

YORKSHIRE ICON

Funding Statement



Income and Expenditure from Incorporation through to 2023

The initial years were self-funded, and this statement follows from the incorporation of the organisation through to the end of 2023.

Please see the chart below showing the breakdown of the sources of income over this period.

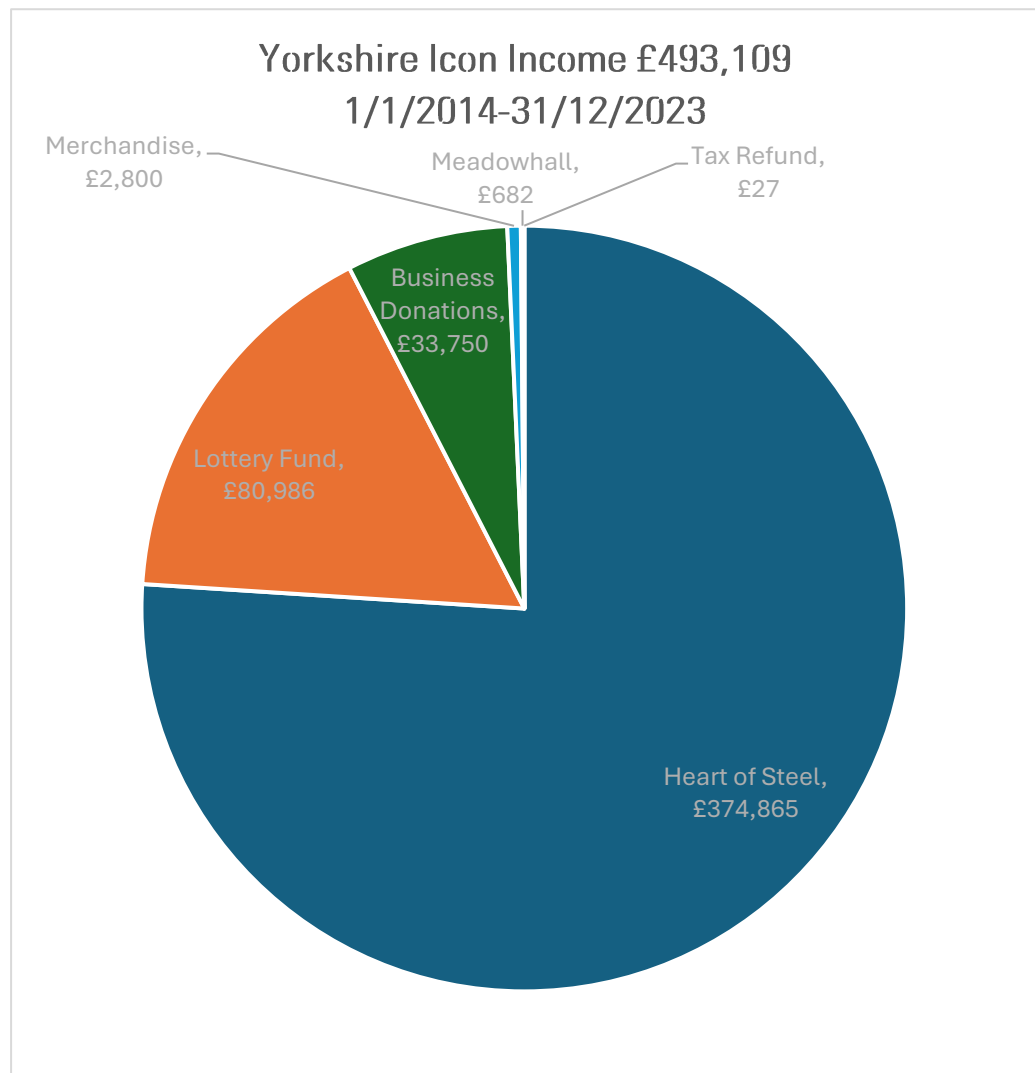
The majority has come from our successful Heart of Steel campaign in partnership with the **British Heart Foundation**. We are enormously proud, that to date nearly £2m has been raised for their work on heart disease. Initially we managed the project and gave a contribution to the BHF. Over time as the campaign grew it was decided they would take over the management and now we receive 10% of the funds they raise through this campaign.

The **National Heritage Lottery Fund** contributed to a conceptual study for a visitor centre at the original site.

Local businesses made donations for which we are greatly appreciative.

We managed to generate funds from a small range of merchandising. However Warner Brothers enforced The Man of Steel brand, which meant we had to scrap all our merchandise and absorb the costs of it.

The income has just kept pace with expenditure enabling us to continue building on the publics want for the project, moving closer to building the Yorkshire Icon.



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Please view the expenditure chart below showing the total over the period has been just below £450k.

The costs have been controlled according to income and taken over a ten-year period are in line with expectations for a project of this nature. Needless to say, more income would result in greater progress, but we are managing to do more with less as would be expected.

Beyond salaries, PAYE costs and office costs / rent, which were predominantly involved in delivering the National Heritage Lottery Funded project, the bulk of the costs have gone on design & development, marketing and professional fees.

The artists expenses have been minimal since the projects inception and continue to be negligible.

We have a small reserve to enable us to keep the project rolling for the year ahead but will need further funds should the project require accelerating. We anticipate income for this year to be significantly less than £10k.

