



**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2013**

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

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FOR THE YEAR ENDED 30 JUNE 2013**

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FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

**CONTENTS OF THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 30 JUNE 2013**

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

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

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REPORT OF THE TRUSTEES

CHARITY HISTORY AND THE NEED FOR FIBRODUCK FOUNDATION

The Fibroduck Foundation grew out of a 2009 awareness campaign called Fibroduck that aimed to make patients feel less alone. It encouraged patients and supporters to have fun taking and posting 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.

PATIENT SUPPORT

New patients with Fibromyalgia often receive little information or support after receiving their diagnosis. There is little reliable and up-to-date information about Fibro, either within the medical community or in the public domain.

The condition itself is difficult to explain or describe. Diagnosis is by exclusion of other conditions and a relatively nebulous diagnostic tool that involves identifying 'tender points' on the body. New patients can quickly become isolated, confused and vulnerable, unable to access high quality support, information, advice and guidance.

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 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 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,

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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 assess on an ongoing basis the success of the activities we undertake, and those undertaken by others for us, and their relative benefits vs our aims. Assessment includes monitoring downloads or onward postings of materials, direct fund raising and awareness-raising activities and the feedback we receive on these.

As a new charity, we continue to 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. We are grateful to the team at Blackpool Aiming Higher for Disabled Children, who have been generous in their support and advice.

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FOCUS OF OUR WORK

This year we have:

- Developed relationships with patient groups and their leaders, making them aware of our aims and materials. A number took duck branded items to sell onwards on favourable terms
- Set up a log of fundraising ideas on our website, tested several locally and supported groups and individuals who ran activities, noting which worked best and which raised the most funds
- Expanded our downloadable patient materials with a series of fibrodocs¹ in response to patient requests for help explaining Fibro to family, friends, employers and medical professionals.

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 2013/14 WE AIM TO:

- Establish relationships with more patient groups and partner with them on fundraising activities
- Continue to generate new fundraising ideas while promoting those activities we know will generate the most funds and awareness, and those that have proved most popular with patient groups
- Expand our awareness generating activities using social media and by holding talks about Fibroduck at patient support groups
- Continue to pilot and run fundraising activities in our local area.

FINANCIAL REVIEW

FUNDRAISING

This year we began to capitalise on the investment and learning from 2011/12.

We experimented locally with a number of fundraising activities. These included a supermarket bag-pack and a supermarket collection day, for which we thank Morrisons branches at Blackpool and Thornton Cleveleys.

We joined forces with a local patient group, Blackpool Smile, to run a race night, which was well-attended despite terrible weather. Blackpool Smile and other groups bought Fibroduck duck shop stock to sell to their members to raise funds.

A supermarket collection day was supplemented by the gift of a cake in the shape of a duck which was raffled, raising the collection total by 1/3.

In December, we received a generous donation to help cover our Just Giving fees. A group in Brighton held a street collection for us.

PATIENT SUPPORT

We continued to build links with patient support groups, and helped support their fundraising efforts by providing artwork for use in local materials, arranging deals on shop stock, providing advice on fundraising laws and general information about Fibro and the work of the Foundation.

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

CONTENTS OF THE FINANCIAL STATEMENT FOR THE YEAR ENDED 30 JUNE 2013

Groups included: South West and Wales Fibromyalgia Support Group, Thameside Fibro Support Group and Blackpool Smile.

AWARENESS

Our posters generated over 1,500 shares on Facebook, and many more on Twitter during 2012/13. Our original content was widely pirated onto posters and materials produced by other groups, which indicates strong demand for explanatory and awareness-generating materials.

We were again very active on May 12th, ME and Fibro Awareness Day, with an army of supporters tweeting our messages throughout the day. We developed a 'Twibbon' which supporters could add to their profiles, and added awareness ribbons to the duck shop, where they have sold well.

An awareness stall set up to support the Morrisons collection day received an unexpectedly high number of visitors looking for information and materials. Many mentioned that they had Fibro or that family, friends or colleagues did. More than 150 leaflets were handed out.

Our PR activities included securing a photo feature in Take A Break magazine, and the charity was featured regularly on a US-based online TV station aimed at disabled Internet gamers.

On a less positive note, the Fibrodick Foundation online shop was the target of malicious hacking, and effectively put out of business for several months, affecting both fund raising and forward momentum as supporters were unable to purchase duck-related items. Later in the year, a technical issue relating to a software company upgrade effectively closed the shop completely.

EXPENSES

A major hacking attack and an insoluble software issue forced the Trustees to seek expert technical advice and purchase new software in order to get the shop back up and running. Sales were slow to pick up again, so we ran a short campaign of Facebook advertising to boost traffic.

To underpin future resilience from technical and malicious issues, we moved the web site and the shop to a professional web management company, LCN.

**CONTENTS OF THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 30 JUNE 2013**

Expenses were incurred purchasing new shop stock, postage and packaging, mailing labels, and equipment and stationery that directly supported fundraising. Web hosting, Paypal fees and Just Giving subscription were recurring costs. Advertising to support street collections was also a mandatory requirement.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The organisation was registered as a charity with HMRC 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 though 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 and appropriately reflected in the work of the charity.

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.

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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.

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)**STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME & EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 JUNE 2013**

	Notes	Unrestricted Funds 2013 £	Restricted Funds 2013 £	Total Funds 2013 £	Total Funds 2012 £
INCOMING RESOURCES	2	6,757	-	6,757	1,986
Resources expended	3	<u>1,650</u>	<u>-</u>	<u>1,650</u>	<u>2,136</u>
NET INCOME FOR THE YEAR		5,107	-	5,107	(150)
Other recognised gains	4	<u>3</u>	<u>-</u>	<u>3</u>	<u>-</u>
NET MOVEMENT OF FUNDS		5,110	-	5,110	(150)
RECONCILIATION OF FUNDS					
Total funds brought forward		(150)	-	(150)	-
TOTAL FUNDS CARRIED FORWARD		<u>4,960</u>	<u>-</u>	<u>4,960</u>	<u>(150)</u>

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

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

**BALANCE SHEET
FOR THE YEAR ENDED 30 JUNE 2013**

	Notes	2013 £	£	2012 £	£
Current Assets					
Stock	8	763		514	
Cash at Bank		4,114		450	
Cash in Hand		-		120	
Cash at Paypal		83		449	
			4,960		1,533
Current Liabilities					
Creditors due within one year	5	-		1,683	
				-	1,683
NET CURRENT ASSETS			4,960		(150)
NET ASSETS			4,960		(150)
RESERVES					
Unrestricted funds		4,960		(150)	
TOTAL FUNDS			4,960		(150)

Approved by the Management Committee on 18 October 2013 and signed on its behalf by:

A Dawson –Treasurer

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2013**

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 t 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 State 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 2013 £	Restricted Funds 2013 £	Total Funds 2013 £	Total Funds 2012 £
Donations received		3,826	-	3,826	348
Charity shop		40	-	40	1,638
Fund Raising		1,208	-	1,208	-
Trustee donation		1,683	-	1,683	-
		<u>6,757</u>	<u>-</u>	<u>6,757</u>	<u>1,986</u>

3 RESOURCES EXPENDED

Fund raising costs		268	-	268	295
Charity shop costs		398	-	398	346
Advertising		299	-	299	742
Stationery		82	-	82	43
Postage and carriage		249	-	249	363
Computer expenses		331	-	331	347
Volunteer expenses		23	-	23	-
		<u>1,650</u>	<u>-</u>	<u>1,650</u>	<u>2,136</u>

4 OTHER RECOGNISED GAINS

Bank interest received		<u>3</u>	<u>-</u>	<u>3</u>	<u>-</u>
		<u>3</u>	<u>-</u>	<u>3</u>	<u>-</u>

5 CREDITORS DUE WITHIN ONE YEAR

	Notes	2013 £	2012 £
Other creditors and accruals	9	<u>-</u>	<u>1,683</u>

6 STAFF COST AND NUMBERS

No staff were employed during the year.

7 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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8 STOCK

At 30 June 2013, stock was held to the value £763 (2012: £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.

9 RELATED PARTY TRANSACTIONS

No members of the Management Committee received any remuneration.

During the year, Trustee Jamie Goodwin incurred costs personally on behalf of the charity £Nil (2012: £1,683) to cover various costs over the year.

As noted at the Annual General Meeting in November 2012, regarding the 2012 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 has been 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 year.