Guild of One-Name Studies

Trustees' Annual Report

Year ended 31 October 2014



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GUILD OF ONE-NAME STUDIES

Registered Charity No. 802048

www.one-name.org

Trustees' Annual Report

Year ended 31 October 2014

Reference and Administrative:

Details of the Guild of One-Name Studies, its Trustees and Advisors

The Guild of One-Name Studies was established on 1st September 1979 and its registered office address is: Box G, 14 Charterhouse Buildings, Goswell Road, London EC1M 7BA, UK.

Trustees

Membership of the Committee during the year, showing those members who resigned, retired or were elected part way through the year, was as follows:

Current Committee me	mbers			
Member (Executive in bold)	Date of appointment to Committee (if during financial year)	Role (date of appointment 12 April 2014 if not otherwise stated)		
Peter Alefounder	12 April 2014			
Rodney Brackstone	10	SemSub Chairn		
Tracy Care	Co-opted 10 May 2014	Treasurer (1 N 2014)	ov 2014 - Asst Treasurer 10 May - 31 Oct	
John Coldwell		Publicity Mana	ger (5 July 2014 - 18 December 2014)	
Gerald Cooke	12 April 2014	Regional Rep C		
Jan Cooper	Toolean Action ■ Consequent Authorities Control Fa	Secretary		
Peter Copsey		Renewals Secr	etary, Marriage Challenge Coordinator,	
		Guild Librarian	1	
Bob Cumberbatch		Asst Education	Liaison Officer	
Corrinne Goodenough	12 April 2014	Chairman		
Cliff Kemball	20	Asst Treasurer	(1 Nov 2014 - Treasurer 12 Apr - 31 Oct	
		2014)		
Paul Millington	12 April 2014		ive Administrator	
Anne Shankland	12 April 2014	Vice Chairman, Indexes Administrator		
Outgoing Committee m	embers			
Karen Bailey	Retired 12 April 2014		Webmaster	
Stephen Daglish	Retired 12 April 2014		Registrar	
Kirsty Gray	Resigned from Committee 12 April 2014			
Paul Howes	Retired 12 April 2014		Regional Rep Coordinator	
Ken Mycock	Resigned 20 June 2014		Chairman IT Subcommittee	
Stuart Pask	Retired 12 April 2014		Stand Manager	
Teresa Pask	Resigned from Committee 8 July 2014		Editor	
Roy Rayment	Retired 12 April 2014		Front Office Manager	
Colin Spencer	Resigned from Committee 7 July 2014		Webmaster, Bulletin Board Administrator	

The Guild has no salaried staff. All activities and services are undertaken by the unpaid voluntary efforts of its members.

Professional Advisors

The names and addresses of the Guild's professional advisers, as required by the Charity Commission's statement of recommended practices, are:

Independent Examiner	Bankers	
Richard Vaughan FCA MBCS	Santander	CCLA Investment Management Ltd
R L Vaughan & Co	BBAM	80 Cheapside
Mortimer House, 40 Chatsworth Parade	Bridle Road	London
Petts Wood	Bootle, Merseyside	EC2V 6DZ
Kent, BR5 1DE	L30 4GB	

Structure, Governance and Management

The Guild of One-Name Studies was established on 1 September 1979 and registered as an unincorporated association with the Charity Commission on 21 September 1989 (Registered Charity No. 802048). The Guild's governing constitution was last amended on 28 February 2008.

The affairs of the Guild are managed by a Committee consisting of no more than fifteen Guild members, of whom four are designated Officers, namely Chairman, Vice Chairman, Secretary and Treasurer. The members of the main Committee of the Guild are the Trustees of the charity. All Trustees are appointed for one year at the Guild Annual General Meeting. In 2014 the Guild undertook a Guild election for Committee membership prior to the AGM overseen by the Electoral Reform Services. The cost of the election was £3,342.

The Trustees (Committee members) are required to keep proper books of accounts in respect of all sums of money received and expended by the Guild, and prepare financial statements for each financial year that provide a true and fair view of the financial affairs of the Guild, of the surplus or deficit of the funds of the Guild for that period. In preparing these financial statements the Committee members are required (unless it is inappropriate to presume that the Guild will continue to exist) to:

- select suitable accounting policies and apply them consistently
- make judgements and estimates that are appropriate and prudent
- prepare financial statements on the basis that the Guild is a going concern

The Committee members are also responsible for safeguarding the assets of the Guild and taking reasonable steps to prevent fraud and other irregularities.

Executive and Subcommittees

The Executive comprises the Officers and three other Committee members elected by the Committee. The Executive is responsible for the overall financial position of the Guild, including the designation of Guild signatories.

The Guild establishes Subcommittees to carry forward the objectives of the Guild. The Guild's Constitution requires that the Chairman and the Treasurer are ex-officio members of all Subcommittees. The purpose of such Subcommittees and their membership as at October 2014 are shown below. Note that the IT Subcommittee was disbanded during the year.

Subcommittee	Purpose	1		
ІТ	Organising and managing all IT and internet functions of the Guild. Disbanded 5 July 2014			
Seminars	Organising seminars to educate the public in One-Name Studies	Anne Algar (resigned 18 September 2014), Kim Baldacchino, Rodney Brackstone (Chairman), Tracy Care, Jan Cooper (Passive), Rod Clayburn, Jackie Depelle, Corrinne Goodenough, Richard Heaton, Dominic Johnson, and Alan Moorhouse		

Risk Assessment

The Trustees have reviewed the financial and other major risks to which the Guild of One-Name Studies is exposed and have established procedures to manage those risks.

The Guild's Objectives and Activities

The objectives of the Guild of One-Name Studies are to:

- advance the education of the public in One-Name Studies (defined as research into the genealogy and family history of all persons with the same surname and its variants), and
- promote the preservation and publication of the resultant data, and to maximise its accessibility to interested members of the public

The Guild aims to be the worldwide centre of excellence in One-Name Studies and to promote the interests of both individuals and groups who are engaged in them. Through its programme of activities it provides the means to share, exchange and publish information about One-Name Studies. It also seeks to encourage and assist those interested in One-Name Studies by means of conferences, seminars and many other activities and projects.

The Guild's main aims during the year have been to:

- increase the range of services available to its members
- create positive links with academia and commercial genealogical organisations; and
- strengthen its position as the leading global genealogy society specialising in one-name (surname) studies

The Guild's strategy to meet its objectives is to maintain its current range of services and products, and seek to extend these by encouraging members to come forward with new projects that do not rely solely on the limited resources of the Committee. The education of the public in one-name studies has been significantly progressed with the appointment of National Guild Representatives and a large number of Guild speakers at the Who Do You Think You Are? Live 2014 events held both in London and Glasgow.

Member support has been improved with the Regional Representatives across the globe, as well as the Mentor Coordinator and Front Office Manager who provide personal contact for new members to highlight the benefits available to them.

The Guild continues to broaden its facilities by extending the use of IT-based services, in particular those which members can contribute to or use on a self-service basis.

The Guild provides a vast range of services to enable its members to expand on their one-name studies and to provide possible additional information to members of the public requesting assistance on a particular registered surname. Membership benefits include, but are not limited to:

- a high quality printed quarterly Journal of One-Name Studies
- a range of one-day seminars throughout the year on one-name study themes
- an annual conference on a range of one-name study themes
- an annual Register of One-Name Studies
- a Profile facility to enable all members to create their own publicly searchable ONS web page
- a Guild email Forum, a private Facebook group and a Guild Bulletin-Board where members exchange ideas, discuss their research and alert members to useful sources of genealogical data
- a Guild website www.one-name.org to provide one-name study information to members and the general public
- publication of booklets relating to one-name studies, notably Seven Pillars of Wisdom: The Art of One-Name Studies
- a freephone/toll-free telephone contact point in the UK, North America and Australia to enable members of the public and Guild members to easily contact the Guild
- Guild email aliases to all Guild members to assist in communicating with the public
- a range of lookup services to members to assist in the collection of genealogical data
- a Marriage Challenge for England & Wales in which volunteers search for marriage entries in the deposited Parish Registers for a particular Registration District in England & Wales
- a Marriage Index including worldwide entries to help link members' knowledge of marriages, and also, for Anglican marriages in England and Wales, to help locate the parish (currently it has well over a million marriages)
- a 'BMD Vault' of birth, marriage and death certificates worldwide to assist members with their onename study research (currently contains over 1.1 million names)
- a Scottish Index to allow searching for any name appearing in Scottish marriage certificates, not just those indexed by the GROS
- a Probate Index to provide searches for names in wills not indexed in the various Will Calendars
- a 'Newswatch' project where volunteers pass on details of surnames to relevant members
- a facility to produce 'faux certificates' using Birth/Marriage/Death transcribed data
- a 10% discount on various organisation, such as Findmypast, the Genealogist, and My Heritage to assist members to undertake their ONS research
- development of online distance learning courses on one-name study subjects

- a discount on Y-DNA kits from FamilyTreeDNA throughout the year
- a mentoring scheme to support new members of the Guild
- advice and support to members on DNA testing
- an E-Library of digitised one-name study material, donated or bequeathed, to help promote the preservation of data
- an online data archive facility (ONS electronic archives) to enable members to backup their ONS
 data on the Guild website, and to allow other members and the general public to access their data

The Trustees present their report and accounts for the year ended 31 October 2014. These have been prepared in accordance with statutory requirements and Statement of Recommended Practice 'Accounting and Reporting by Charities' issued in March 2005.

Achievements and Performance

The membership of the Guild of One-Name Studies at the end of October 2014 was 2,721 (2,673 in 2013). Membership details are:

	UK	Australia	Canada	NZ.	USA	Other	TOTAL
Membership	1						
as at 31 October 2014	2,087	161	97	59	240	77	2,721
As at 31 October 2013	2,093	145	91	58	208	78	2,673

The Committee met on seven occasions during the year, details of which are provided on the Guild website as part of the Guild's transparent governance arrangements. It continues to expand on the benefits offered to members and volunteer projects within the organisation and links are maintained with FamilySearch, the Family Names of the UK (FaNUK) based at the University of the West of England and Ancestry.com, as well as the long-standing relations with FindMyPast and Pharos Teaching and Tutoring Ltd.

During the year, the Guild has been represented at meetings of the Australian Federation of Family History Organisations, the Federation of Family History Societies and the Scottish Association of Family History Societies.

Over the course of the year the Guild stand has been in attendance at Family History Fairs, Shows, and Expos across the globe, including Who Do You Think You Are? Live 2014 events in London and Glasgow, the primary genealogical event in the UK.

The Guild's 35th Conference was held from Friday 11 to Sunday 13 April 2014 at the Ashford International Hotel, Simone Well Avenue, Ashford, Kent TN24 8UX with the Annual General Meeting on Saturday 12 April 2014.

The 2014 conference theme was '35 years on - the way forward'. The programme included talks from Bob Ogley, Dick Eastman, Dr Paul Cullen, Tessa Keough, Paul Howes, Colin Spencer, Bob Cumberbatch, Miriam Silverman, Paul Smart, Lawrence Harris, Myko Clelland and Dr Tyrone Bowes.

The Seminar Subcommittee have organised four excellent seminars during the year in Nottingham, Pudsey, Burgess Hill, and London.

The Guild continues to publish the award-winning Journal of One-Name Studies each quarter, which was distributed to members in January, April, July and October, and was also sold commercially. It is now in its eighth year as a full-colour publication, under the editorship of David Dexter who took over from Teresa Pask.

The Guild published the 2014 edition of its annual Register of One-Name Studies which was distributed to all subscribing members, and to some Record Offices and libraries in the UK, USA and Australasia. Seven Pillars of Wisdom: The Art of One-Name Studies has been sold to members and non-members via the Regional Representatives and at events attended by the Guild Stand.

A sliding scale of membership fees exists which is dependent upon the month in which a new member joins the Guild. In keeping with the Guild's international aims, membership subscriptions for new members may now be paid online in any of six currencies.

The fellowship scheme - Master Craftsman of the Guild (MCG) - was introduced in 2010, honouring members who are considered to be outstanding either in the depth and range of their expertise or in their contribution to the running of the Guild. A further two MCGs were announced at this year's Annual General Meeting in April 2014, making a total of 23 to date. All the citations are available on the Guild's website.

The annual Guild Award of Excellence (GAoE) scheme seeks to acknowledge members contributions to ONS publications. In 2014 7 members were recognised for their articles details of which are available on the Guild's website.

During 2014, the Guild's website - www.one-name.org - has continued to expand and a new website using WordPress was established and introduced in June fronting the previous Guild website, which it is intended will be duly incorporated in time.

In 2014 the Guild set up a working group, under the chairmanship of Peter Hagger to consider updating the Guild's Constitution. The working group plan to submit their recommendations for changes to the Constitution in 2015.

The Guild is indebted to its many volunteers, whose support is crucial in order to achieve the successes of 2013-14.

The Guild's Public Benefit

All activities, services and facilities of the Guild have been, or are being, developed to ensure that they either provide direct benefit to the public or provide assistance to our members to enable them to expand on their knowledge of one-name studies and their own collection of one-name data for the subsequent benefit of the public. The Guild activities indicate whether they are available directly or indirectly to members of the public. Members of the public can attend the Guild seminars and its annual conference, and the Trustees are continually seeking to explore ways in which the expertise and knowledge of our members on one-name studies can be passed on to the public.

Following on from the 2011 detailed examination of the powers bestowed upon us in regard to education of the public, analysing the effectiveness of our current activities a three-year plan for 'The Future of the Guild - the centre of excellence for one-name (surname) studies' was developed. This involved gathering information from many hundreds of sources; postholders, members, non-members and the genealogical community. This plan is helping the Guild develop as an organisation and further its charitable objectives. The Guild Vision statement has been mandated and the strategy is currently under review with a view to developing further actions for the future.

Trustees continue to pay due regard to the guidance provided by the Charity Commission on public benefit in deciding what activities the Guild should undertake or expand upon.

Financial Review

The Guild has had another successful year financially although the Guild's reserves decrease, broadly in line with the target set in our Reserves Policy, by £3,969. The majority of this deficit was incurred because the Guild held a ballot for its Trustees which cost £3,342. The principal sources of the Guild's income and where the money is spent are shown in the Guild's Statement of Financial Activities. Expenditure of £98,843 exceeded income of £94,874 by £3,969. The current financial year has proved challenging with the move to generally lower on-line sales, the continuation of the Guild Stand and the possibility of fewer new members because of the difficult financial climate. This was however balanced by the success of the sales of DNA kits and a further increase in donations from members. The Guild VAT registration on a "partial exemption" basis has assisted the Guild in the planning and budgeting of the Guild's major activities, where the Guild is required to account for its activities on a 'net' basis after taking account of VAT. As a result of further campaigns to increase the number of UK Guild members who sign Gift Aid Declarations, the income received from the UK Government in respect of Gift Aid has continued to exceed £8,000.

Reserves

The Trustees have reviewed the reserves the Guild will require to sustain its operations. The review concluded that a general reserve equivalent to approximately six month's unrestricted fund expenditure should be set. This provides sufficient funds to cover management and administration and support costs of the Guild and will assist the funding of the anticipated increases in project expenditure and Guild services. Unrestricted funds were maintained at broadly this level throughout the year, during which the Guild's general reserves decreased from £49,343 to £45,374, £4,600 of which is restricted to spending on the Guild constitution, elections, digitisation and Guild publications. The 2014-15 budgets forecast an income of £97,460 and expenditure of £102,460 representing a forecast deficit of £5.000. The Executive will continue to review the Reserves Policy on an annual basis.

Plans for the future

Following the increase in the number of Guild members signing Gift Aid Declarations and the related increase in Gift Aid receipts, the Guild are introducing a new procedure whereby new members can elect to authorise Gift Aid for the Guild subscriptions and donations. This new on-line facility will reduce the need to encourage Guild members to sign a declaration. Further innovative marketing initiatives are being

planned to promote the Guild both inside and outside the UK and to increase the Guild's links with more educational organisations, academics and commercial bodies with the aim of furthering the Guild's charitable objectives internationally. The Guild Conference in 2015 will be based on the theme of Collaboration, Cooperation, and Communication

A five year costing and income projection facility continues to be maintained to enable the Executive to plan for the Guild's financial future and to identify what actions need to be taken to allow for the ongoing development of the Guild in order to achieve the two principal charitable objectives.

The Committee has reviewed the long-term forecast of its anticipated income and expenditure and there are no plans to increase the membership fee for the foreseeable future.

Approval

The Trustees approved this report at a meeting held on 31 January 2015 and it is signed on their behalf.

31 January 2015

Chairman and Trustee

OA Godenarge



Guild of One-Name Studies Statement of Financial Activities Year ended 31 October 2014

	Notes	Year 2014	Prior Year 2013
Incoming Resources		£	£
Generating funds			
Subscriptions received		42,178	39,536
Registration fees		1,188	1,819
Voluntary income	4	3,157	2,132
Activities for generating income	5	414	(
Investment income		3	3
Income from charitable activities:			
Sales, bookstall, and misc. services	5	12,520	20,259
Conference receipts		22,741	22,650
Seminar receipts		4,417	4,796
Gift Aid		8,256	8,000
Total incoming resources		94,874	99,195
Resources expended			
Generating funds:			
Support costs	6	1,569	2,11
Costs of Charitable activities:			
Guild Journal and Register	7	24,900	22,12
Guild CD/ Handbook		2,085	1,82
On-line sales and misc. services		9,960	21,28
Conference expenses		26,579	22,52
Seminar expenses		6,420	8,43
Support costs	6	2,490	2,57
Guild Projects	8	4,128	3,78
Marketing & Stand activity	9	5,480	3,56
Non recoverable VAT Governance costs		461	
Governance expenses	6	8,432	9,18
Member's voting		3,342	7,10
AGM expenses		1,026	88
Depreciation		1,971	75
Total unrestricted resources expended		98,843	99,05
Total resources expended		98,843	99,050
Surplus (Deficit)		(3,969)	139
Balance brought forward		49,343	49,20
Fund balances carried forward		45,374	49,343
	1		

The notes on pages 9 to 11 form part of these accounts

Balance Sheet as at 31 October 2014

	Notes	Year 2014	Previous Year 2013
		£	£
Tangible Fixed Assets	2	7,665	5,020
Current Assets	[[
Publication stocks etc	l i	7,424	11,613
Debtors and Prepayments		18,804	23,691
VAT Recoverable		301	328
Cash at Bank		27,417	30,263
Total Current Assets	10	53,946	65,895
Current Liabilities:			
Term renewals (net)		1,114	
Seminar payment in advance		562	1,005
Subscriptions in advance		<i>7</i> ,925	13,430
Conference fees in advance		3,837	4,266
Accruals		2,799	2,871
Net Current Liabilities	11	16,237	21,572
Net Current Assets	1	37,709	44,323
Net Assets		45,374	49,343
Reserves	12	45,374	49,343

The notes on pages 9 to 11 form part of these accounts

GUILD OF ONE-NAME STUDIES

Notes to the Accounts for the year ended 31 October 2014

1 Accounting Policies

a. Basis of Accounting

The financial statements have been prepared under the Historical Cost Convention, and in accordance with the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' published in March 2005.

b. Depreciation

Depreciation has been provided, using the straight line method, at 25% of cost.

c. Investment policy

The Guild's investment policy is to invest the majority of its reserves in the Charities Official Investment Fund Charity Deposit Fund, whilst also ensuring timely transfers of funds whenever necessary.

d. Stocks

Stocks are valued at the lower of cost or net realisable value.

e. Incoming Resources

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income. Term subscriptions are allocated according to the term length paid for.

f. Resources expended

All expenditure is recognised on an accruals basis and has been classified under headings that aggregate all costs relating to that category.

g. VAT

The Guild registered for VAT in May 2010 and has established that it should account for VAT on a "partial exemption" basis. This requires the Guild to account for its activities on a "net" basis after taking account of VAT.

2 Tangible Fixed Assets

The total written down value of the Guild's tangible fixed assets was £7,665 on 31 October 2014 (£5,020 in 2013) comprising computer and general equipment. The Trustees consider this immaterial in the context of the Accounts and full disclosure unnecessary.

3 Trustees and Independent Examiner

The Guild has no paid employees. No remuneration (2013: nil) was paid to the Trustees. The charge for the independent examination of the accounts was £500 (2013: £500). Thirteen Trustees received travel expenses amounting to £1,410 (£1,263 in 2013).

		<u>2014</u>	<u>2013</u>
4	Voluntary income	3.44	0.440
	Donations	3,147	2,118
	Everyclick.com	10	14
_		3,157	2,132
5	Sales & misc. services		
	Trading to generate income		0
	Trading to generate income Primary Purpose Trading:	414	
	On-line sales	1,521	4,957
	Wiki book	961	1,272
	FTDNA Kits	9,980	11,057
	Non-online sales	58	2,973
	Non-Online sales	12,520	20,259
6	Guild's Support costs	12,320	20,237
O	Activities for generating income		
	Advertising	0	165
	Other marketing	152	556
	PayPal charges	1,417	1,39 4
	rayrat charges	1,569	2,115
	Charitable activities	1,307	
	Subscriptions	1,200	1,177
	Representations at other societies	53	120
	Internet (Web site)	686	755
	Regional Reps expenses	551	526
	Negional Neps Copensor	2,490	2,578
	Governance expenses		
	Guild expenses (meeting rooms)	969	1,025
	Telephone	99	76
	Postage	1,535	1,343
	Printing & stationery	1,961	1,235
	Committee expenses	1,410	1,263
	Computer software and hardware	174	1,874
	Insurance	481	416
	Sundry expenses	244	0
	Independent Examiner's fee	500	500
	Front Office	1,059	1,450
		8,432	9,182
7	Guild Journal and Register:		
	Journal production	11,000	10,258
	Register production	1,999	2,011
	Dispatched costs	11,671	9,398
	Flyers	230_	459
		24,900	22,126
			

8 Guild projects: 3,740 2,429 Marriage Challenge expenses 207 330 Library Digitisation project 106 0 Library acquisitions 51 0 Guild mouse mats 0 273 GRO Post 2005 BMD project 24 0 Guild Shirts 0 750 Guild Marketing and Stand activities 2,373 2,009 Guild Marketing 2,373 2,009 Guild Stand activities 3,107 1,555 Stocks of publications etc 7,424 11,613 Debtors and prepayments 18,804 23,691 VAT recoverable 301 328 COIF Charities Deposit Account 574 571 PayPal Accounts 8,773 3,250 Bank Accounts 18,070 26,442 Conference fees received in advance 55,946 65,895 11 Current Liabilities 2,799 2,871 Accruals 2,799 1,005 Seminar received in advance 552			2014	2013
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				4,600
45,374 49,343		General Reserve Fund		
			45,374	49,343

Signed

Date of approval 31 January 2015

Chairman

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Treasurer

T. Care

Assistant Treasurer

Montal

Independent Examiner's Report

Year ended 31 October 2014

I report to the Trustees on the accounts of the Guild of One-Name Studies for the year ended 31 October 2014 which are set out on pages 8 to 11.

Respective responsibilities of trustees and examiner

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

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

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 Act

have 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.

Signed

Richard Vaughan FCA MBCS

R L Vaughan & Co

Date: 31 January 2015