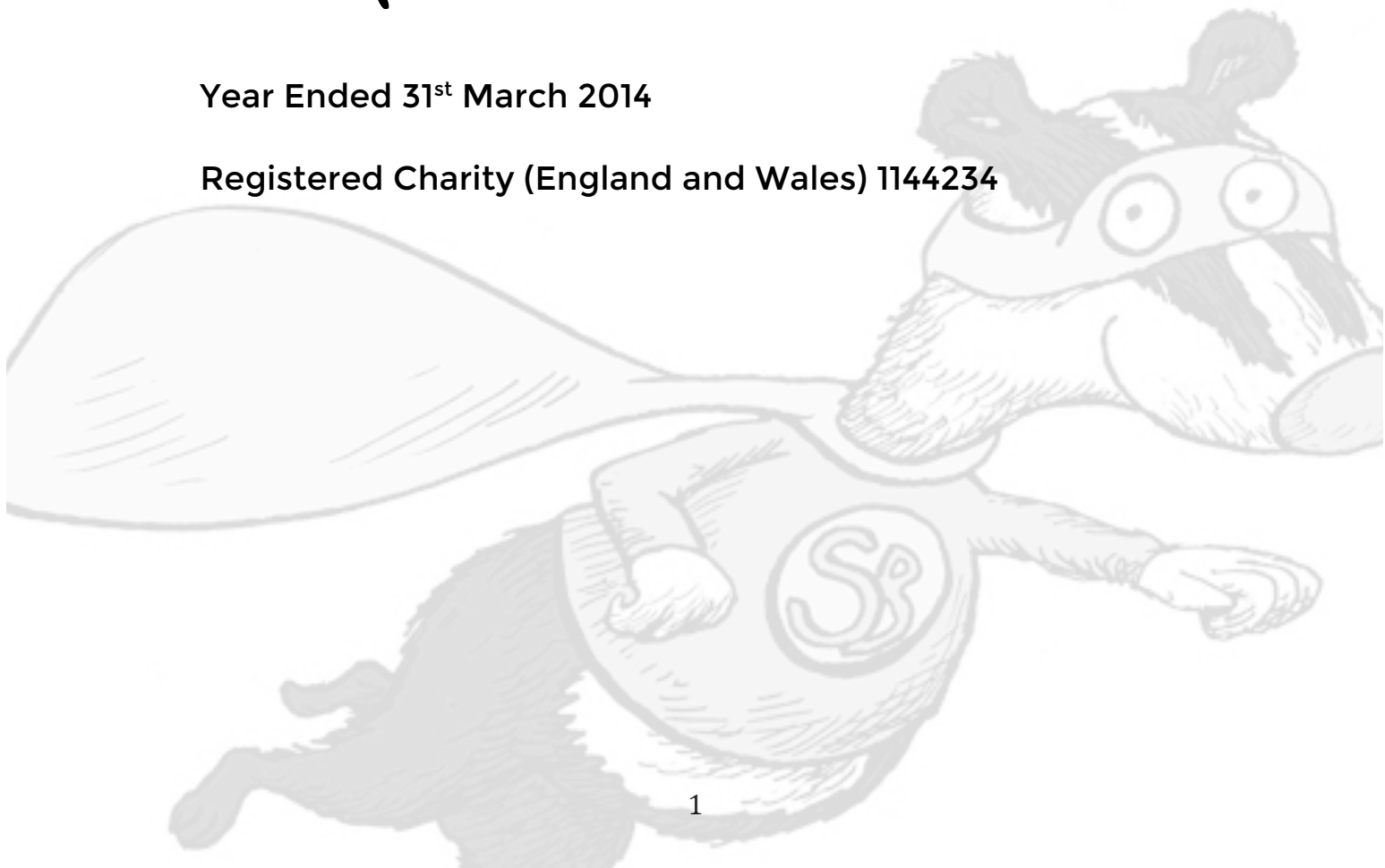




Sky Badger Trustees' Report and Accounts

Year Ended 31st March 2014

Registered Charity (England and Wales) 1144234



Contents

MESSAGE FROM THE CHAIR	3
MESSAGE FROM THE CHIEF EXECUTIVE	4
REPORT OF THE TRUSTEES	5
TRUSTEES, PATRONS AND SUPPORTERS	12
GOVERNANCE	16
STATEMENT OF TRUSTEES' RESPONSIBILITIES	16
FINANCIAL STATEMENTS	17
SUMMARY OF INCOME AND EXPENDITURE	18
MONTHLY ACCOUNTS 2012-2013	19
CHARITY MONTHLY ACCOUNTS	20
MONTHLY CHARTS OF INCOME, EXPENDITURE AND BALANCE	21
NOTES TO THE FINANCIAL STATEMENTS	22
INDEPENDENT EXAMINER'S REPORT	23

Message from the Chair

In my first year as Chair of Trustees of Sky Badger we have doubled our annual income thanks largely to the incredible efforts of our CEO, Naomi, in attracting grants and financial support from charities and businesses, who believe in Sky Badger and realise our potential to help families of disabled or life limited children. This financial boost has in turn enabled us to increase our number of paid staff, growing our website and attract more volunteers.

Our staff works enthusiastically to spread the word about Sky Badger and to improve and update our information and services. All of our paid staff and over 50% of our volunteer staff are either disabled, carers of disabled children or parents of disabled children.

We are helping literally 1000s of families through our website, and our e-helpdesk. As we obtain more financial support we continue to help more and more families in sometimes desperate need. There are so many fantastic charities, opportunities and services for families, who often simply don't know they exist. Sky Badger is finding educational, medical, financial and social support for families with disabled children all over the UK.

The next 12 months will see us rolling out our Pilot Project "Sky Badger Goes East" which will see the Sky Badger website offering an Eastern Region Online Information Service. Each new region is designed to become self-sustaining within 18 months of launch so as we obtain grants and funding to take Sky Badger North, South and West, we anticipate this financial support to be needed in the short term only.

This will be supported by the Sky Badger Scouts - our online work experience programme for young disabled people aged 14-25, which has been personally endorsed by our patron Professor Stephen Hawking. In addition, Silver Spoon Sugar is part-sponsoring our Sky Badger Schools programme, a disability awareness in primary schools programme.

" It really is so rewarding to be involved with this amazing charity and really making a difference to people's lives. "

Gina Inman

Gina Inman

Chair of Trustees, *Sky Badger*



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Message from the Chief Executive

©jayneodellphotography.co.uk



Over the last year, Sky Badger has grown at an incredible rate. We've helped solve problems and find adventures for over 260,000 families and professionals working with disabled and life-limited children in the UK.

" Sky Badger had a 40% increase in families looking for help! "

Due to this growth in demand, I'm pleased to say that the Sky Badger team has added three extra staff members. A big welcome to Hayley Couldridge our ehelphdesk manager, Kim Hughes our Eastern Region coordinator and Karen Hoe our East Midlands coordinator. I would also like to thank our incredible volunteers - they are the real Sky Badger

superheroes.

" Sky Badger has created 4 new jobs & 14 new volunteering roles. "

This year we've been busy making new friends with universities, colleges, companies and charities all over the UK. We are currently planning partnerships to best deliver our information service, online work experience for disabled young people and our primary school disability awareness programme.

Sky Badger has made its website and other services more accessible and easy to use for families, while also building in SEO and capacity to grow. We check our information monthly and the amount of new charities and services we tell families about grows every day.

" It costs 80p for Sky Badger to help a disabled child and their family. "

Now that we've built Sky Badger's technology infrastructure, we expect to find help for even more children next year for even less cost per family.

We are all passionate about making the lives of disabled children and their families more fun and fulfilling. We'd like to thank our grant givers, supporters and most importantly all of the Sky Badger families for sharing this extraordinary adventure with us. Our experience has shown us that disabled children need not be disadvantaged if families can find the right support to level the playing field.

Naomi Marek
Chief Executive, Sky Badger

Report of the Trustees

OUR VISION

We believe that family life should be full of fun and adventure - this is especially important if you have a disabled or life-limited child. So many fantastic charities, opportunities and services exist, but families often have no way of finding out about them. Sky Badger aims to level the playing field by finding educational, medical, financial and social support for families with disabled children all over the UK.

OUR HISTORY

Four mothers founded Sky Badger in October 2011 - three of our children are disabled and two have life-limiting conditions. We know from first-hand experience the importance of finding the right help at the right time. Our patrons are **Professor Stephen Hawking, Sir Ranulph Fiennes, Gerald Scarfe and Lord Neuberger**. We have a comprehensive set of policies, insurances, trademark protection and are proud members of the **Council for Disabled Children** and the **Disabled Action Alliance**.

WHAT WE DO

Sky Badger builds bridges between families with disabled children and the charities and services wanting to help. We research new charities, services and opportunities and tell families about them on our website: www.skybadger.co.uk, Twitter feed, Facebook page and YouTube video channel and a confidential ehelphdesk. Each platform allows us to reach even more families.

SKY BADGER'S IMPACT

We have reached over 260,000 families and professionals since May 2012, we've created four new jobs and over 60 volunteer roles. Sky Badger is making a real difference to 1,000s of children growing up disabled.

SKY BADGER STAFF

We have one full-time CEO, three part-time staff - two regional co-ordinators and one helpdesk manager, five regular volunteers running our social media channels and two online researchers, 15+ irregular volunteers, four 'expert' volunteers (finance, social media, SEN education, SEN law) and 40+ micro volunteers. All of our paid staff and over 50% of our volunteer staff are either disabled, carers of disabled children or parents of disabled children. We anticipate creating a further six part-time roles in the next financial year 2014/15, a further eight part-time and one full-time role in 2015/6.

WHO DOES SKY BADGER WORK WITH?

Families with disabled children - Sky Badger builds its services by being guided by what disabled young people and their families want us to provide. We collaborate with parents, disabled young people and professionals in our decision-making at all levels. We need to know what challenges families have to overcome so that we can help them when they need it most. We keep

communication 'virtual' so those with mobility issues, other disabilities and time limitations can take as active a part in Sky Badger's development as they want to.

The Sky Badger think-tank - This allows us to increase the participation of disabled young people in the planning and delivering of services and support. Sky Badger's think-tank is made up of young disabled people aged 14-25. They work peer-to-peer in reviewing our plans and projects. The think-tank members are volunteers who are disabled. Our group is led by Katy Evans who has Cerebral Palsy, has an assistive dog and is in her final year of a degree course at Bedford University.

Other organisations - We are currently working closely with schools, colleges and disability groups all over the UK, including Cambridge Regional College, Carlisle University, The Council for Disabled Children, Disabled Action Alliance, The Foundation for Social Improvement, Pimp My Cause, The Papworth Trust, Pinpoint and Evenbreak.

"We're thrilled to be working with Sky Badger both as an invaluable resource for signposting parents and young people to their local provision, as well as a work experience opportunity for some of our learners. I hope that this organisation goes from strength to strength and draws together all the people out there who are feeling isolated by their own - or their child's - disability."

Beth Elkins, Cambridge Regional College



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A meeting with some of the Sky Badger team

Objectives for the Period

Sky Badger has three key objectives:

GREAT INFORMATION

Sky Badger gives positive, accurate and up-to-date information for families with disabled children and professionals supporting them.

Sky Badger's website: www.skybadger.co.uk links disabled children's charities and services under one umbrella, including respite, hospice care, 'make a wish' charities, holidays, sports, arts, sibling support, mobility equipment, specialist insurance, education and much more. This year we introduced a mental health section and downloadable 'How To' guides based on demand from our beneficiaries.

Sky Badger also offers support on the following platforms...

- WEBSITE: www.skybadger.co.uk
- TWITTER: www.twitter.com/sky_badger
- FACEBOOK: www.facebook.com/SkyBadger
- YOUTUBE CHANNEL: www.youtube.com/user/MrSkyBadger
- PINTREST: www.pinterest.com/skybadgeruk/
- E-HELPDESK: @skybadger.co.uk
- INSTAGRAM <http://instagram.com/skybadgeruk> (March 2014)

BUILDING BRIDGES

Sky Badger continues to actively seek out well-known as well as smaller lesser-known charities and services and builds bridges between families, carers and professionals in social, health and educational provision.

EMPOWERING

Sky Badger remains flexible, listening to families and providing the information needed when they want it and where they can reach it. We listen and respond to our beneficiaries, recording detailed feedback and developing ideas from case studies, questionnaires and Twitter chat so we know we are dealing with the right issues. This allows us to build our knowledge so we can help other families more quickly and effectively.

Activities for the Period

- ✓ **Redesigned our national and regional website to provide full accessibility, ease of use and better connectivity to our database.**
- ✓ **Implemented a custom built data-base allowing staff and volunteers to work remotely.**
- ✓ **Testing our regional information service in the East.**

We are currently part way through testing our regional information programme, Sky Badger Goes East.

Sky Badger Goes East can be broken down into three following key areas; regional online information service, Sky Badger Scouts, Sky Badger Cubs. Combined, these three elements allow Sky Badger to reach the widest number of beneficiaries, including parents and families, pupils and staff in special needs schools, and mainstream primary and secondary schools. Right now, we're finishing off monitoring and evaluating our Eastern Region pilot. Each region has been designed as a self-contained project with the technological infrastructure in place ready to roll out to other regions of the UK.

Eastern Region Online Information Service

Sky Badger will give detailed information about all the help and adventure available by Local Authority (LA), by region and nationwide, all accessed through a map on the Sky Badger website. We will link disabled children's charities and services under one umbrella; including respite, summer clubs, hospice care, holidays, arts, mobility equipment, specialist insurance and much more. It will be available for free and at the click of a button.

Sky Badger Scouts

An online work experience programme for young disabled people aged 14–25. Sky Badger's regional information will be researched and gathered by volunteers and Sky Badger Scouts. They will find all the help and adventure available in their own regions/LAs from a variety of sources and feed it into the Sky Badger Database. Depending on the individual's ability, our Scouts will gain work experience in copywriting, researching, data entry, social media skills, advertising, marketing and more. All training is provided and all information robustly checked by our regional co-ordinator (a local parent/carer of a disabled child). All work is done remotely via a laptop, computer, tablet or other adapted technology connected to the Internet. The work schedule will also be completely flexible so young people can keep appointments with therapists, doctors and treatment regimes.

Sky Badger Cubs

A disability awareness primary schools programme. The Cubs explore disability and special educational needs in a fun and exciting way. The aim of the programme is to developing friendships, understanding and reducing bullying. The Sky Badger Awards will use games, sports, art, creative writing and competitions to develop empathy and a greater understanding of disabled children and their families. All activities will be linked to the New National Curriculum framework 2014 and support students becoming educated citizens. Silver Spoon Sugar is part-sponsoring our school's programme. Teachers and student teachers all over the UK are designing content.

Training Courses Attended...

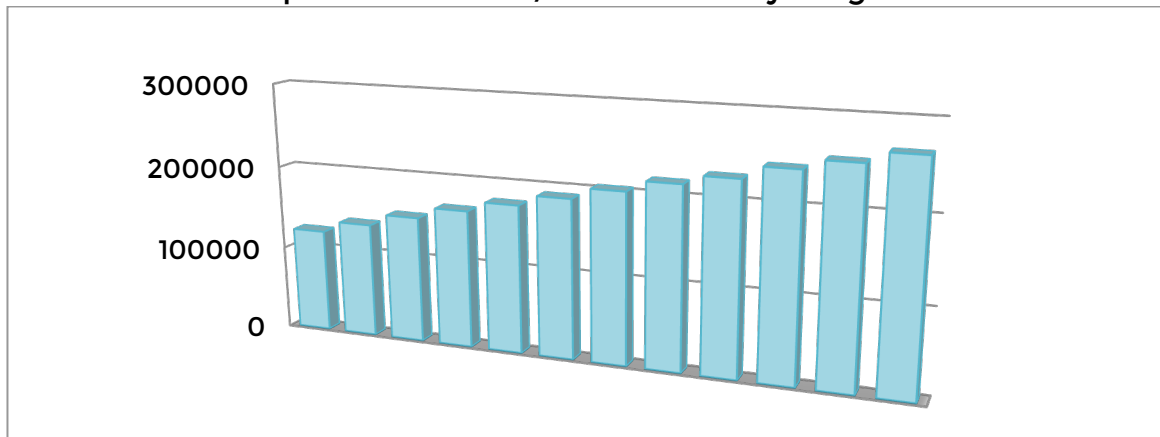
- Governance and Board Development
- Develop Your Fundraising Strategy
- Building Your Case For Support
- Developing Corporate Relationships
- Major Donor Fundraising
- Supporting and Managing Volunteers

How many families and professionals has the Sky Badger website reached?

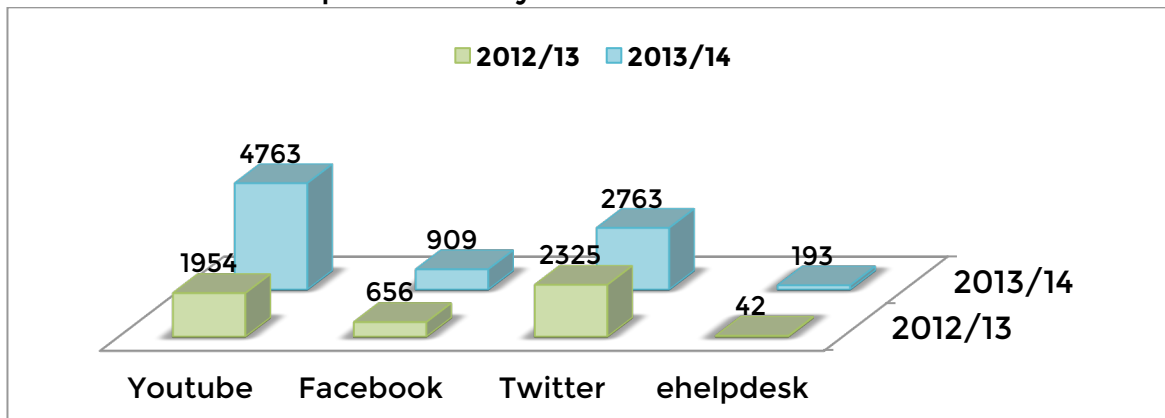
Through the website alone, Sky Badger has conservatively **reached over 226,000** individual families and professionals to date. The number of beneficiaries is growing faster than we ever imagined.

41% increase in demand since last year

Number of visits per month 2013/14 to www.skybadger.co.uk



Social Media & ehelphdesk Family Reach



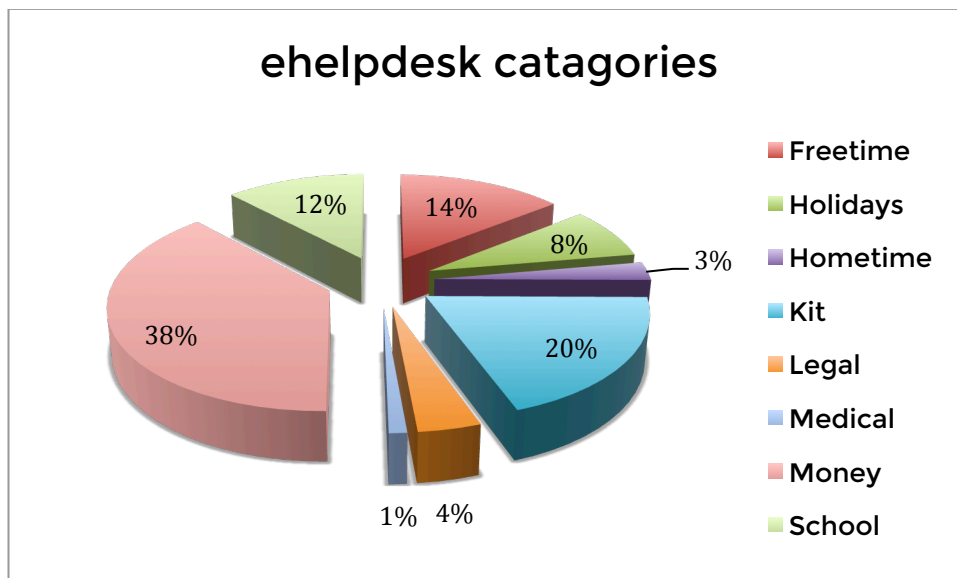
ehelpdesk

450% increase in demand since last year

This year our ehelphdesk has handled 193 cases.

Examples of problems we have helped with...

- How to find a touch screen computer
- About sensory rooms and installation
- Funding for a holiday club interpreter
- Urgent help for aggressive behaviour and sibling support
- Emergency funding for a flooded bathroom
- Funding for an Autism sensory pack
- Advice on building a disabled friendly playground
- Grandparent's legal rights about disabled grandchildren



Types of disabilities and conditions

We have supported children with a wide variety of conditions including, but not limited to ...

severe global developmental delay, Asperger's Syndrome, ADHD, chronic lung disease, visually impaired, deaf, Cerebral Palsy, recessive multi-epiphyseal dysplasia, Dyslexia, Epilepsy, Trisomy 9p Syndrome, severe behavioural problems, arthritis, bipolar, Velo Cardio Facial Syndrome, stroke, cancer, paralysis, Down's Syndrome, quadriplegic cerebral palsy and Triple X Syndrome.

More than half of the children Sky Badger helps have multiple conditions.

Where do Sky Badger Families Live?

(Top 100 2013/14)

City	Visits	City	Visits	City	Visits
London	28,847	Peterborough	770	Watford	430
Birmingham	4,205	Halesowen	768	Crewe	422
Manchester	3,897	Chelmsford	748	Stevenage	411
(not set)	3,441	Bradford	745	Dundee	410
Sheffield	3,124	Bedford	738	Wigan	403
Liverpool	3,068	Luton	731	Southend-on-Sea	401
Leeds	2,928	Hull	721	Wrexham	387
Leicester	2,284	Swansea	698	Blackpool	383
Glasgow	2,270	York	689	Middlesbrough	380
Newcastle upon Tyne	2,228	Bournemouth	687	Wakefield	374
Cardiff	2,100	Woking	649	Inverness	374
Belfast	1,928	Canterbury	647	Saint Helens	362
Bristol	1,873	Guildford	620	Chester	358
Nottingham	1,873	Exeter	566	Colchester	357
Edinburgh	1,862	Maidstone	561	Salford	348
Norwich	1,743	Lincoln	550	Carlisle	341
Plymouth	1,549	Worcester	548	Sale	339
Cambridge	1,541	Slough	547	Stockport	333
Brighton	1,390	Blackburn	543	Solihull	325
Preston	1,244	Bath	530	Birkenhead	321
Southampton	1,212	Durham	526	Crawley	315
Croydon	1,133	Poplar	525	Basildon	311
Wolverhampton	1,071	Maidenhead	508	Telford	309
Oxford	1,064	Doncaster	501	Gateshead	303
Northampton	1,038	Portsmouth	487	Basingstoke	295
Derby	1,036	Huddersfield	480	Hamilton	291
Stoke-on-Trent	1,011	Oldham	472	Brentford	290
Coventry	1,006	Cheltenham	466	Rotherham	285
Reading	901	Chatham	462	Bury	279
Milton Keynes	840	Walsall	456	Dartford	274
Ipswich	831	Rochdale	451	Winchester	274
Aberdeen	803	Stafford	446	Sunderland	272
Bolton	792	Gloucester	432	Mansfield	266

Case Study

About James...

Michelle came to Sky Badger worried that her son might need a statement to support him at school. James is 3 ½ and has profound Autism. Michelle lives in Hertfordshire with her husband and two small children.



"James can on a daily basis kick, punch, bite the person nearest to him be it my husband or myself or his brother Thomas who's 2 and a half years old.

James gets in such a state through a small change in the day that he physically gets sick and is by this stage nearly hyperventilating."

James needs day and night care, with one of his parents sleeping in his bedroom to help him the 6-8 times he gets up during the night. James is in constant danger of hurting himself and others because of his Autism. The family has no support at all. Sky Badger explained to Michelle how she could get 'respite care' so she and her husband could go out for an evening, something they haven't done for over a year. We also showed her how to get James's music therapy sessions through her Pediatrician without having to struggle to pay for them herself. Michelle works evenings and weekends at a local supermarket to make ends meet and to pay for extra music therapy for James.

Tragically, Michelle was given wrong advice when she filled out the Disability Living Allowance forms last year. Sky Badger helped her re-apply with the right supporting evidence.

"...it's a sense of relief to know that there is someone out there to help you, point you in the right direction and to be a constant support throughout the process, peace of mind. Extra support will help James with his development and make our life that little bit less stressful.

Sky Badger has made a real difference to us. It's amazing what a little knowledge can do! Thank you Sky Badger so much, I feel so much happier about our future."

Where to next?

1. We intend to extend Sky Badger's Regional Information UK wide

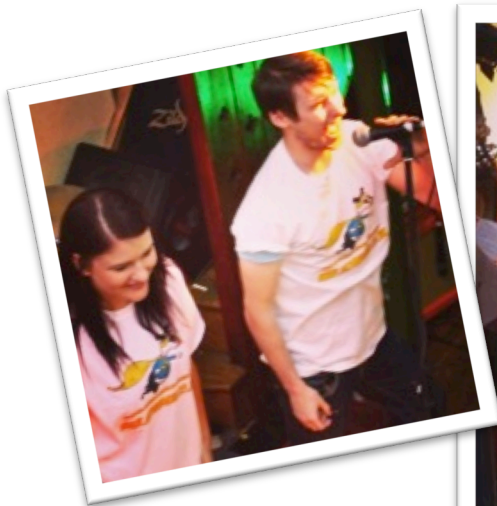
Sky Badger Goes East is the beginning of an on-going project. It will be replicated in every region in the UK providing 17 new jobs for disabled people or parents of disabled children. It will create up to 130 work experience opportunities for young disabled people aged 14-24 and help up to 600,000 families and professionals working with disabled children.

In each new region we aim to...

- ✓ Create a new job for a disabled person or carer of a disabled child
- ✓ Provide work experience for at least 10 young disabled people
- ✓ Generate a detailed regional information service
- ✓ Build new local corporate partnerships
- ✓ Build new links with local charities and services for disabled children
- ✓ Each region will eventually become financially self-sustaining through advertising and local corporate support

2. Develop new events to connect families with the charities and services they're looking for...

- ✓ Connect local charities to provide sports/arts days
- ✓ Community and fundraising events
- ✓ Attending more national pediatric disability events
- ✓ Promoting our activities within our umbrella organisations - The Council for Disabled Children and the Disability Action Alliance



Sky Badger live music event.
The Malt Cross, Nottingham

Trustees, Patrons & Supporters

Trustees:

Gina Inman, Chair
Celia Patterson, Treasurer
Katie Read, Secretary
Luke Gusman, Trustee

Chief Executive:

Naomi Marek

Patrons:

Professor Stephen Hawking
Sir Ranulph Fiennes
Gerald Scarfe
Lord Neuberger

Registered Office:

46 Everton Road
Potton
Sandy
Bedfordshire
SG19 2PA

Bankers:

Barclays Bank PLC
St Neots Branch
41 High Street
St Neots
Cambridgeshire
PE19 1AS

Examiners:

Philip Walding FCA
64 Alchester Court
Towcester
NN12 6RP

Supporters...thank you!

We would like to say a big thank you to the other charities, organisations, individuals and talented volunteers who give their time, energy and expertise to help make Sky Badger a reality. They have each made a real difference.

Individuals

Adam Marek
Adelina Chalmers
Annie Clements
Beth Elkin
Carrie Wilson
Casee Wilson
Chanel Olding
David Bara
Digby Chacksfield
Hira Saeed
Jasmin Kellaway
Jayne Odell
Jonny Bentwood
Katie Evans
Lanre
Lauren Hendy
Linda Roberts
Louise Stephens
Pooja Naik
Qasim Mahmood
Ron McElroy
Rose Redd
Sarah Olanipekun
The Tuesday Club
Tom Marlow
Tom Morgan-Jones
Victoria Cornell

Companies and Charities

British Telecom
Cambridge Regional College
Council for Disabled Children
Charles Dunstone Charitable Trust
Cumbria University
Disability Action Alliance
Do-it
Entrepreneurs Programme 2012-13
Evenbreak
Freemasons' Grand Charity
FSI
The Gale Family Charitable Trust
Give What You're Good At
Google inc.
Hertfordshire Community Foundation
Lloyds Banking Group Social
Mumsnet
Pimp My Cause
Pinpoint
PwC
Salesforce
Santander
School of Social Entrepreneurs (East)
Spoon Sugar and Baking Mad
Souter Charitable Trust
The Goldsmiths' Company
The Grand Freemasons Charity
The Malt Cross, Nottingham
The Media Trust
The Papworth Trust
Tom's Planner
True Colours Trust
The Wixhamtree Trust
WMC
Woman Magazine

Governance

OBJECTIVES AND ACTIVITIES FOR THE PUBLIC BENEFIT

Structure

Sky Badger, the Charity is governed in accordance with its Articles of Association. Trustees are appointed for a suggested term of three-to-five years. At the end of this term they may be reappointed for a further term.

The Trustees who held office at the date of approval of this Trustees' report confirm that, so far as they are aware, there is no relevant audit information of which the Charitable Company's auditors are unaware; and the Trustees have taken all the steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Objectives

Summary of the objects of the charity set out in Sky Badger's governing document.

1) To relieve children with a disability and to relieve the charitable needs of families and carers of children with disability by:

a) The provision of support, advice, guidance, advice advocacy and training to those responsible for the care of children with a disability and their families

b) Providing resources to facilitate greater coordination between statutory authorities, non-profit making organisations and families of children with a disability

2) To provide education, training, information and advice to parents/carers of children with disability for the purposes of promoting health and empowering them to advance their children in life and assist in their child's development.

Statement of Trustees' Responsibilities

Key responsibilities of the Trustees are to:

- ✓ Agree strategic direction and policies
- ✓ Represent the Charity when required
- ✓ Agree annual operating budgets
- ✓ Execute all legal responsibilities in connection with Sky Badger
- ✓ Comply with the Charity Commission regulations
- ✓ Support the Chair in ensuring Sky Badger is following best practice
- ✓ Provide expertise and insight into key areas when requested

Review of objectives and activities

The trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing objectives and activities.

Induction and Training

A Sky Badger Trustees' Induction pack has been designed and delivered to all new and existing Trustees. The pack is based on information from the Charity Commission and the Foundation for Social Improvement. On-going training will also be offered.

Financial Statements

Balance brought forward 2012-13: £ 3,139.61

Balance brought forward 2013-14: £ 19,652.00*

Reserves

The Trustees aim to maintain a reserves policy, which equates to two months' expenditure (salaries committed through contracts and running costs only). At the current time this equates to £7,000. This amount is anticipated to increase as we grow. The Trustees will review the amount held in reserve regularly.

Gains and Losses

Sky Badger has no recognised gains or losses for the financial period other than the net movement in funds, all of which are derived from continuing operations.

Future funding strategy

Sky Badger is currently developing new funding streams including increasing corporate sponsorship, fundraising events and crowd fundraising.

Intellectual property

Our charity name and logo have been trademarked and we own all relevant website domains.

Funding Streams

Sky Badger's funding streams include advertising revenue from the website, private donations, shopping commissions, corporate revenue and in-kind support.

Successful grant applications 2013-14 include...

Charles Dunstone Charitable Trust, Freemasons' Grand Charity, Google Adwords Grant (on-going), Lloyds Banking Group Social Entrepreneurs Programme (start-up 2012/13), Santander, Souter Charitable Trust, The Gale Family Charitable Trust, The Wixhamtree Trust, The Goldsmiths' Company, Herts Community Foundation and The True Colours Trust (year 1 of a 3 year grant).

Other assets

Our most valuable assets are the people who work with us. Identifying what skills we need, training our staff and volunteers to achieve them and finding the very best volunteers is the backbone of our charity.

***Note about our end of year balance brought forward**

Our relatively high balance at the end of this financial year is anticipated to drop to between £9,000 and £11,000 (monthly average). This level will be achieved in next three months due to significant costs in rolling out our current projects.

Summary of Income and Expenditure

Chart of Principal Sources of Income April 2012-March 2013 (Summary of previous financial year)

Accounts approved by Trustees 30/04/13
Independently examined by Philip Douglas Walding FCA

Income	Restricted	Unrestricted	Total £
Grants	12,500.22		12,500.22
Google Adwords Grant	49,988.44		49,988.44
Advertising revenue		528.00	528.00
Corporate fundraising			
In kind donations (professional time)	2,500.00		2,500.00
Donations (Paypal, private, shopping commission)		19.74	19.74
Total income			£ 65,536.40

Expenditure

Variable costs		
Copywriting/design		425.00
Other professional fees		2,536.00
IT development website		5,160.00
Advertising/marketing		3,500.00
Google Adwords		49,988.44
Total variable costs		61,609.44
Fixed costs		
Core staff salaries		410.00
website running costs		26.38
Printing		
Post		
Insurance		681.60
Other office expenses		
Total fixed costs		1,117.98
Total expenditure		£ 62,727.42

Chart of Principal Sources of Income April 2013-March 2014

Accounts approved by Trustees 07/04/14

Independently examined by Philip Douglas Walding FCA

Income	Restricted	Unrestricted	Total £
Grants	52,279		52,279
	69,609		69,609
Advertising revenue		16	16
Corporate fundraising			-
In kind donations (professional time)	2400		2400
Donations (Paypal, private, shopping commission)		792	792
Total income			125,096

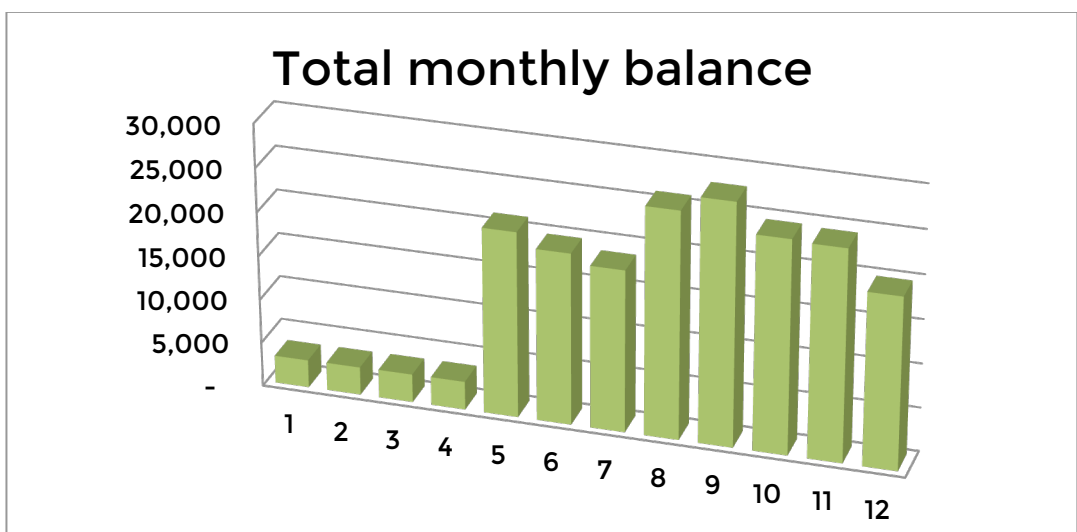
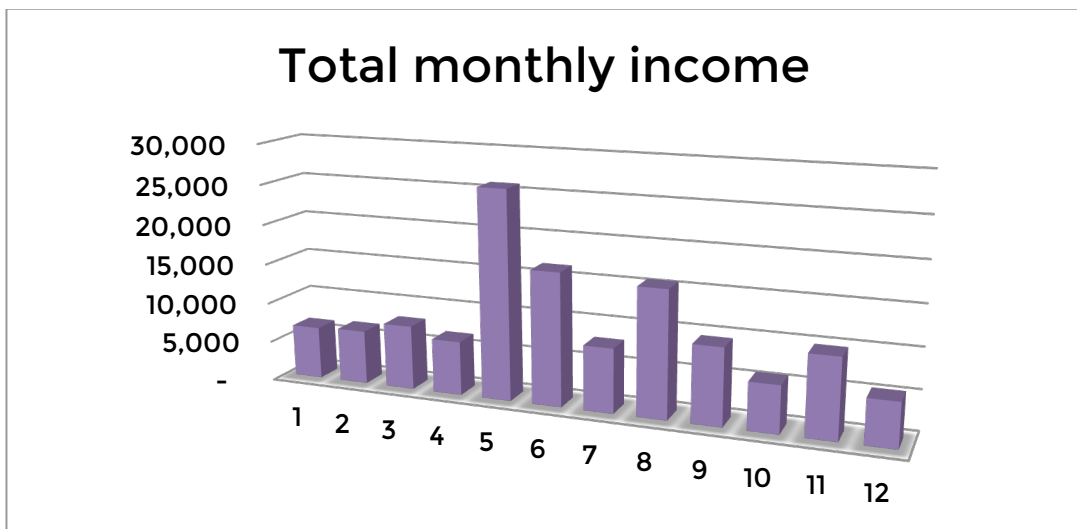
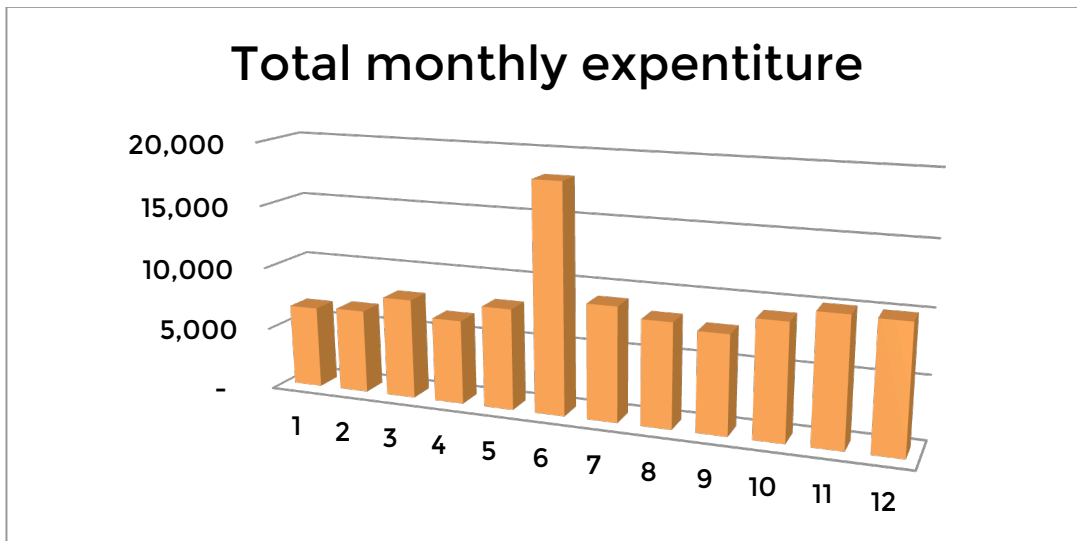
Expenditure	Total £
Variable costs	
Copywriting/design	1,760
Other professional fees	2,527
IT development website	15,286
Advertising/marketing	
Google Adwords	69,610
Total variable costs	89,182
Fixed costs	
Core staff salaries	18,845
website running costs	
Printing	
Post	
Insurance	557
Other office expenses	
Total fixed costs	19,402
Total expenditure	108,584

Monthly Accounts

Sky Badger 2013-2014

	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	ACTUAL YEAR to DATE
Income													
Grants					20,000	10,819	2,000	10,000	5,000		4,460		52,279
Google Adwords Grant	6,525	6,381	6,478	6,464	5,298	5,725	6,011	5,738	4,575	5,767	5,122	5,525	69,609
Advertising revenue					16								16
Corporate fundraising													-
In kind donations (professional time)		300	1,500		300						300		2,400
Donations (Paypal, private, shopping commission)		25	36	255	345					100	31		792
Total income	6,525	6,706	8,014	6,719	25,959	16,544	8,011	15,738	9,575	5,867	9,913	5,525	125,096
Expenditure													
Variable costs													
Copywriting/design									850	910			1,760
Other professional fees		300	1,500		360		40			27	300		2,527
IT development website						9,939					1,337	4,010	15,286
Advertising/marketing													-
Google Adwords	6,525	6,381	6,478	6,464	5,298	5,725	6,011	5,738	4,575	5,767	5,122	5,525	69,610
Total variable costs	6,525	6,681	7,978	6,464	5,658	15,664	6,051	5,738	5,425	6,704	6,759	9,535	89,182
Fixed costs													
Core staff salaries				240	2,395	2,475	2,475	2,555	2,395	2,475	3,355	480	18,845
website running costs													-
Printing													-
equipment													-
Insurance							557						557
Other office expenses													-
Total fixed costs	-	-	-	240	2,395	2,475	3,032	2,555	2,395	2,475	3,355	480	19,402
Total expenditure	6,525	6,681	7,978	6,704	8,053	18,139	9,083	8,293	7,820	9,179	10,114	10,015	108,584
Income minus expenditure	-	25	36	15	17,906	- 1,595	- 1,072	7,445	1,755	- 3,312	- 201	- 4,490	16,512
Balance brought forward	3,140	3,140	3,165	3,201	3,216	21,121	19,526	18,454	25,899	27,654	24,342	24,141	
Closing balance	3,140	3,165	3,201	3,216	21,121	19,526	18,454	25,899	27,654	24,342	24,141	19,651	16,512

Monthly charts of income, expenditure & balance



Notes to the Financial Statements

PRINCIPAL ACCOUNTING POLICIES

1. BASIS OF ACCOUNTING

The financial statements have been prepared under the historical cost convention. The statements have been prepared in accordance with the Statement of Recommended Practice - Accounting and Reporting by Charities (the SORP) and the requirements of the Charities Act 1993.

2. INCOME

Income is recognised once the Charity has entitlement to it. It is certain that the income will be received and the monetary value of the income can be measured with sufficient reliability.

3. INCOME IN KIND

Donated services are included as income (with an equivalent amount in resources expended) at the estimated value to the charity where the benefit to the charity is reasonably quantifiable and measurable.

4. FIXED ASSETS

Currently Sky Badger has fixed assets in regards to software. These were purchased via low cost charitable sources.

5. DEBTORS AND CREDITORS

The Charity has no debtors or creditors at this time.

6. TAXATION

As a charity Sky Badger does not pay Tax on grants and donations (VAT reg. threshold £77,000 in taxable income). Staff are currently self-employed so are responsible for their own tax and NI obligations.

Independent Examiner's Report On The Accounts

Report to the trustees of Sky Badger

On accounts for the year ended

31st March 2014

Charity no

1144234

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with 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 accounts, and seeking explanations from the 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 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 41 of the 1993 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act

have not been met ; or

to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

Philip Walding

Date:

07/04/2014

Name:

Philip Douglas Walding FCA

Relevant professional qualifications:

Fellow of the Institute of Chartered Accountants in England and Wales

Address:

64 Alchester Court, Towcester, NN12 6RP