

THE MARY SEACOLE MEMORIAL STATUE APPEAL

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2014

THE MARY SEACOLE MEMORIAL STATUE APPEAL

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 MARCH 2014

Trustees

Lord Clive Soley of Hammersmith, Chair
Prof Elizabeth Anionwu, CBE, FRCN, Vice Chair
Ms Roxanne St Clair, Treasurer
Ms Olayinka Rickford-Anguin, Secretary (resigned 31 December 2013)
Ms Juliet Alexander
Mr Bernell Bussue
Baroness Flather, JP DL FRSA
Ms Celia Grandison-Markey
Ms Dawn Hill
Ms Maxine Hurley
Ms Marsha John
Ms Gina Osbourne

Charity registered number

1103862

Principal office

Royal College of Nursing, 20 Cavendish Square, London, W1G 0RN

Accountants

Goodman Jones LLP, 29/30 Fitzroy Square, London, W1T 6LQ

Bankers

Barclays Bank Plc, 126 Station Road, Edgware, Middlesex, HA8 7RY

THE MARY SEACOLE MEMORIAL STATUE APPEAL

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2014

The Mary Seacole Memorial Statue Appeal is a charitable trust that was registered with the Charity Commission for England and Wales in February 2004.

The Trustees are responsible for the management of the charity and present their report and the financial statements of the trust for the year ended 31st March 2014.

TRUST OBJECTIVES

The objects of the Mary Seacole Memorial Statue Appeal are:

1. To erect a permanent public memorial to Mary Seacole
2. To educate the public on the life, work and achievements of Mary Seacole



**Computer generated image of the memorial design concept as it may look once installed on site
Miller Hare**

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2014

FOREWORD: LORD CLIVE SOLEY of HAMMERSMITH, CHAIR OF THE APPEAL

I am pleased to report another year of steady progress towards the unveiling of the memorial statue in the summer of next year.

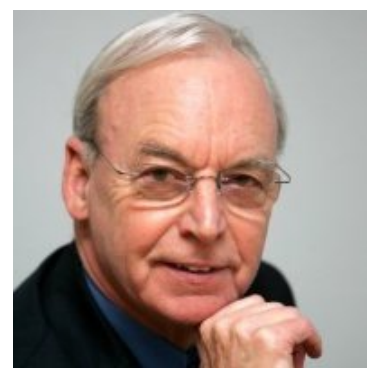
Martin Jennings went to the Crimea last autumn to take a cast of the land for the disc that will stand behind the statue. Thanks to Ukraine Airlines and the Ukrainian Embassy the trip went smoothly and at a reduced cost to the Appeal – a few months later and the Russian/Ukraine conflict would have made the trip impossible.

Martin found the site of the British Hotel where there are still fragments of bottles that would have held Porter lying around. The experience brought Mary's history alive for him and his team but also for everyone interested in Mary's life story.

There have been a number of successful fund raising events during the year and I am pleased to report a continuing and steady flow of small to medium contributions coming to the Appeal. We still benefit from the backing of key supporters who are in a position to give direct and practical assistance and we are immensely grateful to them.

Initial discussions have started about the legacy programme that will continue her story after the statue is completed. It is our intention to have sufficient funds to progress the educational side of the Appeal. It would be a great pity if the memory of Mary and her work began to fade after the unveiling of the statue and that is why we think the legacy is important.

After so many years of hard work it is good to know we are getting close to completion and I hope that in the next report I will be able to give a date for the unveiling. Meanwhile we still need support and finance so please continue to spread the word.



PRINCIPAL ACTIVITIES OF THE YEAR ENDED 31 MARCH 2014

Over the year the principal activities of the Trust have been focused on the production of the quarter scale maquette of the statue, and continuing to promote the memorial appeal and raising the outstanding funds required to complete the memorial.

Over the year:

Trustees are pleased to report that the public unveiling of the Mary Seacole quarter scale Maquette took place at the Royal College of Nursing headquarters in London on Thursday 24th October 2014. The event was a huge success, attended by over one hundred supporters and stakeholders.

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2014



Lord Soley, Andrea Spyropoulos, Martin Jennings



Members of the audience as the maquette is unveiled

Delighted attendees heard from the Artist Martin Jennings, Committee Chair, Lord Clive Soley of Hammersmith and RCN President, Andrea Spyropoulos who performed the eagerly awaited reveal to rapturous applause. The landmark event concluded with an excellent musical performance from British RnB singer and Mary Seacole supporter, Junior Giscombe. One attendee commented "I'm overjoyed to have witnessed this event. A massive thank you to everyone involved"



Junior Giscombe



10th Scale maquette of Mary Seacole with disc

On Tuesday 29 October 2013 the quarter scale model of the historic statue in memory of pioneering battlefield nurse Mary Seacole was presented at St Thomas' Hospital, where the full sized sculpture will eventually stand. The maquette revealed the design of the Mary Seacole Memorial Statue, a permanent, ten-foot high bronze statue of Mary Seacole which will be located in the gardens of St Thomas' Hospital, facing the Houses of Parliament.

The presentation gave a chance to the general public, campaigners and supporters of the Mary Seacole Memorial Statue Appeal to view the maquette and see details of the hard-fought campaign to honour the legacy of Mary Seacole, the Jamaican born nurse of Scottish-Creole descent, ahead of the full statue's unveiling in 2015.

This prestigious event ended with a reception led by Sir Hugh Taylor, Chairman of Guy's and St Thomas' NHS Foundation Trust, Lord Soley of Hammersmith, Chair of the Mary Seacole Memorial Statue Appeal the then

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2014

Mayor of Lambeth. Many high profile representatives from Nursing, Academia and the Trades Unions were present. GSTT Deputy Chief Nurse Yinglen Butt unveiled the maquette.



Quarter scale maquette of Mary Seacole

The sculptor, Martin Jennings FRBS, internationally respected sculptor, described his recent visit to the Crimea where he took an impression of the ground where Mary Seacole's British Hotel stood. The impression will be used to create the disc that stands behind the statue.

He said he was greatly honoured to have been asked to make a monument to this heroic figure and to help establish in perpetuity the name of someone who set so proud an example in the history of nursing."

We are currently:

On the final phase of our fundraising, and continue to work with our sponsors, ambassadors and supporters to raise the remainder of the funds required to ensure that the memorial is completed within the proposed timescale.

Specifying the scope of the educational legacy, assessing the relationship with potential partners.

OTHER KEY ACTIVITIES

PATRON

We are happy to welcome our new Patron, the President of the Trade Unions Congress - the elected holder of the post this year was Mr Taj Mohammed

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2014

AMBASSADORS

The Mary Seacole Ambassadors help us promote the Appeal.
We extend a warm welcome to our new Ambassadors who were appointed during this year 2013/2014:



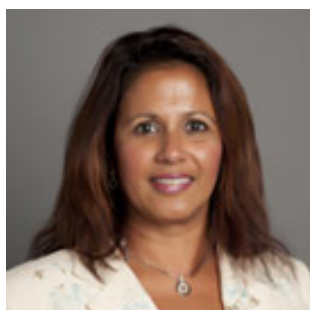
Obi Amadi

Lead Professional Officer for the trade union Unite/CPHVA (Community Practitioners' & Health Visitors' Association)



Cecilia Anim

Deputy President of the Royal College of Nursing



Charmagne Barnes

Dean - College of Nursing, Midwifery and Healthcare, University of West London



Yinglen Butt

Deputy Chief Nurse/Community, Guy's & St Thomas' NHS Foundation Trust



Col. A P Finnegan PhD L/QARANC

Professor of Nursing and Head of the Academic Department of Military Nursing - Royal Centre for Defence Medicine, Birmingham



Susan Howkins

Board Member, Royal College of Nursing North West Inner London branch

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2014



Judith Jacob

Actress



Stacy Johnson

Lecturer at the University of Nottingham in the School of Health Sciences



Gloria Mills CBE

National Secretary Equalities, UNISON



Suzanne Packer

Actress



Tom Sandford

Executive Director, Royal College of Nursing



Prof. Laura Serrant-Green

Professor of Community & Public Health Nursing & Associate Dean of Research & Enterprise in the School of Health & Wellbeing at the University of Wolverhampton

A full list of our Patrons and Ambassadors can be found on the Appeal website:
<http://www.maryseacoleappeal.org.uk/patrons.htm>
<http://www.maryseacoleappeal.org.uk/ambassadors.htm>

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2014

Social Media

Our Facebook [<http://www.facebook.com/SeacoleStatueAppeal>] and Twitter [@seacolestatue] pages are going from strength to strength with the latter now having over 2,000 followers.

Our immense gratitude once again goes to Tommy O'Neill, RCN Web Team for maintaining our website on our behalf and to Helen Carlyon, Finance & Business Continuity Manager at Royal College of Nursing Wales for all of her assistance with our management accounting.

FUNDRAISING

The year 2013-2014 was a fast-paced and extremely effective period of community fundraising, resulting in approximately £30,000 in donations. This does not include many of those who made payments via our online JustGiving site, other donations or sponsorship to the Appeal. A continuing and significant source of contributions were donations made for the MSMSA materials via our stand, provided to us free of charge by many organisations at their conferences or following a lecture by our Trustees. The materials included postcards, books and badges. For the latter two, we are particularly grateful to the Royal College of Nursing for their continued support in the supply of these items.

There has been a significant increase in the number of individuals, MSMSA Ambassadors, trade unions, professional associations and other organisations who have actively championed the Mary Seacole Memorial Statue Appeal (MSMSA) and helped to raise urgently needed funds. Many, but not all are listed below - we thank everybody:

Nottinghamshire NHS Healthcare Trust
Unison branch donations
Unison Shetland
Unison Branch Frimley Park Hospital, Surrey
Unison Black Members Conference
Unison Women Members Conference
Unison Annual Health Conference
Unison LGBT Conference
Unison Croyde Bay #
TUC Black Workers conference
RCN Congress
Unite
Unite London Region Race Equalities Committee
MiP union
Fire Brigade Union
Executive Nurses Network
Unite Black History Month lecture
Soroptomist International Central & SW London Branch lecture
Bournemouth University lecture
Oxford NHS Trust BME Network Black History Month lecture
Camberwell Health Workers Social lecture
HMP RESPECT (BME Network) Suffolk lecture
Islington Unison Women's Branch lecture
NHS Retirement Fellowship Guy's/St Thomas' Branch lecture
Nottingham Hospital
Compassion in Practice Conference NHS England - London

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TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2014

Fundraising Events:

Courtney Pine concert at Brixton Jamm
Monty's Restaurant (Ealing) Supper & Auction
Comedy Night at Brixton Jamm
Mary Seacole Maquette launches at Royal College of Nursing & Guy' & St Thomas' NHS Foundation Trust
Rosslyn School, Birmingham Victorian Day
SIGN Dinner Gala, Tottenham
England Chief Nursing Officer's Black & Minority Ethnic Advisory Conference/Dinner Gala in Nottingham
Courtney Pine: Launch of Venus Jazz Warriors at Hideaway Club, Streatham

We give a special mention to some key individuals who consistently campaign on behalf of the Appeal, raising funds on an ongoing basis:

Lurleen James and daughter Novlette Williams
Mrs Elaine Unegbu
Audrey Bergan

SPONSORSHIP OPPORTUNITIES FOR THE PRODUCTION AND INSTALLATION OF THE MEMORIAL ON A WORLD HERITAGE SITE

Located within the grounds of St Thomas' Hospital on London's South Bank, the memorial will show Mary looking out across the River Thames towards the Palace of Westminster. There is now opportunity for benefactors to take up elements of the cost of the memorial as listed below:

Lighting the memorial	£10,000
Unveiling	£15,000
Commemorative publication	£15,000
Maintenance fund	£50,000

Lord Clive Soley of Hammersmith, Chair

Ms Roxanne St Clair, Treasurer

THE MARY SEACOLE MEMORIAL STATUE APPEAL

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2014

Independent examiner's report to the Trustees of The Mary Seacole Memorial Statue Appeal

I report on the financial statements of the Charity for the year ended 31 March 2014 which are set out on pages 12 to 17.

This report is made solely to the Charity's Trustees, as a body, in accordance with section 145 of the Charities Act 2011 and regulations made under section 154 of that Act. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Respective responsibilities of Trustees and examiner

The Charity's Trustees are responsible for the preparation of the financial statements, and they consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the Act) and that an independent examination is needed.

It is my responsibility to:

- examine the financial statements under section 145 of the Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the Charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you as Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
 - to keep accounting records in accordance with section 130 of the Act; and
 - to prepare financial statements which accord with the accounting records and comply with the accounting requirements of the Acthave not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

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**INDEPENDENT EXAMINER'S REPORT (continued)
FOR THE YEAR ENDED 31 MARCH 2014**

Signed:

Dated:

Julian R Flitter FCA

Goodman Jones LLP
Chartered Accountants
29/30 Fitzroy Square
London
W1T 6LQ

THE MARY SEACOLE MEMORIAL STATUE APPEAL

**STATEMENT OF FINANCIAL ACTIVITIES
(incorporating income and expenditure account)
FOR THE YEAR ENDED 31 MARCH 2014**

	Note	Unrestricted funds 2014 £	Total funds 2014 £	Total funds 2013 £
INCOMING RESOURCES				
Incoming resources from generated funds:				
Voluntary income	2	27,965	27,965	111,979
Activities for generating funds	3	12,196	12,196	9,028
Investment income	4	43	43	16
TOTAL INCOMING RESOURCES		40,204	40,204	121,023
RESOURCES EXPENDED				
Costs of generating funds:				
Fundraising expenses and other costs		1,253	1,253	2,649
Charitable activities	5	90,297	90,297	25,562
Governance costs	8	7,418	7,418	900
TOTAL RESOURCES EXPENDED		98,968	98,968	29,111
MOVEMENT IN TOTAL FUNDS FOR THE YEAR - NET INCOME/(EXPENDITURE) FOR THE YEAR		(58,764)	(58,764)	91,912
Total funds at 1 April 2013		151,742	151,742	59,830
TOTAL FUNDS AT 31 MARCH 2014		92,978	92,978	151,742

The notes on pages 14 to 17 form part of these financial statements.

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BALANCE SHEET AS AT 31 MARCH 2014

	Note	£	2014 £	£	2013 £
CURRENT ASSETS					
Debtors	10	8,434		5,591	
Cash at bank		92,552		148,423	
		<u>100,986</u>		<u>154,014</u>	
CREDITORS: amounts falling due within one year	11	(8,008)		(2,272)	
NET CURRENT ASSETS			92,978		151,742
NET ASSETS			<u>92,978</u>		<u>151,742</u>
CHARITY FUNDS					
Unrestricted funds	12		92,978		151,742
TOTAL FUNDS			<u>92,978</u>		<u>151,742</u>

The financial statements were approved by the Trustees on behalf, by:

and signed on their

Lord Clive Soley of Hammersmith, Chair

Ms Roxanne St Clair, Treasurer

The notes on pages 14 to 17 form part of these financial statements.

THE MARY SEACOLE MEMORIAL STATUE APPEAL

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

1. Accounting policies

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), 'Accounting and Reporting by Charities' published in March 2005 and applicable accounting standards.

1.2 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Investment income, gains and losses are allocated to the appropriate fund.

1.3 Incoming resources

All incoming resources are included in the Statement of financial activities when the Charity has entitlement to the funds, certainty of receipt and the amount can be measured with sufficient reliability.

Donated services or facilities, which comprise donated services, are included in income at a valuation which is an estimate of the financial cost borne by the donor where such a cost is quantifiable and measurable. No income is recognised where there is no financial cost borne by a third party.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

1.4 Resources expended

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the Charity and compliance with constitutional and statutory requirements.

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

2. Voluntary income

	Unrestricted funds 2014 £	Total funds 2014 £	Total funds 2013 £
Donations	27,965	27,965	111,979

3. Fundraising income

	Unrestricted funds 2014 £	Total funds 2014 £	Total funds 2013 £
Sale of badges/post cards/tickets	12,196	12,196	9,028

4. Investment income

	Unrestricted funds 2014 £	Total funds 2014 £	Total funds 2013 £
Investment income	43	43	16

5. Analysis of resources expended by activities

	Activities undertaken directly 2014 £	Support costs 2014 £	Total 2014 £	Total 2013 £
Memorial production	83,576	6,721	90,297	25,562

6. Direct costs

	Memorial production £	Total 2014 £	Total 2013 £
Production costs	83,576	83,576	21,140

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**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2014**

7. Support costs

	Fundraising expenses	Memorial production	Total 2014	Total 2013
	£	£	£	£
Events costs	1,037	-	1,037	2,433
Bank charges	-	43	43	(603)
Research/PA activities	-	6,592	6,592	4,692
Travel	-	80	80	-
Printing, postage and stationery	-	6	6	333
Just giving charges	216	-	216	216
	<u>1,253</u>	<u>6,721</u>	<u>7,974</u>	<u>7,071</u>

8. Governance costs

	Unrestricted funds	Total funds	Total funds
	2014	2014	2013
	£	£	£
Independent examination fee	660	660	900
Legal and professional	6,758	6,758	-
	<u>7,418</u>	<u>7,418</u>	<u>900</u>

9. Net incoming resources / (resources expended)

This is stated after charging:

	2014	2013
	£	£
Independent examination fee	660	900
	<u>660</u>	<u>900</u>

During the year, no Trustees received any remuneration (2013 - £NIL).

During the year, no Trustees received any benefits in kind (2013 - £NIL).

During the year, no Trustees received any reimbursement of expenses (2013 - £NIL).

10. Debtors

	2014	2013
	£	£
Other debtors	8,309	5,536
Prepayments and accrued income	125	55
	<u>8,434</u>	<u>5,591</u>

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

11. Creditors:
Amounts falling due within one year

	2014 £	2013 £
Trade creditors	8,008	2,272

12. Summary of funds

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
General funds	151,742	40,204	(98,968)	92,978