Company no. 5935154 Charity no. 1116744

Alliance Publishing Trust Report and Financial Statements 31 December 2010



Reference and administrative details

For the year ended 31 December 2010

Company number 5935154

Charity number 1116744

Registered office 76 Sistova Road Operational address 25 Corsham Street

London London SW12 9QS N1 6DR

Honorary Officers Rien van Gendt Chair

David Carrington Treasurer
Caroline Hartnell Secretary

Trustees and members Trustees, who are also directors under company law, who served during

of the board the year and up to the date of this report were as follows:

6 December

Marissa Camacho-Reyes WINGS 2010

David Carrington Independent consultant

Shannon Lawder Charles Stewart Mott Foundation
Gerry Salole European Foundation Centre

Rien van Gendt Bernard van Leer Group Foundation

Marion Wadibia Charities Aid Resigned on

Foundation 8 November

2010

Resigned on

Luc Tayart de Borms King Baudouin Foundation

Principal staff Caroline Hartnell Executive Director and Editor

Kai Hopkins General Manager

Bankers Barclays Bank plc

PO Box 32016

London NW1 2ZH

Solicitors Bates Wells & Braithwaite London LLP

2-6 Cannon Street

London EC4M 6Y

Independent Kate Sayer
Examiner Sayer Vincent

Chartered accountants

8 Angel Gate City Road London EC1V 2SJ

Report of the trustees

For the year ended 31 December 2010

The trustees present their report and the financial statements for the year ended 31 December 2010.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities (SORP 2005).

Structure, governance & management

The organisation is a charitable company limited by guarantee, incorporated on 14 September 2006 and registered as a charity on 10 November 2006.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 4 to the accounts. Any business relationships between the trustees and APT are set out in note 11.

Objectives and activities

The Alliance Publishing Trust is a registered charity under the Charities Acts. The objects of the Charity are:

To promote the efficiency and effectiveness of charities and the effective use of charitable resources for the public benefit by:

- publishing journals, reports and other material relating to the administration and effectiveness of charities and the effective use of charitable resources
- and convening discussion and dialogue on these issues.

Review of activities

Alliance Publishing Trust (APT) was set up as an independent organization on 1 January 2007 with the primary responsibility of publishing *Alliance* magazine, a quarterly magazine on philanthropy and social investment with a global subscriber base of approximately 3,650 organizations and individuals as at the end of 2010. This has grown from 3,500 in 2009, and we aim to increase it further to 4,000 in 2011. *Alliance* has been in existence for 13 years. From the beginning of 1998 until the end of July 2001, it was published by Charities Aid Foundation (CAF). From 2001 to 2007, it was published by Allavida.

At the end of its fourth year, APT is well established as an independent organization with relevant financial, human resources and operational processes in place. The overall surplus for the year amounted to £92,569 in unrestricted funding. Of this, £48,825 is grant funding received in 2010 for use in 2011, leaving £43,744 as the more accurate surplus in 2010 unrestricted funds. This compares with a roughly similar figure of £48,107 in 2009. In 2011 we predict we will finish the year with a smaller surplus of around £10,000, which is mainly due to the ending of our Ford Foundation grant. We hope the surplus we will have accumulated by the end of 2011 will help with any funding shortages from 2012 onwards.

The trustees continue to be grateful to the Network of European Foundations for Innovative Cooperation (NEF) for establishing the Alliance Guarantee Fund, which enabled APT to avoid any cashflow difficulties in 2007 as a result of the deficit in unrestricted funding.

Report of the trustees

For the year ended 31 December 2010

The trustees would also like to express their gratitude to the following organisations, which fund APT:

Avina Stiftung

Bernard van Leer Foundation

Ford Foundation

German Marshall Fund of the United States

King Baudouin Foundation

Charles Stewart Mott Foundation

William and Flora Hewlett Foundation

Their long-term support, and that of our growing number of sponsor subscribers, is essential to APT's continued successful operation.

Having expanded our staff team in 2009, made possible by a two-year grant from the Ford Foundation, we are hoping to retain the extra staff members independently now that all Ford funding will come to an end in 2011. Employing the extra staff has enabled us to carry out the activities outlined above and to strengthen our efforts to increase earned income from subscriptions, advertising and publishing. We are extremely grateful to the Ford Foundation for giving us the opportunity to do this, and are very pleased we are in a position to keep the extra staff.

Achievements and performance

APT's core publishing activities are to:

- publish four issues of Alliance magazine, in print and electronic versions annually;
- produce eight issues of the Alliance eBulletin annually;
- publish free-to-view articles, interviews and conference reports on the Alliance website.

In addition, APT produces regular Latin America Bulletins, providing news on the region. This is funded by AVINA Stiftung, which provides the only restricted grant.

All these activities were successfully carried out in 2010. The themes covered by the four issues of the magazine in 2010 were:

March 2010 Chasing the butterfly: why small grants matter

June 2010 Rethinking scale

September 2010 Philanthropy advice: a profession in search of standards

December 2010 Social justice philanthropy revisited

At the end of 2010, Alliance had a subscriber base of approximately 3,650. Roughly 47 per cent of this figure consists of paid subscriptions, the rest being a mixture of copies for key funders and contributors and free electronic copies for individuals and organizations in developing countries. In 2009, the subscriber base was around 3,500, with 45 per cent being paid subscriptions. In 2011 we aim to increase our earned income over the 50 per cent mark. The additional readers gained in 2010 are partly free subscribers in India. There are currently over 900 free subscribers in Latin America (2009 – 1,000) and around 600 in India (2009 - 450). During the year approximately 10,000 (2009 – 10,000) print copies of the magazine were distributed worldwide, while almost 4,500 and 1,100 people regularly received our 'What's New?' emails and the Latin America Bulletin respectively (2009 – 4,700 and 1,200). The Alliance website receives over 25,000 visitors a quarter (2009 – 20,000). The reduction in Latin American subscribers and those receiving the Latin America Bulletin is a result of removing inactive readers throughout the year. While we are pleased with our subscriber base for the year, we aim to increase our total readership from 3,650 to 4,000 in 2011.

Report of the trustees

For the year ended 31 December 2010

During the year, we also published eight books:

Social Enterprise: From Definitions to Developments in Practice, and Strategies for Foundations: When, Why and How to use Venture Philanthropy, both for the European Venture

- Philanthropy Association
 - Family Foundation Philanthropy 2010 and How Donors choose Charities, both for the Centre
- for Charitable Giving and Philanthropy at Cass Business School, City University London
 Mosques in Europe: Why a Solution has become a problem, and Religion and Prejudice in
- Europe: New Empirical Findings, both for the Network of European Foundations
- Laying the Foundations: 20 years of the EFC, for the European Foundation Centre
 Intercultural Dialogue: Enabling free, full and equal participation, for the Platform for Intercultural
- Europe

We also distributed an additional European Venture Philanthropy Association title and Global Philanthropy for the Mercator Fund, as well as producing a 32 page conference report on the EFC's Foundation Week.

While we published nine books in 2009, those published this year have been larger projects. As a result we are very pleased with the amount of publishing work done throughout the year, and have started actively promoting our services using positive customer feedback. We expect the publishing work will continue to be an important area for 2011, and hope to publish at a slightly higher level than in 2010, making around £5,000 more in overall surplus.

Purposes and aims

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work within the last twelve months. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set. Promoting the efficiency and effectiveness of charities is recognised as providing a public benefit by the Charity Commission. The material we publish is either distributed free of charge, or paid for through modest subscriptions, and is available globally to anyone who would like it.

Plans for the future

We shall continue to focus on our principal areas of activity, including the promotion of free subscriptions, while continuing to expand our book publishing services. We plan to publish at a similar level in 2011, and see the publishing as a valuable source of revenue as well as a significant contribution to the infrastructure of philanthropy in Europe. Overall, we aim to build on the success of 2010, and are looking to increase all forms of readership, both paid and free subscribers.

Report of the trustees

For the year ended 31 December 2010

Statement of responsibilities of the Board of trustees

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the net income or expenditure, of the charitable company for that period.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (United Kingdom Generally Accepted Accounting Practice) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 December 2010 was 5 (2009 - 7). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Trustee induction and training

New trustees are fully briefed on their legal obligations under charity and company law and on the content of the Memorandum and Articles of Association.

Organisation

The board of trustees (minimum of three members) administers the charity. The Board meets twice a year. An Executive Director is appointed by the trustees to manage the day-to-day operations of the Charity. To facilitate effective operations, the Executive Director has delegated authority, within terms of delegation approved by the trustees, for operational matters including finance, employment and development activity.

Report of the trustees

For the year ended 31 December 2010

Trustees and Members of the Board

Marissa Camacho-Reyes WINGS Resigned on 6 December 2010

David Carrington Independent consultant

Shannon Lawder **Charles Stewart Mott Foundation** Gerry Salole **European Foundation Centre**

Rien van Gendt Bernard van Leer Group Foundation

Charities Aid Foundation Resigned on 8 November 2010 Marion Wadibia

Luc Tayart de Borms King Baudouin Foundation

Alliance Editorial Board

The Alliance Editorial Board is a group of individuals from all around the world, each of whom has expertise and experience in a particular area of relevance to Alliance. Their role is to advise the editor on all editorial matters, especially on the selection of special features and choice of quest editors. The Board of Trustees extend their thanks to the Editorial Board for their help and contributions over the year.

Reserves policy

The Board of Trustees has examined the requirements for holding an appropriate level of unrestricted reserves in order to safeguard the day-to-day running of the charity and provide underlying financial stability to protect its long-term projects. An 'Alliance Guarantee Fund' of €300,000 was established in 2007 by the Network of European Foundations for Innovative Cooperation (NEF) in this regard. However in 2009 this was reduced to €150,000. The reduction indicates the growing strength and self-sustainability of APT.

Risk statement

The Board of Trustees have examined the major risks to which APT is exposed and systems have been established to mitigate these risks.

Asset cover for funds

The assets of the trust are sufficient to meet the trust's obligations on a fund by fund basis.

Connected charities

Alliance Publishing Trust works closely with the European Foundation Centre and the Network of European Foundations for Innovative Cooperation in the pursuit of its charitable objectives.

Independent examiner

Kate Sayer was re-appointed as the charitable company's independent examiner during the year and has expressed her willingness to continue in that capacity.

Approved by the trustees on 13 April 2011 and signed on their behalf by

David Carrington Trustee

Independent examiner's report

To the trustees

On the unaudited accounts of Alliance Publishing Trust

I report on the accounts of Alliance Publishing Trust for the year ended 31 December 2010, which are set out on pages 8 to 14.

This report is made solely to the trustees as a body, in accordance with Regulation 8 of the Charities (Accounts and Reports) Regulations 2005. My examination has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiners' 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 trustees as a body, for my examination, for this report, or for the opinions I have formed.

Respective responsibilities of the trustees and examiner

The charitable company's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the 1993 Act), as amended by s.28 of the Charities Act 2006) and that an independent examination is needed. The charitable company's gross income exceeds £250,000 and the examiner is qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts (under section 43(3)(a) of the 1993 Act, as amended;
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 43(7)(b) of the 1993 Act, as amended; and
- to state whether particular matters have come to my attention.

Basis of examiner's statement

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 accounts 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 the independent examiner does not express any opinion as to whether the accounts 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 386 of the Companies Act 2006; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of section 396 of the Companies Act 2006 and with methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have 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.

18 April 2011

Catherine L Sayer FCA
Chartered accountant
Sayer Vincent
8 Angel Gate
City Road
London
EC1V 2SJ

Alliance Publishing Trust

Statement of Financial Activities (incorporating an Income and Expenditure Account)

For the year ended 31 December 2010

Incoming resources Incoming resources from generated funds	Note	Restricted £	Unrestricted £	2010 Total £	2009 Total £
Programme grants Bank interest receivable Other income	2	- - -	183,039 71 328	183,039 71 328	165,158 111 -
Incoming resources from charitable activities	es				
Magazine income Publishing income		<u>-</u>	76,070 71,005	76,070 71,005	69,136 71,843
Total incoming resources			330,513	330,513	306,248
Resources expended	3				
Costs of generating funds		-	4,568	4,568	4,426
Charitable activities Magazine Publishing Governance costs		6,235 -	182,184 48,042 3,150	188,419 48,042 3,150	207,936 43,439 2,335
Total resources expended		6,235	237,944	244,179	258,136
Net incoming resources		(6,235)	92,569	86,334	48,112
Reconciliation of funds Total funds brought forward		18,000	55,438	73,438	25,326
Total funds carried forward		11,765	148,007	159,772	73,438

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 10 to the financial statements.

Balance sheet

As at 31 December 2010

Note	£	2010 £	2009 £
7	16,054		1,590
_	50,000 117,381		80,663
	183,435		82,253
8 _	23,663		8,815
		159,772	73,438
9		159,772	73,438
10			
10		11,765	18,000
		48,825	_
		99,182	5,538
		159,772	23,538
	7 - 8 _	7 16,054 50,000 117,381 183,435 8 23,663	Note £ £ 7

Company number: 5935154

For the year ended 31 December 2010, the charitable company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies;

Directors' responsibilities:

- the members have not required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006;
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts
- these accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 13 April 2011 and signed on their behalf by

David Carrington Trustee

Notes to the financial statements

For the year ended 31 December 2010

1. Accounting policies

a) The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards and the Companies Act 2006. They follow the recommendations in the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2005).

b) Incoming Resources

Grants donations and subscription fees are recognised in full in the Statement of Financial Activities in the year in which they are receivable. This amount covers donations received from the general public, grants and subscriptions from individuals and sponsors.

c) Resources Expended

Resources expended are recognised in the period in which they are incurred. The charity is registered for VAT, and expenditure is shown net of VAT recovered. Any VAT which cannot be recovered is included within resources expended and attributed to the relevant cost.

Expenditure is classified under the charity's principle categories of activity. Staff costs and overhead expenses are allocated to activities on the basis of staff time spent on these activities.

Cost of generating funds3%Magazine costs90%Publishing costs7%

d) Costs of generating funds

A proportion of specified staff costs are included in this figure in the accounts.

e) Governance costs

These comprise all costs in the governance of the charity and relate to the independent examiner's report and the accountancy costs incurred in the preparation of the charity's financial statements.

f) Accumulated Funds

Unrestricted funds are donations and other incoming resources receivable or generated for the objectives of the charity without further specified purpose and are available as general funds.

Restricted funds are to be used for specified purposes as laid down by the donor. Expenditure which meets these criteria is identified to the fund, together with fair allocation of overheads and support costs.

Notes to the financial statements

For the year ended 31 December 2010

2.	Grants				
				2010	2009
		Restricted	Unrestricted	Total	Total
		£	£	£	£
	William and Flora Hewlett Foundation	-	6,233	6,233	-
	Charles Stewart Mott Foundation	-	25,356	25,356	40,068
	Ford Foundation	-	92,647	92,647	67,665
	Avina Stiftung	-	-	-	23,994
	King Baudouin Foundation	-	20,825	20,825	21,277
	Bernard van Leer Foundation	-	25,770	25,770	8,822
	German Marshall Fund of the United States		12,208	12,208	3,332
	Total		183,039	183,039	165,158

3. Total resources expended

	Cost of generating funds	Magazine costs	Publishing costs	Governance Costs	2010 Total	2009 Total
	£	£	£	£	£	£
Staff costs (Note 5) Property costs Other costs Independent examination&	4,568 - -	124,097 11,418 52,904	10,040 - 38,002		138,705 11,418 90,906	129,476 10,990 115,335
accountancy				3,150	3,150	2,335
Total resources expended	4,568	188,419	48,042	3,150	244,179	258,136

Governance cost include payment for Independent examination of £1,550.

Notes to the financial statements

For the year ended 31 December 2010

4.	Net incoming resources for the year This is stated after charging / crediting:		
		2010	2009
		£	£
	Bank charges	1,602	-
	Operating lease rentals:		
	property	11,043	10,631
	Independent examiner' remuneration:		
	independent examination	1,550	2,000
	accounts preparation	850	-
	Trustees' remuneration	-	-
	Trustees' reimbursed expenses	72	90

Trustees' reimbursed expenses represents the reimbursement of travel and subsistence costs to 1 (2009: 1) member relating to attendance at meetings of the trustees.

5. Staff costs and numbers

	2010	2009
	£	£
Salaries and wages	117,145	109,872
Social security costs	11,385	9,883
Pension contributions	10,100	9,721
	138,630	129,476
Total emoluments paid to staff were:	127,245	119,593

No employee earned more than £60,000 during the year.

The average monthly number of employees (full-time equivalent) during the year was as follows:

	2010 No.	2009 No.
Increasing awareness Administration	2.8 1.0	2.5 1.0
	3.8	3.5

Notes to the financial statements

For the year ended 31 December 2010

6. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

7. Debtors

	2010 £	2009 £
Debtors Prepayments	15,494 	688 902
	16,054	1,590

The majority of debtors relate to publishing work carried out in 2010 where payment was not received until after the year end.

8. Creditors: amounts due within one year

·	2010	2009
	£	£
Trade creditors	595	1,595
Taxation and social security	4,601	2,975
Other creditors	-	1,635
Accruals	1,900	2,610
Deferred income	16,567	
	23,663	8,815

Deferred income is a grant received in advance from the Adessium Foundation for use in 2011.

9. Analysis of net assets between funds

	Cash at bank £	Debtors £	Creditors £	Total funds £
Unrestricted Funds	155,616	16,054	(23,663)	148,007
Restricted Funds	11,765	<u> </u>		11,765
Net assets at the end of the year	167,381	16,054	(23,663)	159,772

Notes to the financial statements

For the year ended 31 December 2010

10. Movements in funds

	At the start of the year £	Incoming resources £	Outgoing resources £	At the end of the year
Restricted funds: AVINA Foundation - Development of Spanish edition	18,000		6,235	11,765
Total restricted funds	18,000		6,235	11,765
Unrestricted funds: Designated funds Ford Foundation Bernard van Leer Foundation Total designated funds		92,647 25,770 118,417	61,002 8,590 69,592	31,645 17,180 48,825
General funds:	55,438	212,096	168,352	99,182
Total unrestricted funds	55,438	330,513	237,944	148,007
Total funds	73,438	330,513	244,179	159,772

Purposes of restricted funds

AVINA Foundation - Development of Spanish edition: The fund is to translate Alliance magazine into Spanish and to produce a Latin America bulletin covering news and developments from the region.

Purposes of designated funds

The two designated funds represent funding that has been received with the expectation that it will fund general support for a period extending beyond 31 December 2010. (Ford Foundation one year from September 2010, Bernard van Leer Foundation 2010-2012). As the timing of the expenditure is within the control and at the discretion of Alliance Publishing Trust the income is recognised in full when it is received. Expenditure for the year is allocated against this income. The unspent balance at the year end is carried forward for use in future periods.

11. Related party transactions

Marissa Camacho-Reyes is a trustee at WINGS and the charity has received £3,350 from them for publishing work during the year.

Shannon Lawder is a Regional Director at Charles Stewart Mott Foundation, and the charity received a grant of £25,356 from them during the year.

Gerry Salole is the Chief Executive at European Foundation Centre, and the charity received the following amounts from them during the year, £6,600 of bulk subscriptions and £22,374 for publishing work.

Rien van Gendt is a trustee at Bernard van Leer Group Foundation and the charity received a grant of £25,770 from them during the year.

Luc Tayart de Borns is a Managing Director at King Baudouin Foundation and the charity received a grant of £20,825 from them during the year.