

# BLUEPRINT TRUST

*Company limited by guarantee*

## FINANCIAL STATEMENTS

30 APRIL 2015

COMPANY REGISTRATION NUMBER - 09006403

CHARITY NUMBER - 1159150



**a blueprint for  
better business**

Uniting Corporate Purpose and Personal Values to Serve Society

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## MEMBERS OF THE BOARD AND PROFESSIONAL ADVISERS

<b>Registered charity name</b>	Blueprint Trust
<b>Charity number</b>	1159150
<b>Company registration number</b>	09006403
<b>Registered office</b>	39 Eccleston Square London SW1V 1BX
<b>Trustees</b>	Susan Garrard Loughlin Hickey Andrea Ponti Barbara Stocking
<b>Secretary</b>	Charles Wookey
<b>Chief executive officer</b>	Charles Wookey
<b>Chief operating officer</b>	Soulla Kyriacou
<b>Independent examiner</b>	John Assie FCCA Jackson & Jackson Chartered Certified Accountants 33 Chingford Mount Road London E4 8LU
<b>Bankers</b>	HSBC 69 Pall Mall London SW1Y 5EY

## **TRUSTEES' ANNUAL REPORT**

The trustees, who are also directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 30 April 2015.

### **REFERENCE AND ADMINISTRATIVE DETAILS**

Reference and administrative details are shown in the schedule of members of the board and professional advisers on page 1 of the financial statements.

### **THE TRUSTEES**

The trustees who served the charity during the period were as follows:

Susan Garrard  
Loughlin Hickey  
Andrea Ponti  
Barbara Stocking

Andrea Ponti was appointed as a trustee on 12 May 2014.

### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

The Blueprint Trust was incorporated as a company limited by guarantee on 23 April 2014. It was registered as a charity in November 2014.

The activities of the Blueprint Trust are carried out under the name of 'A Blueprint for Better Business'. In advance of the Blueprint Trust being formally established as a separate company and charity, the work of the 'A Blueprint for Better Business' initiative was carried out in a designated fund within the Catholic Trust of England and Wales (Catew) (registered charity no 1097482). The employees working on the Blueprint initiative were employed by Catew and were transferred to The Blueprint Trust as at 1 January 2015. Donations to the Blueprint initiative, before our bank account was available in December 2014, were authorized to be paid to the designated fund within Catew. There was a surplus of £20,638 at 31 December, representing the difference between these donations and costs incurred by Catew on behalf of the Blueprint Trust. This is included in these accounts in donations.

### **PUBLIC BENEFIT STATEMENT**

We have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our activities.

The Trust exists to advance by charitable means the personal civic responsibility of people in the context of their work, so that they take their values to work with them, and thereby promotes a change in culture and behaviour within business for the betterment of society. Its fundamental aim is to help restore the principles which, if followed and implemented, can lead business and business leaders to re-establish the right behaviour and ethics to bring about a much better relationship with their employees, their customers, their investors (not least the pensioners and savers who are the underlying investors), the community and therefore society as a whole, for the public benefit.

## **AIMS AND OBJECTIVES**

The objects of the Blueprint Trust are the advancement for the benefit of the public of civic responsibility and good citizenship, by promoting responsible standards in business through the application of the '*Five Principles of a Purpose Driven Business*' and '*A Framework to Guide Decision Making*' (these are available on our website at [www.blueprintforbusiness.org](http://www.blueprintforbusiness.org)). These Principles and Framework (referred to as 'the Blueprint') have at their core a set of behaviours designed exclusively to promote the common good of society and human dignity. They are drawn from strong foundations of learning from society including philosophy, faith teachings and social and behavioural sciences. They put the human person at the centre of business and society, naturally connecting business behaviours and the needs of society.

## **ACTIVITIES AND ACHIEVEMENTS**

We challenge business to be a force for good. We do this by encouraging companies to operate to a purpose that respects people and contributes to a better society.

We have developed practical ways to help businesses of all sizes to be truly purpose driven. We work with both business and wider society to help, support and challenge business to create a better society for all and in so doing create more sustainable businesses.

### **Working with business**

We support businesses in embedding the Blueprint in their organisation through workshops, conferences and discussion forums. Whilst we have developed some tools to help business to do this, we are a charity not a change management consultancy. Our approach is therefore to encourage businesses and others to be part of a movement of like minded people. The Blueprint movement is a rich network of organisations that learn from each other with the Blueprint at the centre and, as well as business, it includes NGOs, investors, consultants, coaches, think tanks and academics.

We work with individual businesses to introduce the Blueprint and encourage them to commit to using it. During the period we actively engaged with 15 large corporates, who are now at different stages of working with the Blueprint, and we were in dialogue with a further 11.

The Blueprint movement is not a membership organisation, kite-mark, or a compliance body. Association with the movement is voluntary and free. Businesses who commit to the Blueprint recognise that embedding it is a journey and not a destination. Over time and in the way best fitting for each business we would expect businesses who are part of the movement to:

- acknowledge being part of the movement,
- commit to the Principles and embed the right behaviours,
- draw up a purpose statement consistent with the Principles,
- hold a board meeting at least one a year where delivery of operations and profit aligned to purpose is reviewed; and
- be open about their progress by publishing information that enables public scrutiny of the alignment between their stated purpose and their actions.

One way that we are able to introduce the Blueprint to new companies is through forums hosted by Chairs and CEOs with whom we are already engaged – during the period we held a chairs forum, and 2 CEO forums. We are also arranging regular roundtables of individuals using the Blueprint to enable them to share their experiences and build a support network.

Small and medium sized enterprises have specific issues that are distinct from those faced by large corporates and we have developed workshops specifically aimed at these businesses.

### **Coaches and consultants network**

As well as working with businesses direct, we have launched a network of coaches and consultants to introduce them to the Blueprint to enable them to use it in their work with their clients. The network was launched in December 2014 and we held 3 meetings by end April 2015 with 70 coaches and consultants joining the network. A number of these are now using the Blueprint with companies and we will be arranging roundtables to help them support each other through sharing experiences and learnings.

### **Immersion workshops**

We run a series of 2 day residential immersion workshops for individuals from companies looking at embedding the Blueprint in their organisations and for coaches and consultants who wish to work with the Blueprint. We have held 2 workshops to date, the first on 19-20 March 2015, at Manchester Harris College in Oxford and the second on 9-10 April 2015, at Murray Edwards College, Cambridge. A further 2 workshops are planned for 2015 and we plan to hold 4-6 workshops in 2016.

We charged participants a small fee of £250-300 (depending on the venue) to cover our direct third party costs. Feedback from both courses was very positive and we are organising a half day follow up meeting for participants in September.

### **Investor dialogue**

Dialogue with investors is key to helping companies apply the Blueprint. We have therefore been building relationships with investors from Blackrock, Aberdeen and Hermes and are exploring how best to engage with the wider investor community. Using these relationships, we are planning a small Investor conference in late 2015/early 2016 to include asset owners and asset managers, together with some CEOs, to broaden the investor conversation.

## **Marketing and Communications**

We have been working with an external agency, Jellyfish, to develop a new website. The work on the website was started in the period and is due for completion in June / July. The costs incurred to date have been capitalised and depreciated over a period of 3 years. Our website is at [www.blueprintforbusiness.org](http://www.blueprintforbusiness.org). An introductory video was also made that will go onto our new website at launch.

We have been actively using social media, in particular Twitter (@Blueprint4Biz) and Linked In, to engage people in the debate. We also have a regular newsletter which is sent to those who have expressed an interest in being kept updated on our work.

We are planning a major conference in March 2016 at which we plan to share progress on our work to date.

## **Research**

We have been working with a number of academics from Harvard Business school and London Business School to hold an academic conference in Autumn 2016. The conference will be jointly hosted by London Business School and Blueprint. Prof Rebecca Henderson from Harvard has agreed to chair an academic panel, and Prof Yiannis Ioannou at London Business School is leading the practical organisation. A successful conference will be a very important strategic benefit for Blueprint through:

- High level exposure of Blueprint to global academic leaders in this area
- Attracting and capturing leading evidence of the impact of purpose driven business
- Being seen to be at the centre of this debate with the added credibility that brings
- Adding assurance to companies considering using the Blueprint of the practical benefits of purpose driven business

## **NGOs and wider society**

Engagement with wider society is key to our work and we have had a number of meetings with NGOs and invited them to attend our various events. At the last meeting with NGOs it was agreed that Blueprint could use its convening power with companies to set up a small number of workshops to discuss specific issues. These would be attended by interested companies, NGOs and other relevant bodies from civil society. We are planning to have the first of these in Autumn 2015.

## **Interfaith group**

We have a small Interfaith group which includes representation from the Muslim, Jewish, Catholic, Anglican, Sikh, Hindu and Buddhist communities. The Provenance of the Blueprint includes Catholic Social Teaching and we initially formed the group to test that the Blueprint was relevant to those from all faiths (as well as those of no faith). We now hold 2-3 meetings a year to explore issues related to business from the perspective of the different faiths and the Blueprint. Topics discussed have included greed, and the fragmented life.

### **Plans for future periods**

The charity plans to continue the activities outlined above in the year to 30 April 2016 and funding has been secured to enable us to do this. We have drawn up plans to increase the level of our activity during the 2016/17, together with an increase in resources, and are in the process of raising funds to enable us to do this. Our target is to operate at a level of £680k pa from 2016/17 for a period of 3 years.

### **Financial Review**

The donations received in the period to 30 April amounted to £170,199. We have pledges totalling £325,000 payable in the year to 30 April 2016 and a further £ 290,000 the following year.

We should like to thank all of our donors for their ongoing support.

To date our fundraising activity has been focused solely on charitable grant making foundations and individuals. In order to retain our independence we do not accept donations from business or from foundations controlled by business.

During the period we charged attendees of our immersion workshops to cover direct third party costs incurred. Once we have held the next 2 workshops we will review the amounts charged for workshops in 2016 and all the costs incurred, with the aim of breaking even on these workshops going forward.

### **Governance**

Our articles provide for the establishment of an Advisory Council to advise the Trustees on matters related to the Objects, the Principles and Framework, the Provenance and the activities of the Charity. Council Members will be appointed having regard to the need for broad representation of business and wider society to include employees, investors, consumers, academics, non-governmental organisations, faith groups and the media but so that no single constituency should be in the overall majority. We are in dialogue with a potential chair for this body and hope to establish the Council during 2015.

### **Risk Management**

The Trustees have reviewed the major risks to which the charity is exposed, a risk register has been established to include measures to be taken to mitigate risks, and this is reviewed and updated at least annually. Where appropriate, procedures have been established to mitigate risks.

### **Volunteers**

We should like to thank all those who have given their time voluntarily to help us in our work in particular our small group of senior advisors who lead various projects and work streams, as well as those who have provided pro bono advice and support to us during the period.



## **Staffing**

Our current staffing is as follows:

- Charles Wookey (CEO) – 3 days a week
- Soulla Kyriacou (Projects & Operations) – 3 days a week
- Ellie Bowden (Networks & Relationships) – 3 days a week
- Ashley Kemball-Cook – (Research & Communications) – full time
- Jeanette Lacy –Scott (Executive assistant and events ) – 3 days a week

## **INDEPENDENT EXAMINER**

John Assie FCCA, of Jackson & Jackson Chartered Certified Accountants, has been re-appointed as independent examiner for the ensuing year.

## **SMALL COMPANY PROVISIONS**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

Registered office:  
39 Eccleston Square  
London  
SW1V 1BX

Signed on behalf of the trustees

Charles Wookey  
Secretary

Date 14 October 2015

**INDEPENDENT EXAMINER'S REPORT  
TO THE TRUSTEES OF BLUEPRINT TRUST  
YEAR ENDED 30 APRIL 2015**

I report on the accounts of the charity for the year ended 30 April 2015 which are set out on pages 10 to 17.

**RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER**

The trustees (who are also the directors of Blueprint Trust for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

**BASIS OF INDEPENDENT EXAMINER'S REPORT**

My examination was carried out in accordance with the general Directions given by the Charity Commission. 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 you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

**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 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities 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.

**John Assie FCCA**  
**Independent Examiner**  
**Jackson Nicholas Assie Limited**  
**Chartered Certified Accountants**  
33 Chingford Mount Road  
London E4 8LU

Date 19 October 2015

**STATEMENT OF FINANCIAL ACTIVITIES  
(INCORPORATING THE INCOME AND EXPENDITURE ACCOUNT)  
YEAR ENDED 30 APRIL 2015**

	Note	Total Funds 2015 £
<b>INCOMING RESOURCES</b>		
Incoming resources from generating funds:		
Voluntary income	2	170,199
Incoming resources from charitable activities	3	8,812
<b>TOTAL INCOMING RESOURCES</b>		<u>179,011</u>
<b>RESOURCES EXPENDED</b>		
Charitable activities	4/5	(126,923)
Governance costs	6	(4,472)
<b>TOTAL RESOURCES EXPENDED</b>		<u>(131,395)</u>
<b>NET INCOMING RESOURCES FOR THE YEAR/NET INCOME FOR THE YEAR</b>	7	47,616
<b>RECONCILIATION OF FUNDS</b>		
Total funds brought forward		—
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>47,616</u>

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

**The notes on pages 12 to 17 form part of these financial statements.**

## BALANCE SHEET

30 APRIL 2015

	Note	£	2015 £
<b>FIXED ASSETS</b>			
Tangible assets	10		11,369
<b>CURRENT ASSETS</b>			
Debtors	11	33,486	
Cash at bank		<u>29,711</u>	
		63,197	
<b>CREDITORS: Amounts falling due within one year</b>	12	<u>(26,950)</u>	
<b>NET CURRENT ASSETS</b>			36,247
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>47,616</u>
<b>FUNDS</b>			
Unrestricted income funds	13		47,616
<b>TOTAL FUNDS</b>			<u>47,616</u>

For the year ended 30 April 2015 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Trustees' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

These financial statements were approved by the members of the committee and authorised for issue on the 14 October 2015 and are signed on their behalf by:

.....  
Susan Garrard

.....  
Loughlin Hickey

Company Registration Number: 09006403

**The notes on pages 12 to 17 form part of these financial statements.**

## NOTES TO THE FINANCIAL STATEMENTS

### YEAR ENDED 30 APRIL 2015

#### 1. ACCOUNTING POLICIES

##### **Basis of accounting**

The financial statements have been prepared under the historical cost convention and in accordance with applicable United Kingdom accounting standards and the requirements of the Statement of Recommended Practice 'Accounting and Reporting by Charities' issued in March 2005 (SORP 2005).

##### **Cash flow statement**

The trustees have taken advantage of the exemption in Financial Reporting Standard No 1 (revised) from including a cash flow statement in the financial statements on the grounds that the charity is small.

##### **Fund accounting**

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity. Unrestricted funds include a revaluation reserve representing the restatement of investment assets at market values.
- Designated funds are unrestricted funds earmarked by the Management Committee for particular purposes.
- Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

##### **Incoming resources**

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.

**1. ACCOUNTING POLICIES** *(continued)*

- Investment income is included when receivable.
- Incoming resources from charitable trading activity are accounted for when earned.
- Incoming resources from grants, where related to performance and specific deliverables, are accounted for as the charity earns the right to consideration by its performance.

**Resources expended**

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit or examination costs, and costs linked to the strategic management of the charity.
- All costs are allocated between the expenditure categories of the SoFA on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. floor areas, per capita or estimated usage as set out in the notes to the accounts.

**Fixed assets**

Fixed assets (excluding investments) are stated at cost less accumulated depreciation. The costs of minor additions or those costing below £1,000 are not capitalised.

**Depreciation**

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Website - straight line basis over 3 years

**2. VOLUNTARY INCOME**

	<b>Unrestricted Funds</b>	<b>Total Funds 2015</b>
	£	£
<b>Donations</b>		
Catholic Trust for England and Wales - surplus funds, per note below	20,638	20,638
Human Dignity Foundation	64,567	64,567
Porticus	74,994	74,994
Sir Trevor Chinn CVO	8,000	8,000
Recoverable from HMRC in Gift Aid	2,000	2,000
	<b>170,199</b>	<b>170,199</b>

In advance of the Blueprint Trust being formally established as a separate company and charity, the work of the 'A Blueprint for Better Business' initiative was carried out in a designated fund within the Catholic Trust of England and Wales (Catew) (registered charity no 1097482). The employees working on the Blueprint initiative were employed by Catew and were transferred to The Blueprint Trust as at 1 January 2015. Donations to the Blueprint initiative, before our bank account was available in December 2014, were authorized to be paid to the designated fund within Catew. There was a surplus of £20,638 at 31 December, representing the difference between these donations and costs incurred by Catew on behalf of the Blueprint Trust. This is included in these accounts in donations.

**3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES**

	<b>Unrestricted Funds</b>	<b>Total Funds 2015</b>
	£	£
Charges for courses	8,812	8,812

**4. COSTS OF CHARITABLE ACTIVITIES BY FUND TYPE**

	<b>Unrestricted Funds</b>	<b>Total Funds 2015</b>
	£	£
Encouragement of businesses to operate to a purpose that serves society and respects the dignity of people	126,923	126,923

**5. COSTS OF CHARITABLE ACTIVITIES BY ACTIVITY TYPE**

	<b>Activities undertaken directly</b>	<b>Total Funds 2015</b>
	£	£
Encouragement of businesses to operate to a purpose that serves society and respects the dignity of people	126,923	126,923



**6. GOVERNANCE COSTS**

	<b>Unrestricted Funds</b>	<b>Total Funds 2015</b>
	<b>£</b>	<b>£</b>
Accountancy fees	<u>4,472</u>	<u>4,472</u>

**7. NET INCOMING RESOURCES FOR THE YEAR**

This is stated after charging:

	<b>2015</b>
	<b>£</b>
Staff pension contributions	<b>3,996</b>
Depreciation	<u><b>5,685</b></u>

**8. STAFF COSTS AND EMOLUMENTS**

**Total staff costs were as follows:**

	<b>2015</b>
	<b>£</b>
Wages and salaries	<b>51,389</b>
Social security costs	<b>5,253</b>
	<u><b>56,642</b></u>

**Particulars of employees:**

The average number of employees during the year, calculated on the basis of full-time equivalents, was as follows:

	<b>2015</b>
	<b>No</b>
Number of project support staff	<b>2</b>
Number of management staff	<b>1</b>
	<u><b>3</b></u>

No employee received remuneration of more than £60,000 during the year (2014 - Nil).

**9. TRUSTEE REMUNERATION & RELATED PARTY TRANSACTIONS**

No members of the management committee received any remuneration or expenses during the year or the previous year.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year or the previous year.

**10. TANGIBLE FIXED ASSETS**

	<b>Website</b> £
<b>COST</b>	
Additions	17,054
<b>At 30 April 2015</b>	<u>17,054</u>
 <b>DEPRECIATION</b>	
Charge for the year	5,685
<b>At 30 April 2015</b>	<u>5,685</u>
 <b>NET BOOK VALUE</b>	
<b>At 30 April 2015</b>	<u>11,369</u>

**11. DEBTORS**

	<b>2015</b> £
Other debtors	<u>33,486</u>

**12. CREDITORS: Amounts falling due within one year**

	<b>2015</b> £
PAYE and social security	5,090
Other creditors	21,860
	<u>26,950</u>

**13. UNRESTRICTED INCOME FUNDS**

	<b>Incoming</b> <b>resources</b> £	<b>Outgoing</b> <b>resources</b> £	<b>Balance at</b> <b>30 April 2015</b> £
General Funds	<u>179,011</u>	<u>(131,395)</u>	<u>47,616</u>

**14. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	<b>Tangible</b> <b>fixed assets</b> £	<b>Net current</b> <b>assets</b> £	<b>Total</b> £
Unrestricted Income Funds	<u>11,369</u>	<u>36,247</u>	<u>47,616</u>
<b>Total Funds</b>	<u>11,369</u>	<u>36,247</u>	<u>47,616</u>

**15. RELATED PARTY TRANSACTIONS**

The charity held a meeting and course at Murray Edwards College, Cambridge. One of the Trustees, Barbara Stocking, is President of the College. This venue was selected at short notice as the usual venue was unavailable. The cost of £6130 was, however, competitive.

**16. TAXATION**

The charity is provisionally exempt from tax on income and gains to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

**17. COMPANY LIMITED BY GUARANTEE**

Blueprint Trust is a company limited by guarantee and accordingly does not have a share capital.

Every member of the company undertakes to contribute such amount as may be required not exceeding £1 to the assets of the charitable company in the event of its being wound up while he or she is a member, or within one year after he or she ceases to be a member.