57,602
Total staff costs	377,206	325,534

The emoluments of 1 staff member were within the range of £60,000 to £69,999 (2008: 1 in range £60,000 to £69,999). Employer's pension contributions for that staff member were £4,890 (2009: £2,800) under a defined contribution pension scheme.

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

	2010	2009
	no.	no.
Fundraising and publicity	1.8	1.0
Information & support for young people	2.3	1.8
Development programmes to improve public care	2.3	2.9
Governance	0.1	0.1
	6.5	5.8

8. Trustee Remuneration & Related Party Transactions

No Trustees received remuneration during the year (2009: nil). Travel costs amounting to £92 were reimbursed to 1 Trustee (2008: £303 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 (2009: none).

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

Total resources expended

	Charitable expenditure						2009
	Cost of generating funds	Information & support for young people	Development programmes to improve public care	Online services for young people, carers & professionals	Governance costs	Support costs	
	£	£	£	£	£	£	£
Staff Costs and freelance consultants (note 7)	67,547	79,659	154,904	3,313	71,783	377,206	325,534
Related staff costs	262	1,800			4,012	6,074	11,772
Travel expenses	291	135	3,170	325	1,034	4,955	4,792
Materials production, printing and activities	18,433	53,758	63,608	167	1,040	137,006	141,206
General office costs	1,435	2,074	3,804	750	27,934	35,997	46,706
Computer software, hosting and licences	352		2,750		8,978	12,080	14,671
Premises costs					33,514	33,514	39,774
Professional, Legal and Accounting fees					21,405	21,405	22,754
Trustees' expenses				3,559	92	92	303
Depreciation					666	4,225	9,505
	88,320	137,426	228,236	8,114	170,458	632,554	617,017
Allocation of support staff and related costs*	19,059	23,692	24,011	695	(68,303)	-	-
Allocation of office and establishment costs*	27,503	34,187	34,837	815	(102,155)	-	-
Total resources expended	134,882	195,305	287,084	9,624	5,659	632,554	617,017

* 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.

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

4. Incoming resources from charitable activities

	Un- Restricted £	Restricted £	2010 Total £	2009 Total £
Information & support for young people:				
<i>Grant income:</i>				
Balcombe Charitable Trust	-	-	-	15,000
Magazine sales	222,382	-	222,382	230,390
	<u>222,382</u>	<u>-</u>	<u>222,382</u>	<u>245,390</u>
Development programmes to improve public care:				
<i>Grant income:</i>				
DCSF (formerly DfES): Strategic grant	-	75,000	75,000	75,000
Esmee Fairbairn			-	50,000
Freemasons' Grand Charity			-	25,000
Dulverton Trust		30,000	30,000	
Garfield Weston		10,000	10,000	
Equitable Charitable Trust		10,000	10,000	
Harold Hyam Wingate Foundation		10,000	10,000	
Mark Leonard Trust		24,916	24,916	
Other grants		17,000	17,000	5,000
Publication sales	36,003		36,003	59,816
	<u>36,003</u>	<u>176,916</u>	<u>212,919</u>	<u>214,816</u>
Online services for young people, carers and professionals:				
<i>Grant income:</i>				
Other grants	-		-	1,000
	<u>-</u>	<u></u>	<u>-</u>	<u>1,000</u>
Total incoming resources from charitable activities	258,385	176,916	435,301	461,206

Grants, trust, corporate and contract income are separately identified where single transaction amounts are £10,000 or over or if the funder requires disclosure in the accounts.

5. Net outgoing resources

		2010 £	2009 £
This is stated after charging:			
Depreciation		4,225	9,505
Auditors' remuneration:		3,500	3,770
Operating lease rentals:	▪ Equipment	1,410	600
	▪ Property	24,980	35,754

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

1. Accounting policies (continued)

f) Fund Accounting

Restricted funds are to be used for specific purposes as laid down by the donor or funder.

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

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

	Un- Restricted £	Restricted £	2010 Total £	2009 Total £
The John Ellerman Foundation	25,000	-	25,000	
The Batchworth Trust	10,000		10,000	
Barclays plc	10,000		10,000	
The Link Asset & Securities Co. Ltd		-	-	26,000
General donations	<u>124,466</u>	<u>1,020</u>	<u>125,486</u>	<u>62,689</u>
	<u>169,466</u>	<u>1,020</u>	<u>170,486</u>	<u>88,689</u>

Donations and incoming resources are separately identified where single transaction amounts are £10,000 or over, with the exception of donors who wish to remain anonymous.

3. Events and auxiliary sales

	Un- Restricted £	Restricted £	2010 Total £	2009 Total £
Events	6,554	38,835	45,389	44,183
Christmas card sales	3,741	-	3,741	1,830
Other sales & loss on sale of assets	<u>5,753</u>	<u>(6,181)</u>	<u>(428)</u>	6,231
	<u>16,048</u>	<u>32,654</u>	<u>48,702</u>	<u>52,244</u>

The Who Cares? Trust

Notes to the financial statements for the year ended 31 March 2010

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* (formerly *KLIC!*) magazines is included 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 7, and as agreed with funders:

- The costs of generating funds relates to costs incurred in raising funds from both voluntary sources 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.

d) Fixed Assets

All assets purchased with a value of over £250 and a life of more than one year are capitalised. Fixed assets are capitalised at cost.

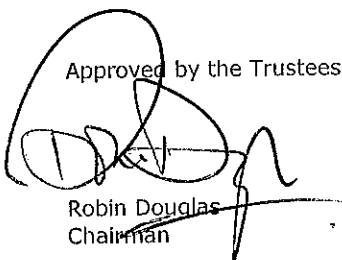
Depreciation is provided at rates calculated to write off the cost of each asset to its estimated residual value on a straight line basis over its expected useful life. The useful life, in all cases, is set at 3 years.


The Who Cares? Trust (Limited by Guarantee)

Balance sheet as at 31 March 2010

	Note	£	2010 £	2009 £
Fixed assets				
Tangible assets	9	7,286		13,050
Current assets				
Debtors	10	94,751		117,876
Fixed term deposits		250,000		250,000
Cash at bank and in hand		<u>278,282</u>		<u>279,176</u>
		623,033		647,052
Liabilities				
Creditors: amounts falling due within one year	11	97,337		<u>159,930</u>
Net current assets			525,696	<u>487,122</u>
Total assets less current liabilities			532,982	<u>500,172</u>
Net assets			532,982	<u>500,172</u>
			32,810	
Funds				
Unrestricted funds	12		362,018	268,805
Restricted funds	12		170,964	231,367
Total funds	12		532,982	<u>500,172</u>

Approved by the Trustees on 21/6/2010 and signed on their behalf by:


Robin Douglas
Chairman


Alasdair Currie
Vice-Chairman

The Who Cares? Trust

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2010

	Note	Unrestricted £	Restricted £	2010 Total £	2009 Total £
Incoming resources from generated funds:					
<i>Voluntary income:</i>					
Donations and grants	2	169,466	1,020	170,486	88,689
<i>Activities for generating funds:</i>					
Events, and auxiliary sales	3	16,048	32,654	48,702	52,244
<i>Investment income :</i>					
		10,875		10,875	16,284
Incoming resources from charitable activities:					
Information & support for young people	4	222,382		222,382	245,390
Development programmes to improve public care	4	36,003	176,916	212,919	214,816
Online services for young people, carers and professionals	4			-	1,000
Total incoming resources		454,774	210,590	665,364	618,423
<i>Cost of generating funds:</i>					
Fundraising and events		46,435	1,142	47,577	24,760
Grant and institutional fundraising		87,305		87,305	61,015
Net incoming resources available for charitable application		321,034	209,448	530,482	532,648
Charitable activities:					
Information & support for young people		180,305	15,000	195,305	187,388
Development programmes to improve public care		41,857	245,227	287,084	322,291
Online services for young people, carers and professionals			9,624	9,624	13,898
Charitable expenditure		222,162	269,851	492,013	523,577
Governance costs		5,659	-	5,659	7,665
Total charitable expenditure		227,821	269,851	497,672	531,242
Total resources expended	6	361,561	270,993	632,554	617,017
Net incoming/(outgoing) resources for the year before transfers		93,213	(60,403)	32,810	1,406
Transfers between funds		-	-	-	-
Net movement in funds	12	93,213	(60,403)	32,810	1,406
Funds at the start of the year		268,805	231,367	500,172	498,766
Funds at the end of the year		362,018	170,964	532,982	500,172

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 12 to the financial statements.

Independent auditors' report

To the members of The Who Cares? Trust

Opinion

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice of the charitable company's state of affairs as at 31 March 2010 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended; and
- the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities;

- the financial statements have been prepared in accordance with the Companies Act 2006; and
- the information given in the report of the Trustees is consistent with the financial statements.



S. Plumb
Senior Statutory Auditor
For and behalf of
HW Accountants
Statutory Auditors
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire SN1 3DU

23 June 2010

Independent auditors' 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 2010 which comprise the statement of financial activities, the balance sheet and related notes. These financial statements have been prepared in accordance with the accounting policies set out therein and the requirements of the Financial Reporting

This report is made solely to the charitable company's members, as a body, in accordance with sections 495 and 496 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 auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions

Respective responsibilities of the Trustees and auditors

The responsibilities of the Trustees (who are also the directors of The Who Cares? Trust for the purposes of company law) for preparing the annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), are set out in the statement of responsibilities of the Trustees.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 2006. We also report to you whether the information given in the annual report of the Trustees is consistent with the financial statements. In addition, we report to you if, in our opinion, the charitable company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding the Trustees' remuneration and other transactions is not disclosed.

We read the annual report of the Trustees and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the Trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charitable company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

The Who Cares? Trust

Report of the Trustees

For the year ended 31 March 2010

Statement of responsibilities of the Trustees

The Trustees are required 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;
- 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

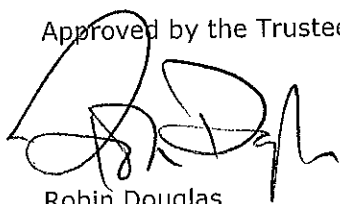
The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of charitable company and which enable them to ensure that the financial statements comply with the Companies Act 2006 and the memorandum and articles of association. 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.

Each of the Trustees confirms that to the best of his/her knowledge there is no information relevant to the audit of which the auditors are unaware. The Trustees also confirm that they have taken all necessary steps to ensure that they themselves are aware of all relevant audit information and that this information has been communicated to the auditors.

Auditors

A resolution to re-appoint HW Accountants for the coming year will be put to the AGM.

Approved by the Trustees on 21/6/2010 and signed on their behalf by:



Robin Douglas
Chairman



Alasdair Currie
Vice-Chairman

The Who Cares? Trust

Report of the Trustees

For the year ended 31 March 2010

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 four to seven months' core running costs.

At 31 March 2009 the Trust had brought forward unrestricted free reserves of £361,129 (2008: £257,327) representing 7 months' core running costs, as follows:

Unrestricted reserves	£ 362,018
Less: Net Book Value of unrestricted fixed assets (note 14)	<u>(889)</u>
Total unrestricted free reserves	<u>361,129</u>

Investment policy

The Trustees managed the investment portfolio in accordance with the Trust's governing document, having regard to the Trustee Act 2000. 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. The Trust held all investments in cash deposits at the year end.

Plans for Future Periods

In 2010/11 we will continue to improve the quality and impact of our programmes and publications, but we will also be concentrating on influencing policy and practice affecting young people in care. We will be appointing a dedicated policy and research post, which will also help us to keep abreast of the many research projects into what makes a difference in improving these young people's outcomes, thus improving our organisational intelligence and insight. We will be running a year-long programme with volunteer careleavers to create an awareness-raising campaign about how the care system needs to improve; participants will gain practical skills and will benefit from being involved in a team working towards shared objectives.

In March 2008 we were successful in our bid to secure a three-year DCSF Strategic grant for 2008-11.

The Who Cares? Trust

Report of the Trustees for the year ended 31 March 2010

Restricted funds raised for development projects from various sources totalled £135,590 (2009: £140,183). The Trust also received the second year of a three year strategic grant (restricted to specific development activities) from the Department of Children, Schools and Families (DCSF) of £75,000 per annum. Spending against grants received in the prior year for some projects has meant that expenditure on grant funded programmes exceeded income in the year, resulting in a deficit of £60,403 on restricted funds.

Funders who have supported projects and activities during the year include the following, whose generous support we value highly, as well as the support of those individuals and organisations who wish to remain anonymous:

Barclays Plc	The Hugh Robin Stevens Charity
The Batchworth Trust	J & D Hambro Charitable Trust
The Belmont Trust	The James Weir Foundation
The Bernard Sunley Charitable Foundation	The John Ellerman Foundation
C B & H H Taylor 1984 Trust	The Lynn Foundation
The Charles Shorto Charitable Trust	The Mark Leonard Trust
Coutts & Co. Charitable Trust	Michael and Anna Wix Charitable Trust
The Cumber Family Charitable Trust	Michael Cornish Charitable Trust
The Dandia Charitable Trust	Mr & Mrs J A Pye's Charitable Settlement
The David Uri Memorial Trust	Mrs Hilda Beer Charitable Trust
The Dulverton Trust	The Norman Family Charitable Trust
The Elmgrant Trust	The Oak Trust
The Equitable Charitable Trust	Owen Willis Charitable Trust
The Ernest Cook Trust	The Rockley Charitable Trust
The Ernest Kleinwort Charitable Trust	The Rothley Trust
The Fitton Trust	Ruth & Stuart Lipton Charitable Trust
Frances Lincoln Limited	J Sainsburys plc- Trading Division
G & E Pollitzer Charitable Settlement	Sir John Sumner's Trust
The Garfield Weston Foundation	Sir Jules Thorn Charitable Trust
The George A. Moore Foundation	The Souter Charitable Trust
The Gerald Ronson Foundation	The Sovereign Health Care Charitable Trust
The Gibbs Charitable Trust	The Steel Charitable Trust
Girdlers' Company Charitable Trust	The Stella Symons Charitable Trust
GlaxoSmithKline plc	The Stock Exchange Veterans Charity
The Goldmark Trust	The Susan Hall 1995 Charitable Trust
The Goldsmiths' Company	The Sydney Black Charitable Trust
H D H Wills 1965 Charitable Trust	TACT
The Haberdashers' Company	The Violet Delaney Charitable Trust
The Happy Charitable Trust	The Vivienne and Sam Cohen Charitable Trust
The Harford Charitable Trust	The Woodroffe Benton Foundation
The Harold Hyam Wingate Foundation	The Woolf Charitable Trust
The Hon M L Astors 1969 Charity	The Wyndham Charitable Trust

The Trust would also very much like to thank the organisers, cyclists, support team and sponsors of **Biking for Children in Care** for their valued contribution to the work of the Trust over the past seven years.

The Who Cares? Trust

Report of the Trustees for the year ended 31 March 2010

Choice Matters - A DVD-rom was produced for foster carers – developed with active input from carers and young people – to help them do the best they can for the young people in their care. A launch event was held and positive feedback received for the product. Over 800 copies were distributed to local authorities and independent fostering agencies.

Future plans for programme development include a series of publications for careleavers focusing on survival skills, such as budgeting and cooking. We will also be looking next year at how we can help to improve the quality and consistency of social workers' support of young people in care by shining a spotlight on examples of best practice.

Development of online services for children and young people, carers and professionals

We have continued to make major enhancements to our very popular website which contains information about a wide variety of issues relating to the care system. The number of visitors to the site continues to rise, with people spending longer on the site as they find content of value and relevance to them. We are now concentrating on developing the young people's section with substantial input and guidance from them as to what they would find most useful and engaging.

Representation

During the year senior representatives of the Trust spoke at and chaired many national conferences, seminars and roundtables aimed at informing and supporting professionals who work with children in care. The Trust worked closely with government (including participating in the DCSF Children in Care Consultative Stakeholder Group and meeting with relevant ministers to raise issues) and with organisations concerned with the welfare of children in care, such as the Office of the Children's Rights Director and other charities. The Trust was also active in relevant alliances such as the Alliance for Child Centred Care and the Kinship Care Alliance.

Support activities

The Trust continued to ensure that the issues that concern and affect children in care the most are brought to the attention of parliamentarians, through our provision of the Secretariat for the Associate Parliamentary Group for Looked After Children and Care Leavers through regular meetings in the House of Commons, facilitating debate on many care issues affecting children and young people. The Trust sourced presentations from a wide range of people including young people themselves, voluntary sector colleagues and representatives of professional groups.

Financial review

The Trust's principal sources of funding during the year continued to be sales of its magazines and publications; grant funding for both unrestricted activities and restricted development projects; and support from its *Friends* group.

The core unrestricted activities of magazines and publications continued strongly in the year, and general donations from individuals, trusts and corporate bodies saw an increase of 13% in the year. As a result a surplus of £93,213 on core unrestricted costs was achieved, strengthening the financial position of the Trust, and safeguarding our levels of unrestricted reserves.

The Who Cares? Trust

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Our key **strategic goals** this year were to:

1. To increase the relevance of our work by ensuring that it focused on areas where change was needed and where we could make a significant difference.
2. To become an insightful and horizon-scanning organisation, authoritative about the issues that affect the outcomes of children in care about how these outcomes can be improved.
3. To increase and diversify our income.
4. To help improve the educational attainment of children in care.

Information and support for young people

The Trust continued to publish **Who Cares? magazine** (for teenagers in care) on a quarterly basis, covering a range of contemporary and relevant themes, ensuring the participation of children and young people in care in every edition. At 31 March 2010, 149 organisations - mainly comprising of local authorities and independent foster care providers, subscribed to the magazine reaching 18,955 (2008: 24,510) children in care aged 13-18 years, estimated as 75% of children in care of that age group. A redesign of Who Cares? in April 2008 has received extremely positive feedback and ensures we continue to deliver relevant and engaging information to children in care.

Who Cares? Junior continued to be distributed nationally for children aged 8-11 years. At 31 March 2010, 77 organisations - mainly local authorities and independent foster care providers - subscribed to the magazine reaching 5,001 (2008: 5,522) children in care aged 8-11 years, estimated as 30% of children in care of that age group.

Development programmes to improve public care

The Trust continued to develop programmes with local authorities to increase opportunities, raise expectations and encourage aspirations for children in public care. All initiatives were informed by children and young people in public care.

Education Guides - Our first education guide, "Getting the most out of school", was published and received extremely positive feedback from both young people and social workers. Over 3,000 copies of the guide have been distributed to date. Guides for foster carers and social workers will be published in spring/summer 2010/11

Word Power - The Trust is developing a programme of work to support the literacy needs of young people in foster and residential care, with a focus on helping the adults in their lives to understand how they can help and support children with reading, and encourage an enthusiasm for reading.

Building Futures - This programme successfully created work experience opportunities - some leading on to permanent employment - with local businesses for 16 careleavers from four local authorities, working in partnership with Business in the Community. Interactive online content to help careleavers improve their employability was created and placed on the Trust's website.

The Who Cares? Trust

Report of the Trustees for the year ended 31 March 2010

Risk Management

The Trustees have reviewed the major strategic, business and operational risks, which the Trust faces at this stage of its development, and identified key 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. The Trust also has in place a child protection policy which applies to all staff and Trustees, volunteers or consultants working on behalf of the Trust.

Objectives and Activities

Everything The Who Cares? Trust does is designed to improve the day to day experience of children in care and their future lives. The Trust is a voice for all children in care: we listen to what they say about their experiences and 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:

- using our expertise and influence with government policy-makers;
- informing, empowering and supporting children and young people in care, through our magazines and other publications and through projects and campaigns which directly benefit them;
- producing information and support materials for foster carers and professionals (such as social workers, teachers and health workers) as a means to improving the lives of children in care.

The **legal objects** of the charity 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:

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

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set.

The Who Cares? Trust

Report of the Trustees for the year ended 31 March 2010

The Trustees present their report and the audited financial statements for the year ended 31 March 2010.

The reference and administrative information set out on page 1 and 2 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice Accounting and Reporting by Charities (SORP 2005).

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 2010 was 8 (2009 - 7). The trustees have no beneficial interest in the charitable company.

Board of Trustees

The Board 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 twelve.

New Trustees meet with the Chair, Chief Executive and the Senior Management Team as part of an induction process. As the charity works with vulnerable children, CRB (Criminal Records Bureau) checks are completed for all new trustees in accordance with our child protection policy.

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 the strategic direction and policy of the charity. The Finance 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. Responsibility for the day to day running of the charity and delivery of activities is delegated to the Chief Executive and Senior Management Team.

The Who Cares? Trust

Reference & administrative details for the year ended 31 March 2010

Charity Name	The Who Cares? Trust	
Charity number	1010518	
Company number	2700693	
Registered office and operational address	The Who Cares? Trust Kemp House 152-160 City Road London EC1V 2NP	
Honorary President	Jon Snow	
Patrons	David Akinsanya Sir David Bell Lady Primrose Bell Professor Sonia Jackson The Earl of Listowel Esther Rantzen CBE Sir William Utting Dame Jacqueline Wilson	
Board of Trustees	Robin Douglas Alasdair Currie Nina Anstee Helen Brown Suzie Hayman Dave Hill Louisa Lane-Fox Joyce Moseley Suzanne Watts	Chairman (appointed 29th March 2010)
Secretary	Rosalind Jordan ACA	(resigned 19th October 2009)
Senior Management Team	Natasha Finlayson Andrea Warman Helen Sturdy	Chief Executive Director of Programmes Director of Finance & Resources
Bankers	CafCash Ltd PO Box 289 West Malling Kent ME19 4TA Unity Trust Bank plc Nine Brindleyplace 4 Oozells Square Birmingham B1 2HB	
Independent Auditors	HW, Chartered Accountants Old Station House Station Approach Newport Street Swindon Wiltshire SN1 3DU	
Solicitors	Bates, Wells & Braithwaite 2-6 Cannon Street London EC4M 6YH	

The Who Cares? Trust
Report & Financial Statements
for the year ended 31 March 2010

Contents	page
Reference and administrative details	1
Report of the Trustees	2
Independent auditors' report	9
Statement of financial activities (incorporating an income and expenditure account)	11
Balance sheet	12
Notes to the financial statements	13

Company No. 2700693
Charity No. 1010518

The Who Cares? Trust
Report & Financial Statements
for the year ended
31 March 2010