

# Summary Information Return 2008 (Online)



## Summary Information Return 2008 Of Aims, Activities and Achievements

This return is intended to comprise a Summary of key information contained in the Trustees' Annual Report and Accounts and in other documents.

### **ACTION FOR CHILDREN**

**Charity Number: 1097940**

**Submitted on 18 December 2008**

This online version of the form shows the information you have entered through Annual Return 2008 Online and has been designed to make it easier for Charities to print.

**The Summary Information Return was submitted online by MS MARY  
KEANE on 18 December 2008**

#### **Question 1 - The Charity's Aims**

What are your charity's aims?

Action for Children works with the most vulnerable and disadvantaged children, young people and families in the UK. Our vision is of a world where all children and young people have a sense of belonging, and are loved and valued. A world where they can break through injustice, deprivation and inequality so they can achieve their full potential.

Further details can be obtained from:

[www.actionforchildren.co.uk](http://www.actionforchildren.co.uk)

#### **Question 2 - Who benefits?**

Who benefits from the charities work?

children and young people whose families need support  
children and young people who cannot live with their birth families  
children and young people who are disabled  
young people who experience severe difficulties in their lives

How do you respond to their needs and how do they influence the charity's developments?

Action for Children involves children and young people in decisions that affect their lives.

Last year, we launched growing strong: a major new campaign which highlights the huge impact emotional wellbeing has on young people's futures.

We have recently introduced a new structure for developing and implementing strategy in each of our service areas, and the views of children and young people will be a vital part of this process.

Children and young people play an important part in our recruitment of front line staff, trustees and volunteers and have been key stakeholders in the work associated with developing our new identity. Other initiatives have included work placements, art projects and national participation seminars for staff.

Further details can be obtained from:

[www.actionforchildren.org.uk](http://www.actionforchildren.org.uk) or from the Performance, Improvement and Inclusion Division on 020 7704 7000.

### **Question 3 - The Charity's Strategy**

What are the key elements of your charity's medium to long term strategy?

BY 2012 Action for Children will be successful and thriving across the four nations of the UK and beyond.

We will be respected for our high quality services and strong brand and for our campaigning work for children.

We will raise voluntary income to enable us to maintain our independence, speak out and innovate for children and young people.

We will have excellent and cost effective support services and strong finances.

We will be an employer of choice for staff attracted from a wider range of markets than is currently the case.

How does your charity measure the success of the strategy?

A number of key performance indicators (KPIs) have been developed for the above strategic performance areas using metrics or secondary indicators drawn from a number of sources. These inform effective monitoring by our trustees and senior managers across the organisation.

Further details can be obtained from:

WWW.actionforchildren.org.uk or the Corporate Resources Team on 020 7704 7000.

#### Question 4 - The Charity's Objectives and Achievements

What were your charity's main annual objectives and were they achieved?

Objective	Achievement
Make a positive difference in the lives of children and young people and ensure all our decisions are governed by this imperative.	Influencing public policy and debate with major campaigns. Delivering a range of high quality and diverse services across the UK, which respond to local need.
Maximise our opportunities to increase support to the most vulnerable children and young people.	Opportunities included promoting local innovation by exploring new ways of connecting with local communities such as through volunteering and by supporting local development of services for intensive support to families facing difficulties.
Continually improve Action for Children's efficiency, effectiveness and long-term security.	We increased our free reserves to enable us to plan for investment in services, infrastructure and change programmes. We significantly improved the viability of our contracted services and began implementing a new fundraising strategy.

#### Question 5 - The Charity's Income and Expenditure

What were your charity's sources of income in the year?

Income Source	% of incoming resources	£ 000s
Voluntary Income	8	16,175

Activities for generating funds	1	2,793
Investment income	1	3,103
Incoming resources from charitable activities	88	183,603
Other Incoming Resources	2	3,894
<b>Total</b>	<b>100</b>	<b>209,568</b>

What were your charity's most significant activities during the year and how much did you spend on them?

<b>Charitable Activities</b>	<b>£ 000s</b>
Family Support	88,918
Young People	42,446
Children in Care	29,029
Other	28,714
<b>Total expenditure on Charitable Activities</b>	<b>189,107</b>
<b>Total Expenditure</b>	<b>199,883</b>
Explanatory Comments	
The "Other" category above relates to Disabled Children Activities.	

What were your charity's three main fundraising activities in the year and how much did each generate and cost?

<b>Fundraising Activity</b>	<b>Income generated</b>	<b>Cost of Activity £ 000s</b>
Legacies	6,154	151
Relationship Marketing	3,897	1,515
Community Fundraising	3,142	2,348
Other	5,775	5,958
<b>Total voluntary income and activities for generating funds</b>	<b>18,968</b>	
<b>Total cost of generating voluntary income and fundraising</b>		<b>9,972</b>
Explanatory Comments		
The "Other" cost of activity figure includes transitional costs.		

Further details can be obtained from:

[www.actionforchildren.org.uk](http://www.actionforchildren.org.uk) or via the Fundraising Team on 020 7704 7000.

## Question 6 - The Charity's Financial Health

How would you describe your charity's financial health at the end of the period?

Action for Children has a strong financial position. Overall, there was a net increase in funds of £36.8m for the year, but £33.5m of this arises from the accounting treatment of the pension fund.

Income from charitable activities is slightly reduced as a result of the planned phasing-out of the Children's Fund initiative. However, corresponding expenditure is down and we continue to improve recovery of the true cost of our services from local authority partners.

Our fundraising performance for the year shows slightly reduced total income but a net income consistent with last year.

In common with many other organisations, the turmoil in the financial markets has had an impact on the disclosure of the pension fund deficit in our accounts. We continue to monitor the position and are taking actuarial and accounting advice.

Further details can be obtained from:

[www.actionforchildren.org.uk](http://www.actionforchildren.org.uk) or the Finance Team on 020 7704 7000.

#### **Question 7 - The Next Year**

How will the overall performance last year affect your charity's medium to long term performance?

Trustees approved a five year strategic plan in 2007 and the strategic objectives agreed at that point continue to be the backdrop for our organisational priorities for 2008/09.

What are your charity's main objectives for next year?

Make a positive difference in the lives of children and young people, and ensure all our decisions and actions are governed by this imperative.

Maximise our opportunities to increase support to the most vulnerable children and young people.

Continually improve Action for Children's efficiency, effectiveness and long term security.

Further details can be obtained from:

[www.actionforchildren.org.uk](http://www.actionforchildren.org.uk)

#### **Question 8 - The Charity's Governance**

How does the charity ensure that its governance arrangements are appropriate and effective?

With effect from April 2008, Action for Children introduced revised governance arrangements in order to provide an improved overview of service delivery across the UK. A new England Committee was established to complement the existing Scotland and Wales Committees. These committees include specialist co-optee members as well as trustees and play a key role in ensuring that the strategic objectives of the organisation are implemented in each of the national settings.

During the year, our board of trustees (Council) and subsidiary committees reviewed their terms of reference to ensure they were fit for purpose. Council and each committee will also undertake an annual review of the effectiveness of its own performance.

Further details can be obtained from:

[www.actionforchildren.org.uk](http://www.actionforchildren.org.uk) or Corporate Resources Team on 020 7704 7000.

## DECLARATION

Your Summary Information Return was submitted online by MS MARY KEANE on 18 December 2008, telephone number 020 7288 7869.

MS MARY KEANE certified online that:

- the information provided was correct
- it had been or would be brought to the attention of all the trustees

Those who give answers that they know are untrue or misleading may be committing an offence.

## CONTACT DETAILS

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