

Company no 7369725
Charity no 1143376

**The White Ribbon Alliance for Safe
Motherhood
Report and Financial Statements
31 December 2013**

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The White Ribbon Alliance for Safe Motherhood

Reference and administrative details

For the year ended 31 December 2013

| | | |
|------------------------------|---|-----------------------|
| Company number | 7369725 | |
| Charity number | 1143376 | |
| Registered office and | 2nd Floor 138 Portobello Road London W11 2DZ | |
| Trustees | Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows | |
| | Ms Zoe Matthews | |
| | Ms Georgia Taylor | Treasurer |
| | Ms Brigid Mcconville | |
| | Ms Theresa Shaver | |
| | Ms Nicola Mendelsohn | Resigned 28 May 2013 |
| | Mr Mike Downey | |
| | Mr Bradley Theobald | |
| | Ms Betsy McCallon | Appointed 28 May 2013 |
| | Ms Lucy Jones | Appointed 28 May 2013 |
| Secretary | Mr James Cox | Resigned 28 May 2013 |
| Bankers | HSBC 26 North Station Road Colchester Essex CO1 1SY | |
| Solicitors | Morrison & Foerster (UK) LLP Citypoint 1 Ropemarket Street London EC2Y 9AW | |
| Independent examiner | Kate Sayer Sayer Vincent LLP Chartered accountants and registered auditors 8 Angel Gate City Road London EC1V 2SJ | |

The White Ribbon Alliance for Safe Motherhood

Report of the trustees

For the year ended 31 December 2013

The trustees present their report and the unaudited financial statements for the year ended 31 December 2013

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities (SORP 2005)

Structure, governance & management

The organisation is a charitable company limited by guarantee, incorporated on 8 September 2010 and registered as a charity on 15 August 2011

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association

Objectives and activities

The objects of the charity are to preserve and protect good health for the public benefit and to advance the education of the public in particular by

- a) promoting safe pregnancy and childbirth for women and newborns, and
- b) promoting safe motherhood

Public benefit

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set

Achievements and performance in the delivery of public benefit

The objects of the charity are to preserve and protect good health for the public benefit and to advance the education of the public in particular by

- Supporting member and National Alliance advocacy and campaigning for Safe Motherhood in their local context

Supporting various public speaking, advocacy and education events, by supplying information, materials and speakers, including

- March International Women's Day – an event at the South Bank Centre to ask women to contribute to a new book 'On Becoming a Mother – Wisdom from around the World'
- May International Day of the Midwife – Marched with and spoke to midwives in London to share information on birth and midwifery around the world
- June White Ribbon 'HELLO MUM' photo installation attracted hundreds of participants during the Glastonbury Festival

The White Ribbon Alliance for Safe Motherhood

Report of the trustees

For the year ended 31 December 2013

- October joint conference with BIRTHRIGHTS, on Dignity in Childbirth
- Provided Advocacy and Fundraising materials and support through our website and JustGiving
- Maintained office to facilitate meetings and activities, and support members of public with campaigning and educational activities raising awareness of maternal health and the work we do to improve it

Financial review

White Ribbon Alliance had income of £44,348 for the 12 months ended 31 December 2013, excluding support provided 'in-kind' by The White Ribbon Alliance for Safe Motherhood of the USA. Of this, £14,751 related to individual donations, £2,038 related to Gift Aid, £24,023 related to rental income, £6 related to support from the sister charity in the USA, and £3,530 related to donated professional services.

The donated services from The White Ribbon Alliance for Safe Motherhood of the USA were £325,977 representing staffing and other support provided by the US charity. The costs are also recognised in the total expenditure for the year.

The charity assumed the lease of its office at Portobello Road in July 2011. The charity has two licensees and receives rental income from them.

The accounts show reserves of £22,791 all of which are unrestricted.

Plans for the future

The trustees will seek to better support the objects through fundraising activities and the implementation of operational policies and an effective management structure.

Statement of responsibilities of the trustees

The trustees are (who are also directors of The White Ribbon Alliance for Safe Motherhood for the purposes of company law) are responsible for preparing the annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

Company law requires the trustees are 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 or expenditure, of the charitable company for the year. In preparing these financial statements the trustees are required to

- select suitable accounting policies and then apply them consistently,
- observe the methods and principles in the Charities SORP,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The White Ribbon Alliance for Safe Motherhood

Report of the trustees

For the year ended 31 December 2013

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

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 December 2012 was 8 (2011: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiner

Sayer Vincent LLP was re-appointed as the charitable company's independent examiner during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 7 May 2014 and signed on their behalf by


Betsy McCallon- Trustee

Independent examiner's report

To the members of

The White Ribbon Alliance for Safe Motherhood

I report on the accounts of the company for the year ended 31 December 2013, which are set out on pages 6 to 10

This report is made solely to the trustees as a body, in accordance with the Charities Act 2011. My examination has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body, for my examination, for this report, or for the opinions I have formed.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company 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 Charitieshave 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.

Catherine Sayer
Chartered Accountants
Sayer Vincent LLP
8 Angel Gate
City Road
London
EC1V 2SJ

3 June 2014

The White Ribbon Alliance for Safe Motherhood

Statement of Financial Activities (incorporating an Income and Expenditure Account)

For the year ended 31 December 2013

| | Note | Unrestricted £ | 2013 Total £ | 2012 Total £ |
|--|------|-------------------|--------------------|--------------------|
| Incoming resources | | | | |
| <i>Incoming resources from generated funds</i> | | | | |
| Voluntary income | 2 | 346,296 | 346,296 | 358,370 |
| Activities for generating funds | | | | |
| Rental income | | 24,023 | 24,023 | 18,623 |
| <i>Other incoming resources</i> | 9 | 6 | 6 | 54,168 |
| Total incoming resources | | 370,325 | 370,325 | 431,161 |
| Resources expended | | | | |
| <i>Charitable activities</i> | 3 | 391,091 | 391,091 | 396,761 |
| <i>Governance costs</i> | 5 | 5,893 | 5,893 | 1,963 |
| Total resources expended | | 396,984 | 396,984 | 398,724 |
| Net incoming resources before transfers | | (26,659) | (26,659) | 32,437 |
| Net incoming resources before other recognised gains and losses | | (26,659) | (26,659) | 32,437 |
| Net income for the year | | (26,659) | (26,659) | 32,437 |
| Reconciliation of funds | | | | |
| Total funds brought forward | | 49,450 | 49,450 | 17,013 |
| Total funds carried forward | | 22,791 | 22,791 | 49,450 |

All of the above results are derived from continuing activities. There are no recognised gains or losses other than the net incoming resources for the period.

The White Ribbon Alliance for Safe Motherhood

Balance sheet

Company no 7369725

As at 31 December 2013

| | Note | £ | 2013 £ | 2012 £ |
|--|------|---------------|-----------------------------|-----------------------------|
| Current assets | | | | |
| Debtors | 6 | 27,284 | | 27,533 |
| Cash at bank and in hand | | <u>9,692</u> | | <u>29,773</u> |
| Total current assets | | 36,976 | | 57,306 |
| Liabilities | | | | |
| Creditors' amounts due within one year | 7 | <u>14,185</u> | | <u>7,856</u> |
| Net current assets | | | <u>22,791</u> | <u>49,450</u> |
| Net assets | | | <u><u>22,791</u></u> | <u><u>49,450</u></u> |
| The funds of the charity | | | | |
| Unrestricted funds | | | | |
| General funds | | | <u>22,791</u> | <u>49,450</u> |
| Total charity funds | | | <u><u>22,791</u></u> | <u><u>49,450</u></u> |

For the year ended 31 December 2013 the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

Directors' responsibilities

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

Approved by the trustees on 7 May 2014 and signed on their behalf by



Betsy McCallon- Trustee

The White Ribbon Alliance for Safe Motherhood

Notes to the financial statements

For the year ended 31 December 2013

1 Accounting policies

- a) The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards and the Companies Act 2006. They follow the recommendations in the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2005)
- b) Voluntary income is received by way of donations and is included in full in the statement of financial activities when receivable
- c) Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes. They are available for use at the trustees' discretion in furtherance of the objectives of the charity
- d) Other incoming resources are amounts provided by the sister charity
- e) Costs of generating funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose

Where information about the aims, objectives and projects of the charity is provided to potential beneficiaries, the costs associated with this publicity are allocated to charitable expenditure

- f) Resources expended are recognised in the period in which they are incurred. Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure are recognised on an accrual basis. Resources expended include attributable VAT which cannot be recovered

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes those costs that can be allocated directly and those costs (e.g. support costs) of an indirect nature necessary to support them

- g) Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities
- h) Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the Statement of Financial Activities on a straight line basis over the minimum lease term

2 Voluntary income

| | Unrestricted £ | 2013 Total £ | 2012 Total £ |
|---|-------------------|--------------------|--------------------|
| Donations | 14,751 | 14,751 | 8,708 |
| UK Gift Aid | 2,038 | 2,038 | 4,683 |
| Donated services - The White Ribbon Alliance for Safe Motherhood of the USA | 325,977 | 325,977 | 339,072 |
| Donated services - other | 3,530 | 3,530 | 5,907 |
| Total | <u>346,296</u> | <u>346,296</u> | <u>358,370</u> |

The White Ribbon Alliance for Safe Motherhood

Notes to the financial statements

For the year ended 31 December 2013

3 Charitable activities

| | 2013 £ | 2012 £ |
|---|----------------|----------------|
| Support costs | | |
| Staff costs and other support donated by The White Ribbon Alliance for Safe Motherhood of the USA | 325,977 | 339,072 |
| Rent | 35,250 | 35,250 |
| Utilities | 10,361 | 7,603 |
| Property tax | 2,850 | 2,419 |
| Professional services - donated | - | 5,907 |
| Donated materials & supplies | 240 | - |
| Donated Facilities | 3,290 | - |
| Lodging | 300 | 2,423 |
| International airfare | 1,402 | 2,079 |
| MI&E Per Diem | 1,572 | - |
| Visa & Other travel Related | 562 | - |
| Wkshp & Mtg Materials & Expenses | 768 | - |
| Telephone | 6,351 | 787 |
| Bank fees | 586 | 664 |
| Other insurance | 724 | 411 |
| Office supplies | 576 | 15 |
| Local travel & taxi | 240 | 40 |
| Postage and shipping | 42 | 91 |
| | <u>391,091</u> | <u>396,761</u> |

4 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes

5 Governance costs

| | 2013 £ | 2012 £ |
|----------------------------|--------------|--------------|
| Registration fees | 13 | 13 |
| Solicitors' fees | 1,380 | - |
| Independent examiner's fee | 4,500 | 1,950 |
| | <u>5,893</u> | <u>1,963</u> |

Trustees received no remuneration or reimbursed expenses in the year

6 Debtors

| | 2013 £ | 2012 £ |
|---------------|---------------|---------------|
| Prepayments | 8,813 | 8,813 |
| Other debtors | 18,471 | 18,720 |
| | <u>27,284</u> | <u>27,533</u> |

The White Ribbon Alliance for Safe Motherhood

Notes to the financial statements

For the year ended 31 December 2013

7 Creditors amounts due within one year

| | 2013 £ | 2012 £ |
|-----------------|----------------------|---------------------|
| Other creditors | 11,185 | 5,456 |
| Accruals | <u>3,000</u> | <u>2,400</u> |
| | <u>14,185</u> | <u>7,856</u> |

8 Analysis of net assets between funds

| | General funds £ |
|--|----------------------|
| Net current assets | <u>22,791</u> |
| Net assets at the end of the year | <u>22,791</u> |

9. Connected charity

The charity received income of £6 (2012 £54,161) via The White Ribbon Alliance for Safe Motherhood of the USA, a sister charity with similar aims. A further £325,977 (2012 £339,072) relating to staff costs and other support was donated 'in-kind'.

10 Operating lease commitments

The charity had annual commitments at the year end under operating leases expiring as follows

| | Property 2013 £ | 2012 £ |
|------------------|-----------------------|-----------------------|
| Less than 1 year | 35,250 | 35,250 |
| 1 - 2 Years | 35,250 | 35,250 |
| 2 - 5 Years | <u>35,250</u> | <u>35,250</u> |
| Total | <u>105,750</u> | <u>105,750</u> |