



**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2012**

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

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FOR THE YEAR ENDED 30 JUNE 2012**

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FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

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FOR THE YEAR ENDED 30 JUNE 2012**

TRUSTEES

Jamie Goodwin	Chair
Heather Goodwin	Vice Chair
Andrew Dawson	Treasurer
Janine Lewis	
Sarah Willoghby	

**REGISTERED OFFICE AND
OPERATIONAL ADDRESS**

Unit 191, Blackpool Selfstore
Tellcom Business Centre
20 Clifton Road
Blackpool
Lancashire
FY4 4QA

CHARITY NUMBER:

XT35891

ACCOUNTANTS:

Opus Business Services
37 Woodstock Gardens
Blackpool
Lancashire
FY4 1JW

BANKERS:

Barclays Bank Plc
56 St Annes Road West
Lytham St Annes
Lancashire
FY8 1UE

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REPORT OF THE TRUSTEES

CHARITY HISTORY AND THE NEED FOR FIBRODUCK FOUNDATION

The Fibroduck Foundation grew out of an awareness campaign called Fibroduck that was started in 2009. The original campaign aimed to make patients feel less alone, and to help raise awareness while having a little bit of fun in the process, by taking and posting on the fibroduck.com website pictures of Fibroduck in amusing and far-flung places.

The Fibroduck Foundation was founded as a charity in September 2011, and was voluntarily registered with HM Revenue & Customs in June 2012. The Trustees are happy to publish the accounts for the period prior to registration in this report.

PATIENT SUPPORT

New patients with Fibromyalgia frequently find themselves in the position of receiving a diagnosis, and then finding there is little reliable and up-to-date information about the condition, either within the medical community or in the public domain.

Fibromyalgia is difficult to explain or describe: at present, formal diagnosis is by exclusion of other conditions. A relatively nebulous diagnostic tool that involves identifying 'tender points' on the body has mixed support among patients and medical communities.

The information vacuum means new patients can quickly become isolated and confused, just when they are most in need of high quality support, information, advice and guidance. They often turn to the Internet, where there is no shortage of sites peddling so-called miracle cures and treatments for Fibromyalgia.

The Fibroduck Foundation was set up to try to address some of these issues.

We provide accurate information about Fibromyalgia for new patients, and signpost onwards to further reliable sources of information and established local patient groups. We host a supportive online patient community via our forums, where patients can ask questions and find support without judgement.

RESEARCH

The UK Government has never funded a biomedical study into Fibromyalgia. Some studies into ME have taken an interest in whether FMS and ME may be linked, but, even so, the total Government funding for biomedical studies into ME in

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the UK was £1.6m between 1989 and 2014, roughly 26p per patient per year. There have been isolated studies funded by pharmaceutical companies into possible drugs for fibro symptom relief, but these are aimed at treatment for maintenance rather than test-, cause-or cure-oriented. In response, a charity called Invest in ME (IiME) was recently established by patients to fundraise for biomedical research into ME. The Fibroduck Foundation aims, likewise, to provide a means for patients to fund biomedical studies into Fibromyalgia.

OUR AIMS AND WHAT WE DO

What we do and how these things to benefit the public is set out in our registration document (Cha1):

- . Funding of biomedical research into Fibromyalgia
- . Initiation and promotion of awareness activities regarding Fibromyalgia
- . Development and maintenance of a web site containing information about Fibromyalgia with regularly-updated links to sources of information and local support for Fibromyalgia patients and carers
- . Production and distribution of a programme of posters for raising awareness of Fibromyalgia and providing educational information about Fibromyalgia to the public
- . Hosting online forums for Fibromyalgia patients to mutually give and receive support, and exchange news and information regarding Fibromyalgia
- . Development of template documents to help Fibromyalgia patients prepare well for medical appointments, and to help minimise the potential negative physical effects of attending hospitals, doctors' offices and clinics.

ENSURING OUR WORK DELIVERS OUR AIMS

We review our activities against our aims on an on-going basis, and with due regard to changing technology and the needs expressed by patients.

We review informally the success of the activities we undertake, and those undertaken by others for us, and the benefits they have brought those we are set up to help. For example, we count the numbers of downloads or onward postings of materials, and the

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feedback we receive on these. We count the number of visitors to our website and track which pages visitors are looking at.

Reviewing activities and assessing which have been most successful helps us ensure our activities remain focused on our stated purposes.

As a new charity, we also seek advice and ideas from others in the charity sector, and, as well as generating our own ideas, we watch and learn from the fund-and awareness-generating activities of other organisations.

WHO USED AND BENEFITED FROM OUR ACTIVITIES THIS YEAR?

Patients with Fibromyalgia in the UK, to whom we provided:

- . Support and information for newly-diagnosed patients through our website, materials and forums
- . Up-to-date information on medical research into Fibromyalgia through our web site
- . A 'virtual' meeting space for patients to socialise and support each other through our online discussion forums
- . Downloadable materials to help explain Fibromyalgia to friends and family, and, where necessary, to attending medical professionals who may not know about Fibromyalgia.

The general public, to whom we provided:

- . Information about Fibromyalgia, what the symptoms are, what is known about causes, and where to seek help if they or someone they know has (or suspects they have) Fibromyalgia.

Present and future patients and medical community, who benefited through our activities to:

- . Raise public awareness about Fibromyalgia, and
- . Attract donations and raise money towards biomedical research into finding a cause, test and cure for Fibromyalgia.

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FOCUS OF OUR WORK MOVING FORWARD

DURING 2012/13 WE AIM TO:

- Reach out and develop relationships with patient groups by contacting and entering into a productive dialogue with patient group leaders. We will also offer Fibroduck branded materials and duck shop stock to patient groups on favourable terms to increase fundraising through sales
- Actively promote and support the fundraising activities that we know will generate the most funds according to our reviews, and those that have proved most popular with patient groups
- Continue to pilot fundraising activities in our local area that can then be replicated by fundraisers on our behalf across England and Wales
- Extend development of downloadable patient support materials by creating a series of templates that help patients with Fibromyalgia articulate the effect of Fibromyalgia on their lives, and discuss their condition and their resulting needs with GPs, family, friends, employers and other health professionals such as dentists, opticians and consultants in disciplines unrelated to Fibromyalgia.

FINANCIAL REVIEW

This year has, of necessity, been one of investment and learning as well as carrying out activities towards our aims. We spent time researching how charities work, developing our list of aims, and taking advice on the legal form the charity should adopt, as well as setting up a bank account and appointing trustees. We then completed the HM Revenue & Customs application form to formally register the charity.

We set up a new web site and a new online shop for the charity on the fibroduckfoundation.com domain. We added a significant amount of basic information about Fibromyalgia for the benefit of new patients, including downloadable fact sheet, two posters and pilot 'fibrodoc' templates which patients can fill in and use to help them communicate with medical professionals about how Fibro affects them and how specialists in other medical disciplines can take an individual's Fibro needs into account.

We established a set of online forums and invited patients to use them, thus establishing an online patient community of **over 100 registered users** by the end of

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our first year. An established group of 25 users presently use them on a daily basis, and offer a warm welcome and support to new patients.

The stock from the **Fibroduck.com online shop**, which had previously funded the server costs for fibroduck.com, was transferred to the Foundation as a gift from Jamie and Heather Goodwin. The majority of funds raised during 2011/12 were from sales of Fibroduck merchandise through the shop.

We continued and extended awareness activities that were started in 2009. Fibroduck.com, charting the travels of Fibroduck, achieved **11,467 hits and 28,984 page views**. **72.5%** of visitors to the site were new visitors.

On **social media** we set up Facebook and Twitter accounts for the charity, and researched how to optimise social media awareness. We ran a major campaign for awareness day, May 12th, and, thanks to our supporters, had Fibroduck trending nationally on Twitter for over an hour.

One Trustee ran a sponsored marathon for the charity. We held a secret auction of gift boxes at Christmas, but this unfortunately did not repay costs and we have addressed this in our risk register.

We ran **PR** activities including interviews and a photo shoot with the local press. The newspaper kindly provided copies of the press photos for us to reuse.

EXPENSES

Expenses were incurred in purchasing new shop stock, postage and packaging, mailing labels, and stationery that directly supported fundraising, such as the compliment cards that accompany each order. We also invested in duck suits, masks and feet to use for street collections (we were advised that people donate much more if you dress up), collection buckets and tins with branding and security chains, and raffle tickets for raffling donated items.

A large investment was made in branded T-shirts in 2012. We approached all the supermarket chains in the North West about collections and bag-packs in their main branches, and were advised that the supermarkets require each collector or bag packer to be easily identifiable by the means of a printed T shirt.

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This means we have to provide a shirt to every collector or bag packer with the Fibroduck logo on the front, and the activity leader's shirt must clearly identify them so that the supermarket employees know who to liaise with during the day. Where possible, we will ask for the shirts to be returned to us, so they can be laundered and re-used.

We incurred a significant one-off expense in 2011 from setting up the new web site. Although Trustee Jamie Goodwin built the site, we invested in software for this and software for the new online shop, which had to be more secure than the old shop. We also had to host the web site professionally, and engaged LCN as the company to do this, as they offer special terms and extra support for charities. We were advised to purchase not only the domain name we would use for the charity, but the .co.uk versions and similar URLs to help prevent cyber attacks and fraud.

As the web site was launched, we invested in a short program of Facebook advertising, which is highly effective but is also very expensive. To optimise the investment we identified a very focused target audience. This drove initial traffic to the site, and we built on that foundation using social media and by emailing a list of contacts in the Fibromyalgia community built up since 2009 with news of the new charity and website.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The organisation was registered with HMRC as a charity on 10 June 2012. The charity does not have a membership, only Trustees.

Management Committee

The trustees for the purpose of charity law are known as members of the Management Committee. The Management Committee comprises five Trustees, who meet once a year at an Annual General Meeting, and correspond frequently throughout the year. All members of the Management Committee give their time voluntarily and received no benefits from the charity.

In terms of understanding patients' needs, one of the Trustees has a joint diagnosis of Fibromyalgia and ME, and one has a diagnosis of ME. Through appealing on its own website, on Facebook and on Twitter for suggestions and feedback, the charity aims to ensure the needs of patients are appropriately reflected in the work of the charity.

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The Management Committee also continue to appeal through these media for new Trustees with skills appropriate to the work of the charity to join the charity. We are particularly seeking Trustees with appropriate medical, administration and grant application skill or experience.

Responsibilities of the Management Committee

Business law requires the management committee to prepare financial statements for each financial year that gives a true and fair view of the state of the affairs of the charity as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year.

In preparing those financial statements, the Management Committee should follow best practice and:

- . select suitable accounting policies and then apply them consistently;
- . make judgements and estimates that are reasonable and prudent; and
- . prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis.

The Management Committee is responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the HM Revenue & Customs guidelines. The Management Committee is also responsible for safeguarding the assets of the charity and hence take reasonable steps for the prevention and detection of fraud and other irregularities.

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**STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME & EXPENDITURE ACCOUNT)
FOR THE PERIOD 1 SEPTEMBER 2011 TO 30 JUNE 2012**

		Unrestricted Funds	Restricted Funds	Total Funds
	Notes	£	£	£
INCOMING REOURCES	2	1,986	-	1,986
Resources expended	3	2,136	-	2,136
NET INCOME FOR THE PERIOD		<u>(150)</u>	<u>-</u>	<u>(150)</u>
Other recognised gains		-	-	-
NET MOVEMENT OF FUNDS		<u>(150)</u>	<u>-</u>	<u>(150)</u>
RECONCILIATION OF FUNDS				
Total funds brought forward		-	-	-
TOTAL FUNDS CARRIED FORWARD		<u><u>(150)</u></u>	<u><u>-</u></u>	<u><u>(150)</u></u>

The statement of financial activities include all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

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**BALANCE SHEET
FOR THE PERIOD ENDED 30 JUNE 2012**

	Notes	£	£
Current Assets			
Stock	7	514	
Cash at Bank		450	
Cash in Hand		120	
Cash at Paypal		<u>449</u>	
			1,533
Current Liabilities			
Creditors due within one year	4	<u>1,683</u>	
			1,683
NET CURRENT ASSETS			<u>(150)</u>
NET ASSETS			<u><u>(150)</u></u>
RESERVES			
Unrestricted funds		<u>(150)</u>	
TOTAL FUNDS			<u><u>(150)</u></u>

Approved by the Management Committee on 18 November 2012 and signed on its behalf by:

A Dawson –Treasurer

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2012

1 **ACCOUNTING POLICIES**

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and in the preceding year.

- A. The financial statement has been prepared and follow the recommendations in 'Accounting and Reporting by Charities' (SORP) issued in March 2005.
- B. Voluntary income is received by way of donations and is included in full in the Statement of Financial Activities when received. The value of services provided by volunteers has not been included.
- C. Grants are recognised in full in the Statement of Financial Activities and
- D. Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets this criteria is identified.
- E. Unrestricted Funds are donations and other income received or generated for the objects of the charity without further specified purpose and are available as general funds.
- F. Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be recovered, and is reported as part of the expenditure to which it relates:

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2 INCOME RESOURCES

	Notes	Unrestricted Funds	Restricted Funds	Total Funds
		£	£	£
Donation received		348	-	348
Charity shop		1,638	-	1,638
		<u>1,986</u>	<u>-</u>	<u>1,986</u>

3 RESOURCES EXPENDED

Fund raising costs		295	-	295
Charity shop costs		346	-	346
Advertising		742	-	742
Stationery		43	-	43
Postage and carriage		363	-	363
Computer expenses		347	-	347
		<u>2,136</u>	<u>-</u>	<u>2,136</u>

4 CREDITORS DUE WITHIN ONE YEAR

Other creditors and accruals	8		£	<u>1,683</u>
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5 STAFF COST AND NUMBERS

No staff were employed during the year.

6 TAXATION

As a registered charity with charitable status granted Fibroduck Foundation is exempt from tax on income and gains falling within section 505 of the taxes act 1988. No tax charges have arisen in the charity

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7 STOCK

At 30 June 2012, stock was held to the value £514. Stock mainly comprised yellow plastic ducks, keyrings, bookmarks, stickers wristbands and lanyards. In addition, stock of general promotion materials was held including re-usable T-shirts and equipment for fund raising events.

8 RELATED PARTY TRANSACTIONS

No members of the Management Committee received any remuneration.

During the period Trustee Jamie Goodwin incurred costs personally on behalf of the charity £1,683 to cover various costs over the financial period, plus investment in stock of £314 on 1st September 2011.

At the Annual General Meeting in November 2012, regarding the 2012 Charity accounts, it was noted that the amount of out-of-pocket expenses owed to the Trustee Jamie Goodwin would be donated by her as a gift to the charity.

This donation will be formally included in the statement of activities in the financial year to June 2013.

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 period.