

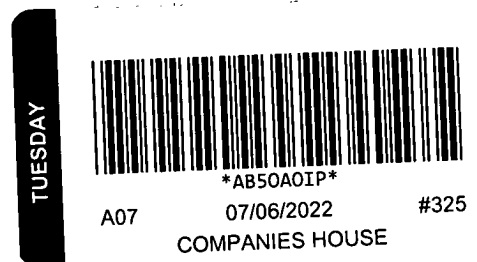
Company number: 07369725

Charity number: 1143376

The White Ribbon Alliance for Safe Motherhood Limited

Report and financial statements

For the year ended 31 December 2021



The White Ribbon Alliance for Safe Motherhood Limited

Contents

For the year ended 31 December 2021

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The White Ribbon Alliance for Safe Motherhood Limited

Reference and administrative information

For the year ended 31 December 2021

Company number 07369725
Country of incorporation United Kingdom

Charity number 1143376
Country of registration England & Wales

Registered office and operational address Art Bank Café
13 High St, Shepton Mallet
Somerset
BA4 5AD UK Box 165

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 Brigid McConville | |
| Mr Betsy McCallon | (resigned 1 September 2021) |
| Ms Kaveri Mayra | (appointed 1 September 2021) |
| Ms Natasha Philips | (appointed 1 September 2021) |
| Mr Joel De-Fries | (appointed 1 September 2021) |
| Ms Natasha Smith | (appointed 1 September 2021) |
| Ms Joanna Vestey | (resigned 1 September 2021) |

Bankers HSBC
26 North Station Road
Colchester Essex
CO1 1SY

Independent examiner Noelia Serrano FCA
Sayer Vincent LLP
Chartered Accountants and Statutory Auditor
Invicta House
108-114 Golden Lane
LONDON
EC1Y 0TL

The White Ribbon Alliance for Safe Motherhood Limited

Trustees' annual report

For the year 31 December 2021

The trustees present their report and the unaudited financial statements for the year ended 31 December 2021.

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 applicable to charities preparing their accounts in accordance with FRS 102. This trustees' annual report includes a directors' report as required by company law.

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.

All trustees give their time voluntarily and receive no benefits from the charity. Any payments made or expenses reclaimed from the charity are set out in note 7 to the accounts.

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 by:

- Supporting member and National Alliance advocacy and campaigning for safe motherhood in their local context.
- Supporting alliance organisations in the UK who deliver services and campaigns that advance the vision of mobilising women and girls to access their reproductive health and rights.
- This was from previous year report– not part of YE 2021

The White Ribbon Alliance for Safe Motherhood Limited

Trustees' annual report

For the year 31 December 2021

- Continued to support independent midwives to develop an approach towards accessing indemnity insurance to enable them to work again. Leading on the Childbirth Choices Matter campaign to support this outcome we have raised money to begin the process of establishing a new indemnity product away from the commercial market.
- Commissioned an independent consultant, to undertake a process of top-level advocacy opportunities within SRHR for WRA UK to build into our strategy.

Mapping included:

- Foreign, Commonwealth and Development Office (FCDO) and UK domestic policy scoping on maternal health, SRHR and gender equality
- UK Civil Society Action on Maternal Health, SRHR and Gender Equality (international and domestic)
- Current and Potential UK Parliamentary Engagement on the Promotion of Maternal Health (international and domestic)
- WRA UK Advocacy Opportunities Moving Forward
- Undertaken a resubmission of an application to DCMS through the Tampon Tax fund to allocate £1.2M towards a partnership programme with Best Beginnings to address violence in maternity, in relation to FGM/FGC, Obstetric Violence and domestic abuse.
- Successful in obtaining the DCMS grant to fund the programme 'Safer Beginnings' with the headline aim to improve maternity outcomes and the postpartum safety of 70,950 women of whom 13,350 are women from ethnic minority communities in England, Wales and Scotland by 2023, by developing specialist information, services and interventions that enable self-advocacy in maternal safety from obstetric and domestic abuse/violence and FGM/FGC. – Successful outcome in November 2021
- Written stakeholder comments on the UK NICE (National Institute of Health and Care Excellence) recommendations for guidelines on induction of labour. Sought public support to lobby the NICE committee to change their recommendations in relation to ethnicity. Received 827 signatures of support to accompany our submission.
- Mobilised UK midwives to respond to the Midwives Voices Campaign with good uptake from 1100 midwives in the UK.
- Formed a grassroots movement of 22,500 people to March with Midwives on 21st November 2021 as part of national vigils to stand in solidarity with midwives in the UK to ask the government to act on our current maternity crisis.
- Worked collaboratively with Cheryl Samuels, a UK Midwife to gather 150,000 signatures to a campaign to parliament to address the current staff shortages in the UK midwifery workforce.
- Secured a January debate in parliament on the issue of maternity workforce.
- Released our 'Know your rights' film as part of the Respectful Maternity Care campaign in the UK. This film is now on the WRA global YouTube channel and is integrated into a package of resources available for UK midwives. This programme was funded through UCLAN.
https://www.youtube.com/watch?v=iUrt3sc4C-o&ab_channel=WhiteRibbonAlliance
- Joined the UK wide steering group for City of Sanctuary, and initiative to support the rights of Asylum Seeking and Refugee women in the UK.

The White Ribbon Alliance for Safe Motherhood Limited

Trustees' annual report

For the year 31 December 2021

- On 21st November 2021, 16,500 people stood in vigil across 72 locations in the UK, asking four top demands of the UK Government; 1. LISTEN: The APPG and health ministers concerned with maternity need an urgent consultation with us to undertake a system wide diagnosis to address the immediate crisis. 2. FUND: An immediate appropriate, restorative pay rise for midwives that reflects the value society places on their vital work. Award recruitment and retention premia to new entrants and existing staff. Provide financial support for student midwives and create posts for all newly qualified midwives. 3. ENABLE: Make it possible for Self Employed Midwives to work, thus putting 250 experienced midwives immediately back into the workforce. 4. REDUCE: Provide £5m of crisis funding to 3rd sector organisations for the provision of breastfeeding support and antenatal education to reduce the pressure on midwifery staff.

Financial review

The White Ribbon Alliance for Safe Motherhood Limited had income of £139,533 for the 12 months ended 31 December 2021 (2020: £124,638). Within Other income of £123,105 (2020: £117,105) related to commission income, £2,398 (2020: £50,002) was from individual donations, £13,985 was grant funding (2019: £64,412), £45 (2020: £8.29) was interest earned from HSBC bank.

The accounts show reserves of £65,261 (2020: £70,344) of which £39,904 (2020: £60,931) is restricted to grant activity and the childbirth choices matter campaign and £25,357 (2020: £9,413) is unrestricted.

Reserves policy

It is the policy of this charity to continue to increase reserves by the equivalent of five percent (5) of cumulative annual net income surplus from unrestricted operations to support future years' operations, provide a resource for unexpected downturns, and provide a source of investment in the charity. The desired level of reserves to be held is £25,000 – £30,000.

At 31 December 2021, The White Ribbon Alliance for Safe Motherhood Limited held £25,357 unrestricted funds, this is within the current levels of reserves as set out by the board.

Impact of Covid

Throughout 2021 the restrictions imposed by the global pandemic continued to impact on the charity resulting in an increased need for digital communication replacing our previous in person campaigning and advocacy approach. COVID-19 continued to impact upon the UK maternity sector and amplified many areas of concern within NHS maternity provision. We continued to see the impact of the pandemic on the rights of women and birthing people and saw services being withdrawn, limitations being imposed and access to support reduced. The greatest area of concern for us as a charity has been the lack of face-to-face planning as a board of Trustees. This has

The White Ribbon Alliance for Safe Motherhood Limited

Trustees' annual report

For the year 31 December 2021

limited our ability to fully share the learning of the operational activity at a board level and we have had a reduced number of meetings throughout the year as a result.

Planning ahead we will continue to operate a hybrid model of remote working culture within the organisation, including remote meetings of the trustees and core staff but have started to build plans for some face-to-face activity going forward in 2022.

Financially the charity has excelled this last year, dominantly through the relationships we have developed with partner organisations All4Maternity and Best Beginnings who we have applied for shared grant and commission funding with, enabling larger project responses and therefore greater levels of funding sought.

Trustee recruitment and appointment

WRA UK has operated under the Trustee leadership of Brigid McConville, Kaveri Mayra, Natasha Philips, Joel De Fries and Natasha Smith. Betsy McCallon stepped down as a Trustee during this year as she stepped away from WRA Global.

Those individuals were all strong and loyal supporters of WRA's global work in the UK, with a track record of fundraising and providing pro bono and other technical support.

Subsequent appointments are discussed by remaining members of the existing Board who nominate potential new Trustees, based on the charity's need for a range of skills and experience such as law, marketing, communications and knowledge of maternal health issues.

New nominees are briefed on their responsibilities and welcomed to the Board of Trustees.

Plans for the future

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

Kay King will continue to work as the Executive Director of WRA UK and the Trustees have approved for this role to move towards PAYE employment. This role may change title to Movement Director in 2022 to bring our job descriptions in line with our global team.

We seek to increase our core staff team with two new roles in 2022: Campaign and Advocacy Lead and Movement Builder.

We will appoint a minimum of 3 new Trustees and move towards having regular quarterly meetings of the Trustees on digital platforms.

The Global Secretariat are currently undergoing a review of our shared global strategy and theory of change, and we will adopt and adapt this strategy for use in our work within a UK setting. Kay

The White Ribbon Alliance for Safe Motherhood Limited

Trustees' annual report

For the year 31 December 2021

King and Brigid McConville have joined the Global Strategy Team to ensure that our representation and voice are part of shaping this new direction of work.

Our financial forecast for 2022 aspires to an income that exceeds our annual income for 2021. Our funding strategy is currently in review and will sit alongside our financial forecast and management accounts to ensure that our fiscal activity matches the aspirations of our new strategy.

We will appoint a consultant bookkeeper in 2022 and a Finance Lead consultant to support Kay King with the management and processing of financial activity.

Statement of responsibilities of the trustees

The trustees, who are also directors of the White Ribbon Alliance for Safe Motherhood Limited 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 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 trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and 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 2021 was 7 (2019: 3). The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

The White Ribbon Alliance for Safe Motherhood Limited

Trustees' annual report

For the year 31 December 2021

The report of the trustees has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees and signed on their behalf by



Brigid McConville

Trustee

Date: 18 May 2022

Independent examiner's report

To the members of

The White Ribbon Alliance for Safe Motherhood Limited

I report to the trustees on my examination of the accounts of White Ribbon Alliance for Safe Motherhood Limited for the year ended 31 December 2021.

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.

Responsibilities and basis of report

As the charity trustees of the Company, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act')/Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011 ('the 2011 Act').

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 Accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2 The accounts do not accord with those records; or
- 3 The accounts do not comply with the that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
- 4 The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities; or

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Name: Noelia Serrano

Address: Sayer Vincent LLP, Invicta House, 108-114 Golden Lane, London, EC1Y 0TL

Date: 19 May 2022

The White Ribbon Alliance for Safe Motherhood Limited

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2021

| | Note | Restricted £ | Unrestricted £ | 2021 Total £ | 2020 Total £ |
|--|------|-----------------|-------------------|--------------------|--------------------|
| Income from: | | | | | |
| Donations and legacies | 3 | 15,221 | 1,162 | 16,383 | 114,414 |
| Other Income | | – | 123,105 | 123,105 | 10,216 |
| Interest | | – | 45 | 45 | 8 |
| Total income | | 15,221 | 124,312 | 139,533 | 124,638 |
| Expenditure on: | | | | | |
| Charitable activities | 4 | 36,248 | 108,368 | 144,616 | 68,117 |
| Total expenditure | | 36,248 | 108,368 | 144,616 | 68,117 |
| Net income for the year and net movement in funds | | (21,027) | 15,944 | (5,083) | 56,521 |
| Reconciliation of funds | | | | | |
| Total funds brought forward | 12 | 60,931 | 9,413 | 70,344 | 13,823 |
| Total funds carried forward | | 39,904 | 25,357 | 65,261 | 70,344 |

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. Movement in fund are disclosures in note 11.

The White Ribbon Alliance for Safe Motherhood Limited

Balance sheet

Company no. 7369725

For the year ended 31 December 2021

| | Note | 2021 £ | 2020 £ |
|--|------|---------------|---------------|
| Current assets | | | |
| Debtors | 9 | 22,537 | - |
| Cash at bank and in hand | | 48,670 | 74,544 |
| Total current assets | | 71,207 | 74,544 |
| Liabilities | | | |
| Creditors: amounts due within one year | 10 | 5,946 | 4,200 |
| Net current assets | | 65,261 | 70,344 |
| Net assets | | 65,261 | 70,344 |
| The funds of the charity | | | |
| Restricted funds | 11 | 39,904 | 60,931 |
| Unrestricted funds | | 25,357 | 9,413 |
| Total charity funds | | 65,261 | 70,344 |

The opinion of the trustees is that the charitable company is entitled to the exemptions conferred by Section 477 of the Companies Act 2006 relating to small companies.

The trustees acknowledge the following responsibilities:

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

These accounts have been prepared in accordance with the special provisions applicable to small companies subject to the small companies' regime.

Approved by the trustees signed on their behalf by:



Brigid McConville
Trustee
Date: 18 May 2022

The White Ribbon Alliance for Safe Motherhood Limited

Notes to the financial statements

For the year ended 31 December 2021

1 Accounting policies

a) Statutory information

The White Ribbon Alliance for Safe Motherhood Limited is a charitable company limited by guarantee and is incorporated in United Kingdom.

The registered office address is Art Bank Café, 13 High St, Shepton Mallet Somerset BA4 5AD UK Box 165.

b) Basis of preparation

These financial statements have been prepared in accordance with applicable United Kingdom accounting standards, including Financial Reporting Standard 102 – 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' ('FRS 102'), and the Charities SORP with the Companies Act 2006. The financial statements have been prepared on the historical cost basis.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

Due to charities size, they have taken the exemption, to not prepare a cashflow statement.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

In accordance with their fiduciary obligations, the Trustees routinely act to review and monitor the necessity and appropriateness of the continued operation of the charity, based upon assessment of its income versus its perceived liabilities and the nature and duration of projects in which the charity is involved, in addition to the impact of Covid. The trustees consider that the charity satisfies the requirements of constituting a going concern.

e) Income

Voluntary income is received by way of donations and is included in full in the statement of financial activities when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Revenue grants are credited to the statement of financial activities when received or receivable whichever is earlier.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

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.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure on charitable activities includes the costs of delivering services undertaken to further the purposes of the charity and their associated support costs.

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.

The White Ribbon Alliance for Safe Motherhood Limited

Notes to the financial statements

For the year ended 31 December 2021

1 Accounting policies (continued)

j) Grants payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

o) Pension costs

The company operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged in the statement of Financial Activities in the year they were payable.

2 Detailed comparatives for the statement of financial activities

| | Restricted £ | Unrestricted £ | 2020 Total £ |
|--|-----------------|-------------------|--------------------|
| Income from: | | | |
| Donations and legacies | 112,003 | 2,411 | 114,414 |
| Other income | - | 10,216 | 10,216 |
| Interest | - | 8 | 8 |
| Total income | 112,003 | 12,635 | 124,638 |
| Expenditure on: | | | |
| Charitable activities | 59,072 | 9,045 | 68,117 |
| Total expenditure | 59,072 | 9,045 | 68,117 |
| Net income for the year and net movement in funds | 52,931 | 3,590 | 56,521 |
| Reconciliation of funds | | | |
| Total funds brought forward | 8,000 | 5,823 | 13,823 |
| Total funds carried forward | 60,931 | 9,413 | 70,344 |

3 Income from donations

| | Restricted £ | Unrestricted £ | 2021 Total £ | Restricted £ | Unrestricted £ | 2020 Total £ |
|------------------------------------|-----------------|-------------------|--------------------|-----------------|-------------------|--------------------|
| Donations | 1,236 | 1,162 | 2,398 | 47,591 | 2,411 | 50,002 |
| Grants from Trusts and Foundations | 13,985 | - | 13,985 | 64,412 | - | 64,412 |
| Total | 15,221 | 1,162 | 16,383 | 112,003 | 2,411 | 114,414 |

The White Ribbon Alliance for Safe Motherhood Limited

Notes to the financial statements

For the year ended 31 December 2021

4 Expenditure

| | 2021 £ | 2020 £ |
|-------------------------------|-----------------------|----------------------|
| Charitable Activities: | | |
| Delivery Partners (note 5) | 67,477 | 37,086 |
| Consultancy | 46,515 | 26,520 |
| Staff Costs (note 6) | 16,250 | - |
| | <u>130,242</u> | <u>63,606</u> |
| Support costs: | | |
| Bank fees | 4 | 39 |
| Other expenses | 9,290 | 272 |
| | <u>9,294</u> | <u>311</u> |
| Governance costs: | | |
| Registration fees | 14 | - |
| Accountancy fees | 5,066 | 4,200 |
| | <u>5,080</u> | <u>4,200</u> |
| Total Expenditure | <u><u>144,616</u></u> | <u><u>68,117</u></u> |

5 Delivery Partners

White Ribbon Alliance UK commission partner charities to deliver specific deliverables in relation to KPI's and grant programmes that require specialist insight and expertise. In this financial year we have worked to commission services from:

| | 2021 £ | 2020 £ |
|--------------------------------|---------------|---------------|
| For Med Films | 28,000 | - |
| All4Holdings | 22,520 | 9,500 |
| Make Birth Better | 5,000 | - |
| Institute of Health PIMH | 4,500 | - |
| Other Costs | 7,456 | - |
| AIMS | - | 6,000 |
| Prosperitys Trust | - | 5,000 |
| Cambridge WRC | - | 4,350 |
| Yorkshire and Humber Maternity | - | 2,000 |
| Project Mamma | - | 2,036 |
| Approachable Parenting | - | 7,750 |
| Positive Birth Movement | - | 450 |
| | <u>67,477</u> | <u>27,586</u> |

These services have been accompanied by a partnership contract between WRA UK and the delivery charity or company. The deliverables relate to a specific activity or product, piece of work or service that supports our charitable aims in line with a programme.

The White Ribbon Alliance for Safe Motherhood Limited

Notes to the financial statements

For the year ended 31 December 2021

6 Staff costs

Staff costs were as follows:

| | 2021 £ | 2020 £ |
|---|---------------|-----------|
| Salaries and wages | 16,250 | - |
| Social security costs | - | - |
| Employer's contribution to defined contribution pension schemes | - | - |
| | <u>16,250</u> | <u>-</u> |

The management of the charity has moved to WRA UK. These costs are charged to the charity through consultancy until October 2021, where this was brought into payroll.

No employee earned more than £60,000 during the year (2020: nil).

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £16,250 (2020: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £nil (2020: £nil) relating to attendance at meetings of the trustees.

7 Net income for the year

| | 2021 £ | 2020 £ |
|--|--------------|--------------|
| Independent Examiner's remuneration (excluding VAT): | | |
| Independent examination | 2,500 | 2,000 |
| Other services | 1,500 | 1,000 |
| | <u>2,500</u> | <u>1,000</u> |

8 Taxation

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

9 Debtors

| | 2021 £ | 2020 £ |
|---------------------|---------------|-----------|
| Accounts Receivable | 22,537 | - |
| | <u>22,537</u> | <u>-</u> |

10 Creditors: amounts due within one year

| | 2021 £ | 2020 £ |
|----------|--------------|--------------|
| Accruals | 5,946 | 4,200 |
| | <u>5,946</u> | <u>4,200</u> |

The White Ribbon Alliance for Safe Motherhood Limited

Notes to the financial statements

For the year ended 31 December 2021

11a Movement in funds (current year)

| | At 1 January 2021 £ | Income & gains £ | Expenditure & losses £ | Transfers £ | At 31 December 2021 £ |
|------------------------------------|---------------------------|------------------------|------------------------------|----------------|--------------------------------|
| Restricted funds | | | | | |
| WRA Global | - | 13,985 | (13,985) | - | - |
| The Burdett Grant | 10,000 | - | (10,000) | - | - |
| Big Lottery | 3,340 | - | (1,885) | - | 1,455 |
| Childbirth Choices Matter Campaign | 47,591 | 1,236 | (10,378) | - | 38,449 |
| Total restricted funds | 60,931 | 15,221 | (36,248) | - | 39,904 |
| Total Unrestricted funds | 9,413 | 124,312 | (108,368) | - | 25,357 |
| Total funds | 70,344 | 139,533 | (144,616) | - | 65,261 |

11b Movement in funds (prior year)

| | At 1 January 2020 £ | Income & gains £ | Expenditure & losses £ | Transfers £ | At 31 December 2020 £ |
|------------------------------------|---------------------------|------------------------|------------------------------|----------------|--------------------------------|
| Restricted funds | | | | | |
| The Burdett Grant | 8,000 | 10,000 | (8,000) | - | 10,000 |
| Somerset Community foundation | - | 2,000 | (2,000) | - | - |
| Cambridge Community | - | 4,700 | (4,700) | - | - |
| Big Lottery | - | 47,712 | (44,372) | - | 3,340 |
| Childbirth Choices Matter Campaign | - | 47,591 | - | - | 47,591 |
| Total restricted funds | 8,000 | 112,003 | (59,072) | - | 60,931 |
| Unrestricted funds | 5,823 | 12,635 | (9,045) | - | 9,413 |
| Total Unrestricted funds | 5,823 | 12,635 | (9,045) | - | 9,413 |
| Total funds | 13,823 | 124,638 | (68,117) | - | 70,344 |

Purposes of restricted funds

WRA Global funding to support Advocacy for Maternal & New-born Health, and the What Women Want – Midwives Voices Campaign.

The Burdett Grant, funding towards research into maternity care in India.

Big Lottery – supported Project Mama, Approachable Parenting and Prosperities Trust to work closely with parents and families who were most at risk of disproportionate outcomes in maternity care due to their race, culture or isolation.

Childbirth Choices Matter Campaign – To strengthen the rights of women and birthing people to choose the circumstances in which they give birth to their babies. To enable self-employed midwives to be able to provide maternity care that is personalised and safe.

Somerset Community foundation – supported Project Mama, Approachable Parenting and Prosperities Trust to work closely with parents and families who were most at risk of disproportionate outcomes in maternity care due to their race, culture or isolation.

Cambridge Community Foundation this funding supported Developing Doulas, Cambridge Breastfeeding Association and BAM4change in providing COVID response guilds and care to service users in maternity who were facing increased challenges due to the restrictions of lockdown.

The White Ribbon Alliance for Safe Motherhood Limited

Notes to the financial statements

For the year ended 31 December 2021

12 Analysis of net assets between funds

| | 2021 £ | 2020 £ |
|-----------------------------------|-----------|-----------|
| Net current assets | 65,261 | 70,344 |
| Net assets at the end of the year | 65,261 | 70,344 |

Within the net current assets, £39,904 (2020: £60,931) is restricted and £25,357 (2020: £9,413) is unrestricted.

13 Connected charity

The White Ribbon Alliance for Safe Motherhood of the USA, a sister charity with similar aims. There were no transactions with the entity in the year.

14 Related party transactions

In June 2020 we appointed Kaveri Mayra as a charity Trustee. In 2021 funding was received from the Burdett Trust, of which Kaveri Mayra received payment from this money. Kaveri is a leader in her field of research into Indian Midwifery and paying her to undertake research for us is hugely beneficial to the work that we do globally to advance reproductive rights for women and girls. Her payment from the Burdett Foundation is not a profit, but rather a payment to the most suitable person aligned to undertake such research. The payments made to Kaveri from the grants from Burdett Foundation are not payment for her role as a Trustee for White Ribbon Alliance, but rather are a mutually beneficial utilisation of her experience and expertise to advance our work. In the prior year Kaveri had received a payment of £4,000 from White Ribbon Alliance in 2020 from a grant fund obtained in 2019, before becoming a trustee.

Brigid Mc Conville, is a trustee, that also consults for the charity. Ms. McConville regularly documents her services and fees which are presented through invoices for payment/reimbursement. £3,500 was invoiced in 2019 (2020: £nil).