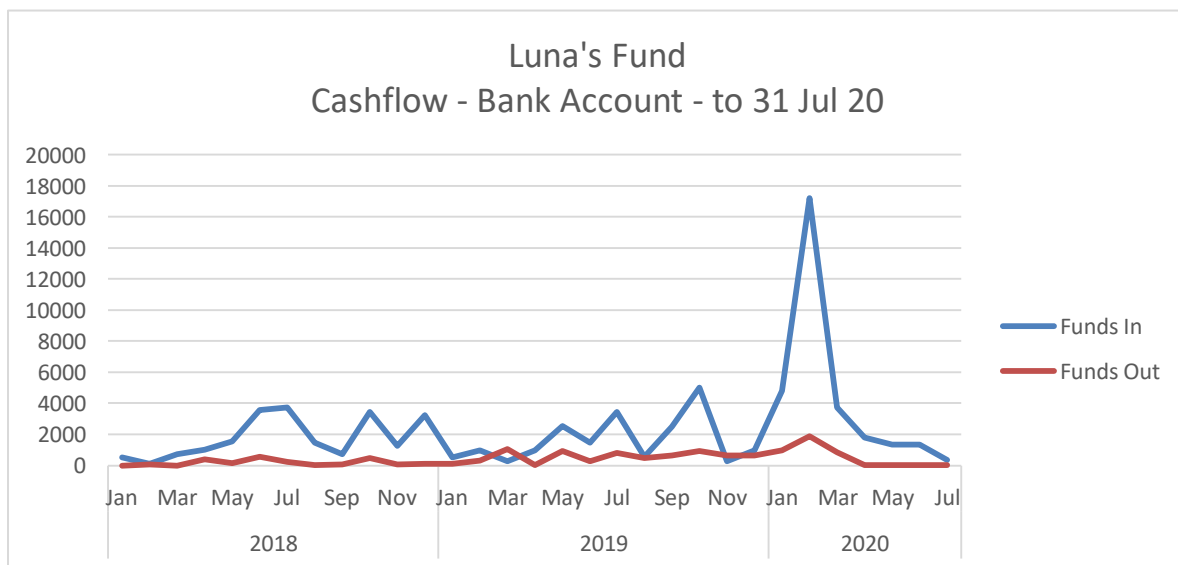




Luna's Fund Treasurer Report March 2018 - July 2020

- 1. Audited accounts and Trustees' annual report to 31 Jul 20** - We met our legal obligation by submitting to the Charity Commission in good time. The report and accounts are available [here](#).
- 2. Operational analysis of accounts to 31 Jul 20** - I have retrospectively labelled¹ all of the transactions to enable me to analyse the income and expenditure to help inform Trustees on the financial aspects of our events and activities.
 - a. Cashflow** - This month-by-month analysis shows us how the funding accumulated over time. The peak income in Feb 20 relates to withdrawing the Crowdfunding monies (£14,605.45) that had accumulated since the launch of Luna's Fund 1st March 2018:



¹ It should be noted that the operational labels I have applied differ from the strict accounting labels used in the accounts (e.g. I have included sponsorship in the fundraising event that it applies to, whereas in financial accounting, this would be treated as a donation)

b. Fundraising Activities:

Detail/Activity	Funds In	Funds Out	Net
Auction Night 2018	5,389	285	5,105
Launch Party 2019	6,759	1,671	5,088
Plymouth Half Marathon 2019	2,205	74	2,131
Plymouth Half Marathon 2018	1,860	60	1,800
Skydive 2020	1,834	50	1,784
Football Match 2019	1,550	122	1,428
Craft Sale 2018	1,436	45	1,391
2.6 Challenge 2020	1,160	0	1,160
Mudstock 2019	1,211	90	1,121
Essex Charity Football Match	1,109	0	1,109
Bonfire Night 2018	1,041	297	744
Psychic Night	546	0	546
Plymouth 10K 2018	903	476	427
Raleigh Open Day 2018	315	39	276
Plymouth 10K 2019	40	0	40

c. Donations:

Detail/Activity	Funds In	Funds Out	Net
General	33,022	0	33,022
Miss South West	3,164	0	3,164
HMS Raleigh	2,516	0	2,516
Michael Spiers - Local Gems	1,000	0	1,000
Stagestruck Drama Group	750	0	750
Liskeard School	750	0	750
Pilgrim Primary School	305	0	305
Torpoint Rugby Club	281	0	281
Liskeard Netball	278	0	278
Plympton Athletic	267	0	267
Ivybridge Football	189	0	189
Amazon Smile	24	0	24

d. Branding/Promotional Material - I have brought together all the expenditure relating to charity brand awareness in the means of getting the name of the charity visible in order to grow donations and encourage participation in our fundraising events and activities. This includes items such as; t-shirts, bracelets, collection pots, ribbons, balloons, boxes, leaflets etc. The total is offset by the sale of some of these products:

Detail/Activity	Funds In	Funds Out	Net
Marketing	1,421	6,716	-5,295

3. Non-financial Benefits - In addition to raising funds to help us support others, all of our events and activities bring together people from all walks of life and provide opportunities to socialise (such as quiz nights and football matches) and to undertake personal challenges (such as the skydive and half marathons). Although currently restricted due to COVID, the social and mental health benefits of the charity's activities extend well beyond the financial benefits. Luna brings people together.

Steve Green CMgr FCMI
Treasurer