

THE MARKET RESEARCH BENEVOLENT
ASSOCIATION

UNAUDITED FINANCIAL STATEMENTS

for the year ended

31 March 2010

The Market Research Benevolent Association

TRUSTEES' REPORT

TRUSTEES

I Brace (Chairman)
P Bartram
M Hancock
C Harris
L Henshall
P Molloy
N Palmer
S Robson
M Stringer

SECRETARY/TREASURER

D Scott

REGISTERED CHARITY NO.

274190

REGISTERED OFFICE

15 Northburgh Street
London
EC1V 0JR

INVESTMENT MANAGERS

UBS Wealth Management (UK) Ltd
1 Curzon Street
London
W1J 5UB

INDEPENDENT EXAMINER

K A Lickorish FCA DChA
Baker Tilly Tax and Accounting Limited
12 Gleneagles Court
Brighton Road
Crawley
West Sussex
RH10 6AD

The Market Research Benevolent Association

TRUSTEES' REPORT

The Trustees present their report along with the financial statements of the charity for the year ended 31 March 2010. The financial statements have been prepared in accordance with the accounting policies set out on page 9 and comply with the charity's charter, applicable law and the requirements of the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in March 2005.

OBJECTIVES AND ACTIVITIES FOR THE PUBLIC BENEFIT

The Market Research Benevolent Association was established by a Declaration of Trust dated 1st August 1977.

The objectives of the Association are the relief and assistance of necessitous persons who are or have been engaged in market research or related activities, and of the dependents of such persons. This constitutes a public benefit as defined in The Charities Act, being for the relief of those in need. Relief is mostly given in the form of grants and loans, although advice and counselling are also provided. This meets the requirements of Principle 1, being an identifiable benefit

Relief is available to a section of the public, being those people and their dependents who work in or have worked in market research in the United Kingdom. Membership of The Market Research Society is not a necessary condition for assistance to be given. This meets Principle 2, being a benefit to the public.

Applications are invited by letter, through the web-site or by telephone. Most, but not all, applicants are visited by a MRBA Regional Manager who assesses the applicant's needs and who makes a recommendation to the Management Committee regarding the assistance that may be provided.

GOVERNANCE

Method of appointment of Trustees

The Trustees are the members of the Management Committee. Each Trustee holds office for as long as they are a member of the Management Committee.

Trustees are expected to keep up to date with appropriate legislation and practice. This is assisted by the Association being a member of the Association of Charity Officers.

Management Committee

The Management Committee consists of not more than six elected members who must be Life Governors, Governors or ordinary Members of the Association; up to three further members may be co-opted to the Committee. Elected members hold office for three years from the AGM at which they are elected, but are eligible for re-election. Members of the Management Committee give their time freely and no Trustee remuneration was paid in the year. Details of trustee expenses are given in Notes to the Financial Statements in Note 4.

The Chairman is elected annually by the Management Committee from amongst its members, but is eligible for re-election.

The Management Committee met eight times during 2009/10. Our thanks are due to GfK NOP for providing accommodation and hospitality.

The day-to-day management of the charity is the responsibility of the Treasurer (D. Scott), in consultation with the Chairman, and within staff job descriptions agreed by the Board.

TRUSTEES

The Trustees at the date of this report are shown on page 1.

At the AGM in September 2009, Linda Henshall and Marian Stringer were re-elected as Trustees to the Management Committee.

The Market Research Benevolent Association

TRUSTEES' REPORT

FINANCIAL RESULTS AND REVIEW OF ACTIVITIES

Total income for the year was £26,703. Expenditure on grants and governance costs was £67,995, resulting in a shortfall of £41,292. A further £24,615 was given in loans, offset by £8,860 in loans repaid. Our total outgoings therefore were £92,610, against receipts of £35,563. We have consequently had to draw heavily on our reserves this year.

The three main sources of income for the Association continue to be investments and interest, fund-raising activities and member subscriptions. Both fund-raising/voluntary income and member subscriptions showed an increase over 2008/9. Fund raising/voluntary income was £9,035, compared to £8,990 in 2008/9, and member subscriptions were £6,733, compared to £5,894. However, income from investments fell from £20,796 to £10,935, so that the overall income fell by £11,477 over the previous year.

The drop in investment income is a result of the current economic conditions, and in particular the low interest rates currently available. In recent years, investments have accounted for about half our income, but this year accounted for only 41%. The value of listed investments, however, recovered from the decline in 2008/9 to £370,371, an improvement of 32%, returning to their value of 2008. Although we should expect interest rates to increase from their current low rates in the future, we cannot expect that to happen in the immediate future, meaning that we need to ensure that other sources of regular income are in place.

Fund raising and donations accounted for £4,287. The silent auction was held again at the Research 2009 and Research 2010 conferences combined with on-line bidding that enabled bids to be placed for several weeks before the conference as well as at the conference and after it. This resulted in raising over £4,000, in 2009, which falls into the income shown here, and over £5,000 in 2010, which will fall into next year's accounts. Both of these great results were again mainly due to the hard work of Linda Henshall in organising the bids, and setting up the on-line auction. We also thank the staff at the Market Research Society for all their assistance with the auction.

Income from members' subscriptions was £6,733, an increase of 12.5% on the previous year.

During the year the Association made new grants to 44 cases. This is similar to last year when it was 45. The total amount given either in grants or loans that were converted to grants, was £31,370 slightly less than last year at £36,390, but still significantly higher than the previous year (£19,348).

18 new loans were made during the year compared to thirteen in the previous year. These totalled £24,615, more than twice the amount for the previous year. Loans outstanding as at 1st April 2010 have consequently risen to £33,580 (£23,078 previously). Previous loans to the value of £2,503 were converted to grants.

The total given in grants and loans for the year was £51,757 to 62 cases, up from £44,603 to 58 cases in the previous year. The amount of relief given has thus risen again, but with more given as loans than grants than in previous years.

The total expenditure for the year, excluding loans, was £67,995, an increase on last year when it was £62,354. The increase arises from the increase in governance costs due to our employing a marketing consultant for the full year for the first time. We believe that this has given us excellent value and has enhanced and professionalised our activities in several areas, and has doubtless contributed to the increase in the number of cases that have come to us. Nevertheless we recognise that the governance costs are relatively high and are actively seeking ways of reducing them.

Two further issues of Helping Hand were published during the year, as planned. These were admirably edited by Rossanne Lee-Bertram. Our thanks go to Kantar for the design and layout of these.

FUTURE PLANS

As previously stated, it has become clear that we cannot rely on investment income and interest for the same level of income as has been the case in the past, and we must look to our main alternative sources of membership and fund-raising. During this year we have launched a new membership drive based on individuals becoming "friends" of the Association and companies/organisations becoming patrons. We have initially concentrated on recruiting corporate patrons, which individually show the greatest return. We are now beginning to see the benefits of that as we have five corporate patrons, with several others promised.

Fund-raising has also been given renewed attention with a least one new major event in planning for the coming year.

INVESTMENT POLICY

There are no restrictions on the Trustees' power to invest. The investment strategy is currently to balance capital growth and income aims, with investment at medium risk. The strategy and portfolio performance, historic and prospective, are reviewed regularly with the investment manager UBS Wealth Management (UK) Ltd.

RESERVES POLICY

The reserves policy of the charity is based on two considerations.

First it is considered that available, unrestricted funds should be maintained at a level sufficient to meet one year's outgoings in respect of grants and all running expenses. On the latest available data, excluding exceptional items, this would demand £65,000, approximately.

Second, however, the Trustees are of the opinion that, in the light of all available evidence on efforts to develop subscription and fund raising income, these sources are unlikely to meet more than half of the charity's annual total needs in the long term, and that, consequently, they must look to investment income for the balance. Given the investment managers' most recent forecast of a realistic yield, under current market conditions, it is therefore the policy to maintain a significant level of quoted investments and unrestricted deposits, in order to achieve an overall balance between income and expenditure.

RISK MANAGEMENT

The Trustees believe that the greatest risk facing the Association is that demand for assistance will consistently exceed income and that our reserves will be depleted to the extent that we cannot meet the income demanded from investments and that this shortfall must be filled by membership and fund-raising income. We do not wish to reduce demand, and are therefore approaching this issue primarily through:

- a) the continuation of the membership drive with the "friends and patrons", which we hope will bring in regular committed income from people and companies within the industry;
- b) more fundraising events;
- c) increasing awareness of the Association and its work amongst people within the industry, which will
- d) provide both more volunteers to mount fund-raising activity, and more widespread response to such activity; and
- e) maintaining sufficient liquidity in investment to be able to meet increased demand at short notice.

The Market Research Benevolent Association

TRUSTEES' REPORT

TRUSTEES' RESPONSIBILITIES IN THE PREPARATION OF FINANCIAL STATEMENTS

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards 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 charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 1993, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees on 23 September 2010 and signed on their behalf by:-

I Brace

Independent Examiner's Report to the Trustees of The Market Research Benevolent Association

I report on the accounts of The Market Research Benevolent Association for the year ended 31 March 2010, which are set out on pages 7 to 11.

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 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 accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, 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 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 Acthave not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

K A LICKORISH FCA DChA
ON BEHALF OF BAKER TILLY TAX AND ACCOUNTING LIMITED

Chartered Accountants
12 Gleneagles Court
Brighton Road
Crawley
West Sussex
RH10 6AD

The Market Research Benevolent Association
 STATEMENT OF FINANCIAL ACTIVITIES
 for the year ended 31 March 2010

	<i>Notes</i>	<i>Unrestricted General funds £</i>	<i>Designated Funds – convalescent £</i>	<i>Restricted Funds £</i>	<i>Total 2010 £</i>	<i>Total 2009 £</i>
INCOMING RESOURCES						
Incoming resources from generated funds:						
Voluntary income		4,748	-	-	4,748	2,103
Donation from Goldsmith Charitable Trust		-	-	-	-	2,500
Activities for generating funds		4,287	-	-	4,287	6,887
Investment Income	1	10,770	165	-	10,935	20,796
Incoming resources from charitable activities:						
Members subscriptions		6,733	-	-	6,733	5,894
		<u>26,538</u>	<u>165</u>	<u>-</u>	<u>26,703</u>	<u>38,180</u>
RESOURCES EXPENDED						
Costs of generating funds:						
Investment Management fees		1,659	-	-	1,659	664
Charitable activities	2	40,439	-	-	40,439	43,337
Governance costs	3	25,897	-	-	25,897	18,353
TOTAL RESOURCES EXPENDED		<u>67,995</u>	<u>-</u>	<u>-</u>	<u>67,995</u>	<u>62,354</u>
NET INCOMING/(OUTGOING) RESOURCES BEFORE TRANSFERS		(41,457)	165	-	(41,292)	(24,174)
Transfers		2,500	-	(2,500)	-	
Gains/(Losses) on investment assets		89,744	-	-	89,744	(90,195)
NET MOVEMENT IN FUNDS		<u>50,787</u>	<u>165</u>	<u>(2,500)</u>	<u>48,452</u>	<u>(114,369)</u>
RECONCILIATION OF FUNDS						
Total funds brought forward		416,032	41,566	2,500	460,098	574,467
TOTAL FUNDS CARRIED FORWARD		<u>466,819</u>	<u>41,731</u>	<u>-</u>	<u>508,550</u>	<u>460,098</u>

The Statement of Financial Activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

The Market Research Benevolent Association
BALANCE SHEET
31 March 2010

	<i>Notes</i>	<i>Unrestricted General funds £</i>	<i>Designated funds - convalescent £</i>	<i>Restricted £</i>	<i>Total 2010 £</i>	<i>Total 2009 £</i>
FIXED ASSETS						
Listed Investments	5	370,371	-	-	370,371	279,612
Deposits - General		57,145	-	-	57,145	99,758
Deposits – Convalescent Fund		-	41,731	-	41,731	41,566
		<u>427,516</u>	<u>41,731</u>	<u>-</u>	<u>469,247</u>	<u>420,936</u>
CURRENT ASSETS						
Loans to Individuals Outstanding		33,580	-	-	33,580	23,078
Cash at bank and in hand		10,423	-	-	10,423	18,672
		<u>44,003</u>	<u>-</u>	<u>-</u>	<u>44,003</u>	<u>41,750</u>
CREDITORS: Amounts falling due within one year	6	(4,700)	-	-	(4,700)	(2,588)
NET CURRENT ASSETS		39,303	-	-	39,303	39,162
TOTAL ASSETS LESS CURRENT LIABILITIES						
		<u>466,819</u>	<u>41,731</u>	<u>-</u>	<u>508,550</u>	<u>460,098</u>
FUNDS	8	<u>466,819</u>	<u>41,731</u>	<u>-</u>	<u>508,550</u>	<u>460,098</u>

Approved by the Trustees on 23 September 2010 and signed on their behalf by :-

I Brace

Chairman

The Market Research Benevolent Association

ACCOUNTING POLICIES

ACCOUNTING CONVENTION

The financial statements are prepared under the historical cost convention as modified by the inclusion of investments at market value. In preparing the financial statements the charity follows best practice as laid down in the Statement of Recommended Practice “Accounting and Reporting by Charities” (SORP 2005) issued in March 2005.

INCOMING RESOURCES

Income is recognised in the period in which the Association is entitled to receipt and the amount can be measured with reasonable certainty.

Subscriptions are recorded on an accruals basis.

RESOURCES EXPENDED

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Costs of generating funds comprise investment management costs and costs of fundraising activities.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

GRANTS

Grants payable are charged in the year when the offer is conveyed to the recipient.

INVESTMENT INCOME

Dividends, loan stock interest and associated tax credits are included in the Statement of Financial Activities when receivable.

FIXED ASSET INVESTMENTS

Investments are included at closing mid-market value at the balance sheet date. Any gain or loss on revaluation is taken to the Statement of Financial Activities.

VAT

All costs are inclusive of irrecoverable VAT where appropriate.

FUNDS ACCOUNTING

Funds held by the charity are:

Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the trustees.

Designated funds – these are unrestricted funds which have been designated by the Trustees for specific purposes or projects.

Restricted funds – these are funds which are to be used for specific purposes as laid down by the donor.

The Market Research Benevolent Association
NOTES TO THE FINANCIAL STATEMENTS
for the year to 31 March 2010

1	INVESTMENT INCOME	2010 £	2009 £
	Dividends & Investment income	10,063	17,006
	Interest receivable:		
	Bank interest	707	2,347
	National Savings interest	165	1,443
		<u>10,935</u>	<u>20,796</u>
		<u><u>10,935</u></u>	<u><u>20,796</u></u>
2	CHARITABLE EXPENDITURE	2010 £	2009 £
	New grants to individuals	27,142	33,505
	Loans converted to grants	4,228	2,885
	Officers emoluments	5,300	4,150
	Support costs:		
	Case expenses	3,526	1,879
	Advertising	-	223
	Just Giving	208	-
	Sundry costs	35	695
		<u>40,439</u>	<u>43,337</u>
		<u><u>40,439</u></u>	<u><u>43,337</u></u>
3	GOVERNANCE COSTS	2010 £	2009 £
	Officers emoluments	5,500	5,083
	Bank charges	27	12
	Independent Examiners fees	2,450	2,588
	Committee expenses	1,586	2,670
	Marketing Consultant Fees	15,947	8,000
	Other costs	387	-
		<u>25,897</u>	<u>18,353</u>
		<u><u>25,897</u></u>	<u><u>18,353</u></u>
4	STAFF COSTS	2010 £	2009 £
	Officers Emoluments	5,500	5,083
	Honoraria	5,400	4,150
		<u>10,900</u>	<u>9,233</u>
		<u><u>10,900</u></u>	<u><u>9,233</u></u>

Of the honoraria paid, £3,100 (2009: £2,200) was paid to a trustee. Travelling and office expenses of £1,763 were reimbursed to 2 trustees. (2009: £2,096).

The Market Research Benevolent Association
NOTES TO THE FINANCIAL STATEMENTS
for the year to 31 March 2010

5	INVESTMENTS	2010	2009		
		£	£		
	At 1 April 2009	279,611	369,786		
	Additions at cost	2,033	35,468		
	Disposal proceeds	(1,335)	(35,448)		
	Realised and unrealised gains and losses in the year	90,062	(90,195)		
		<u>370,371</u>	<u>279,611</u>		
	Cash deposits	98,876	141,324		
	Market value at 31 March 2010	<u>469,247</u>	<u>420,935</u>		
		<u>375,890</u>	<u>419,078</u>		
		<u>370,371</u>	<u>279,611</u>		
		£	£		
	Investments held at market value	2010	2009		
		£	£		
	Listed investments	260,740	197,382		
	COIF Charities Fund	109,631	82,229		
		<u>370,371</u>	<u>279,611</u>		
		<u>370,371</u>	<u>279,611</u>		
		£	£		
6	CREDITORS: Amounts falling due within one year	2010	2009		
		£	£		
	Accruals	2,450	2,588		
	Deferred Income	2,250	-		
		<u>4,700</u>	<u>2,588</u>		
		<u>4,700</u>	<u>2,588</u>		
7	ANALYSIS OF NET ASSETS BETWEEN FUNDS	<i>Unrestricted Funds</i>	<i>Designated Funds</i>	<i>Restricted Funds</i>	<i>Total</i>
		£	£	£	£
	Investments	427,516	41,731	-	469,247
	Net current assets	39,303	-	-	39,303
		<u>466,044</u>	<u>41,731</u>	<u>-</u>	<u>508,550</u>
		<u>466,044</u>	<u>41,731</u>	<u>-</u>	<u>508,550</u>

The Market Research Benevolent Association
 NOTES TO THE FINANCIAL STATEMENTS
 for the year to 31 March 2010

8	MOVEMENT OF FUNDS	<i>Balance at 1 April 2009 £</i>	<i>Incoming resources £</i>	<i>Outgoing resources £</i>	<i>Investment movements and transfer £</i>	<i>Balance at 31 March 2010 £</i>
	Unrestricted Funds	416,032	26,538	(67,995)	92,244	466,819
	Designated Funds					
	Convalescent Fund	41,566	165	-	-	41,731
	Restricted Funds					
	Goldsmith	2,500	-	-	(2,500)	-