



# Financial Report 2024

## Our Mission Statement

Our mission is setting and supporting professional standards through our work as the membership organisation for Family and Systemic Psychotherapy and Systemic Practice

## Our Vision

To promote professional excellence and to raise the visibility of family therapy and systemic practice, both nationally and internationally.

## Our Continuing Journey

At the close of 2022, following a period of significant change in AFT, its structure and governance, a review of our financial model was undertaken to ensure we were able to protect our ongoing developmental position should we experience any extraordinary, unexpected events.

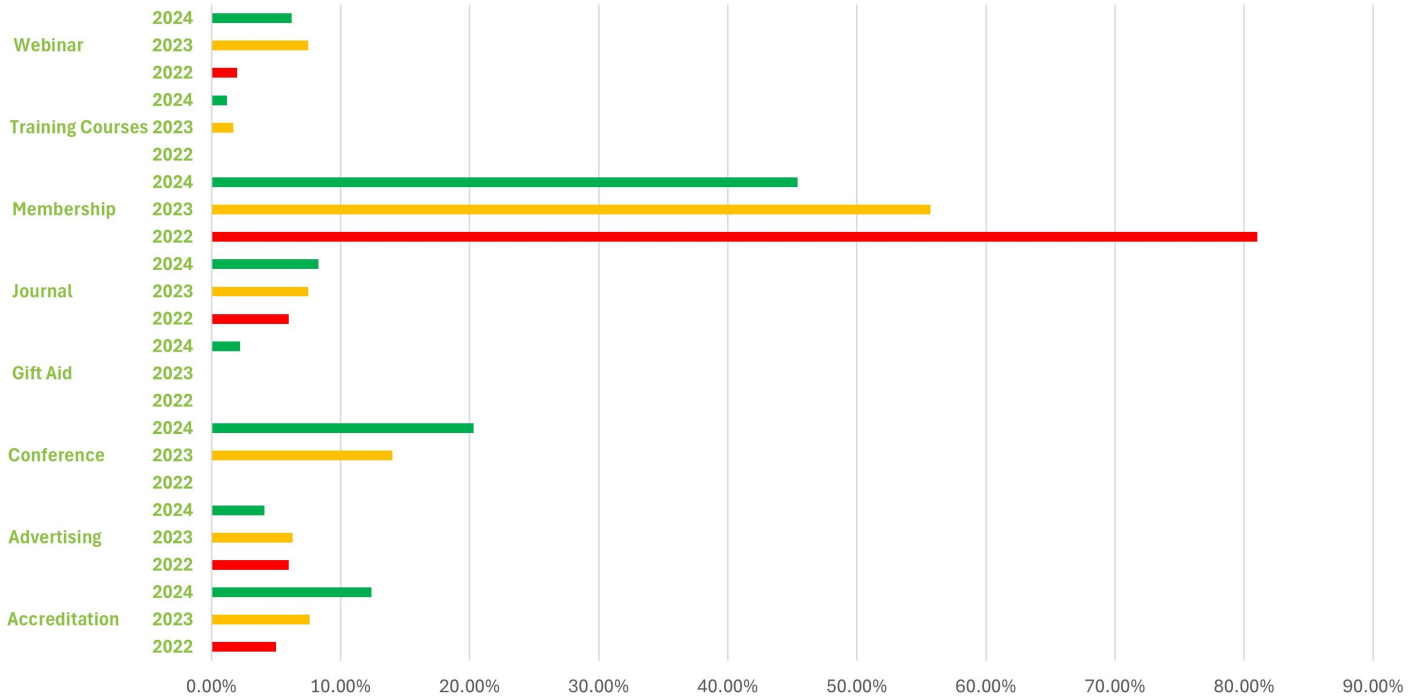
In 2022 we were extremely reliant on membership payments forming the bedrock of our income; requiring it to fund our operational base and staffing. Forming 81% of our income, we were worryingly exposed to any event that might impact on our membership which would not only have stopped the developmental commitments for the Association but would also have the potential to bring about its closure. Added to that, the change in staffing structures, introduction of the digitisation project required within UKCP's Quinquennial Review and the employment of the new executive team, essential to deliver the required changes, a wholesale change in our funding structure was needed.

Essentially, we needed to remove the emphasis of majority funding from the membership and refocus our other income streams to ensure they delivered to the operational bottom line of AFT rather than maintaining a dependency on membership income to ensure we could still operate in these areas.

In 2024, we introduced our new Accreditation through Partnership scheme which allowed us to provide this valuable resource for trainers and provide an income to AFT whilst doing so. Likewise, changes to our Webinar Programme pricing structure, Conference programming, Training courses etc, removed the need for the previous subsidy required from membership payments. This additional funding also provided a valuable resource to allow the investment in the Association that is now beginning to show the fruits of our labours.

The following chart shows the changes both to existing income streams along with new areas that better serve our organisation and meet or developmental needs:

## AFT Income Streams 2022 - 24



This chart shows the change from 2022 (Red) and directly compares this to 2024 (Green) clearly indicating the increases over three financial periods our differing income streams and the impact they have had in reducing the overall reliance on membership subscriptions as the funding mechanism for the Association. In real terms, this means we are able to absorb impacts from the unexpected without having to turn to the membership to fund this. It has also allowed us to invest in the services we provide, represent our modality where it counts and build a robust infrastructure that ensures we are able to develop and provide the service our membership deserves.

We still need to expand our income opportunities to further reduce our dependence on membership subscription. Our current operational model very much depends on the valuable work of our volunteers. However, this very much places our operational position at risk. With work-place environments demanding ever more from its teams, we have to consider the reduction of our volunteer network which will directly impact on the service we offer - a service we charge for and so we need to plan for contingencies to allow a business continuity which will likely need funding.

Our future planning also includes a number of projects that will seek to support the membership. We have already extended our support to the Branch network helping in areas such as marketing, CPD certificates, event listing and ticket sales etc and we now have all Branches operating within the AFT email and Office 365 platform, re-enforcing our identity as a single, cohesive operating unit. We are also registering to become a DBS (and equivalent) provider: a service which we will extend to other organisations to form an additional income stream.

## 2024 Activity

In 2024 we developed and introduced the new Course Accreditation through Partnership Scheme. Where previously, we relied on heavy subsidy from membership income to support our accreditation activities, we now have a fully funded, financial contributor to AFT providing a sustainable position to allow us to continue our work in this important area.

AFT's Conference in Bristol was a sell-out and saw the largest ever gathering of Family Therapists at an event in the UK – ever with over 650 people attending either at the event or online. The rich variety of plenaries and workshops proved to be a great highlight of what proved to be a wonderful event. The investment in high profile speakers proved to be a well-founded decision which resulted in the sell-out position, providing a positive impact to our funds

Our webinar programme goes from strength-to-strength and is becoming recognised as a valuable learning resource within psychotherapeutic professions. We continue to attract providers of rich and diverse topics to ensure we deliver a first-class learning experience. Whilst not providing a positive return in 2024, the foundations have been laid to allow a re-structure of provision and tariffs for 2025 that should return a positive value in terms of income.

Our free student membership offer to first year students has proved invaluable in supporting those entering the profession and has helped us grow our membership by over 23% compared to the beginning of 2022. We reduced the financial impact of this by offering Context as a digital version so reducing both the printing and postage costs whilst ensuring the students retain this invaluable resource.

In 2024 we saw a 9.5% growth of members we accredit to the UKCP. Of course, this means more processing of CPD applications etc and through the restructuring of our administrative functions, we now complete the submission/review process within one month. This is a significant improvement on the previous position of 6 months.

In the coming year, the Association will continue to publish both CONTEXT (print) and JoFT (online), organise webinars, support a number of training initiatives, monitor professional conduct and competence through a comprehensive UKCP re-accreditation process, promote the profession and encourage and support its members to gain further professional qualifications and membership services in-house.

Members have often heard over the last 18 months our promise of a new website. This year the Association will introduce it's new bespoke website and member portal which will serve to better educate and inform the public about Family Therapy and System Practice in addition to providing a far greater, more robust platform for members to manage their membership activities. Significant expense has been dedicated to this resource and we truly believe we can, at last, provide an operational system, members can be proud of and feel the full benefits of when using.

## 2024 at a glance

<b>Total Membership</b>	<b>3130</b>	<b>Courses Accredited</b>	<b>28</b>
<b>Total Income</b>	<b>£758,070</b>	<b>Webinars Provided</b>	<b>13</b>
<b>Total Expenditure</b>	<b>£702,841</b>	<b>Courses Provided</b>	<b>1</b>
<b>Conferences/Key Events</b>	<b>1</b>	<b>Number of Bursaries Granted</b>	<b>11</b>



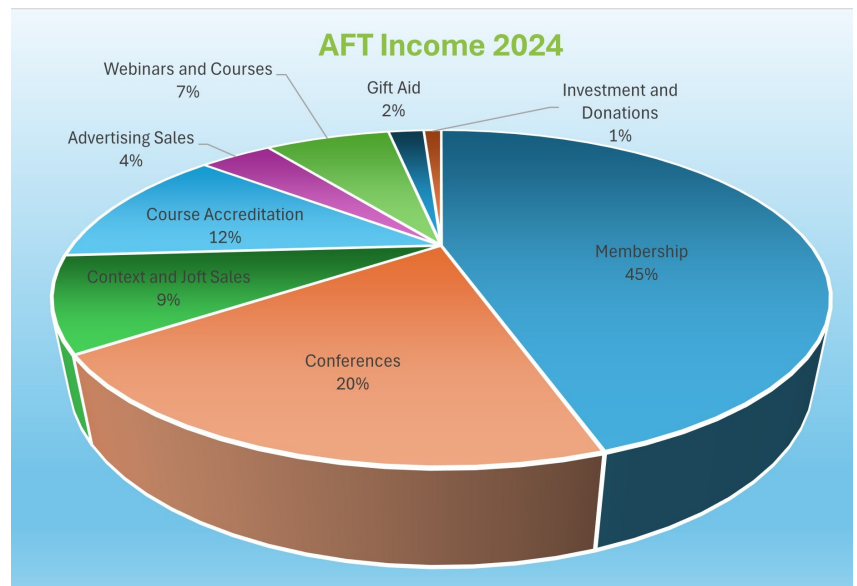
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# Sources of Income and Expenditure

## Income

AFT's income is derived from seven principal areas:

- Membership Fees
- Conferences
- Context and JoFT Sales
- Course Accreditation
- Advertising Sales
- Webinars & Courses
- Gift Aid
- Investments & Donations



## Expenditure

AFT's main expenditure is focused in the following areas:

- Salaries
- Conferences
- Context Production
- JoFT
- Operating Expenses
- Committees
- Webinars and Courses
- Rent
- Professional Fees
- Bank and Merchant Fees

