

THE MARY SEACOLE MEMORIAL STATUE APPEAL

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2015

THE MARY SEACOLE MEMORIAL STATUE APPEAL

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THE MARY SEACOLE MEMORIAL STATUE APPEAL

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 MARCH 2015

Trustees

Lord Clive Soley of Hammersmith, Chair
Prof Elizabeth Anionwu, CBE, FRCN, Vice Chair
Ms Roxanne St Clair, Treasurer
Ms Juliet Alexander
Mr Bernell Bussue
Baroness Shreela Flather, JP DL FRSA
Ms Celia Grandison-Markey
Ms Dawn Hill
Ms Maxine Hurley
Ms Marsha John-Greenwood
Ms Gina Osbourne

Secretary

Mr Stephen Marsh (appointed 6 May 2014)

Charity registered number

1103862

Principal office

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

Independent Examiner and Accountants

Julian Flitter, 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 2015

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 2015.

TRUST OBJECTIVES

The objects of the Mary Seacole Memorial Statue Appeal are:

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



Photo: Miller Hare

THE MARY SEACOLE MEMORIAL STATUE APPEAL

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2015

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

2014 to 2015 is the year of delivery.

The Trustees visited Martin Jennings at his studio to see the clay model of Mary Seacole. It is very impressive, some 15 feet tall and weighing in around 17 tons (when completed in bronze), the circular disc standing behind Mary will weigh some 3 tons on its own.

The aim is to have the statue delivered ready for unveiling in late September or early October and the Trustees are working on a programme for the big day. We have a press officer drawing up a media strategy as we want to maximise publicity. We all think this really deserves and should get maximum publicity.

Although we have made great progress nothing goes entirely smoothly for a charity run on a shoe string and wholly by volunteers. We were fairly comfortable with our funding efforts which had met with good success but were suddenly presented with a short term gap in our income. So once again we are maximising our efforts to fill in the gaps. We still need funds so any contributions or suggestions are very welcome. We are getting there and we will get there!

I ask all our supporters to give a 'shout for Seacole' – and match that shout with funds!



PRINCIPAL ACTIVITIES OF THE YEAR ENDED 31 MARCH 2015

Over the year, the principal activities of the Trust have been focused on raising the outstanding funds required to complete the memorial.

Over the year:

The Trustees are pleased to report that the official site dedication event took place on the 9th July 2014. In attendance were representatives from the Guys and St Thomas' NHS Foundation Trust, The Jamaican High Commission, Lambeth Council, and supporters from a variety of nursing and local groups. Sir Hugh Taylor, Chairman GSTT NHS Foundation Trust, gave a warm welcome to all in attendance and reflected on the importance and relevance of hosting the statue at St Thomas' Hospital, one of London's most diverse healthcare establishments. Her Excellency Mrs Aloun Ndombet Assamba, High Commissioner to Jamaica, also gave a warm address expressing what it means to have Mary Seacole, a fellow descendant from Jamaica, recognised for her contribution to British society.

THE MARY SEACOLE MEMORIAL STATUE APPEAL

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2015



Suzanne Packer unveiling the site dedication plaque



The dedication plaque in place at the memorial site

The honour of unveiling the site dedication plaque was given to actress Suzanne Packer, herself an MSMSA Ambassador. Musical accompaniment was provided by the Harris Academy (Peckham) choir and musicians. Our thanks go to all who made the event possible.

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, and assessing the relationship with potential partners

THE MARY SEACOLE MEMORIAL STATUE APPEAL

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2015

OTHER KEY ACTIVITIES

AMBASSADORS

The Mary Seacole Ambassadors help us promote the Appeal.
We are delighted to have appointed the following new Ambassadors during the year 2014/2015:



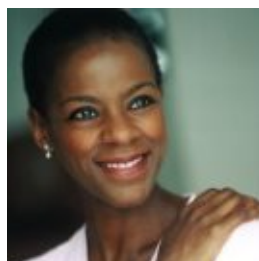
Paul Jebb
*Experience of Care Professional
Lead – NHS England*



Joan Pons Laplana
NHS Nurse Caremaker



Joan Saddler OBE
*Associate Director of Patients &
Communities at NHS Confederation*



Josette Simon OBE
Actress



Eleanor Smith
Theatre Nurse



Trevor Sterling
Solicitor

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 2015

Social Media

Our Facebook [<http://www.facebook.com/SeacoleStatueAppeal>] and Twitter [@seacolestatue] pages are going from strength to strength with the latter now having just under 4,000 followers.

Additionally, our sincere appreciation goes to Tommy O'Neill, former member of the RCN Web Team, who regularly updated and advised on our website. We thank Bryn Thompson, Developer - Information Technology, Royal College of Nursing who is now kindly assisting us with updating our site. We are also extremely grateful to Helen Carlyon, Finance & Business Continuity Manager at the Royal College of Nursing Wales, for all her continued assistance with our management accounting.

FUNDRAISING

The year 2014-2015 was the penultimate year of fundraising for the Mary Seacole Memorial Statue Appeal (MSMSA). The plan is for the monument to be erected in the gardens of St Thomas' hospital in the autumn of 2015. This deadline has certainly focused the minds of all the Trustees and supporters of the Charity and we thank each and every one of them for their tireless work!

Well over £30,000 has been donated through Community Fundraising events. This amount does not include many of those who made payments via our online JustGiving site, through other donations or by sponsoring an activity for the Appeal. An important source of funding continues to come from donations for MSMSA materials via our stand. These stands are provided to us free of charge by many organisations at their conferences or following a lecture by our Trustees or Ambassadors. The materials include postcards, books and badges and we are particularly grateful to the Royal College of Nursing for their continued supply of the latter two items and in particular to Tom Stanford, RCN Director.

We are extremely appreciative of all our new and longstanding supporters. These include MSMSA Ambassadors, trade unions, professional associations and other organisations. In addition, we also welcome the increase in numbers of those who follow us on Twitter and Facebook. All of this has increased the manner in which MSMSA is being promoted and the ensuing donations, coming in from both home and abroad. As a result we are really close to reaching our target, although not quite there yet! Many of our supporters are listed below but we do apologise for not being able to include everybody. Thank you all so much.

Audley Anderson
Cecilia Anim, MSMSA Ambassador
Charmagne Barnes, MSMSA Ambassador
Audrey Bergan, MSMSA Volunteer
Malorie Blackman OBE, MSMSA Ambassador
Yinglen Butt, MSMSA Ambassador
Jane Cummings
Dr Geoffrey Day, MSMSA Ambassador
Estephanie Dunn
Lurleen James
Felicia Kwaku, MSMSA Ambassador
Laurence Geller
Irene Gray
Rev Mia Holbourn
Chris Hopton
Martin Jennings
Patrick Kennedy
Shirley Kirnon
Joan Pons Laplona, MSMSA Ambassador
Professor Helen McCutcheon
Steve McGuire
Joan Myers OBE, MSMSA Ambassador
Prof Dr Zenobia Nadirshaw

THE MARY SEACOLE MEMORIAL STATUE APPEAL

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2015

Suzanne Packer, MSMSA Ambassador
Dr Courtney Pine CBE, MSMSA Ambassador & House of Legends
Lisa Rodrigues CBE, MSMSA Ambassador
Joan Saddler OBE, MSMSA Ambassador
Paelo Saddler
Dr Maggie Semple OBE, MSMSA Ambassador
Trevor Sterling, MSMSA Ambassador
Tom Stanford, MSMSA Ambassador
Dr Jeroen Staring, Dr Corry Staring-Derks, MSMSA Ambassadors
Simon Stevens
Cleo Sylvestre, MSMSA Ambassador
Mrs Elaine Unegbu MSMSA Volunteer

Organisations

Amicus Housing
Bromley NHS Retirement Fellowship
Chief Nursing Officer's BME Advisory Group
Chief Nursing Officer's Summit, Manchester
Clapham Library
Creole Day organisers
Descendants Group, Acton
Essentia
FDA Union
Fire Brigade Union
Framework4Change
Hanover Mary Seacole House, Hammersmith
Harris Academy (Peckham) Choir
HMRC staff, Bush House
The Hollick Family Charitable Trust
London College of Music, University of West London
MiP union
Mary Seacole Leadership Awards event, RCN
Mary Seacole Memorial Association
National Leadership Academy
NHS Confederation
NHS England London Region
Nursing Development Department, Nottinghamshire University NHS Trust
Portable Training Services
Royal College of Nursing (RCN)
RCN Equality and Diversity
RCN London Region
UIA (Insurance) Ltd
Unison Health
Unite London Region
University of West London Student Nurses
Walton Centre NHS Foundation Trust
Wolverhampton Unison Women's Committee

Our two-monthly free e-newsletter <http://www.maryseacoleappeal.org.uk/signup.htm> is now being disseminated to an even greater number of supporters. Many thanks to Steve Marsh, Elizabeth Anionwu and all the Trustees for their continued hard work in regularly, and punctually, producing this well received update on the Appeal

We would like to thank all our Patrons, Trustees and Stakeholders who actively supported the Appeal during the last year. *Nursing Standard*, our media partner, continues to raise the profile of the Appeal with news items, regular features and free full-page advertisements, which encourages their readers to make donations.

THE MARY SEACOLE MEMORIAL STATUE APPEAL

TRUSTEES' REPORT (continued) FOR THE YEAR ENDED 31 MARCH 2015

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 2015

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 2015 which are set out on pages 11 to 16.

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.

THE MARY SEACOLE MEMORIAL STATUE APPEAL

**INDEPENDENT EXAMINER'S REPORT (continued)
FOR THE YEAR ENDED 31 MARCH 2015**

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 2015**

	Note	Unrestricted funds 2015 £	Total funds 2015 £	Total funds 2014 £
INCOMING RESOURCES				
Incoming resources from generated funds:				
Voluntary income	2	28,769	28,769	27,965
Activities for generating funds	3	11,096	11,096	12,196
Investment income	4	23	23	43
Other incoming resources	5	28,800	28,800	-
TOTAL INCOMING RESOURCES		68,688	68,688	40,204
RESOURCES EXPENDED				
Costs of generating funds:				
Fundraising expenses and other costs		3,519	3,519	1,253
Charitable activities	6	133,633	133,633	90,297
Governance costs	9	1,620	1,620	7,418
TOTAL RESOURCES EXPENDED		138,772	138,772	98,968
MOVEMENT IN TOTAL FUNDS FOR THE YEAR - NET INCOME/(EXPENDITURE) FOR THE YEAR		(70,084)	(70,084)	(58,764)
Total funds at 1 April 2014		92,978	92,978	151,742
TOTAL FUNDS AT 31 MARCH 2015		22,894	22,894	92,978

The notes on pages 13 to 16 form part of these financial statements.

THE MARY SEACOLE MEMORIAL STATUE APPEAL

BALANCE SHEET AS AT 31 MARCH 2015

	Note	£	2015 £	£	2014 £
CURRENT ASSETS					
Debtors	11	29,925		8,434	
Cash at bank		4,169		92,552	
				<hr/>	
		34,094		100,986	
CREDITORS: amounts falling due within one year					
	12	(11,200)		(8,008)	
				<hr/>	
NET CURRENT ASSETS			22,894		92,978
			<hr/>		<hr/>
NET ASSETS			22,894		92,978
			<hr/>		<hr/>
CHARITY FUNDS					
Unrestricted funds	13		22,894		92,978
			<hr/>		<hr/>
TOTAL FUNDS			22,894		92,978
			<hr/>		<hr/>

The financial statements were approved by the Trustees on 14th July 2015 and signed on their behalf, by:

Lord Clive Soley of Hammersmith, Chair

Ms Roxanne St Clair, Treasurer

The notes on pages 13 to 16 form part of these financial statements.

THE MARY SEACOLE MEMORIAL STATUE APPEAL

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015

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.

THE MARY SEACOLE MEMORIAL STATUE APPEAL

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2015

2. Voluntary income				
		Unrestricted funds 2015 £	Total funds 2015 £	Total funds 2014 £
Donations		28,769	28,769	27,965
		<u>28,769</u>	<u>28,769</u>	<u>27,965</u>
3. Fundraising income				
		Unrestricted funds 2015 £	Total funds 2015 £	Total funds 2014 £
Sale of badges/post cards/tickets		11,096	11,096	12,196
		<u>11,096</u>	<u>11,096</u>	<u>12,196</u>
4. Investment income				
		Unrestricted funds 2015 £	Total funds 2015 £	Total funds 2014 £
Investment income		23	23	43
		<u>23</u>	<u>23</u>	<u>43</u>
5. Other incoming resources				
		Unrestricted funds 2015 £	Total 2015 £	Total 2014 £
DCMS Scheme		28,000	28,000	-
		<u>28,000</u>	<u>28,000</u>	<u>-</u>
		<u>28,000</u>	<u>28,000</u>	<u>-</u>
6. Analysis of resources expended by activities				
	Activities undertaken directly	Support costs	Total	Total
	2015 £	2015 £	2015 £	2014 £
Memorial production	2,000	1,633	133,633	90,297
	<u>2,000</u>	<u>1,633</u>	<u>133,633</u>	<u>90,297</u>

THE MARY SEACOLE MEMORIAL STATUE APPEAL

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2015

7	Direct costs			
		Memorial Production 2015 £	Total 2015 £	Total 2014 £
	Production costs	132,000	132,000	83,576

8	Support costs				
		Fundraising expenses £	Memorial production £	Total 2015 £	Total 2014 £
	Events costs	3,303	-	3,303	1,037
	Bank charges	-	-	-	43
	Research/PA activities	-	1,633	1,633	6,592
	Travel	-	-	-	80
	Printing, postage and stationery	-	-	-	6
	Justgiving charges	216	-	216	216
		<u>3,519</u>	<u>1,633</u>	<u>5,152</u>	<u>7,974</u>

9	Governance costs			
		Unrestricted funds 2015 £	Total funds 2015 £	Total funds 2014 £
	Independent examination fee	1,620	1,620	660
	Legal and professional	-	-	6,758
		<u>1,620</u>	<u>1,620</u>	<u>7,418</u>

10 Net incoming resources / (resources expended)

This is stated after charging:

		2015 £	2014 £
	Independent examination fee	1,620	660

During the year, no Trustees received any remuneration (2014 - £NIL).

During the year, no Trustees received any benefits in kind (2014 - £NIL).

During the year, no Trustees received any reimbursement of expenses (2014 - £NIL).

THE MARY SEACOLE MEMORIAL STATUE APPEAL

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015

11 Debtors

	2015 £	2014 £
Other debtors	1,000	8,309
Prepayments and accrued income	28,925	125
	<u>29,925</u>	<u>8,434</u>

12 Creditors: Amounts falling due within one year

	£ 2015	£ 2014
Short-term Loan	10,000	-
Trade creditors	1,200	8,008
	<u>11,200</u>	<u>8,008</u>

13 Summary of funds

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
General funds	92,978	68,688	(138,772)	22,894

14 Related Party Transactions

During the year, an amount of £10,000 was loaned to the Charity by Lord Soley, a trustee towards the productions cost of the statue. This amount is included within creditors at the balance sheet date.