



# **#StopBrexit Ltd Annual Report 2017**

## **Introduction**

Stop Brexit Ltd was established in July 2017 as a corporate vehicle for the organisation of large scale protests in the Remain Movement.

Registered as a not-for-profit company limited by guarantee, Stop Brexit Ltd has the sole aim of stopping the UK from leaving the EU. The company will be dissolved when Brexit is stopped and any remaining funds distributed to causes that promote European unity in diversity and/or cultural exchange.

The activities it engages in to achieve this aim include the development, organisation and promotion of events and publications, as well as any other lawful activities that support our sole aim.

Our main activity for 2017 was the organisation of the National #StopBrexit March in Manchester.



## **The National #StopBrexit March Manchester**

### **OVERVIEW**

The **National #StopBrexit March Manchester** at the Conservative Party Conference in Manchester was one of the most prominent events organised by the Remain Movement in 2017.

The day was a great success with over 30,000 people marching, and generated press coverage in over 350 major newspapers and TV stations worldwide.

To finance the budget for the march and rally, we launched a crowdfunder, which successfully raised £30,533. While this was short of the original £38,000 target, the shortfall was made up by many direct donations we received from private individuals, as well as the sale of merchandise.

This budget also included the creation and shipment of a new float from Jacques Tilly, which was unveiled at the rally and led the march through Manchester.

### **AIMS**

To ensure Brexit topped the agenda at the Tory Party Conference, and introduce the #StopBrexit message to local, national and international news coverage of the event.

- inspire pro-EU Tories to stand up against the Brextremism in their party,
- inspire Anti-Brexit passions in the North,
- give passionate Remainers the chance to complain directly to the party responsible for Brexit

### **IMPACT**

- Approx 30,000 people joined the march.
- Excellent national pre-event coverage in UK media, including TV, radio and newspapers
- Excellent international coverage of the event (link to list of media coverage in the appendix)
- Good local, but poor national coverage of the event



## FUNDING

### INCOME

Funding for the march was primarily raised by a crowdfunder on Crowdpc.com, but also donations via paypal, and some direct donations to the bank account of Stop Brexit Ltd. The march received no funding from the Britain for Europe crowdfunded “Warchest”.

The initial budget for the march and rally was £38,000, but this was revised with some cost-saving cuts, when concerns over the ability to meet the target became apparent. Fortunately, we were able to raise additional revenue, including a direct donation of £5,000 by one individual, that ultimately allowed us to meet all costs.

Income Source	Gross Income	Fees	Net Income
Crowdpc	£30,553.00	-£1,527.65	£29,025.35
Paypal	£1,334.00	-£67.02	£1,266.98
Direct to Bank	£177.82	0	£177.82
Direct Donation	£5000	0	£5000
Interest	£0.57	0	£0.57
	<b>\$37,065.39</b>	<b>-£1,594.67</b>	<b>£35,470.72</b>

### EXPENDITURES

Expenses		
Rally Production Costs	£10,992	Hire of stage, PA, Screens and personnel on the day
March Organisation Expenses	£4,186.30	incl. preparatory expenses, rent / purchase of megaphones, radios, first aid kits, hi-viz jackets, gazebos, chairs, etc. expenses of speakers and team members
Insurance	£4,480	Specialist cover for event of a political nature
Promotional Costs	£7,233.83	Print advertising in Manchester Evening News and The New European, online facebook and twitter ads, Expenses in printing and posting of leaflets, stickers, website hosting
Float-related Expenses	£6,153.07	Float production, crate construction, transport to UK storage in Manchester
Total (excl. float)	£26,892.13	
<b>Grand Total</b>	<b>£33,045.20</b>	



### **UNSPENT FUNDS:**

After the march there remained £2,425.52. The bank and paypal balances of Stop Brexit Ltd on 31 Dec 2017 were £1,216.98 and £ 1,239.18 respectively. These are being allocated to fund indoor storage for the float (approx £1,500) and towards the initial costs of organising the next march.

£200 allocated as small last minute contributions to the plug the gap in the budgets of three Regional Rallies held on October 14 (East Midlands received £100, Wales £50 and Bristol £50). The remaining 725.52, were set aside for settling some outstanding invoices that ultimately did not need to be paid.

### **Acknowledgements**

The march was organised by a core team of 3 full-time and 4 part-time volunteers. We would like to sincerely thank everyone who donated the rally and march – without your generosity the march wouldn't have been the success it was, and thank those who made the effort to march on the day, which made it such a special event.

We'd like to thank all the people who worked so hard to make this March happen. In particular to our team members in Manchester, Michele and Cathy, and to everyone who helped promote the event on Twitter and Facebook, incl. Angela, Polly, Louise and Wendy.

Special thanks also go to Emma Forage, for the artwork and videos she produced for the event. Cameron B, Sarah D, Jim B, Martin H, Phil J, Monika T and who undertook diverse tasks ranging from press relations to logistics.

Other people deserving a special mention are Shaun T and son, for taking charge of security arrangements on the day, Andrew M and everybody who helped move the beast on the day and stuck around to make sure it left safely. Last, but not least, Ciaran D for taking 3 days away from his wife and new born baby to drive the float from Germany to Manchester.



## **Looking Ahead**

Stop Brexit Ltd will continue to focus on high profile large scale protests and other Pro-EU events for 2018.

Plans for the year include:

1. The #StopBrexit Great Northern March in Leeds (March 24)
2. The #StopBrexit Great British March in London (October 20)

In addition to this we plan to continue to support initiatives of other organisations in the wider remain movement. Support we can provide includes strategic advice on promotion, fundraising, insurance and obtaining permits, as well as other organisational support for marches and rallies.

We also plan to strategically deploy the Brexit Monstrosity float at other Pro-EU and anti-Brexit events that meet our criteria for quality in terms of impact and transparency.