



Get Connected Helpline

(a company limited by guarantee)

Report and Financial statements
For the Year Ending 31 March 2008

Charity number: 1081840
Company number: 3979905



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Financial Statements
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Legal and administrative details

Charity information

Charity name: Get Connected Helpline

Charity registration number: 1081840

Company registration number: 3979905

Registered office and
operational address: PO Box 51719
London
NW1 5UH

Current Charity Trustees and Company Directors

Andrew McKnight	Executive Chairman
Richard Tredgett	Treasurer (appointed 4 September 2007)
Louise Croxson	Treasurer (resigned 4 September 2007)
Julie Bentley	
John Cameron	(appointed 4 September 2007)
Lucy Clarke	(appointed 4 September 2007)
John Craven	
Caroline Davis	(appointed 4 September 2007, resigned 16 April 2008)
Vanessa Ellis	(resigned 4 September 2007)
Elana Friedman	(resigned 18 July 2007)
Valerie Fry	(resigned 4 September 2007)
Isla Haigh	(appointed 4 September 2007)
Ben Haley	(appointed 4 September 2007)
Andrew Harrison	
Melanie Kopik	
Lara O'Shea	(appointed 4 September 2007)
John Schless	(appointed 4 September 2007)
Ben Swart	(appointed 4 September 2007)
Meti Tadesse	(appointed 4 September 2007)

Chairman Charles Dunstone

Company Secretary Emma Insley

Senior Management Team

Emma Insley	Chief Executive
Matthew Williams	Head of Helpline
Chloë Darlington	External Affairs Manager
Lindsay Dunlop	Head of Fundraising

Auditors

Mazars LLP, Times House, Throwley Way, Sutton, Surrey, SM1 4JQ

Bankers

NatWest Bank, Law Courts, Temple Bar, PO Box 10720, 217 Strand, London, WC2R 1AL

About Get Connected

In brief

What: Get Connected is the free, confidential helpline for young people who know they need help but don't know where to find it. We help any young person under 25 choose and access the best help in the UK, no matter what the problem. The helpline is available via phone, email and webchat every day of the year.

Why: we believe that every young person in the UK should be able to find the help they need to support their physical and emotional wellbeing.

Who: a team of 120 volunteers helps 13,500 young people every year. They are supported by 14 employees.

How much: It cost £595,843 to run Get Connected in 2007-08, 73% of which is spent on direct charitable activities. We received income of £820,943 in the year, 99% of which is from grants, donations and fundraising events.

So what does Get Connected do?

There are eleven million young people in the UK. In Get Connected's survey of 2006, four out of five young people didn't know where to turn with their problems.

Get Connected is the free helpline for these young people, who know they need help but don't know where to find it. Young people can contact us about any issue via telephone, email or one-to-one webchat. With Helpline Workers trained to support each young person in their unique situation, and help them choose the best service from over 13,000 in the UK, Get Connected is the vital gateway between a distressing, confusing problem the young person can't solve on their own and the service that can help them solve it. Crucially, the connection we make for each young person to their chosen source of help is free as well.

Three-year objectives

The Trustees developed a three-year strategy with one-year operational objectives in 2005. Pages 6 - 16 detail our performance against the operational objectives for the year 2007-08.

The following is a summary of our 2005-2008 strategy, which is available to download in full on our website: www.getconnected.org.uk/publications.

1. Increase the number of service users by 50% overall and double the number of boys and young men accessing the service
2. Respond to demand by answering 75% of calls, and 95% of emails within 24 hours
3. Develop an additional way for young people to access the service
4. Develop a robust quality assurance framework to monitor and improve the quality of the service
5. Continue to involve young people in the management of the organisation

6. Develop and enhance volunteers and volunteering at Get Connected; increase the number of volunteer Helpline Workers to 150
7. Use evidence effectively to identify gaps in services and encourage others to fill them
8. Develop the most effective ways of funding our mission by matching income in line with strategic objectives

The trustees developed a new three-year strategy, to run from 2008-11, a summary of which is outlined on page 17. The strategic plan in full can be downloaded from our website: www.getconnected.org.uk/strategy. We will be reporting on progress against these new goals and objectives in our 2008-09 Financial Statements.

Trustees' Annual Report

Financial Review

The financial statements have been prepared in accordance with the requirements of the latest Statement of Recommended Practice (SORP), published in March 2005.

The Statement of Financial Activities shows an increase in funds (which is our operating surplus) of £225,100 (2007: £54,564). The Fundraising team at Get Connected has had an extremely successful year with an increase in income in many areas. Voluntary income (from companies & trusts, including Gifts in Kind) increased by 158% to £510,057 (2007: £197,924). Get Connected had another successful year as a result of activities to generate funds (fundraising events and activities), although this decreased by 3% in the year to £305,707 (2007: £314,573). The 2008 charity auction, in association with The Carphone Warehouse, is a major part of this income. The event raised £191,066 in 2008, a 4% increase on last year. Get Connected has also been selected as one of Merrill Lynch's Charities of the Year, which had raised £166,760 by the year-end.

Total funds carried forward to 08-09 of £445,807 (2007: £220,707) consist of £46,608 restricted funds (2007: £49,289), which includes as yet unspent funds from Comic Relief, Vodafone UK Foundation and Dulverton Trust. The Trustees have designated £150,000 from the funds received by Merrill Lynch to promote and run the service in 2008-09. The remaining funds carried forward are unrestricted funding of £249,199 (2007: £171,418), which is available for the Trustees to use for the general running of the charity, although £154,700 (2007: £113,252) of this was still outstanding at year end, due to the date of our fundraising auction being so close to the year-end.

Expenditure for income generation increased by 51% to £121,658 (2007: £80,561), which reflects the investment required in order to generate a 59% increase in income.

Governance costs increased by 78% to £39,221 (2007: £21,977). This is largely due to a review of and amendments to our Memorandum and Articles of Association. This work was undertaken by Latham & Watkins on a pro-bono basis and has been valued at £17,128, recorded as gift in kind. We are very grateful to Latham & Watkins for their support.

The Balance Sheet shows gross assets of £463,743 (2007: £236,563) of which £nil is tangible fixed assets (2007: £412), and £309,043 is cash at bank in hand (2007: £123,311). The remaining £154,700 is income owed from our fundraising auction and other events, after year-end (2007: £113,252).

Principal Funding Sources

Get Connected receives no Government or Local Authority funding. Therefore, we rely on voluntary donations and fundraising events for 99% of our income.

Get Connected is very fortunate to have the ongoing support of The Carphone Warehouse, who continue to be our largest supporter. They not only assisted in generating £105,879 (2007: £121,521), but also gave gifts in kind to the value of £85,409 (2007: £68,825); they provide our central-London building free-of-charge, fund our telephone bills (helpline and office), and other overheads (such as stationery, rates, utilities).

We are also extremely grateful to Merrill Lynch for nominating Get Connected as one of their charities of the year. It is hoped that the partnership will generate in excess of £250,000, which gives us a tremendous opportunity to promote Get Connected to young people and expand our services.

However, the Trustees recognise that Get Connected requires funding from a number of different sources and will be taking steps to ensure this over the coming years.

We are also very grateful to The Vodafone UK Foundation, who funded our communications programme (£123,670 over three years). We received £40,925 in 07-08 (£40,821 in 06-07), which is the final year of this funding, and which has paid for our new publicity materials, the development and re-design of our website and a contribution towards the External Affairs Manager's salary.

Get Connected also received a significant grant from Dulverton Trust (£29,800), who funded our volunteer costs. Lloyds TSB Foundation for Scotland also awarded a grant of £34,041 over three years, £10,552 of which was received in 2007-08, the first year of the grant.

Reserves policy

The Executive Committee has examined the charity's requirements for unrestricted cash reserves in the light of the main risks to the organisation. Because most of our unrestricted income is due towards the end of the year after our annual fundraising auction, the charity needs a working capital to manage cash-flow throughout the year and attain long-term financial stability. The Trustees have therefore established a policy (updated in July 2008) whereby we aim to hold between two and six months' expenditure in unrestricted *cash* reserves.

The 2008 balance sheet shows that free reserves at 31 March 2008 were £249,199 (2007: 171,418), of which £112,435 (2007: £74,022) was held in unrestricted *cash* reserves (the remainder being owed to us at year-end); this represents approximately three months' expenditure. The Trustees took the decision to designate £150,000 of unrestricted reserves to allow for the fact that £166,760 income in 2007-08 came from Merrill Lynch, which is a one-year partnership. The Trustees recognise that this income is unlikely to be replicated to such an extent in future years. These designated funds will therefore be spent on promoting and running the service in 2008-09.

Achievements and Performance

The following details our progress in working towards Get Connected's strategic objectives for 2007-2008.

1. Increase the number of service users

a) Overall by 50% (by 2008)

- × We helped 13,556 young people in 2007-08, an increase of 23% on the previous year. However, we did not meet our three-year target of increasing service user numbers per year by 50%. This is largely because demand for our telephone service (which is the preferred channel of access for 91% of our service users) did not meet the huge growth in our email and webchat services. Incoming emails increased by 62% compared to last year and incoming webchats increased by 1178%, whereas incoming calls increased by just 6%.
- ✓ A further 650 contacts were received from adults concerned about young people in the last year. In addition, 835 people used the Start Here facility, which was launched in October 2007. Start Here is an online database offering information and useful services to help people deal with issues including housing, health and education. We aim to expand our online services, as we expect more and more young people to choose to contact us online over the coming years.
- ✓ We recruited our first Marketing Officer in September 2007 who is responsible for our communications with young people. We have established A Labour of Love, a newsletter with a current mailing list of nearly 500 young people; run regional marketing campaigns in Leeds, Newcastle and Manchester; developed a blog for Get Connected on which young people can comment; and ensured that Get Connected is present on all the major social networking sites. Regional Communications Representatives will begin work in Manchester and Leeds in June 2008, promoting the service to young people and professionals in their area and monitoring the effects of Get Connected's marketing activity.
- ✓ Pro bono radio advertising was secured through Matters Media on two programmes, The Fresh 40 and the A list, which go out on many radio stations across the UK. We also secured pro bono advertising online on Total Kiss, FHM, More Magazine, Smash Hits and various Universal websites.

b) Double the number of boys and young men accessing the service

- × We helped 3833 boys and young men (28% of all our users), an 11% increase on last year's actual figure, but falling short of our target to double the number in three years. This is in spite of efforts to reach them through mailings to groups such as the Army, Scouts, Young Offenders Institutions and Youth Offending Teams.
- ✓ We have increased our online presence through Facebook, Bebo, Myspace and YouTube.

c) Work with other organisations to promote the service to under-represented groups of young people

- ✓ We continued our Blue Card project, where cards bearing Get Connected's contact details are distributed to young refugees and asylum seekers who are likely to be detained (and who are in detention). We received funding from KPMG for the project, and following a review, young people are now encouraged to contact Get Connected about a wider range of issues, as well as those relating to immigration.
- ✓ We also produced a leaflet in partnership with the Home Office for children and young people coming in to UK ports of entry, to try to reach those who may be trafficked. A successful pilot was launched at Heathrow Terminal 4 and the Asylum Screening Unit in Croydon; materials will hopefully shortly be distributed at all UK ports and airports.
- ✓ We continued to follow up with links previously made to promote Get Connected to under-represented service users. Additional links were made with Young Minds to promote the service to young people with mental health difficulties. 1,232 visitors arrived at our website via www.youngminds.org.uk this year.
- The design and lay out of multi-lingual promotional materials is ready; we are waiting on them to be translated and hope they will be produced shortly. This will enable us to reach more young people who speak Pashto, Urdu and Farsi – identified as some of the key languages spoken by refugees and asylum seekers.

d) Create mechanisms for monitoring users' profiles

- ✓ Gathering data about the background of young people who have used the helpline was a topic in Helpline Worker training throughout the year. We also gathered data on young people visiting our website via online polls.

e) Develop diversity training to ensure that we can respond to the above groups

- ✓ We included information on refugees & asylum seekers in initial and on-going training, 10-minute training and Helpline Worker shift exercises. We also reviewed the way calls, emails and webchats are conducted from young people who found us through the Blue Card.

f) Increase volunteer Helpline Workers' knowledge of referral options for these groups, and in general

- ✓ Our weekly 10-minute training sessions, a series of slides teaching Helpline Workers about a different referral service or issue, are viewed before Helpline Workers start their helpline shift.

g) Increase young people's average awareness of Get Connected to 25%

- × Online research carried out by Dubit showed awareness in September 2007 amongst 12-17 year olds was 13%, which was below the 25% target (though this target was awareness amongst all under 25s). Research conducted in May 2008 after more concerted marketing activity indicated that awareness had risen to 15% amongst 11-18 year olds. We have increased our marketing staff and budgets for the coming year to ensure that more young people know

about us when they need help. Plans include larger local advertising campaigns, increased PR and promotion to professionals who work with or otherwise influence young people.

- × We had 45,256 visitors to our website www.getconnected.org.uk in 2007-08 which was 80% of our target. However, there was a 25% increase in website visitors compared to 2006-07.
- ✓ We secured coverage in the media at several times during the year, including our 'Where's Your Head At?' competition in the Evening Standard and on BBC London television news. The competition encouraged young people to submit a cartoon design showing how they are feeling using our online 'scribble pad' facility. The winning designs, chosen by young people, were projected onto Battersea Power Station.

h) Review the Get Connected brand

- ✓ A Usage and Attitudes survey was conducted through Dubit, as mentioned above. Of the young respondents who reviewed our website, 80% would contact us, 80% would return to our website, and the top three adjectives to describe Get Connected were voted to be 'helpful', 'reliable' and 'friendly'. The content and layout of our website were reviewed in light of young people's suggestions.
- ✓ We consulted our Youth Committee on new publicity materials and reviewed the website. We also commissioned an accessibility test of the website, and are acting on the recommendations.

2. Respond to demand

a) Answer 75% of calls

The impact of the escalating demand for our online channels of access (which take longer to respond to) has significantly impacted on our ability to respond to demand. We are developing a strategy to enable us to respond to increasing demand for our service.

- × 62% of calls to the helpline were answered before the service user hung up. This is a very similar figure to last year's 63%, and still below the 75% target.
- × The longest a caller had to wait to get through to the helpline was, on average over the year, 9 minutes and 45 seconds; an improvement on last year but below the target of 7 minutes. Increasing response times to our service users continues to be a very high priority for the organisation.
- We had 119 volunteer Helpline Workers in March 2008, just falling short of our target of 120. It has continued to be difficult to recruit volunteers who are available for the hard-to-fill daytime shifts.
- ✓ We set up a feedback line so that young people who have used the helpline can now call a separate freephone number and answer a series of recorded questions to let us know what they thought of the service.
- ✓ We introduced a Regular Caller line in December 2007 to enable Helpline Workers to identify regular callers much more quickly and respond appropriately.

- ✓ Marketing output was adjusted to reduce the number of young people emailing the helpline at weekends, whilst we are having technical problems with the email system and are struggling to meet demand. We will be implementing a new email system in 2008-09, which will significantly improve our response rate to emails.

b) Answer 95% of emails in 24 hours

- × We answered 76% of emails within 24 hours. Setting up a new email system is an extremely high priority and will enable us to meet this target in future years.
- × We answered 60% of webchats within opening hours, which falls just short of the target of 65%. This was due to unprecedented demand for the webchat service, which increased from approximately 70 attempts each month in early 2006-07 to approximately 400 attempts each month in late 2007-08.
- × Remote emailing, whereby Helpline Workers can respond to young people's emails from an offsite location, is one of our requirements from a new email system and so cannot be implemented until a new system is in place.

c) Analyse information and assess feasibility on extending opening hours

- ✓ Having assessed the feasibility of extending telephone opening hours and decided against it last year, our aim was to keep the phone helpline open for 99% of its 1pm-11pm opening hours. We exceeded this, remaining open for 99.5% of advertised opening hours.
- ✓ We extended the opening hours of our webchat service from 7pm-10pm every night of the week, exceeding the target of 20 hours per week. Webchat was open 96.5% of advertised hours, which exceeds the target of 90%.
- × 50% of volunteer Helpline Workers on average were trained to provide the service via webchat over the year, below our target of 60%.

3. Develop additional ways for young people to access the service

a) Explore the feasibility of providing the service by SMS, web, text phone, and other methods, in line with strategic objectives, including those methods identified by young people

- ✓ We launched an online directory, provided by Start Here, in October 2007, enabling young people to search for national services. We are now exploring the development of an extended database, including search facilities for local services and activities, which we hope to launch in 2008-09.
- Planning for a two-way texting service is underway and we are now seeking funding for it.

b) Implement findings so that at least one new method of accessing the service is developed in the 3-year period

- ✓ Our one-to-one webchat service, launched in July 06, continues to be hugely popular with young people, with a ten-fold increase in demand compared to the previous year.
- ✓ The webchat service won the ICT Hub award for Delivering Environmental and Social Benefits in March 2008. We will continue developing our capacity to respond to webchats, which is the preferred method of contact for issues such as self-harm and abuse, with the aim of extending its opening hours to match the telephone service as soon as possible.

4. Develop a robust internal quality assurance framework to monitor and improve the quality of the service

a) Develop mechanisms to evaluate and track outcomes and obtain user feedback

- We gathered feedback from 29 people who had used the service via our website, which is less than we had hoped for. We have since introduced a telephone feedback line and are developing additional methods to increase the quantity of user feedback.

b) Seek feedback from key stakeholders on the quality of our service, including from helpline workers and referral agencies

- Our annual questionnaire to referral services is being delayed until the new Head of Helpline is in post. This questionnaire asks the services to which we most frequently refer young people to assess how appropriate our referrals are.
- ✓ We carried out our annual questionnaire to volunteer Helpline Workers; results indicated that Get Connected met all our targets for Helpline Worker care during the year. For a break down of these, see objective 6d.
- ✓ The annual Mystery Shopping programme was run to evaluate the quality of support provided by phone, email and webchat respectively. 94% of calls evaluated enabled service users to feel better informed about their choices after contacting Get Connected, compared to 96% last year. 91% of emails evaluated gave all or most of the support service users needed, and 100% of follow-up emails evaluated gave users the support they needed to access the right help. 80% of webchats evaluated gave users the support they needed to access the right help. These measurements, whilst using a different scale from the previous year, suggest that we need to improve in providing emotional support across all channels, which will be addressed in forthcoming ongoing and initial volunteer Helpline Worker training sessions.

c) Strengthen and develop new systems for monitoring the quality of our service & contact with young people

- ✓ Get Connected achieved the Telephone Helplines Association's Quality Standard in May 2007. We were commended on the high standard in the service we provide, our support and training of Helpline Workers and our promotion of the helpline.

- ✓ Having completed research and a review, we have decided to work towards the organisation-wide quality framework PQASSO, which we aim to introduce in 2008-09.

d) Improve the appropriateness of referrals by developing training on referral agencies and our information resources

- ✓ In order to ensure that fewer inappropriate callers are connected to other services, our Regular Caller line was introduced as per objective 2a.
- ✗ A shift leader or employee supervised 92% of shifts in 2007-08, which fell just short of the 95% target. An employee supervised 44% of induction shifts, which was just below the target of 50%. To ensure more supervisory cover for the helpline at evenings and weekends, we increased our part-time Helpline Officer's hours and will appoint two additional part-time Helpline Officers in 2008-09.
- ✓ Representatives from The Muslim Youth Helpline were guest speakers at this year's ongoing training sessions in order to increase our Helpline Workers' knowledge of when to make a referral and what service young people will receive.
- ✓ Each member of the Service Provision staff team took on a specialism in the areas of either housing, child protection or mental health. The team undertook relevant training and made links with services specialising in these areas, sharing their learning with volunteer Helpline Workers via 10-minute training documents and ongoing training as well as support groups.
- ✓ We are developing an expanded and customised online database as part of our strategy to increase our online services.

e) Explore ways of sharing our learning with other organisations

- ✓ We informed our organisational members of Get Connected's achievement of the THA Quality Standard and invited them to contact us if they wanted further details about the methods we used to reach this standard.
- ✓ We devised a new communications strategy for members and are building a new 'organisational stakeholders' micro site for professionals who work with young people.

5. Continue to involve young people in the management of the organisation

a) Evaluate the impact of the young people in management project and act on findings

- ✓ Youth Committee and Youth AGM meetings have gone ahead in accordance with report recommendations, including taking the Youth AGM to different areas of the UK; the 2007 Regional Youth Participation event was held in Leeds. The format of future Youth Committee meetings will soon be reviewed.

b) Involve young people in the development of user feedback and other quality systems

- ✓ Young people evaluated our response to service user emails in the 2007 Regional Youth Participation event and we changed the content of our responses as a result. We will also be consulting the Youth Committee on how they'd like to be involved in future evaluation of the helpline later this year.
- ✓ We received useful and positive feedback on our website from our Youth Committee and recommendations for improvement have been implemented. We also undertook research with young people through Dubit, as outlined in objective 1i.
- ✓ Young people also offered feedback on the message played to callers waiting to get through to the telephone helpline, and we amended the message in response to this.
- ✓ Young people were consulted during the development of our 2008-11 strategy. They decided what our target should be for responding to demand and what our definition of a quality helpline is, all of which will be reported on next year.

6. Develop and enhance volunteers and volunteering at Get Connected

a) Increase the number of Helpline Workers to 120 and maintain at or above this level. (The target was lowered from 150 to 120, in order to focus on the availability of new volunteers to do daytime shifts rather than simply increase the quantity of volunteers.)

- We had 119 active volunteer Helpline Workers by the end of March 2008, which was just short of our target of 120.
- ✓ 8 Helpline Worker training courses were run in 2007-08, with targeted advertising in new areas, such as The Big Issue, local newspapers and libraries and websites such as Retirement Revisited to recruit more volunteers available to work during the day, although this continues to be a challenge.
- × There were 28 shift leaders by end of March 2008, which was short of the target of 35.

b) Review and develop volunteer Helpline Worker training courses

- ✓ Volunteer Helpline Workers are now completing questionnaires at the end of each training course and recommendations about the content or delivery of training are incorporated into forthcoming training sessions. A more formal review of Helpline Worker training will be completed shortly.
- ✓ We reviewed our initial Helpline Worker training course to incorporate the types of issues that young refugees and asylum seekers might contact us about and appropriate referral organisations. We will shortly be consulting with housing experts to ensure that Helpline Worker training remains up to date on this issue.

c) Achieve accreditation for our volunteering activities

- ✓ Volunteer Helpline Workers showed great enthusiasm for an accreditation scheme. Therefore a programme using the Open College Network's modules was developed and launched in June 2007, with 16 volunteer Helpline Workers currently completing their first accredited modules.

d) Ensure that volunteers are appropriately supported, thanked and valued for their time

- ✓ 100% of volunteer Helpline Workers said they feel valued by Get Connected at least some of the time, with the majority feeling sufficiently valued all the time. This is an improvement on last year.
- ✓ The annual Helpline Worker questionnaire revealed that 96% of Helpline Workers felt very or adequately supported. This figure was the same last year.
- ✓ We aimed to complete 70% of Helpline Workers' bi-annual reviews on time, and exceeded the target with 75%. These reviews enable staff and Helpline Workers to discuss a Helpline Worker's progress and development.
- ✓ Helpline Workers were asked about their views on current and possible social events in the annual questionnaire, with their recommendations feeding into future plans for socials. We also celebrated our volunteers with two events during Volunteers' Week.

7. Use evidence effectively to identify gaps in services and encourage others to fill them

a) Publish one research report per year identifying gaps in services, and other issues affecting young people, as identified in our call & email log

- ✓ We are a member of the England Coalition for Runaway Children and the Cyberbullying Task Force. This year we have supplied evidence from our contact log to both networks to support their campaigns.

b) Develop relationships with relevant Government Departments and young people's networks

- ✓ Our work with the Cyberbullying Task Force has fed into a national DCSF campaign on cyberbullying.
 - ✓ Through the England Coalition for Runaway Children, we have continued to network and build relationships with MPs who attend the All Party Parliamentary Group for Children who Run Away or Go Missing and will focus more on this in future.
- We aim to form a network of young people's helplines in 2008-09.

c) Provide feedback, given anecdotally by young people and from data gathered in the contact log, to referral agencies that wish to receive it

- The annual organisational questionnaire was not carried out in 2007-08 whilst our partner organisations were being consulted on our strategic development. However, we plan to carry out this survey later in 2008-09.

8. Develop the most effective ways of funding our mission

a) Develop a funding strategy that matches income in line with strategic objectives

- ✓ £820,943 was raised in 2007-08; a 60% increase on last year.
- ✓ We had free cash reserves equivalent to approximately three months' expenditure at the year-end. See page 5 for our reserves policy.

b) Broaden the funding base by increasing the number of funders

- ✓ £7,155 was raised through our Radio 4 Appeal, although the majority of donors requested to remain anonymous so these donors will not become regular supporters.
- × Our intended Friends of Get Connected programme, a mechanism to recruit major donors, was postponed but will be reinitiated in 2008-09.
- ✓ Get Connected was selected as one of Merrill Lynch's Charities of the Year, which was extremely successful (£166,706 has been raised so far).
- ✓ We improved on the success of established fundraising events such as the Auction in conjunction with The Carphone Warehouse, which raised £191,066 this year, and the London 10k Run which raised £4,320.
- ✓ £85,807 was raised from 24 trusts and foundations that had not previously given to Get Connected.

c) Develop a 3-year budget

- ✓ A three-year budget with monthly breakdown was published in 2005. A financial summary outlining Get Connected's progress against budget and revised financial forecast is presented at all meetings of the Executive Committee.

9. Ensure that Get Connected is properly governed by an Executive Committee who know their responsibilities and are equipped to fulfil them

a) Assess and minimise the risks that the organisation is subject to

- ✓ The Executive Committee reviewed Get Connected's annual organisational risk assessment and appropriate steps were taken to minimise the risks posed.

- ✓ In response to a request from trustees for more regular updates on developments within Get Connected and in the sector, a regular trustee e-briefing has been introduced.

b) Review employment practices and procedures

- ✓ New employment policies have been devised and are approved by the Executive Committee on an ongoing basis. These include the Reserves Policy, the Parental Leave Policy and the Volunteer Recruitment and Selection Policy.
- ✓ Get Connected ensures employment practices and procedures are up to date via subscription to a governance publication and regular updates about employment and governance legislation.

c) Ensure that trustees have the skills and experience to run the charity effectively

- ✓ The 2007-08 Trustee skills audit identified gaps in their knowledge of employment, charities & company law. Individuals with these skills were appointed accordingly.
- × 77% of our trustees agreed that they were aware of their responsibilities, compared to 80% last year and falling short of the target. We are addressing this through trustee training, an improved induction and regular briefings.

Comments on Achievements and Performance

Providing the service

Unfortunately we did not meet our three-year target of a 50% increase in young service users, despite a one-year increase of 23% in 07-08. This is partly due to the change in the way that young people are accessing the service. In 2005, when we launched our strategic plan, just 5% of contacts were by email and we had no webchat service. Now, just three years later, the growth in demand for our online services was unexpected.

It takes a lot longer for volunteer Helpline Workers to respond to one-to-one webchats than calls and emails, which has contributed to the fact that we did not meet our targets for responding to demand. This is an ongoing challenge that is addressed in our 2008-11 strategy.

We are delighted to have made significant progress in developing additional ways for young people to access the service. Webchat was launched as a one evening a week service in 2006, with opening hours extended to every day in 2007-08.

We are delighted that our commitment to quality was recognised by the Telephone Helplines Association when we were awarded their Quality Standard in May 2007. The Assessor's report highlighted the fact that the service is 'properly run, meeting a real need, and improving the service continuously in a sustainable way'. The support we provide to volunteer Helpline Workers, efforts made to reach out to under-represented groups and improve the service were also commended.

Promoting the service:

We invested significantly more funds in 2007-08 in promoting the service than in previous years, to ensure that when a young person needs help they know that we can find it for them.

We were delighted with our 'Where's Your Head At?' competition, whereby young people were invited to submit designs about how they are feeling via our online 'scribble pad'. Four winning designs, chosen by our panel of young people, were projected onto Battersea Power Station, which gained coverage on BBC London News.

We developed new methods of engaging young people via a blog, youth newsletter and regular online polls, which, combined with increased online advertising, resulted in a significant increase in visits to our website. We plan to extend these and other online activities further next year.

Despite these efforts, young people's awareness of Get Connected did not increase in the year. This is partly due to a different method of measurement compared to previous years, but is still disappointing. We will be piloting local promotion of Get Connected next year and promoting the service to adults who work with young people, as well as a sustained PR campaign in Autumn 2008, to raise awareness of the service.

Plans for Future Periods

Get Connected will be working towards the first year of our new 2008-2011 Strategic Plan, with the three year goal statement, goals and objectives below. The full three-year strategy is available on our website, www.getconnected.org.uk/strategy.

Our ambition is to be helping twice the number of young people by 2011. To focus the efforts of everyone within the organisation we have structured the plan into four goals setting out what we want to achieve in crucial areas of our work – Service, Brand, People and Money. These goals are summarised below.

Summary of goals and what we will have achieved by 2011

By 2011 we will be able to say confidently that:

We are helping twice the number of young people and delivering a high-quality service. We will have raised awareness of the helpline and improved our ability to reach young people through different channels to achieve this.

For each goal we will be able to say that:

Service

We are delivering a high quality service that finds young people help. To achieve this we have:

- Introduced an improved and expanded online directory of services
- Developed a texting service
- Increased the availability of our award-winning webchat service
- Increased our response rates

Brand

We are raising awareness and understanding of Get Connected and the help that young people need. To achieve this we have:

- Increased marketing output to young people
- Placed new focus on communication with organisational stakeholders
- Identified gaps in help available to young people and worked with others to fill them

People

We have an engaged and high-performing team. To achieve this we have:

- Created an environment in which employees, volunteers and trustees feel supported, rewarded and actively engaged
- Developed our managers through training and coaching
- Worked towards the PQASSO quality assurance standard and adopted the Code of Good Governance

Money

We have a secure financial base. To achieve this we have:

- Restructured the fundraising department and invested more in fundraising
- Achieved annual income growth of 20% in years two and three
- Diversified our income streams and secured multi-year funding streams
- Improved our monitoring of outcomes so that we can highlight our results

Key Performance Indicators have been developed for each of these goals and can be downloaded from our website: www.getconnected.org.uk/strategy.

Structure, Governance and Management

Vision and mission

Get Connected's *vision* is that every young person in the UK can find the help they need to support their physical and emotional wellbeing.

Get Connected's *mission* is to find young people help by providing a free and confidential support and signposting service and working with others to ensure that appropriate help is available.

Our principal activity is the provision of a free and confidential helpline that finds young people help, whatever the problem. The service is accessible via telephone, email and webchat. We are open 1pm – 11pm every day.

Governing Document

Get Connected Helpline is a charitable company, incorporated on 25 April 2000 and registered as a charity on 03 August 2000. The company was established under a Memorandum and Articles of Association that established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Recruitment and Appointment of the Executive Committee

Under the requirements of the Articles of Association, all members of the charity are permitted to stand for election as Trustees at the Annual General Meeting. For positions that are contested postholders are elected by secret ballot of members.

The Executive Committee has the power to appoint a Trustee at any time. Any Trustee so appointed shall hold office until the next Annual General Meeting, when they may stand for election. The term of office for a Trustee is three years.

The Executive Committee is comprised of volunteer Helpline Workers, organisational and individual members. The Executive Committee seeks to ensure that the needs of young people are appropriately reflected through the diversity of the Trustee body. Trustees undertake an annual skills audit, so any gaps in skills may be identified and sought from new Executive Committee members.

Trustee Induction and Training

Members of the charity who are considering standing as a trustee are invited to attend a meeting to get to know the charity and the roles and responsibilities of a charity trustee. Additionally, new trustees are encouraged to attend an induction session, lead by the Executive Chairman and the Chief Executive, which covers:

- Background to and history of the charity and the context within which it operates
- Responsibilities of a charity trustee
- The charity's governing documents
- The charity's current financial position and how to interpret financial reports
- The strategic plan and the progress made against objectives

Trustees are also given an induction pack that contains key documents, including policies, Memorandum & Articles, Financial Statements, a Role Description and guidelines produced by the Charity Commission and Companies House. Those who have not had experience of the helpline are invited to listen to calls made to the helpline. A small budget is available for Trustee attendance at formal training events and conferences.

Organisational Structure

Get Connected has an Executive Committee of up to 14 members who meet bi-monthly and are responsible for the strategic direction and policy of the charity. At present, the committee has 13 Trustees, three of whom are current volunteer Helpline Workers. The remaining Trustees are organisational and individual members who bring experience from the corporate, public and voluntary sector. The Chief Executive also attends Executive Committee meetings but has no voting rights.

The Trustees delegate day-to-day responsibility for the provision of the services to the Chief Executive along with other members of the Senior Management Team. The Chief Executive is responsible for ensuring that the organisation's operational objectives are met. The Helpline Manager has responsibility for day-to-day management of the helpline.

The day-to-day activities of the charity are conducted from an office in London, where there are currently 14 employees, 10 of whom are full-time. At the year end a team of 119 volunteers staffed the helpline.

Risk Management

The Executive Committee has conducted a review of the major risks to which the charity is exposed. A document that analyses the risks has been established and is updated at least annually, or as often as needed. Systems and procedures have been established to mitigate the risks that the organisation faces, which are implemented by the Chief Executive and staff team.

Quality

We were awarded the Telephone Helplines Association's Quality Standard in May 2007. The Telephone Helplines Association states that external assessment *'enables a helpline to demonstrate that it is properly run, meeting a real need, and improving its service continuously in a sustainable way.'*

In addition to the Quality Standard, we have our own internal systems in place to monitor quality throughout the organisation's activities. We were also delighted to win an award from the ICT Hub for our webchat service.

Volunteers

Volunteers play an extremely important role at Get Connected. The helpline is staffed entirely by volunteers. At the year-end a team of 119 volunteers were responding to calls, webchats and emails from young people. Each volunteer contributes four-hours a week. Their support is central to Get Connected achieving our mission. We benefited from approximately 16,148 hours of volunteers' time, and if our volunteers were paid at a rate of £11.21 per hour (the median gross hourly rate for full-time workers: Annual survey of Hours and Earnings, Office of National Statistics, 2006), the cost of their time would be £181,019.

The Trustees would like to thank all the volunteer Helpline Workers for giving their time over the past year to provide a consistently high quality and professional service:

Eyitemi Aboderin
Peace Aluaha
Chris Andrews
Inderdeep Arhi
Alexa Aronovsky
Ian Ashford
Maggie Asquith
Yemi Awogboro
Ellen Bailey
Daniel Barker
Martin Bartley
Nicole Barton
Anna Bateman
Jenny Batt
Phil Bernard-Carter
Toby Berriman
Rawinder Bhatia
Jo Birkett
Helen Bolger
Holly Boyd
Toby Brabham
Molly Brech
Pete Campion-Spall
Miriam Carr
Philip Carr
David Chaplin
Junliang Chew
Tendayi Chitekwe
Tim Clegg
Freya Comerford
Nina Cowley
Caroline Davis
Frances Dawson-Otoo
Kathryn Doherty
Liz Dollin
Laura Dumbleton
Caroline Dyer
Glynis Elliott
Ger Ellis
Vanessa Ellis
Amanda Ferozha
Roz Forster
Damien Frawley
Valerie Fry
Tim Gale
Trish Galvin
Rajit Gholap
Lucie Gibson
Sophie Glasser
Kevin Godding
Elisa Gomez-Reino
Becs Goodyear
Becky Gorton
Alison Gray
Ruby Green
Bec Greening
Alice Griffin
Louisa Hackney
Kate Haffner

Ben Haley
Gael Hall
Pamela Hamilton
Amali Hapugoda
Mona Harstveit
Sally Hart
Farhana Hasan Murshed
Naomi Heffernan
Brenda Henderson
Jennifer Hooper
Amylyne House
Anna Humphries
Amanda Hunt
Naila Hussain
Laura Hutson
Vanessa Isidore
Fiona Iwerebor
Yvonne Je
Carla Jenkins
Emily Jesper
Alex Jewkes
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Sofie Karlsson
Angela Kelly
Natalie Khedr
Beverly Knight
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Hayley Linstead
Tara Loudon
Marlene Lough
Lucy Mabbott
Sarah Madders
Manjit Marwaha
Annika Mason
Sarah Matthews
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Steven McFarlane
Ruth McIntosh
Fiona Mckinstrie
Lily Mcnamee
Payal Mehta
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Julia Schonheinz
Alisha Scott
Vivek Sharma
Craig Shavez
Jennifer Shyngle
Valerie Simpson
Gary Simpson
Sonia Smith
Barbara Steen
Ben Swart
Sunny Takawira
Raj Tandon
Charlotte Taylor
Simret Tesfahwot
Aled Thomas
Bianca Thurston
Naomi Trenear
Eliza Turner
Jessica Twumasi
Catherine Tyack
Divya Vagadia
Dhruuti Vyas
Justin Walesby
Stephen Ward
Tim White
Jo Whitehead
Simon Williams
Cath Willis
Laura Winton
Emilia Wollheim
Noura Yamout
George Yeorghaki
Rachel Yexley

Get Connected's supporters

The Trustees extend their warm thanks to all of the organisations and individuals who have supported Get Connected this year, including but not exclusively:

Organisations

3
Adworks
The Austin & Hope Pilkington Trust
Barclays Bank
The Book People
Boxwood Group
Briant Champion Long
Bristol Crisis Service for Women
The Brookhouse Charitable Trust
CHI & Partners
The Carlton House Charitable Trust
The Carphone Warehouse
Celaton Limited
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The Charles Shorto Ch. Trust
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The Coward Endowment
Cumbria Constabulary
The Dennis Alan Yardy Ch. Trust
The Denton Wilde Sapte Ch. Trust
The Dischma Charitable Trust
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The Royal Bank of Scotland Group
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The Sylvia Adams Ch. Trust
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The Tilehouse Trust
Treasury Holdings
Twilight Zone Engineering Ltd
The Twinkle Trust
Universal Music Group
Vodafone
The Vodafone UK Foundation
The Volant Charitable Trust
Warwickshire Police
XL Capital

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Keith Acton
Marc Allera
Tim Allnut
Nicole Altenbach
Andrew Anderson
Chris Andrews
Nikos Angelopolous
Hannah Ashby
Ian Ashford
Bhima Auro
D Backhouse
David Baker
Adrian Banks
Tristian Barber
DEL Barnes
Richard Barrett
Caroline Baxter
Joao Beca
Brian Beene
Mark Bentley
Carla Bloom
Grazyna Bogusiak
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Tom Manger
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Mike Marshall
Simon Maskell
Christopher Masters
Rebecca Maynard
Carl McAndrew
Nick McCarthy
RA McCormack
Ester McGeeney
Liz McGlenn
Carey McGregor
Brian McInnes
Duncan McIntyre
GD McKnight
Sean McParland
Dave Medler
Dawud Meeran
Dominic Mellonie
Silje Mendelsohn
Daniel Miller
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A & P Mitchell-Innes
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Thomas Moylan
Lindsay Munns
Shaun Musgrave
Arul Nathaniel
June Norbury
Miles Norman
Ben Norris
Sue O'Brien
Mickey O'Brien
Catherine O'Connor
Azeez Odekanme
Kate O'Leary
Jackie O'Leary
Jon Ollington
Heidi O'Mahoney
SA Ord
Patricia Pallacchi
Natasha Panas
R Patel
Maurice Patrick
Natasha Pavilion
Richard Payne
Neil Perring
Marnie Perrott
Nicky Polkinghorne
Simon Post

Charles Power
Carol Power
Helene Provstgaard
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Camille Richards
Matthew Riley
Peregrine Riviere
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Marcus Roy
Helen Rundle
Chris Russell
Debbie Ryan
Bill Saad
Jacky Sales
P Savage
Mark Schmid
Peter Schofield
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Chris Wakerley
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Michael Webb
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AS Wein
Gavin Wheeler
MP Wheeler
JA White
Marco Pierre White
Tim Whiting
Nick Willcox
Laura Winton
Danny Wood
Marc Woolf
Heather Wooton
David Wright
Rachel Yexley

Statement of Trustees' Responsibilities

Law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the incoming resources and application of the resources of the charity during the year and of its state of affairs at the end of the year. In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- Ensure compliance with the Charity's governing documents and current statutory requirements;
- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy the financial position of the charity and which enable them to ascertain its financial position and to ensure that the financial statements comply with the Companies Act 1985. 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.

Members of the Executive Committee, who are directors for the purpose of company law and Trustees for the purpose of charity law, who served during the year and up to the date of this report are set out on page 1.

In accordance with company law, as the company's directors, we certify that:

- So far as we are aware, there is no relevant audit information of which the company's auditors are unaware; and
- As the Directors of the company we have taken all the steps that we ought to have taken in order to make ourselves aware of that information.

Auditors

A resolution to appoint Mazars LLP as auditors for 2008/2009 will be presented at the 2008 Annual General Meeting.

The report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in March 2005) and in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small entities.

Approved by the Trustees on
and signed on their behalf by:

Date: 2nd October 2008



Andrew McKnight, Executive Chairman

Independent Auditors' report to the members of Get Connected Helpline

We have audited the financial statements of Get Connected Helpline for the year ended 31 March 2008 which comprise the Statement of Financial Activities, the Balance Sheet, and related notes. These financial statements have been prepared under accounting policies set out therein.

This report is made solely to the charity's members, as a body, in accordance with Section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As described in the Statement of Trustees' Responsibilities the trustees, who are also the directors of Get Connected Helpline for the purposes of company law are responsible for the preparation of financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, whether the financial statements are properly prepared in accordance with the Companies Act 1985 and whether the information given in the Trustees' Report is consistent with the financial statements. We also report to you if, in our opinion, the charity has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Trustees' remuneration and transactions with the charity is not disclosed.

We read the Trustees' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

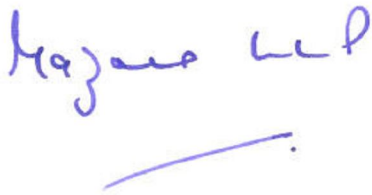
We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance as to whether the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of state of the charity's affairs as at 31 March 2008 and of its incoming resources and application of resources, including its income and expenditure, in the year then ended;
- the financial statements have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the Trustees' Report is consistent with the financial statements.



.....
Mazars LLP
Chartered Accountants
and Registered Auditors
Times House,
Throwley Way,
Sutton,
Surrey.
SM1 4JQ

3rd October 2008

.....
Date

Statement of Financial Activities
(including an income and expenditure account)
Year ended 31 March 2008

	Note	Unrestricted funds £	Restricted funds £	Total funds 2008 £	Total funds 2007 £
INCOMING RESOURCES					
Incoming resources from generating funds:					
Voluntary income (donations and grants)	2a	233,435	276,622	510,057	197,924
Activities to generate funds	2b	305,707	-	305,707	314,573
Investment income		5,179	-	5,179	1,969
		<u>544,321</u>	<u>276,622</u>	<u>820,943</u>	<u>514,466</u>
RESOURCES EXPENDED					
Costs of generating income:					
Costs of generating voluntary income		85,819	35,839	121,658	80,561
Charitable activities		211,829	223,135	434,964	357,364
Governance costs		18,892	20,329	39,221	21,977
		<u>316,540</u>	<u>279,303</u>	<u>595,843</u>	<u>459,902</u>
TOTAL RESOURCES EXPENDED	2c	<u>316,540</u>	<u>279,303</u>	<u>595,843</u>	<u>459,902</u>
NET INCOMING RESOURCES FROM OPERATIONS BEFORE TRANSFERS (Net Income/(Deficit) for the year)		<u>227,781</u>	<u>(2,681)</u>	<u>225,100</u>	<u>54,564</u>
NET MOVEMENT IN FUNDS		<u>227,781</u>	<u>(2,681)</u>	<u>225,100</u>	<u>54,564</u>
Funds brought forward		<u>171,418</u>	<u>49,289</u>	<u>220,707</u>	<u>166,143</u>
TOTAL FUNDS carried forward	8	<u><u>399,199</u></u>	<u><u>46,608</u></u>	<u><u>445,807</u></u>	<u><u>220,707</u></u>

All activities derive from continuing operations. There were no other recognised gains or losses other than those stated above and accordingly a statement of total recognised gains and losses has not been presented.

Balance Sheet
As at 31 March 2008

	Note	2008 £	2007 £
FIXED ASSETS			
Tangible assets for use by the charity	4	-	412
CURRENT ASSETS			
Debtors	5	154,700	113,252
Cash at bank and in hand		<u>309,043</u>	<u>123,311</u>
		463,743	236,563
CREDITORS:			
amounts falling due within one year	6	<u>(17,936)</u>	<u>(16,268)</u>
NET CURRENT ASSETS		<u>445,807</u>	<u>220,295</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>445,807</u>	<u>220,707</u>
FUNDS			
Restricted funds	8	46,608	49,289
Unrestricted funds - designated		150,000	-
Unrestricted funds – non-designated		<u>249,199</u>	<u>171,418</u>
		<u>445,807</u>	<u>220,707</u>

The financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005).

These financial statements were approved by the trustees on 2nd October 2008 and signed on their behalf.



Andrew McKnight
Trustee

Notes to the Accounts Year ended 31 March 2008

1. Accounting policies

The financial statements are prepared in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005), the Companies Act 1985 and follow the recommendations in Accounting and Reporting by Charities: Statement of Recommended Practice issued in 2005. The particular accounting policies adopted by the trustees are described below.

Accounting convention

The financial statements are prepared under the historical cost convention.

Cash flow

The financial statements do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare such a statement.

Fund accounting

The charity maintains various types of funds as follows:

Restricted funds

Restricted funds represent donations and legacies received which are allocated by the donor for specific purposes.

Unrestricted funds

Unrestricted funds represent unrestricted income, which is expendable at the discretion of the trustees in the furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment. Unrestricted funds are disclosed as either designated or non-designated. Unrestricted funds are deemed to be designated once they have been approved and minuted as such by the trustees.

Incoming resources

All income is recognised in the statement of financial activities when the conditions for receipt have been met and there is reasonable assurance of receipt. The following accounting policies are applied to income:

Voluntary Income

This includes grants, donations and gifts in kind. Grants are recognised in the statement of financial activities when the conditions for receipt have been complied with. Donations are reported gross. Assets given for use by the charity are recognised as incoming resources at their estimated market value when receivable. If they form part of the fixed assets at the year end, they are included in the balance sheet at the value at which the gift was included in incoming resources. All estimates of value of such gifts are made by the trustees.

Activities to generate funds

Income from fundraising events and sponsorship is included here.

Investment Income

Interest received, rent and dividends are included here and reported gross.

Resources expended

Resources expended are recognised in the period in which they were incurred. Resources expended include attributable VAT, which cannot be recovered. Costs of generating income includes all expenditure directly related to the generation of voluntary and fundraising income. Charitable activities includes all expenditure related to the objects of the charity and support costs to run the charity. Governance costs include costs incurred in governing the charity.

Allocation of costs

The Charity's operating costs include employee costs, rent and other related costs. Such costs are allocated between costs of generating income, charitable activities and governance costs where appropriate. Where costs cannot be directly attributed to direct expenditure or other expenditure, they have been apportioned based on an estimate of time spent in each of these categories.

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation, which is provided in equal annual instalments over the estimated useful lives of the assets. No depreciation is charged on freehold land. The rates of depreciation applied to other assets are:

Computer equipment - 33% Straight Line
Office equipment - 15% Straight Line

2. Net incoming resources from operations before transfers

a) Analysis of Donations

	Unrestricted	Restricted	Total 2008	Total 2007
	£	£	£	£
Companies				
Merrill Lynch	166,706	-	166,706	-
The Carphone Warehouse (Gift in Kind)	-	85,409	85,409	68,825
Radioville (Gift in Kind)	-	50,480	50,480	931
Latham and Watkins (Gift in Kind)	-	17,128	17,128	-
HH Print (Gift in Kind)	-	10,000	10,000	-
MJ Media (Gift in Kind)	-	5,780	5,780	-
KPMG	-	5,680	5,680	-
Eatsleepthink Design (Gift in Kind)	-	5,000	5,000	7,275
Kiss Network (Gift in Kind)	-	-	-	17,800
Other Corporate Donations	12,304	-	12,304	9,533
Trusts				
Vodafone UK Foundation Grant	-	40,925	40,925	40,821
Dulverton Trust	-	29,800	29,800	-
Lloyds TSB Foundation for Scotland	-	10,552	10,552	-
Sylvia Adams Trust	-	10,000	10,000	-
Railway Children Grant	-	5,868	5,868	6,943
BBC Children in Need Grant	-	-	-	23,915
Other trust income	32,428	-	32,428	3,300
Individuals				
Individual Donations	21,997	-	21,997	18,581
	<u>233,435</u>	<u>276,622</u>	<u>510,057</u>	<u>197,924</u>

b) Analysis of Activities to Generate Funds

	Unrestricted	Restricted	Total 2008	Total 2007
	£	£	£	£
The Carphone Warehouse	105,879	-	105,879	121,521
Fundraising auction	191,066	-	191,066	183,006
Events (inc. 10k run, quiz & gig night)	8,762	-	8,762	10,046
	<u>305,707</u>	<u>-</u>	<u>305,707</u>	<u>314,573</u>

2. Net incoming resources from operations before transfers (continued)

c) Analysis of Total Resources Expended

	Basis of Allocation	Costs of Generating Voluntary Income	Charitable Activities	Governance	Total 2008	Total 2007
		£	£	£	£	£
Costs directly allocated to Activities						
Staff costs	Staff Time	62,687	166,101	-	228,788	184,167
Volunteer expenses	Direct	-	43,740	-	43,740	32,839
Helpline costs	Direct	-	18,850	-	18,850	9,495
Fundraising costs	Direct	42,711	-	-	42,711	14,980
Cost of promoting the service	Direct	-	103,760	-	103,760	60,224
Governance, audit & annual report	Direct	697	697	22,838	24,232	8,507
Young people in management	Direct	-	3,679	-	3,679	3,422
Recruitment	Direct	-	5,632	-	5,632	11,751
Support costs						
Staff costs	Staff Time	3,545	46,396	13,379	63,320	61,443
Training	No. of Staff	641	2,404	160	3,205	2,754
Other employee costs	No. of Staff	444	1,664	111	2,219	1,539
Office costs	Direct	10,933	42,041	2,733	55,707	68,781
		<u>121,658</u>	<u>434,964</u>	<u>39,221</u>	<u>595,843</u>	<u>459,902</u>

d) Net incoming resources for the year is stated after charging:

	2008	2007
	£	restated £
Auditors' remuneration		
- for audit services	3,055	2,938
Chief Executive's remuneration	45,578	41,227
Depreciation of tangible fixed assets	<u>412</u>	<u>608</u>

3. Information regarding employees and trustees

	2008	2007
	No	No
Average number of employees during the year	<u>10</u>	<u>9</u>
		£
Gross salaries and wages	264,365	222,647
Employers' National Insurance	<u>27,743</u>	<u>22,963</u>
Total emoluments (remuneration and taxable benefits)	<u>292,108</u>	<u>245,610</u>

No employee earned more than £50,000 in either year.

No trustees, or people related or connected by business to them, received any remuneration from the charity during the year (2007: £500). No expenses were reimbursed to trustees during the year (2007: £197).

The charity purchased insurance costing £920 (2007: £803) to protect from loss arising from neglect or default of its trustees and to indemnify the trustees against the consequences of neglect or default on their part.

The trustees are grateful for the support of the volunteer Helpline Workers who were engaged in staffing the helpline, and various other activities.

4. Tangible fixed assets for use by the charity

	Computer equipment £	Office equipment £	Total £
Cost			
At 1 April 2007	2,661	14,223	16,884
Additions	-	-	-
	<hr/>	<hr/>	<hr/>
At 31 March 2008	2,661	14,223	16,884
	<hr/>	<hr/>	<hr/>
Accumulated depreciation			
At 1 April 2007	2,624	13,848	16,472
Charge for the year	37	375	412
	<hr/>	<hr/>	<hr/>
At 31 March 2008	2,661	14,223	16,884
	<hr/>	<hr/>	<hr/>
Net book value			
At 31 March 2008	-	-	-
	<hr/>	<hr/>	<hr/>
At 31 March 2007	37	375	412
	<hr/>	<hr/>	<hr/>

5. Debtors:

	2008 £	2007 £
Accrued income – Auction and others	152,532	112,460
Accrued income – Gift Aid	2,168	792
	<hr/>	<hr/>
	154,700	113,252
	<hr/>	<hr/>

6. Creditors: amounts falling due within one year

	2008 £	2007 £
Other creditors including tax and social security	7,903	7,284
Deferred Income	-	2,903
Accruals	10,033	6,081
	<hr/>	<hr/>
	17,936	16,268
	<hr/>	<hr/>

7. Movement in unrestricted funds

	Opening balance	Income	Expenditure, Gains and losses	Closing balance
	£	£	£	£
Unrestricted Funds				
Non- designated funds	171,418	394,321	(316,540)	249,199
Designated funds	-	150,000	-	150,000
	<u>171,418</u>	<u>544,321</u>	<u>(316,540)</u>	<u>399,199</u>

Designated funds relate to costs of promoting the service and the development of the online directory in 2008/09.

8. Movement in restricted funds

Restricted funds comprise the following unexpended balances of donations and grants given for specific purposes:

	Opening balance	Income	Expenditure, Gains and losses	Closing balance
	£	£	£	£
Restricted Funds				
The Carphone Warehouse (Gift in Kind)	-	85,409	(85,409)	-
Radioville (Gift in Kind)	-	50,480	(50,480)	-
Latham and Watkins (Gift in Kind)	-	17,128	(17,128)	-
HH Print (Gift in Kind)	-	10,000	(10,000)	-
MJ Media (Gift in Kind)	-	5,780	(5,780)	-
KPMG	-	5,680	(5,680)	-
Eatsleepthink Design (Gift in Kind)	-	5,000	(5,000)	-
Vodafone UK Foundation	27,602	40,925	(45,609)	22,918
Dulverton Trust	-	29,800	(17,889)	11,911
Lloyds TSB Foundation for Scotland	-	10,552	(9,600)	952
Sylvia Adams Trust	-	10,000	(10,000)	-
The Railway Children	-	5,868	(5,868)	-
BBC Children in Need	6,631	-	(6,631)	-
Comic Relief	14,873	-	(4,046)	10,827
Other	183	-	(183)	-
	<u>49,289</u>	<u>276,622</u>	<u>(279,303)</u>	<u>46,608</u>
Total Restricted Funds				

Expenditure within restricted funds includes a proportion of the management and administration costs, which can reasonably be allocated directly to those funds.

9. Analysis of assets and liabilities between funds

	Fixed Assets £	Current Assets £	Current liabilities £	Total £
Restricted Funds				
Vodafone UK Foundation	-	22,918	-	22,918
Dulverton Trust	-	11,911	-	11,911
Comic Relief	-	10,827	-	10,827
Lloyds TSB Foundation for England & Wales	-	952	-	952
	-	46,608	-	46,608
Total Restricted Funds	-	46,608	-	46,608
Total Unrestricted Funds	-	417,135	(17,936)	399,199
	-	463,743	(17,936)	445,807

10. Taxation

The organisation is a registered charity and does not trade for tax purposes. It is not liable to corporation tax on its surplus.

11. Related parties

Charles Dunstone is Get Connected's Chairman and Group CEO of the Carphone Warehouse. Andrew Harrison is a Trustee of Get Connected and UK Chief Executive of The Carphone Warehouse. The Carphone Warehouse provides Get Connected with office space and funds many costs relating to the helpline and office, which has been valued at £85,409. The Carphone Warehouse also assisted in generating £105,879 in 2007-08 from various fundraising activities. Get Connected did not make any payments to The Carphone Warehouse in the year.