

BULLETIN No. 102: August 2011



This is a monthly bulletin going out to around 10,000 clients, contacts, friends, friends of friends so forth, to keep them in touch with what's going on in the world of charities. Tip: if like me you have a low attention span or this came to you by mistake, scroll down to the ...And Finally.

Daryl Martin

FORMATION TECHNOLOGY

'Survive & Thrive' casebook of charity sustainability, recommends putting technology at the heart of your organisation to 'maximise your resources, raise revenue, communicate more effectively, and deliver services to end users more efficiently'. However, a recent NCVO survey found that smaller charities (those under £100,000 income), say they have nobody they can trust to discuss their needs with. As the sector enters a time of anticipated rising demands for services, while combatting unprecedented cuts in funding, you need to be sure that advice you are given is sound and right for you organisation. Tony, our IT Director, is always happy to give free impartial advice about IT; give him a call on 01243 555611 and see how you can get more from your IT systems.

BLOGS

Subjects covered recently include Charity Fraud, Social Networking from an HR perspective, and the usual grumble about Data Protection. The fundraising blog is about Legacies. One of my personal blogs contains my definitive 8 word summary of how we can, and should, go forward following the riots. Don't forget my booklet, 'Fundraising Without Fuss'; some common sense thoughts on the subject.

WHISTLEBLOWING?

You might have noticed how gentle I've been lately with the Charity Commission. I was firmly rebuked for being critical a while ago and quickly mended my ways. It didn't last of course and here I am being my usual acid self again. Alleged serious financial irregularities in a charity receiving considerable government funding (my money and yours!), led an employee to ask the Charity Commission to look into things. They had a very quick look and decided nothing was wrong. The discrepancies amounted to more than £300,000 in 2 items. How long would it take to track down sums of this size, we are talking simple bookkeeping here! Meanwhile, unsurprisingly the complainant got dismissed. What makes me cross is when someone does pluck up the courage to put their heads above the



INCORPORATION

We help and advise a large number of charities who want to become charitable companies. We have developed an Implementation Guide to help people through the process.

If you are looking to incorporate your charity, give us a call on 01243 555611, or email support@iel.org.uk.



Ask a Tax Specialist

Need practical high quality tax advice.

Call us on 01243 555611 or email support@iel.org.uk to find out how we can help

pet they get no support from the regulator. When they informed the whistleblower that the allegation didn't meet the criteria for further investigation (what would?), she appealed. The internal appeal panel backed the original findings. Happily a further appeal to yet another panel decided that the findings were 'vulnerable' and they are now investigating. Meantime the charity is shutting down. I imagine there's one panel won't survive the cost cutting exercise.

CHARITY COMMISSION

What they do well is to run a first class website and they put out excellent guidance documents. One of the latest is updated guidance for exempt and excepted charities. Excepted charities include scout and guide groups, armed forces charitable funds and some churches. Excepted charities with annual income over £100,000 won't have to register until 2012 (mostly). I say mostly because I've spent a few minutes looking through the guidance. It's complex and there are many exceptions to the rules, which anyway are to be reviewed. Rather than simple and succinct notes I'm happy to look at any specific situations if you aren't sure where you stand. I mentioned a review; The Charities Act 2006 required a review after 5 years. The review was set up to check what additional bureaucracy had been generated by the act. Already charity lawyers and others are drawing up lists, which for the most part are sensible and could well be adopted. I'll keep you posted.

HOW YOUR SEARCH ENGINES

Search Engines matter because they increasingly determine what information is known about your organisation and its services. In a recent survey, the majority of organisations polled stated that ranking high in search results is now as much of a necessity as having a traditional marketing program. However, search engine providers (Google, Yahoo etc.) continually change the weighting used to get that important search result to the top of the list. For example, Yahoo now has a method of judging the standard of the back-links (links into a site) on a website. This now means that simply having a link that is completely unrelated to your site content, will no longer improve your search position. Similarly, since acquiring YouTube, Google has given more weight to sites and pages with a relevant video on them. Contact Tony if this interests you, or if you want to know more about optimising your website for search engines.

BRIbery ACT 2010

This is now in force. Important that we are all above reproach. This should be discussed in a board meeting to make sure that you have adopted anticorruption policies. An area some charities might struggle in is where a charity operates in a country where bribery and corruption is acceptable, or even seen as normal practise. If you use agents or intermediaries overseas, you should make sure that they carry out robust due diligence and that the people you deal with understand their position.

WHERE DO CHARITIES TURN FOR ADVICE?

As the Charity Commission is scaling down its advice service, don't forget we have a team in place with good experience and understanding to be able to help you. Last month I came across a charity that failed to take advice when they took out a big loan. The loan was not permitted within the governing document and they now have to regularise the position. I'm working with another charity that thought that restricted fund donations can't be gift aided. I understand their thinking (they are worried about the donations being 'conduit giving' which in



Charity Bookkeeping

We offer a monthly or weekly bookkeeping service to any size of charity.

Managing the whole process for you, we provide you with a virtual office to remove the stress and strain of trying to juggle paperwork that can so often become a nightmare.

Contact us on 01243 55561 or email support@iel.org.uk to find out how we can help.



NVM HR & Recruitment

Professional HR advice which is affordable, reliable and quick. Check out the [NVM website](#)



End of Year accounts, and Independent Examination

Our services are fast, user friendly and cost effective. We can help with any preparatory work needed, and help resolve any issues that may arise.

case they aren't).

HOW CAN WE HELP YOU?

I travel round the country talking to groups of trustees and trying to make life easier for them (a job I enjoy immensely), I often think I'm stating the obvious a lot of the time. Then I hear about some of the strange advice that is so often given and I remember what I'm here to do: make charity processes and governance simple and understandable. If you want me to come to you, e-mail me for an outline of my programme. I've mentioned our franchise project in recent newsletters. This is progressing and we have a list of interested parties. If you want to know more drop us a line. Check out our website for a list of the services we offer.

AND FINALLY...

I have just discovered an airline with a great safety record and a sense of humour that excels the Australian Tourist Board humour. Kulula Airlines has a new livery which you'll have to Google to see. (Thanks Chris Wakeling for this one)

Comments on flight announcements include:

Ladies and gentlemen, we've reached cruising altitude and will be turning down the cabin lights. This is for your comfort and to enhance the appearance of your flight attendants.

During disembarking ... If you need help disembarking, sorry for you, help yourself. Don't be kidding folks, one of our greasy engineers will come round to assist you... Please check the overhead stowage, the seat pocket in front of you, as well as your carry on bag for all your nice goodies. If you decide to leave anything behind, please be sure it's shiny and valuable ... no children or in laws should be left behind, we are trying very hard to get rid of our own.

After a bumpy landing ... please remain seated as Captain Kangaroo bounces us to the terminal.

After an even bumpier landing ... please remain seated until Captain Crash and the crew have brought the aircraft to a screeching halt against the gate. Once the tyre deflation noise has cleared and the warning belts are silenced we will open the door and you can pick your way through the wreckage to the terminal.

After a normal flight .. we'd like to thank you for flying with us today, and the next time you get an insane urge to go blasting through the skies in a pressurised metal tube, we hope you'll think of Kulula Airways.

There's much more; check it out if you have any sort of flying phobia.

[Contact us](#) us for a quotation



Company Secretary Service

A number of Charities have already signed up to this new service. [Contact us](#) for details



Gift Aid:

[Email Janice](#) if you need help with your gift aid claims or if you need envelopes for cash donations.



IT Consulting

Take advantage of today's technology and get more from your IT systems.

We provide a full range of consultancy services to help you with all your IT projects, large or small.

Contact us on 01243 55561 or email support@iel.org.uk to find out how we can help



**M Wood Insurance Services
Ltd**

Specialists in:
Charity, Church &
Choir Insurance.

They can also arrange all other
types of commercial & personal
lines insurances.

www.woodinsurance.co.uk

Independent Examiners Ltd

Registered in England & Wales No: 3221546

Registered Address: Sovereign Centre, Poplars, Yapton Lane, Walberton, Arundel, West Sussex, BN18 0AS

Telephone: 01243 555611, Fax:01243 553822, Web: www.iel.org.uk

*If you do not wish to receive future bulletins, simply **FORWARD** this bulletin to: unsubscribe@iel.org.uk (please check your email address is shown in your forwarded email)*