



**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2014**

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

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FOR THE YEAR ENDED 30 JUNE 2014**

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FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

**CONTENTS OF THE FINANCIAL STATEMENT
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TRUSTEES	Jamie Goodwin	Chair
	Heather Goodwin	Vice Chair
	Andrew Dawson	Treasurer
	Janine Lewis	Resigned 20 July 2013
	Sarah Willoghby	Resigned 2 January 2014
	Vickie Finlayson	Appointed 9 January 2014

REGISTERED OFFICE AND OPERATIONAL ADDRESS	Unit 191, Blackpool Selfstore Tellcom Business Centre 20 Clifton Road Blackpool Lancashire FY4 4QA
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CHARITY NUMBER:	XT35891
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ACCOUNTANTS:	Opus Business Services 37 Woodstock Gardens Blackpool Lancashire FY4 1JW
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BANKERS:	Barclays Bank Plc 56 St Annes Road West Lytham St Annes Lancashire FY8 1UE
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REPORT OF THE TRUSTEES

OUR AIMS AND OBJECTIVES

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 awareness campaign aimed to make patients feel less alone, and to help raise awareness while having 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.

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.

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

The information vacuum means 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 Facebook page and support group where patients can ask questions and find support without judgement.

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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 the ME community a charity called Invest in ME (liME) was established by patients to fundraise for biomedical research into ME. The Fibroduck Foundation aims, likewise, to provide a means for patients to fund independent biomedical studies into Fibromyalgia.

*Footnote: Figures on funding for ME research in the UK 1989-2014 quoted by kind permission of Graham McPhee. <http://youtu.be/j2biXfyV1bY> and <http://evaluatingpace.phoenixrising.me/givemethemoney.html>

OUR AIMS AND WHAT WE DO

What we do and how these things 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 their 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.

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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

feedback we receive on these. We count the number of visitors to our website, Twitter followers and members of our Facebook groups, 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 reasonably 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 social media, 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 Facebook groups

The general public, to whom we provided:

- Downloadable materials to help explain Fibromyalgia to friends and family, and, where necessary, to attending medical professionals who may not know about Fibromyalgia
- 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

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)

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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 a cause, test and cure for Fibromyalgia.

FOCUS OF OUR WORK MOVING FORWARD

WE AIM TO:

- . Develop relationships with patient groups by creating a programme of joint activities, and continuing to offer Fibroduck branded materials on favourable terms to increase fundraising through sales
- . Finding expert support to enable us to apply for grant aid towards our fundraising target for biomedical research
- . Actively promote and support the fundraising activities that we know will generate the most fund according to our reviews, and those that have proved most popular with patient groups
- . Continue to pilot fundraising activities on our local area that can then be replicated by fundraisers on our behalf across England and Wales
- . Extend the development of downloadable patient support materials

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FINANCIAL REVIEW

Fundraising

Our own activity this year has been slower than any of the trustees would like, due to health issues and necessary governance work, but our supporters had a great year.

The duck shop continued to do well, raising £ in revenue. We ran a very successful Smarties Tube Challenge, where contributors collected 20p coins in empty Smarties tubes, realising approx £12.40 per tube.

Our new trustee, Vickie Finlayson, made an immediate impact with fundraising and patient groups, successfully running collections at her workplace, Greggs, and two highly successful raffles with gifts donated by friends and fellow cross-stitch enthusiasts. We would like to thank all of the supporters and small businesses on Facebook who donated to, and supported Vickie's fundraising activities.

£1,151 was raised by patient support group, Fibromyalgia UK through raffles, auctions sponsored selfies and picnics; Phil Datteritch raised £190 taking part in an ultra-triathlon; enterprising 9-year-old Bobby Badger undertook a trampolining marathon and raised £130; supporter Beth Lou raised £50 selling purple butterfly gifts; brave Amie Key raised £62.70 by having her head shaved (yes, really!) and many other groups and individuals made generous donations, for which we are extremely grateful.

Patient support

Following patient trends, we refocused online support towards social networking. We set up a new patient support group on Facebook, and added downloadable documents to our Facebook fan page. The web site is still the repository of information and links on Fibro. At year end, the patient support group had 250 members, averages three new joiners a day and has 11 volunteer administrators.

Our downloadable information posters were shared over 3,000 times on Facebook and were retweeted over 1000 times on Twitter. The web site achieved 2638 visits and 5619 individual page views. 79.8% of visits were from new visitors. Our Fibrodocs –templated documents for patients to share with medical professionals –were downloaded 793 times.

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Awareness

The original fibroduck.com website, which hosts the fibroduck photos and celebrity photos received 2431 visits, 5619 page views and 86.6% of visits were from new visitors. We continue to post links about new research and news stories about Fibro on the site. On awareness day, May 12th, we again managed to get Fibroduck Foundation trending on Twitter in London, and our chair, Jamie Goodwin, gave an online interview to soniapoultonnews.com, an online TV channel.

EXPENSES

Expenses were incurred in purchasing new shop stock, postage and packaging, mailing labels, and stationery that directly supported fundraising, or supported patient groups in their fundraising efforts. We purchased raffle tickets and were required to purchase a licence to sell raffle tickets for the raffles we ran.

Web site hosting, Just Giving subscription and Paypal fees were recurring costs.

We renewed two domains (each with the .com and .co.uk variants) and incurred office expenses that included paper ink and postage.

STRUCTURE, GOVERNANCE AND MANAGEMENT

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

Management Committee

The trustees for the purpose of charity law and known as members of the Management Committee. The Management Committee comprises four 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 and received no benefits from the charity.

In terms of understanding patients needs, two Trustees have fibromyalgia and two have a diagnosis of ME. Though 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.

**CONTENTS OF THE FINANCIAL STATEMENT
FOR THE YEAR ENDED 30 JUNE 2014**

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 a 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.

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)**STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME & EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 JUNE 2014**

	Notes	Unrestricted Funds 2014 £	Restricted Funds 2014 £	Total Funds 2014 £	Total Funds 2013 £
INCOMING REOURCES	2	4,492	-	4,492	6,757
Resources expended	3	<u>1,382</u>	<u>-</u>	<u>1,382</u>	<u>1,650</u>
NET INCOME FOR THE YEAR		3,110	-	3,110	5,107
Other recognised gains	4	<u>8</u>	<u>-</u>	<u>8</u>	<u>3</u>
NET MOVEMENT OF FUNDS		3,118	-	3,118	5,110
RECONCILIATION OF FUNDS					
Total funds brought forward		4,960	-	4,960	(150)
TOTAL FUNDS CARRIED FORWARD		<u>8,078</u>	<u>-</u>	<u>8,078</u>	<u>4,960</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 2014**

	Notes	2014 £	£	2013 £	£
Current Assets					
Stock	7	786		763	
Cash in hand		283		-	
Cash at Bank		6,963		4,114	
Cash at Paypal		46		83	
			8,078		4,960
NET CURRENT ASSETS			<u>8,078</u>		<u>4,960</u>
NET ASSETS			<u>8,078</u>		<u>4,960</u>
RESERVES					
Unrestricted funds		<u>8,078</u>		<u>4,960</u>	
TOTAL FUNDS			<u>8,078</u>		<u>4,960</u>

Approved by the Management Committee on 29 September 2014 and signed on its behalf by:

A Dawson –Treasurer

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JUNE 2014

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:

FIBRODUCK FOUNDATION (CHARITY NUMBER XT35891)**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JUNE 2014****2 INCOME RESOURCES**

		Unrestricted Funds 2014	Restricted Funds 2014	Total Funds 2014	Total Funds 2013
	Notes	£	£	£	£
Donations					
Donation received		2,338	-	2,338	3,826
Charity shop		516	-	516	40
Fund Raising		1,638	-	1,638	1,208
Trustee donation	8	-	-	-	1,683
		<u>4,492</u>	<u>-</u>	<u>4,492</u>	<u>6,757</u>

3 RESOURCES EXPENDED

Fund raising costs		278	-	278	268
Charity shop costs		227	-	227	398
Advertising		154	-	154	299
Stationery		16	-	16	82
Postage and carriage		365	-	365	249
Computer expenses		156	-	156	331
Volunteer expenses		-	-	-	23
Bank charges and interest		186	-	186	-
		<u>1,382</u>	<u>-</u>	<u>1,382</u>	<u>1,650</u>

4 OTHER RECOGNISED GAINS

Bank interest received		8	-	8	3
		<u>8</u>	<u>-</u>	<u>8</u>	<u>3</u>

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

7 STOCK

At 30 June 2014, stock was held to the value £786 (2013: £763). 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.

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RELATED PARTY TRANSACTIONS

No members of the Management Committee received any remuneration.

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 (2013: Nil)