



Welcome to Watson Buckle's Charity Bulletin, bringing you the latest news on financial issues facing the not-for-profit sector.

This edition has a digital theme. We look at the launch of the first digital code of practice for charities; a new study by the Charity Commission to understand the impact of fraud and cyber-crime; the launch of a new online giving tool for Instagram users and finally we extend an invitation to attend one of our series of free advice days to help charities prepare for digital taxation.

We hope you enjoy reading our Charity Bulletin and that you find it useful. We would welcome your feedback on the content, or ideas for topics that you'd like to see featured in future issues. Please get in touch with Susan on 01274 516700 or email SusanS@watsonbuckle.co.uk.

Instagram launches new donation tool as online giving trend continues to rise



Online giving is set to receive a further boost, following the news that Instagram is planning to launch a new tool that will allow people to make donations through its featured stories.

Parent company Facebook, has said that the online tool will be rolled out in the coming months and will allow users to support a charity through the addition of 'donation stickers' which will click through to the chosen worthy cause from the relevant Instagram story.

The news comes as it was revealed that online giving to UK non-profit organisations increased by 5.5 per cent last year.

According to the Charitable Giving Report 2018, while overall charitable giving fell by 4.2 per cent compared to the previous year, online donations bucked this trend.

The report found that, worldwide, 24 per cent of all online donations were made using mobile devices.

The survey also revealed that the two top months for charitable giving appear to be December and June.

The report's authors concluded that if charities fail to embrace online donation options, using multiple platforms to support mobile connectivity, funding will be significantly affected.

Watson Buckle supports charities with a wide range of tax and accountancy services. We are able to offer advice on how organisations can maximise their funding potential. For more information about our services for charities, please contact us.

Charity Commission launches fraud resilience survey

The Charity Commission has launched a survey, aimed at helping to better understand both charities' resilience to fraud and their levels of cyber security.

The Commission highlights the fact that fraud is a growing problem for the third sector, costing hundreds of millions, potentially billions, of pounds each year.

Roughly 70 per cent of all fraud is now committed online, meaning a charity's valuable

funds, operations, data and reputation can be at risk from a wide range of fraud and cyber-crime.

In partnership with the Fraud Advisory Panel, the Charity Commission has invited 15,000 charities, to take part in the survey, by completing a questionnaire.

Alan Bryce, Head of Development and Operational Intelligence at the Charity Commission said: This is a really important

project that should significantly improve our understanding of what's happening across the charity sector and shape our regulatory engagement, helping to build a stronger counter-fraud culture for the future. I urge those charities contacted to get actively involved and complete the questionnaire – your answers really will make a difference.

The Commission intends to publish the findings of the research later this year.

UK welcomes first digital code of practice for charities

The UK's first digital code of practice for charities has been launched to help charities improve their digital skills.

The Charity Digital Code of Practice was created in collaboration by a sector-wide group led by independent digital expert, Zoe Amar.

The code was introduced in response to a recent survey which found that 60 per cent of charity representatives want to increase their digital skills, while half (49 per cent) are looking to improve their charity's digital capability.

The code's principles and best practice have been designed to apply to charities of all sizes. However, two versions of the code have been developed. One for small charities – defined as being those with an annual income of £1 million or under – and one for larger charities.

Seven principles shape the core focus of the code. These values demonstrate how digital touches much of what a charity does and how it will need to be considered accordingly.

These principles include: leadership, user-led, culture, strategy, skills, managing risks and ethics, and adaptability.

Welcoming the launch of the code, the Charity Commission's Director of Policy, Planning and Communications, Sarah Atkinson, said: "Digital is changing the way the public behaves.



"For charities to stay relevant, increase the difference they can make, and protect their charity from risks, understanding and engaging with the digital world is vital.

"The enthusiasm with which the charity sector has responded, and the willingness to use the Code and increase digital skills indicated in the responses, is very positive.

"As regulator, we want to ensure charities have the information and tools they need to succeed and that's why we are pleased to continue supporting the development of the Code."

Watson Buckle's expert charity team provide advice and support to trustees, regarding good governance. For more information and advice, please contact us.

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