

# Do's and Don'ts

of

## TRUSTEES' ANNUAL REPORTS



### DO

Tell your story

Show your passion for what the charity is set up to do, the activities it is delivering and how you are really making a difference for your beneficiaries and the public.



81  
36

Make sure that you are clearly explaining to your supporters, beneficiaries and the wider public what you do and what difference it is making.



### DON'T

Use jargon or just use numbers



### DO

Know your date, don't be late!

Anyone, such as funders or members of the public, will be able to see if the annual information has not been submitted on time.



A rushed report can be uninformative and lack detail. Readers can also pick up on a lack of enthusiasm so take the time to get it right.



### DON'T

Leave it to the last minute



### DO

Take ownership and engage

You already know what makes your charity special. Putting your thoughts into the report will help others understand too.



The legal responsibility belongs to ALL of the charity trustees, not just the treasurer.



### DON'T

Leave it to the treasurer



### DO

Be creative

You can use free or inexpensive resources to bring the report to life. There are lots of examples of great reports out there if you need help.



You've put so much effort into delivering great activities throughout the year. Don't let it go unnoticed!



### DON'T

Repeat the text from last year



### DO

Think about what is right for the charity

Remember your charity's objectives, your audience and your key messages.



There is nothing wrong with telling the public about the lessons you have learned.



### DON'T

Shy away from what went wrong