

Company Number: 06648679

Charity Number: 1126222

Malaria No More United Kingdom

Annual Report and Accounts

For the year ended 31 December 2018

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Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

Key management personnel

Trustees & directors

Simon Bland
Andrew Cook
Justine Frain Chair
Azra Ghani
Paul Green Treasurer
Baroness Helene Hayman
David Reddy
Philip Thomas
Linda Yueh

Senior Management

James Whiting	Executive Director
Annemarie Meyer	Managing Director of Global Advocacy, Policy and Partnerships
Kate Wills	Director of Partnerships and Communications
Mathew van Lierop	Chief Operating Officer
Bernie Aryeetey	Deputy Director of Global Advocacy

Company number

06648679

Charity number

1126222

Registered Office

The Foundry
17 Oval Way
London
SE11 5RR

Auditors

Sterling Partners
2nd Floor, Grove House
774-780 Wilmslow Road
Manchester
M20 2DR

Bankers

CAF Bank (UK) Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Triodos Bank
Deanery Road
Bristol
BS1 5AS

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

The trustees are pleased to present their report together with the audited financial statements of the charity for the year to 31 December 2018.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the Charity's Memorandum and Articles of Association, the Companies Act 2006 and the Statement of Recommended Practice 'Accounting and Reporting by Charities' (revised 2015).

Structure, Governance and Management

Governing Document

Malaria No More United Kingdom is a charitable company limited by guarantee, incorporated on 16 July 2008 and registered as a charity on 8 October 2008. The company is governed by its Memorandum and Articles of Association.

Directors

The directors of the charitable company are its trustees for the purpose of charity law and the members of the company limited by guarantee. Throughout this report they are collectively referred to as the trustees.

The following individuals served as trustees during the year:

Simon Bland	
Andrew Cook	
Justine Frain (Chair)	
Azra Ghani	
Paul Green	
Philip Thomas	
Linda Yueh	
Alaa Murabit	(resigned February 2019)
Onyeije Nwokorie	(resigned May 2018)

All trustees served for the full year unless otherwise stated above.

In addition, 2 new trustees have been appointed since the year end

Baroness Helene Hayman	(appointed February 2019)
David Reddy	(appointed May 2019)

No trustees had any beneficial interest in the charity and no remuneration of trustees is paid by the charity.

The Board of Trustees is responsible for the strategic direction, policy and overall governance of the charity.

The implementation of strategy once agreed and the day to day running and management of the charity's activities is delegated to the secretariat, led by the Executive Director.

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

Recruitment and appointment of new trustees

The Board periodically invites nominations of new trustees. These are discussed and agreed at Board meetings depending on the strategic needs of the charity. During the year the charity conducted a review of the skill sets of the existing trustees prior to strengthening the Board. This is discussed below under Malaria No More UK Board, Staff and Advisors.

Risk Management

The trustees regularly review the risks the charity faces and are satisfied that systems are in place to mitigate their exposure to the major risks.

During the year, risk management focussed externally on challenges relating to instability caused by Brexit and a shift in organisational activity to focus more directly on Commonwealth mechanisms. Prudent spending down of the unrestricted reserves to support the Malaria Summit as well as a focus on staff retention were primary internal risks. Over the year a new strategy was developed to cover 2019-2023 with risks both in the development of the strategy and ultimately in its delivery were discussed by trustees.

Public Benefit

The Trustees confirm that they have complied with their duty under Section 17 (5) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Objectives and principal activities

2018 was an extraordinary year for Malaria No More UK. A transformational Commonwealth Commitment to halve malaria across the 53 countries of the Commonwealth by 2023 was delivered through efforts led by MNMUK. The Malaria Summit, London, in April 2018, represented the culmination of two years' concerted effort by the team and partners of Malaria No More UK.

MNMUK's mission is to end malaria for good. MNMUK remains committed to catalyse and inspire the global leadership and financing necessary to achieve a 90% reduction in malaria deaths by 2030, save 10 million lives, and put the world on track to make malaria no more.

The approach taken by MNMUK is focused on raising awareness of malaria – as evidenced through the award-winning Malaria Must Die campaign; and increasing political commitment and resources from the UK and globally to accelerate progress against malaria. The approach taken is consistently collaborative – working with partners to influence change; be they from the front lines of the malaria fight to multi-sector national and international leadership.

In previous years MNMUK has focused on four objectives that came together in 2018 to be collectively achieved in a cohesive and profound way. These objectives were:

1. Create and deliver a decade-defining Malaria Summit in 2018 to help catapult the malaria campaign towards the global 2030 goals
2. Drive a step-change in global commitment and resource mobilisation for malaria by the end of 2020
3. Catalyse and promote UK leadership and resources for malaria
4. Strengthen MNMUK's partnerships and capacity to support global action to end malaria.

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

Having delivered the successful Malaria Summit, the charity felt it appropriate at such a transformational moment for the malaria campaign and MNMUK itself to refine its medium-term strategic objectives. The sections later in this report detail the ambitious 2019-2023 Strategy that was developed over the latter part of the year.

Activities and Achievements 2018

The Malaria Summit London 2018, a side event as part of the Commonwealth Heads of Government Meeting (CHOGM) held in London, UK in April, inspired new and renewed leadership and energy in the fight to end malaria. The Summit featured leaders from 19 Commonwealth Countries (including 12 Heads of State and Government, 2 Vice Presidents and 5 Senior Ministers), Prince Charles and Prince Andrew, Bill Gates, Dr Tedros Ghebreyesus (WHO Director-General), leaders from the worlds of science and business, international organisations, civil society and communities affected by malaria, all coming together "Ready to Beat Malaria". The Summit featured significant political leadership and resourcing commitments from governments, philanthropists, private sector companies and international organisations - worth over £2.9 billion (\$4.1 billion) - to catalyse progress towards beating malaria, at a time when efforts to end the preventable disease have stalled.

Malaria Must Die Campaign

In the build-up to the Malaria Summit MNMUK created the Malaria Must Die global campaign. This was an action forcing strategic communications campaign on behalf of the malaria community in order to drive and deliver the Malaria Summit at CHOGM.

The public facing Malaria Must Die campaign was developed and launched in February 2018. It successfully demanded bold political action from Commonwealth leaders at CHOGM. Malaria Must Die was actively supported by an array of well-known talent (including Hugh Laurie, Andy Murray and David Beckham), wide press coverage in both thought and mass media (including Charlie Webster's visit to Uganda on the front page of The Sun newspaper), and engaged partners within and outside of the malaria community. The campaign reach exceeded one billion people worldwide in under three months, led by the film featuring David Beckham in a box with 10,000 mosquitos. It delivered world class content that told the malaria story in a distinct way, with the vision and creativity coming from leading agencies including R/GA, Dentsu, Aardman and Ridley Scott Associates. April 2018 also saw major MNMUK private sector champion Fever-Tree launch an award-winning international digital cause related marketing campaign "Raise A Glass to fight malaria" on Instagram and Twitter, supported by a multi-media marketing push.

There was a robust media presence at the Summit with approximately 60 journalists attending. This resulted in 1124 pieces of coverage through features and interviews. Both the campaign and the Summit 'trended' in the UK, Nigeria and US at various points during the three-month campaign.

While building the campaign, MNMUK formed a pro bono Creative Collective, comprised of the best in class creatives and advertising agencies to help build and support the campaign. This Collective provided substantial and varied support both in the lead up to the summit and, due to the success of the campaign, have committed to provide support going forward for future initiatives.

Coordination and partnership working within the malaria community has focused on uniting around Malaria Must Die as a white label campaign. A group of 75 organisations formed the working group tracking progress, exchanging ideas and planning activities. These organisations provided case studies, helped with amplification of content and messaging and providing champions to highlight and profile. Key engaged

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

organisations and partners included GSK, The Department For International Development, Clarence House, Project Everyone, Comic Relief, Fever-Tree, Rentokil Initial, The RBM Partnership to End Malaria, Malaria Consortium, The Presidents Malaria Initiative, Global Citizen, Restless Development, Nothing But Nets, London School of Hygiene and Tropical Medicine and Goodbye Malaria.

UK Leadership and Engagement

The UK Government actively supported the Malaria Summit and agreed to formally co-host alongside the Governments of the Republic of Rwanda and the Kingdom of eSwatini. While Prime Minister May was unable to attend the Summit in person due to urgent events in Syria, she publicly reaffirmed the UK's commitment to spend £500 million to fight malaria until FY 2020/21 and publicly called upon the other 52 Commonwealth Leaders to adopt the Commonwealth Commitment to halve malaria by 2023.

During the year MNMUK was grateful for the active support and leadership of the Royal Family, led by our new MNMUK Royal Patron HRH The Duke of York. HRH The Prince of Wales, gave the keynote speech at the Malaria Summit about the crucial role of Commonwealth countries in ending malaria, pointing out that 90% of Commonwealth citizens live in malaria-affected countries.

Building and deploying a diverse coalition of influential partners was critical to the success of the Malaria Summit. MNMUK continued to build and demonstrate the breadth of cross-party parliamentary support. Together with cross-sector champions, including British business, R&D, high profile champions and civil society, as well as High Commissioners, MNMUK mobilised a crescendo of support across government, and worked with the key stakeholders in DFID, FCO, Cabinet Office, Number 10 and the Royal Household to adapt to the CHOGM-influencing process and ensure malaria was adopted as a priority.

Consolidating and growing cross-party parliamentary support

MNMUK has continued to pursue champion development through parliamentary lobbying using the APPG on Malaria and NTDs and bilateral meetings. MNMUK hosted five events in collaboration with the APPG, and organised nine bilateral meetings, engaging with a total of 55 parliamentarians over the course of the year. Eight key influential parliamentarians attended the Malaria Summit, including the Secretary of State for International Development, Shadow Secretary of State for International Development, and Chair and Vice-Chair of the APPG on Malaria and NTDs.

In addition, to fully capitalise on the profile of the Malaria Summit, MNMUK organised a highly successful field trip to Kenya to visit the PATH MACEPA program investment in Siaya County. On their return, the MPs authored opinion pieces in regional and national media, and secured a meeting with Secretary of State for International Development, Penny Mordaunt MP. MNMUK representatives were invited to join the discussion where the MPs shared their reflections on their visit to Kenya, highlighted the importance of strengthening health systems, encouraged DFID and the FCO to do more to engage Commonwealth countries to ensure the delivery of the CHOGM commitment, and championed UK investment in the Global Fund in the build up to the 6th replenishment.

Revitalised DFID engagement in the malaria campaign

During 2018 MNMUK kept Penny Mordaunt MP well informed about the malaria campaign. Within a week of being appointed Secretary of State for International Development she had responded positively to our request for the UK Government to officially support the Malaria Summit. She spoke passionately about the UK's multi-sectoral commitment to the malaria fight at MNMUK's parliamentary reception on

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

Commonwealth Day in the build-up to the Summit, and represented the UK Government at the Malaria Summit.

Relationships between DFID's health team and MNMUK continued to strengthen during 2018 through collaboration around the Malaria Summit and frequent meetings with DFID policy and communications teams, as well as specific CHOGM focused staff.

In 2017, MNMUK approached PATH's Malaria Vaccine Initiative (MVI) and other partners, including FIND, IVCC, MMV who had all previously authored three reports on malaria R&D funding and gaps, with the idea to undertake a fourth iteration of the study. MNMUK, providing advocacy inputs, was part of the core group of partners working on the study. In June 2018 the report *Bridging the Gaps in malaria research: An analysis of funding—from basic research and product development to research for implementation* was published.

MNMUK helped to organise the report's launch event in parliament and produced a short summary briefing for political audiences. At the event Jo Mulligan, from the Research and Evidence Division at DFID, who presented her reflections, said that *"The report is 'very timely'. Malaria is a UK priority, as demonstrated by the PM's commitment at CHOGM"*.

Novartis was one of the private sector partners that MNMUK worked with to support the delivery of the Malaria Summit. In order to leverage the CHOGM moment and associated coverage, MNMUK supported Novartis's launch of their *Malaria Futures for Africa study* (MalaFA) Africa report in London on the day before the Summit

Following the Summit, MNMUK successfully utilised the World Malaria Report launch in October 2018 to maintain engagement, securing a Secretary of State opinion piece in *The Telegraph* and FCO/DFID Minister Harriet Baldwin to speak at the report launch in parliament. MNMUK has sought to capitalise on this by pursuing opportunities to collaborate with DFID ahead of the one-year anniversary of the Commonwealth Malaria Commitment in April 2019 and in producing a progress report showcasing successes in the Commonwealth, including UK investment in high burden countries as part of efforts to ensure the ultimate delivery of the commitments made at the Summit.

Working with the JC Flowers Foundation, MNMUK supported a visit of four bishops from Zambia, Namibia, Angola and Zimbabwe to the UK in October to share their experiences of working at the frontline of the malaria elimination effort with Ministers, parliamentarians and others.

Engagement beyond the UK Government

MNMUK coordinated significant partner outreach with global partners in advance of the Malaria Summit securing WHO agreement to support the Commonwealth halving malaria commitment. Strong relationships were built with the World Health Organisation, African Leaders Malaria Alliance, Asia Pacific Leaders Malaria Alliance, International Vector Control Consortium, Bill and Melinda Gates Foundation and Global Fund to Fight Aids, TB and Malaria. These partners were instrumental in securing country commitments which were a crucial part of the overall success of the Summit. In total 17 countries made commitments at the Summit. MNMUK worked actively with a number of High Commissioners to secure their country's support to include the malaria halving commitment language in the final CHOGM Communiqué and, post-Summit, to secure support for the malaria commitment in the Commonwealth Health Ministers Meeting (CHMM) final statement ahead of the World Health Assembly in May 2018. Leaders agreed that progress

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

on the Commonwealth Malaria Commitment to halve malaria by 2023 should be considered every two years at the Commonwealth Health Ministers' Meeting and progress should be reported at CHOGM.

In addition to influencing Commonwealth countries MNMUK successfully advocated for significant commitments from public and private sector partnerships. Major multi-year commitments worth hundreds of millions of pounds were made by organisations including Sanofi, GSK, Goodbye Malaria, Novartis, Sumitomo Chemical, Wellcome Trust, Unitaids, Visualize No Malaria initiative, and Comic Relief. Commitments were also secured from major Public/Private Partnership initiatives – including M2030, The Private Sector Malaria Coalition, Human Crescent / Awakening Media, Zenysis Technologies, Zero by 40 (five crop protection companies supported by IVCC and BMGF), Tableau and GFATM.

MNMUK mobilised young people for the Commonwealth outreach efforts including in country activism, encouraging young advocates to write to their leaders and push for malaria to be on the CHOGM agenda. Popular social media channels were used to engage a range of stakeholders which resulted in a Commonwealth Malaria Youth Delegation attending the summit, the inclusion of malaria in the health and wellbeing section of the Commonwealth Youth Communique and the Commonwealth Youth Action Plan. Jayathma Wickramanayake, UN Special Envoy on Youth made a keynote address at the Summit.

Malaria Summit Commitments

MNMUK worked with a powerfully diverse group of partners to convene the Malaria Summit 2018. \$4.1 billion was pledged to the malaria campaign by governments, businesses and philanthropists. The team orchestrated the advocacy and communications campaigns leading to 53 Heads of State who represent over half the world's population living under the threat of malaria, and several key donor countries, committing to halve malaria by 2023 in the Commonwealth.

Examples of specific Malaria Summit commitments:

1. Nigeria: Committed to prioritise national and state-led efforts to beat malaria: including it as a key issue to address within the new basic minimum package of healthcare and challenging local manufacturers to increase production of essential malaria commodities. Nigeria pledged \$18.7million in domestic resources, leveraging \$37million from the Global Fund, to distribute 15 million mosquito nets and pledged to secure \$300 million more in new financing from the World Bank, Islamic Development Bank and African Development Bank.
2. Papua New Guinea, Solomon Islands & Vanuatu: The three Melanesian Islands of Papua New Guinea, Solomon Islands and Vanuatu - Endorsed and signed up to the APLMA Leaders Malaria Elimination Roadmap and made strong commitments to its six priority areas to accelerate efforts to achieve malaria elimination across the Asia Pacific by 2030.
3. The Bill & Melinda Gates Foundation (BMGF) committed to extend its investments in malaria by an additional \$1 billion through to 2023 to fund research and development efforts and to reduce the burden of the disease. As part of the announcement, the BMGF pledged £50 million in matching funds to unlock half of the UK Government's new Malaria Match Fund Commitment to The Global Fund.
4. Zero By 40: Five crop protection companies, BASF, Bayer, Mitsui Chemicals, Sumitomo Chemical Company & Syngenta, launched ZERO by 40, a joint initiative supported by IVCC and the Bill & Melinda Gates Foundation, to accelerate development of innovative vector control tools and extend their commitment to help eradicate malaria by 2040.

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

Preparation for the Sixth Global Fund Replenishment in 2019

While much of the focus of MNMUK's work has been on the build-up, execution and follow up on the Malaria Summit MNMUK activities extended well beyond this remit and interactions with the Global Fund are a core part of the charity's mandate. The announcement of an additional £100 million private sector match fund with the Global Fund by the Secretary of State at the Summit increased the UK's contribution in the 5th replenishment to £1.2 billion.

In the build-up to the 6th replenishment, MNMUK has continued to raise the profile of the Global Fund and highlighted the impact and value of UK aid invested in the Fund wherever possible through champions, advocacy interventions and bespoke communications activities. Together with other UK advocacy organisations, MNMUK promoted the impact of UK aid investment through the Global Fund at Conservative and Labour Party Conferences and assisted with organising an event at Conservative Party Conference to profile the Global Fund. In addition, MNMUK worked with the APPG on Malaria and NTDs to profile the Global Fund LLIN pilot project at a well-attended event in parliament in November.

In preparation for the 6th replenishment campaign, MNMUK played an active role in designing a political engagement strategy responsive to the political turbulence likely to dominate in 2019.

Malaria No More UK's new 2019-23 Strategy

Over the past three years (2016-18) Malaria No More UK has:

- Managed the transition from the old global malaria secretariat to the new RBM Partnership to End Malaria.
- Acted as a powerful voice for malaria within, and on behalf of, the Global Fund to Fight Aids, TB and Malaria.
- Secured the UK as the world's second largest malaria funder, with \$3.25 billion pledged 2016-20 by George Osborne, Chancellor, and a recommitment of \$1.951 billion by Prime Minister May 2018/19-2020/21.
- Reached over 1.3 billion people worldwide through the 'Malaria Must Die' campaign.
- Welded a powerfully diverse group of partners to convene the Malaria Summit 2018, where \$4.1 billion was pledged by governments, businesses and philanthropists.
- Orchestrated the campaign leading to 53 Heads of State who represent half the world's population living under the threat of malaria, and several key donor countries, committing to halve malaria by 2023 in the Commonwealth.

MNMUK's impact has grown over time from an initial focus on the UK after its founding in 2009, to increasing international impact through its role working with the Global Fund and RBM secretariat.

From 2016 in response to plateaued global funding (see Fig.1) and the stalled decline in malaria cases and deaths worldwide, MNMUK convened the Malaria Summit 2018 where \$4.1 billion was pledged and 53 leaders committed to halving malaria deaths by 2023 across the Commonwealth. This was however only a start towards meeting the urgent need for sharply increased funding for the global malaria campaign.

Current global funding to fight malaria is approx. \$2.7 billion p.a, yet three billion people remain threatened by the disease. It is clear from the stalled decline in cases and deaths over the last three years that this funding is insufficient.

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

During 2018 MNMUK spent considerable time focusing on developing a new 5-year strategy. This was undertaken through a wide-ranging stakeholder survey and extensive consultation with partners.

As MNMUK moves from its last strategy to this new strategy the means by which it works will remain largely the same, building on the organisation's proven strengths (suitably adapted to different contexts). However, in response to the global need the scope will change significantly - building from the UK base to catalyse Commonwealth, African national and global political attention and increased resource.

The focus of MNMUK efforts had been on securing the various commitments of the Malaria Summit, and now shifts to the international delivery of these commitments. Since the Summit, MNMUK has started by seeking to convert UK political and financial leadership into soft power to secure maximum progress across Commonwealth countries against the CHOGM halving commitment during the UK's tenure as Commonwealth Chair-in-Office.

In this Strategy MNMUK will work with partners to:

- Inspire the UK to remain the world's second largest funder of the malaria fight, contributing at least \$3.25 billion 2019-23.
- Encourage the UK to deepen its global leadership on malaria through the Commonwealth and other global platforms.
- Help the 53 Commonwealth national leaders meet their historic commitment to halve malaria deaths and cases by 2023, preventing 650,000 deaths and 350 million cases of malaria.
- Help secure increased donor & domestic co-funding resources for malaria through the Global Fund to Fight AIDS, TB and Malaria.
- Build global momentum behind the malaria campaign, reaching over one inspiring new champions, and attracting the interest of global leaders.
- Bring skills and networks to support increased national resource mobilisation in key malaria affected countries in Africa.

The ultimate aim of MNMUK remains to mobilise global resources for the fight against malaria to inspire (1) the global leadership and (2) resources needed to:

- halve malaria across the Commonwealth by 2023 – saving 650,000 lives and averting 350 million malaria cases.
- cut malaria by 90% globally and eliminate it entirely in 35 more countries by 2030 – saving 10 million lives and averting nearly three billion cases.
- accelerate progress towards the ultimate goal: making malaria no more.

MNMUK will strive to deliver 4 objectives over the period 2019-2023:

- 1 UK: Deepen the UK's global leadership and impact on the international fight to end malaria, and secure at least \$3.25 billion of UK aid investment in 2019-23.
- 2 International (incl. Commonwealth): Drive genuine international commitment to deliver the 2023 Commonwealth and 2030 global malaria targets, helping catalyse minimum \$1 billion per annum increase in global funding by 2023.
- 3 Africa: Enhance leadership and investment in key malaria-affected countries in Africa.
- 4 MNMUK: Continue to strengthen MNMUK so it is capable of delivering Objectives 1-3.

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

Malaria No More UK Patrons, Board, Staff and Advisors

As a small organisation, MNMUK's strength lies in catalysing action and leveraging relationships that enable us to identify the most direct routes to decision makers. Influential Patrons, Board Members and Advisors are critical to this as well as to our overall effectiveness. MNMUK has a committed group of Patrons, Board members and Advisors, which it is always seeking to strengthen. During 2018 two trustees resigned from the board (Alaa Murabit and Onyeije Nwokorie). Having reached the end of two statutory terms MNMUK's Chair, Justine Frain, will be stepping down in February 2019. Recruiting a new chair was a focus of the trustees, and they were delighted when The Rt Hon Baroness. Helene Hayman agreed to become MNMUK's new Chair from February 2019. Baroness Hayman has served as an MP and Peer for many years, including becoming the first Lord Speaker of the House of Lords. She is a Vice President of the All Party Parliamentary Group on Malaria and Neglected Tropical Diseases, and has previously served on many boards, including as Chair of Cancer Research UK.

Financial review

2018 saw Malaria No More UK increase the value of funding support received through corporate partnerships by 64%. Fever-Tree, MNMUK's committed partner, expanded its contribution to £300,000 during 2018, with £150,000 helping to fund the Malaria Summit in London and £150,000 being raised through Fever-Tree's social media campaign: "Raise A Glass to Fight Malaria" which saw them contribute £5 for every "raised glass photo" posted on Twitter or Instagram in April tagging @FeverTreeMixers and #MalariaMustDie.

MNMUK secured financial support from a number of other corporate and sector partners in addition to the Bill and Melinda Gates Foundation and Fever-Tree to help deliver the Malaria Summit and associated communications and advocacy campaign. GSK, Novartis, Sanofi, MMV, Goodbye Malaria, and the JC Flowers Foundation were among those whose generous contributions made the event possible.

Rentokil Initial and Atom Group continued to provide ongoing financial support during the period which also saw number of individuals making personal donations or participating in fundraising events raising over £70,000 during 2018.

Expenditure during the period increased by £172k or 7% from £2.56m to £2.73m. Of this total 93% or £2.53m was spent on direct charitable activities (2017, £2.43m / 95%).

Net incoming resources for the year were £6k (2017, net outgoing resources £316k). The 2017 deficit represents a planned investment of reserves by the charity in the build up to the Malaria Summit.

At the end of the period the charity's Balance Sheet remains very strong with net assets of £984k, and all bar £400 of this was unrestricted funds.

Malaria No More UK benefited significantly from extensive pro bono support from many quarters. This included a range of support from celebrities and global influencers including David Beckham and many others. Legal support was provided by White & Case, Latham & Watkins LLP along with in Kind support for events from our partners Nando's and Fever-Tree. Extensive media support was provided by the Dentsu Group, RSA Films LTS, Edelman, R/GA and Facebook and the charity benefited greatly from a 6-month placement through the GSK Pulse programme.

Malaria No More United Kingdom

Trustees' report for the year to 31 December 2018

Reserves

The Trustees' policy is to maintain reserves, which are shown on the balance sheet as unrestricted funds, at a level sufficient to cover at least 6 months of its budgeted core costs, to allow the charity to manage short term fluctuations in income. Based on the charity's 2019 budget this would currently require reserves of at least £1.09m.

At the end of 2018 reserves at £984k were in line with and slightly behind this target.

Responsibilities of the trustees in relation to the financial statements

The trustees (who are also the directors of Malaria No More UK for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

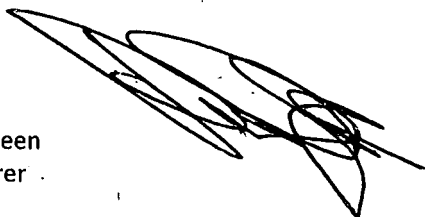
The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

This report was approved by the Board of Trustees on 16 July 2019 and signed on its behalf by:

Paul Green
Treasurer



Independent auditor's report to the trustees of Malaria No More United Kingdom

Opinion

We have audited the financial statements of Malaria No More United Kingdom (the 'charitable company') and its subsidiary (the 'group') for the year ended 31 December 2018 which comprise the Statement of Financial Activities, the Balance Sheet and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group and of the charitable company's affairs as at 31 December 2018 and of its incoming resources and application of resources, including its result, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group and the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

Independent auditor's report to the trustees of Malaria No More United Kingdom

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

Responsibilities of trustees

As explained more fully in the Statement of Trustees Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the group and charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the group and charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the group and charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Narges Cyroos (Senior Statutory Auditor)
for and on behalf of Sterling Partners Limited
Chartered Accountants & Statutory Auditors
2nd Floor, Grove House
774-780 Wilmslow Road
Didsbury
Manchester
M20 2DR

Date:

26 July 2019

Malaria No More UK

Consolidated Statement of Financial Activities for the year to 31 December 2018

	Notes	2018 Unrestricted £	2018 Restricted £	2018 Total £	2017 Total £
Income					
Donations and legacies		117,686	257,200	374,886	240,391
Charitable activities		1,000	2,165,562	2,166,562	1,724,891
Other trading operations		236,516	150,000	386,516	274,588
Investment income		2,677	-	2,677	6,529
Other income		-	-	-	407
Total Income	2	<u>357,879</u>	<u>2,572,762</u>	<u>2,930,641</u>	<u>2,246,806</u>
Expenditure					
Fund raising		195,535	6,306	201,841	131,904
Charitable activities		150,385	2,572,362	2,722,747	2,430,559
Total expenditure	3	<u>345,920</u>	<u>2,578,668</u>	<u>2,924,588</u>	<u>2,562,463</u>
Net income / expenditure		11,959	(5,906)	6,053	(315,657)
Transfers between funds		-	-	-	-
Net movement in funds		<u>11,959</u>	<u>(5,906)</u>	<u>6,053</u>	<u>(315,657)</u>
Reconciliation of funds					
Total funds brought forward		971,944	6,306	978,250	1,293,907
Total funds carried forward	8	<u>983,903</u>	<u>400</u>	<u>984,303</u>	<u>978,250</u>

Malaria No More UK

Consolidated Balance Sheet

as at 31 December 2018

	Notes	Group 2018 £	Group 2017 £	Charity 2018 £	Charity 2017 £
Fixed assets					
Tangible assets	4	3,095	3,943	3,095	3,943
Investments	5	-	-	1	1
Total fixed assets		3,095	3,943	3,096	3,944
Current assets					
Debtors	6	32,816	444,337	232,340	289,091
Cash at bank and in hand		1,266,321	2,131,422	1,063,396	1,923,233
Total current assets		1,299,137	2,575,759	1,295,736	2,212,324
Creditors: amounts falling due within one year	7	(317,929)	(1,601,452)	(314,529)	(1,238,018)
Net current assets		981,208	974,307	981,207	974,306
Net assets		984,303	978,250	984,303	978,250
Unrestricted funds		983,903	971,944	977,601	971,944
Restricted funds		400	6,306	6,702	6,306
Total funds	8	984,303	978,250	984,303	978,250

The trustees have prepared group accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

These financial statements have been audited under section 151 of the Charities Act.

The notes on pages 12 to 17 form part of these accounts.

Approved by the Board on 16 July 2019 and signed on their behalf by

Paul Green
Treasurer



Malaria No More UK

Consolidated Statement of Cash Flows

for the year end to 31 December 2018

	2018 £	2017 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	6,053	(315,657)
Adjustments for:		
Depreciation charges	1,972	5,802
(Increase)/decrease in debtors	411,521	(437,240)
(Increase)/decrease in accrued income	-	30,371
Increase/(decrease) in creditors	(192,742)	112,844
Increase/(decrease) in deferred income	(1,090,781)	237,485
Net cash provided by (used in) operating activities	<u>(863,977)</u>	<u>(366,395)</u>
Cash flows from investing activities		
Purchase of fixed assets	(1,124)	(5,915)
Net cash provided by (used in) investing activities	<u>(1,124)</u>	<u>(5,915)</u>
Net increase/(decrease) in cash and cash equivalents	(865,101)	(372,310)
Cash and cash equivalents at beginning of year	2,131,422	2,503,732
Cash and cash equivalents at end of year	<u>1,266,321</u>	<u>2,131,422</u>

Malaria No More UK

Notes to the accounts for the year to 31 December 2018

1 Principal accounting policies

The principal accounting policies adopted in the preparation of the financial statements are set out below.

(a) Basis of accounting

These financial statements have been prepared under the historical cost convention in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities' effective January 2015 (the Charities SORP (FRS 102)), UK accounting standards, including 'Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland' (FRS 102) and the Companies Act 2006. The charity is a public benefit entity and has therefore applied the relevant public benefit requirements of FRS 102.

The charity adopted FRS 102 in the 2016 financial year.

The financial statements are prepared in Sterling which is the functional currency of the charity.

(b) Group financial statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary Malaria No More UK Trading Limited on a line by line basis. A separate Statement of Financial Activities, and Income and expenditure account, for the charity itself are not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

(c) Fund accounting

- (i) Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- (ii) Restricted funds are subject to specific conditions imposed by the donor as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

(d) Income

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.

- (i) Donations and legacies are received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants receivable are recognised when the charity becomes unconditionally entitled to the grant.
- (ii) Donated services and facilities (gifts in kind) are included at the value to the charity where this can be quantified.
- (iii) The value of services provided by volunteers has not been included as income in these accounts.
- (iv) Investment income is included when receivable.

(e) Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred, and includes any VAT which cannot be fully recovered.

- (i) Expenditure on charitable activities comprises expenditure related to the direct furtherance of the charity's objectives. Grants payable are included under charitable expenditure when a contract is signed with the grantee. Where costs cannot be directly attributed, they have been allocated to activities on a basis consistent with the use of resources.
- (ii) Support costs relate to those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel and governance costs. These costs have been allocated to fund raising and specific areas of charitable activity on a basis consistent with the use of resources.
- (iii) The value of services provided by volunteers has not been included as expenditure in these accounts.

(f) Tangible fixed assets and depreciation

Tangible fixed assets costing over £500 (including any incidental expenses of acquisition) are capitalized. Depreciation is provided at rates calculated to write off the cost on a straight line basis over their expected useful economic life. The rate of depreciation is 33.33% per annum for all assets.

(g) Operating leases

Rental costs are charged on a straight line basis over the term of the lease.

(g) Foreign currency

Transactions in foreign currencies are initially recorded in the entity's functional currency, which is pound sterling, by applying the spot exchange rate on the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange on the balance sheet date. All differences are taken to the statement of financial activities.

Malaria No More UK

Notes to the accounts for the year to 31 December 2018

2 Income

	Unrestricted funds £	Restricted funds £	2018 Total £	2017 Total £
Donations and legacies				
Donations	117,686	67,400	185,086	194,455
In kind gift	-	189,800	189,800	45,936
	117,686	257,200	374,886	240,391
Income from charitable activities				
Grants	1,000	2,165,562	2,166,562	1,724,891
	1,000	2,165,562	2,166,562	1,724,891
Income from trading operations				
Cause related marketing	236,516	150,000	386,516	274,588
	236,516	150,000	386,516	274,588
Investment income				
Interest receivable	2,677	-	2,677	6,529
	2,677	-	2,677	6,529
Other income				
Flat rate VAT retention	-	-	-	407
	-	-	-	407
Total Income	357,879	2,572,762	2,930,641	2,246,806

Donated services and support represent pro bono time of numerous celebrities, legal and catering services and communications and PR support from a number of agencies.

Malaria No More UK

Notes to the accounts for the year to 31 December 2018

3 Expenditure

	Unrestricted funds £	Restricted funds £	2018 Total £	2017 Total £
Fund raising				
Personnel	83,949	-	83,949	70,961
Other direct costs	60,701	6,306	67,007	24,790
Support costs	50,885	-	50,885	36,153
	<u>195,535</u>	<u>6,306</u>	<u>201,841</u>	<u>131,904</u>
Charitable activities				
High level advocacy	74,901	448,713	523,614	564,066
UK public campaign	75,484	541,964	617,448	438,709
Global Moment	-	1,121,199	1,121,199	327,744
RBM	-	-	-	518,270
Programme investments	-	-	-	299,700
Support costs	-	460,486	460,486	282,070
	<u>150,385</u>	<u>2,572,362</u>	<u>2,722,747</u>	<u>2,430,559</u>
Total expenditure	<u>345,920</u>	<u>2,578,668</u>	<u>2,924,588</u>	<u>2,562,463</u>
Support costs				
	Governance function	General support	Total 2018	Total 2017
Staff costs	17,730	143,918	161,648	62,007
HR, recruitment and training	-	37,094	37,094	29,347
Legal & professional	4,080	71,041	75,121	32,531
Premises	-	133,578	133,578	104,567
Office running costs	-	61,178	61,178	61,017
Audit fee	5,160	-	5,160	3,600
Other	1,247	36,345	37,592	25,154
	<u>28,217</u>	<u>483,154</u>	<u>511,371</u>	<u>318,223</u>

Support costs relate to the staff and running costs of the charity's London office and are allocated on a consistent with the use of resources.

Support costs have been allocated as follows

Fund raising

Charitable activities

511,371

318,223

Malaria No More UK

Notes to the accounts for the year to 31 December 2018

4 Tangible fixed assets

	Computer equipment	£
Cost		
At 1 January 2018		20,038
Additions in year		1,124
At 31 December 2018		<u>21,162</u>
Depreciation		
At 1 January 2018		16,095
Charge for the period		1,972
At 31 December 2018		<u>18,067</u>
Net Book Value		
At 31 December 2018		<u>3,095</u>
<i>At 31 December 2017</i>		3,943

5 Fixed asset investments

	£
Unlisted investment	
Cost	
At 31 December 2018 and 31 December 2017	<u>1</u>
Net book value	
At 31 December 2018 and 31 December 2017	<u>1</u>

The charity holds one share of £1 in its wholly owned subsidiary company Malaria No More UK Trading Limited which is company number 7621448 incorporated in England and Wales. The activities and results of the company are summarised in Note 15.

Malaria No More UK

Notes to the accounts for the year to 31 December 2018

6 Debtors: amounts falling due within one year

	Group 2018 £	Group 2017 £	Charity 2018 £	Charity 2017 £
Trade debtors	15,645	426,146	645	-
Inter company debtor	-	-	216,515	270,900
Rent deposit	10,145	10,145	10,145	10,145
Other	7,026	8,046	5,035	8,046
Total	32,816	444,337	232,340	289,091

7 Creditors: amounts falling due within one year

	Group 2018 £	Group 2017 £	Charity 2018 £	Charity 2017 £
Grant creditors	-	99,850	-	99,850
Trade creditors	30,172	43,890	26,772	39,776
Deferred income	269,267	1,360,048	269,267	1,060,048
Tax and social security creditor	-	59,320	-	-
Sundry creditors and accruals	18,490	38,344	18,490	38,344
Total	317,929	1,601,452	314,529	1,238,018

Summary of movements in year on deferred income

	2018 £	2017 £
Balance at 1 Jan	1,360,048	1,122,563
Released in year	(2,368,066)	(2,123,343)
Deferred in year	1,277,285	2,360,828
Balance at 31 Dec	269,267	1,360,048

Malaria No More UK

Notes to the accounts for the year to 31 December 2018

8 Movements in funds

	Balance at 31-Dec-17 £	Incoming £	Outgoing £	Transfers £	Balance at 31-Dec-18 £
Restricted Funds					
Gates	-	1,007,592	(1,007,592)	-	-
Global Moment	-	1,564,770	(1,564,770)	-	-
Africa Programmes	6,306	400	(6,306)	-	400
	<u>6,306</u>	<u>2,572,762</u>	<u>(2,578,668)</u>	<u>-</u>	<u>400</u>
Unrestricted funds					
General funds	971,944	357,879	(345,920)	-	983,903
	<u>971,944</u>	<u>357,879</u>	<u>(345,920)</u>	<u>-</u>	<u>983,903</u>
Total funds	<u>978,250</u>	<u>2,930,641</u>	<u>(2,924,588)</u>	<u>-</u>	<u>984,303</u>

Fund	Purpose
Gates	MNM-UK receives funding from the Bill and Melinda Gates Foundation as a sub-grantee of MNM-US. This pays for campaigns and influencing work, to ensure prevention and treatment of malaria was at the heart of political debate in the UK.
Global Moment	As discussed in the Trustees Report the charity launched a major campaign in 2017 culminating in a Global Moment of support for the fight against Malaria at the Commonwealth Heads of Government Meeting in London in April 2018.
Africa Programmes	The Africa Programmes fund is raised primarily as donations from the general public, for the prevention and treatment of malaria.

Malaria No More UK

Notes to the accounts for the year to 31 December 2018

9 Staff costs and numbers

	2018 £	2017 £
Salaries and wages	887,389	711,601
Pension	63,534	70,709
Social security costs	101,589	79,685
	<u>1,052,512</u>	<u>861,995</u>

The average number of full-time equivalent employees during the period was

16

The number of staff whose emoluments were in excess of £60,000 during the year were as follows:

£60,001 - £70,000	1	1
£70,001 - £80,000	1	1
£80,001 - £90,000	-	-
£90,001 - £100,000	2	1

The total compensation to key management personnel (see page 1 of these accounts) was £373,002 (2017, £290,789)

10 Pensions

The charity operates an auto-enrolment pension scheme with The Peoples Pension. All staff are eligible once they have passed their probation period, and the charity pays a 10% employer's contribution in addition to any personal contribution made by the staff themselves. The charity also allows staff who have "opted out" of the auto-enrolment scheme to nominate a personal pension plan to receive their pension contribution.

Pension costs stated in note 9 and charged in the statement of Financial Activities represent the total contributions payable by the charity in the year.

11 Trustees' remuneration and expenses

The charity did not pay to its trustees any remuneration during the year (2017 £nil) and did not reimburse any trustee expenses (2017 £nil).

12 Related parties

The charity is affiliated to and works closely with Malaria No More (MNM-US) a US philanthropic organization that shares the charity's objectives. During the period the charity received grants of £2,165,562 (2017, £1,640,926) from the Bill and Melinda Gates Foundation as a sub-grantee of MNM-US.

13 Analysis of net assets between funds

	General Funds £	Restricted funds £	Total funds £
Fixed assets	3,095	-	3,095
Current assets	1,298,737	400	1,299,137
Current liabilities	(317,929)	-	(317,929)
Net assets at 31 December 2015	<u>983,903</u>	<u>400</u>	<u>984,303</u>

Malaria No More UK

Notes to the accounts for the year to 31 December 2018

14 Financial performance of the charity

The Consolidated Statement of Financial Activities includes the results of the charity and its wholly owned subsidiary Malaria No More UK Trading Limited, which conducts trading and merchandising activities on behalf of the charity.

The summary financial performance of the charity alone is;

	2018 £	2017 £
Incoming resources	2,583,533	2,004,009
Gift Aid donation from subsidiary company	<u>282,734</u>	<u>239,297</u>
	2,866,267	2,243,306
Cost of generating funds:		
Charitable activities	(137,467)	(128,404)
	<u>(2,722,747)</u>	<u>(2,430,559)</u>
Net incoming resources	6,053	(315,657)
Total funds brought forward	978,250	1,293,907
Total funds carried forward	984,303	978,250
Represented by		
Unrestricted funds	977,601	904,127
Restricted funds	<u>6,702</u>	<u>74,123</u>
	<u>984,303</u>	<u>978,250</u>

15 Financial performance of the trading subsidiary

The Consolidated Statement of Financial Activities includes the results of the charity and its wholly owned subsidiary Malaria No More UK Trading Limited, which conducts trading and merchandising activities on behalf of the charity. The company pays all of its profits to the charity by a gift aid donation.

The summary financial performance of the subsidiary alone is;

	2018 £	2017 £
Turnover	386,516	274,995
Cost of sales & administrative expenses	<u>(103,782)</u>	<u>(35,698)</u>
Net profit	282,734	239,297
Gift aid donation to the charity	<u>(282,734)</u>	<u>(239,297)</u>
Retained profit	-	-
The assets and liabilities of the subsidiary were		
Current assets	219,916	634,335
Current liabilities	<u>(219,915)</u>	<u>(634,334)</u>
Net assets	1	1
Aggregate share capital and reserves	1	1

16 Operating lease commitments

The charity's head office has been leased until 25 September 2022. The cost of this is shown below:

	2018 £	2017 £
Less than one year	121,740	121,740
Between two and five years	334,785	456,525
	<u>456,525</u>	<u>578,265</u>

17 Corporation tax

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.