

At the end of report 1 & 2 we had a total of £108, 209.24

#Brexit Justice Public Finance Report 3			
Purchases and general balance sheet + Salary for Marcus crowdfund			
Description	Incoming	Outgoing	Total
<p>Refund request from unhappy backer</p> <p>A backer (Dr W) wanted a refund because he was opposed to investigating remain side leaders. We needed to do this in order to bring a credible case and also to ensure that our work is focussed on dishonesty in politics in general. Funds transferred digitally.</p>		£100.00	£108,109.24
<p>Direct transfer from backer</p> <p>A backer (Melissa) couldn't get crowdfunder.co.uk to work so they bank transferred it to me directly on September 19th. Crowdfunder Georgie cancelled Melissa's original payment after I called her.</p>	£1,000.00		£109,109.24
<p>Temporary Loan</p> <p>After completely running out of money I started a crowdfund to ensure I had a salary to live from. After it was clear that I was going to raise enough (raised £10k in one day) I took a loan of £1000.00 from the Brexit Justice fund, I had no choice. I have since repaid this loan, back into the fund.</p>	£1,000.00	£1,000.00	£109,109.24
<p>1 month salary</p> <p>The Salary crowdfund was temporarily mixed in with the Brexit Justice fund (within the same account). During this time I paid myself 1 month of salary directly from said account. But this has since been repaid. The total funds raised are now in separate accounts, in order to ensure things are better organised. All salary funding will now be separate. The salary crowdfund will now be detailed below.</p>	£2,400.00	£2,400.00	£109,109.24
Salary Crowdfund balances:			
<p>Total funds pledged to Salary for Marcus crowdfund (Total amount pledged to me by all 1214 backers)</p>	£33,895.00		
<p>Total funds unsuccessfully collected (This is the amount of money that failed to be collected due to unsuccessful pledges in the form of card failures and cancellations. This number will change over time and we are chasing up forgetful backers with emails. This is the unfortunate reality of dealing with thousands of individual payments.</p>		£1,355.00	£32,540.00
<p>Fee charged by Crowdfunder.co.uk (This is how much CrowdFunder.co.uk charged us for crowdfunding with them, their fee rate stands at 5% of total funds successfully collected)</p>		£1,627.00	£30,913.00
<p>VAT at 20% This is the VAT charged on top of Crowdfunder's 5% fee. At VAT 20% that results in a fee of 6% (20% of 5% is 1%).</p>		£325.40	£30,587.60
<p>Total amount payable (estimated) by Crowdfunder.co.uk (This is how much was successfully collected when you take away the failed pledges and Crowdfunder's fees and etc.). Meaning that I didn't manage to raise the £30,000 salary in full (given PayPal & Stripe's fees, see below). Regardless, it has been absolutely vital and I am immensely grateful for it.</p>	£30,587.00		
<p>Total funds contributed via PayPal PayPal transaction fee of 3.4% (PayPal processes each individual PayPal based contribution for us and charges this fee in return) (+20p on each pledge) (Number of successful PayPal pledges= 653) PayPal fees: https://www.paypal.com/uk/webapps/mpp/paypal-fees</p>	£14,175.20	£425.26	
		£130.60	
<p>Total funds contributed via Stripe Stripe transaction fee of 1.4% (*estimated)</p>	£16,412.40		

(Stripe processes each individual Stripe based contribution for us and charges this fee in return. *Estimated: Please note that the 1.4% fee only applies to contributions made from UK and European accounts. A fee rate of 2.9% applies to other accounts from around the world. Crowdfunder.co.uk have not given us the data required to tell our backers apart in this regard which is why we must estimate here) (+ 20p on each pledge) (Number of successful Stripe pledges= 522) Stripe fees: https://stripe.com/gb/pricing	£229.77 £104.40
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TOTAL FUNDS successfully raised minus all processing fees and etc. (Salary for Marcus) £29,696.97

Now that we've taken away all of the fees, failed payments and etc. we are left with this figure. This is the amount of money available as a salary for Marcus (Still need to take all income tax, national insurance, student loan and etc. into account though, meaning a salary of about £23k). I don't plan to report to backers on my personal salary past this point.

#Brexit Justice Public Finance Report 3

Purchases and general balance sheet

Description	Incoming	Outgoing	Total
Marcus headshot photos (Paid for using Temporary Loan of £1,000.00). These photos were more popular with journalists than the group shots of the legal team were. They appeared in over 20 publications across the UK, EU and US. Including the Independent, Business Insider and La Tribune. Building public awareness of Brexit Justice using photos of this kind and the press are extremely low cost in comparison to working with a PR firm, advertising agency or SEO manager. Press and photography have assisted us greatly, I plan to continue using this strategy.		£120.00	£108,989.24
EMM fees and Barrister fees EMM instructed barristers for us at this point, including 2 QCs, a Junior and an assisting Junior. This balance has not been spent and at last notice was £54,203.60 in credit within the EMM account. Meaning that our legal team is fully instructed and has the funds it needs to take us into the new year.		£75,000.00	£33,989.24
Bank Transfer Fee Transferring such a large amount of money (above) required a fee from our bank for a same day transfer. I wanted to transfer the funds quickly to ensure the counsel team started as soon as possible.		£30.00	£33,959.24
Film team 40% retainer fee to get us started In order to ensure that we can carry out the case in full (depending upon feedback from barristers) we will need to raise more money. In order to do this I have selected a video production team who will make our next crowdfund video on a more professional level. Our video production team has worked with the BBC, Channel Four and other recognisable names. They are very enthusiastic about our work and understand the unusual circumstances we are working with.		£2,845.00	£31,114.24
Camera for documentary Several different documentary production firms have approached us and asked us if they can create a documentary about Brexit Justice. I have decided to work with the same people doing our crowdfund video as they know us already, were the most experienced and connected firm that I came across and because they offered to follow us around filming us without a fee. They asked that in return we purchased the camera needed to film the documentary. I agreed to this as I feel that their fees on the crowdfund video are very reasonable, they know what they're doing and I like working with them. They're invested in all of this, despite the risks involved. A video documentary will enable all of my backers to be able to see an account of the work that we've done, who helped and what really happened behind the scenes. I also hope that, if we are successful, the documentary will help to inspire viewers in other countries to follow the path that we've set out. People (backers especially) will want to know what happened, this way I can show them.		-£3,210.00	£27,904.24
Memory for documentary The camera requires high quality memory storage in the cloud as we will be filming high quality (big) files 'on the fly' as we travel around London and elsewhere.		-£1,000.00	£26,904.24

<p>Editing fees for Olivia</p> <p><i>I wrote an article for a national newspaper and asked a more experienced writer to edit it for me and give me guidance on structure and style. The article would have supported awareness of our work, however it has yet to be published. (They're waiting to see what the lawyers say).</i></p>	-£11.00	£26,893.24
<p>Logo design fee, 50%</p> <p><i>In order to build public awareness of Brexit Justice (important to ensure that our case is treated fairly) we need to have a symbol that people can identify with our work. Said symbol would also be of value when raising more funds. We are designing our logo with feedback from backers. Our logo must communicate our mission, please backers, but also be worthy of discussion. A boring logo will not help to spread the word about what we're trying to achieve. A balance must be found.</i></p>	-£85.00	£26,808.24
<p>Brexit Justice Ltd. company formation</p> <p><i>Brexit Justice Ltd. is now formed. Using this legal entity Marcus now has greater protection from risk and we are able to ensure that we don't run into tax problems for the fund. The charity route was considered but the ltd. company option was chosen due to ease of set up and flexibility. The cost includes the fee for a London registered office address: 130 Old Street, London, England, EC1V 9BD (thus keeping Marcus's home address confidential).</i></p> <p>https://beta.companieshouse.gov.uk/company/10520032</p>	-£67.98	£26,740.26
<p>Website for Brexit Justice, planned evidence gathering platform. (payment 1)</p> <p><i>In order to ensure that our case is as strong as possible we need to gather evidence from witnesses and organisations. Traditionally this would be done by private investigators and through interviews, but these can be very expensive and time consuming. We will most likely use these methods but I believe we can save money by using a more modern and innovative method as well. For this purpose I have instructed a website development team to create an evidence submitting platform which members of the public will be able to upload data to. This website will be launched with significant press coverage and it may help us to encourage people to come forward. If we can launch this on a large scale we could potentially get very valuable information at a very low cost.</i></p>	-£1,375.00	£25,365.26
<p>Website for Brexit Justice, planned evidence gathering platform. (payment 2)</p> <p><i>Payments were quoted in 3 sections.</i></p>	-£1,375.00	£23,990.26
<p>Website for Brexit Justice, planned evidence gathering platform. (payment 3)</p> <p><i>Payments were quoted in 3 sections.</i></p>	-£1,375.00	£22,615.26
<p>Marcus refund</p> <p><i>In order to make payments faster Marcus spent his own money on the following costs: bank transfer fee £30.00, photoshoot headshots £120.00, Brexit Justice Ltd. formation fee £67.98. This money has now been sent back to Marcus from the Brexit Justice fund. (Does not impact total as these costs have already been accounted for in the above entries. Mentioning this here helps me to keep an organised balance sheet). (Total of £217.98)</i></p>	NA	
FINAL TOTAL to date: 29.12.2016		£23,126.22
EMM client account total (according to late december invoice)		£54,203.60
<p><i>So, our lawyers are instructed and fully funded into the new year. Marcus has a salary, the video production team are ready to go and other costs are taken care of. We still have a positive balance for emergencies and there is funding for the new crowdfund if needed. It all depends on the lawyers and what they say is possible now. Note: The projected total £22,615.26 is not as high as the total in our account, I am currently unsure of why we have more money than we should. I may have paid for something using my salary fund instead of the Brexit Justice fund. There is a discrepancy of £510.96, I will try to resolve this error.</i></p>		