AVERT

England & Wales · Charity number 1074849

Details

Other names	AIDS EDUCATION AND RESEARCH TRUST
Status	Registered
Legal form	Charitable company
Company number	03716796
Registered	1999-03-25
Register	View on the Charity Commission register

Contact

Address	Blue Spire Ltd Cawley Priory South Pallant Chichester West Sussex PO19 1SY
Phone	0044 7745 293728
Email	info@avert.org
Website	www.avert.info

Activities

Objects: The objects of the charity are advancement of health worldwide in all areas specific to HIV and related conditions and to address the social determinants. The charity does this by providing activities that will include, but not limited to improving knowledge, awareness, attitudes, practice and ability through informing, educating, motivating and influencing.

Activities: Founded in 1986 Avert uses digital communications to build health literacy on HIV and sexual health. With over 30 years' experience, we are a trusted provider of accessible, accurate and actionable content and resources that support informed choices. Our work supports global efforts to end AIDS and achieve the Sustainable Development Goal for Health.

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Classification

- **How:** Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, The General Public/mankind

Geography

- Lesotho
- Malawi
- Mozambique
- South Africa
- Tanzania
- Zambia
- Zimbabwe
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-30	£703,677	£1,339,738	£0	7
2024-03-31	£361,394	£864,748	-	-
2023-03-31	£429,362	£988,081	-	-
2022-03-31	£1,091,228	£700,255	£1,928,314	9
2021-03-31	£205,257	£677,373	-	-

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Trustees

Name	Role	Appointed
Prof. SIMON FORREST	Chair	
ANDREW WALKER		2019-01-31
Anna Becker		2020-01-30
Carol Sherman		2022-01-31
Carole Leach-Lemens		2019-10-24
EMILY VICTORIA HUGHES		2011-11-25
Maxime Cuvellier		2022-01-31

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AVERT

England & Wales - Charity number 1074849

Accounts



ANNUAL REPORT 2024–25

Transitioning for a sustainable future

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Summary of achievements from Avert's final year of operation

APRIL 2024–MARCH 2025

After the decision in November 2023 to transition its core brands to local organisations based in East and Southern Africa, Avert's work in its final year of operation focused on making the transition a reality and a success.



"

ViiV Healthcare is pleased to support Avert's proactive localisation strategy. This is a real example of an organisation putting its mission ahead of its own self-interest and survival-at-all-cost mentality. This will ensure the continued delivery of the high-quality, impactful HIV and sexual health information Avert has built up, by organisations who share Avert's values and are rooted in the communities they serve.

Shaun Mellors, ViiV Healthcare

"

They're questions that I was so scared to ask the health care workers and now with this page I am answered.

Be in the KNOW user, South Africa

With the *Boost* app, I can now easily teach and interact with the youth, and they are impressed with the app's wealth of information.

Boost user, PZAT Wild4Life Village Health Worker



TRANSITION

700
THOUSAND DOLLARS IN FUNDING
raised to support a successful transition

450
THOUSAND DOLLARS IN SEED FUNDING
provided to transition partners to support brand growth

3
BRANDS
successfully handed over to local partners in Kenya and Zimbabwe

PROGRAMMES

Over
135
THOUSAND
new Boost web users

6.1
MILLION PEOPLE
reached across the Be in the KNOW brand

Nearly
95%
BE IN THE KNOW USERS
more likely to look after their sexual health as a result



Message from the Chair and CEO

For 38 years Avert has delivered timely, trusted and evidence-based information on HIV and sexual health to millions of people around the world, building their knowledge and agency. This year's annual report and accounts, however, is our last.



Sarah Hand
Chief Executive Officer



Professor Simon Forrest
Chair of the Board of Trustees

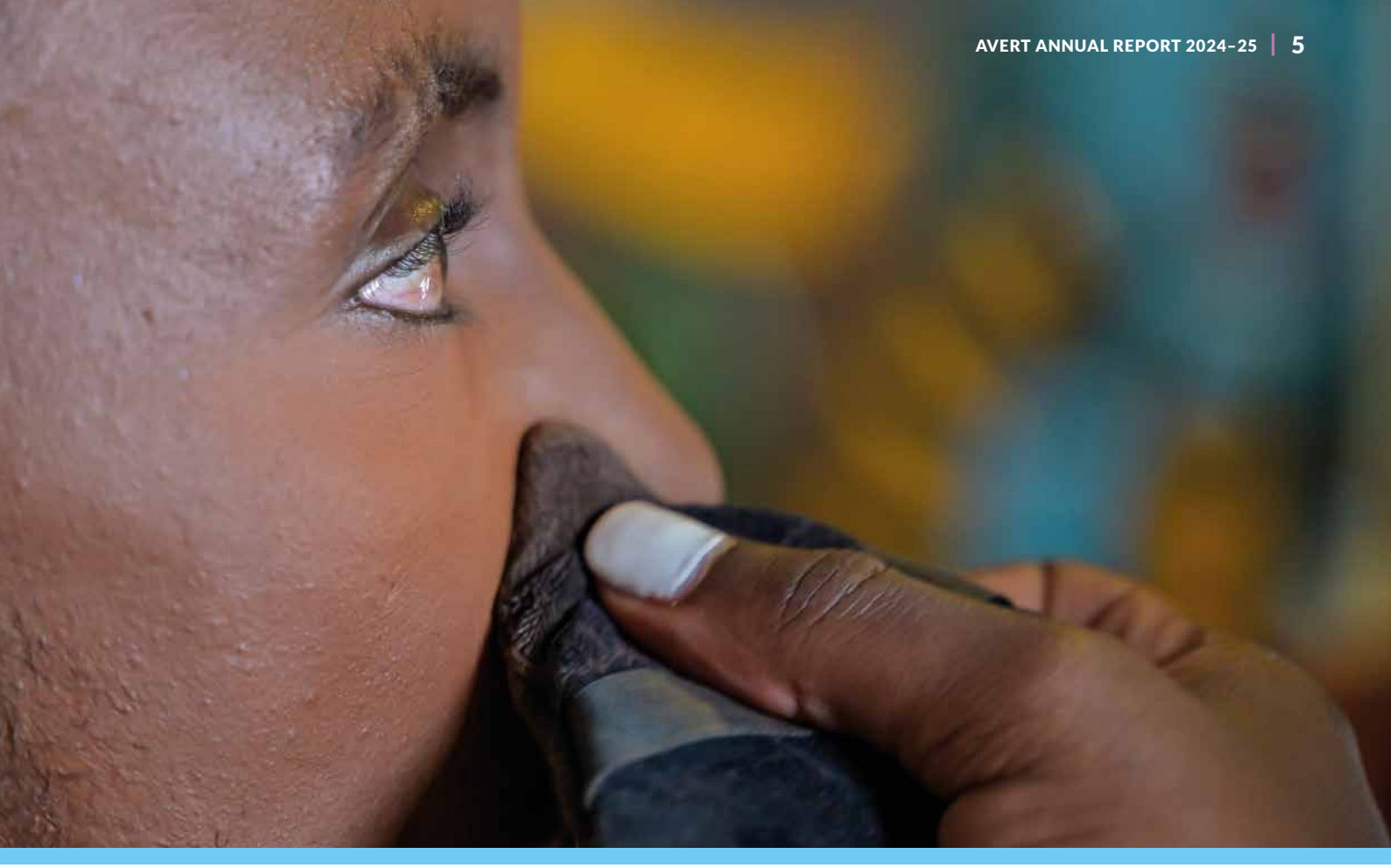
Avert has published a report on the legacy of its work, An independent voice, *as well as a report on our learning from the transition process. Both publications can be downloaded from* **avert.info**

In November 2023, Avert took the decision to start a planned and careful transition of our work to African-led and African-based organisations who would maintain and grow our work, marking the beginning of an ordered and compliant closure of Avert.

This decision was taken after careful consideration of several factors, including our current and forecasted financial position; the high impact of our current programmes and the evidence for continued delivery; the funding landscape and how the localisation and decolonization agenda is influencing this; the strength and capacity of health communication skills across the Africa region; and the need for proactive change in the HIV sector to better match the progress that has been made and align resources and effort to what still needs to be done.

The decision to pivot to a transition and closeout strategy was considered against other options, which included continuing on – after all, we had just completed the successful delivery of our 2020–24 strategic framework and had a clear understanding of the future value of our work. However, taking the decision we did in a position of reasonable financial health and high performing programmes has given us the necessary time to secure new homes for our work, protecting our reputation and legacy.

This final year under review has been one of success, hard work, and mixed emotions.



We owe a huge debt of gratitude to the unwavering commitment and professionalism shown by the Avert staff team, despite the personal impact of losing their jobs once the transition was complete. Their willingness to support the process ensured that the takeover partners benefited through mentorship and facilitation as they took over the brands and planned for their own delivery strategies.

We also received an unprecedented level of donor support for our transition plans, reinforcing our view that this was the right decision at the right time. Their support has ensured that we have been able to pass over sufficient funds to support the three takeover organisations as they continue the delivery of the Avert programmes.

Working with the three takeover partners over the last year has been one of true partnership and mutual respect. It has been a privilege to learn from these organisations working at the frontline of HIV, sexual health and social change in Kenya and Zimbabwe and to understand how our work will support their ambition for greater impact and results.

As we write this, the final stages of the transfer to these new owners has been completed and they are already forging ahead with new plans and ideas for the growth and sustainability of *Be in the KNOW*, *Boost* and *Himarika*.

It just remains to wish them the very best. We look forward both eagerly and confidently to see how our work, reshaped in their hands, continues to support the informed choices of individuals and wider sexual health of communities into the future.

> **“I consider the transfer of our work and the closure of Avert a success. We did not ignore the changes taking place around us in the sector and showed a willingness to act, putting our mission before organisational self-preservation. We have handed over impactful work with financial resource supporting African-led and African-based organisations to benefit and grow.**
>
> Sarah Hand



Vision, mission and values

WHO WE ARE

Avert uses digital communications to build health literacy on HIV and sexual health. With over 30 years' experience, we are a trusted provider of accessible, accurate and actionable content and resources that support informed choices. Our work supports global efforts to end AIDS and achieve the Sustainable Development Goal for health. Every year, we engage with millions of individuals, community health workers and primary health practitioners living in areas of greatest need. We use our understanding of HIV and sexual health, our expertise in digital marketing, communications and behaviour change, and our network of partnerships to increase their knowledge, skills and confidence, and their ability to act.

OUR VISION

A world with no new HIV infections, where people make empowered sexual health choices, and where those living with HIV do so with dignity, good health and equality.

OUR MISSION

To increase health literacy on HIV and sexual health, among those most affected in areas of greatest need, in order to reduce new infections and improve health and well being.

OUR VALUES

We believe in every person's right to health and to the information that enables them to make informed choices around sexual health.



Now I have the knowledge.

Be in the KNOW website user, South Africa

You have reminded us about the importance of using a condom as a protective measure against STDs and not to have sexy with anyone without their consent even if you're married.

Be in the KNOW Facebook user

The following values inform our work:

- **EVIDENCE-BASED.** We are committed to providing reliable, accurate, and high-quality information on HIV and sexual health. We use the latest evidence to inform our content and programmatic priorities.
- **RESPONSIVE.** We adapt our approach to respond to changing trends in the HIV epidemic and in how our target audiences access and consume information.
- **TRUSTWORTHY.** We have more than 30 years' experience of working in the HIV response. We are recognised and accredited as a provider of accurate and reliable information.
- **CREATIVE.** We understand the power of new approaches to bring about change. We focus on solutions and think creatively to continually improve our work and bring new insights to the sector.
- **PEOPLE-ORIENTED.** We put people at the centre of what we do and how we do it – supporting, valuing, engaging and involving them. We aim to be accessible, inclusive and friendly in everything we do.
- **COLLABORATIVE.** We believe that by working in partnership we can pool skills and resources, share learning, and have greater impact.
- **SEX-POSITIVE.** We believe in a sex-positive approach to sexual health and rights that recognises and celebrates sexual pleasure and sexual diversity, prioritises personal agency, and is free of judgment.



Our transition strategy

In November 2023 Avert embarked on a bold new strategy to sustain the value and impact of our work into the future, by handing over our *Boost* and *Be in the KNOW* brands to locally run organisations in East and Southern Africa.

When Avert agreed this transition strategy, the need for our work remained strong. Sexual health and HIV literacy was and still is the foundation for HIV prevention and treatment programmes and builds agency, empowers and allows for informed choice. Our brands were strong and growing, reaching over 13 million people across sub-Saharan Africa in the previous year alone.

However, the HIV response, funding patterns, and the international development sector more broadly had and were continuing to evolve. In this rapidly changing landscape, we wanted to ensure that the success of our work could continue. So like all international NGOs should, we asked ourselves if we were still best placed to deliver this work, or whether we should step back and allow others to move forward.

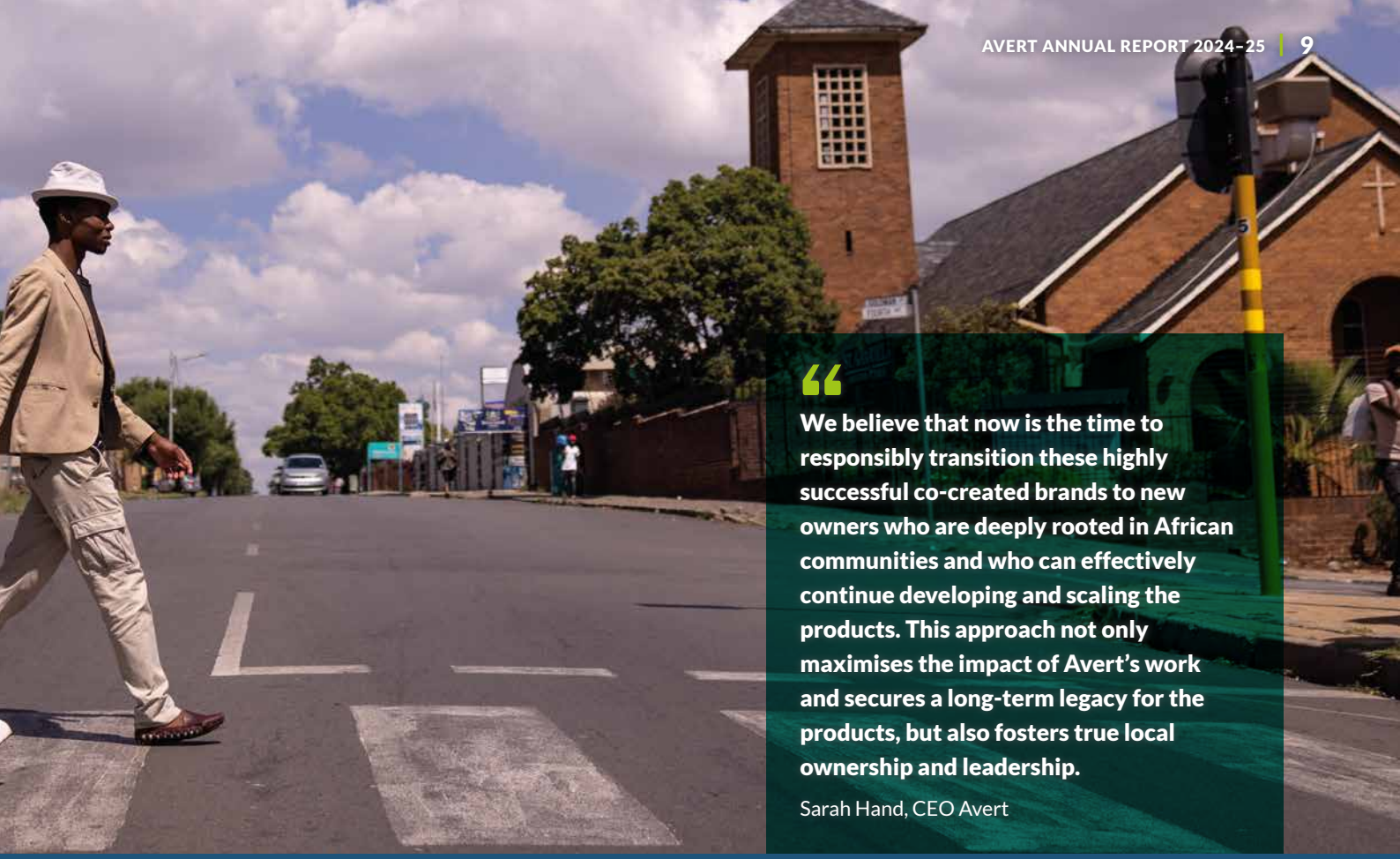
TAKING CONTROL BY EMPOWERING OTHERS

As we considered what we wanted to achieve in this next strategic phase of Avert's long history, we needed to do so through a wide lens that considered not only the things we could control but recognised the things we couldn't. We couldn't control changing donor priorities and a growing complexity of need, but we could be in control of passing on the learning we had accumulated through developing quality content, and we could be active participants in the sector's attempts to rebalance power, decolonise aid and support authentic localisation.

Our transition strategy is based on the belief that finding new homes for *Boost* and *Be in the KNOW* in organisations based in Africa – for whom the products help achieve their strategy, add value, and offer new opportunity – is the best way to:

- secure the sustainability and ongoing growth and development of *Boost* and *Be in the KNOW*
- protect Avert's 38-year legacy
- be proactive in the localisation agenda.

We had already been working with a number of strong locally run organisations based in East and Southern Africa who shared our focus on health communications and who had the skills and experience to take over our brands. Although we faced longer term financial uncertainty as funding for HIV and sexual health continued to shift and decline, the brands were performing extremely well and had benefited from sufficient investment to give them a clear strategy for future growth.



> **We believe that now is the time to responsibly transition these highly successful co-created brands to new owners who are deeply rooted in African communities and who can effectively continue developing and scaling the products. This approach not only maximises the impact of Avert's work and secures a long-term legacy for the products, but also fosters true local ownership and leadership.**
>
> Sarah Hand, CEO Avert

Furthermore, if we could garner support from our existing donors we could transfer financial resources with the brands to the new takeover partners, setting them up for success.

MAINTAINING A CLEAR FOCUS

As part of the transition strategy, a decision was also made that once the core brands had been transitioned, Avert as an organisation would close. While difficult for staff on a personal level, this clarity was important as it would allow all the organisation's energy and resources to focus on making the transition a success without the distraction of simultaneously charting a new course for Avert.

The decision to transition and close was not taken lightly. With the support of our staff, trustees, donors and partners, we were confident it was the right decision that would ensure our work continued to benefit millions of individuals, community health workers and health practitioners each year, and add value to the wider HIV response.

The time had come for our brands to be taken forward by skilled organisations closer to the populations they were trying to serve; organisations who would also have access to more and different sources of funding to increase sustainability.

This has been a bold and exciting new strategy for Avert, an organisation that was started at the beginning of the HIV epidemic, and for 38 years has stayed focused on ensuring people have access to information they can trust and information that supports informed decisions.

TRANSITIONING FROM A POSITION OF STRENGTH

As we began the practical work of handover, our brands were strong.

BE IN THE KNOW

- 26 million reached and 5.8 million engagements with the brand across sub-Saharan Africa since launch.
- 87% found the website useful.







BOOST

- 175,000 self-motivated users since launch across sub-Saharan Africa, with over 225,000 health screenings carried out.
- 90% of users in Zimbabwe said Boost increases their confidence to do their job.



Achieving a successful transition

Success was by no means guaranteed, but thanks to the support of our existing donors and a lot of hard work by staff and transition partners, Avert completed the handover of its core brands *Boost* and *Be in the KNOW* to new owners in Kenya and Zimbabwe.

Over the past year there was a huge amount of practical work to achieve a successful transition. This included work to hand over content, branding, technical infrastructure, and data, as well as to mentor the takeover partners, support learning exchange, and transfer financial resources to support the initial costs of ownership. Reviewing our success it's clear that ALL of this depended on having the right building blocks in place.

PHOTO ABOVE: Staff from OPHID, LVCT Health and Kenya Comms Hub joined staff from Avert for a week of transition and handover activities in November 2024. This was a chance to finalise the transition work and formally celebrate the handover of the brands *Boost*, *Himarika* and *Be in the KNOW* to their new owners.

HOW DID WE MAKE THE TRANSITION A SUCCESS?

Through early consultation with other organisations who had attempted similar transitions, we identified four elements that needed to be in place for the transition to be successful:

- the transferred brands needed to be in good health and performing well
- time had to be available to support a meaningful handover
- potential transition partners had to see strong strategic value in the brand, to avoid it ending up as a standalone, siloed project
- most critically, there had to be funding in place to support the takeover organisation to run the product for the first year while they built their own resource mobilisation strategy.

We were confident in the strength of both *Boost* and *Be in the KNOW*. In its first two years *Be in the KNOW* had reached over 26 million people across sub-Saharan Africa with high rates of engagement with its sex-positive content. *Boost* had demonstrated its value in Zimbabwe where it had supported over 225,000 health screenings and 93,500 referrals to services within partner OPHID's programmes, and there was already interest from donors to support more organisations to adopt this proven job aid.

Thanks to long-range forecasting and strategizing, and timely decision-making, once the transition strategy was agreed, Avert had over a year's financial runway to support a meaningful handover.

OUR TAKEOVER PARTNERS

OPHID

The Organisation for Public Health Interventions and Development is a leading public health organization in Zimbabwe. OPHID are already using *Boost* with over 350 CHWs who support a national HIV treatment and care programme, and are supporting four other organisations to adopt and roll out *Boost* in Zimbabwe.

LVCT HEALTH

LVCT Health is an established Kenyan NGO. Through its vision of empowered, healthy communities, it remains a leader in designing and implementing innovative HIV, SRH, maternal and child health, gender-based violence and mental health programmes. LVCT Health works with hundreds of community health volunteers and peer educators across its programmes.

KENYA COMMS HUB

Set up in 2022, the Kenya Comms Hub is an ambitious, regional social narrative change organisation, committed to supporting evidence-based communication for improved social and health outcomes for all. *Be in the KNOW* will support their regional growth and provide a permanent brand and home for their communications and campaigns.

With rapid commitments from Avert's existing donors Vitol Foundation, ViiV Healthcare, ViiV Healthcare: Positive Action, and Gilead Sciences to support the transition strategy, Avert had secure funding in place not just to support the handover phase but also to enable the transition of funds to takeover partners to support initial running costs as they build up their own sustainability strategies.

This secured funding also enabled concrete discussions with potential partners – enabling them to engage not just on the basis of strategic alignment (critical as that was) but with a clear understanding of the financial implications as well.

WHAT HAVE WE HANDED OVER AND TO WHO?

Following constructive discussions with a number of organisations, we moved ahead with three takeover partners who could provide a strategic foundation for the future sustainability and growth of the brands.

- ***Be in the KNOW:*** Ownership of our highly successful, sex positive, sexual health brand, *Be in the KNOW*, was handed over to Well Made Strategy's Kenya Comms Hub in Kenya (KCH). KCH has already begun integrating it into its wider narrative and social change work across East Africa.
- ***Boost:*** Ownership of our digital job aid for community health workers, *Boost*, was handed over to two organisations – OPHID in Zimbabwe and LVCT Health in Kenya.

OPHID in Zimbabwe took ownership of *Boost* in Zimbabwe and Southern Africa. It has already started scaling *Boost* to new organisations in Zimbabwe, with expanded health content and additional screening tools, with work underway to scale *Boost* across the region.

LVCT Health in Kenya was also given ownership of the *Boost* product but rebranded under the name *Himarika* with content translated into Swahili. LVCT Health has already started rolling out *Himarika* across its own community health programmes and to four new organisations in Kenya, with future scale planned across Kenya and East Africa.

The three organisations have also created a community of practice to collaborate, share and learn going forward.

A DIFFERENT APPROACH

It has become clear that transitions of this nature are not common in our sector. The very nature of our sector's busyness to deliver on projects, means there is often no bandwidth for organisations to look at more efficient ways of operating to deliver their mission, such as taking over an existing proof of concept product. Reinforced by donor funding priorities, organisations often favour projects to "do something new" rather than build on something that already exists. We hope this is a useful example of a different approach.

Over
80%
OF USERS
found the website useful

Over
2.4
MILLION
post engagements on social media

Nearly
95%
BE IN THE KNOW USERS
more likely to look after their sexual health as a result

6.1
MILLION PEOPLE
reached across the Be in the KNOW brand

Be in the KNOW

While the handover of *Be in the KNOW* to Kenya Comms Hub was the key priority for the year, we also delivered a range of new content and campaigns throughout the year that continued to grow and strengthen the sexual health brand ready for its new future.

Be in the KNOW offers fresh, sex-positive content for young people and the community health workers and practitioners who support them. During its first two years our main focus was on new content for young people. Over the past year we also prioritised new content for the frontline health workers supporting them.

By running a series of co-creation activities with community health workers, peer educators and health practitioners working across HIV prevention, we were able to listen, learn and develop new content and resources to address their knowledge gaps.

We paid particular attention to engaging with workers specifically reaching people living with HIV, vulnerable young people, and the LGBT+ community to ensure the needs of these key population groups were reflected.

> **Thank you for training me. I'm going to keep on educating my fellow colleagues on sexual health.**
>
> Social media champion, Zimbabwe

A range of video, web and social media content was developed around the themes of 'talking about PrEP', 'supporting young people with HIV', 'providing inclusive sexual healthcare for LGBT+ people', and 'supporting young people's sexual health'. Scenario case studies, Q&As, quizzes, and news and blogs also helped to give health workers confidence to deliver judgement- and stigma-free, accurate information in their communities.

We reached over 2.3 million people with this content, with nearly 900,000 engagements on social media. The video content was watched over 1 million times, with over 346,000 views of content specifically aimed at community health workers and health practitioners.

CHANGE CHAMPIONS

Over the year, work also continued with social media champions in Zimbabwe helping them spread the word about *Be in the KNOW* and develop and share their own educational sexual health content through their channels. Following a workshop held in March 2024, the 14 young champions began producing their own content. A follow up workshop was held to discuss their content and provide collective input for improvement. Social media video clips were produced featuring the champions which reached over 1.1 million young people across the region with over 470,000 engagements.

SHAPING THE FUTURE OF BE IN THE KNOW

Alongside work to deliver *Be in the KNOW*'s grant commitments and continue to grow the brand's reach and engagement, the Avert team worked closely with Kenya Comms Hub (KCH) staff between May and December 2024 to build their understanding of the brand, its audience, and the learning from its first two years.

A series of workshops and 1-1 sessions were held over six months going through in detail content development, SEO, social media, promotion and marketing, technical infrastructure, strategy and planning, and much more. The teams also undertook joint content development across web and social.

KCH gradually took over responsibility – initially shadowing, then jointly managing, and then taking full control. From January 2025, KCH had assumed full responsibility of all channels, with Avert on hand to provide support and advice until March.

A face-to-face transition week in November 2023 provided space for the teams to discuss areas of concern and finalise plans.

Mumbi Kanyogo, who led the transition team at KCH, is excited for the future. "We're energized by the chance to innovate, collaborate, and address real needs in a culturally sensitive and locally relevant way. This work is about fostering conversations, breaking down stigma, and ensuring that everyone involved — young people, parents, influencers, healthcare providers — feels equipped and supported to create lasting change."

Read a full interview with the KCH team on Avert.info.

BE IN THE KNOW

KENYA COMMS HUB

For the first time we also piloted radio advertising to promote *Be in the KNOW*, with a 30-second sexual health advert broadcast on Skyz Metro FM in Zimbabwe's second largest city Bulawayo throughout September and October 2024. There was some feedback from listeners expressing concern about the timeslot of the ad, not the ad itself, highlighting cultural sensitivity where parents recognize the value of sexual health education but are uncomfortable when these discussions take place in the presence of younger children. There was no immediate increase in traffic to the *Be in the KNOW* website following the ads, but the pilot has provided useful data for the future.

Two worrying trends continued throughout the year. Firstly, there was increased censorship of our sexual health content across Facebook and YouTube with an increasing number of campaigns disallowed despite their educational content. Secondly, we also saw a rise in transphobia in comments posted on our videos featuring trans people, although the content itself was very popular. Kenya Comms Hub will continue to address these issues going forward.







"This training is very helpful to young people like us... it will help many to know what to do and what not to do to protect the well-being of others like us.

Social media champion, Zimbabwe

> **Endline data provided strong indications that *Be in the KNOW* influences behavioural determinants, supports specific change objectives and impacts behavioural intention.**

> **I now become more confident about safe sex and I am willing to take HIV test to know my status.**
>
> **It has really made me change my lifestyle and my health also has changed.**

Changing behaviours through digital health communications

The results of a 12-month project using behaviour change analysis to understand health learning journeys on *Be in the KNOW* have provided a wealth of learning for the brand's new owners Kenya Comms Hub to take forward and drive brand improvement.

The endline analysis and results from our *Be in the KNOW* behavioural analysis project came at an opportune time as Avert handed over our learning from the first two and a half years of the brand to takeover partner Kenya Comms Hub.

The project had two key aims:

- to assess the value of the acyclical behaviour change diagrams (ABCD) approach to understand and improve health learning journeys on *Be in the KNOW*
- to develop evidence on whether the brand impacts knowledge, self-efficacy, attitudes and behavioural intention.

The project began with a theoretical analysis of the behavioural aims of the *Be in the KNOW* website and social media content using the ABCD method (summarised in a previous blog). By comparing the results of this analysis with actual user behaviour (from analytics, surveys and user experience sessions), improvements were implemented. Four months of post-improvement data was then collected, alongside endline surveys and interviews to evaluate the impact of interaction with *Be in the KNOW* on behavioural determinants and behavioural intention.

RESULTS

Web analytics data at endline provided evidence that taking a behaviour change approach, using ABCD analysis can helpfully guide iterative changes, increase user engagement, and improve users' learning journeys.

- The ABCD process highlighted the key change objectives, determinants and sub-behaviours for each webpage and post. It also highlighted things that are missing, areas where we could make improvements, and what we needed to measure in order to explain if expected behaviour had happened.
- Overall web engagement levels were higher at endline with higher percentages of people finding the content useful and higher page engagement rates.
- Changes made as a result of the analysis, including new quiz content, changes to presentation of personal stories, additional internal links, and more visibility for discussion starter content, fed through into improvements in user journeys at endline with increased traffic to quizzes, personal stories and discussion starters.
- On social media, overall engagement had increased slightly over the endline period on both Facebook and Instagram, but the changes were more marginal. The greater number of variables and contextual factors make it harder to compare social post data so more work is needed in this area.



Results based on user input (self-report surveys and endline interviews) provided strong evidence that both the web and social media components of *Be in the KNOW* influenced behavioural determinants such as knowledge, confidence and self-efficacy. For example:

- 89.8% said they learned something new
- 93.7% were more confident to look after their sexual health.

It also supported attitude change and specific change objectives. For example:

- 91.8% reported their attitudes to sexual health had changed
- 94% believed more strongly in the importance of using modern contraception
- 95.7% believed more strongly there was no shame in testing for HIV.

There was also strong evidence that the brand impacted on behavioural intention. For example:

- 94.8% said they were more likely to look after their sexual health
- 92.8% said they were more likely to get tested for HIV.

Evidence from the comments and feedback of survey participants – which also reflect the hundreds of comments received each month from regular users of *Be in the KNOW* website and social media – also supported the brand's impact on the knowledge, confidence, self-efficacy, and behavioural intention of users.

This impact on knowledge and confidence is valuable in its own right in terms of individuals' personal growth and happiness, and their ability to self-care and manage their own health and health choices, regardless of whether it leads to specific service uptake.

Overall the project provided evidence that taking a behaviour change approach using ABCD analysis can helpfully guide iterative changes, increase user engagement, and improve users' learning journeys.

Download a summary of the research from **avert.info**

92.8%
MORE LIKELY
to get tested for HIV

93.7%
MORE CONFIDENT
to look after their sexual health

91.8%
CHANGED ATTITUDES
to sexual health



Boost

Over **135 THOUSAND** new Boost web users

4 NEW ORGANISATIONS adopt Boost

240 NEW COMMUNITY HEALTH WORKERS using Boost in their day-to-day work

Work to scale the *Boost* brand saw new successes, while work to transition its ownership to OPHID continued to deepen the close partnership between our two organisations.

The *Boost* brand continued to thrive throughout the year, both as a programme tool adopted by organisations and implemented in their community health worker (CHW) programmes, as well as a resource for self-motivated CHWs using the freely available web version of *Boost*.

Funding from ViiV Healthcare Positive Action supported the scale up of *Boost* to four new organisations in Zimbabwe. Avert and OPHID supported these new adopters, building on the learning from the previous roll out to OPHID's Community Outreach Agents (COAs). New content on TB, malaria, HIV prevention, and gender-based violence was developed, translated into Shona and Ndebele and added to the app, as well as screening tools for malaria and TB.

A series of in-person workshops took place with the four organisations, led by OPHID who also provided ongoing support to the new adopters. By the end of the year PZAT, Zvandiri, ZNNP+ and My Age had rolled out the app to over 240 CHWs who were using it in their day-to-day work. This number is set to increase quickly.

Despite the end of the original project which funded *Boost*'s integration into OPHID's TASQC programme, thousands more health screenings were undertaken by OPHID COAs using *Boost*, with thousands of new referrals to services. By the end of 2024 *Boost* had supported over 98,100 health referrals.

The web version of *Boost* continued to be popular amongst self-motivated CHWs from across Africa, with over 135,200 new web users during the year. This brought the cumulative total of web users to over 310,000.

As part of the *Boost* scale strategy and Avert's wider transition strategy, work also began to replicate *Boost* for use in East Africa, working with LVCT Health in Kenya. Read more about *Himarika* on page 18–19.

> **Working with Avert to scale *Boost* has meant our partners can better support their community volunteers. This is a sound development and investment decision.**

Ella Nwaokolo, ViiV Healthcare Positive Action

> **Its use of visuals and simplified language makes it accessible to populations with lower literacy, often a barrier in previously used data collection tools.**

ZNNP+ Programme manager

EMPOWERING COMMUNITIES: A NEW CHAPTER FOR BOOST IN ZIMBABWE

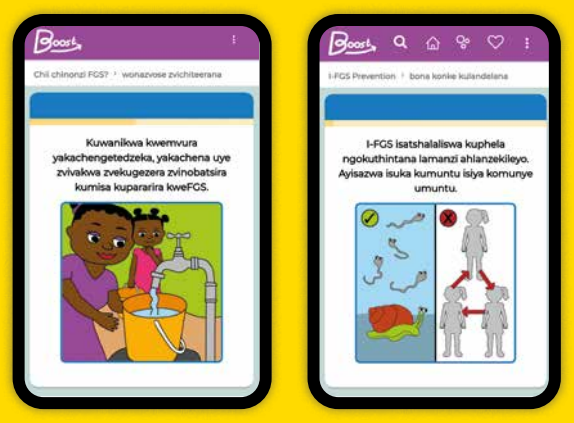
Avert had worked with OPHID on *Boost* in Zimbabwe since 2019 and this strong existing relationship, based on trust and partnership, allowed work on the transition of *Boost* ownership to OPHID to make a head start from early 2024.

OPHID had extensive understanding of *Boost* and experience rolling it out in their large-scale USAID programme, so discussions were quickly able to focus on longer-term scale strategies. Work was already underway to support four new organisations to adopt *Boost* in Zimbabwe providing a hands-on way to develop OPHID's confidence in this support role.

On the back of other programmes, face-to-face meetings were held in Zimbabwe, Germany and the UK in March, July and November, alongside a series of handover workshops and 1-1 sessions between Avert and OPHID staff held online. These covered everything from content development, scale strategies, technical infrastructure, and support to new adopters, with a range of support documentation developed and shared. By early 2025 OPHID had taken on full ownership and responsibility for *Boost*.

"What excites me most about *Boost*," says OPHID's deputy executive director Karen Webb, "is its dynamic nature – it will continue to evolve to meet Africa's changing needs, ensuring it remains relevant and impactful."

Staff from OPHID presented *Boost* abstracts at the 2024 International AIDS conference as well as showcasing the tool at PATA's regional summit in November 2024.



CASE STUDY: PZAT WILD4LIFE BOOST PILOT

The *Boost* app has been a game changer for one village health worker (VHW), who reached 99 people with health education in November. This was a remarkable increase from the previous 3 months, where she reached 41 people before the app was introduced.

The app enabled her to expand her reach and provide more health education sessions, with 11 sessions conducted in November compared to 6 in the previous months.

"The app has generated interest among young people, making it an effective tool for targeting and educating them on important topics such as PrEP, PEP, STIs, and VMMC," says PZAT's Wild4Life programme manager.

PZAT's Wild4Life VHWs using the app agree. "With the *Boost* app, I can now easily teach and interact with the youth, and they are impressed with the app's wealth of information," says one VHW.

Overall, the *Boost* app has been a valuable tool for VHWs and programme staff, as officers are able to track the work of VHWs, validate the data from the dashboard and use it for quality control purposes. PZAT is confident ongoing use and refinement of *Boost* will lead to greater impact in quality health education promotion, information dissemination, training and cross-learning among CHWs.



Himarika

The success of our *Boost* transition strategy has surpassed expectations with the opportunity to scale a rebranded version of the digital job aid in East Africa, through an additional takeover partnership with LVCT Health.

We had always hoped to scale *Boost* to an NGO in east Africa, but despite several attempts between 2021 and 2023, we had not found the right partner at the right time.

We had first met LVCT Health in 2022 through our joint membership of the Female Genital Schistosomiasis Integration Group. LVCT Health had expressed an early interest in *Boost* noting that it would be a great fit to their work, bringing cost efficiency, and providing evidence and learning. However, funding for translation and rebranding to fit the Kenyan context was essential to make this a reality.

With our transition strategy well underway, the opportunity to take this forward came in mid-2024 through funding from ViiV Positive Action who were also looking for a way to efficiently address a growing demand from their partners for digital tools to support community health worker (CHW) knowledge, trust and confidence in the community.

CO-CREATING A NEW BRAND

With funding in place, work began with LVCT Health to establish an independent version of *Boost*, adapted to the needs of Kenyan CHWs and the communities they served. This included rebranding *Boost* for East Africa, translating all 53 content modules into Swahili, and tailoring screening tools for the Kenyan context.

LVCT Health undertook a rebranding exercise including focus groups with CHWs and peer educators and *Himarika* was born. *Hima* means faster and *rika* means peer – perfectly encompassing their aspirations for the tool to equip frontline health workers with accessible and accurate information that can be rapidly shared within their peer networks. The finalized *Himarika* logo reflects East African values and community, fostering trust and recognition.

LVCT Health also managed the translation process, with multiple review and quality assurance stages to ensure translations were not just accurate but context sensitive and relevant. *Boost*'s screening tools were also translated and contextualised, with feedback from health experts, young people, and community health volunteers, to ensure they aligned with national guidelines for HIV, STI and mental health screening and referral.

With the brand and content of *Himarika* in place, work began in January 2025 to replicate and hand over the technical infrastructure, giving LVCT Health ownership of a fully independent brand to scale in Kenya and across East Africa.

53
MODULES
translated into Swahili

2-WAY
LEARNING EXCHANGE
for LVCT Health/OPHID

4
ADDITIONAL ORGANISATIONS
adopting Himarika in Kenya



Despite the challenging timeframe, which was much shorter than for the main *Boost* handover to OPHID, by learning from the process in Zimbabwe we were able to reduce timeframes and successfully complete transition.

SCALING AND LEARNING

Additional funding from ViiV Positive Action was secured in January 2025 to support LVCT Health to roll out *Himarika* to four Positive Action grantees in Kenya. Alongside the roll out to LVCT Health's own cadres of peer educators and village health workers, this meant *Himarika* was already starting to be used by hundreds of community health workers in Kenya by financial year end.

As well as Avert handing over its knowledge and experience of developing and scaling *Boost* over the past five years, LVCT Health and OPHID also maximised opportunities to learn from each other's experience with *Boost*/*Himarika*. Regular calls were set up between the organisations' programme and IT teams, and a learning exchange visit took place in March 2025.

> **"It's such a powerful tool in giving information to community health workers, peer educators, and any young person who has a role in health outcomes in Kenya.**
>
> Annrita Ikahu, LVCT Health

> ***Himarika* will help us continue to strengthen our leadership in health and digital health, especially by exploring tech-driven preventative approaches.**
>
> Robert Kimathi, LVCT Health

Sharing learning from our transition and closeout

Over the course of the last year we engaged with a wide range of organisations, conferences and networks to discuss our transition decision and share learning from the process.

The HIV and development sector more broadly is evolving rapidly with a fast-changing donor and policy landscape. This affects how and why nearly all non-profit organisations deliver their missions. In this context the learning from Avert's decision to transition its work to organisations based in East and Southern Africa and then close is both valuable and important to share with the wider sector.

Over the past year we have done this in several ways. A series of blogs charted the progress of our transition and were shared widely with the sector through Avert.info, social media channels and wider networks. The 2024 International AIDS Conference held in Munich in July also provided the opportunity to engage on the issue with the HIV sector.

This included co-facilitating a discussion group as part of a session convened by Funders Concerned About AIDS (FCAA). The workshop drew over 120 conference delegates to discuss how HIV philanthropy needs to be decolonized to work better for community-led organisations. The discussion highlighted that transition strategies need to be adequately resourced and planned out over enough time to ensure genuine success. This strongly reflected feedback we received in other forums.

We also hosted a 60-minute panel discussion session at the Global Digital Health Forum (GDHF) in early December, focused on our localisation learning. Featuring panellists from Avert and transition partners OPHID, LVCT Health and Kenya Comms Hub, this provided an opportunity to reach a wider audience engaged in global health. Avert staff also worked with the BOND network, contributing to a case study on Avert's experience that was featured in a wider BOND article exploring NGO responses to the localisation and decolonisation agenda published in April 2025.

In March 2025, Avert published its own more detailed report on the transition and closeout process and the learning generated. This was shared widely with networks and will remain available for the sector to download from Avert.info.



KEY TRANSITION LEARNINGS

1.

You are more like to succeed if you take the decision to transfer and close out while the work you plan to hand over is performing well and while the organisation is still in good financial health. When we made our decision we were in good financial health, and the brands themselves had benefited from good investment and were in a good place in terms of audience reach and engagement, growth and evidence of impact.

2.

You need at least 12–18 months to deliver a transition strategy, especially if you have to identify takeover organisations. After identifying and agreeing the transition approach, we had enough time to mentor the organisations to take over the running and ownership of the brands, setting them up for success.

3.

Engage your stakeholders and donors early and put all resources into making the transition a success. For Avert this resulted in significant buy-in to the strategy from an early stage from our donors and stakeholders which helped drive investment and support.

4.

Ensure your takeover partners share your values and there is a clear strategic benefit for them in taking over your work. This was critical to assess, along with ensuring that there was preexisting experience and capacity to continue to run the brands being handed over. This strategic alignment ensures that the brands will be integrated and receive the same funding priority as other work streams.

5.

Prioritise clear and honest internal and external communications. The importance of buy-in and support from the Avert staff team and Trustees for the transition should not be underestimated and was perhaps the most important factor in ensuring the transition's success. Clear and honest communications was key to secure and maintain this support. The staff team were central in mentoring the handover partners, sharing their passion and years of experience without restriction.

For more information on Avert's transition strategy and achievements see pages 8–11.

Celebrating success



On 22 November 2024, Avert and friends celebrated the organisation's contribution to the HIV response, and marked the handover of its work to three new organisations in Kenya and Zimbabwe.

The event was held in Avert's hometown, Brighton and Hove, UK, and brought together around 75 current and old staff, Trustees, donors, sector allies and peers, and suppliers. Most importantly, the event also welcomed staff from our three transition partners, OPHID, LVCT Health and Kenya Comms Hub, allowing them to meet many of Avert's strongest supporters who have been so instrumental to the success of the organisation's work over the years.

The evening was a fantastic celebration of all that Avert has achieved over the last four decades, and also marked how we have been able to responsibly transition our work to these remarkable new organisations who will ensure evidence-based, sex positive digital health communications continues as an essential part of the HIV response going forward.



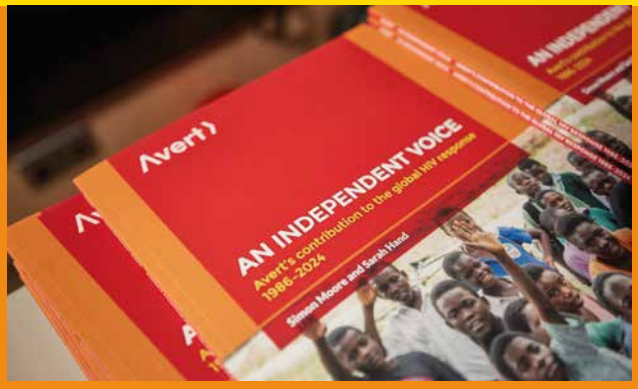








AN INDEPENDENT VOICE: AVERT'S CONTRIBUTION TO THE GLOBAL HIV RESPONSE 1986–2024



In November 2024, as we wrapped up the transition and started preparing to close the organisation, we published our legacy report, *An independent voice*, which summarises and celebrates Avert's work over its 38-year lifetime.

The report chronicles Avert's decades of impactful work in the global HIV response, showcasing the organisation's unwavering commitment to health literacy, inclusive education, and community support.

This report serves as both a testament to Avert's trailblazing role and an inspirational blueprint for future health initiatives.

> **"We always knew Avert had been punching above its weight over the decades, but working on this report and going through the archives really highlighted how Avert stuck to its mission and delivered valued and impactful work when it mattered most.**
>
> Sarah Hand and Simon Moore, Avert CEO and Director of Programmes



YOUNG AFRICA LIVE IN NUMBERS...

82% MORE LIKELY TO VISIT A HEALTH FACILITY FOR HELP

87% PLANNING TO TEST MORE REGULARLY FOR STIS

88% SAID CONTENT WAS USEFUL

Learning from Avert's wider programming

The past 12 months also saw Avert work to ensure the learning and evidence from our wider programme work could be used by others in future.

The *Young Africa Live* project in South Africa combined a non-judgmental WhatsApp chatbot for private discussions with open moderated peer discussions on social media – all integrated within the existing government-supported B-Wise sexual health brand. While our content and marketing work on the project ended in January 2024, we worked with programme lead Reach Digital Health to deliver an online symposium in May 2024 to share endline evaluation findings. The symposium highlighted:

- over 111,500 young people used the chatbot in nine months
- there were over 8.9 million engagements with social media content
- there were statistically significant improvements in SRH knowledge, body image and consent attitudes, and condom usage
- the evaluation found positive behavioural changes, including improved communication and comfort in discussing sensitive topics, as well as increased user intentions to take up healthcare facility visits and counselling.

Avert published a range of wider learnings from the project around content, social media and censorship. The full evaluation is also available on Avert.info.

In July, the 2024 International AIDS Conference in Munich provided another opportunity to share *Young Africa Live* learning with the sector through a poster presentation on the project which was well received. The conference also provided an opportunity to have face-to-face discussions with *Boost* implementing partners. The *Boost* partners' meeting was a great success, bringing together OPHID, LVCT Health and most of the new Positive Action grantees in Zimbabwe who have adopted *Boost*. At the session OPHID shared their learning from adopting *Boost*, new organisations shared their *Boost* scale up plans, and there was a chance to build connections and a regional *Boost* community.

Later in the year we presented an abstract at the International Health Literacy Association Conference in Rotterdam sharing learning from the behavioural analysis work that was carried out on the *Be in the KNOW* brand – comparing the aims of web and social media content with actual user actions. There was good engagement from a range of organisations all specifically focused on building health literacy.

Lastly, our life skills app for low literacy girls in Mozambique, *Yaya*, continued to be rolled out by VSO and Light for the World. To maximise the value of the unique content developed through the project, Avert worked to ensure that Rwandan-based social-purpose creative agency Ravel, who supported the original content development, could access and use the suite of content in future.



A well-managed closeout

Over the past year, Avert took proactive steps to ensure that the charity's closeout was well managed and reflective of our values and culture.

Honest, transparent and timely communication has been central to our approach to Avert's transition strategy and subsequent closure. Immediately after the decision was reached to move to a transition and closeout strategy in November 2023, staff were kept informed, consulted and listened to. This resulted in retention of 90% of staff throughout the transition and closeout period. Without this commitment it would have been very hard to make the strategy, including mentoring of partners, a success.

Stakeholder consultation was another key component. Most of our stakeholders, donors and partners alike were initially shocked to hear the decision we had reached. However, all understood the rationale and showed their support, noting that this was a demonstration of proactive decision-making that would protect Avert's legacy and show true leadership in the localisation movement.

As a result, four out of five of our current donors continued to provide vital funding in the final year to support the transition strategy. This included funding the transition process itself and providing funds to support the three transition partners to deliver Avert's core brands after the takeover was complete.

Avert's CEO and senior managers along with the Board of Trustees have been responsible for closing Avert in accordance with UK limited company law and charity commission regulations. Avert appreciated that this would be a lengthy and detailed process needing careful attention, and secured the necessary financial and human resources to ensure all steps were followed.

Avert stopped work as a charity delivering on its charitable objects in April 2025. The submission of this report along with our final set of accounts, allows us to apply to strike Avert off the Company's register, in accordance with our Dissolution clause within our Articles of Association. This sets in motion the final close out actions that are anticipated to conclude in November 2025.

Business development to support the transition strategy



As a result of timely refocusing of effort and effective communications, over $700,000 in funding was raised to support a successful transition.

Once the transition strategy and close out plans had been agreed, there was an immediate refocusing of all new business and fundraising work. This started with the key funders already supporting our work and extended to donors we had not previously worked with but knew were invested in the wider decolonization and localisation agendas.

In March 2024, going into financial year 2025, we already had a strong financial runway secured for our core work. This allowed for continued improvements and developments in the brands to ensure they would retain their strong performance and impact as we identified and mentored takeover partners and finalised handover throughout the year.



Vitol Foundation supports Avert's new strategic direction as a forward-looking response to changes in the sector. By being proactive they have ensured they can protect their legacy and pass on their knowledge and products. We are pleased to work alongside Avert to ensure the transition of its work to new local partners is a success.

Sarah Jeffery, Vitol Foundation

We engaged our existing donors in an initial round of new business development support for the transition strategy with great success. The Vitol Foundation, ViiV Healthcare and Gilead all provided financial support to the new strategy, ensuring the impact of their previous investments in our work were maximised for the long term through successful takeovers.

We acknowledge that this showed real trust and innovation from these long-standing donors. ViiV Healthcare Positive Action also came forward with additional funding that enabled an additional strand in the transfer strategy to become a reality – supporting our long hoped-for scale of *Boost* into East Africa (*see pages 18–19*).

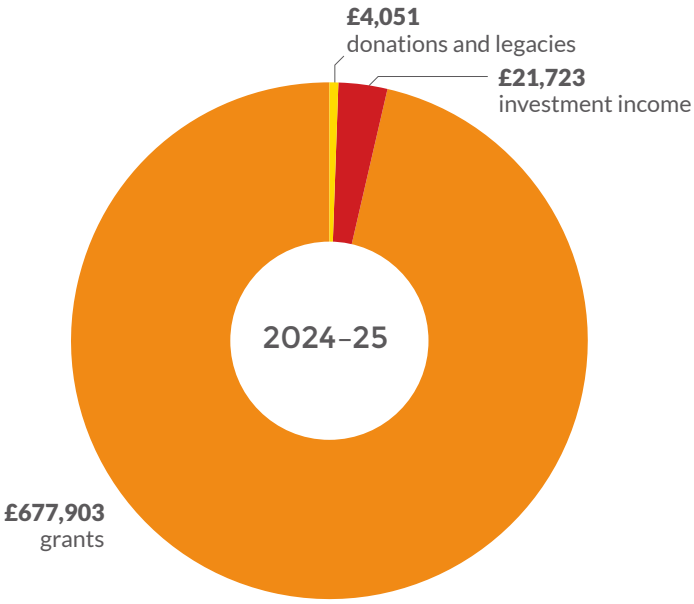
We had less success from donors we had no prior relationship with, which was disappointing but not unexpected. Nonetheless, this engagement did give us a good opportunity to share our transition strategy and talk openly about the complexity of knowing when to close, how to close with success, and how to be active participants in the localisation agenda.

In total, over $700,000 in funding was secured from our donors to support the transition strategy. This funding was used specifically to mentor and support the partners to prepare for a successful takeover as well as providing them with financial support for the following year (*see pages 49, 54*).



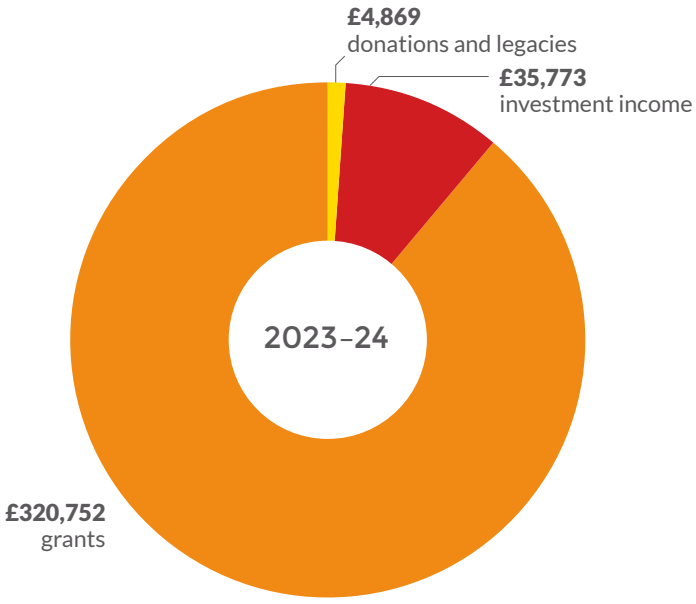
Financial summary

TOTAL INCOME FOR THE PERIOD



TOTAL INCOME: **£703,677**

TOTAL INCOME FOR THE YEAR

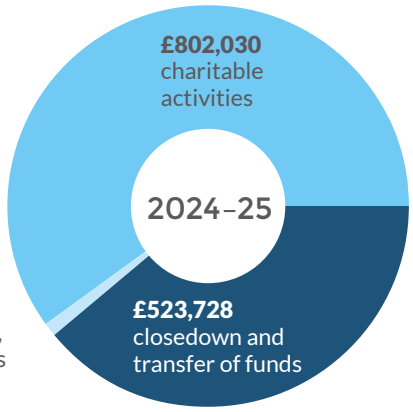


TOTAL NEW INCOME: **£361,394**

Avert would like to acknowledge and thank the following donors and other civil society organisations for their partnership and support in our strategy: Vitol Foundation, Mercury Phoenix Trust, Gilead Sciences, ViiV Healthcare, The Elton John AIDS Foundation, Risk Pool Fund and VSO, as well as the individual donors who continue to make invaluable contributions.



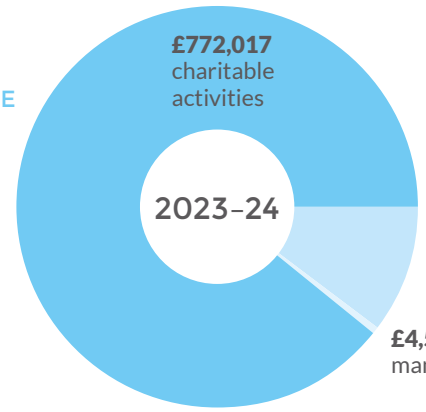
TOTAL EXPENDITURE FOR THE PERIOD



£13,980
seeking donations, grants and legacies

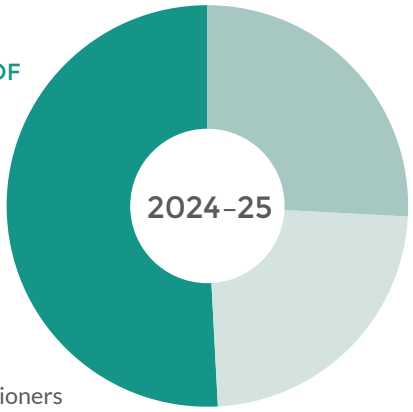
TOTAL EXPENDITURE: **£1,339,738**

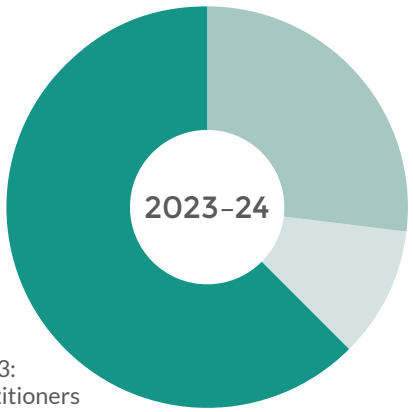
TOTAL EXPENDITURE FOR THE YEAR



TOTAL EXPENDITURE: **£864,748**

BREAKDOWN OF EXPENDITURE AGAINST OUR CHARITABLE ACTIVITIES







Organisational information

TRUSTEES

Professor Simon Forrest (*Chair*)
Anna Becker
Emily Hughes
Carole Leach-Lemens
Andrew Walker
Max Cuvellier Giacomelli
Carol Sherman

PRINCIPAL AND REGISTERED OFFICE

Platf9rm, Tower Point,
44 North Road
Brighton BN1 1YR
UK

Registered charity number 1074849
Registered company number 03716796

COMPANY SECRETARY

Professor Simon Forrest

BOARD SECRETARY

Jon Edgell

KEY MANAGEMENT PERSONNEL

Sarah Hand, *Chief Executive Officer (CEO)*
Simon Moore, *Director of Programmes & Digital Health Strategy*
Jon Edgell, *Director of Finance and Operations*

BANKERS

CAF Bank Ltd
25 Kings Hill Avenue, Kings Hill
West Malling, Kent ME19 4JQ

Barclays Bank Plc
Leicester LE87 2BB

INVESTMENT MANAGERS

J M Finn & Co
25 Copthall Ave, London EC2R 7AH

SOLICITORS

Irwin Mitchell
Belmont House, Station Way
Crawley, West Sussex RH10 1JA

AUDITOR

Blue Spire Limited, Chartered Accountants
Cawley Priory, South Pallant
Chichester PO19 1SY



With thanks to our partners

mwise health at your fingertips
CIDRZ for a healthy Zambia
COMMUNITY HEALTH IMPACT COALITION
Elizabeth Glaser Pediatric AIDS Foundation
Fighting for an AIDS-free generation
ELTON JOHN AIDS FOUNDATION
FCAA
[FIG]
#GENENDIT
GNP+ GLOBAL NETWORK OF PEOPLE LIVING WITH HIV
GILEAD Creating Possible
HCD EXCHANGE
Healthcare Information For All HIFA.org
KaiOS
KENYA COMMS HUB
lvct health healthy societies
My Age Zimbabwe
OPHID Organization for Public Health Interventions & Development
PZ PANGAEA ZIMBABWE
Trusted Information Creator Patient Information Forum
REACH Health made possible
Risk Pool Fund
SELF-CARE TRAILBLAZER GROUP
STOP AIDS.
THE MERCURY PHOENIX TRUST
the pleasure project
ViiV Healthcare
ViiV Healthcare POSITIVE ACTION
VitolFoundation
VSO
well made strategy
znnp+
zvandiri

Structure, governance and management

The organisation is a charitable company limited by guarantee, incorporated on 16th February 1999 and registered as a charity on 25th March 1999.

The company was formed under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. New Articles of Association were adopted on 21st October 2021.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 10 to the accounts.

We refer to Trustees throughout but for the purposes of the Companies Act the Trustees are also the Directors.

APPOINTMENT OF TRUSTEES

The charity has a single management body, the Board of Trustees, elected by its members. The charity continues to benefit greatly from a talented committed Board. New Trustees are recruited through social media, recruitment advertising or networking. In accordance with the charity's Articles of Association, the Board may by ordinary resolution appoint a person who is willing to act as a Director.

There were no resignations or changes to the Board in the period under review.

The Board of Trustees continue to meet quarterly with the CEO and other management staff to review finances, progress and performance, consider risk, strategy and going concerns. Trustee attendance at quarterly meetings has remained high at 95%.

An annual Trustees away day was not held this year, unlike previous years, given the Trustees' focus on delivering the agreed transition and close out strategy.

In line with the organisational Conflict of Interest policy, all Trustees are required to complete the Conflict of Interest, Related Party Transaction and Annual Declaration form for each year that they are in office.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

The pay and remuneration of the charity's key management personnel is established through job evaluation, sector benchmarking, availability of funding, recruitment advertising, individuals' skills, knowledge and experience, and relevant salary surveys comparison. The CEO, together with the Board, reviews budget availability for all appointments. The Chair of the Board reviews the remuneration of the CEO.

A 7% cost of living pay award was granted to all staff during the period following assessment of the charity's finances.

There were no changes to the key management personnel during the period under review.

ORGANISATION AND DECISION-MAKING

The CEO is responsible for the day-to-day operations, compliance and delivery of the charity's strategy and is accountable to the Board of Trustees. Working closely with the Senior Management Team, decisions are taken to ensure the successful delivery of the agreed annual work plans, budgets, fundraising priorities and activities. Income, spend and performance are reviewed on a quarterly basis and any corrective actions taken are shared with the Trustees to keep projects on track and spend within budget. During the course of the period, the CEO met regularly with all staff to ensure strong engagement in the delivery of the transition strategy.

OBJECTIVES

The objects of the charity are advancement of health worldwide in all areas specific to HIV and related conditions and to address the social determinants. The charity does this by providing activities that will include, but not limited to, improving knowledge, awareness, attitudes, practice and ability through informing, educating, motivating and influencing.

In pursuance of the objects, for the public benefit, the staff and Trustees have undertaken the activities outlined in the front section of this report and with regard to the Charity Commission's guidance on public benefit.

On closure of the charity at the end of the period remaining net assets were transferred to partner organisations with similar objects in accordance with the charity's Dissolution Clause (60) in the Articles of Association.

Fundraising and partnerships

During the financial period, Avert's fundraising and partnership efforts were fully aligned with our transition strategy. As agreed by the Board, we did not pursue new funding opportunities, instead focusing all resources on ensuring a successful transition.

Our long-standing partners – Vitol Foundation, ViiV Healthcare, Gilead, and Positive Action – strongly supported our bold new direction, stepping forward with significant and timely financial contributions. This funding extended Avert's financial runway by an additional six months beyond initial projections, providing the necessary headroom to facilitate a well-managed transition, support our takeover partners, and ensure an orderly closure of the organisation, with due attention to staff support and organisational commitments. Their combined funding for the year totalled £672,835.

In addition, we engaged new potential donors to seek support for the transition. While these efforts did not result in additional funding, the substantial backing from our existing partners enabled us to provide a financial cushion for our takeover partners. Specifically, we were able to pass on funding equivalent to one year's operational costs, giving them the stability needed to integrate the newly acquired programmes into their work and secure further funding.

We extend our sincere gratitude to our donors, partners, and expert advisors for their invaluable support throughout this critical period. Their commitment has played a key role in ensuring Avert's legacy lives on through our local partners.

Finance report

Recognising the increasing complexity of the fundraising environment, the localisation agenda, our desire to secure a future for our brands and our reducing reserves, a decision was taken towards the end of the previous financial year to move to a new ordered transition and close out strategy effective from January 2024. This has led to a final year of financial activity finishing the delivery of some projects carried over from the previous year and transitioning the work and remaining funds on other projects to new partners. With this activity ending in March 2025 a further month was allowed to finalise the administration and legalities around closure, resulting in a final accounting period of 13 months ending 30th April 2025.

This closure decision was received positively in the sector and in many cases supported financially by further funding donated on our existing restricted grants when these were pivoted towards the transition. Work continued as long as possible on direct delivery by Avert but where it was effective to transfer the work to a new partner before the end of the period this opportunity was taken with permission from the donors to transfer remaining funds too.

With direct expenditure and transfers all restricted funds were fully spent up resulting in a nil balance by period end. In addition, Avert shared further costs on some of the projects from general funds. During the final transition phase in Q4 the three partners taking on Avert's work received a total of £337,663 (£267,951 from restricted funds and £69,712 from general funds). A detailed breakdown of this amount is provided in Note 7.

In addition one partner was granted ownership of the charity's Be In The Know brand (including website and social channels) which had a depreciated value of £29,641 on transfer.

After all costs and liabilities had been settled a final disbursement of remaining net funds of £13,880 was transferred to StopAIDS, who will hold the funds in trust for Avert leaving a nil balance in general funds also, and an overall nil final account.

During the period the total income for the period was £703,677 (2024: £361,394). This included income to support the ongoing growth of our products in preparation for transfer to the new takeover partners as well as costs specifically associated with close out. Due to the wind down of fundraising the total cost of raising funds reduced to £13,980 (2024: £92,731). Restricted income is identified as such and managed in accordance with the donors' terms and conditions of grant. No compliance issues arose in the management and handling of restricted funds.

Total expenditure for the year was £1,339,738 (2024: £864,748) which is a 55% increase on last year (and a 4% increase in charitable activities expenditure excluding final transition partners transfers). This amount included closedown costs to support the handover and eventual closeout of £523,728 detailed in Note 6. 73% of the charitable expenditure was from restricted funds (2024: 69%).

The financial management for this final period focussed on careful projections and tracking of cash flow to ensure delivery of our commitments on both restricted and unrestricted funds, whilst leaving enough resources to transfer to the new custodians in order to maximise their ability to successfully take on our work and honour Avert's legacy.

The majority of Avert's staff were retained throughout the period before being made redundant as planned in December 2024 and March 2025 respectively.

Financial KPIs remained in place during the period and were reported on quarterly. They included tracking the percentage of cost share required on grants, and the extent of salary recovery from restricted funds.

Funds held by StopAIDS in trust will be used to pay any obligations that emerge in the post close out period and then once final close out has been achieved will be disbursed on prior instruction to the Avert takeover partners.

PRINCIPAL RISKS AND UNCERTAINTIES

Entering the charity's final year some existing longer-term risks became less significant. However a series of acute new risks were identified specific to the transition strategy and timely closure of the charity. These risks were reviewed by management and the Trustees on a fortnightly basis, and systems and procedures were put in place to successfully mitigate these risks.

These risks included: failure to secure viable takeover partners; staff leaving thereby restricting our ability to deliver the handover to the takeover partners; failure to secure funding for the partners to deliver the newly acquired projects; donors requesting returns of funding; instability in the Board; outstanding debtors or unforeseen creditors disrupting cash flow projections; and running out of General Funds (in particular cash flow) before meeting all financial, legal and statutory commitments and the new strategy was completed.

INVESTMENTS AND RESERVES

The charity maintains reserves and investment policies that are reviewed annually during budget setting. An endowment was gifted to the charity by its founding Directors at the time of the charity's formation in 1999. Over the years the endowment has been applied in support of the charitable objects and has allowed the charity to grow and transition towards being sustainable through donor funds.

In order to preserve the charity's funds for the transition strategy the Trustees took the decision to fully derisk the stock holdings and convert all investments held in the endowment into an interest earning cash account in November 2023. Proceeds from one delisted stock were not finally realised until February 2025, after which the fund was fully drawn down and closed.

The endowment fund therefore ended the period valued at £nil (2024: £564,756).

A restricted funds total of £182,305 represented by 7 outstanding grants was brought forward into the current period and, together with additional income, was entirely expended by period end. At 30th April 2025 the charity held unrestricted reserves of £nil (2024: in deficit of £111,000). Movements on each restricted fund are summarised in Note 17.

Remaining general funds on closure of the charity were used as part of the transition process in accordance with the charity's Articles of Association.

At 30th April 2025 the charity's total funds amounted to £nil (2024: £636,061).

LIABILITIES AND GRANT COMMITMENTS

Avert had a sub-agreement in place with OPHID, a not-for-profit organisation in Zimbabwe funded under ViiV Healthcare Positive Action which came to an end in November 2024 following the successful delivery and completion of the grant. We also had a sub-agreement in place with LVCT Health, a not-for-profit organisation in Kenya, also funded under Positive Action that also came to an end in November 2024.

Grants were disbursed to the three takeover organisations in line with the donor commitments received for this work. Partnership agreements were signed in all cases that clearly state the use of the funds for the sole purpose of the ongoing delivery and development of the newly acquired products from Avert.

Avert had an office rental agreement in place with co-working office provider Platf9rm. This was renewed in October 2024 for 3 months and expired in December 2024.

Statement of Trustee responsibilities

The Trustees (who are also Directors of Avert for the purposes of company law) are responsible for preparing the Trustees' Report 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 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 2019 (FRS 102);
- 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;
- 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 that disclose with reasonable accuracy at any time the financial position of the charitable company and 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 auditor is 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 auditor is aware of that information.

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

APPOINTMENT OF AUDITORS

The charity reappointed Blue Spire Limited as the charity's auditors for the period under review which is the final accounting period for Avert.

SMALL COMPANIES PROVISIONS

This report has been prepared in accordance with the small companies regime under the Companies Act 2006. Approved by the Trustees and signed on their behalf.



Professor Simon Forrest
Chairman

1 August 2025

Independent auditor's report to the members of Avert

OPINION

We have audited the financial statements of Avert (the 'charitable company') for the period ended 30 April 2025 which comprise Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 April 2025, and of its incoming resources and application of resources, including its income and expenditure, for the peiod then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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.

EMPHASIS OF MATTER – FINANCIAL STATEMENTS PREPARED ON A BASIS OTHER THAN GOING CONCERN

We draw attention to Note 20 to the financial statements which explains that the trustees have ceased activities and passed the remaining assets to three non-governmental organisations and therefore the going concern basis of accounting has not been adopted in preparing the financial statements. Accordingly, the financial statements have been prepared on a basis other than going concern as described in Note 20. Our opinion is not modified in respect of this matter.

OTHER INFORMATION

The other information comprises the information included in the trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. 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.

OPINIONS 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 trustees' report (incorporating the directors' report) for the financial peiod for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which 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 directors' 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' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

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 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.

AUDITOR'S 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 an auditor's report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the Charity and the industry in which it operates, we identified the principal laws and regulations that directly affect the financial statements to be the Charities Act, Employment Act and Trustee Act. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

In addition, the Charity is subject to many other laws and regulations where the consequences of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through the imposition of fines or litigation. As an investment, grant and donation funded charity providing advocacy and education directly or through the supporting of other entities there is a limitation to areas most likely to have such an effect. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence if any.

Audit procedures performed by the engagement team included:

- Enquiry of management, those charged with governance around actual and potential litigation and claims;
- Enquiry of entity staff to identify any instances of non-compliance with laws and regulations;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: **https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx**. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the 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 charitable company's members those matters we are required to state to them in an auditor's 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 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.



Geoffrey Frost *BSc (Hons) FCA (Senior Statutory Auditor)*
For and on behalf of Blue Spire Limited, Statutory Auditor

1 August 2025

Cawley Priory, South Pallant
Chichester, West Sussex PO19 7UY

STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £	Year Ended 31 March 2024 Total Funds £
INCOME AND ENDOWMENTS FROM:						
Donations and legacies	**1**	9,119	672,835	-	681,954	325,621
Investments	**2**	21,723	-	-	21,723	35,773
Total		30,842	672,835	-	703,677	361,394
EXPENDITURE ON:						
Raising funds - Investment management	**3**	-	-	-	-	4,513
Raising funds - Seeking funds	**3**	13,980	-	-	13,980	88,218
Charitable activities	**4**	214,841	587,189	-	802,030	772,017
Closedown costs and transfer of funds	**6**	255,777	267,951	-	523,728	-
Total		484,598	855,140	-	1,339,738	864,748
Net gains/(losses) on investment assets		-	-	-	-	(36,797)
Net Income/(expenditure)		(453,756)	(182,305)	-	(636,061)	(540,151)
Transfers between funds	**17**	564,756	-	(564,756)	-	-
Net movement in funds		111,000	(182,305)	(564,756)	(636,061)	(540,151)
RECONCILIATION OF FUNDS						
Total funds brought forward	**17**	(111,000)	182,305	564,756	636,061	1,176,212
Total funds carried forward	**17**	-	-	-	-	636,061

The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.
All of the above results are derived from continuing activities.

BALANCE SHEET AS AT 30 APRIL 2025

	Note	30 April 2025 £	£	31 March 2024 £	£
FIXED ASSETS					
Intangible assets	**11**	-		59,283	
Tangible assets	**12**	-		4,862	
Investments	**13**	-		-	
			-		64,145
CURRENT ASSETS					
Debtors	**14**	-		60,546	
Cash at hand and in bank		-		621,742	
Total current assets		-		682,288	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	**15**	-		110,372	
Net current assets/(liabilities)			-		571,916
Net assets/(liabilities)			-		636,061
THE FUNDS OF THE CHARITY					
Endowment funds	**17**				
Expendable endowment		-		564,756	
Fair value reserve		-		-	
			-		564,756
Restricted funds	**17**		-		182,305
Unrestricted funds					
Designated Funds		-		4,862	
General Funds		-		(115,862)	
Total unrestricted funds	**17**		-		(111,000)
Total charity funds			-		636,061

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The accompanying notes form part of these financial statements.

The financial statements were approved and authorised for issue by the trustees on 1 August 2025 and signed on their behalf by:



Professor Simon Forrest
Chairman

Avert
Registered Charity Number 1074849
Registered Company Number 03716796

STATEMENT OF CASH FLOWS

	Period Ended 30 April 2025		Year Ended 31 March 2024	
	£	£	£	£
Net cash flow from operating activities (see below)		(645,071)		(364,495)
Cash flow from investing activities				
Proceeds from sales of investments	-		880,298	
Receipts from sale of tangible fixed assets	1,606		-	
Investment income	21,723		35,773	
Net cash flow from investing activities		23,329		916,071
Net increase/(decrease) in cash and cash equivalents		(621,742)		551,576
Cash and cash equivalents brought forward		621,742		70,166
Cash and cash equivalents carried forward		-		621,742
Cash and cash equivalents consist of:				
Cash at bank and in hand		-		621,742
Cash and cash equivalents at period/year end		-		621,742

Reconciliation of net income to net cash flow from operating activities

	Period Ended 30 April 2025		Year Ended 31 March 2024	
	£	£	£	£
Net income for the period		(636,061)		(540,151)
Adjusted for:				
Investment income	(21,723)		(35,773)	
(Gains)/losses on investments	-		36,797	
Depreciation of tangible and impairment of intangible fixed assets	31,580		31,852	
Loss/(gain) on disposal of fixed assets	1,318		-	
Loss/(gain) on disposal of intangible assets assets	29,641		-	
Decrease/(increase) in debtors	60,546		96,821	
Increase/(decrease) in creditors	(110,372)		45,959	
		(9,010)		175,656
		(645,071)		(364,495)

Analysis of changes in net debt

	Period End 30 April 2025 Cash and cash equivalents	Year End 31 March 2024 Cash and cash equivalents
	£	£
Total net debt brought forward	621,742	70,166
Cash flows	(621,742)	551,576
Total net debt carried forward	-	621,742

ACCOUNTING POLICIES

General information, scope and basis of the financial statements
Avert is an incorporated charity, limited by guarantee, incorporated in England with the company number 03716796. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The address of the registered office is given in the charity information page of these financial statements. The nature of the charity's operations and principal activities are outlined in the trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are not prepared on a going concern basis with items modified to an appropriate fair value as necessary. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all periods presented unless otherwise stated.

Incoming resources
All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

For legacies, entitlement is the earlier of the charity being notified of an impending distribution or the legacy being received. At this point income is recognised. On occasion legacies will be notified to the charity however it is not possible to measure the amount expected to be distributed. On these occasions, the legacy is treated as a contingent asset and disclosed.

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Investment income is earned through holding assets for investment purposes such as shares and cash deposits. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the charity's right to receive payment is established.

Resources expended
All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- costs of raising funds; which includes the costs of organising events and investment management fees
- expenditure on charitable activities; which includes grants made to beneficiaries and costs incurred to support those activities

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

ACCOUNTING POLICIES

Support cost allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

The analysis of these costs is included in Note 5 and has been included on the following basis:

Promoting knowledge of those at risk	40%
Promoting knowledge of community educators	40%
Supporting practitioners	20%

Employee benefits

When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

Pension costs

The charity operates a defined contribution pension scheme. Contributions to the scheme are charged to the statement of financial activities on a payable basis.

VAT

The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SoFA.

Taxation

The charity is considered to pass the tests set out in sections 466 to 493 Corporation Tax Act 2010 (CTA 2010), as such no income tax is payable on the charity's activities.

Intangible assets

Identifiable development expenditure on the website is capitalised to the extent that the technical, commercial and financial feasibility can be demonstrated.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website	25% Straight line

Fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office equipment	25% straight line

Fixed asset investments

Investments are recognised initially at fair value which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in ‘net gains/(losses) on investments’ in the SoFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

Debtors and creditors receivable / payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

ACCOUNTING POLICIES

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value. In addition it includes cash at bank and in hand and cash balances within the investment portfolio available for investment transaction purposes.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Endowment funds represent those assets which were gifted to the charity to be held for income generation and applied in furtherance of the charity's objects. Income arising on the endowment funds can be used in accordance with the objects of the charity and is included as unrestricted income. Any capital gains or losses arising on the investments form part of the fund. Investment management charges and legal advice relating to the fund are charged against the fund.

Further details of each fund are disclosed in Notes 17 and 18.

NOTES TO THE FINANCIAL STATEMENTS

1. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £
Donations	4,051	-	-	4,051
Grants	5,068	672,835	-	677,903
	9,119	672,835	-	681,954

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Year Ended 31 March 2024 Total Funds £
Donations	4,869	-	-	4,869
Grants	-	320,752	-	320,752
	4,869	320,752	-	325,621

2. Investments

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £
Bank interest	3,160	-	-	3,160
Income from investment holdings	15,943	-	-	15,943
Other investment income	2,620	-	-	2,620
	21,723	-	-	21,723

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Year Ended 31 March 2024 Total Funds £
Bank interest	3,354	-	-	3,354
Income from investment holdings	32,419	-	-	32,419
	35,773	-	-	35,773

NOTES TO THE FINANCIAL STATEMENTS

3. Raising funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £
Investment management				
Investment management fees	-	-	-	-
	-	-	-	-
Cost of seeking donations, grants and legacies				
Staff costs	5,017	-	-	5,017
Other costs	8,963	-	-	8,963
	13,980	-	-	13,980
	13,980	-	-	13,980

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Year Ended 31 March 2024 Total Funds £
Investment management				
Investment management fees	-	-	4,513	4,513
	-	-	4,513	4,513
Cost of seeking donations, grants and legacies				
Staff costs	73,011	-	-	73,011
Other costs	15,207	-	-	15,207
	88,218	-	-	88,218
	88,218	-	4,513	92,731

NOTES TO THE FINANCIAL STATEMENTS

4. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £
Promoting knowledge of those at risk				
Staff costs	46,950	189,081	-	236,031
Other direct costs	44,226	94,354	-	138,580
Support and governance costs	32,402	-	-	32,402
	123,578	283,435	-	407,013
Promoting knowledge of community educators				
Grants (see note 7)	12,268	38,809	-	51,077
Staff costs	15,650	63,027	-	78,677
Other direct costs	14,742	31,452	-	46,194
Support and governance costs	32,402	-	-	32,402
	75,062	133,288	-	208,350
Supporting practitioners				
Staff costs	-	63,897	-	63,897
Other direct costs	-	106,569	-	106,569
Support and governance costs	16,201	-	-	16,201
	16,201	170,466	-	186,667
	214,841	587,189	-	802,030

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Year Ended 31 March 2024 Total Funds £
Promoting knowledge of those at risk				
Staff costs	19,899	243,895	-	263,794
Other direct costs	90,615	82,389	-	173,004
Support and governance costs	35,708	11,388	-	47,096
	146,222	337,672	-	483,894
Promoting knowledge of community educators				
Grants (see note 7)	-	14,563	-	14,563
Staff costs	6,633	81,298	-	87,931
Other direct costs	30,205	27,462	-	57,667
Support and governance costs	35,708	11,388	-	47,096
	72,546	134,711	-	207,257
Supporting practitioners				
Staff costs	-	36,701	-	36,701
Other direct costs	-	20,617	-	20,617
Support and governance costs	17,854	5,694	-	23,548
	17,854	63,012	-	80,866
	236,622	535,395	-	772,017

NOTES TO THE FINANCIAL STATEMENTS

5. Support and governance costs

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £
Staff costs	36,968	-	-	36,968
Premises	16,363	-	-	16,363
Recruitment and training	132	-	-	132
Travel, conferences and events	704	-	-	704
Security including Legal and HR	1,047	-	-	1,047
Printing, postage and stationery	2,164	-	-	2,164
Telephone	475	-	-	475
Computer costs and equipment hire	3,104	-	-	3,104
General office and office moving expenses	3,272	-	-	3,272
Insurance	3,056	-	-	3,056
Subscriptions	4,939	-	-	4,939
Depreciation	1,939	-	-	1,939
Governance:				
Audit and Accountancy fees	5,760	-	-	5,760
Trustee training and expenses	328	-	-	328
Strategic Development	754	-	-	754
	81,005	-	-	81,005
Overhead allocation to Restricted Funds	-	-	-	-
	81,005	-	-	81,005
Allocation of support costs				
Promoting knowledge of those at risk	32,402	-	-	32,402
Promoting knowledge of community educators	32,402	-	-	32,402
Supporting practitioners	16,201	-	-	16,201
	81,005	-	-	81,005

NOTES TO THE FINANCIAL STATEMENTS

5. Support and governance costs (continued)

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Year Ended 31 March 2024 Total Funds £
Staff costs	52,489	-	-	52,489
Premises	31,571	-	-	31,571
Recruitment and training	60	-	-	60
Travel, conference and events	835	-	-	835
Security including Legal and HR	2,547	-	-	2,547
Printing, postage and stationery	5,563	-	-	5,563
Telephone	608	-	-	608
Computer costs and equipment hire	2,812	-	-	2,812
General office and office moving expenses	1,673	-	-	1,673
Insurance	1,974	-	-	1,974
Subscriptions	3,851	-	-	3,851
Depreciation	2,211	-	-	2,211
Governance:				
Audit and Accountancy fees	5,970	-	-	5,970
Trustee training and expenses	-	-	-	-
Strategic Development	5,576	-	-	5,576
	117,740	-	-	117,740
Overhead allocation to restricted funds	(28,470)	28,470	-	-
	89,270	28,470	-	117,740
Allocation of support costs				
Promoting knowledge of those at risk	35,708	11,388	-	47,096
Promoting knowledge of community educators	35,708	11,388	-	47,096
Supporting practitioners	17,854	5,694	-	23,548
	89,270	28,470	-	117,740

6. Closedown costs and transfer of funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £
Legal and professional fees	3,000	-	-	3,000
Redundancy and termination costs	120,877	-	-	120,877
Closure Event	18,667	-	-	18,667
Transfer of funds and assets to partners (see note 7)	113,233	267,951	-	381,184
	255,777	267,951	-	523,728

NOTES TO THE FINANCIAL STATEMENTS

7. Analysis of grants Country of use England and Wales unless noted

		Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £	Year Ended 31 March 2024 Restricted Funds £
Grants to institutions						
OPHID	Zimbabwe	-	38,809	-	38,809	14,563
Grants to partners on closure						
OPHID	Zimbabwe					
Transfer of Vitol funding		-	76,699	-	76,699	-
Transfer of general funds		32,051	-	-	32,051	-
		32,051	76,699	-	108,750	-
Well Made Strategy	Kenya					
Transfer of Vitol funding		-	77,382	-	77,382	-
Transfer of Gilead funding		-	73,849	-	73,849	-
Transfer of Be In The Know website		29,641	-	-	29,641	-
Transfer of general funds		37,661	-	-	37,661	-
		67,302	151,231	-	218,533	-
LVCT Health	Kenya					
Transfer of Vitol funding		-	40,021	-	40,021	-
		-	40,021	-	40,021	-
StopAIDS						
Transfer of general funding		13,880	-	-	13,880	-
		13,880	-	-	13,880	-
Total grants to partners on closure		113,233	267,951	-	381,184	-

8. Auditors' remuneration

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Period Ended 30 April 2025 Total Funds £
Auditors' remuneration - audit fee	5,760	-	-	5,760
Auditors' remuneration - other accountancy services	3,000	-	-	3,000

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Year Ended 31 March 2024 Total Funds £
Auditors' remuneration - audit	5,370	-	-	5,370
Auditors' remuneration - other accountancy services	600	-	-	600

NOTES TO THE FINANCIAL STATEMENTS

9. Wages and salary cost

	Period Ended 30 April 2025 Total Funds £	Year Ended 31 March 2024 Total Funds £
Gross wages	346,626	426,305
Employer's national insurance costs (inclusive of employer national insurance allowance)	33,577	41,499
Employer's pension contributions	32,587	35,357
Hosted staff funded of overseas charity	(25,520)	(36,103)
Former employees contracted on self employed basis	19,800	-
Termination payments*	120,877	8,578
Subcontract staff overseas	20,311	43,150
	548,258	518,786

* Termination payments were made to staff in the form of redundancy. These amounts are complete with no further amounts to be paid in respect of these agreed settlements.

The number of employees who received employee benefits (excluding employer contributions) of more than £60,000 is as follows:

	2025 No.	2024 No.
£60,000 - £70,000	1	2
£70,000 - £80,000	1	-
	2	2
The average number of employees was:		
Administration of charitable activities	7	11
	7	11

Pension scheme

The charity operates a defined contribution pension scheme for its employees. The total payable for the period under review was £27,595 (2024: £35,357). No amounts were outstanding at the end of the financial period (2024: £4,393).

10. Related party transactions

None of the trustees received any remuneration during the period under review nor the comparative year. £328 (2024: £nil) was reimbursed to or paid on behalf of the trustees.

No donations were received from the charity's trustees in the period under review nor in the comparative year.

During the period under review the charity reimbursed or paid expenses on behalf of the three (2024: three) key management personnel incurred in the performance of their duties totalling £4,082 (2024: £2,175).

During the period the charity had three (2024: three) key management personnel comprising the CEO, Director of Communications and Digital Health Strategy, and Director of Finance and Operations. The total employee benefits, inclusive of employer's national insurance, pension contributions and termination payments, received by those key management personnel amounted to £309,278 (2024: £210,402).

In addition some key management personnel remained with the charity on a self employed basis to manage the closure process and received amounts totalling £19,800.

NOTES TO THE FINANCIAL STATEMENTS

11. Intangible fixed assets

	Website £	Total £
Cost		
At 1 April 2024	118,565	118,565
Additions	-	-
Disposals	(118,565)	(118,565)
At 30 April 2025	-	-
Amortisation		
At 1 April 2024	59,282	59,282
Charge for the period	29,641	29,641
On disposals	(88,923)	(88,923)
At 30 April 2025	-	-
Net book value at 30 April 2025	-	-
Net book value at 31 March 2024	59,283	59,283

12. Tangible fixed assets

	Office equipment £	Total £
Cost		
At 1 April 2024	14,642	14,642
Additions	-	-
Disposals	(14,642)	(14,642)
At 30 April 2025	-	-
Depreciation		
Accumulated at 1 April 2024	9,780	9,780
Charge for the period	1,939	1,939
On disposals	(11,719)	(11,719)
At 30 April 2025	-	-
Net book value at 30 April 2025	-	-
Net book value at 31 March 2024	4,862	4,862

NOTES TO THE FINANCIAL STATEMENTS

13. Fixed assets investments

	Listed investments £	Cash £	30 April 2025 Total Funds £	31 March 2024 Total Funds £
Reconciliation of movement on investments				
Carrying (market) value brought forward	-	-	-	930,840
Additions at cost	-	-	-	-
Disposals at carrying value	-	-	-	(917,095)
Gain/(Loss) on revaluation	-	-	-	-
Net increase/(decrease) in cash	-	-	-	(13,745)
Carrying (market) value carried forward	-	-	-	-
Gains/(losses) on investments				
Unrealised (from above)	-	-	-	-
Realised on disposal of fixed asset investments	-	-	-	(36,797)
	-	-	-	(36,797)
The investments above are analysed as follows:				
Listed investments	-	-	-	-
Cash or cash equivalents	-	-	-	-
	-	-	-	-

14. Debtors

	30 April 2025 Total Funds £	31 March 2024 Total Funds £
Other debtors	-	864
Prepayments	-	5,031
Accrued income receivable within one year	-	54,651
	-	60,546

Accrued income in the prior year consists of £50,271 of grant income receivable, £187 of gift aid recoverable and £4,193 of interest receivable.

NOTES TO THE FINANCIAL STATEMENTS

15. Creditors: amounts falling due within one year

	30 April 2025 Total Funds £	31 March 2024 Total Funds £
Trade creditors	-	7,314
Accruals	-	21,022
Deferred income (see below)	-	66,908
Other creditors	-	4,393
Taxation and social security	-	10,735
	-	110,372

Deferred income

	Brought forward £	Released in year £	Deferred in year £	Carried forward £
ViiV - Positive Action	66,908	(66,908)	-	-
	66,908	(66,908)	-	-

16. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	30 April 2025 Total Funds £	31 March 2024 Total Funds £
Intangible fixed assets	-	-	-	-	59,283
Tangible fixed assets	-	-	-	-	4,862
Fixed asset investments	-	-	-	-	-
Current assets	-	-	-	-	682,288
Current liabilities	-	-	-	-	(110,372)
	-	-	-	-	636,061

NOTES TO THE FINANCIAL STATEMENTS

17. Analysis of net movement in funds

	Period ended 30 April 2025					
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	564,756	-	-	-	(564,756)	-
Fair value reserve	-	-	-	-	-	-
Total endowment funds	564,756	-	-	-	(564,756)	-
Restricted funds						
Vitol Foundation - Youth Boost	-	-	-	-	-	-
Vitol Foundation - Youth Boost	13,996	355,793	(369,789)	-	-	-
ViiV Healthcare - Technical support	48,881	-	(48,881)	-	-	-
ViiV - Prevention	-	-	-	-	-	-
ViiV - Strategic Fund	6,151	66,908	(73,059)	-	-	-
ViiV - Positive Action	(9,708)	66,295	(56,587)	-	-	-
ViiV Positive Action Phase 2 Zimbabwe	-	59,924	(59,924)	-	-	-
ViiV Positive Action Phase 3	-	50,066	(50,066)	-	-	-
Gilead Sciences Inc - Practitioners	64,200	-	(64,200)	-	-	-
Gilead Sciences Inc - Zeroing in	-	-	-	-	-	-
Gilead Sciences Inc - Monkeypox	-	-	-	-	-	-
Gilead Sciences Inc - Testing and Learning	42,256	-	(42,256)	-	-	-
Gilead Sciences Inc BITK Scale	-	73,849	(73,849)	-	-	-
Mercury Phoenix Trust - What People Want	16,529	-	(16,529)	-	-	-
Risk Pool Fund - Youth Boost	-	-	-	-	-	-
VSO/Eagle - Sena and Chiute	-	-	-	-	-	-
Reach *(previously Praekelt)* (EJAF) -	-	-	-	-	-	-
Total restricted funds	182,305	672,835	(855,140)	-	-	-
Unrestricted funds						
Designated funds						
Fixed asset reserve	4,862	-	(1,939)	-	(2,923)	-
	4,862	-	(1,939)	-	(2,923)	-
General Fund	(115,862)	30,842	(482,659)	-	567,679	-
Total unrestricted funds	(111,000)	30,842	(484,598)	-	564,756	-
Total funds	636,061	703,677	(1,339,738)	-	-	-

Breakdown of expenditure	Charity expenditure £	Closure costs £	Total £
Endowment funds	-	-	-
Restricted funds			
Vitol Foundation - Youth Boost	(175,687)	(194,102)	(369,789)
Gilead	-	(73,849)	(73,849)
Other restricted funds	(411,502)	-	(411,502)
	(587,189)	(267,951)	(855,140)
Unrestricted funds	(228,821)	(255,777)	(484,598)
Total resources expended	(816,010)	(523,728)	(1,339,738)

NOTES TO THE FINANCIAL STATEMENTS

17. Analysis of net movement in funds (continued)

	Year ended 31 March 2024					
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	673,127	-	(4,513)	220,917	(324,775)	564,756
Fair value reserve	257,714	-	-	(257,714)	-	-
Total endowment funds	930,841	-	(4,513)	(36,797)	(324,775)	564,756
Restricted funds						
Vitol Foundation - Youth Boost	57,471	-	(57,471)	-	-	-
Vitol Foundation - Youth Boost	-	37,012	(23,016)	-	-	13,996
ViiV Healthcare - Technical support to Umunthu project	-	79,913	(31,032)	-	-	48,881
ViiV - Prevention	47,225	-	(47,225)	-	-	-
ViiV - Strategic Fund	-	13,382	(7,231)	-	-	6,151
ViiV - Positive Action	-	13,259	(22,967)	-	-	(9,708)
Gilead Sciences Inc - Support for practitioners	-	78,419	(14,219)	-	-	64,200
Gilead Sciences Inc - Zeroing in	92,848	-	(92,848)	-	-	-
Gilead Sciences Inc - Monkeypox	41,379	-	(41,379)	-	-	-
Gilead Sciences Inc - Testing and Learning	-	99,844	(57,588)	-	-	42,256
Mercury Phoenix Trust - Be in the Know	-	24,663	(8,134)	-	-	16,529
Risk Pool Fund - Youth Boost	26,878	-	(26,878)	-	-	-
VSO/Eagle - Sena and Chiute	14,694	(24,313)	9,619	-	-	-
Reach *(previously Praekelt)* (EJAF) -	116,453	(1,427)	(115,026)	-	-	-
Total endowment funds	396,948	320,752	(535,395)	-	-	182,305
Unrestricted funds						
Designated funds						
Fixed asset reserve	7,072	-	(2,211)	-	-	4,861
	7,072	-	(2,211)	-	-	4,861
General Fund	(158,649)	40,642	(322,629)	-	324,775	(115,861)
Total unrestricted funds	(151,577)	40,642	(324,840)	-	324,775	(111,000)
Total funds	1,176,212	361,394	(864,748)	(36,797)	-	636,061

NOTES TO THE FINANCIAL STATEMENTS

18. Description of funds

Expendable endowment	Expendable endowment funds comprise an expendable endowment donated to the charity in 1989.
Fair value reserve	Representing the variance between cost and fair value of the charity's investment assets.
Vitol Foundation - Youth Boost	Funds received for the Youth Boost project and Boost evaluation.
ViiV Healthcare - Technical support	Funds received from ViiV Healthcare's Positive Action for Children Fund to support Umunthu's Prevention of Mother-to-Child Transmission project.
ViiV Prevention	Funds received to support knowledge and awareness of HIV prevention options.
ViiV Strategic Fund	Funds received to support BITK development and transition.
ViiV Positive Action	Funds received to support scaling of Boost in Zimbabwe and Kenya.
Gilead Sciences Inc - Practitioners	Funds received to support provision of COVID-19 information.
Gilead Sciences Inc - Zeroing in	Funds received to support communications work with young adults and community health workers.
Gilead Sciences Inc - Monkeypox	Funds received to support knowledge and action for populations who need to know.
Gilead Sciences Inc - Testing and Learning	Funds received to support behavioural analysis, testing, evaluation and improvement of BITK.
Gilead Sciences In - BITK Scale	Funds received to support scale up of BITK brand.
VSO/Eagle - Sena and Chiute	Funds received to support the empowerment of Sena and Chiute speaking adolescent girls to learn and earn.
Reach (*previously Praekelt*) (EJAF) - Young Africa Live	Funds received via the Elton John AIDS Foundation in partnership with Reach (*previously Praekelt*) to build an integrated digital health information platform for young people.
Mercury Phoenix Trust - Young Voices	Funds received from Mercury Phoenix Trust to support the charity's Promoting knowledge and education projects.
Mercury Phoenix Trust - PrEP	Funds received from Mercury Phoenix Trust to create a social media campaign promoting awareness, interest, support and demand for PrEP among young people in Southern Africa.
Risk Pool Fund - Be in the Know (Zambia)	Funds received from the Risk Pool Fund in collaboration with The Vitol Foundation to evaluate sexual health communications during the coronavirus epidemic in Zambia.
Fixed asset reserve	Designated funds representing the net book value of fixed assets.
General funds	Funds available for use at the discretion of the trustees.

NOTES TO THE FINANCIAL STATEMENTS

19. Transfers between funds

From	To	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds £
Transfer 1						
Expendable endowment	General fund	564,756	-	-	(564,756)	-
		564,756	-	-	(564,756)	-
Transfer from expendable endowment funds to general fund to support the expenditure of the charity.						
Transfer 2						
General fund	Fixed Assets	2,923	(2,923)	-	-	-
		2,923	(2,923)	-	-	-
Transfer from general funds to fixed assets designated fund representing the additions to and disposal of fixed assets.						
Transfer 3						
Gilead Sciences 1	General fund	-	-	-	-	-
		-	-	-	-	-
Transfer from general funds in respect of IT infrastructure expenditure funded by restricted fund.						
		567,679	(2,923)	-	(564,756)	-

20. Cessaton of activities

Avert ceased activities at 30th April 2025 and this report is Avert's final set of accounts. At the end of the period the charity's remaining funds and assets were transferred to three NGOs in East and Southern Africa, who we have been working with and have similar objects aligning with our values and mission. A small final balance remains in trust with another UK AIDS charity and will be transferred to the new partners once the formalities of company and charity deregistration are completed.

NOTES TO THE FINANCIAL STATEMENTS

21. Financial instruments

The carrying amounts of the charity's financial instruments are as follows:

	2025 Total Funds £	2024 Total Funds £
Financial assets		
Measured at fair value through net income/(expenditure):		
Fixed asset investments*	-	-
**Fair value is taken as the average of the bid and offer price for each security*	-	-

	2025 Total Funds £	2024 Total Funds £
Financial assets		
Measured at amortised cost:		
Trade debtors	-	-
	-	-
Financial liabilities		
Measured at amortised cost:		
Trade creditors	-	7,314
	-	7,314

The income, expense, net gains and net losses attributable to the charity's financial instruments are summarised as follows:

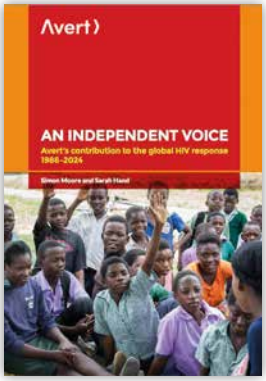
	2025 Total Funds £	2024 Total Funds £
Income and expense		
Financial assets measured at fair value through net income/(expenditure)		
Investment income	15,943	32,419
Investment management fees	-	(4,513)
	15,943	27,906
Net gains and losses (including changes In fair value)		
Financial assets measured at fair value through net income/(expenditure)		
Unrealised gains/(losses) on investments	-	-
Realised gains/(losses) on investments	-	(36,797)
	-	(36,797)

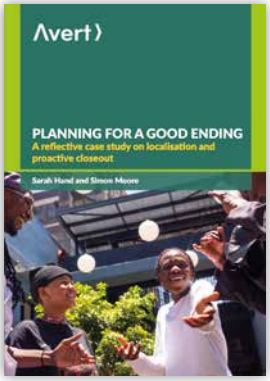
Fixed asset investments are held at fair value with valuations obtained using closing mid-market price.

NOTES TO THE FINANCIAL STATEMENTS

22. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Year End 31 March 2024 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	**1**	4,869	320,752	-	325,621
Investments	**2**	35,773	-	-	35,773
Total		40,642	320,752	-	361,394
EXPENDITURE ON:					
Raising funds - Investment management	**3**	-	-	4,513	4,513
Raising funds - Seeking funds	**3**	88,218	-	-	88,218
Charitable activities	**4**	236,622	535,395	-	772,017
Total		324,840	535,395	4,513	864,748
Net gains/(losses) on investment assets		-	-	(36,797)	(36,797)
Net Income/(expenditure)		(284,198)	(214,643)	(41,310)	(540,151)
Transfers between funds	**17**	324,775	-	(324,775)	-
Net movement in funds		40,577	(214,643)	(366,085)	(540,151)
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	**17**	(151,577)	396,948	930,841	1,176,212
Total funds carried forward	**17**	(111,000)	182,305	564,756	636,061





AN INDEPENDENT VOICE

Avert's contribution to the global HIV response 1986–2024

Our legacy report documents and celebrates Avert's impressive range of work over its 38-year lifetime.

PLANNING FOR A GOOD ENDING

A reflective case study on localisation and proactive closeout

Our transition report reflects on the lessons we learned throughout our transition and localisation journey, offering insights to other nonprofits in the future.

Both reports are available to download from **www.avert.info**

Avert HIV
Empowering people through knowledge

www.avert.info

General email: info@avert.org

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Registered UK company no. 03716796

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England & Wales - Charity number 1074849

Accounts

Avert HIV

Empowering people through knowledge



ANNUAL REPORT
2023-24

From knowledge to action

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When I got there [on the Chatbot], I saw that I could ask whatever question I wanted or had. I could ask it, especially the questions I could not ask the people around me. I feared judgment so much, but on this platform, I can also ask about those topics I would be shy about. I learnt a lot.

Female chatbot user, *Young Africa Live*, South Africa

Working with the *Boost* application has helped us a lot because it gives me confidence in assisting my clients on a daily basis. For example, if I come across a challenging question, I will reply to the application so that it guides me.

Nyasha Kadirire, OPHID Community Outreach Agent using *Boost*, Zimbabwe

2023–24 Progress at a glance



It's really taught me things I didn't really know about sex. I love it, thank you. I AM IN THE KNOW!!!

Be in the KNOW web user, Zambia



FROM KNOWLEDGE TO ACTION

Over
23
MILLION PEOPLE
in sub-Saharan Africa empowered through knowledge across all projects

Nearly
13
MILLION ENGAGEMENTS
with Avert content across our project portfolio

Nearly
154
THOUSAND
community health workers' and peer educators' knowledge and confidence increased in sub-Saharan Africa

Information resources for primary HIV and sexual health practitioners viewed over
163
THOUSAND TIMES

HOW OUR REACH IN SUB-SAHARAN AFRICA HAS GROWN OVER THE STRATEGY PERIOD

2021-22	2022-23	2023-24
7.8 MILLION	13 MILLION	23 MILLION



Message from the Chair and CEO

This annual report marks the final year of our *From Knowledge to Action* strategic framework that has guided our work over the last four years. It's been an incredible period in Avert's 38-year history and we're proud of our efforts and contributions to close the HIV and sexual health knowledge gap.



Sarah Hand
Chief Executive Officer



Professor Simon Forrest
Chair of the Board of Trustees

Health knowledge and health literacy really do matter. There is clear evidence that increasing health literacy improves individuals' knowledge, confidence and ability to self-care, as well as increasing engagement with and uptake of available health services, improving overall health outcomes. However, despite HIV being around for more than 40 years there are many who still lack access to essential information. Targeted HIV information that resonates, builds personal agency, self-efficacy, and the ability to self-care and make informed decisions, continues to be undervalued and face underinvestment. This is a failure that continues to impact and undermine the wider HIV response.

During the last four years Avert has reached millions of people with engaging, action-oriented content on HIV and sexual health. We have helped people become more informed and confident about their health choices, as well as feel listened to and not alone. Every day we receive feedback from people who have engaged with our content and who feel driven to share how much it has impacted and helped them.



> **Sexual health and HIV awareness are crucial topics that need accurate and accessible information. Your post serves as a valuable resource for getting the facts straight and promoting awareness. It's essential to break the stigma surrounding these issues and encourage open conversations to foster a safer and healthier society. Keep providing valuable content that helps educate and empower individuals. Kudos to your efforts!**
>
> LinkedIn user

Progress is being made in the global HIV response, but it is fragile in many countries and several critical global indicators are off track. In 2022 we saw the biggest drop in new HIV infections since the late 1980s but with 1.2 million new infections still occurring that year, we are a long way short of the 2025 target of fewer that 370,000 new infections annually.* A sobering fact remains that every week 4,000 adolescent girls in sub-Saharan Africa are still acquiring HIV. Health literacy matters and is a human right for everyone, including these young girls. We can no longer afford to ignore the role health literacy plays as the foundation for a stronger, more effective HIV response.

Over the last year we have continued to invest in and strengthen our two high impact products *Boost* and *Be in the KNOW*, as well as using our expertise to support new digital communications innovations by partner organisations in South Africa and Mozambique focused on young people. Our focus throughout this strategic period has been on reaching three connected audiences critical to bringing about lasting change in the HIV response. These are individual health seekers, community health workers (CHWs), and the front-line primary practitioners providing care in communities.

Across *Boost* and *Be in the KNOW* we are providing health information and resources that can be used to inform, build confidence, counter misinformation and break down stigma. Over the last year alone we have reached over 13 million people in sub-Saharan Africa. In partnership with national NGO OPHID in Zimbabwe, *Boost* has been rolled out to 464 CHWs who are using it to support their daily client interactions, ensuring accurate information on a range of health issues is shared with confidence. Four more organisations and hundreds more CHWs are now in the process of adopting *Boost*.

Avert remains committed to using the power of digital to advance sexual health literacy and empowering marginalized communities to make informed choices about their sexual health and wellbeing. It is essential there are sustainable, high quality sexual health information providers, particularly African-led, that can support a pleasure-focused, behaviour change-led approach to improving sexual health literacy, and supporting improved health outcomes. As a small but highly effective organisation, we are extremely proud of the contribution we have made to these goals and of our plans in the year ahead to ensure the sustainability of our work in the hands of locally led African organisations (*see pages 26–27 for more detail of our new strategy*).

None of our work would be possible without the commitment and passion of our dedicated staff team, Board of Trustees, donors and partners. We are specifically grateful to PATA (Paediatric – Adolescent Treatment Africa) and OPHID (Organisation for Public Health Interventions and Development) Zimbabwe for their partnership that has allowed us to host Avert staff recruited from South Africa and Zimbabwe.

* The path that ends AIDS, UNAIDS, 2023.



Vision, mission and values

WHO WE ARE

Avert uses digital communications to build health literacy on HIV and sexual health. With over 30 years' experience, we are a trusted provider of accessible, accurate and actionable content and resources that support informed choices. Our work supports global efforts to end AIDS and achieve the Sustainable Development Goal for health. Every year, we engage with millions of individuals, community health workers and primary health practitioners living in areas of greatest need. We use our understanding of HIV and sexual health, our expertise in digital marketing, communications and behaviour change, and our network of partnerships to increase their knowledge, skills and confidence, and their ability to act.

OUR VISION

A world with no new HIV infections, where people make empowered sexual health choices, and where those living with HIV do so with dignity, good health and equality.

OUR MISSION

To increase health literacy on HIV and sexual health, among those most affected in areas of greatest need, in order to reduce new infections and improve health and well being.

OUR VALUES

We believe in every person's right to health and to the information that enables them to make informed choices around sexual health. The following values inform our work:



- **EVIDENCE-BASED.** We are committed to providing reliable, accurate, and high-quality information on HIV and sexual health. We use the latest evidence to inform our content and programmatic priorities.
- **RESPONSIVE.** We adapt our approach to respond to changing trends in the HIV epidemic and in how our target audiences access and consume information.
- **TRUSTWORTHY.** We have more than 30 years' experience of working in the HIV response. We are recognised and accredited as a provider of accurate and reliable information.
- **CREATIVE.** We understand the power of new approaches to bring about change. We focus on solutions and think creatively to continually improve our work and bring new insights to the sector.
- **PEOPLE-ORIENTED.** We put people at the centre of what we do and how we do it – supporting, valuing, engaging and involving them. We aim to be accessible, inclusive and friendly in everything we do.
- **COLLABORATIVE.** We believe that by working in partnership we can pool skills and resources, share learning, and have greater impact.
- **SEX-POSITIVE.** We believe in a sex-positive approach to sexual health and rights that recognises and celebrates sexual pleasure and sexual diversity, prioritises personal agency, and is free of judgment.

Hello I have been in connection with Avert or the KNOW (*Be in the KNOW*) since 2004 at about age 16. I wanna say big thank you to the website. I consider Avert as a family but I don't want to stop and still want to know more!

Be in the KNOW Facebook user

I'm a HIV positive MSM. I could easily resonate with the ideas shared. And I found bigger hope. Thanks. I love you guys.

Be in the KNOW web user, Nigeria

> **Am learning so much on this page. Continue giving us more talks about different things, many of us are learning from you!**
>
> *Be in the KNOW* web user, Malawi

Our 2021–2024 strategy

From knowledge to action

THE WAY WE WORK

We develop and promote HIV and sexual health content and resources that are accurate, accessible, useful, and actionable. In doing this:

- We use learning and evidence from health literacy, behaviour change and digital marketing research and practice to inform our content and approach.
- We work through partnerships, as the best way to create high quality, sustainable programmes.
- We use our understanding of technology to prioritise inclusive digital approaches, and our knowledge of the context to create realistic solutions.
- We prioritise user-centred design principles, working with users to develop products that effectively meet their needs.





> **This awesome and it's unblinded me. I wasn't aware of many things as I have never done sex.**
>
> *Be in the KNOW* web user, South Africa

> **I am a sexual reproductive health and rights practitioner and this will inform my education sessions even more.**
>
> *Be in the KNOW* web user, Eswatini

Our 2021–24 strategy set out the following ambitions for our work:

1

Increase the HIV and sexual health-related knowledge, skills and confidence of those most at risk of HIV and poor sexual health, and those living with HIV.

We will:

- develop and share targeted digital HIV and sexual health communications.

The people we reach have gained up-to-date knowledge, skills and confidence to make informed choices to support their own and others' sexual health.

The people we reach take informed action to support their own and others' sexual health, reducing HIV and other sexual health infections, and improving physical and mental health among those living with HIV.

2

Expand and deepen the knowledge, skills and confidence of educators and advocates working on local responses to HIV and sexual health.

We will:

- develop and share accessible digital knowledge and information resources for educators and advocates.

Targeted educators and advocates have gained up-to-date knowledge, skills and confidence to support quality engagement with their clients or target groups.

Educators and advocates are effective at their roles, improving the sexual health of the local population.

3

Support evidence-based practice among primary HIV and sexual health practitioners.

We will:

- develop and share evidence-based good practice information and resources for practitioners.

Targeted practitioners have gained up-to-date knowledge of evidence-based approaches to support local HIV and sexual health responses.

Practitioners adopt evidence-based approaches, improving the relevance of primary HIV and sexual health responses.

Our work in action

Our programmes in 2023–24 continued to focus on increasing health literacy among individual advice seekers, community health workers/peer educators, and frontline health practitioners across sub-Saharan Africa. Working in partnership with organisations across the region, our local, national and regional projects built the knowledge, confidence and skills of millions of people.





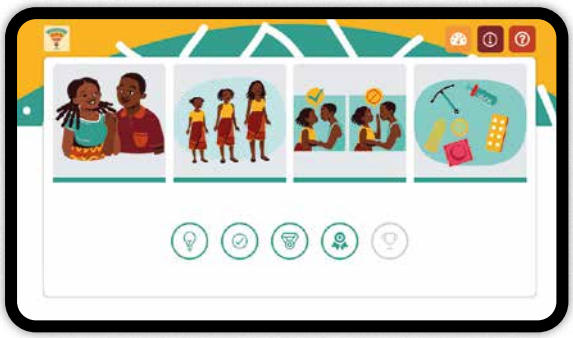
YOUNG AFRICA LIVE



Enabling young people across South Africa to gain knowledge and confidence around their sexuality, relationships, sexual and reproductive health, and mental health

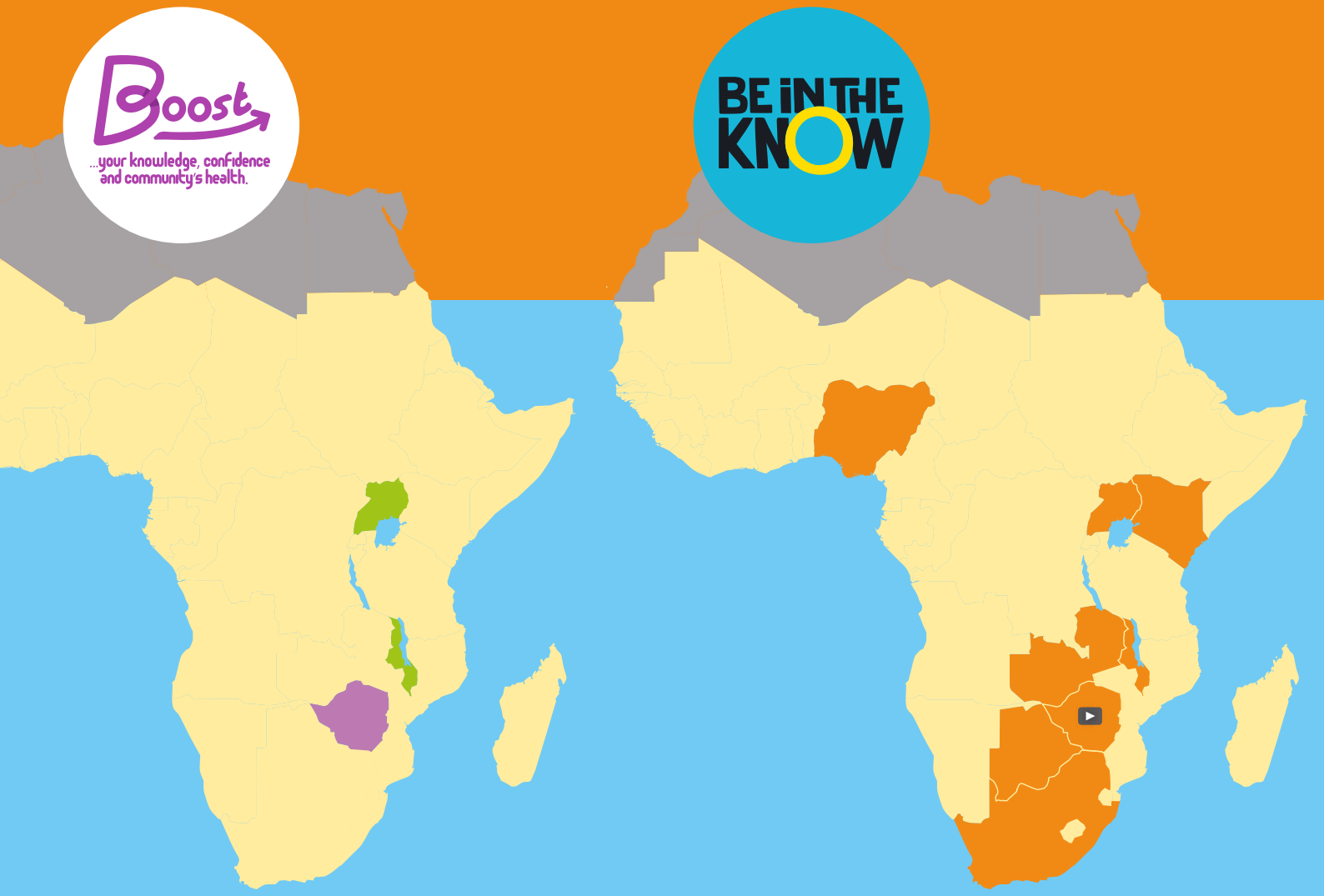
- chatbot and social media users

YAYA

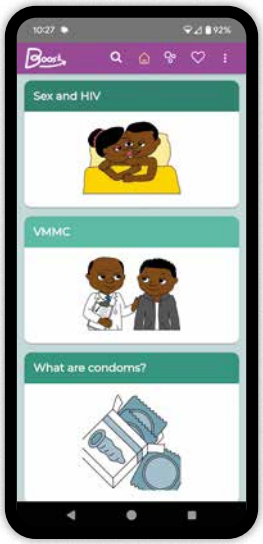


Engaging out-of-school, low literacy girls in Mozambique through a digital life skills and sexual health resource

- life skills app users



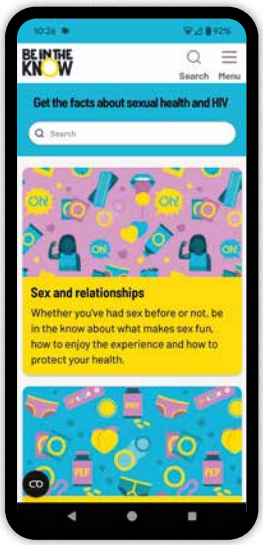
BOOST



A digital job aide giving community health workers the up-to-date information and resources they need on HIV, sexual health, mental health and more

- website, chatbot, and native app users
- OPHID Community Outreach Agents for screening and referral
- *Boost* ambassadors

BE IN THE KNOW



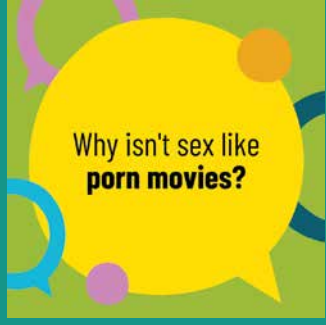
A digital brand offering trusted, evidence-based content on sex and sexual health

- website and social media users
- new social media content creators
- user engagement groups (*includes focus group discussions, UX session participants, community reviewers, country focal points and youth photography models*)

Over
87%
found the website useful

Over
320
THOUSAND ENGAGED WEBSITE USERS
in sub-Saharan Africa

Over
878
THOUSAND VIEWS
of video content





Talking to your doctor about sexual health

Be in the KNOW

***Be in the KNOW* offers fresh, sex-positive content for young people, mainly across sub-Saharan Africa, and the community health workers and practitioners who support them. *Be in the KNOW* exists to increase young people's knowledge, confidence and ability to make informed choices. The brand's content is stigma-free, sex-positive, and designed to help individuals understand, discuss and take action to protect their sexual health.**

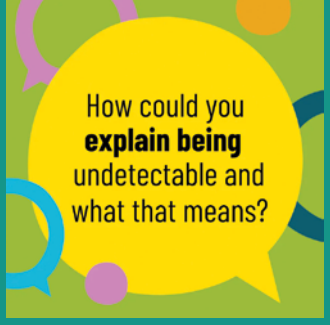
In its second year, the *Be in the KNOW* brand empowered over 13 million people across sub-Saharan Africa with knowledge. There were nearly 4 million engagements with its sexual health education content on social media and over 323,000 engaged web users. The brand continued to act as an essential regional 'overlay' to other national sources of information, filling gaps, reinforcing positive behaviours, and providing independent, evidence-based content for individual advice seekers, educators and frontline health practitioners not available elsewhere. This included pleasure-positive blogs, videos, quizzes, discussion starters and more – providing advice and information in fun and interactive ways that often engaged young people in their sexual health for the first time.

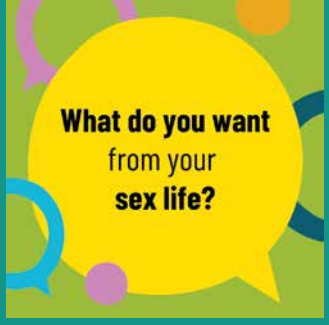
As well as increasing reach and engagement, key priorities for the year included supporting young people's ability to self-care, countering misinformation, prioritising pleasure-inclusive sexual health, and giving a platform to marginalised voices and reflecting real lives.

Our sexual health basics video series put this pleasure approach into practice showing the exciting, steamy, and sometimes silly, realities of sex. The reception to these taboo-busting videos has been incredible with the series reaching over 2.16 million people on launch, gaining 1 million engagements across Facebook, Instagram and YouTube, and topping over 130,670 engaged video views.*

4
MILLION ENGAGEMENTS
with social content

* Where more than half the video is watched.



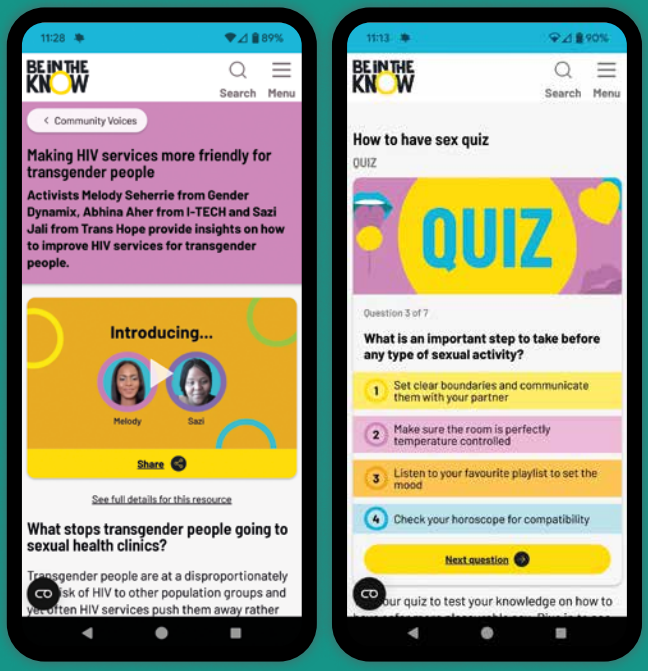




Talking to your doctor about STIs and HIV



Tips for talking about condoms



Meanwhile through our series of community voices and firsthand blogs we reflected the voices of the LGBTQI+ communities as well as the opinions, experiences and perspectives of those health practitioners and community health workers on the frontline of the HIV response. We supported young people's self-care through content on digital literacy, mental health, and HIV prevention options such as PrEP, as well as a range of content addressing myths and misinformation around masturbation, foreplay, lube, stigma and self-stigma, and much more.

Content developed to support young people to have more confidence to talk to their doctor reached over 5 million young people on Facebook and Instagram, with over a million post engagements, and 1,600 shares. Comments on social media such as "I so much love this advice thank you" (Facebook user) and "These are such great tips! 🙏" (Instagram user) were typical of our audience responses.

Human centered design and co-creation remained at the core of our approach (*see page 15*), driving the success of the brand and increasing our impact. Nearly 9 in 10 users said they were more likely to take an action as a result of interacting with the brand's content, 91% had learned something new, and nearly 7 in 10 said their attitudes to sexual health had changed.

> **Thank you for all the information that you share. Very informative and beneficial I actually use most of it to disseminate health related topics. Am a nurse by profession here in Zambia and passionate about health education, health promotion and prevention.**
>
> *Be in the KNOW* user, Zambia

It increases my self-confidence on how to discuss what I want while intimate with my husband.

Be in the KNOW web user, Nigeria

Thank you very much. I am getting knowledge everyday.

Be in the KNOW Facebook user

Encourage me for a test and not be afraid!

Be in the KNOW web user, Kenya

13 MILLION PEOPLE
empowered through knowledge in sub-Saharan Africa







Co-creating with our users

Over the past year we continued to engage, observe and co-create with *Be in the KNOW* users so we understood their challenges and delivered content and tools to address them.

We carried out a range of *Be in the KNOW* user engagement activities this year including focus group discussions with young women, trans people and key population representatives, as well as with community health workers in Kenya, Zambia and Zimbabwe. We used WhatsApp groups for discussions and ongoing feedback, carried out 1-1 user experience (UX) sessions in person and online, and engaged with expert MSM and trans community activists as co-creators and expert reviewers. We also carried out regular polls on social media and analysed user comments to keep our understanding of their priorities and concerns up to date.

All of this ensured our content covered the things our audience needs to know about, in ways that are useful and reflects their experience. An example of this is our sexual health basics series. These animated videos explain a range of sexual health topics in a clear and easy-to-digest way via conversations between friends and couples. They are aimed at young people in sub-Saharan Africa, and designed to be empowering, sex-positive and fun. With over 1 million engagements and 130,000 engaged video views we think they succeeded!



Now I can jerk off and not feel like a terrible person, thanks for this information.

Be in the KNOW web user, Nigeria

The information was very helpful, educational and raises awareness to a lot of stigmatized issues in communities. Quite elaborative in definition and advice in short forms offered.

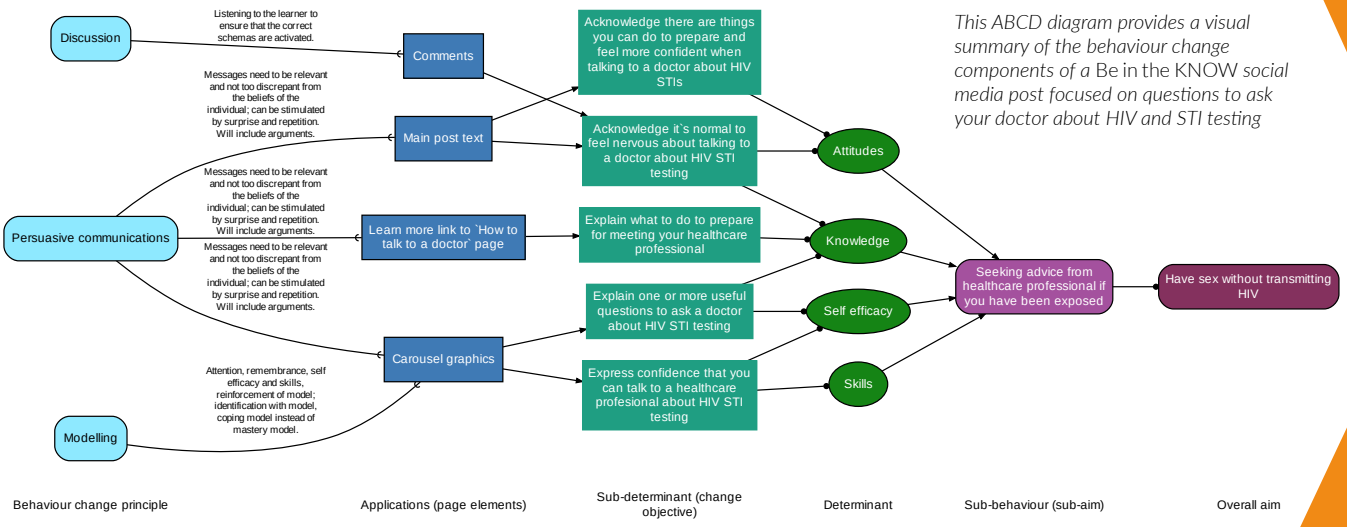
Be in the KNOW web user, Botswana

It's useful because it helps me to understand more about being in a relationship and how to be open to your partner. Whatever you want to tell him you can do it without being scared.

Be in the KNOW web user, Zambia

The videos work because they reflect how young people talk and act. We held online discussions with groups of young people to understand how they talk about sex, relationships, and sexual health. Then we got detailed feedback on the video scripts to ensure the language, messaging and storylines genuinely connected with our audiences. As a result, the videos make people smile, whether it's at Maani getting out his funk-town playlist to put Zuzu in the mood, or PBae and Inno imagining sex as a major league sport as they nervously discuss performance anxiety. The videos don't talk down to young people – they look them straight in the eye and say, 'we see you, we know what things are like for you, and here is what you need to be in the know about'.

Seeing comments on our social channels like "I always rush here to watch your videos while nodding my head, saying ahan ahan..." feels so encouraging because we know the videos are hitting the proverbial g-spot, delivering sex-positive, pleasure-focused sexual health information exactly as they are designed to do. And at Avert, there's nothing we find more satisfying than that.



This ABCD diagram provides a visual summary of the behaviour change components of a Be in the KNOW *social media post focused on questions to ask your doctor about HIV and STI testing*

Understanding health learning journeys

Building on innovative approaches used by researchers at the University of Maastricht, this year we took forward a novel behaviour change approach to better understand the behavioural aims and actions of our *Be in the KNOW* audience, and to test, learn, and improve the brand.

Gilead is pleased to have supported Avert to continue to build and improve the *Be in the KNOW* brand, ensuring it is providing audiences with the knowledge, skills and confidence they need to take action.

Manica Lall, Gilead Sciences

The social media training was useful to me. I learnt how to harness technology and social media in my advocacy journey. I now know how to interact as a professional when using social media.

Social media training participant, Harare

The first phase of the project carried out a theoretical analysis of the behavioural aims of *Be in the KNOW*, using the acyclical behaviour change diagram (ABCD) method. This approach breaks down the intervention into component parts, mapping the behaviour change methods used and how these link through to the ultimate behaviour changes sought (for example, testing for HIV, or having enjoyable sex without STIs and unplanned pregnancies).

The output of this approach was a set of ABCD diagrams which visualised the intended aims of representative content (*see example, top left*). The process aided systematically thinking through the different behavioural components of specific *Be in the KNOW* content. We examined which behaviour change methods *Be in the KNOW* channels are using, whether these have been correctly applied and could be improved, and whether there are other methods that could be relevant to shift behavioural determinants.

Avert's work is underpinned by behaviour change theory, and this process provided an opportunity to think in more detail about how we are using behaviour change approaches across the brand. The process identified gaps and inconsistencies between behavioural aims and actual user behaviour – highlighting things that are missing, areas where we could make improvements, and additional behaviour change methods that would be relevant and useful for us to think about using in future content, page design and functionality.

Avert was the first endorser of the Pleasure Principles, leading the way for over 40 other organisations in the SRHR space. We are impressed how they now reach their large audiences with sexy, fun, pleasure filled content – to maximise their sexual health impact.

Anne Philpott, Founder and Co-Director, Pleasure Project

It have given me much courage to get treated before it's too late.

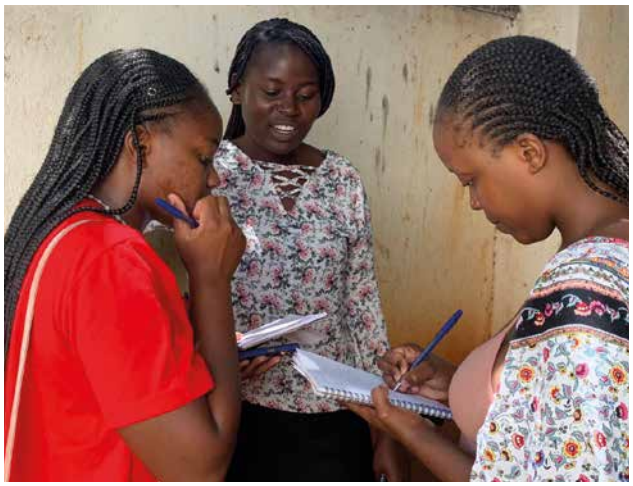
Be in the KNOW web user, Zambia



CHAMPIONS FOR CHANGE

Following the ABCD process we carried out A/B testing and UX interviews to stress test some of the proposed changes, with a series of improvements subsequently implemented. The final stage in mid-2024 will be to evaluate the impact of these improvements on user behaviour through endline analytics, surveys, and user interviews.

Through the ABCD process we also reflected on how to incorporate and institutionalise some of the behavioural analysis of this process into new content development and content review processes across our work, with new steps added and operationalised.



Workshop social media champions develop ideas for new content in Harare.

Social media content is increasingly dominated by short 'influencer' style video content. In response we brought 14 young people together in Harare, Zimbabwe to provide them training on how to generate the type of health content that they want to see on social media, and that is most useful and appealing to other young people like them. The aim was new youth-focused content that engages and informs young people about HIV and sexual health.

In March 2024, a training workshop took place facilitated by a local consultant. It was designed to strengthen participants' content creation skills and encourage a critical approach to information, particularly concerning sexual health. Throughout the training participants engaged in discussion on topics including social media platforms, online communities, dealing with negative comments online, censorship, personal branding, intellectual property, and digital citizenship. They also gained practical experience in editing and content creation using Canva software.

The group will now be supported to develop new content, with participants encouraged to share their content and get feedback and suggestions from their peers, alongside expert advice from Avert staff and the social media training consultant. The best content produced by the new champions will be amplified via Avert's *Be in the KNOW* social media channels.

Working with Avert to scale *Boost* has meant our partners can better support their community volunteers. This is a sound development and investment decision.

Ella Nwaokolo, ViiV Healthcare Positive Action Programme



Boost

***Boost* is a digital job aide for community health workers and peer educators (CHWs) in sub-Saharan Africa. As people's first point of contact with the health system, CHWs need access to up-to-date and accurate information in order to play an effective role supporting their communities' sexual health. *Boost* enhances their knowledge, skills and confidence, ensuring they share accurate and actionable HIV, SRH, and other primary health information with their communities. This in turn builds community trust in their roles and increases the agency of community members to make informed health choices.**

The *Boost* ecosystem includes several complementary parts – an open access website and native app, a *Boost* WhatsApp chatbot, and an enhanced Android app with screening and referral tools being used by our partner OPHID in Zimbabwe. Each of these parts has played a role in developing our scale strategy for *Boost*, providing evidence and learning, and supporting continuous iteration and improvement.

Over the past year, the reach of *Boost* continued to grow across East and Southern Africa, with over 115,000 new self-motivated users of the web version across the region, bringing the cumulative total since launch to over 174,800 users. Over 38,000 conversations were also started on the BoostBot (*Boost*'s own pilot chatbot). Nine new content units were added on engaging with different groups in the community, as well as content on female genital schistosomiasis (FGS), expanding *Boost*'s content offer. All content was also made available in Shona and Ndebele, the two main languages in Zimbabwe, to increase accessibility.



Over
115
THOUSAND
self-motivated *Boost* users across sub-Saharan Africa



Over
224
THOUSAND
HIV, STI and mental health screenings carried out using *Boost* in Zimbabwe



Over the year we also gained valuable learning from *Boost*'s integration into the work of 464 Community Outreach Agents (COAs) within our partner OPHID's wider PEPFAR programme in Zimbabwe (*see box out*).

As part of our work to scale *Boost* we engaged with over 20 organisations across the region learning about their CHWs' needs and how *Boost* can support their work. We also engaged *Boost* ambassadors in Kenya and Malawi to get local, personal feedback from users on its value. As a result, by the end of the financial year we had started to move ahead scaling up *Boost* to four new organisations in Zimbabwe, as part of a wider partnership with ViiV Positive Action to support access to digital tools amongst its grantees while avoiding duplication of effort. This will expand *Boost* to hundreds of new users.

38
THOUSAND
conversations on BoostBot

BOOST INTEGRATION INTO OPHID'S PEPFAR PROGRAMME

In Zimbabwe, *Boost* continued to be an integrated part of national NGO OPHID's PEPFAR programme, supporting the knowledge and confidence of its Community Outreach Agents (COAs), and helping them increase screenings and referrals among young people across the nine programme districts predominantly in the south of the country.

Over 224,435 screenings were carried out by COAs using *Boost*'s simple, intuitive screening tools available in Shona, Ndebele and English. This led to over 93,200 referrals of young people to HIV, STI and mental health services in their area, with health facility data showing an increase in HIV self-tests, facility HIV tests, and STI service uptake in those districts.

Topline findings from the project's endline survey also indicate improved knowledge and awareness, and increased confidence among *Boost* users.

- 97% said they were equipped with the HIV testing and STI information they needed.
- 97% agreed that *Boost* is helpful in providing health knowledge.
- 90% said *Boost* gives them confidence to do their daily routine duties.
- 87% said *Boost* helps them interact with young people in their communities.

This highlights *Boost*'s effectiveness in supporting CHWs' confidence and effectiveness, and improving service uptake and community health.

...your knowledge, confidence and community's health.



A PERSONAL PERSPECTIVE

"When the *Boost* application came in, it was a life saver for us," says Ellen Nhambura, one of OPHID's Community Outreach Agent Coordinators based in Chitungwiza. "Why do I say so? Because when you're out there in the community you need to communicate, to deliver correct information to the client… *Boost* has helped to incorporate youth – they had been feeling left out."

"With *Boost* it's fun, it's light, it's engaging," she continues. "We now feel that we know more. We have been boosted in our knowledge, in our understanding of health areas… Now we have the information correct, as the Ministry of Health expects of [us]."

Asked about the single greatest change from *Boost*, Ellen says: "now it's just your phone in your pocket and you are easy to go and distribute the knowledge!"

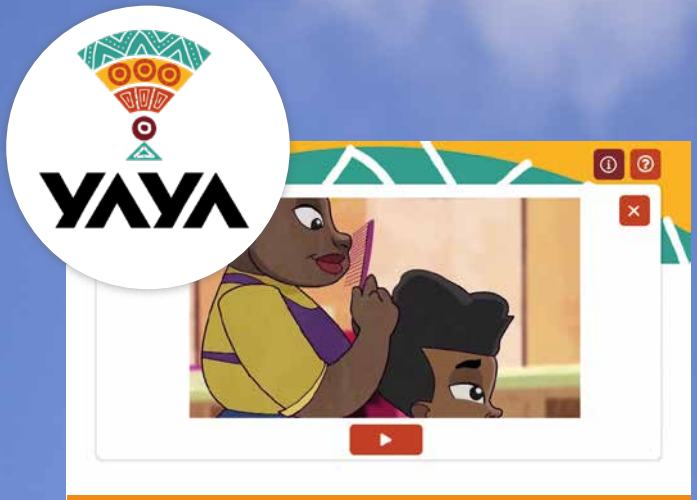
"I am not trained technically like the nurses to give out health information but thanks to *Boost* trainings as a *Boost* COA, I am going to speak eloquently and respond with confidence on all health topics I will be asked about by my fellow peers, using my pocket friend the *Boost* application.

21-year-old female *Boost* COA, St Mary's clinic, Chitungwiza, Zimbabwe



THE CHALLENGE OF CENSORSHIP

A key challenge across our programmes has been the increasing censorship of sex-positive health education content by Meta, leading to increasing numbers of social media ad campaigns being rejected. Meta consistently misunderstands the purpose of this content, deeming it 'adult content'. Meta's specific criteria banning sex positive content in many areas makes effective sexual health education challenging. Cuts to staffing at Meta and other social media platforms has compounded this issue with appeals against content rejections taking longer and making direct access to staff in these situations harder. We have seen this censorship across Avert's digital work, and across other social media platforms like Google and YouTube. This seems likely to remain a challenge going forward across the sector.



BUILDING LIFE SKILLS

Yaya (Big Sister) is a digital life skills app targeted at out of school adolescent girls. It was developed by Avert for the EAGLE project in Mozambique, a literacy and life skills programme being implemented by VSO. *Yaya* provides a flexible, home-based learning solution, in local languages, using low-cost Android tablets.

During the year the Ndau and Sena language versions of *Yaya* continued to be rolled out in the Eagle project, reaching approximately 600 girls. *Yaya* was also featured in a UNICEF podcast highlighting the co-creation process we undertook and how this supported the app's acceptance in the girls' communities.

Spotlights

Young Africa Live

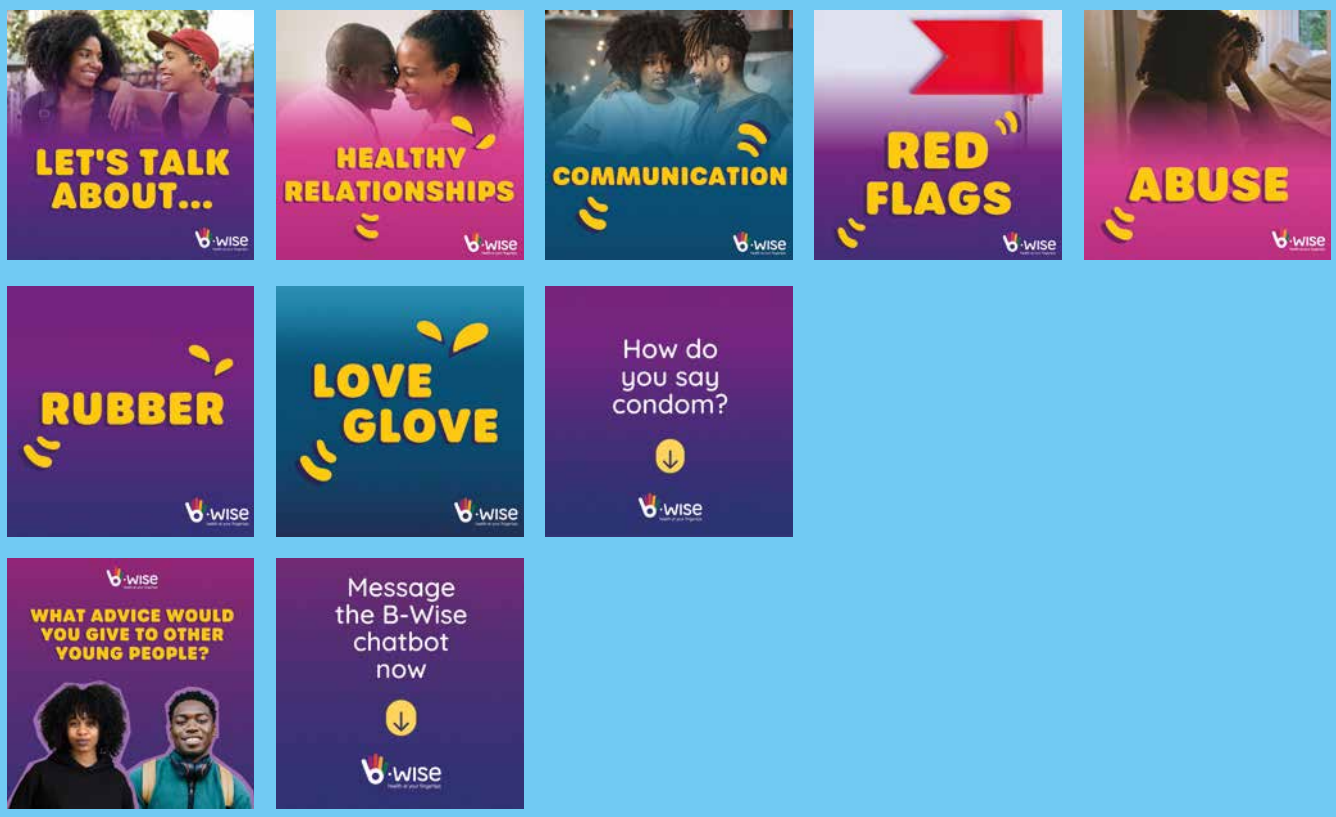


Piloted in South Africa since early 2023, *Young Africa Live* uses a WhatsApp chatbot, Facebook and Instagram to reach young people in South Africa with clear, trustworthy, and engaging content to help them make informed choices to improve their sexual and mental health. Avert has been the content and social media marketing partner in the project, which is led by Reach Digital Health, with investment from the Elton John AIDS Foundation, and implemented in partnership with the South African national department of health's sexual health brand B-Wise.

Young people tend to be less informed about key health topics and have poorer linkages to and retention within services than their adult counterparts. They are also disproportionately impacted by HIV and STIs. Over the past year *Young Africa Live* has aimed to challenge this using both a WhatsApp chatbot and discussions on Facebook and Instagram to build young South Africans knowledge and confidence.

Within just nine months, over 100,000 conversations were started on the chatbot, providing trustworthy and judgement-free content, empowering informed decisions, and linking to wider services. Content on the chatbot covered a broad range of issues including sex, pregnancy and birth control, relationships, HIV, STIs, mental health, accessing services, gender and sexuality, and body issues. Sex and pleasure-focused content was most accessed on the chatbot, and also what got young people's attention on social media. However, shame and stigma around sex, and concerning attitudes to mental health, were evident in user discussions.

Encouragingly, results from endline surveys show that 73% of respondents thought the chatbot content was well related to their sexual needs, 82% said the content was interesting, and 88% said the content was useful for managing their sexual and reproductive health and relationship needs.

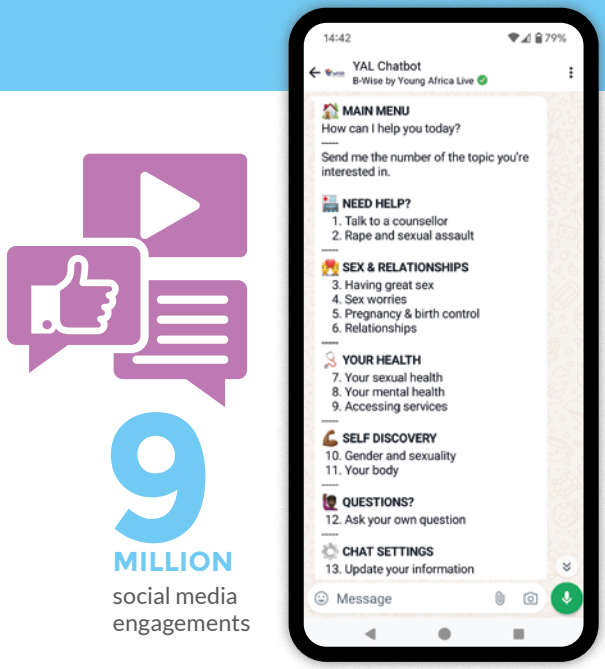


There were also nearly 9 million engagements with the social media content developed and marketed by Avert on *Young Africa Live*/B-Wise's Facebook and Instagram channels. This social media marketing also recruited nearly all 100,000 users to the chatbot.

These results have shown that Facebook is a cost-effective way to recruit large numbers of users to a chatbot, and also an effective tool to reach and engage large numbers of young people in South Africa. Endline data showed over three quarters of Facebook members strongly agreed that the posts were informative, interesting, and pertinent to their sexual health needs, and over half of those surveyed were visiting the Facebook page weekly or monthly, showing a strong base of engagement.

Overall surveyed participants reported that the platform increased their knowledge on a range of areas, and increased intentions around condom use, HIV testing frequency and family planning. The chatbot or the Facebook page was also cited as the primary contribution to their changes in knowledge, attitudes, and behaviour.

A key success of the project was the improvements in confidence of young people to speak about sex, intimacy, mental health and other issues with their peers and partners. This confidence is critical to improving quality of life, resilience, self-efficacy, and wider self-care, whether or not it is linked to specific behaviour change or service uptake.



9 MILLION social media engagements

Over **100 THOUSAND CHATBOT USERS**

88% said content was useful



Our joint webinar with Avert was a great opportunity to share the positive impact *Boost* is having on our programming and how *Boost* can be integrated to support health worker confidence, better client interactions, and relevant referrals.

Dr Tinashe Chinyanga, Executive Director, OPHID

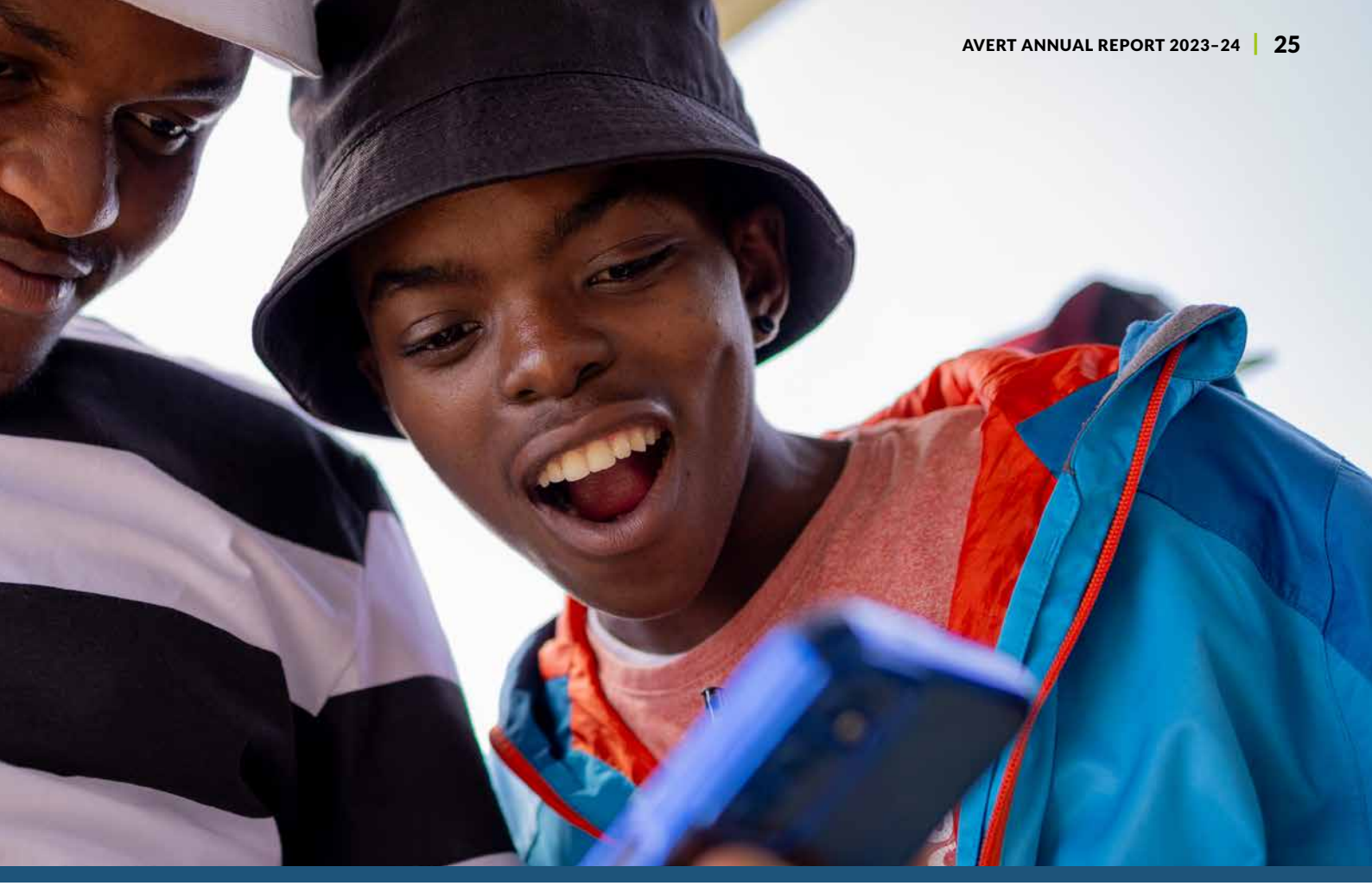
Connecting, learning and sharing

Core to our approach is working in partnership with like-minded organisations to exchange expertise and ideas that add value to each other's activities. Throughout this strategic period, we engaged with a broad range of organisations across the health literacy, HIV, sexual health, digital, and behaviour change sectors to support collaboration, avoid duplication, and enhance our wider understanding and effectiveness. We also worked hard to share the evidence and learning generated through our own work at conferences and through other networks and events.



A few highlights of this work include:

- We presented abstracts on ***Boost***, ***Be in the KNOW***, our **Pleasure inclusive approach**, and our ***Yaya* app** at the **INTERNATIONAL CONFERENCE ON AIDS AND STIS IN AFRICA – ICASA**. At a key plenary session, Dr Karen Webb from our partner OPHID had the opportunity to present the findings from their integration of the *Boost* job aide for CHWs into their wider programmes. Dr Webb shared how *Boost* and its screening tools are supporting more effective and timely referrals to health facilities, providing a clear example of how digital tools can support CHWs' roles and improve health in the community.
- The **Female Genital Schistosomiasis Integration Group (FIG)** aims to raise aware of this highly prevalent neglected tropical disease and the need to integrate FGS into wider SRHR programmes. As active members of FIG we joined a **panel discussion** at **ICASA** sharing how we have used *Boost* to raise awareness of FGS with community volunteers and build their confidence to communicate to women at risk.



- We **published regular blogs** on Avert.info sharing the approaches we use to support our work and our results. Articles included: our approach to **co-creation** and how giving users the opportunity to direct content can increase engagement; on using the evidence that supports a **pleasure inclusive approach** across our content and the results that can be achieved; and on taking a novel **behaviour change approach** to better understand our audiences' behavioural aims and actions.
- In October 2023 we were delighted to deliver **KNOWLEDGE FIRST, a joint webinar with OPHID** that examined how digital tools can support and enhance the work of CHWs. Hosted by Dr Lennie Bazira, Policy Director of the Community Health Impact Coalition (CHIC), the webinar had over 90 attendees. Panel members from Zimbabwe, Kenya, the US and the UK discussed the benefits of digital tools to support the knowledge and confidence of CHWs and peer educators, as well as the challenges of ensuring access and rolling out digital tools in low-resource settings. OPHID's *Boost* Project Manager Privillage Charashika, shared how they integrated *Boost* into their central programming to ensure a genuine, value driven approach to their CHWs. Dr Bazira made a plea for the role of CHWs not to be underestimated, nor their ability to use digital tools, and stressed the need to ensure programmes resource them financially for the work they do.
- Throughout the year we continued as active participants in several learning exchange and network platforms, including the **SELF-CARE TRAILBLAZER GROUP** where we had an article published; **#GEN-END-IT COALITION** where we supported a strategy review; and **CHIC** where we shared the work we are doing developing *Boost* as a sustainable, adaptable job-aide for CHWs.
- Avert's work was featured in a series of **UNICEF PODCASTS, 'HIV REIMAGINED: CONVERSATIONS FOR CHANGE'**. In 'Apps, Bots, and Chats: innovations in health tech' two of OPHID's Community Outreach Agents using Avert's ***Boost* app** in Zimbabwe talked about how the app has changed the way they work and interact with their clients. A second episode, 'A youth takeover! Healthcare designed for the next generation', featured Avert's ***Yaya* life skills app**, developed by Avert for VSO's Eagle project for use by low literacy girls in Mozambique.



A bold new strategic direction



In a constantly changing environment, business as usual will not secure the future sustainability of our flagship products *Be in the KNOW* and *Boost*. As a result our new strategy focuses on transitioning these products to organisations located in Africa who are best placed to ensure they continue to thrive and engage millions more people each year.

2021–24 has been a highly successful strategic period for Avert. Over this time we have secured over £2 million in grants, allowing us to build and grow *Boost* and *Be in the KNOW* and to use our expertise to support programmes in South Africa and Mozambique. We have effectively contributed to building HIV and sexual health literacy, staying adaptable and nimble in a fast-changing operational environment.

Understanding this changing environment has been a key factor informing our new strategic direction. The global aid architecture, and specifically that which supports global health and HIV, is changing as it stays responsive to new epidemiological and demographic data. The sector is also reflecting on and re-examining its policies and approaches to aid, development and financing, aiming to ensure efforts do not reinforce a colonial, top-down 'Western saviour' ideology, but instead foster solidarity, local ownership, leadership, and lasting positive change for all citizens. Donors who support civil society work are increasingly looking to support locally run organisations that work towards shared national goals. Avert, like many international NGOs, has needed to examine our ongoing purpose, our value add, and the sustainability of our funding strategies.

Despite our relative success in raising new funds over the last four years – including a 36% success rate on over £1.8 million in grant funding applications in the past year – like many NGOs we have found it increasingly hard to get the return on our fundraising investment needed to secure the future sustainability of our core products. Increased competition for reduced funding opportunities means a realistic view of future fundraising investment return is needed.



ViiV Healthcare is pleased to support Avert's proactive localisation strategy. This will ensure the continued delivery of the high-quality, impactful HIV and sexual health information Avert has built up, by an organisation who shares Avert's values and is rooted in the communities it serves.

Shaun Mellors, ViiV Healthcare

Vitol Foundation supports Avert's new strategic direction as a forward-looking response to changes in the sector. We are pleased to work alongside Avert to ensure the transition of its work to new local partners is a success.

Sarah Jeffery, Vitol Foundation

ONGOING NEED

The evidence and need for our work remain, so we feel it is essential that Avert considers a new strategy that uses an informed understanding of the donor environment and localisation agenda to secure the future of the products we have built so they can continue to benefit those who need them.

After consulting with external sector leaders and extensive deliberation of options throughout 2023, the Board of Trustees, with senior staff support agreed a new strategy in November 2023 to pursue a well-planned and fully funded transition of our flagship products, *Be in the KNOW* and *Boost* to African-led organisations who share our values and for whom these products will add value, have a strong strategic fit, and offer new opportunity.

This approach not only maximises the impact of Avert's work and secures a long-term legacy for the products, but also fosters true local ownership and leadership. We believe that transitioning the products to locally run organisations will open up new funding opportunities that are not accessible to Avert. We value the localisation agenda and want to be active participants in progressive change and feel strongly that this bold and exciting direction reflects the values and ethos that have guided Avert for the last 38 years.

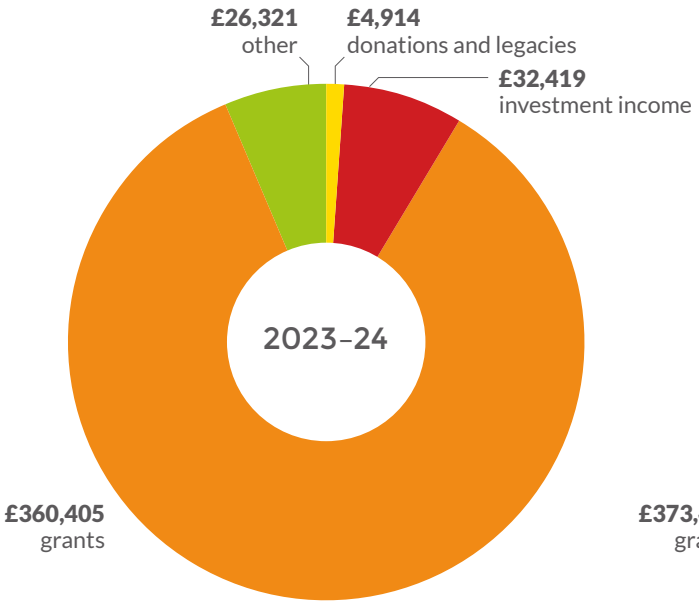
PROGRESS TO DATE

Our resources and energies are now focused on two areas: the effective delivery of our existing donor-funded programmes which run until December 2024, and the new transition plan. We will no longer spend time on new business development work and as a result restructured staffing in December 2023. The transition plan runs from January to December 2024, during which time we will agree on the new takeover partners, mentor and support these partners, and carry out the legal work related to the transfer of IP and other financial assets, all to ensure a successful and well executed handover.

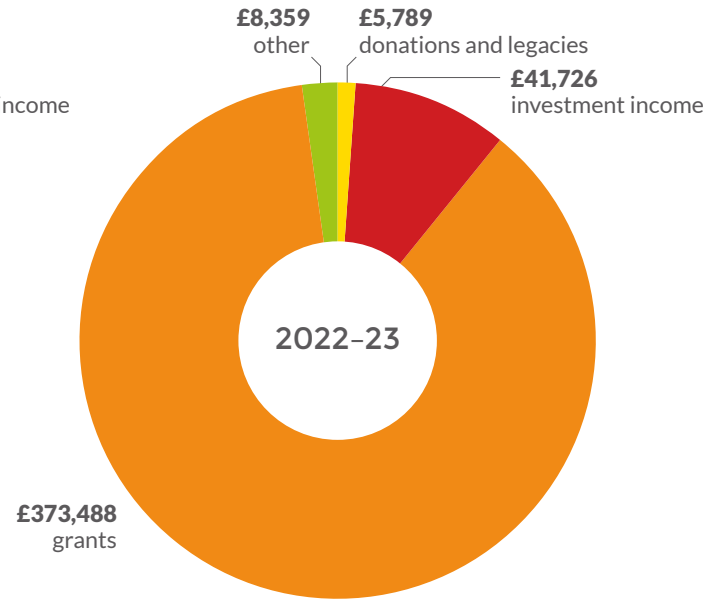
We have received very strong support from our donors and partners on our transition plans. Both *Be in the KNOW* and *Boost* are in very good health, making this the ideal time for them to be handed over to new owners. Scoping for transition partners started in January along with efforts to raise funding that would go with the brands to the new takeover partners to support their short to medium terms costs until they find new local funding opportunities. Following discussions with a number of organisations based in East and Southern Africa, we are confident that new takeover partners, and initial funding, will be secured for both products.

Financial summary

TOTAL INCOME FOR THE YEAR



TOTAL NEW INCOME: **£424,059**

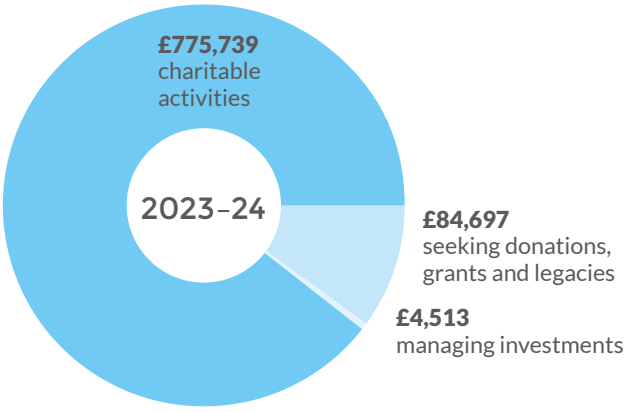


TOTAL INCOME: **£429,362**

Avert would like to acknowledge and thank the following donors and other civil society organisations for their partnership and support in our strategy: Vitol Foundation, Mercury Phoenix Trust, Gilead Sciences, ViiV Healthcare, The Elton John AIDS Foundation, Risk Pool Fund and VSO, as well as the individual donors who continue to make invaluable contributions.

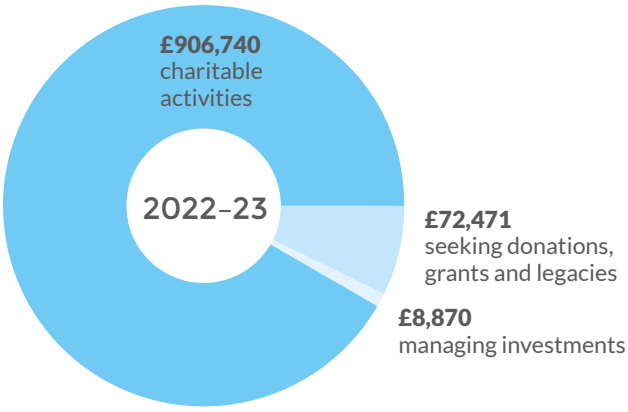


TOTAL EXPENDITURE FOR THE YEAR



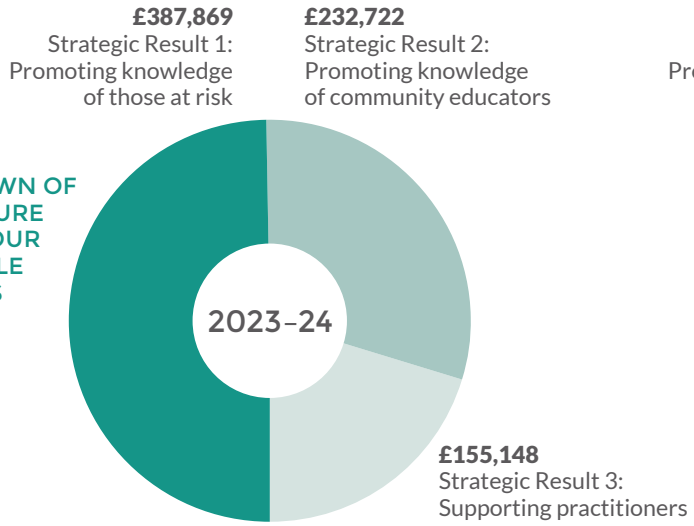
TOTAL EXPENDITURE: **£864,949***

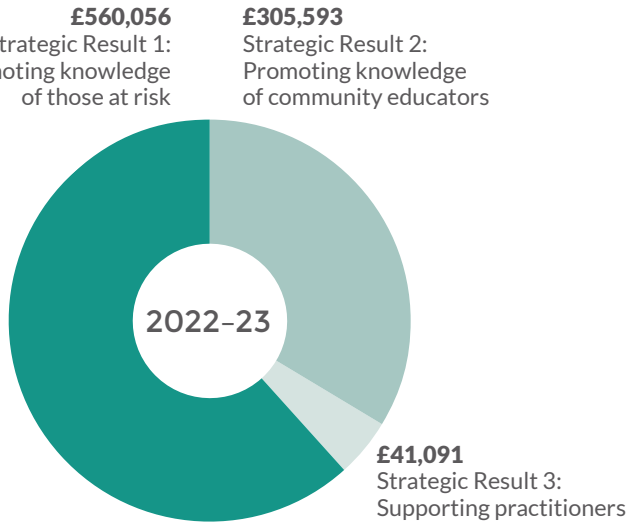
* *Includes expenditure against multi-year grants brought forward from previous years.*



TOTAL EXPENDITURE: **£988,081**

BREAKDOWN OF EXPENDITURE AGAINST OUR CHARITABLE ACTIVITIES







Organisational information

TRUSTEES
Professor Simon Forrest (*Chair*)
Anna Becker
Emily Hughes
Carole Leach-Lemens
Andrew Walker
Max Cuvellier Giacomelli
Sam Avrett
(*resigned 2 November 2023*)
Carol Sherman

PRINCIPAL AND REGISTERED OFFICE
Platf9rm, Tower Point,
44 North Road
Brighton BN1 1YR
UK

Registered charity number 1074849
Registered company number 03716796

COMPANY SECRETARY
Professor Simon Forrest

BOARD SECRETARY
Kerry Pike *(resigned January 2024)*

KEY MANAGEMENT PERSONNEL
Sarah Hand, *Chief Executive Officer (CEO)*
Simon Moore, *Director of Programmes & Digital Health Strategy*
Jon Edgell, *Director of Finance and Operations*

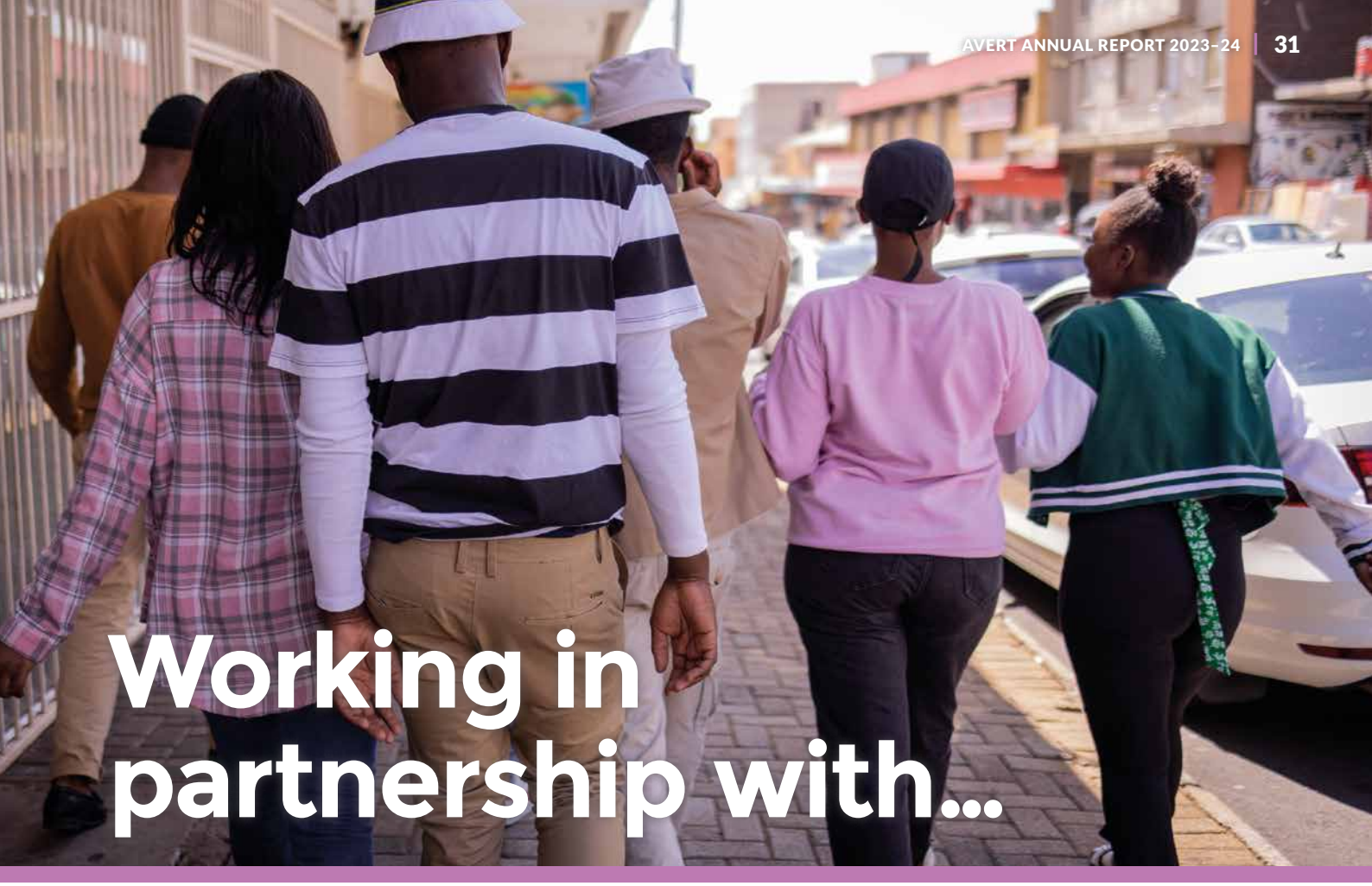
BANKERS
CAF Bank Ltd
25 Kings Hill Avenue, Kings Hill
West Malling, Kent ME19 4JQ

Barclays Bank Plc
Leicester LE87 2BB

INVESTMENT MANAGERS
J M Finn & Co
25 Copthall Ave, London EC2R 7AH

SOLICITORS
Irwin Mitchell
Belmont House, Station Way
Crawley, West Sussex RH10 1JA

AUDITORS
Blue Spire Limited, Chartered Accountants
Cawley Priory, South Pallant
Chichester PO19 1SY



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CIDRZ for a healthy Zambia

COMMUNITY HEALTH IMPACT COALITION

Elizabeth Glaser Pediatric AIDS Foundation
Fighting for an AIDS-free generation

ELTON JOHN AIDS FOUNDATION

FCAA

[FIG]

GEN END IT

GNP+ GLOBAL NETWORK OF PEOPLE LIVING WITH HIV

GILEAD Creating Possible

HCD EXCHANGE

Healthcare Information For All HIFA .org

KaiOS

My Age Zimbabwe

OPHID Organization for Public Health Interventions & Development

PZ PANGAEA ZIMBABWE

Trusted Information Creator
Patient Information Forum

REACH Health made possible

Risk Pool Fund

SELF-CARE TRAILBLAZER GROUP

STOP AIDS.

MERCURY PHOENIX TRUST

the pleasure project

ViiV Healthcare

ViiV Healthcare POSITIVE ACTION

VitolFoundation

VSO

znnp+

zvandiri

Structure, governance and management

The organisation is a charitable company limited by guarantee, incorporated on 16th February 1999 and registered as a charity on 25th March 1999.

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. New Articles of Association were adopted on 21st October 2021.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in Note 11 to the accounts.

We refer to Trustees throughout but for the purposes of the Companies Act the Trustees are also the Directors.

APPOINTMENT OF TRUSTEES

The charity has a single management body, the Board of Trustees, elected by its members. The charity continues to benefit greatly from a talented committed Board. New Trustees are recruited through social media, recruitment advertising or networking. In accordance with the charity's Articles of Association, the Board may by ordinary resolution appoint a person who is willing to act as a Director.

All new Trustees undertake a full induction programme ensuring that they are aware of their legal obligations under charity and company law. They receive copies of the Articles of Association and the Charity Commission Booklet "CC3 The Essential Trustee".

Although we had two resignations from the Board for personal reasons, no new Trustees were appointed in the year under review.

The Board of Trustees meets quarterly with the CEO and other management staff to review finances, progress and performance, consider risk, strategy and going concerns. Trustee attendance at quarterly meetings remains high at 92%. In addition individual Trustees with specific skill sets from time-to-time work directly with the CEO and members of the management team on specific projects that require their expertise such as the Fundraising and Partnerships Technical Working Group. This group meets to provide support and strategic direction to the Fundraising and Partnerships Team.

Once a year, Trustees come together with the Senior Management Team for an away day – providing an opportunity for more detailed work and training. This year we combined the meeting with our AGM and invited a guest speaker to give a presentation on the global HIV funding and policy environment to help inform Avert's next strategy. The outcome of this meeting is captured below under the Fundraising and Partnership section as well as under the Finance section.

Trustees regularly consider the latest guidance from the Charity Commission and other relevant bodies on good practice. Trustees are committed to personal development through their careers and voluntary work, and a record of training is maintained.

In line with the organisational Conflict of Interest policy, all Trustees are required to complete the Conflict of Interest, Related Party Transaction and Annual Declaration form for each year that they are in office.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

The pay and remuneration of the charity's key management personnel is established through job evaluation, sector benchmarking, availability of funding, recruitment advertising, individuals' skills, knowledge and experience, and relevant salary surveys comparison. The CEO, together with the Board, reviews budget availability for all appointments. The Chair of the Board reviews the remuneration of the CEO.

There were no changes to the key management personnel during the year under review. The Director of Programmes and Digital Strategy gained a post graduate Masters Degree in Behaviour Change Communication from Durham University.

The charity has a staff handbook that contains all necessary human resource and employment policies, including a remuneration policy. The handbook is reviewed and updated regularly by external employment law specialists. The charity takes the safeguarding of its employees and the people we work with seriously. All staff are asked to sign a code of conduct when joining the organisation and are provided with regular training on safeguarding. The charity's safeguarding policy is available to the public.

ORGANISATION AND DECISION-MAKING

The CEO is responsible for the day-to-day operations, compliance and delivery of the charity's strategy and is accountable to the Board of Trustees. Working closely with the Senior Management Team, decisions are taken to ensure the successful delivery of the agreed annual work plans, budgets, fundraising priorities and activities. Income, spend and performance are reviewed on a quarterly basis and any corrective actions taken are shared with the Trustees to keep projects on track and spend within budget. Staff are recruited into roles identified as key to the organisation's current strategic focus. Any additional skills required to support short-term activity, such as digital web development and design are hired in on a consultancy/contractor basis.

OBJECTIVES

The objects of the charity are advancement of health worldwide in all areas specific to HIV and related conditions and to address the social determinants. The charity does this by providing activities that will include, but not limited to, improving knowledge, awareness, attitudes, practice and ability through informing, educating, motivating and influencing.

In pursuance of the objects, for the public benefit, the staff and Trustees have undertaken the activities outlined in the front section of this report and with regard to the Charity Commission's guidance on public benefit.

Fundraising and partnerships

This has been a year of two halves and tough decisions. We started the year as we had ended the previous one, with a continued focused income drive targeted at trust and foundations and funded partnerships. Having invested in more staff capacity and with the additional support of a Fundraising and Partnership Technical Working Group, made up of fundraising experts, we worked hard to increase our investments from existing donors, made approaches to new ones, joined new consortium bids and pitched to over 20 organisations working in HIV and global health. Despite this intense effort over 18 months, by the second half of the year now under review we had to make a realistic assessment of our likelihood of successes and consider our options. Without action we would continue to draw on our reserves, putting the charity and our reputation at greater risk.

We considered our future options taking into account not just our own financial position but the wider changes taking place across the HIV and global health funding landscape and the growing uncertainty and competition that exists for fewer resources. Despite its importance to the HIV response, we also recognised that funding for health literacy is limited and even more so for organisations of our size and working from the UK. We specifically considered the localisation agenda, that we very much support, and questioned our place in this agenda. We felt strongly that we should not ignore these external influences and should consider a course of action that would protect our legacy and investments and ultimately ensure our work would continue to have impact and bring benefit to organisations in the global south.

In November 2023, the decision was reached by the Trustees, with support from the senior management team, to prepare for a transition of our work to new organisations in east and southern Africa, leading to an ordered close out of the charity by April 2025.

From that point onwards our Fundraising and Partnership work was no longer focused on new business development but on the objective of securing takeover partners and funds to support the transition strategy.

Over the year we made applications to trust and foundations that totalled £1.8 million. We achieved a modest 36% success rate. All funding secured was restricted and in support of the ongoing delivery and development of our core products, Be in the KNOW and Boost. We continue to benefit from funding from four core donors, Gilead Sciences, Vitol Foundation, ViiV Healthcare and Mercury Phoenix Trust. By the end of the financial year we had secured two large grants from the Vitol Foundation and ViiV Healthcare to support our transition strategy. This income will ensure that we have the necessary resource to work with the takeover partners, mentoring and supporting them through the transition and then providing financial resource to support the initial running costs that they will incur while seeking new local donor support for the longer term.

In addition, Avert would like to acknowledge that we continue to benefit from the kind donations from a small but committed number of individual donors who have supported us now for many years.

Avert's fundraising activities have adhered to the following principles:

- All funds raised through restricted fundraising activities will be spent in line with donor agreements.
- In all cases, funds will be spent in accordance with the organisation's mission and purpose.
- All personal information collected by Avert will be treated as confidential and will not be shared with third parties without the direct permission of the individual.
- Avert does not engage in telephone or door-to-door fundraising.
- Avert is registered with and abides by the Fundraising Regulator's code of conduct.

Avert would also like to acknowledge that we benefit from the grant giving arms of several pharmaceutical companies who are committed to supporting the SDG. The charity has no conflict-of-interest concerns relating to these funding relationships. There is no question that our values, editorial independence, or impartiality are compromised by these funding relationships.

With a heathy balanced budget for the new financial year, Avert is confident of its decision to act now and oversee an orderly close out of the organisation and celebrate its legacy through the successful transition strategy that will benefit organisations in the global south.

Finance report

In line with our 4 year strategic framework and business development plan, our key financial objective for the year was to continue work to raise our income from existing and new funders and to reduce the level of expenditure required from the charity's reducing reserves.

As captured above in the fundraising and partnership section, a significant decision was taken at the Q3 Board of Trustees meeting to move to a new ordered transition and close out strategy from April 2024.

To add further context to this decision, Avert has operated with a number of key financial milestones that if reached would trigger the need for review and decisions by the Board on future directions. After an unsuccessful bid for significant multi-year funding in May 2023 along with a review of our funding prospects and pipeline, we reached a financial milestone that required us to consider our short term to longer term viability. With the support of a HIV funding sector expert, we undertook a detailed review of our options, which included carrying on with the hope that some of our funding applications would come good, contract the charity's operations down, engage in the localisation agenda and transition our work leading to an ordered close out of Avert. In keeping with the charity's values and principles and with a realistic assessment of the wider sector, the latter option was taken.

In many respects, we have had a very similar financial year to the last one. The key difference is however that our unrestricted reserves, held in the form of an invested endowment up until December 2023, were continuing to reduce and could no longer shoulder the deficit between restricted income and full expenditure. Avert has always operated with a blended financial model of restricted income, supported by unrestricted. Restricted income in the form of annual grants or multi-year project grants has been invaluable to the delivery of our charitable objectives, but without a multi-year unrestricted grant, which we have not been successful in achieving, it is not possible to continue to deliver the quality work the charity is known for.

The total income for the year was £361,394 (2023: £429,362). The total cost for raising funds was £92,731 (2023: £81,341) and includes the costs related to managing the charity's endowment fund. Restricted income is identified as such and managed in accordance with the donor's terms and conditions of grant. No compliance issues arose in the management and handling of restricted funds.

Total expenditure for the year was £864,748 (2023: £988,081) which is a 13% decrease on last year (and a 15% decrease in charitable activities expenditure). 69% of the charitable expenditure was from restricted funds (2023: 73%).

Financial KPIs are in place that are monitored and reported on quarterly. They include tracking the percentage of cost share required on grants, and the extent of salary recovery from restricted funds.

PRINCIPAL RISKS AND UNCERTAINTIES

The Trustees perform a review to identify the major risks to which the charity is exposed on an annual basis and have established systems and procedures to mitigate these risks. These risks haves included the possibility of volatility in the investment market affecting the charity's endowment fund; funder commitment to the HIV response; a serious technology failing in the hosting of our digital products and platforms; negative external publicity affecting how our users engage in our digital materials; failing to deliver on contractual obligations to donors; a diverse donor portfolio; and retention and development of staff.

INVESTMENTS AND RESERVES

The charity holds flexible relevant reserves and investment policies that are reviewed annually during budget setting. The charity continues to hold a small expendable endowment, the original purpose of which was to support the charity to deliver on its charitable objects. This endowment was gifted to the charity by its founding Directors at the time of the charity's formation in 1999. Over the years the endowment has allowed the charity to grow and transition towards being sustainable through donor funds.

Avert's assets are invested in line with its aims and values. The Trustees do not wish to adopt an exclusionary policy, but individual investments may be excluded if perceived to conflict with the charity's purpose. Specific restrictions can be imposed upon the Investment Fund Manager at any time by the Trustees. The restrictions during the year were:

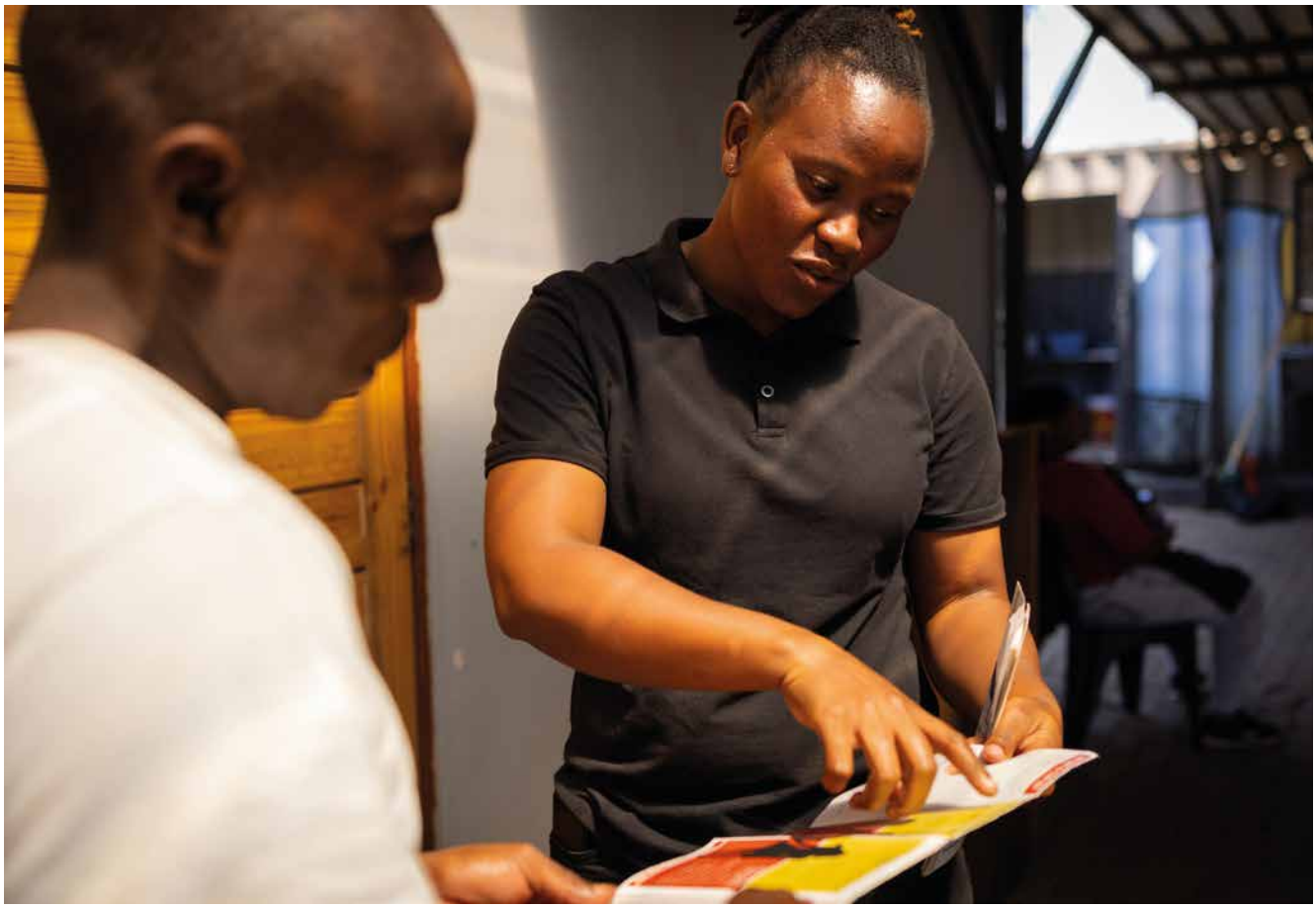
- No one stock holding should represent over 5% of the value of the whole portfolio.
- If invested in any pharmaceutical stocks at least two must be held.

The Investment Fund Manager has managed the assets on a discretionary basis in line with this policy, providing a detailed monthly valuation statement including all investments bought and sold. Performance of the portfolio and the Investment Fund Manager has been monitored annually against agreed market benchmarks as below.

The performance benchmarks used are RPI +2%, and the 75% FTSE All Share Index/25% FTSE UK Gilt Index. Despite a fall in value during the year the Board is satisfied the Investment Fund Manager has consistently exceeded these performance benchmarks over the long term.

In order to preserve the charity's funds for the new strategy the Trustees took the decision to fully derisk the stock holdings and convert all investments held in the endowment into cash in November 2023. The cash continues to be held by the Investment Fund Manager free of charge in a high interest earning bank account.

The fund ended the year valued at £564,756 (2023: £930,840).



At 31st March 2024 the charity's total funds amounted to £636,061 (2023: £1,176,212) with unrestricted reserves in deficit of £115,861 (2023: in deficit of £158,649). The deficit on free reserves at the balance sheet date arises due to the timing of the recognition of liabilities and the transfer of funds from the endowment fund.

A restricted funds total of £182,305 represented by 7 outstanding grants (2023: £396,948 represented by 7 outstanding grants) will be carried forward into the new year to be fully expended by year end. One restricted fund was overdrawn meaning front loaded expenditure had been made in advance of grant income. This will be smoothed out over the full length of the project. Balances on each fund are summarised in Note 18.

Any remaining general funds on closure of the charity will form part of the transition process in accordance with the charity's Articles of Association.

LIABILITIES AND GRANT COMMITMENTS

Avert had a sub-agreement in place with OPHID, a not-for-profit organisation in Zimbabwe funded under the Vitol Foundation that came to an end in March 2024. All funds were transferred in accordance with the sub-agreement and were reported and closed out on in April 2024. There were no concerns or liabilities reported.

Avert has an office rental agreement in place with co-working office provider Platf9rm. The agreement runs on a renewable 6 month fixed basis and was last renewed in April 2024 until October 2024.

Statement of Trustee responsibilities

The Trustees (who are also Directors of Avert for the purposes of company law) are responsible for preparing the Trustees' Report 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 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 2019 (FRS 102);
- 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;
- 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 that disclose with reasonable accuracy at any time the financial position of the charitable company and 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 auditor is 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 auditor is aware of that information.

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

APPOINTMENT OF AUDITORS

The charity reappointed Blue Spire Limited as the charity's auditors for the year under review.

Blue Spire Limited have expressed their willingness to stand for reappointment and a resolution proposing their reappointment will be put forward at the annual general meeting of the charity.

SMALL COMPANIES PROVISIONS

This report has been prepared in accordance with the small companies regime under the Companies Act 2006. Approved by the Trustees and signed on their behalf.



Professor Simon Forrest
Chairman

31 October 2024

Independent auditor's report to the members of Avert

OPINION

We have audited the financial statements of Avert (the 'charitable company') for the year ended 31 March 2024 which comprise Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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.

EMPHASIS OF MATTER – FINANCIAL STATEMENTS PREPARED ON A BASIS OTHER THAN GOING CONCERN

We draw attention to Note 21 to the financial statements which explains that the trustees intend to cease activities and pass the remaining assets to three non-governmental organisations and therefore do not consider it to be appropriate to adopt the going concern basis of accounting in preparing the financial statements. Accordingly the financial statements have been prepared on a basis other than going concern as described in Note 21. Our opinion is not modified in respect of this matter.

OTHER INFORMATION

The other information comprises the information included in the trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. 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.

OPINIONS 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 trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which 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 directors' 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' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

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 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.

AUDITOR'S 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 an auditor's report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the Charity and the industry in which it operates, we identified the principal laws and regulations that directly affect the financial statements to be the Charities Act, Employment Act and Trustee Act. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

In addition, the Charity is subject to many other laws and regulations where the consequences of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through the imposition of fines or litigation. As an investment, grant and donation funded charity providing advocacy and education directly or through the supporting of other entities there is a limitation to areas most likely to have such an effect. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence if any.

Audit procedures performed by the engagement team included:

- Enquiry of management, those charged with governance around actual and potential litigation and claims;
- Enquiry of entity staff to identify any instances of non-compliance with laws and regulations;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and revieing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the 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 charitable company's members those matters we are required to state to them in an auditor's 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 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



Geoffrey Frost *BSc (Hons) FCA (Senior Statutory Auditor)*
For and on behalf of Blue Spire Limited, Statutory Auditor

31 October 2024

Cawley Priory, South Pallant
Chichester, West Sussex PO19 7UY

STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £	2023 Total Funds £
INCOME AND ENDOWMENTS FROM:						
Donations and legacies	**1**	4,869	320,752	-	325,621	379,277
Charitable activities	**2**	-	-	-	-	8,359
Investments	**3**	35,773	-	-	35,773	41,726
Total		40,642	320,752	-	361,394	429,362
EXPENDITURE ON:						
Raising funds - Investment management	**4**	-	-	4,513	4,513	8,870
Raising funds - Seeking funds	**4**	88,218	-	-	88,218	72,471
Charitable activities	**5**	236,622	535,395	-	772,017	906,740
Total		324,840	535,395	4,513	864,748	988,081
Net gains/(losses) on investment assets		-	-	(36,797)	(36,797)	(193,383)
Net Income/(expenditure)		(284,198)	(214,643)	(41,310)	(540,151)	(752,102)
Transfers between funds	**18**	324,775	-	(324,775)	-	-
Net movement in funds		40,577	(214,643)	(366,085)	(540,151)	(752,102)
RECONCILIATION OF FUNDS						
Total funds brought forward	**18**	(151,577)	396,948	930,841	1,176,212	1,928,314
Total funds carried forward	**18**	(111,000)	182,305	564,756	636,061	1,176,212

The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.
All of the above results are derived from continuing activities.

BALANCE SHEET AS AT 31 MARCH 2024

	Note	2024 £	2024 £	2023 £	2023 £
FIXED ASSETS					
Intangible assets	**12**	59,283		88,924	
Tangible assets	**13**	4,862		7,073	
Investments	**14**	-		930,840	
			64,145		1,026,837
CURRENT ASSETS					
Debtors	**15**	60,546		157,367	
Cash at hand and in bank		621,742		56,421	
Total current assets		682,288		213,788	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	**16**	110,372		64,413	
Net current assets/(liabilities)			571,916		149,375
Net assets/(liabilities)			636,061		1,176,212
THE FUNDS OF THE CHARITY					
Endowment funds	**18**				
Expendable endowment		564,756		673,127	
Fair value reserve		-		257,714	
			564,756		930,841
Restricted funds	**18**		182,305		396,948
Unrestricted funds					
Designated Funds		4,861		7,072	
General Funds		(115,861)		(158,649)	
Total unrestricted funds	**18**		(111,000)		(151,577)
Total charity funds			636,061		1,176,212

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The accompanying notes form part of these financial statements.

The financial statements were approved and authorised for issue by the trustees on 31 October 2024 and signed on their behalf by:



.....
Professor Simon Forrest
Chairman

Avert
Registered Charity Number 1074849
Registered Company Number 03716796

STATEMENT OF CASH FLOWS

	2024		2023	
	£	£	£	£
Net cash flow from operating activities (see below)		(364,495)		(288,978)
Cash flow from investing activities				
Purchase of intangible fixed assets	-		-	
Purchase of tangible fixed assets	-		(8,134)	
Purchase of investments	-		(110,477)	
Proceeds from sales of investments	880,298		230,183	
Receipts from sale of tangible fixed assets	-		492	
Investment income	35,773		41,726	
Net cash flow from investing activities		916,071		153,790
Net increase/(decrease) in cash and cash equivalents		551,576		(135,188)
Cash and cash equivalents at 1 April		70,166		205,354
Cash and cash equivalents at 31 March		621,742		70,166
Cash and cash equivalents consist of:				
Cash at bank and in hand		621,742		56,421
Cash held within investments		-		13,745
Cash and cash equivalents at 31 March		621,742		70,166

Reconciliation of net income to net cash flow from operating activities

	2024		2023	
	£	£	£	£
Net income for the period		(540,151)		(752,102)
Adjusted for:				
Investment income	(35,773)		(41,726)	
(Gains)/losses on investments	36,797		193,383	
Depreciation and impairment of tangible fixed assets	31,852		33,093	
Loss/(gain) on disposal of fixed assets	-		-	
Decrease/(increase) in debtors	96,821		257,624	
Increase/(decrease) in creditors	45,959		20,750	
		175,656		463,124
		(364,495)		(288,978)

Analysis of changes in net debt

	2024 Cash and cash equivalents	2023 Cash and cash equivalents
	£	£
Total net debt brought forward	70,166	205,354
Cash flows	551,576	(135,188)
Total net debt carried forward	621,742	70,166

ACCOUNTING POLICIES

General information, scope and basis of the financial statements
Avert is an incorporated charity, limited by guarantee, incorporated in England with the company number 03716796. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The address of the registered office is given in the charity information page of these financial statements. The nature of the charity's operations and principal activities are outlined in the trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are not prepared on a going concern basis with items modified to an appropriate fair value as necessary. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Incoming resources
All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

For legacies, entitlement is the earlier of the charity being notified of an impending distribution or the legacy being received. At this point income is recognised. On occasion legacies will be notified to the charity however it is not possible to measure the amount expected to be distributed. On these occasions, the legacy is treated as a contingent asset and disclosed.

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Investment income is earned through holding assets for investment purposes such as shares and cash deposits. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the charity's right to receive payment is established.

Resources expended
All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- costs of raising funds; which includes the costs of organising events and investment management fees
- expenditure on charitable activities; which includes grants made to beneficiaries and costs incurred to support those activities

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

Support cost allocation
Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

The analysis of these costs is included in Note 6 and has been included on the following basis:

Promoting knowledge of those at risk	40%
Promoting knowledge of community educators	40%
Supporting practitioners	20%

ACCOUNTING POLICIES

Employee benefits
When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

Pension costs
The charity operates a defined contribution pension scheme. Contributions to the scheme are charged to the statement of financial activities on a payable basis.

VAT
The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SoFA.

Taxation
The charity is considered to pass the tests set out in sections 466 to 493 Corporation Tax Act 2010 (CTA 2010), as such no income tax is payable on the charity's activities.

Intangible assets
Identifiable development expenditure on the website is capitalised to the extent that the technical, commercial and financial feasibility can be demonstrated.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website	25% Straight line

Fixed assets
Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office equipment	25% straight line

Fixed asset investments
Investments are recognised initially at fair value which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in ‘net gains/(losses) on investments’ in the SoFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

Debtors and creditors receivable / payable within one year
Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Cash and cash equivalents
Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value. In addition it includes cash at bank and in hand and cash balances within the investment portfolio available for investment transaction purposes.

ACCOUNTING POLICIES

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Endowment funds represent those assets which were gifted to the charity to be held for income generation and applied in furtherance of the charity's objects. Income arising on the endowment funds can be used in accordance with the objects of the charity and is included as unrestricted income. Any capital gains or losses arising on the investments form part of the fund. Investment management charges and legal advice relating to the fund are charged against the fund.

Further details of each fund are disclosed in Notes 18 and 19.

NOTES TO THE FINANCIAL STATEMENTS

1. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £
Donations	4,869	-	-	4,869
Grants	-	320,752	-	320,752
	4,869	320,752	-	325,621

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Donations	5,789	-	-	5,789
Grants	-	373,488	-	373,488
	5,789	373,488	-	379,277

2. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £
Earned income	-	-	-	-
	-	-	-	-

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Earned income	8,359	-	-	8,359
	8,359	-	-	8,359

3. Investments

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £
Bank interest	3,354	-	-	3,354
Income from investment holdings	32,419	-	-	32,419
	35,773	-	-	35,773

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Bank interest	172	-	-	172
	41,554	-	-	41,554
	41,726	-	-	41,726

NOTES TO THE FINANCIAL STATEMENTS

4. Raising funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £
Investment management				
Investment management fees	-	-	4,513	4,513
	-	-	4,513	4,513
Cost of seeking donations, grants and legacies				
Staff costs	73,011	-	-	73,011
Other costs	15,207	-	-	15,207
	88,218	-	-	88,218
	88,218	-	4,513	92,731

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Investment management				
Investment management fees	-	-	8,870	8,870
	-	-	8,870	8,870
Cost of seeking donations, grants and legacies				
Staff costs	64,660	-	-	64,660
Other costs	7,811	-	-	7,811
	72,471	-	-	72,471
	72,471	-	8,870	81,341

5. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £
Promoting knowledge of those at risk				
Staff costs	19,899	243,895	-	263,794
Other direct costs	90,615	82,389	-	173,004
Support and governance costs	35,708	11,388	-	47,096
	146,222	337,672	-	483,894
Promoting knowledge of community educators				
Grants (see note 7)	-	14,563	-	14,563
Staff costs	6,633	81,298	-	87,931
Other direct costs	30,205	27,462	-	57,667
Support and governance costs	35,708	11,388	-	47,096
	72,546	134,711	-	207,257
Supporting practitioners				
Staff costs	-	36,701	-	36,701
Other direct costs	-	20,617	-	20,617
Support and governance costs	17,854	5,694	-	23,548
	17,854	63,012	-	80,866
	236,622	535,395	-	772,017

NOTES TO THE FINANCIAL STATEMENTS

5. Charitable activities (continued)

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Promoting knowledge of those at risk				
Staff costs	-	277,029	-	277,029
Other direct costs	115,166	113,135	-	228,301
Support and governance costs	35,539	19,187	-	54,726
	150,705	409,351	-	560,056
Promoting knowledge of community educators				
Grants (see note 7)	-	82,424	-	82,424
Staff costs	-	92,343	-	92,343
Other direct costs	38,389	37,711	-	76,100
Support and governance costs	35,539	19,187	-	54,726
	73,928	231,665	-	305,593
Supporting practitioners				
Staff costs	-	4,235	-	4,235
Other direct costs	-	9,494	-	9,494
Support and governance costs	17,768	9,594	-	27,362
	17,768	23,323	-	41,091
	242,401	664,339	-	906,740

6. Support and governance costs

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £
Staff costs	52,489	-	-	52,489
Premises	31,571	-	-	31,571
Recruitment and training	60	-	-	60
Travel, conferences and events	835	-	-	835
Security including Legal and HR	2,547	-	-	2,547
Printing, postage and stationery	5,563	-	-	5,563
Telephone	608	-	-	608
Computer costs and equipment hire	2,812	-	-	2,812
General office and office moving expenses	1,673	-	-	1,673
Insurance	1,974	-	-	1,974
Subscriptions	3,851	-	-	3,851
Depreciation	2,211	-	-	2,211
Governance:				
Audit fee	5,970	-	-	5,970
Trustee training and expenses	-	-	-	-
Strategic Development	5,576	-	-	5,576
	117,740	-	-	117,740
Overhead allocation to Restricted Funds	(28,470)	28,470	-	-
	89,270	28,470	-	117,740
Allocation of support costs				
Promoting knowledge of those at risk	35,708	11,388	-	47,096
Promoting knowledge of community educators	35,708	11,388	-	47,096
Supporting practitioners	17,854	5,694	-	23,548
	89,270	28,470	-	117,740

NOTES TO THE FINANCIAL STATEMENTS

6. Support and governance costs (continued)

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Staff costs	51,676	-	-	51,676
Premises	45,582	-	-	45,582
Recruitment and training	5,235	-	-	5,235
Travel, conference and events	608	-	-	608
Security including Legal and HR	7,970	-	-	7,970
Printing, postage and stationery	4,955	-	-	4,955
Telephone	(127)	-	-	(127)
Computer costs and equipment hire	2,265	-	-	2,265
General office and office moving expenses	2,559	-	-	2,559
Insurance	1,868	-	-	1,868
Subscriptions	3,340	-	-	3,340
Depreciation	3,452	-	-	3,452
Governance:				
Audit fee	5,370	-	-	5,370
Trustee training and expenses	2,048	-	-	2,048
Strategic Development	13	-	-	13
	136,814	-	-	136,814
	(47,968)	47,968	-	-
	88,846	47,968	-	136,814
Allocation of support costs				
Promoting knowledge of those at risk	35,539	19,187	-	54,726
Promoting knowledge of community educators	35,539	19,187	-	54,726
Supporting practitioners	17,768	9,594	-	27,362
	88,846	47,968	-	136,814

7. Analysis of grants

	2024 Total Funds £	2023 Total Funds £
Grants to institutions		
Zimbabwe - OPHID	14,563	82,424
	14,563	82,424

Future commitments

The charity budgets for instalments of multi year grants that have not yet been approved. These future commitments are not contractual as the amounts are not part of the charity's formal grant offer, and are subject to the grantee satisfying the charity's monitoring requirements and showing that they are making satisfactory progress towards meeting the grant's objectives. At the balance sheet date the charity had no obligations for future instalments of grants.

NOTES TO THE FINANCIAL STATEMENTS

8. Auditors' remuneration

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £
Auditors' remuneration - audit	5,370	-	-	5,370
Auditors' remuneration - other accountancy services	600	-	-	600

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Auditors' remuneration - audit	5,370	-	-	5,370

9. Wages and salary cost

	2024 Total Funds £	2023 Total Funds £
Gross wages	426,305	388,585
Employer's national insurance costs (inclusive of employer national insurance allowance)	41,499	38,101
Employer's pension contributions	35,357	30,322
Termination payments*	8,578	-
Subcontract staff overseas	43,150	32,163
	554,889	489,171

* Termination payments were made to staff in the form of redundancy. These amounts are complete with no further amounts to be paid in respect of these agreed settlements.

Two employees (2023: one employee) received employee benefits (excluding employer pension costs) in the range £60,000 to £70,000.

The average number of employees was:

Administration of charitable activities	11	10
	11	10

10. Pension scheme

The charity operates a defined contribution pension scheme for its employees. The total payable for the year under review was £35,357 (2023: £30,322). £4,393 (2023: £4,596) was outstanding at the end of the financial year.

NOTES TO THE FINANCIAL STATEMENTS

11. Related party transactions

None of the trustees received any remuneration during the year under review (2023: £nil). £nil (2023: £2,048) was reimbursed to or paid on behalf of the trustees.

No donations (2023: £nil) were received from the charity's trustees in the year under review.

During the year under review the charity reimbursed or paid expenses on behalf of the three (2023: four) key management personnel incurred in the performance of their duties totalling £2,175 (2023: £4,416).

At the end of the reporting year the charity had three (2023: three) key management personnel comprising the CEO, Director of Communications and Digital Health Strategy, Director of Finance and Operations. Avert hired a new recruit in Partnerships and Fundraising at project management level. The total employee benefits, inclusive of employer's national insurance and pension contributions, received by those key management personnel amounted to £210,402 (2023: £212,427).

12. Intangible fixed assets

	Website £	Total £
Cost		
At 1 April 2023	118,565	118,565
Additions	-	-
Disposals	-	-
At 31 March 2024	118,565	118,565
Amortisation		
At 1 April 2023	29,641	29,641
Charge for the year	29,641	29,641
On disposals	-	-
At 31 March 2024	59,282	59,282
Net book value at 31 March 2024	59,283	59,283
Net book value at 31 March 2023	88,924	88,924

13. Tangible fixed assets

	Office equipment £	Total £
Cost		
At 1 April 2023	14,642	14,642
Additions	-	-
Disposals	-	-
At 31 March 2024	14,642	14,642
Depreciation		
Accumulated at 1 April 2023	7,569	7,569
Charge for the year	2,211	2,211
On disposals	-	-
At 31 March 2024	9,780	9,780
Net book value at 31 March 2024	4,862	4,862
Net book value at 31 March 2023	7,073	7,073

NOTES TO THE FINANCIAL STATEMENTS

14. Fixed assets investments

	Listed investments £	Cash £	2024 Total Funds £	2023 Total Funds £
Reconciliation of movement on investments				
Carrying (market) value brought forward	917,095	13,745	930,840	1,316,539
Additions at cost	-	-	-	110,477
Disposals at carrying value	(917,095)	-	(917,095)	(140,484)
Gain/(Loss) on revaluation	-	-	-	(283,082)
Net increase/(decrease) in cash	-	(13,745)	(13,745)	(72,610)
Carrying (market) value carried forward	-	-	-	930,840
Gains/(losses) on investments				
Unrealised (from above)	-	-	-	(283,082)
Realised on disposal of fixed asset investments	(36,797)	-	(36,797)	89,699
	(36,797)	-	(36,797)	(193,383)
The investments above are analysed as follows:				
Listed investments	-	-	-	917,095
Cash or cash equivalents	-	-	-	13,745
	-	-	-	930,840

15. Debtors

	2024 Total Funds £	2023 Total Funds £
Trade debtors	-	-
Other debtors	864	7,560
Prepayments	5,031	2,969
Accrued income receivable within one year	54,651	146,838
	60,546	157,367

Accrued income consists of £50,271 (2023: £146,787) of grant income receivable, £187 (2023: £51) of gift aid recoverable and £4,193 of interest receivable.

NOTES TO THE FINANCIAL STATEMENTS

16. Creditors: amounts falling due within one year

	2024 Total Funds £	2023 Total Funds £
Trade creditors	7,314	23,058
Accruals	21,022	26,294
Deferred income (see below)	66,908	-
Other creditors	4,393	4,596
Taxation and social security	10,735	10,465
	110,372	64,413

Deferred income

	Brought forward £	Released in year £	Deferred in year £	Carried forward £
ViiV - Positive Action	-	-	66,908	66,908
	-	-	66,908	66,908

17. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2024 Total Funds £	2023 Total Funds £
Intangible fixed assets	59,283	-	-	59,283	88,924
Tangible fixed assets	4,862	-	-	4,862	7,073
Fixed asset investments	-	-	-	-	930,840
Current assets	(64,773)	182,305	564,756	682,288	213,788
Current liabilities	(110,372)	-	-	(110,372)	(64,413)
	(111,000)	182,305	564,756	636,061	1,176,212

NOTES TO THE FINANCIAL STATEMENTS

18. Analysis of net movement in funds

	Year ended 31 March 2024					
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	673,127	-	(4,513)	220,917	(324,775)	564,756
Fair value reserve	257,714	-	-	(257,714)	-	-
Total endowment funds	930,841	-	(4,513)	(36,797)	(324,775)	564,756
Restricted funds						
Vitol Foundation - Youth Boost	57,471	-	(57,471)	-	-	-
Vitol Foundation - Youth Boost	-	37,012	(23,016)	-	-	13,996
ViiV Healthcare - Technical support to	-	79,913	(31,032)	-	-	48,881
ViiV - Prevention	47,225	-	(47,225)	-	-	-
ViiV - Strategic Fund	-	13,382	(7,231)	-	-	6,151
ViiV - Positive Action	-	13,259	(22,967)	-	-	(9,708)
Gilead Sciences Inc - Knowledge to	-	-	-	-	-	-
Gilead Sciences Inc - Support for	-	78,419	(14,219)	-	-	64,200
Gilead Sciences Inc - Zeroing in	92,848	-	(92,848)	-	-	-
Gilead Sciences Inc - Monkeypox	41,379	-	(41,379)	-	-	-
Gilead Sciences Inc - Testing and	-	99,844	(57,588)	-	-	42,256
Mercury Phoenix Trust - Be in the	-	-	-	-	-	-
Mercury Phoenix Trust - What People	-	24,663	(8,134)	-	-	16,529
Risk Pool Fund - Youth Boost	26,878	-	(26,878)	-	-	-
VSO/Eagle - Mozambique project	-	-	-	-	-	-
VSO/Eagle - Sena and Chiute	14,694	(24,313)	9,619	-	-	-
Reach *(previously Praekelt)* (EJAF) -	116,453	(1,427)	(115,026)	-	-	-
Sentebale	-	-	-	-	-	-
Total restricted funds	396,948	320,752	(535,395)	-	-	182,305
Unrestricted funds						
Designated funds						
Fixed asset reserve	7,072	-	(2,211)	-	-	4,861
	7,072	-	(2,211)	-	-	4,861
General Fund	(158,649)	40,642	(322,629)	-	324,775	(115,861)
Total unrestricted funds	(151,577)	40,642	(324,840)	-	324,775	(111,000)
Total funds	1,176,212	361,394	(864,748)	(36,797)	-	636,061

NOTES TO THE FINANCIAL STATEMENTS

18. Analysis of net movement in funds (continued)

	Year ended 31 March 2023					
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	775,113	-	(8,870)	90,329	(183,445)	673,127
Fair value reserve	541,426	-	-	(283,712)	-	257,714
Total endowment funds	1,316,539	-	(8,870)	(193,383)	(183,445)	930,841
Restricted funds						
Vitol Foundation - Youth Boost	60,391	137,320	(140,240)	-	-	57,471
ViiV Healthcare - Technical support to	2,400	-	(2,400)	-	-	-
ViiV - Prevention	-	58,554	(11,329)	-	-	47,225
Gilead Sciences Inc - Knowledge to	35,446	-	(35,446)	-	-	-
Gilead Sciences Inc - Support for	20,676	-	(20,676)	-	-	-
Gilead Sciences Inc - Zeroing in	175,135	-	(82,287)	-	-	92,848
Gilead Sciences Inc - Monkeypox	-	43,359	(1,980)	-	-	41,379
Mercury Phoenix Trust - Be in the	18,120	-	(18,120)	-	-	-
Risk Pool Fund - Youth Boost	-	39,694	(12,816)	-	-	26,878
VSO/Eagle - Mozambique project	31,651	-	(31,651)	-	-	-
VSO/Eagle - Sena and Chiute	-	60,783	(46,089)	-	-	14,694
Reach *(previously Praekelt)* (EJAF) -	343,980	19,632	(247,159)	-	-	116,453
Sentebale	-	14,146	(14,146)	-	-	-
Total endowment funds	687,799	373,488	(664,339)	-	-	396,948
Unrestricted funds						
Designated funds						
Fixed asset reserve	2,883	-	(3,452)	-	7,641	7,072
	2,883	-	(3,452)	-	7,641	7,072
General Fund	(78,907)	55,874	(311,420)	-	175,804	(158,649)
Total unrestricted funds	(76,024)	55,874	(314,872)	-	183,445	(151,577)
Total funds	1,928,314	429,362	(988,081)	(193,383)	-	1,176,212

NOTES TO THE FINANCIAL STATEMENTS

19. Description of funds

Expendable endowment	Expendable endowment funds comprise an expendable endowment donated to the charity in 1989.
Fair value reserve	Representing the variance between cost and fair value of the charity's investment assets.
Vitol Foundation - Youth Boost	Funds received for the Youth Boost project and Boost evaluation.
ViiV Healthcare - Technical support to Umunthu project	Funds received from ViiV Healthcare's Positive Action for Children Fund to support Umunthu's Prevention of Mother-to-Child Transmission project.
Gilead Sciences Inc - Knowledge to Action	Funds received to support digital communications to build health literacy among those most impacted by HIV through our Be in the KNOW website.
Gilead Sciences Inc - Support for practitioners	Funds received to support provision of COVID-19 information.
Gilead Sciences Inc - Zeroing in	Funds received to support communications work with young adults and community health workers.
Gilead Sciences Inc - Monkeypox	Funds received to support knowledge and action for populations who need to know.
Mercury Phoenix Trust - Be in the Know	Funds received to support the development of our Be in the KNOW website.
Risk Pool Fund - Youth Boost	Funds received to upgrade our Youth Boost app in Zimbabwe.
VSO/Eagle - Mozambique project	Funds received to support the empowerment of adolescent girls to learn and earn in Mozambique.
VSO/Eagle - Sena and Chiute	Funds received to support the empowerment of adolescent girls to learn and earn for people of Sena and Chiute origins.
Sentebale	Funds received to support a scoping trip to Botswana and Lesotho to present Boost.
Reach *(previously Praekelt)* (EJAF) - Young Africa Live	Funds received via the Elton John AIDS Foundation in partnership with Reach *(previously Praekelt)* to build an integrated digital health information platform for young people.
Mercury Phoenix Trust - Young Voices	Funds received from Mercury Phoenix Trust to support the charity's Promoting knowledge and education projects.
Mercury Phoenix Trust - PrEP	Funds received from Mercury Phoenix Trust to create a social media campaign promoting awareness, interest, support and demand for PrEP among young people in Southern Africa.
Risk Pool Fund - Be in the Know (Zambia)	Funds received from the Risk Pool Fund in collaboration with The Vitol Foundation to evaluate sexual health communications during the coronavirus epidemic in Zambia.
Fixed asset reserve	Designated funds representing the net book value of fixed assets.
General funds	Funds available for use at the discretion of the trustees.

NOTES TO THE FINANCIAL STATEMENTS

20. Transfers between funds

From	To	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds £
Transfer 1						
Expendable endowment	General fund	107,225	-	-	(107,225)	-
		107,225	-	-	(107,225)	-

Transfer from expendable endowment funds to general fund to support the expenditure of the charity.

Transfer 2						
General fund	Fixed Assets	651	(651)	-	-	-
		651	(651)	-	-	-

Transfer from general funds to fixed assets designated fund representing the additions to and disposal of fixed assets.

Transfer 3						
Gilead Sciences 1	General fund	44,524	-	(44,524)	-	-
		44,524	-	(44,524)	-	-

Transfer from general funds in respect of IT infrastructure expenditure funded by restricted fund.

152,400	(651)	(44,524)	(107,225)	-

21. Proposed cessaton of activities

In the period since the year end the trustees after consultation resolved to cease activities at December 2024 and pass Avert's work and remaining assets to 3 non-governmental organisations (NGOs) in east and Southern Africa, who we have been working with and have similar objects aligning with our values and mission. At the time of writing this report the trustees with the assistance of the charity's senior management are putting in place the necessary agreements with funders and the recipient organisations to complete the closure and transfer of assets. The charity is on track to complete the transfer strategy by December 2024 and will then commence the work associated with the charity's close out which is expected to be completed by April 2025. A final set of accounts and report will be produced for this period.

No adjustments to the carrying value of assets are necessary as a result of the planned closure.

22. Financial instruments

The carrying amounts of the charity's financial instruments are as follows:

	2024 Total Funds £	2023 Total Funds £
Financial assets		
Measured at fair value through net income/(expenditure):		
Fixed asset investments*	-	930,840
**Fair value is taken as the average of the bid and offer price for each security*	-	930,840

NOTES TO THE FINANCIAL STATEMENTS

22. Financial instruments (continued)

	2024 Total Funds £	2023 Total Funds £
Financial assets		
Measured at amortised cost:		
Trade debtors	-	-
	-	-
Financial liabilities		
Measured at amortised cost:		
Trade creditors	7,314	23,058
	7,314	23,058

The income, expense, net gains and net losses attributable to the charity's financial instruments are summarised as follows:

	2024 Total Funds £	2023 Total Funds £
Income and expense		
Financial assets measured at fair value through net income/(expenditure)		
Investment income	32,419	41,554
Investment management fees	(4,513)	(8,870)
	27,906	32,684
Net gains and losses (including changes In fair value)		
Financial assets measured at fair value through net income/(expenditure)		
Unrealised gains/(losses) on investments	-	(283,082)
Realised gains/(losses) on investments	(36,797)	89,699
	(36,797)	(193,383)

Fixed asset investments are held at fair value with valuations obtained using closing mid-market price.

NOTES TO THE FINANCIAL STATEMENTS

23. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	**1**	5,789	373,488	-	379,277
Charitable activities	**2**	8,359	-	-	8,359
Investments	**3**	41,726	-	-	41,726
Total		55,874	373,488	-	429,362
EXPENDITURE ON:					
Raising funds - Investment management	**4**	-	-	8,870	8,870
Raising funds - Seeking funds	**4**	72,471	-	-	72,471
Charitable activities	**5**	242,401	664,339	-	906,740
Total		314,872	664,339	8,870	988,081
Net gains/(losses) on investment assets		-	-	(193,383)	(193,383)
Net Income/(expenditure)		(258,998)	(290,851)	(202,253)	(752,102)
Transfers between funds	**18**	183,445	-	(183,445)	-
Net movement in funds		(75,553)	(290,851)	(385,698)	(752,102)
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	**18**	(76,024)	687,799	1,316,539	1,928,314
Total funds carried forward	**18**	(151,577)	396,948	930,841	1,176,212

Avert HIV
Empowering people through knowledge

www.avert.info

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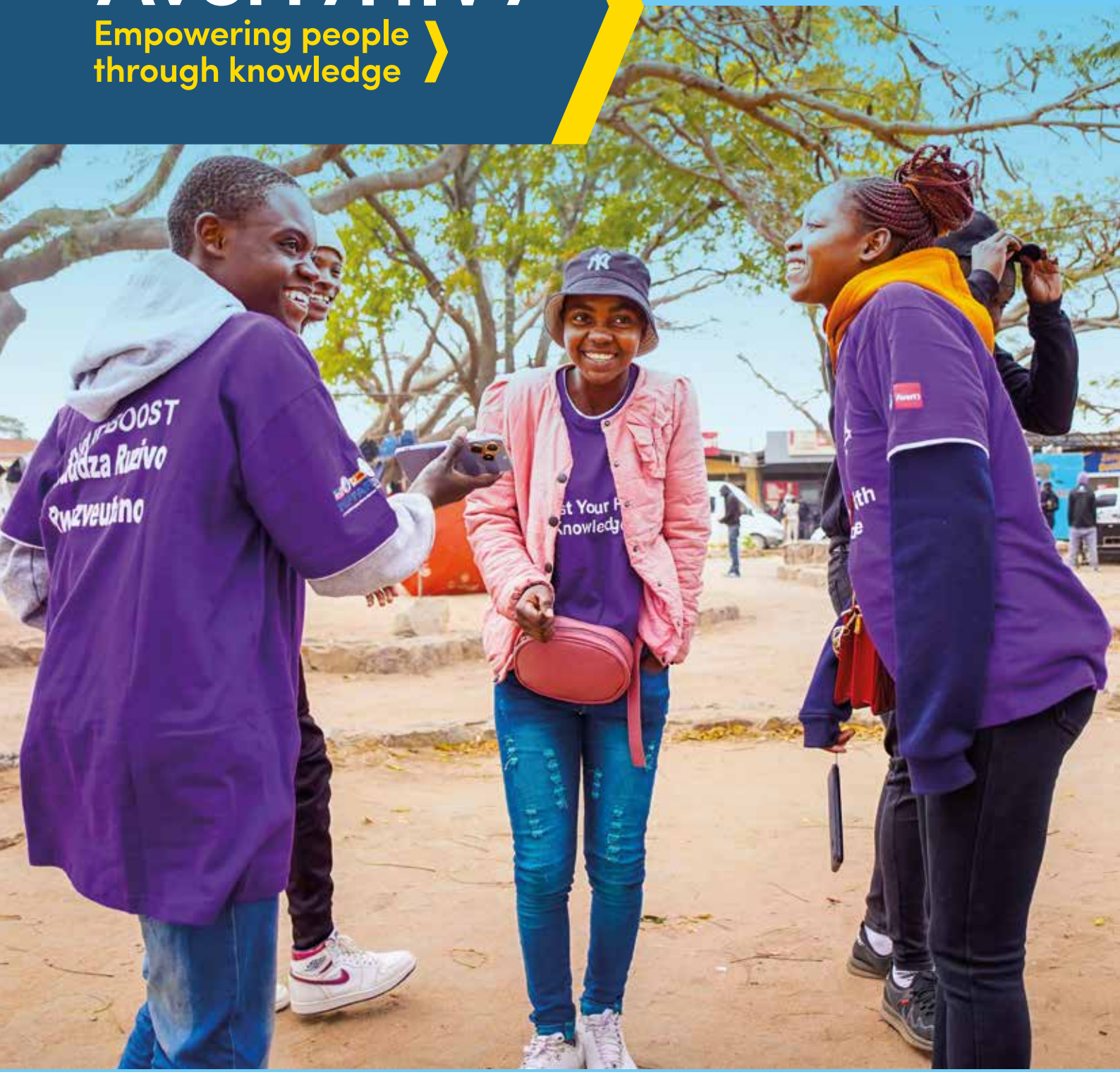
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England & Wales - Charity number 1074849

Accounts

Avert HIV

Empowering people through knowledge



ANNUAL REPORT 2022–23

Closing the gaps

Building knowledge, confidence and skills
Priming agency and action

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Over
36.6
MILLION PEOPLE
empowered through knowledge on sexual health and HIV

Over
81%
OF VISITORS TO BE IN THE KNOW
were more likely to take action on HIV and sexual health as a result

2022–23 highlights

36
MILLION FACEBOOK & INSTAGRAM USERS
reached with information to support their knowledge, skills and confidence

Boost accessed by nearly
35
THOUSAND COMMUNITY HEALTH WORKERS/EDUCATORS
(web & app)

Nearly
70
THOUSAND PEOPLE
reached through 2022 World AIDS Day campaign on Facebook and Instagram

13
MILLION PEOPLE
in sub-Saharan Africa empowered through *Be in the KNOW* (web & social)

2.6
MILLION ENGAGEMENTS
with Avert content across our project portfolio

Information resources for primary HIV and sexual health practitioners viewed
188
THOUSAND TIMES



HIV still isn't over, particularly for young women – in 2022 there were over 4,000 new HIV infections among adolescent girls and young women each week.[1] If we are to narrow the HIV knowledge gaps that are holding back faster progress, access to trusted health information must be a reality for all. That's why Avert continues to focus our efforts so keenly on co-creating high quality, context-appropriate digital content and resources that are designed to directly address the needs of people most affected by HIV and poor sexual health, and those working to support them.

This has been a year of significant progress towards those aims. Two of our central products, *Boost* and *Be in the KNOW*, are now firmly established brands, reaching millions of individuals and frontline health workers with engaging, evidence-based resources that are helping them and their communities to take better decisions about their sexual health. Alongside this, we've been working hard to share more of the knowledge and expertise that we have built up over the past year from all our products and partnerships.

Projects and campaigns to reach **targeted** populations undertaken in

10
COUNTRIES
across sub-Saharan Africa: Botswana, Eswatini, Lesotho, Malawi, Mozambique, Nigeria, South Africa, Uganda, Zambia and Zimbabwe

70
THOUSAND YOUNG USERS
in South Africa started online conversations on the issues that matter to them through Young Africa Live

Life skills app Yaya rolled out to over

550
LOW LITERACY GIRLS
in Mozambique

Avert learning presented at

4
INTERNATIONAL CONFERENCES

Message from the Chair and CEO

Not everyone is benefiting from the progress that has been achieved in the HIV response. Health information is a right and yet millions of people still do not have the knowledge to make informed choices that protect their health.

We have welcomed working with Avert on the Young Africa Live project. They are excellent at developing impactful content that engages young audiences and they know how to make it work on the social channels that young people use.

Lindsay Hayden, Portfolio Lead Young People, Elton John AIDS Foundation

In 2022, women and girls accounted for 62% of new HIV infections in sub-Saharan Africa, yet only 42% of districts with high HIV incidence had dedicated prevention programmes for adolescent girls and young women. HIV prevalence also continues to be many times higher among key populations compared to the general population. The criminalization of marginalised groups, such as the LGBT community in countries like Uganda, continues to fuel stigma and dissuade those most in need from finding support and using services. This has knock on effects on their own health as well as that of their partners and communities. Millions of lives are in jeopardy.

Health literacy matters and can help break down many of the barriers that hold back progress. It can challenge stigma. It can help people to know about new prevention tools like pre-exposure prophylaxis (PrEP) and how to access them. It can act as a lifeline to populations discriminated against based on gender or sexuality by providing confidential guidance and a readymade support group to anyone with access to a smartphone. It can help the 29.8 million people currently receiving life-saving treatment for HIV not only to understand and adhere to their treatment, but also provide additional resources to support their mental health and psychosocial needs.

Developing health literacy resources that not only inform but also dismantle stigma and misinformation can create a new norm, one that values inclusion, evidence, openness



and clarity. That's why this year has seen us build on our commitment to support advice seekers, educators and health practitioners, and reach the people who most need trustworthy, accessible and action-oriented information.

We now have a number of co-created tools in our kit box to support our different audiences on their learning journeys. The feedback and engagement analytics from our new digital brand *Be in the KNOW*, launched in April 2022, have been impressive – with clear evidence the brand is bringing young people into wider discussions on HIV and sexual health and building their knowledge and their agency to make informed choices.

Similarly, through our role developing content for and marketing *Young Africa Live*, we have brought over 70,000 young people into the conversation and gained valuable insights into the sexual health challenges faced by young people in South Africa. Together with a more detailed understanding of how they are using social media, these insights will inform other strands of our work going forward.

Boost, our app for community health workers and peer educators, has continued to go from strength to strength, with its further integration by a Zimbabwean HIV organisation into its wider work streams, and growing demand from motivated individual peer educators across sub-Saharan Africa. This is an exciting chance for us to take *Boost* to scale and embed it in community health outreach approaches across the region.

Likewise, *Yaya* – our life skills app co-designed with a group of adolescent girls and young women in Mozambique – has found its feet and is a model for how digital solutions can be successfully adapted to work for even the most low-literate and rural contexts. *Yaya* is helping create agency and build self-efficacy among a population that is at particular risk of HIV.

Avert remains committed to working with others across the sector to maximise impact and reduce duplication. We would like to thank our valued partners, funders, co-collaborators, staff and Trustees who all share our vision of ending new HIV infections and ensuring the dignity and wellbeing of those living with HIV.





Sarah Hand
Chief Executive Officer

Professor Simon Forrest
Chair of the Board of Trustees

Vision, mission and values

WHO WE ARE

Avert uses digital communications to build health literacy on HIV and sexual health. With over 30 years' experience, we are a trusted provider of accessible, accurate and actionable content and resources that support informed choices. Our work supports global efforts to end AIDS and achieve the Sustainable Development Goal for health. Every year, we engage with millions of individuals, community health workers and primary health practitioners living in areas of greatest need. We use our understanding of HIV and sexual health, our expertise in digital marketing, communications and behaviour change, and our network of partnerships to increase their knowledge, skills and confidence, and their ability to act.

OUR VISION

A world with no new HIV infections, where people make empowered sexual health choices, and where those living with HIV do so with dignity, good health and equality.

OUR MISSION

To increase health literacy on HIV and sexual health, among those most affected in areas of greatest need, in order to reduce new infections and improve health and well being.

OUR VALUES

We believe in every person's right to health and to the information that enables them to make informed choices around sexual health. The following values inform our work:



- **EVIDENCE-BASED.** We are committed to providing reliable, accurate, and high-quality information on HIV and sexual health. We use the latest evidence to inform our content and programmatic priorities.
- **RESPONSIVE.** We adapt our approach to respond to changing trends in the HIV epidemic and in how our target audiences access and consume information.
- **TRUSTWORTHY.** We have more than 30 years' experience of working in the HIV response. We are recognised and accredited as a provider of accurate and reliable information.
- **CREATIVE.** We understand the power of new approaches to bring about change. We focus on solutions and think creatively to continually improve our work and bring new insights to the sector.
- **PEOPLE-ORIENTED.** We put people at the centre of what we do and how we do it – supporting, valuing, engaging and involving them. We aim to be accessible, inclusive and friendly in everything we do.
- **COLLABORATIVE.** We believe that by working in partnership we can pool skills and resources, share learning, and have greater impact.
- **SEX-POSITIVE.** We believe in a sex-positive approach to sexual health and rights that recognises and celebrates sexual pleasure and sexual diversity, prioritises personal agency, and is free of judgment.

"

I so much love this advice thank you

Be in the KNOW user

Information is broken down in a way we understand it and it's not too technical. Thank you!!

Be in the KNOW user, Zimbabwe

I am amazed by how there is so much useful information about sex, consent and safety. Some of us have hardly had sex ed while growing up and without having someone to talk to, having reliable information in such simple, everyday language that is based on research and also feels so empowering to the reader – is a great resource.

Be in the KNOW user, India

Our strategy

From knowledge to action

THE WAY WE WORK

We develop and promote HIV and sexual health content and resources that are accurate, accessible, useful, and actionable. In doing this:

- We use learning and evidence from health literacy, behaviour change and digital marketing research and practice to inform our content and approach.
- We work through partnerships, as the best way to create high quality, sustainable programmes.
- We use our understanding of technology to prioritise inclusive digital approaches, and our knowledge of the context to create realistic solutions.
- We prioritise user-centred design principles, working with users to develop products that effectively meet their needs.

STRATEGIC RESPONSE

OUTCOME

RESULT

“

My questions were answered and my knowledge has increased.

Be in the KNOW user, Zimbabwe



1

Increase the HIV and sexual health-related knowledge, skills and confidence of those most at risk of HIV and poor sexual health, and those living with HIV.

We will:

- develop and share targeted digital HIV and sexual health communications.

The people we reach have gained up-to-date knowledge, skills and confidence to make informed choices to support their own and others' sexual health.

The people we reach take informed action to support their own and others' sexual health, reducing HIV and other sexual health infections, and improving physical and mental health among those living with HIV.

2

Expand and deepen the knowledge, skills and confidence of educators and advocates working on local responses to HIV and sexual health.

We will:

- develop and share accessible digital knowledge and information resources for educators and advocates.

Targeted educators and advocates have gained up-to-date knowledge, skills and confidence to support quality engagement with their clients or target groups.

Educators and advocates are effective at their roles, improving the sexual health of the local population.

3

Support evidence-based practice among primary HIV and sexual health practitioners.

We will:

- develop and share evidence-based good practice information and resources for practitioners.

Targeted practitioners have gained up-to-date knowledge of evidence-based approaches to support local HIV and sexual health responses.

Practitioners adopt evidence-based approaches, improving the relevance of primary HIV and sexual health responses.

The information that has been shared I found very interesting because there are so many myths around this things in our societies so I think is information give us clarity.

Be in the KNOW user, South Africa

I got to learn some other health topics that I didn't know about and this makes me able to interact with clients confidently because the information is there.

Boost user, Mpilo Central Hospital, Bulawayo, Zimbabwe

This is an excellent resource for teenagers who are learning how to navigate and regulate themselves, their health as well as relationships with others.

Young Africa Live user, South Africa

Our work in action

The second year of our 2021–24 global strategy *From knowledge to action* has consolidated Avert's reputation for quality and expertise. Our audiences' needs have continued to be at the forefront of everything we do. Their input has played a critical part in shaping the design and content of flagship projects *Boost*, *Yaya* and *Young Africa Live*, and our *Be in the KNOW* digital brand. User feedback consistently shows that our brands and products improve their knowledge, skills and confidence, leaving users able to make more informed health decisions and more likely to take action.

Being educated about consent 'n whatnot is really helpful… I always thought I wrong when I refuse to give my partner sex even if I'm not in that mood.

Be in the KNOW user, Eswatini

It helps me to make positive decision.

Be in the KNOW user, Zambia



PERSONAL STORY: ELIZABETH



Elizabeth struggled to come to terms with her HIV-positive status at first but learning more about HIV helped her to understand her diagnosis and look after her health.

"I didn't handle the news well. I thought my life was over. I went to my follow up appointments, and I am grateful that I had kind and understanding doctors. I received a crash course in HIV and learned what it means to be undetectable. I also learned that my new husband had a very high load, which meant it was more likely he gave it to me. What I didn't expect was to find out later that he was already aware of his status long before we ever said, 'I do'. This news destroyed me.

Eventually it was my faith that got me through. I decided this would not ruin me. I returned to my hometown, reconnected with family and friends, started seeing an amazing doctor and met an even more amazing man. He's negative and 11 years and two kids later, he still makes me glad I didn't give up on love.

I know there's still a ridiculous amount of misinformation and stigma around HIV. I've even experienced unprofessional behaviour from doctors, but I refuse to let it change who I am. I am living my positive life positively. There's so much more to life."

Elizabeth is one of many Be in the KNOW *users who share their stories for publication to provide hope and inspiration to others.*

Over
36.6
MILLION PEOPLE
empowered through knowledge

BE IN THE KNOW

1.8
MILLION ENGAGEMENTS
with *Be in the KNOW* content (web & social)



Be in the KNOW

One year on from its launch, we are delighted that our *Be in the KNOW* brand – across website and social media – has become a go-to trusted resource on HIV and sexual health in sub-Saharan Africa. It offers fresh, sex-positive content for individuals and for the community health workers and primary practitioners who support them. It is informed by research, high quality data and a rigorous peer review process.

Sex, sexuality and relationships are still subject to cultural taboos and conservative outlooks in many countries on the African continent, but the boom in mobile and digital technology means that more people are searching for judgement-free answers online. *Be in the KNOW* is there for them with content that builds their knowledge and confidence so that they can take charge of their own sexual health.

In its first 12 months, *Be in the KNOW* reached over 13 million people in sub-Saharan Africa and engagement rates across our social media channels and the website were high. Over 67% of users said information was very easy to understand and 86% said they found *Be in the KNOW* useful. As a result, over 77% of users felt more confident to talk about their sexual health and 81% were more likely to take action.

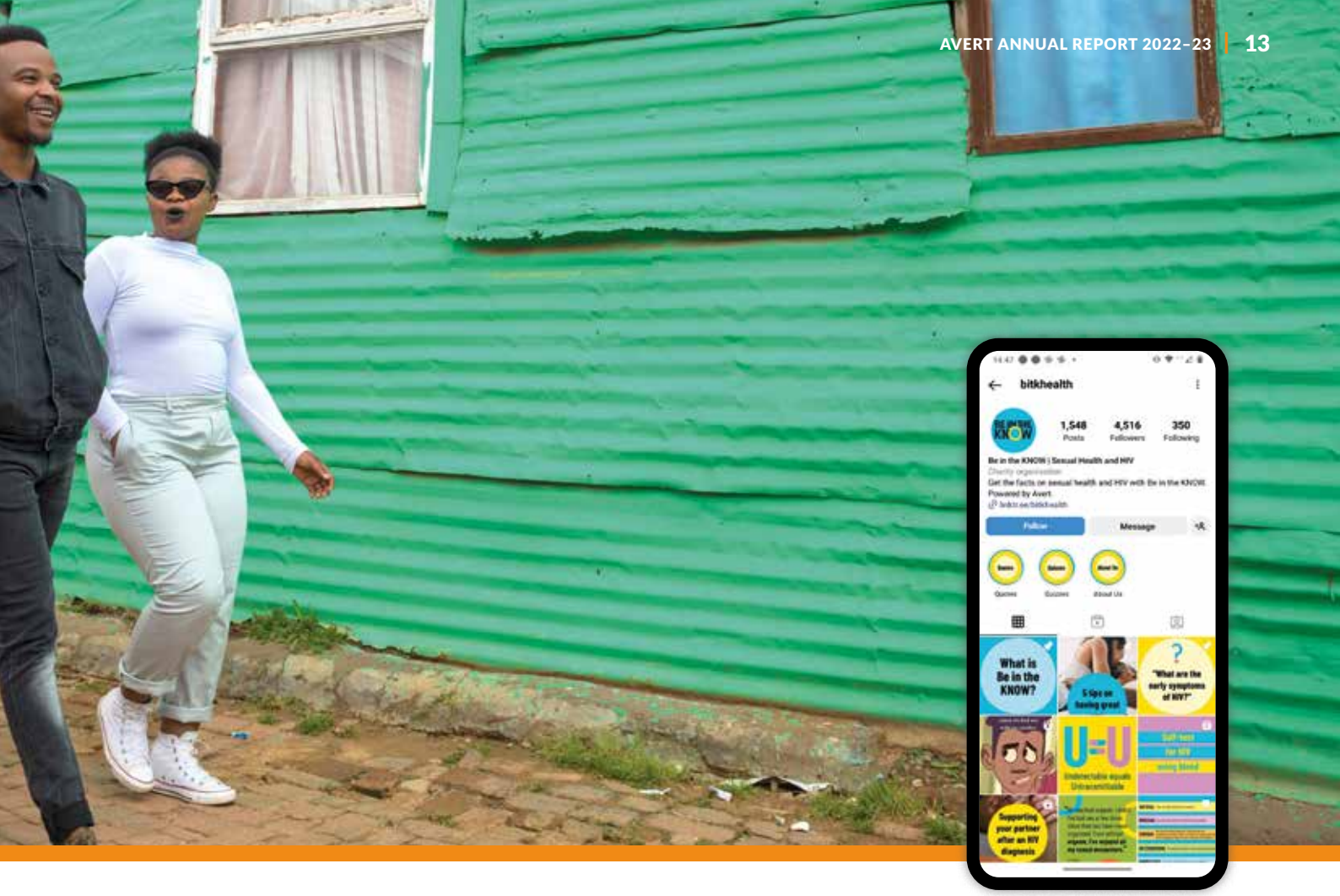
One key learning has been that sex- and pleasure-focused content is a successful way to engage young people and take them on a broader, curated learning journey about HIV and sexual health. We've also gained a better understanding of the kind of content that works best on each channel and how best to differentiate these. With over 19 million users in South Asia also exploring our resources, we are looking to develop broader content that is relevant to their contexts too.

> **Yes it is really useful cause I too have a positive HIV lady and she loves me a lot but some times I fear to have sex with her, but this page has made me stronger now.**

Be in the KNOW user, Uganda

> **It's giving me confidence that even though I'm [HIV] positive, I can still live a healthy life.**

Be in the KNOW user, Kenya



ENSURING SUCCESS

In an era when 'fake news' and misinformation is giving rise to harmful and stigmatising views, trusted information and a trusted brand are more important than ever. *Be in the KNOW* is accredited by the independent PIF TICK quality kitemark, providing reassurance to our audiences that we are a provider of accurate, unbiased, and evidence-based information. Over 76% of our users say they fully trust the information on *Be in the KNOW*.

To be sure that content is hitting its mark, *Be in the KNOW* has been co-created and developed with the people we are trying to reach at the centre. This has included in person and virtual focus group discussions, user testing, WhatsApp chat groups, and working with in-country focal points in the HIV and sexual health sector in target countries. All of this ensures that our content and brand is relevant and responsive to real needs. We use data from the website and social media to continually iterate and improve.

Part of the reason for the success of *Be in the KNOW* is because Avert takes a sex-positive and pleasure-inclusive approach to sexual health and rights. There is now clear evidence that bringing sexual pleasure into the way we approach sexual health increases impact.[2] Our content connects with our audiences precisely because it celebrates sexuality and sexual desire and simultaneously outlines how to have sex in ways that will keep users and their partners happy and safe.

Building on Avert's years of experience in digital communications, we also continue to follow best practice search engine optimisation (SEO) and search marketing techniques to monitor sexual health-related search terms and make sure that our content is getting in front of the people who need it the most. We also maximise our Google charity grant, developing and maintaining effective ads that achieve a strong click-through rate, getting our information in front of thousands of people each month.

> **"The information helps me to give accurate information to the public since my job also focuses on promoting the health and safety of workers at the workplace.**
>
> Be in the KNOW user, Zimbabwe

13 MILLION PEOPLE
reached across sub-Saharan Africa (web & social)





Boost

Community health workers and peer educators (CHWs) are a crucial first port of call for many people in sub-Saharan Africa – providing health information, countering misinformation, and supporting self-care. But they often lack the up-to-date knowledge and information resources they need to be able to effectively support their communities' health. *Boost* was designed as a digital job aide to transform CHWs' capabilities, build community trust in their roles, and increase the agency of community members to make informed health choices.

Co-created with over 100 CHWs in southern Africa, *Boost* provides up-to-date visual and interactive information materials on HIV, sexual health and other primary health issues that enhance CHWs' knowledge, skills and confidence. It is available as a native Android app that works offline and as a web version. We have also continued piloting a chatbot version, the *BoostBot*.

Over the past year *Boost* usage continued to grow and deepen with over 1,000 CHWs using the native app in Zimbabwe, and over 33,800 users of the online web version. An evaluation of use in Zimbabwe found 96% of CHWs increased their confidence and improved communication with clients, 96% increased personal knowledge of recent HIV-related evidence, and 100% of CHW supervisors said that using *Boost* improves CHWs' quality of service.

Following feedback from CHWs, we added new content on intersecting health topics including female genital schistosomiasis (FGS) and worked on improving *Boost*'s offline functionality. We also developed new functionality to embed *Boost* within CHWs' daily working practices, expanded local language content, and added back-end functions such as data dashboards to support partner implementation.

> **"It's become easy to communicate with my clients.**
>
> Community outreach agent, Garanyemba Clinic, Gwanda, Zimbabwe

WORKING WITH OPHID

Zimbabwean HIV organisation OPHID was one of the first to see the potential in adopting Boost to increase the number of young people accessing HIV, sexual and mental health services. Having been part of the *Boost* pilot, OPHID believed that integrating *Boost* into its PEPFAR programme would address a knowledge gap and ultimately improve the overall project outcomes.

Using a tailored version of *Boost* to guide them, a specialised cadre of 500 community health workers called community outreach agents (COAs) are carrying out screening and referrals among households to increase their uptake of essential health services. The COAs cover six districts in southern Zimbabwe and are linked to community health facilities. Some work specifically with young people. Boost content has been translated into the local Shona and Ndebele languages, along with screening tools that have been locally validated and endorsed by the Ministry of Health and Child Care, and a data management infrastructure that is compliant with Zimbabwe's new data protection laws.

Early results from the rollout indicate that *Boost* is enhancing the knowledge, skills and confidence of the COAs, as well as increasing trust with their clients. The screenings that they are carrying out at a household level are supporting young people's access to HIV, sexual health, family planning, FGS and mental health services.

SCALING BOOST

Based on the success of *Boost* to date, our plans for regional scale-up are ambitious. We want to see *Boost* in the hands of many thousands more community health workers and peer educators across sub-Saharan Africa. We plan to achieve this in three ways:

- by expanding its use across more organisations and new cadres of CHWs in Zimbabwe to make the most of the investment made to date in local languages and screening and referral tools specific to the Zimbabwe context
- by working with more organisational partners, in more places, on more primary health issues, to adopt *Boost* and improve their CHWs' knowledge, skills, and confidence
- by building on the success of the web version of *Boost* to reach many more self-motivated CHWs who are already searching for information and answers online to support their work but need a trusted resource.

We want to work with CHW organisations, networks and m-health organisations to maximise the use of the learning, investment, and co-created health content developed so far. This means supporting organisations to adopt and integrate *Boost* into existing programme work, supporting organisations that are new to digital, and working with those that have specific content, language or operational requirements. We are also looking to collaborate with other m-health organisations that are already supporting CHW organisations to track and evaluate their CHWs' knowledge needs and activities, and explore opportunities for the *Boost* content and approach to be integrated into existing tools.

Without the right knowledge resources, CHWs cannot effectively support their communities' health. *Boost* equips them with the tools and confidence to become agents of change.

Note: CHWs in this context refers to all non-formally qualified workers such as peer educators, community health advocates, community educators, treatment support workers etc.

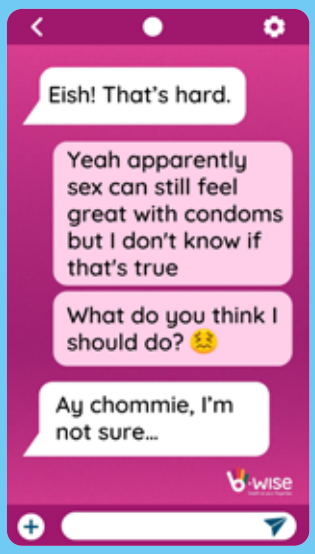
> **We now have confident COAs [CHWs] and our programming is improving due to the Boost usage.**
>
> District supervisor, Boost outcome evaluation participant

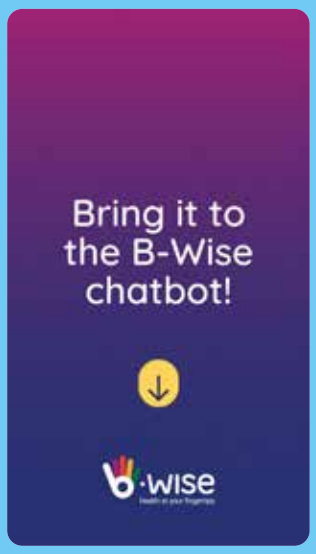


96%
OF USERS
increased knowledge and confidence









I tried this chatbot. I'd definitely recommend it.

Young Africa Live chatbot user







Young Africa Live

A new generation of young people in South Africa need a new approach to engage them on issues around sexual and mental health. Piloted in South Africa from early 2023, *Young Africa Live* uses a WhatsApp chatbot, Facebook and Instagram to reach young people. It provides judgement-free private conversations and tailored support through the chatbot, and peer engagement and open discussions on Facebook and Instagram, allowing young people to benefit from the advantages of both platforms.

Through its clear, trustworthy and engaging content *Young Africa Live* is aiming to engage over 100,000 young people during the course of the project, helping them make informed choices to improve their sexual and mental health. The results so far – over 70,000 conversations started with young people by July 2023 – show *Young Africa Live* is empowering a new generation of young people through digital to make knowledgeable decisions and link up with wider HIV and STI services.

Avert has led content development for the chatbot across a range of issues related to sex and relationships, HIV and STIs, and mental health. We have also led on social media marketing to drive awareness and engagement with the chatbot and to promote and moderate discussions on Facebook and Instagram.

Led by Reach Digital Health, with investment from the Elton John AIDS Foundation and pro-bono support from Meta, the project has been integrated within the national B-Wise sexual health brand through close collaboration with the South African National Department of Health and B-Wise partners.

Working on *Young Africa Live* has honed our skills in creating conversational chatbot content and provided valuable insights into the social media usage and sexual health challenges faced by young people in South Africa. This in turn has sparked new ideas for sex-positive, pleasure-based content. All this learning is being fed into the ongoing improvement and iteration of *Young Africa Live*, as well as feeding into Avert's wider work.

It's been great having Avert's expertise in developing engaging, sex positive content on the *Young Africa Live* project.

Erwin Fisser, Social Behaviour Change Communications Lead, Aidsfonds

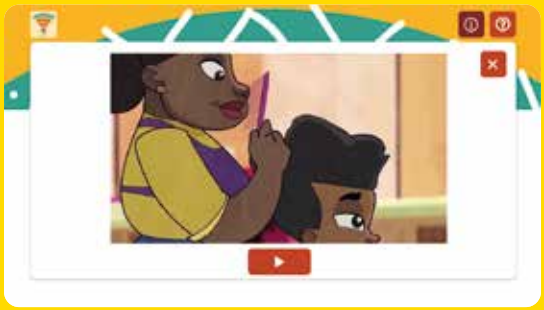


> **We like what [Yaya] said... We can trust her because she has a friendly voice and seems like a very knowledgeable person.**
>
> Yaya co-creation participant, Mozambique









Yaya

Yaya is a life skills app developed by Avert to engage out-of-school, low literacy girls in Mozambique. Developed as part of the EAGLE project, a programme funded by Global Affairs Canada and implemented by VSO and Light for the World, *Yaya* is a tablet-based, user-friendly set of resources on life skills, sex, and relationships, that aims to increase the girls' knowledge and enable them to make informed sexual health and relationship decisions.

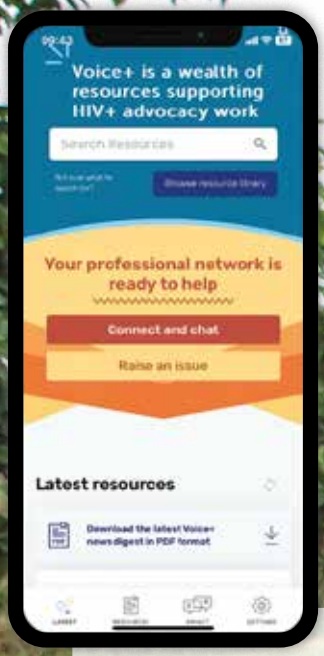
Yaya has now been rolled out to over 550 girls and will reach a total of 3,000 girls across Sofala and Manica provinces by project end. Co-created with end users, *Yaya* is a demonstration of how digital can be relevant to and make a difference to the most marginalised populations.

Delivered in two local oral languages, Ndau and Sena, *Yaya* has no text and uses only audio and visuals to provide a resource that is easy to navigate and intuitive for non-literate users. It is a home-based learning solution that provides the flexibility for the girls to keep revisiting the content and absorb the information in their own time and surroundings.

Ongoing user engagement with a cohort of the girls was fundamental in shaping content, design and functionality development, and ensured sex, relationships, contraception and choice were discussed in ways appropriate and relevant to the girls' context and circumstances. As a result of the girls' involvement, the app was more readily accepted by their families and wider community.

With VSO, we are now assessing additional language versions, and researching how we could deploy *Yaya* – and the learning captured through the development process – to support similar initiatives with low literacy communities elsewhere. Other organisations working in Mozambique could also benefit from the app and we look forward to forging new relationships so that many more women and girls gain access to *Yaya*.

> **The impact of the co-creation process was very positive. It made the application more acceptable to the community because they had participated in its creation ... The girls really, in exploring their ideas, developed self-esteem and were able to believe in themselves. They could express their opinions about sexuality and feel that they were important and involved in what was going on.**
>
> Nelma, EAGLE project representative in Mozambique



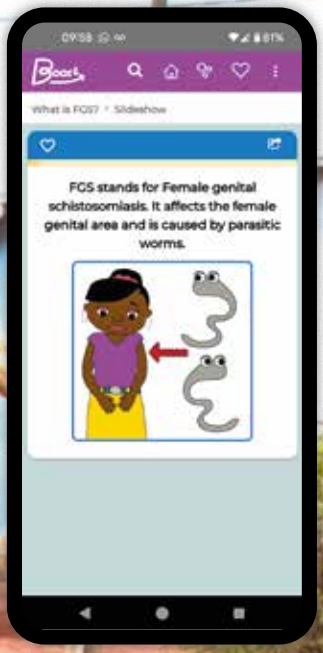
VOICE+

Over the year we continued to work closely with GNP+ on their *Voice+* platform, using our digital content and monitoring and evaluation experience to support content planning, development and delivery, monitoring and evaluation work, and wider strategy for the app. This fed into GNP+'s wider work to improve the look and feel of the app and enhance its performance.

Voice+ was designed to improve communication between network members and is a two-way digital platform that was initially introduced during the COVID-19 pandemic but subsequently adapted as a core network tool. It supports links between networks of people living with HIV and is used by them as a trusted source of information, a place to connect, and a tool to raise local issues.

We are continuing to explore ways in which more of Avert's existing sexual health content can be made available to *Voice+* users to avoid duplication of effort between our two organisations. GNP+ is a highly valued partner and we are looking forward to new opportunities to develop our work together.

Project spotlights



SUPPORTING A HOLISTIC APPROACH TO WOMEN'S HEALTH

As a founding member of the Female Genital Schistosomiasis (FGS) Integration Group (FIG), which was created in 2022, Avert brought our wealth of knowledge not only of HIV and sexual health to the coalition, but also our experience of making complex health information accessible to populations most impacted by these conditions.

FGS is a neglected tropical disease that is preventable and treatable, but affects 56 million women and girls across Africa and can lead to years of suffering and stigma. Often misdiagnosed as a sexually transmitted infection, if left untreated FGS puts women at risk of serious reproductive health issues, including infertility and cervical cancer. It also makes women and girls more vulnerable to HIV.

During the year we used our platforms to reach those who need information and resources about FGS and integrating FGS with SRH practices. This included adding a new module on FGS to our community health worker job aide *Boost*, and new resources to the *Be in the KNOW* website highlighting the need for a holistic person-centred approach that recognises the interlinkages between FGS, HIV and sexual and reproductive health.

Systematically addressing the prevention, diagnosis and treatment of FGS in a comprehensive way has the potential to increase women's and girls' overall health outcomes, quality of life and wellbeing. Avert will continue to work with FIG partners on FGS health literacy to make this a reality.

HIV AND MPOX

A global outbreak of mpox, renamed from monkeypox by the World Health Organization to lessen stigma, was declared a public health emergency in July 2022. Although not sexually transmitted, it is passed on through close contact and, in this instance, has mainly affected gay men and other men who have sex with men. People with HIV who are not yet diagnosed or on treatment, and with compromised immune systems, have also been at greater risk of serious infection.

Taking the learning from our work during the COVID-19 pandemic, Avert had a very clear role to play disseminating time-critical and dependable information to the communities accessing our content and channels across web and social – countering stigma and helping to combat vaccine hesitancy.

With support from Gilead, we created new mpox content to use across our channels and linked this new content to existing materials on HIV and sexual health. The aim was to enable individuals and practitioners to increase their knowledge and protect themselves and others against mpox, and also encourage continuity of HIV treatment and prevention services.

Connecting, learning and sharing

Working in partnership with like-minded organisations to exchange expertise and add value to each other's activities is core to Avert's approach. Over the year we increased our engagement with a broad range of organisations across the HIV, sexual health, digital and behaviour change sectors to support collaboration, avoid duplication, and enhance our wider understanding and effectiveness. We also worked harder to share the evidence and learning generated through our own work at conferences and through other networks and events.

> **I recently tested positive and the information that I read reassured me that HIV is not a death sentence. That HIV is a manageable disease if I adhere to my medication as prescribed, and that I can have a meaningful and loving relationship with a negative person. Disclosure will be important to build trust between me and my partner.**
>
> Be in the KNOW website user, South Africa

A few highlights of this work to connect, learn and share include:

- presenting our **Yaya life skills app** at the **24TH INTERNATIONAL AIDS CONFERENCE IN MONTREAL**, as well as taking part in a panel discussion on **HIV and FGS integration**, having our own networking booth in the Global Village where we welcomed over 200 people to exchange ideas, and supporting an FGS panel discussion in the Women's Networking Zone
- participating in a **panel discussion** at the **3RD INTERNATIONAL SOCIAL BEHAVIOUR CHANGE COMMUNICATIONS SUMMIT IN MARRAKESH** to share our insights on how behaviour change communication is evolving in the 21st century, as well as connecting with a range of new contacts around behaviour change
- **presenting evidence on the value of Boost** at the **3RD INTERNATIONAL CHW SYMPOSIUM IN LIBERIA**, highlighting to government health staff from across Africa the role Avert's job aide can play supporting salaried, skilled, supervised, and supplied community health workers



- presenting our new **primary research** on the sexual health information behaviours of young Zambian men at the **INTERNATIONAL WORKSHOP ON HIV AND ADOLESCENCE IN CAPE TOWN** and the **8TH INTERNATIONAL CONFERENCE ON BEHAVIOUR CHANGE IN LONDON** – improving the sector's understanding of this group's information seeking and sharing habits and how to better support them as transformative agents supporting peer sexual agency
- **supporting the annual learning summit** of **PATA**, the action network of health providers in sub-Saharan Africa, and **chairing a summit session** showcasing examples of **proven digital interventions** that can improve paediatric health care outcomes
- collaborating with the **PLEASURE PROJECT** to explore new ways to incorporate **pleasure-focused content** across our platforms, particularly *Be in the KNOW* – this included a workshop and training session. The Pleasure Project works to eroticize safer sex and develop the evidence base for sex-positive pleasure-based approaches to sexual health and rights. Avert is proud to have been the first organisation to endorse their set of 'pleasure principles'
- sharing interests around **collaboration, conversation, awareness, youth engagement and campaigning** as part of the **#GENENDIT COALITION**, which has helped Avert to connect with, learn from and inspire other institutions serving young people
- showcasing how **health literacy** can play a role in **self-care** as a member of the **SELF-CARE TRAILBLAZER GROUP**, a global coalition dedicated to expanding the safe and effective practice of self-care. Through self-care, individuals can better manage their own health, health outcomes are improved, and health systems better equipped to achieve universal health coverage
- **joining** the **COMMUNITY HEALTH IMPACT COALITION** as an **ally** to support their work championing the rights of CHWs to receive a salary, training, and the appropriate resources and supervision to be able to carry out their jobs
- **sharing learning** with the **HCD EXCHANGE** knowledge hub's community of human-centred design practitioners.

We aspire to continually improve our practice and see connecting, learning and sharing as the foundations for this. We look forward to engaging with more organisations, networks and learning events in the year ahead.

EVIDENCE › SHARING LEARNING › PARTICIPATING IN DISCUSSION › COLLABORATING



The year ahead

Following a successful year demonstrating the value and impact of our work, our focus for the year ahead will be on scaling up to reach more people.

We will continue to align our work to the needs of the epidemic, with a particular focus on women and girls in sub-Saharan Africa, as highlighted in the latest UNAIDS report. This means providing information on HIV and broader sexual and reproductive health that is integrated, targeted and effective.

We will continue to follow evidence-based approaches, including ensuring all content is sex-positive, as we know pleasure-inclusive sexual health is more effective at encouraging safe sexual choices.

Our work also relies on maintaining a sustainable funding base. In a challenging funding environment, we will continue to explore new ways to support and expand our work.

BUILDING ON EXISTING PRODUCTS

We will implement a programme of iterative testing and learning on *Be in the KNOW*, across the website and social media, to improve the health learning journeys of our audiences and maximise the brand's overall impact.

On *Boost* we will expand partnerships with organisations whose work *Boost* can strengthen by equipping their community health workers and peer educators (CHWs) with the knowledge resources they need. The free web version of *Boost* will be promoted to self-motivated CHWs, through online marketing and a new CHW ambassadors scheme.

We will host a webinar for potential partners, funders and *Boost* implementers, sharing the learnings from its roll out in Zimbabwe. Through engagement with other organisations, we will continue to explore how *Boost* best complements existing digital CHW resources.

We will build on the success of our *Yaya* life skills app by securing partnerships to expand its range of content and languages, to reach and benefit more low-literacy communities inside and outside Mozambique.

NEW STRATEGY DEVELOPMENT

We look forward to carrying out a review of our progress and achievements against our current strategy, in consultation with partners and leaders across the sector. This will help inform our next strategic framework.

We will monitor closely the fast-paced evolution of the social media landscape, responding thoughtfully so we remain visible and relevant to our core audiences. We will also explore ways to sustainably expand *Be in the KNOW* to meet the needs of audiences in new geographical regions, such as South Asia.



Maintaining an effective organisation

Maintaining our commitment to evidence and independence sits at the core of our organisation and ensures we are the trusted, go-to HIV and sexual health organisation for millions of people globally.

We continue to operate as a small, but highly effective organisation reaching millions. Our talented and committed staff, based in the UK, Zimbabwe and South Africa work hard to maintain our reputation and the trust we have from our global audiences. Investing in our knowledge management systems ensures that we are always up-to-date and accurate, while taking a human centred design approach ensures we understand what our audiences want to know. These working principles are at the core of our sustainability strategy, alongside our ability to be agile and responsive to changing digital platforms and audience behaviours.

We are committed to using with good stewardship and care the enormous opportunities that our understanding of digital communication platforms and search marketing brings. Digital platforms give new opportunities for people to enquire, explore and learn in the privacy of their own homes and in their own time on the health issues that matter most to them. The digital literacy and rights of our key audiences are crucial in ensuring we can use social media platforms and the web to the best advantage to support improved health outcomes.

Our committed partners and funders have supported us to grow and to maintain our standards and the effectiveness of our organisation as we continue to stay flexible to the changing HIV, sexual health and digital landscapes.

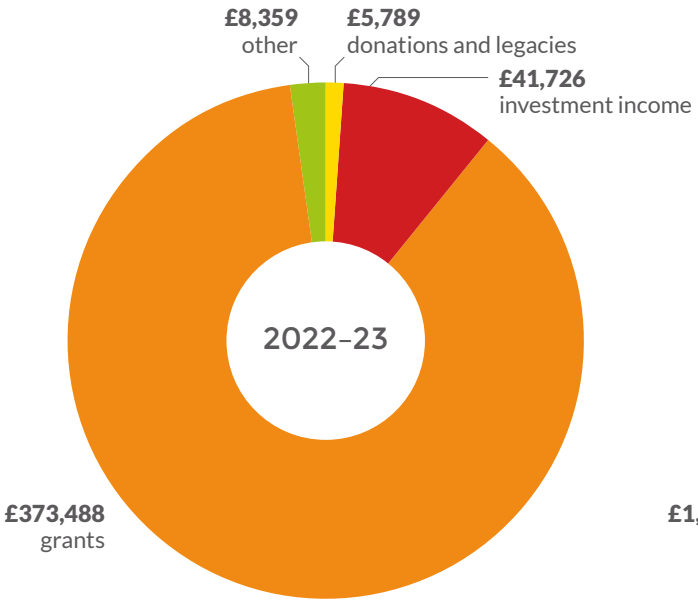
We look forward to a challenging year ahead as we work hard to be sustainable, reach more people, and close the knowledge gap. This will be the final year in our current strategy and will contribute greatly to the direction we take in the coming years. We know that whether it's creating demand for PrEP, being informed about HIV transmission, or understanding HIV treatment, that health literacy matters. We remain committed to play our part towards achieving the UNAIDS Global Goals to end AIDS by 2030.

> **"Gilead is pleased to support Avert's work across key populations to lessen the healthcare divide through up-to-date, innovative, online resources and tools, so that, people can support their own self-care. We welcome their expertise in taking complex health information and making it accessible to people who need to know.**
>
> Gilead Sciences

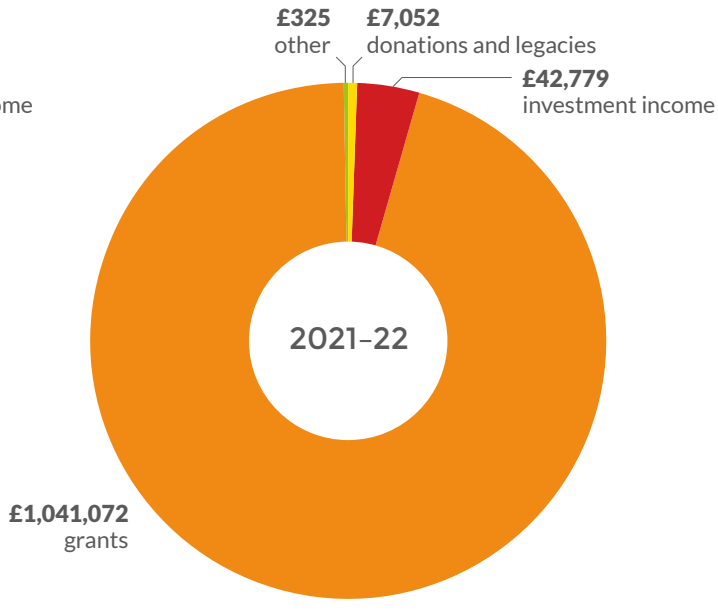
Note: Avert receives grant funding from Gilead Sciences; Gilead has no input or influence into grantee activities.

Financial summary

TOTAL INCOME FOR THE YEAR



TOTAL INCOME: **£429,362**

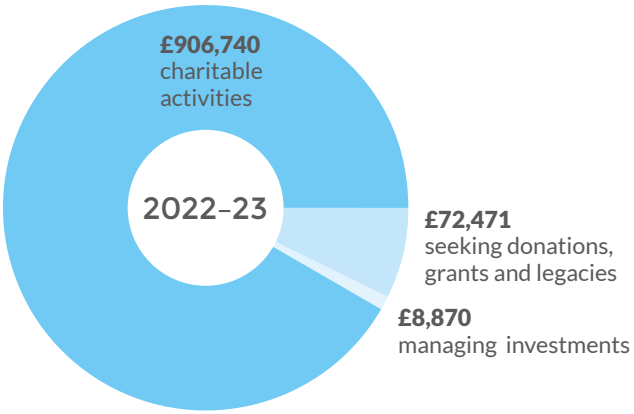


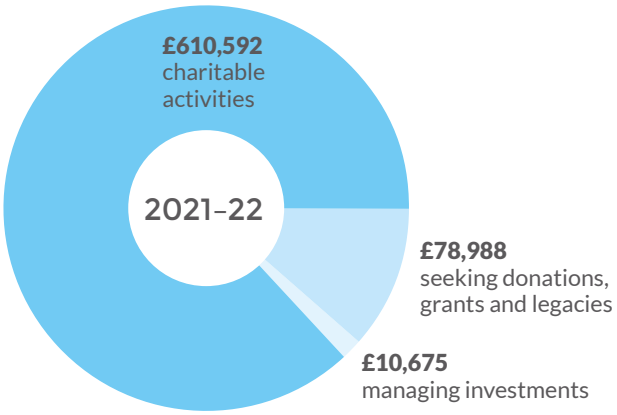
TOTAL INCOME: **£1,091,228**

Avert would like to acknowledge and thank all the individual donors who continue to support our work as well as thanking the Vitol Foundation, Mercury Phoenix Trust, Gilead Sciences, ViiV Healthcare, VSO, The Elton John AIDS Foundation, Sentebale, the Risk Pool Fund, and the Global Network of People Living with HIV, for their grant support and partnership.



TOTAL EXPENDITURE FOR THE YEAR

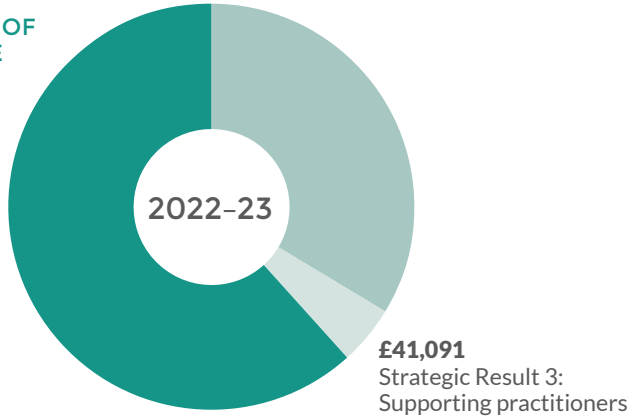


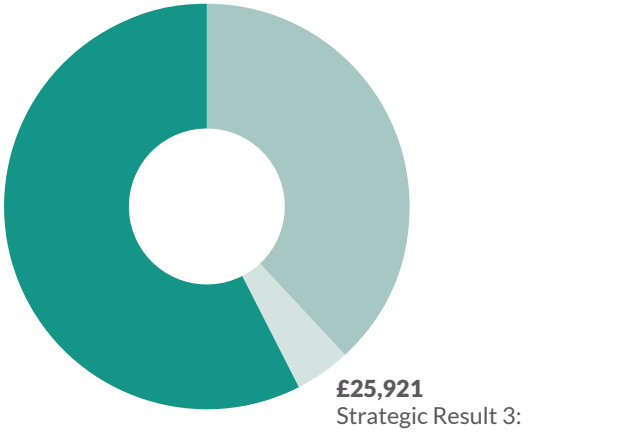


TOTAL EXPENDITURE: **£988,081**

TOTAL EXPENDITURE: **£700,255**

BREAKDOWN OF EXPENDITURE AGAINST OUR CHARITABLE ACTIVITIES







Organisational information

AVERT (LIMITED BY GUARANTEE)

TRUSTEES
Professor Simon Forrest (*Chair*)
Anna Becker
Emily Hughes
Carole Leach-Lemens
Beryl Mutonono-Watkiss (*resigned 27 July 2023*)
Andrew Walker
Max Cuvellier
Sam Avrett (*resigned 2 November 2023*)
Carol Sherman

PRINCIPAL AND REGISTERED OFFICE
Platf9rm, Tower Point,
44 North Road
Brighton BN1 1YR
UK

Registered charity number 1074849
Registered company number 03716796

COMPANY SECRETARY
Professor Simon Forrest

BOARD SECRETARY
Kerry Pike

KEY MANAGEMENT PERSONNEL
Sarah Hand, *Chief Executive Officer (CEO)*
Simon Moore, *Director of Communications & Digital Health Strategy*
Kate Harrison, *Director of Partnerships and Fundraising (left August 2022)*
Jon Edgell, *Director of Finance and Operations*

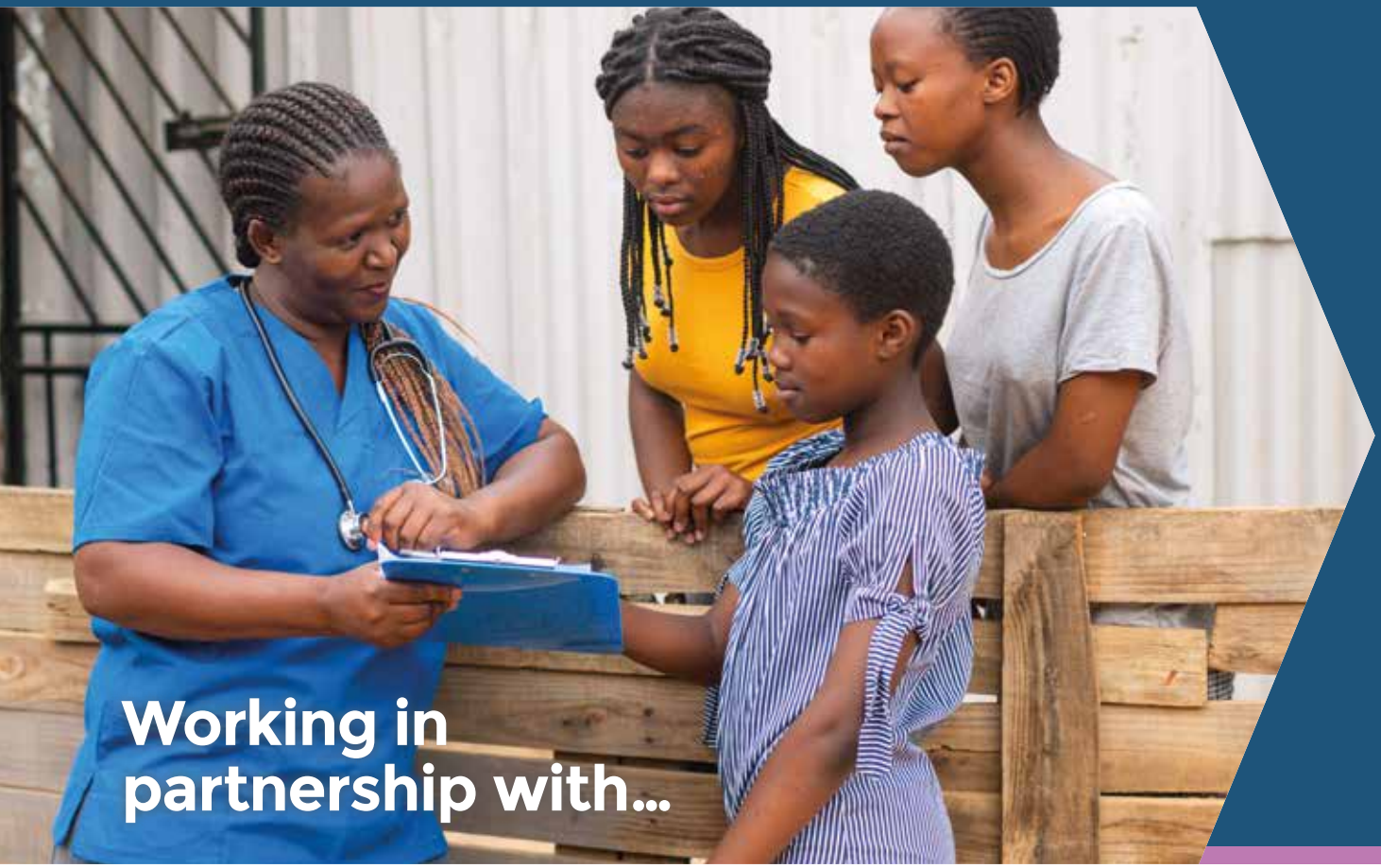
BANKERS
CAF Bank Ltd
25 Kings Hill Avenue, Kings Hill
West Malling, Kent ME19 4JQ

Barclays Bank Plc
Leicester LE87 2BB

INVESTMENT MANAGERS
J M Finn & Co
25 Copthall Ave, London EC2R 7AH

SOLICITORS
Irwin Mitchell
Belmont House, Station Way
Crawley, West Sussex RH10 1JA

AUDITORS
Blue Spire Limited, Chartered Accountants
Cawley Priory, South Pallant
Chichester PO19 1SY



Working in partnership with...

Zvandiri
AFRICAID
wise
health at your fingertips
CIDRZ
for a healthy Zambia
COMMUNITY HEALTH IMPACT COALITION
Elizabeth Glaser Pediatric AIDS Foundation
Fighting for an AIDS-free generation
ELTON JOHN AIDS FOUNDATION
FCAA
[FIG]
GEN END IT
GNP+
GLOBAL NETWORK OF PEOPLE LIVING WITH HIV
GILEAD
Creating Possible
HCD EXCHANGE
HIFA.org
KaiOS
OPHID
Organization for Public Health Interventions & Development
Trusted Information Creator
Patient Information Forum
REACH
Health made possible
Risk Pool Fund
SELF-CARE TRAILBLAZER GROUP
Sentebale
STOP AIDS.
MERCURY
PHOENIX TRUST
the pleasure project
Umuntu Foundation (UMUFO)
ViiV Healthcare
VitolFoundation
VSO

Structure, governance and management

The organisation is a charitable company limited by guarantee, incorporated on 16th February 1999 and registered as a charity on 25th March 1999.

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. The Trustees and Senior Management Team recently updated the charitable objects following review to ensure they remained aligned to the organisation's strategy and new Articles of Association were adopted on 21st October 2021.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

We refer to Trustees throughout but for the purposes of the Companies Act the Trustees are also the Directors.

APPOINTMENT OF TRUSTEES

The charity has a single management body, the Board of Trustees, elected by its members. The charity continues to benefit greatly from a talented committed Board. New Trustees are recruited through social media, recruitment advertising or networking. In accordance with the charity's Articles of Association, the Board may by ordinary resolution appoint a person who is willing to act as a Director.

All new Trustees undertake a full induction programme ensuring that they are aware of their legal obligations under charity and company law. They receive copies of the Articles of Association and the Charity Commission Booklet "CC3 The Essential Trustee".

The Board of Trustees meets quarterly with the CEO and other management staff to review finances, progress and performance, consider risk, strategy and going concerns. Trustee attendance at quarterly meetings remains high at 84%. In addition individual Trustees with specific skill sets from time-to-time work directly with the CEO and members of the management team on specific projects that require their expertise such as the Fundraising and Partnerships Technical Working Group. This group meets to provide support and strategic direction to the Fundraising and Partnerships Team.

Once a year, Trustees come together with the Senior Management Team for an away day – providing an opportunity for more detailed work and training. This year the Trustees carried out a stock-take review taking into consideration the charity's business model, funding base and projects. Trustees regularly consider the latest guidance from the Charity Commission and other relevant bodies on good practice. Trustees are committed to personal development through their careers and voluntary work, and a record of training is maintained.

In line with the organisational Conflict of Interest policy, all Trustees are required to complete the Conflict of Interest, Related Party Transaction and Annual Declaration form for each year that they are in office.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

The pay and remuneration of the charity's key management personnel is established through job evaluation, sector benchmarking, availability of funding, recruitment advertising, individuals' skills, knowledge and experience, and relevant salary surveys comparison. The CEO, together with the Board, reviews budget availability for all appointments. The Chair of the Board reviews the remuneration of the CEO.

The charity has a staff handbook that contains all necessary human resource and employment policies, including a remuneration policy. The handbook is reviewed and updated regularly by external employment law specialists. The charity takes the safeguarding of its employees and the people we work with seriously. All staff are asked to sign a code of conduct when joining the organisation and are provided with regular training on safeguarding. The charity's safeguarding policy is available to the public.

ORGANISATION AND DECISION-MAKING

The CEO is responsible for the day-to-day operations, compliance and delivery of the charity's strategy and is accountable to the Board of Trustees. Working closely with the Senior Management Team, decisions are taken to ensure the successful delivery of the agreed annual work plans, budgets, fundraising priorities and activities. Income, spend and performance are reviewed on a quarterly basis and any corrective actions taken are shared with the Trustees to keep projects on track and spend within budget. Staff are recruited into roles identified as key to the organisation's current strategic focus. Any additional skills required to support short-term activity, such as digital web development and design are hired in on a consultancy/contractor basis. In line with our current income strategy additional capacity was added to the Fundraising and Partnerships team at Manager level following the resignation of the Director of Partnerships and Fundraising in August 2022.

OBJECTIVES

The objects of the charity are advancement of health worldwide in all areas specific to HIV and related conditions and to address the social determinants. The charity does this by providing activities that will include, but not limited to, improving knowledge, awareness, attitudes, practice and ability through informing, educating, motivating and influencing.

In pursuance of the objects, for the public benefit, the staff and Trustees have undertaken the activities outlined in this report and with regard to the Charity Commission's guidance on public benefit.

Fundraising and partnerships

Working in partnership with those committed to the UNAIDS Global Goals is a core organisational value for Avert. We are proud to be working alongside many of the funders who are ranked among the top 10 investors supporting efforts to end AIDS by 2030 and those committed to supporting improved sexual and reproductive health and rights.

Our designated fundraising staff take responsibility for delivering our well aligned fundraising and partnership strategy. Over the last 3 years of this strategy we have managed to grow the number of funders supporting our work by 150%.

Our fundraising and partnership strategy is based around three central routes: trusts and foundations, institutional donors, and building partnerships with other organisations we aim to either sub to or bid for new work together on.

This year we were delighted to engage ViiV Healthcare as a new funder. With our shared commitment to ensure people have access to information on HIV prevention options, ViiV Healthcare are supporting us to grow our work on Be in the KNOW, adding specific content on prevention choices for health seekers.

Both Gilead Sciences and the Mercury Phoenix Trust grew their investments, also supporting the development and scale of Be in the KNOW during its first year of launch. Gilead Sciences also provided a specific grant to help us deliver targeted content on mPox during the 2022 outbreak.

We were pleased to receive a vital grant from the Risk Pool Fund to address an unforeseen roadblock in our Youth Boost Project, funded by The Vitol Foundation. The Risk Pool Fund allowed us to make changes to the technical development of Boost that would ensure Boost would stay compliant with new data protection laws introduced in Zimbabwe.

We were pleased to have carried out a scoping exercise for Sentebale to explore the feasibility of them adopting and adapting Boost for use in their youth programmes. The findings helped inform our wider Boost scale and fundraising plans.

During the year we worked with the Elton John AIDS Foundation to deliver the Young Africa Live project with the funds secured the previous year. We also continued our work with the Vitol Foundation delivering on the Youth Boost project which saw the launch of the new Youth Boost application in Zimbabwe.

We were pleased to continue our partnership with VSO to support their programme in Mozambique with a second contract to expand the Life Skills app YAYA.

Ensuring that the work we start and do is sustainable and good value for money is central to our fundraising work. We are pleased to have grown the number of multi-year investors which help ensure that we can scale and grow our core products.

Avert continues to benefit from the kind donations from a small but committed number of individual donors who have supported us now for a number of years.

Avert's fundraising activities adhere to the following principles:

- All funds raised through restricted fundraising activities will be spent in line with donor agreements.
- In all cases, funds will be spent in accordance with the organisation's mission and purpose.
- All personal information collected by Avert will be treated as confidential and will not be shared with third parties without the direct permission of the individual.
- Avert does not engage in telephone or door-to-door fundraising.
- Avert is registered with and abides by the Fundraising Regulator's code of conduct.

Finance report

The charity's key financial objective for the year was to continue work to raise our income from existing and new funders and to reduce the level of expenditure required from the charity's reserves.

The total income for the year was £429,362 (2022: £1,091,228). This was nearly 60% less than what the charity had bid for over the year, reflecting the highly competitive fundraising environment. The total cost for raising funds was £81,341 (2022: £89,663) and includes the costs related to managing the charity's expendable endowment fund which supports its reserves. Restricted income is identified as such and managed in accordance with the donor's terms and conditions of grant. No compliance issues arose in the management and handling of restricted funds.

Total expenditure for the year was £988,081 (2022: £700,255) which is a 41% increase on last year (and a 49% increase in charitable activities expenditure). 73% of the charitable expenditure was from restricted funds (2022: 54%).

The Trustees continue to review the operational plans for the year and the value of the work planned against the wider vision and financial security of the charity before committing unrestricted reserves. They understand that investment in certain activity, including supporting restricted grants is necessary when working with trusts and foundations. Trustees also appreciate that either explicit or implicit co-funding from the charity's unrestricted reserves is a strategic investment that will hopefully lead to higher and more long term investments from funders in the future.

The charity adopts a prudent financial policy that aims to ensure that all activities undertaken are efficiently managed in accordance with approved budgets and good practice. All expenditure is monitored and payments processed through a system that endeavours to ensure that any possibility of error is minimised.

Financial KPIs are in place that are monitored and reported on quarterly. They include tracking the percentage of cost share required on grants, salary recovery from restricted funds, and deficit percentage.

PRINCIPAL RISKS AND UNCERTAINTIES

The Trustees perform a review to identify the major risks to which the charity is exposed on an annual basis and have established systems and procedures to mitigate these risks. These risks include the possibility of volatility in the investment market affecting the charity's endowment fund which forms its reserves; funder commitment to the HIV response; a serious technology failing in the hosting of our digital products and platforms; negative external publicity affecting how our users engage in our digital materials; failing to deliver on contractual obligations to donors; a diverse donor portfolio; and retention and development of staff.

As we enter the new financial year we have a strong pipeline which we hope will maintain our successful fundraising in the coming year. We have introduced strong programme management practices to guide the implementation of all our work and ensure strong donor reporting and compliance.

INVESTMENTS AND RESERVES

The charity holds flexible relevant reserves and investment policies that are reviewed annually during budget setting. The charity continues to hold a small expendable endowment, the original purpose of which was to support the charity to deliver on its charitable objects. This endowment was gifted to the charity by its founding Directors at the time of the charity's formation in 1999. Over the years the endowment has allowed the charity to grow and transition towards being sustainable through donor funds.

The Trustees have taken the decision to ensure all funds held by the charity are well invested to ensure a maximum return approach whilst maintaining a low to medium risk investment portfolio.

Avert's assets are invested in line with its aims and values. The Trustees do not wish to adopt an exclusionary policy, but individual investments may be excluded if perceived to conflict with the charity's purpose. Specific restrictions can be imposed upon the Investment Fund Manager at any time by the Trustees. The current restrictions are:

- No one stock holding should represent over 5% of the value of the whole portfolio.
- If invested in any pharmaceutical stocks at least two must be held.

The Investment Fund Manager manages the assets on a discretionary basis in line with this policy. The Investment Fund Manager provides a detailed monthly valuation statement including all investments bought and sold and meets with the Board at least once a year to review the overall strategy and portfolio. Performance of the portfolio and the Investment Fund Manager is monitored annually against agreed market benchmarks as below.

The performance benchmarks used are RPI +2%, and the 75% FTSE All Share Index/25% FTSE UK Gilt Index. Despite a falling value this year the Board is satisfied the Investment Fund Manager has consistently exceeded these performance benchmarks over the long term. The fund ended the year valued at £930,840.

The charity operates with a growing diverse and sustainable financial model supported by reserves. The Trustees have agreed a set of financial cut-off points to which the reserves can be used to support the annual operational costs – supporting growth and investment without jeopardizing financial security and SORP compliance.

At 31st March 2023 the charity's total funds amounted to £1,176,212 with unrestricted reserves in deficit of £158,649. The deficit on free reserves at the balance sheet date arises due to the timing of the recognition of liabilities and the transfer of funds from the endowment fund. A restricted funds total of £396,948 represented by 7 outstanding grants (2022: £687,799 represented by 8 outstanding grants) will be carried forward into the new year.



The charity has a free reserves target equivalent to 3 months of expenditure (as measured in the previous year's annual accounts). The charity will take steps to work towards achieving the free reserves target and, in the event that this is achieved, budgets will be set to ensure reserves are maintained within a range of +/- 33% of target on an annual basis (i.e. equivalent to 2 to 4 months of expenditure).

LIABILITIES AND GRANT COMMITMENTS

Avert has a sub-agreement in place with OPHID in Zimbabwe funded under the Vitol Foundation. All funds to date have been transferred in accordance with the sub-agreement and will be reported and closed out on in March 2024. There are no accrued liabilities at the year-end on grant commitments.

Avert has an office rental agreement in place with co-working office provider Platf9rm. The agreement runs on a renewable 12 month fixed basis and was last renewed in April 2023.

Statement of Trustee responsibilities

The Trustees (who are also Directors of Avert for the purposes of company law) are responsible for preparing the Trustees' Report 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 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 2019 (FRS 102);
- 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;
- 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 that disclose with reasonable accuracy at any time the financial position of the charitable company and 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 auditor is 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 auditor is aware of that information.

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

APPOINTMENT OF AUDITORS

The charity reappointed Blue Spire Limited as the charity's auditors for the year under review.

Blue Spire Limited have expressed their willingness to stand for reappointment and a resolution proposing their reappointment will be put forward at the annual general meeting of the charity.

SMALL COMPANIES PROVISIONS

This report has been prepared in accordance with the small companies regime under the Companies Act 2006. Approved by the Trustees and signed on their behalf.



Professor Simon Forrest
Chairman

2 November 2023

Independent auditor's report to the members of Avert

OPINION

We have audited the financial statements of Avert (the 'charitable company') for the year ended 31 March 2023 which comprise Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the Trustees' report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. 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.

OPINIONS 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 Trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which 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 directors' 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' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

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 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.

AUDITOR'S 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 an auditor's report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Based on our understanding of the charity and the industry in which it operates, we identified the principal laws and regulations that directly affect the financial statements to be the Charities Act, Employment Act and Trustee Act. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

In addition, the charity is subject to many other laws and regulations where the consequences of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through the imposition of fines or litigation. As an investment, grant and donation funded charity providing advocacy and education directly or through the supporting of other entities there is a limitation to areas most likely to have such an effect. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence if any.

Audit procedures performed by the engagement team included:

- Enquiry of management, those charged with governance around actual and potential litigation and claims;
- Enquiry of entity staff to identify any instances of non-compliance with laws and regulations;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the 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 charitable company's members those matters we are required to state to them in an auditor's 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 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.



11 November 2023

Geoffrey Frost *BSc (Hons) FCA (Senior Statutory Auditor)*
For and on behalf of Blue Spire Limited, Statutory Auditor

Cawley Priory, South Pallant
Chichester, West Sussex PO19 7UY

Statement of financial activities

(INCLUDING INCOME AND EXPENDITURE ACCOUNT)

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £	2022 Total Funds £
INCOME AND ENDOWMENTS FROM:						
Donations and legacies	1	5,789	373,488	–	379,277	1,048,124
Charitable activities	2	8,359	–	–	8,359	–
Investments	3	41,726	–	–	41,726	42,779
Other income	4	–	–	–	–	325
Total		55,874	373,488	–	429,362	1,091,228
EXPENDITURE ON:						
Raising funds – Investment management	5	–	–	8,870	8,870	10,675
Raising funds – Seeking funds	5	72,471	–	–	72,471	78,988
Charitable activities	6	242,401	664,339	–	906,740	610,592
Total		314,872	664,339	8,870	988,081	700,255
Net gains/(losses) on investment assets		–	–	(193,383)	(193,383)	65,249
Net Income/(expenditure)		(258,998)	(290,851)	(202,253)	(752,102)	456,222
Transfers between funds	19	183,445	-	(183,445)	–	–
Net movement in funds		(75,553)	290,851	(385,698)	752,102	456,222
RECONCILIATION OF FUNDS						
Total funds brought forward	19	(76,024)	687,799	1,316,539	1,928,314	1,472,092
Total funds carried forward	19	(151,577)	396,948	930,841	1,176,212	1,928,314

The charity has no recognised gains or losses other than those dealt with in the Statement of Financial Activities.
All of the above results are derived from continuing activities.

Balance sheet

BALANCE SHEET AS AT 31 MARCH 2023

	Note	2023 £	2023 £	2022 £	2022 £
FIXED ASSETS					
Intangible assets	13	88,924		118,565	
Tangible assets	14	7,073		2,883	
Investments	15	930,840		1,316,539	
			1,026,837		1,437,987
CURRENT ASSETS					
Debtors	16	157,367		414,991	
Cash at hand and in bank		56,421		118,999	
Total current assets		213,788		533,990	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	17	64,413		43,663	
Net current assets/(liabilities)			149,375		490,327
Net assets/(liabilities)			1,176,212		1,928,314
THE FUNDS OF THE CHARITY					
Endowment funds	19				
Expendable endowment		673,127		775,113	
Fair value reserve		257,714		541,426	
			930,841		1,316,539
Restricted funds	19		396,948		687,799
Unrestricted funds					
Designated Funds		7,072		2,883	
General Funds		(158,649)		(78,907)	
Total unrestricted funds	19		(151,577)		(76,024)
Total charity funds			1,176,212		1,928,314

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 2 November 2023 and signed on their behalf by:



Professor Simon Forrest
Chairman
Avert

Registered Charity Number 1074849
Registered Company Number 03716796

Statement of cash flows

	2023		2022	
	£	£	£	£
Net cash flow from operating activities (see below)		(288,978)		(71,839)
Cash flow from investing activities				
Purchase of intangible fixed assets	–		(118,565)	
Purchase of tangible fixed assets	(8,134)		–	
Purchase of investments	(110,477)		–	
Proceeds from sales of investments	230,183		183,869	
Receipts from sale of tangible fixed assets	492		495	
Investment income	41,726		42,779	
Net cash flow from investing activities		153,790		108,578
Net increase/(decrease) in cash and cash equivalents		(135,188)		36,739
Cash and cash equivalents at 1 April 2022		205,354		168,615
Cash and cash equivalents at 31 March 2023		70,166		205,354
Cash and cash equivalents consist of:				
Cash at bank and in hand		56,421		118,999
Cash held within investments		13,745		86,355
Cash and cash equivalents at 31 March 2023		70,166		205,354

Reconciliation of net income to net cash flow from operating activities

	2023		2022	
	£	£	£	£
Net income for the period		(752,102)		456,222
Adjusted for:				
Investment income	(41,726)		(42,779)	
(Gains)/losses on investments	193,383		(65,249)	
Depreciation and impairment of tangible fixed assets	33,093		1,273	
Loss/(gain) on disposal of fixed assets	–		156	
Decrease/(increase) in debtors	257,624		(406,078)	
Increase/(decrease) in creditors	20,750		(15,384)	
		463,124		(528,061)
		(288,978)		(71,839)

Analysis of changes in net debt

	2023 Cash and cash equivalents £	2022 Cash and cash equivalents £
Total net debt brought forward	205,354	168,615
Cash flows	(135,188)	36,739
Total net debt carried forward	70,166	205,354

Accounting policies

GENERAL INFORMATION, SCOPE AND BASIS OF THE FINANCIAL STATEMENTS

Avert is an incorporated charity, limited by guarantee, incorporated in England with the company number 03716796. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The address of the registered office is given in the charity information page of these financial statements. The nature of the charity's operations and principal activities are outlined in the Trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

INCOMING RESOURCES

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

For legacies, entitlement is the earlier of the charity being notified of an impending distribution or the legacy being received. At this point income is recognised. On occasion legacies will be notified to the charity however it is not possible to measure the amount expected to be distributed. On these occasions, the legacy is treated as a contingent asset and disclosed.

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Investment income is earned through holding assets for investment purposes such as shares and cash deposits. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the charity's right to receive payment is established.

RESOURCES EXPENDED

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- costs of raising funds; which includes the costs of organising events and investment management fees
- expenditure on charitable activities; which includes grants made to beneficiaries and costs incurred to support those activities

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

Support cost allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

The analysis of these costs is included in Note 7 and has been included on the following basis

Promoting knowledge of those at risk	40%
Promoting knowledge of community educators	40%
Supporting practitioners	20%

EMPLOYEE BENEFITS

When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

PENSION COSTS

The charity operates a defined contribution pension scheme. Contributions to the scheme are charged to the Statement of Financial Activities on a payable basis.

VAT

The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SoFA.

TAXATION

The charity is considered to pass the tests set out in sections 466 to 493 Corporation Tax Act 2010 (CTA 2010), as such no income tax is payable on the charity's activities.

INTANGIBLE ASSETS

Identifiable development expenditure on the website is capitalised to the extent that the technical, commercial and financial feasibility can be demonstrated.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website 25% Straight line

No amortisation has been included in the year ended 31 March 2022 as the new website was not fully completed and in use at the balance sheet date.

FIXED ASSETS

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office equipment 25% straight line

FIXED ASSET INVESTMENTS

Investments are recognised initially at fair value which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in 'net gains/(losses) on investments' in the SoFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

DEBTORS AND CREDITORS RECEIVABLE/ PAYABLE WITHIN ONE YEAR

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value. In addition it includes cash at bank and in hand and cash balances within the investment portfolio available for investment transaction purposes.

FUND ACCOUNTING

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Endowment funds represent those assets which were gifted to the charity to be held for income generation and applied in furtherance of the charity's objects. Income arising on the endowment funds can be used in accordance with the objects of the charity and is included as unrestricted income. Any capital gains or losses arising on the investments form part of the fund. Investment management charges and legal advice relating to the fund are charged against the fund.

Further details of each fund are disclosed in Notes 19 and 20.

GOING CONCERN

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

Notes to the financial statements

1. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Donations	5,789	–	–	5,789
Grants	–	373,488	–	373,488
	5,789	373,488	–	379,277

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Donations	7,052	–	–	7,052
Grants	–	1,041,072	–	1,041,072
	7,052	1,041,072	–	1,048,124

2. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Earned income	8,359	–	–	8,359
	8,359	–	–	8,359

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Earned income	–	–	–	–
	–	–	–	–

3. Investments

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Bank interest	172	–	–	172
Income from investment holdings	41,554	–	–	41,554
	41,726	–	–	41,726

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Bank interest	4	–	–	4
Income from investment holdings	42,775	–	–	42,775
	42,779	–	–	42,779

4. Other income

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Other income	–	–	–	–
Furlough receipts	–	–	–	–
	–	–	–	–

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Other income	–	–	–	–
Furlough receipts	325	–	–	325
	325	–	–	325

5. Raising funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Investment management				
Investment management fees	–	–	8,870	8,870
	–	–	8,870	8,870
Cost of seeking donations, grants and legacies				
Staff costs	64,660	–	–	64,660
Other costs	7,811	–	–	7,811
	72,471	–	–	72,471
	72,471	–	8,870	81,341

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Investment management				
Investment management fees	–	–	10,675	10,675
	–	–	10,675	10,675
Cost of seeking donations, grants and legacies				
Staff costs	69,661	–	–	69,661
Other costs	9,327	–	–	9,327
	78,988	–	–	78,988
	78,988	–	10,675	89,663

6. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Promoting knowledge of those at risk				
Staff costs	–	277,029	–	277,029
Other direct costs	115,166	113,135	–	228,301
Support and governance costs	35,539	19,187	–	54,726
	150,705	409,351	–	560,056
Promoting knowledge of community educators				
Grants (see note 8)	–	82,424	–	82,424
Staff costs	–	92,343	–	92,343
Other direct costs	38,389	37,711	–	76,100
Support and governance costs	35,539	19,187	–	54,726
	73,928	231,665	–	305,593
Supporting practitioners				
Staff costs	–	4,235	–	4,235
Other direct costs	–	9,494	–	9,494
Support and governance costs	17,768	9,594	–	27,362
	17,768	23,323	–	41,091
	242,401	664,339	–	906,740

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Promoting knowledge of those at risk				
Staff costs	75,504	125,811	–	201,315
Other direct costs	41,228	60,716	–	101,944
Support and governance costs	49,002	–	–	49,002
	165,734	186,527	–	352,261
Promoting knowledge of community educators				
Grants (see note 8)	–	82,321	–	82,321
Staff costs	25,168	41,937	–	67,105
Other direct costs	13,743	20,239	–	33,982
Support and governance costs	49,002	–	–	49,002
	87,913	144,497	–	232,410
Supporting practitioners				
Staff costs	–	1,421	–	1,421
Other direct costs	–	–	–	–
Support and governance costs	24,500	–	–	24,500
	24,500	1,421	–	25,921
	278,147	332,445	–	610,592

7. Support and governance costs

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Staff costs	51,676	–	–	51,676
Premises	45,582	–	–	45,582
Recruitment and training	5,235	–	–	5,235
Travel, conference and events	608	–	–	608
Security including Legal and HR	7,970	–	–	7,970
Printing, postage and stationery	4,955	–	–	4,955
Telephone	(127)	–	–	(127)
Computer costs and equipment hire	2,265	–	–	2,265
General office and office moving expenses	2,559	–	–	2,559
Insurance	1,868	–	–	1,868
Subscriptions	3,340	–	–	3,340
Depreciation	3,452	–	–	3,452
Governance:				
Audit fee	5,370	–	–	5,370
Trustee training and expenses	2,048	–	–	2,048
Strategic Development	13	–	–	13
	136,814	–	–	136,814
Overhead allocation to Restricted Funds	(47,968)	47,968		–
	88,846	47,968		136,814
Allocation of support costs				
Promoting knowledge of those at risk	35,539	19,187	–	54,726
Promoting knowledge of community educators	35,539	19,187	–	54,726
Supporting practitioners	17,768	9,594	–	27,362
	88,846	47,968	–	136,814

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Staff costs	61,386	–	–	61,386
Premises	34,485	–	–	34,485
Recruitment and training	2,391	–	–	2,391
Travel, conference and events	329	–	–	329
Security including Legal and HR	3,362	–	–	3,362
Printing, postage and stationery	4,367	–	–	4,367
Telephone	1,233	–	–	1,233
Computer costs and equipment hire	2,561	–	–	2,561
General office and office moving expenses	1,700	–	–	1,700
Insurance	1,456	–	–	1,456
Subscriptions	2,698	–	–	2,698
Depreciation	1,273	–	–	1,273
Governance:				
Audit fee	5,250	–	–	5,250
Trustee training and expenses	–	–	–	–
Strategic Development	13	–	–	13
	122,504	–	–	122,504
Allocation of support costs				
Promoting knowledge of those at risk	49,002	–	–	49,002
Promoting knowledge of community educators	49,002	–	–	49,002
Supporting practitioners	24,500	–	–	24,500
	122,504	–	–	122,504

8. Analysis of grants

	2023 Total Funds £	2022 Total Funds £
Grants to institutions		
Zimbabwe – OPHID	82,424	82,321
	82,424	82,321

Future commitments

The charity budgets for instalments of multi year grants that have not yet been approved. These future commitments are not contractual as the amounts are not part of the charity's formal grant offer, and are subject to the grantee satisfying the charity's monitoring requirements and showing that they are making satisfactory progress towards meeting the grant's objectives. At the balance sheet date the charity had no obligations for future instalments of grants.

9. Auditors' remuneration

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £
Auditors' remuneration – audit	5,370	–	–	5,370

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Auditors' remuneration – audit	5,250	–	–	5,250

10. Wages and salary cost

	2023 Total Funds £	2022 Total Funds £
Gross wages	388,585	333,751
Employer's national insurance costs (inclusive of employer national insurance allowance)	38,101	30,666
Employer's pension contributions	30,322	26,657
	457,008	391,074

One employee (2022: No employee) received employee benefits excluding social security contributions and employer pension costs in the range £60,000 to £70,000.

The average number of employees was:

Administration of charitable activities	10	9
	10	9

11. Pension scheme

The charity operates a defined contribution pension scheme for its employees. The total payable for the year under review was £30,322 (2022: £26,657). £4,597 (2022: £4,169) was outstanding at the end of the financial year.

12. Related party transactions

None of the Trustees received any remuneration during the year under review (2022: £nil). £2,048 (2022: £nil) was reimbursed to or paid on behalf of the Trustees.

No donations (2022: £nil) were received from the charity's Trustees in the year under review.

During the year under review the charity reimbursed or paid expenses on behalf of the four (2022: four) key management personnel incurred in the performance of their duties totalling £4,416 (2022: £5,301).

At the end of the reporting year the charity had three (2022: four) key management personnel comprising the CEO, Director of Communications and Digital Health Strategy, Director of Finance and Operations with the Director of Partnerships and Fundraising leaving at the end of August 2022. Avert hired a new recruit in Partnerships and Fundraising at project management level. The total employee benefits, inclusive of employer's national insurance and pension contributions, received by those key management personnel amounted to £212,427 (2022: £220,491).

13. Intangible fixed assets

	Website £	Total £
Cost		
At 1 April 2022	118,565	118,565
Additions	–	–
Disposals	–	–
At 31 March 2023	118,565	118,565
Amortisation		
At 1 April 2022	–	–
Charge for the year	29,641	29,641
On disposals	–	–
At 31 March 2023	29,641	29,641
Net book value at 31 March 2023	88,924	88,924
Net book value at 31 March 2022	118,565	118,565

14. Tangible fixed assets

	Office equipment £	Total £
Cost		
At 1 April 2022	7,296	7,296
Additions	8,134	8,134
Disposals	(788)	(788)
At 31 March 2023	14,642	14,642
Depreciation		
Accumulated at 1 April 2022	4,413	4,413
Charge for the year	3,452	3,452
On disposals	(296)	(296)
At 31 March 2023	7,569	7,569
Net book value at 31 March 2023	7,073	7,073
Net book value at 31 March 2022	2,883	2,883

15. Fixed assets investments

	Listed investments £	Cash £	2023 Total Funds £	2022 Total Funds £
Reconciliation of movement on investments				
Carrying (market) value brought forward	1,230,184	86,355	1,316,539	1,369,190
Additions at cost	110,477	–	110,477	–
Disposals at carrying value	(140,484)	–	(140,484)	(127,092)
Gain/(Loss) on revaluation	(283,082)	–	(283,082)	8,472
Net increase/(decrease) in cash	–	(72,610)	(72,610)	65,969
Carrying (market) value carried forward	917,095	13,745	930,840	1,316,539
Gains/(losses) on investments				
Unrealised (from above)	(283,082)	–	(283,082)	8,472
Realised on disposal of fixed asset investments	89,699	–	89,699	56,777
	(193,383)	–	(193,383)	65,249
The investments above are analysed as follows:				
Listed investments	917,095	–	917,095	1,230,184
Cash or cash equivalents	–	13,745	13,745	86,355
	917,095	13,745	930,840	1,316,539

16. Debtors

	2023 Total Funds £	2022 Total Funds £
Trade debtors	–	133,392
Other debtors	7,560	7,164
Prepayments	2,969	7,628
Accrued income receivable within one year	146,838	266,807
	157,367	414,991

Accrued income consists of £146,787 (2022: £266,748) of grant income receivable and £51 (2022: £59) of gift aid recoverable. In the comparative year a further £133,392 of grant funding was included in trade debtors

17. Creditors: amounts falling due within one year

	2023 Total Funds £	2022 Total Funds £
Trade creditors	23,058	5,892
Accruals	26,294	23,356
Other creditors	4,596	4,169
Taxation and social security	10,465	10,246
	64,413	43,663

18. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2023 Total Funds £	2022 Total Funds £
Intangible fixed assets	88,924	–	–	88,924	118,565
Tangible fixed assets	7,073	–	–	7,073	2,883
Fixed asset investments	–	–	930,840	930,840	1,316,539
Current assets	(183,160)	396,948	–	213,788	533,990
Current liabilities	(64,413)	–	–	(64,413)	(43,663)
	(151,576)	396,948	930,840	1,176,212	1,928,314

19. Analysis of net movement in funds

	Year ended 31 March 2023					
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	775,113	–	(8,870)	90,329	(183,445)	673,127
Fair value reserve	541,426	–	–	(283,712)	–	257,714
Total endowment funds	1,316,539	–	(8,870)	(193,383)	(183,445)	930,841
Restricted funds						
Vitol Foundation – Youth Boost	60,391	137,320	(140,240)	–	–	57,471
ViiV Healthcare – Technical support to Umunthu project	2,400	–	(2,400)	–	–	–
ViiV – Prevention	–	58,554	(11,329)	–	–	47,225
Gilead Sciences Inc – Knowledge to Action	35,446	–	(35,446)	–	–	–
Gilead Sciences Inc – Support for practitioners	20,676	–	(20,676)	–	–	–
Gilead Sciences Inc – Zeroing in	175,135	–	(82,287)	–	–	92,848
Gilead Sciences Inc – Mpox	–	43,359	(1,980)	–	–	41,379
Mercury Phoenix Trust – Be in the KNOW	18,120	–	(18,120)	–	–	–
Risk Pool Fund – Youth Boost	–	39,694	(12,816)	–	–	26,878
VSO/Eagle – Mozambique project	31,651	–	(31,651)	–	–	–
VSO/Eagle – Sena and Chiute	–	60,783	(46,089)	–	–	14,694
Reach (*previously Praekelt*) (EJAF) – Young Africa Live	343,980	19,632	(247,159)	–	–	116,453
Sentebale	–	14,146	(14,146)	–	–	–
Total restricted funds	687,799	373,488	(664,339)	–	–	396,948
Unrestricted funds						
Designated funds						
Fixed asset reserve	2,883	–	(3,452)	–	7,641	7,072
	2,883	–	(3,452)	–	7,641	7,072
General Fund	(78,907)	55,874	(311,420)	–	175,804	(158,649)
Total unrestricted funds	(76,024)	55,874	(314,872)	–	183,445	(151,577)
Total funds	1,928,314	429,362	(988,081)	193,383	–	1,176,212

19. Analysis of net movement in funds (continued)

Year ended 31 March 2022

	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	837,033	–	(10,675)	55,980	(107,225)	775,113
Fair value reserve	532,157	–	–	9,269	–	541,426
Total endowment funds	1,369,190	–	(10,675)	65,249	(107,225)	1,316,539
Restricted funds						
Vitol Foundation – Youth Boost	–	181,686	(121,295)	–	–	60,391
ViiV Healthcare – Technical support to Umunthu project	1,200	2,621	(1,421)	–	–	2,400
Gilead Sciences Inc – Knowledge to Action	–	126,408	(46,438)	–	(44,524)	35,446
Gilead Sciences Inc – Support for practitioners	–	36,531	(15,855)	–	–	20,676
Gilead Sciences Inc – Zeroing in	–	175,135	–	–	–	175,135
Mercury Phoenix Trust – Young Voices	7,169	–	(7,169)	–	–	–
Mercury Phoenix Trust – PrEP	9,890	–	(9,890)	–	–	–
Mercury Phoenix Trust – Be in the KNOW	–	18,120	–	–	–	18,120
Risk Pool Fund – Be in the Know (Zambia)	5,437	–	(5,437)	–	–	–
VSO/Eagle – Mozambique project	–	96,360	(64,709)	–	–	31,651
Reach (*previously Praekelt*) (EJAF) – Young Africa Live	–	404,211	(60,231)	–	–	343,980
Total endowment funds	23,696	1,041,072	(332,445)	–	(44,524)	687,799
Unrestricted funds						
Designated funds						
Fixed asset reserve	4,807	–	(1,273)	–	(651)	2,883
	4,807	–	(1,273)	–	(651)	2,883
General Fund	74,399	50,156	(355,862)	–	152,400	(78,907)
Total unrestricted funds	79,206	50,156	(357,135)	–	151,749	(76,024)
Total funds	1,472,092	1,091,228	(700,255)	65,249	–	1,928,314

20. Description of funds

Expendable endowment	Expendable endowment funds comprise an expendable endowment donated to the charity in 1989.
Fair value reserve	Representing the variance between cost and fair value of the charity's investment assets.
Vitol Foundation – Youth Boost	Funds received for the Youth Boost project and Boost evaluation.
ViiV Healthcare – Technical support to Umunthu project	Funds received from ViiV Healthcare's Positive Action for Children Fund to support Umunthu's Prevention of Mother-to-Child Transmission project.
Gilead Sciences Inc – Knowledge to Action	Funds received to support digital communications to build health literacy among those most impacted by HIV through our Be in the KNOW website.
Gilead Sciences Inc – Support for practitioners	Funds received to support provision of COVID-19 information.
Gilead Sciences Inc – Zeroing in	Funds received to support communications work with young adults and community health workers.
Gilead Sciences Inc – Mpox	Funds received to support knowledge and action for populations who need to know.
Mercury Phoenix Trust – Be in the KNOW	Funds received to support the development of our Be in the KNOW website.
Risk Pool Fund – Youth Boost	Funds received to upgrade our Youth Boost app in Zimbabwe.
VSO/Eagle – Mozambique project	Funds received to support the empowerment of adolescent girls to learn and earn in Mozambique.
VSO/Eagle – Sena and Chiute	Funds received to support the empowerment of adolescent girls to learn and earn for people of Sena and Chiute origins.
Sentebale	Funds received to support a scoping trip to Botswana and Lesotho to present Boost.
Reach (*previously Praekelt*) (EJAF) – Young Africa Live	Funds received via the Elton John AIDS Foundation in partnership with Reach (previously Praekelt) to build an integrated digital health information platform for young people.
Mercury Phoenix Trust – Young Voices	Funds received from Mercury Phoenix Trust to support the charity's promoting knowledge and education projects.
Mercury Phoenix Trust – PrEP	Funds received from Mercury Phoenix Trust to create a social media campaign promoting awareness, interest, support and demand for PrEP among young people in Southern Africa.
Risk Pool Fund – Be in the Know (Zambia)	Funds received from the Risk Pool Fund in collaboration with The Vitol Foundation to evaluate sexual health communications during the coronavirus epidemic in Zambia.
Fixed asset reserve	Designated funds representing the net book value of fixed assets.
General funds	Funds available for use at the discretion of the Trustees.

21. Transfers between funds

From	To	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds £
Transfer 1						
Expendable endowment	General fund	107,225	–	–	(107,225)	–
		107,225	–	–	(107,225)	–
		Transfer from expendable endowment funds to general fund to support the expenditure of the charity.				
Transfer 2						
General fund	Fixed Assets	651	(651)	–	–	–
		651	(651)	–	–	–
		Transfer from general funds to fixed assets designated fund representing the additions to and disposal of fixed assets.				
Transfer 3						
Gilead Sciences 1	General fund	44,524	–	(44,524)	–	–
		44,524	–	(44,524)	–	–
		Transfer from general funds in respect of IT infrastructure expenditure funded by restricted fund.				
		152,400	(651)	(44,524)	(107,225)	–

22. Financial instruments

The carrying amounts of the charity's financial instruments are as follows:

	2023 Total Funds £	2022 Total Funds £
Financial assets		
Measured at fair value through net income/(expenditure):		
Fixed asset investments*	930,840	1,316,539
**Fair value is taken as the average of the bid and offer price for each security*	930,840	1,316,539

	2022 Total Funds £	2022 Total Funds £
Financial assets		
Measured at amortised cost:		
Trade debtors	–	133,392
	–	133,392
Financial liabilities		
Measured at amortised cost:		
Trade creditors	23,058	5,892
	23,058	5,892

22. Financial instruments (continued)

The income, expense, net gains and net losses attributable to the charity's financial instruments are summarised as follows:

	2023 Total Funds	2022 Total Funds
Income and expense	£	£
Financial assets measured at fair value through net income/(expenditure)		
Investment income	41,554	42,775
Investment management fees	(8,870)	(10,675)
	32,684	32,100
Net gains and losses (including changes in fair value)		
Financial assets measured at fair value through net income/(expenditure)		
Unrealised gains/(losses) on investments	(283,082)	8,472
Realised gains/(losses) on investments	89,699	56,777
	(193,383)	65,249

Fixed asset investments are held at fair value with valuations obtained using closing mid-market price.

23. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	1	7,052	1,041,072	–	1,048,124
Charitable activities	2	–	–	–	–
Investments	3	42,779	–	–	42,779
Other income	4	325	–	–	325
Total		50,156	1,041,072	–	1,091,228
EXPENDITURE ON:					
Raising funds – Investment management	5	–	–	10,675	10,675
Raising funds – Seeking funds	5	78,988	–	–	78,988
Charitable activities	6	278,147	332,445	–	610,592
Total		357,135	332,445	10,675	700,255
Net gains/(losses) on investment assets		–	–	65,249	65,249
Net Income/(expenditure)		(306,979)	708,627	54,574	456,222
Transfers between funds	19	151,749	(44,524)	(107,225)	–
Net movement in funds		155,230	664,103	(52,651)	456,222
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	19	79,206	23,696	1,369,190	1,472,092
Total funds carried forward	19	(76,024)	687,799	1,316,539	1,928,314

Avert HIV
Empowering people through knowledge

www.avert.info

General email: info@avert.org

Registered UK charity no. 1074849
Registered UK company no. 03716796

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NOTES

1 Globally there were an estimated 1.3 million infections in 2022 and while this figure is declining, it is still too high.

2 Zaneva M, Philpott A, Singh A, Larsson G, Gonsalves L (2022). What is the added value of incorporating pleasure in sexual health interventions? A systematic review and meta-analysis. PLoS ONE 17(2): e0261034. https://doi.org/10.1371/journal.pone.0261034

AVERT

England & Wales - Charity number 1074849

Accounts

Avert HIV

Empowering people through knowledge

ANNUAL REPORT 2021–22

Health literacy matters

Supporting informed choices on HIV and sexual health





“

I have learn a lot that I didn’t know that is available for me to prevent myself from getting HIV. Wow I was amazed, dam I need to learn so I can tell other people.

Be in the KNOW website user, Zambia

This platform it’s really educating me a lot...

Facebook follower



Contents



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As the global HIV response continues to evolve, it has never been clearer that health literacy matters. Only by equipping more individuals and health workers with better HIV and sexual health knowledge, skills and confidence do we have a chance of ending AIDS by 2030. To do that requires urgent innovation – finding different ways of engaging people with action-oriented digital resources that enable them to make informed choices on HIV and sexual health. That is why we have focused our efforts this year on scaling up our reach by working with new partners, growing our social media presence, and developing a fresh digital brand. Health information is a right for all and Avert is committed to narrowing the HIV knowledge gap.

2021–22 highlights

Boost – our digital job aide for community health workers accessed by

1,172

COMMUNITY HEALTH WORKERS

in Zimbabwe alone

12.3

MILLION FACEBOOK & INSTAGRAM USERS

learned more about sexual health through Avert's content

Over

85%

OF VISITORS TO AVERT.ORG

learned something new about HIV and sexual health

COVID-related content viewed over

889

THOUSAND TIMES



24.9
MILLION PEOPLE
empowered through knowledge

Projects and campaigns to reach **targeted** populations undertaken in

8
COUNTRIES
across sub-Saharan Africa: Lesotho, Malawi, Mozambique, Nigeria, South Africa, Uganda, Zambia and Zimbabwe

Nearly
439
THOUSAND PEOPLE
reached through 2021 World AIDS Day campaign on Facebook and Instagram

7.8
MILLION PEOPLE
in sub-Saharan Africa empowered through knowledge (web & social)

12.5
MILLION PEOPLE
in South Asia empowered through knowledge (web & social)

Information resources for primary HIV and sexual health practitioners viewed
2.8
MILLION TIMES



Message from the Chair and CEO

The latest UNAIDS data[1] on the global HIV response makes for grim reading. The number of new infections is climbing again in the Asia Pacific region, and in East and Southern Africa the fragile headway made in recent years is in serious danger of being lost. Resources to combat the epidemic have either dwindled or been reallocated to tackle COVID-19. Millions of lives are at stake as a result.

Progress towards increasing the number of people on life-saving treatment has also stalled, whilst 'treatment fatigue' and lack of adherence, particularly among young people, are of concern. Meanwhile, the criminalization of marginalised groups in many countries continues to fuel stigma towards people with HIV, discouraging them from seeking advice and using services.

The tools that we have at our disposal to prevent, treat and manage HIV are only effective if the people who need them understand and trust them, and know how to access them. That is why we are determined to use our expertise to build health literacy among millions of individuals, community health workers, peer educators, and health practitioners.

The ongoing revolution in digital technology – along with rapidly increasing mobile phone ownership and decreasing data costs – presents a huge opportunity to deliver critical health information to more people who need it. With years of experience in the field of global health communications, Avert is poised to exploit these changes to the full.

We have got off to a flying start in year one of our 2021–24 global strategy. Feedback from our audiences, partners and funders indicates that their confidence in us as a trusted provider of accurate, stimulating and context-appropriate content and resources is running high. The time and commitment invested this year in establishing our new digital brand, *Be in the KNOW*, is already paying off and we now have a platform in place that can maximise our impact.

1. https://www.unaids.org/en/resources/documents/2022/in-danger-global-aids-update



Guiding people on their own digital learning journeys is an important way to promote self-care and reach many who might otherwise avoid traditional HIV prevention, care and treatment services for fear of discrimination. By working with our users, and through new partnerships with GNP+, VSO and others, we have opened up options for individuals to be able to access healthcare on their own, in privacy, using their phones or low-cost tablets.

For example, we added to our project portfolio this year with the co-creation of an innovative and tailored communication tool, *Yaya* – a digital life skills app aimed at girls and young women in Mozambique. We also supported the ongoing development of *Voice+*, an app designed to support linkages between networks of people living with HIV.

In line with our mission to deepen the HIV and sexual health knowledge of our key audiences, we expanded *Boost*, our on-the-job information resource for community health workers. We are also particularly excited about the development of *Young Africa Live* throughout the year, a brand new interactive approach to help young people in South Africa make informed choices about their sexual and mental health.

Knowledge is power and now is the time for the HIV response to fully embrace the potential of digital technology to increase health literacy. We are committed to growing our work in this field and sharing the learning and impact we achieve. We wish to acknowledge the contributions of our talented staff team and technical specialists, our committed Trustees, and our valued funders, donors and partners. We sincerely thank them all for their investment in our vision.





Sarah Hand
Chief Executive

Professor Simon Forrest
Chair of the Board of Trustees

Vision, mission and values

WHO WE ARE

Avert uses digital communications to build health literacy on HIV and sexual health. With over 30 years' experience, we are a trusted provider of accessible, accurate and actionable content and resources that support informed choices. Our work supports global efforts to end AIDS and achieve the Sustainable Development Goal for health. Every year, we engage with millions of individuals, community health workers and primary health practitioners living in areas of greatest need. We use our understanding of HIV and sexual health, our expertise in digital marketing, communications and behaviour change, and our network of partnerships to increase their knowledge, skills and confidence, and their ability to act.

OUR VISION

A world with no new HIV infections, where people make empowered sexual health choices, and where those living with HIV do so with dignity, good health and equality.

OUR MISSION

To increase health literacy on HIV and sexual health, among those most affected in areas of greatest need, in order to reduce new infections and improve health and well-being.

OUR VALUES

We believe in every person's right to health and to the information that enables them to make informed choices around sexual health. The following values inform our work:



- **EVIDENCE-BASED.** We are committed to providing reliable, accurate, and high-quality information on HIV and sexual health. We use the latest evidence to inform our content and programmatic priorities.
- **RESPONSIVE.** We adapt our approach to respond to changing trends in the HIV epidemic and in how our target audiences access and consume information.
- **TRUSTWORTHY.** We have more than 30 years' experience of working in the HIV response. We are recognised and accredited as a provider of accurate and reliable information.
- **CREATIVE.** We understand the power of new approaches to bring about change. We focus on solutions and think creatively to continually improve our work and bring new insights to the sector.
- **PEOPLE-ORIENTED.** We put people at the centre of what we do and how we do it – supporting, valuing, engaging and involving them. We aim to be accessible, inclusive and friendly in everything we do.
- **COLLABORATIVE.** We believe that by working in partnership we can pool skills and resources, share learning, and have greater impact.
- **SEX-POSITIVE.** We believe in a sex-positive approach to sexual health and rights that recognises and celebrates sexual pleasure and sexual diversity, prioritises personal agency, and is free of judgment.

"

You're doing a great work spreading awareness and normalising a topic that everyone stigmatise but it's an essential and not-to-be ashamed thing.

Be in the KNOW Instagram follower

Best non-profit organization. Love what you guys are doing ❤️❤️

Facebook fan



Our strategy

From knowledge to action

THE WAY WE WORK

We develop and promote HIV and sexual health content and resources that are accurate, accessible, useful, and actionable. In doing this:

- We use learning and evidence from health literacy, behaviour change and digital marketing research and practice to inform our content and approach.
- We work through partnerships, as the best way to create high quality, sustainable programmes.
- We use our understanding of technology to prioritise inclusive digital approaches, and our knowledge of the context to create realistic solutions.
- We prioritise user-centred design principles, working with users to develop products that effectively meet their needs.

> “I learned more about taking care of myself.
>
> **Avert.org user, South Africa**

STRATEGIC RESPONSE 1

Increase the HIV and sexual health-related knowledge, skills and confidence of those most at risk of HIV and poor sexual health, and those living with HIV.

We will:

- develop and share targeted digital HIV and sexual health communications.

STRATEGIC RESPONSE 2

Expand and deepen the knowledge, skills and confidence of educators and advocates working on local responses to HIV and sexual health.

We will:

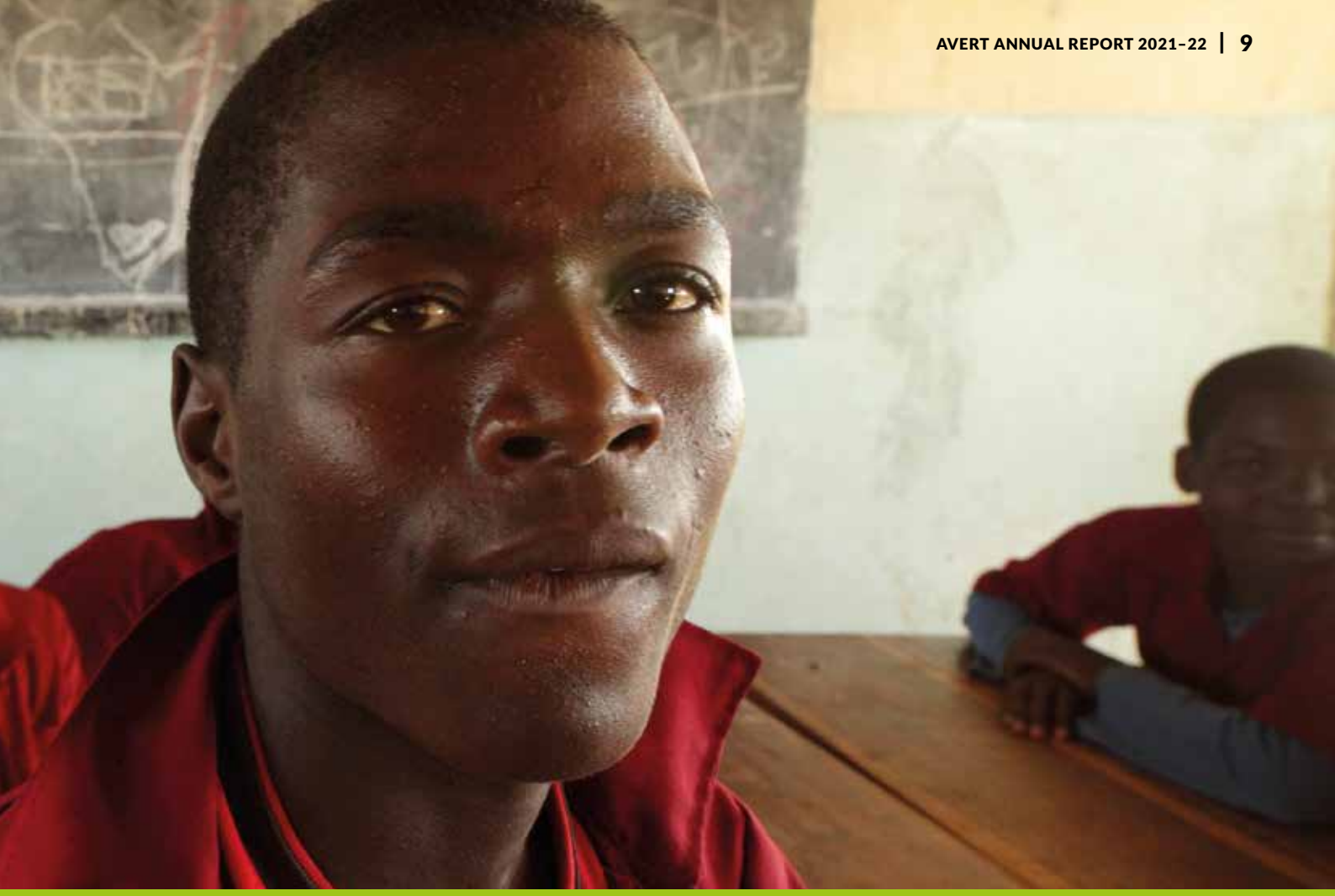
- develop and share accessible digital knowledge and information resources for educators and advocates.

STRATEGIC RESPONSE 3

Support evidence-based practice among primary HIV and sexual health practitioners.

We will:

- develop and share evidence-based good practice information and resources for practitioners.



OUTCOME 1

The people we reach have gained up-to-date knowledge, skills and confidence to make informed choices to support their own and others' sexual health.

RESULT 1

The people we reach take informed action to support their own and others' sexual health, reducing HIV and other sexual health infections, and improving physical and mental health among those living with HIV.

OUTCOME 2

Targeted educators and advocates have gained up-to-date knowledge, skills and confidence to support quality engagement with their clients or target groups.

RESULT 2

Educators and advocates are effective at their roles, improving the sexual health of the local population.

OUTCOME 3

Targeted practitioners have gained up-to-date knowledge of evidence-based approaches to support local HIV and sexual health responses.

RESULT 3

Practitioners adopt evidence-based approaches, improving the relevance of primary HIV and sexual health responses.

The first year of delivering against our 2021–24 global strategy has been one of creating momentum. At the heart of our work was the development and execution of our dynamic new *Be in the KNOW* website and social media brand which launched at the end of March 2022.

Our work in action

This brand now forms a central part of our wider toolbox of brands, products and projects that provide individuals affected by HIV, educators, and primary health practitioners with up-to-date knowledge, skills and confidence. Through everything we do, the tools we are providing these three key audiences are enabling informed sexual health choices and encouraging evidence-based approaches among advocates and practitioners, leading to better sexual health outcomes.



> The fact that is user friendly and it helps in sex education. In a very friendly manner and not hostile.

Be in the KNOW website user, Kenya

> Loving the new look. 👌💯🥳

Facebook fan



BE IN THE KNOW

4.5
MILLION PEOPLE
reached through our *Be in the KNOW* launch campaign

MAKE THE CIRCLE BIGGER

Nearly
213
THOUSAND ENGAGEMENTS
with our *Be in the KNOW* launch campaign

BE IN THE KNOW

This was the year we launched our influential new online brand, *Be in the KNOW*. Faced with a shifting digital landscape and changing information needs around sexual health and HIV, we identified an urgent need to reach young people – particularly in East and Southern Africa – with fresh, fun, sex-positive content in ways that they can relate to.

An extensive review of Avert.org with our key audiences informed an 18-month journey of user engagement and comprehensive testing and, in March 2022, *Be in the KNOW* was unveiled as a unified brand across web and social media. A weeklong promotion to coincide with the launch attracted more than 4.5 million people to the brand and high engagement levels.

In line with the second and third pillars of our 2021–2024 global strategy, the brand also provides evidence-based news and information for community and primary health workers and others on the frontline of HIV and sexual health services for young people.

Be in the KNOW's foundations are built on the expertise and learning that we have amassed from running Avert.org, social media channels, and other digital projects over many years. *Be in the KNOW* builds on years of experience of co-creating content with Avert.org's target audiences and is backed up by our robust knowledge of data analysis, key word research, search engine optimisation and social media marketing.

We needed to find new ways to communicate about HIV and sexual health and *Be in the KNOW* reflects a maturation in our approach to increasing health literacy in areas of greatest need. Going forward, the brand will evolve to meet the specific needs of users and we will maintain focus on growing the online *Be in the KNOW* community to boost health literacy where it is most needed.

Focusing on our audience

To keep the people who access our resources front of mind, we have used 'personas' to shape content. These fictional characters include Lagos factory worker Emmanuel, 24, who has a new girlfriend living with HIV and wonders how this could affect him and their future together. In South Africa, volunteer peer educator Lisa wants to help other young women to aim high and achieve their goals and needs easily accessible, reliable and fun resources to use when talking to them. In Andhra Pradesh, health practitioner Shamik must stay abreast of changes in HIV prevention approaches for men who have sex with men. Deploying personas in this way has meant that all our resources have been made fit for purpose for our core audiences: individuals affected by HIV, educators and primary health practitioners.







IN SUB-SAHARAN AFRICA

2,356,258
USERS

5,481,248
PEOPLE REACHED ON FACEBOOK AND INSTAGRAM

732,398
POST ENGAGEMENTS ON FACEBOOK AND INSTAGRAM

AVERT.ORG

Avert.org continued as a leading online provider of HIV and sexual health information right up until the transition to the new *Be in the KNOW* brand. Over 85.5% of surveyed users said they had learned something new through their visit. Our content on COVID-19 also proved invaluable to young audiences hungry for reliable information and was viewed by hundreds of thousands of people over the course of the year.

Based on the results of a review and test process, the news service was remodelled during the year to better reflect the information requirements of frontline HIV and sexual health practitioners. Their subsequent feedback led to further tweaks which have gone on to frame *Be in the KNOW* news and blog content.

Our 2021 World AIDS Day campaign, featuring some of Avert.org's *Talking HIV* videos of real-life conversations between people who have been affected by HIV, was seen by more than 430,000 people across our social media platforms.

As successful as Avert.org was, we knew it was vital for us to evolve and adapt so we could remain relevant to our key audiences and our goal. The digital landscape, users' expectations, and online behaviours have all changed beyond recognition from when Avert.org was first launched. *Be in the KNOW* is already galvanising new partnerships and investments and, most importantly, reaching those it is designed to serve. We are extremely proud of all Avert.org achieved and look forward to achieving even more with *Be in the KNOW*.

"I really enjoyed reading some stories and I learn't more things about how to protect myself from HIV and STIs.

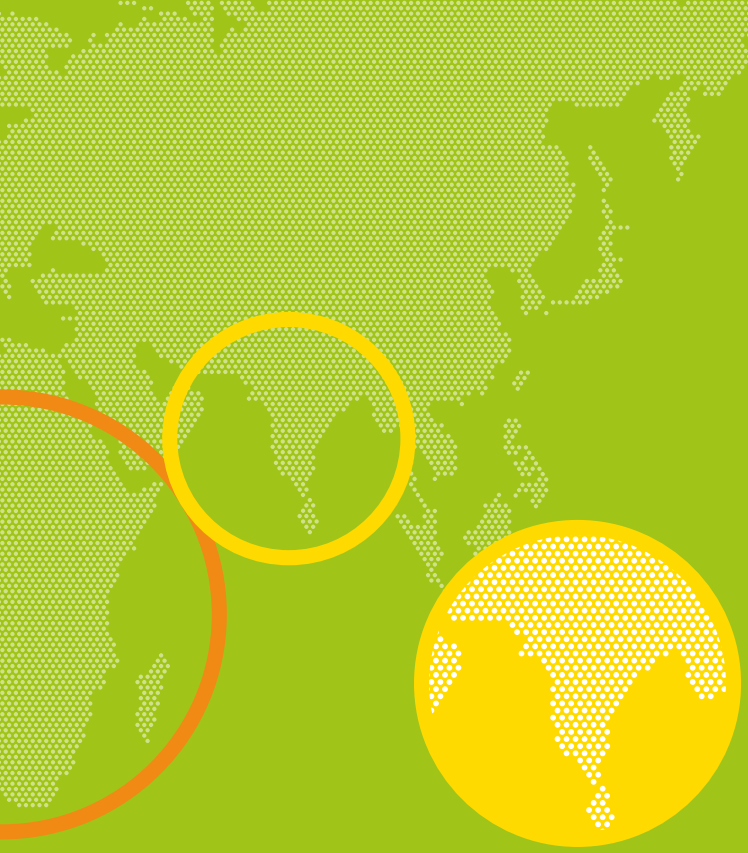
Avert.org user, Zambia

"This is a true fact… I love this platform and I would love to recommend it to every youth out there.

Facebook fan

12,549,275
USERS OF AVERT.ORG

70%
OF USERS MORE LIKELY TO TAKE ACTION





IN SOUTH ASIA

4,206,313
USERS

8,341,498
PEOPLE REACHED ON FACEBOOK AND INSTAGRAM

343,907
POST ENGAGEMENTS ON FACEBOOK AND INSTAGRAM

SOCIAL MEDIA

To support people along every step of their health literacy journey, we have continued to prioritise our social media presence. As well as acting as core information channels, social media is used by Avert to encourage HIV and sexual health conversations and to co-create projects with the direct input of target audiences.

In sub-Saharan Africa alone in 2021/22, we reached more than five million people through our Facebook and Instagram channels. In this region of the world most affected by HIV, we are achieving serious cut-through with those most at risk – adolescents and young people – especially across East and Southern Africa, reaching them on their platforms of choice.

These audiences are responding well to the thematic approach that we have adopted on key issues such as sexual relationships, HIV treatment and mental health. By highlighting engaging and factual content in ways that chime with them, our channels have become safe spaces for peers to share their experiences and voice their worries.

> “Chipo must be honest about what she thinks. If he truly loves her he will understand but if not then that must be a red flag to Chipo.
>
> **Instagram comment**

Our popular *Young Voices* project – an interactive package of animated videos and supporting materials on sex and relationships created by and for young people in Southern Africa – went from strength to strength when new resources were added in Swahili. Over 72,000 people watched the Swahili videos[2] and engagement levels on social media were high, with more than 340,000 interactions relating to posts about *Young Voices Swahili*.

The impressive growth of our social media presence this year is a direct result of harnessing our expertise and learning over past years and has enabled us to reach audiences with sharable content that hits home.

Google grant

Using our proficiency in search engine optimisation as a springboard, we took full advantage of Avert’s Google charity grant this year achieving a strong click-through rate on our Google Ads. The in-kind grant of $612,925 resulted in more than 530,000 new users being channelled to Avert.org’s information pages.

2. People who watched at least 50% of the videos.



YOUNG AFRICA LIVE

This year saw the start of an ambitious and potentially ground-breaking initiative that will play a big part in delivering on the first of our three 2021–24 strategy responses. *Young Africa Live* aims to reach 100,000 young people in South Africa with a new approach to helping them make informed choices about their sexual and mental health.

Building on young people's existing media consumption patterns, it will combine the privacy and anonymity of a WhatsApp chatbot with the peer discussions that occur naturally on powerful social media platforms like Facebook and Instagram. Engaging users with judgement-free content and tailored advice on sexual health and relationships will inform a whole new generation of young people and direct them towards related HIV and STI services.

Through investment from the Elton John AIDS Foundation, Avert is working as content provider hand-in-hand with the project lead, South African technology organisation Praekelt, to get *Young Africa Live* up and running in 2022. Regional in ambition, the South African trailblazer is integrating into B-Wise, an existing brand tackling similar issues among young people in South Africa and with whom we have been partnering closely.

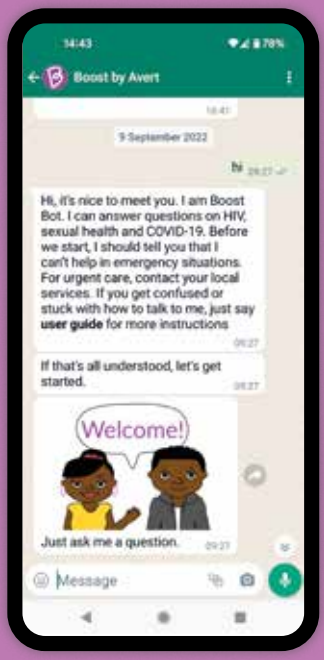
The collective learning from the different stages of this innovative venture will put Avert in a strong position when it comes to inputting to and helping scale up future national-level projects across the region.

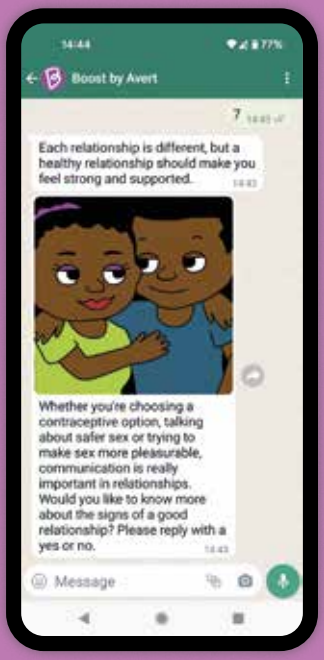
BOOST AND YOUTH BOOST

Upskilling community health workers and peer educators to be able to offer high quality care and information to their clients continues to be a strategic priority. This year has seen us grow our investment in *Boost*, a mobile phone app and online resource doing exactly that in East and Southern Africa. Providing timely and accurate content on HIV, sexual health and COVID-19, *Boost* has been used by thousands of grassroots health workers in the region. The highly relevant nature of the COVID-19 content was welcomed by many during the pandemic and the resulting rollout of community vaccine programmes.

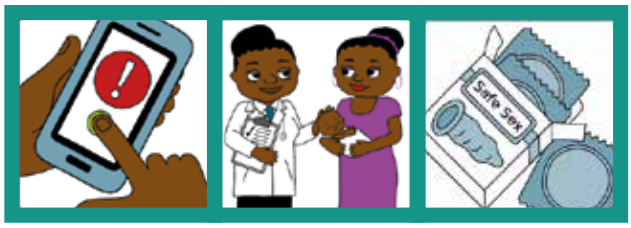
In Zimbabwe, thanks to co-funding from the Vitol Foundation, Avert has expanded our partnership with national HIV organisation OPHID. We further developed *Boost* functionality and content over the course of the year. Rollout to 1,700 community outreach agents is taking place from late 2022. Community outreach agents will provide young clients aged 10–24 with information and advice and use new screening tools to support referrals and service uptake.

By providing *Boost* content in Shona and Ndebele, and generating new content on mental health and female genital schistosomiasis, we will increase community outreach agents' knowledge, confidence and skills, and support uptake of HIV, sexual health and family planning services.









Introducing the Boostbot

WhatsApp is ubiquitous across Southern Africa so we created a WhatsApp chatbot version of *Boost* as a way to expand reach and access to more community health workers. The free service has been piloted in Zimbabwe during the year, with plans to iterate and improve in the coming year.

You can access the Boostbot on WhatsApp by sending a 'hi' message to +1 989 747 1929.

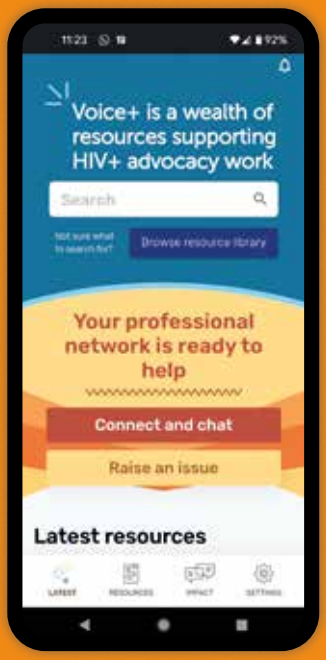
We also expanded the number of *Boost* users through partnering with KaiOS (the premier operating system for feature phones) and launched a version of the app adapted for use on these cheaper phones, focusing on inclusiveness and affordability. In its first year of operation, the *Boost* KaiOS app was installed by nearly 6,000 users, with huge potential for future expansion.

YAYA

Our new partnership with VSO saw the development of a digital life skills app that will help inform the life, sex and relationship choices of thousands of adolescent girls and young women in two provinces in Mozambique.

The *Yaya* (Big Sister) app has been co-created with young women in Sofala and Manica provinces to suit low-literacy communities and is a cost-effective home-based learning solution that is relevant across resource- and connectivity-challenged contexts. The collaborative design process provided an important learning opportunity around how to reach marginalised groups with digital approaches in order to support lasting change (*see spotlight*).

> "What I love most about *Boost* is that it is simple but very educating and it will help me so much in my field.
>
> **Loveness, community health worker in Zambia**



> I shared it with my boyfriend. I told him that there is this App to go through maybe because there are certain things that I am not comfortable telling him. So after reading on his own definitely he had the idea, was also learning here and there and we talk about protection now.
>
> **24-year-old, female, *Be in the KNOW Zambia* user**

VOICE+

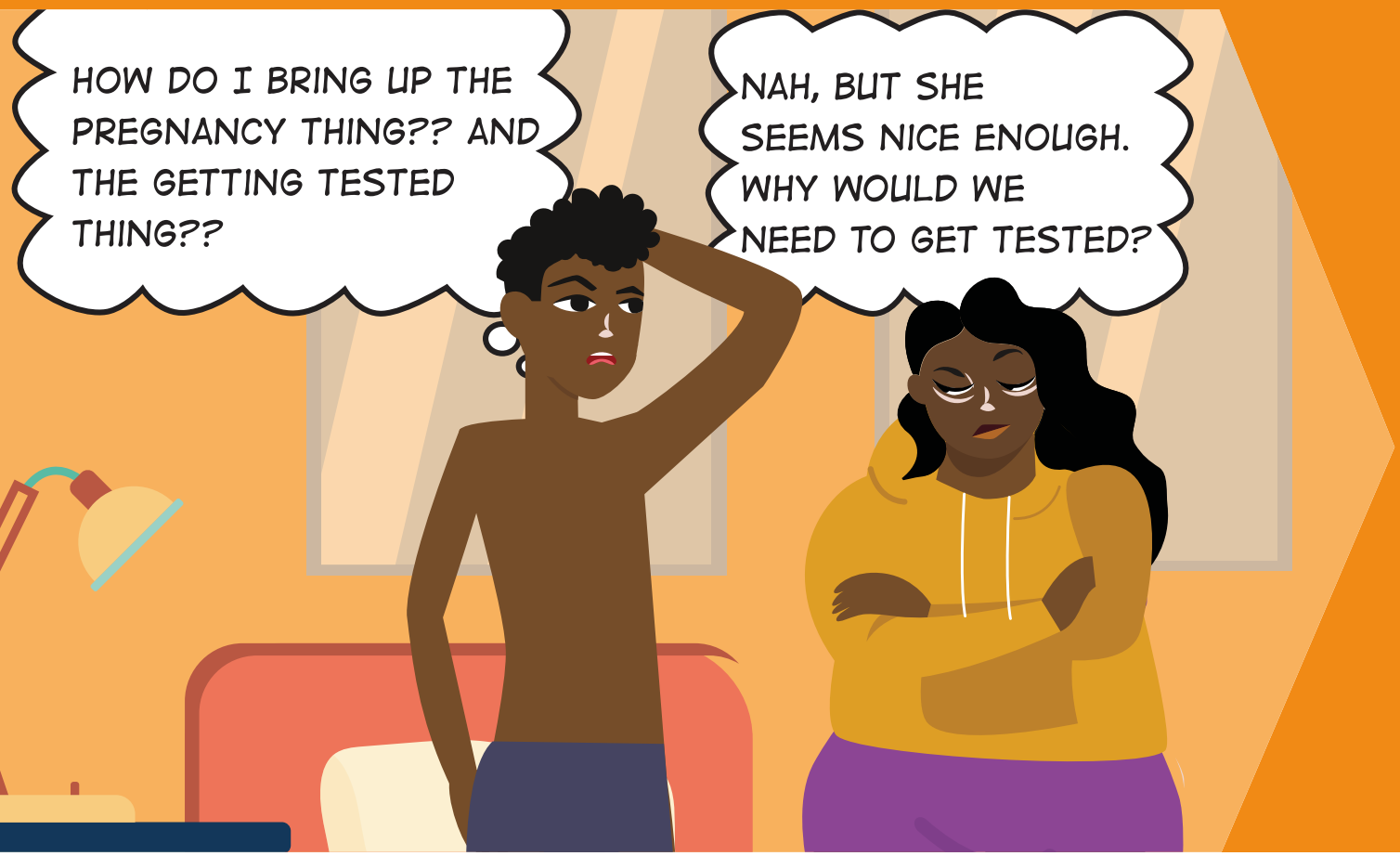
Being able to disseminate appropriate, accessible and up-to-date information on COVID-19 to networks of people living with HIV meant that the *Voice+* app really came into its own this year. As a knowledge and strategy partner for the initiative, Avert has worked with GNP+ – with funding from UNAIDS and others – to provide trusted content on HIV and COVID-19 alongside digital strategy expertise.

In addition to improving communication between network members, *Voice+* supports GNP+'s advocacy work by gathering on-the-ground updates from communities and registering their areas of concern.

FEMALE GENITAL SCHISTOSOMIASIS (FGS)

Affecting around 56 million women and girls in sub-Saharan Africa and the Middle East, FGS is an overlooked condition that can increase the risk of HIV and can lead to serious reproductive health issues.

As a core member of the FGS Integration Group, we are committed to using our resources and competence in health literacy to address the devastating impact of this neglected tropical disease. New user-centred content on FGS is being developed for *Be in the KNOW* and *Boost* together with screening tools to support community health workers working with young people in Zimbabwe, to roll out in late 2022.





Spotlight on webinar

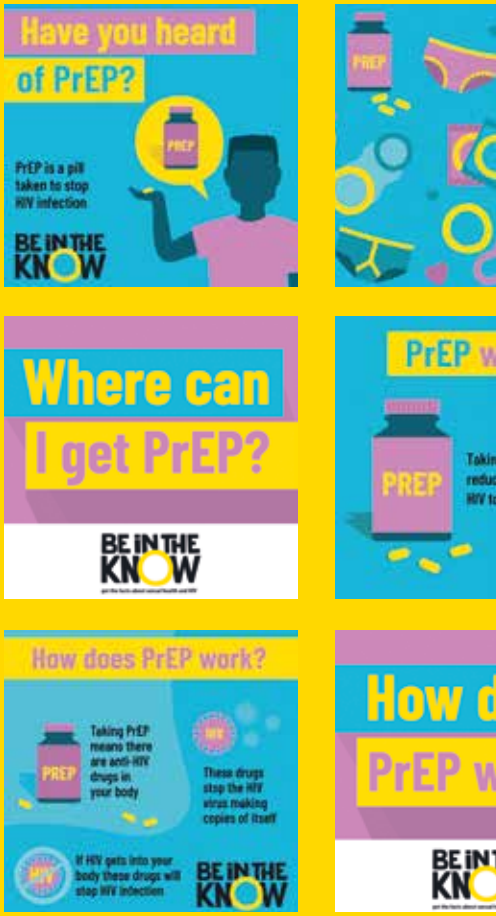
In July, we held an interactive webinar – *Maximising the positive potential of digital communications in HIV and sexual health responses* – that attracted over 80 attendees from more than 20 countries. An inspiring panel of experts shared their experience and thoughts on how we deliver digital communication programmes to support progress in the HIV response. The webinar highlighted the challenges involved in monitoring and evaluating health communications projects as well as the importance of digital inclusion and privacy. We plan to stage a similar event in the coming financial year focused on profiling *Boost* with organisations working with community health workers in East and Southern Africa.

BE IN THE KNOW ZAMBIA

After formative research, participant recruitment, and co-design of a digital communications intervention for young people in 2020, *Be in the KNOW Zambia* bore fruit this year when we were able to evaluate the results of this action research project involving more than 3,000 participants. Together with in-depth interviews with young people in Zambia about their sexual health needs and concerns, the data provided valuable evidence on the impact of digital content on young people's knowledge and behaviour.

Results showed that users of the app went on to adopt more positive sexual health choices. These findings were presented at the International Workshop on HIV and Adolescence.[3] An article in the *Journal of Medical Internet Research*[4] also profiled some of the key conclusions from the research, which included an increased level of knowledge related to condom use, a greater intention among users to test for HIV and STIs, and more open communication with partners and peers.

3. Held 29 September to 7 October 2021. https://academicmedicaleducation.com/hiv-adolescence-2021
4. Sharma, A., Mwamba, C., N'gandu, M., Kamanga, V., Zoonadi Mendamenda, M., Azgad, Y., Jabbie, Z., Chipungu, J., & Pry, J. M. (2022). Pilot implementation of a user-driven, web-based application designed to improve sexual health knowledge and communication among young Zambians: a mixed method study (Preprint). *Journal of Medical Internet Research*, *24*. https://doi.org/10.2196/37600



Project spotlights

Across all our projects, we use people-centred design principles, evidence and learning, and partnerships to ensure all our work is relevant, engaging and effective – helping people make informed decisions about their health and enabling health workers to support them better. Combined with our understanding of how technology can deliver digital approaches that fit the context, and behaviour change communications, we have created high quality sustainable programmes that are making significant progress to increasing health literacy.

PREP CAMPAIGN

In Southern Africa, young women aged 18–24 are twice as likely to get HIV as men of the same age. Pre-exposure prophylaxis (PrEP) is a prevention tool that they can use on their own terms and offers a big opportunity to prevent HIV infections among this at-risk group.

Supported by Mercury Phoenix Trust, Avert worked with young people in the region to co-produce a social media campaign encouraging young women to access and use PrEP and influencing young men to be allies in the process.

Following interviews with stakeholder organisations in Lesotho, Malawi, South Africa, Zambia and Zimbabwe, 15 young people were recruited to co-design and test the campaign. Campaign components included targeted ads with key messages on Facebook and Instagram, eye-catching graphics, discussion fora and a Q&A web page.

The relevance and appeal of the content to the target audience, together with our expertise in digital HIV communications and social media marketing, meant that the two-week campaign reached over 1.8 million people, 62% of whom were women. High engagement levels saw young people asking lots of questions, curious to know more about PrEP. For many, it was the first time they had heard about it. The Facebook posts in particular provoked lively conversations among users, providing a safe environment to talk about issues that are avoided by many in their communities.



> Misconceptions about PrEP may make many youths to stop using prep or not wanting to use PrEP. On top of that lack of full information about PrEP.
>
> **Co-creation group participant**

The project evaluation and insights gleaned will stand us in good stead for future PrEP awareness campaigns that are already in the pipeline. All graphics from the initiative can be downloaded from *Be in the KNOW* and they have also been shared with stakeholder organisations working on HIV and public health in Southern Africa to use with their own audiences.

CO-CREATING YAYA

With nearly one in two girls in Mozambique marrying before 18, and many then dropping out of school, literacy skills and knowledge of sexual and reproductive health tend to be poor. The result is that adolescent girls are more likely to experience unplanned pregnancy, physical and sexual violence, and are at greater risk of HIV. We know that informed decision-making in these key areas leads to better health outcomes and a greater chance of economic independence and becoming active, empowered citizens.

VSO's Eagle project, funded by Global Affairs Canada, was set up to empower adolescent girls to learn and earn but the advent of COVID-19 halted the original programme design and led to an innovative digital element being introduced. Drawing on existing partnerships, VSO brought in Avert to co-create and develop a life skills app to support the sexual and reproductive health of out-of-school, low literacy teenage girls in Sofala and Manica provinces. The resulting app, called *Yaya* (Big sister), addresses knowledge gaps by offering audio and visual content in the local Ndau language (with Sena and Chiutè versions to follow), via low-cost tablets that are being distributed to 3,000 girls to use at home.

Bringing the intended audience – the girls themselves – into the app's development process to take part in testing and validating branding, content and user interface design, proved critical. Their involvement ensured not only that content is relevant, culturally sensitive and engaging but also, crucially, that *Yaya* is easy to navigate for those who are not digitally literate.

This user-centred approach demonstrated that even those with low literacy and no experience of using technology can nevertheless benefit considerably from digital health initiatives. As the project rolls out, we will be working with VSO to capture the learning about how to address longer-term sustainability issues in programming for marginalised groups.



The year ahead

Building on this year's successes, we are confident that we can maintain our reputation as a leading provider of quality HIV and sexual health information that informs, inspires, and supports people's choices and actions. We are starting the new year in a strong financial position with the backing of a number of trusted funders and partners with whom we will be looking to strengthen and broaden our relationships. Several of this year's projects will continue in the year ahead – including *Young Africa Live*, *Youth Boost* and *Yaya* – and our focus will be on progressing them on schedule and within budget, in line with our responsibilities to donors.

Another key priority is to ensure that the recently launched *Be in the KNOW* brand responds to and meets the needs of its intended audiences. By keeping track of and evaluating its performance, we will be able to iterate and improve as we continue to add and update content. This will take new funding and joining forces with experts in the field of digital health monitoring and evaluation.

We will continue to scale up *Boost* as part of our pledge to support community health workers and peer educators working on the frontline of the HIV and sexual health response. The findings from the project evaluation, together with the knowledge we have acquired through developing the *Youth Boost* platform, will inform this process. We will also be hosting a webinar to raise the profile of *Boost* with relevant organisations working across East and Southern Africa.

We will continue to follow and respond to the ongoing outbreak of Monkeypox. This viral disease appeared in small but concerning clusters of people in May 2022. Those initially affected all identified as gay or men who have sex with men in the UK; they had not travelled to countries with endemic levels of Monkeypox, such as Nigeria. Since then the number of cases has continued to rise, particularly among gay men and other men who have sex with men in other regions of the world. We are ensuring that we are providing regular evidence-based updates to our audiences across *Be in the KNOW* channels and will continue to ensure our other platforms such as *Boost* have content to support prevention, early treatment and vaccination for populations at risk.

Better understanding the impact and change brought about by our programmes remains critical, both to ensure that we are able to adapt and learn and to support our fundraising efforts. We look forward to increasing our investment and commitment in this area in the coming year and collaborating with new partners to help us achieve our goals.



Maintaining an effective organisation

With over 30 years of experience behind us, Avert continues to be flexible, creative and responsive in our strategic approach and communications. This is reflected in the fruitful first year of delivering our 2021–24 Strategic Framework which has positioned us well to carry on widening our reach and impact.

We continue to benefit from a committed and talented staff team of 9. Increased grant commitments have allowed us to now grow the team. With a deliberate strategy to have a diverse team recruited on merit and skilled at engaging with and understanding our audiences and approach, we started the process to add two new members to our project team from South Africa. Both new staff are now hosted with our partner organisation PATA, a South African-registered NGO based in Cape Town.

A further new staff member joined the Fundraising and Partnerships team to support consolidating donor and other stakeholder relationships. Professional development is a core organisational value. So we offered a range of staff training and learning opportunities during the year, including thematic technical sessions on health literacy and mental health, delivered by leaders in their fields such as published academics and United for Global Mental Health.

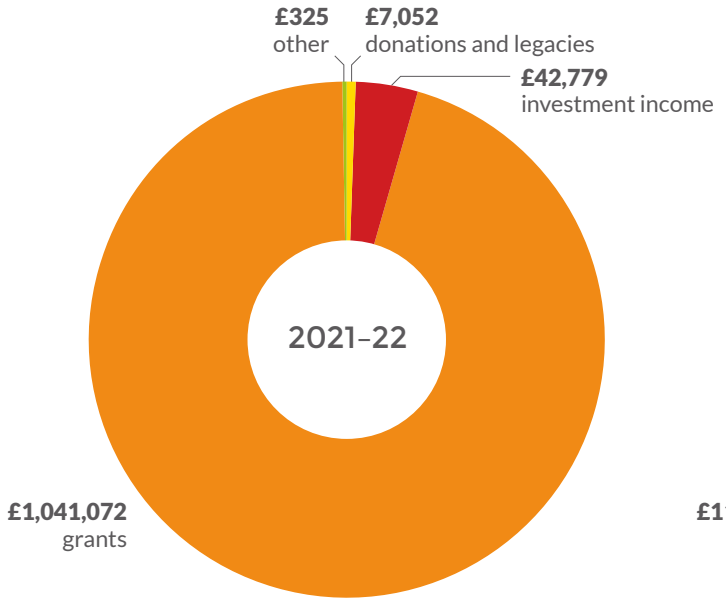
Maintaining strong external relationships as well as an objective critical lens on the wider changes taking place across the HIV and global health sector is vital for us – especially given our size and specialist focus. Avert is an active member of a wide range of sector networking forums including the UK international development network Bond, the Self-Care Trailblazer Group, the youth-led GenEndIt campaign, StopAIDS, and Funders Concerned About AIDS.

The COVID-19 pandemic has once again influenced and affected the wider global health and HIV sectors as rates of infection, treatment and vaccines remain uneven and the wider syndemic with HIV is still not clear. We have kept steadfast with a proportional and measured response ensuring that we can stay focused on our core mission and objectives.

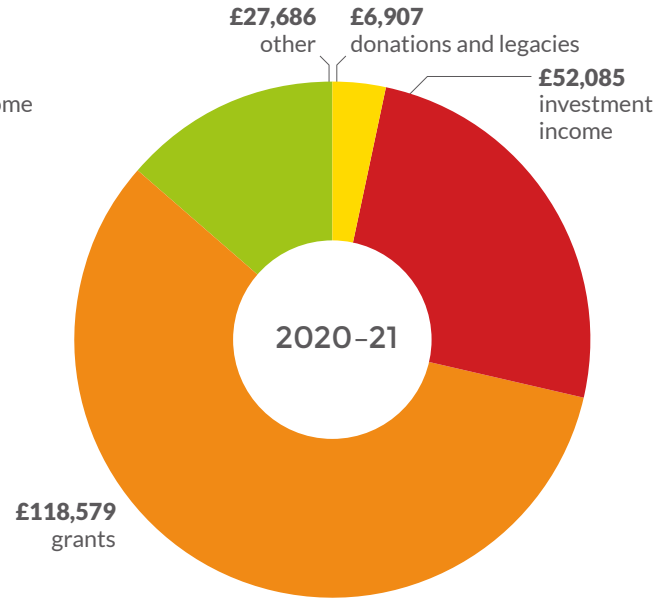


Financial summary

TOTAL INCOME FOR THE YEAR



TOTAL INCOME: **£1,091,228**



TOTAL INCOME: **£205,257**

Avert would like to acknowledge and thank all the individual donors who continue to support our work as well as thanking the Vitol Foundation, Mercury Phoenix Trust, Gilead Sciences, ViiV Healthcare Positive Action Fund, VSO, The Elton John AIDS Foundation and the Global Network of People Living with HIV for their grant support and partnership.



AVERT (LIMITED BY GUARANTEE)

ORGANISATIONAL INFORMATION

TRUSTEES

Professor Simon Forrest (*Chair*)
Anna Becker
Emily Hughes
Carole Leach-Lemens
Beryl Mutonono-Watkiss
Lynne Slowey (*resigned 21 October 2021*)
Sam Price (*resigned 29 July 2021*)
Andrew Walker
Max Cuvellier (*appointed 31 January 2022*)
Sam Avrett (*appointed 31 January 2022*)
Carol Sherman (*appointed 31 January 2022*)

PRINCIPAL AND REGISTERED OFFICE

Platf9rm, Tower Point,
44 North Road
Brighton BN1 1YR

Registered charity number 1074849
Registered company number 03716796

COMPANY SECRETARY

Professor Simon Forrest

BOARD SECRETARY

Kerry Pike

KEY MANAGEMENT PERSONNEL

Sarah Hand, *Chief Executive Officer (CEO)*
Simon Moore, *Director of Communications & Digital Health Strategy*
Kate Harrison, *Director of Partnerships and Fundraising*
Jon Edgell, *Director of Finance and Operations*

BANKERS

CAF Bank Ltd
25 Kings Hill Avenue, Kings Hill
West Malling, Kent ME19 4JQ

Barclays Bank Plc
Leicester LE87 2BB

INVESTMENT MANAGERS

J M Finn & Co
25 Copthall Ave, London EC2R 7AH

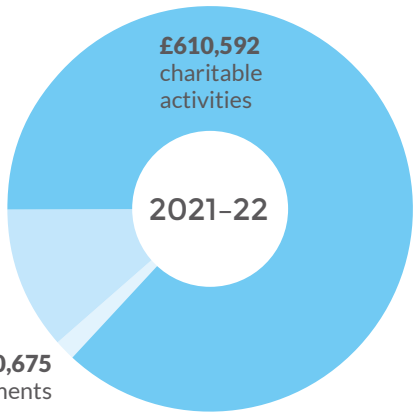
SOLICITORS

Irwin Mitchell
Belmont House, Station Way
Crawley, West Sussex RH10 1JA

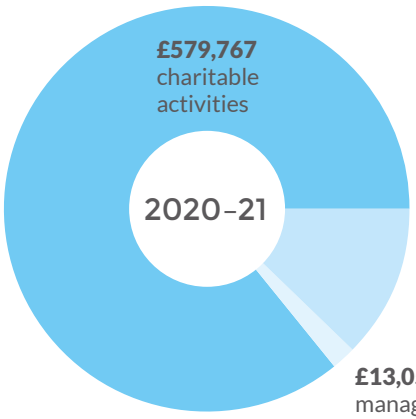
AUDITORS

Blue Spire Limited, Chartered Accountants
Cawley Priory, South Pallant
Chichester PO19 1SY

TOTAL EXPENDITURE FOR THE YEAR

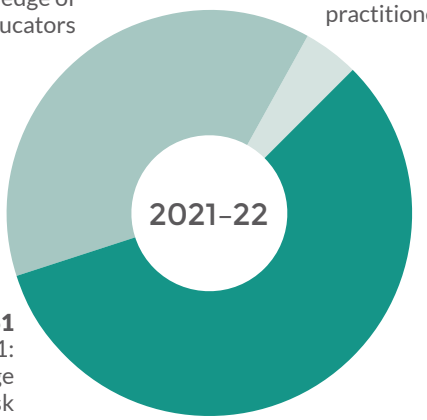


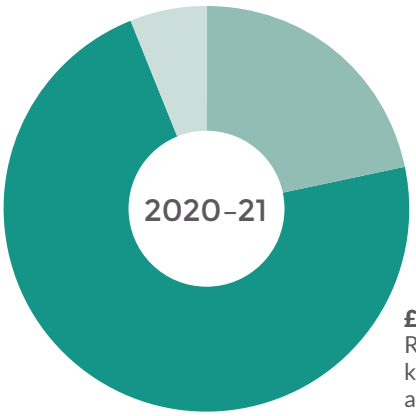
TOTAL EXPENDITURE: **£700,255**



TOTAL EXPENDITURE: **£677,373**

BREAKDOWN OF EXPENDITURE AGAINST OUR CHARITABLE ACTIVITIES





Structure, governance and management

The organisation is a charitable company limited by guarantee, incorporated on 16th February 1999 and registered as a charity on 25th March 1999.

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. The Trustees and Senior Management Team have updated the charitable objects following review to ensure they are aligned to the organisation's new strategy. New Articles of Association were adopted on 21st October 2021.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

We refer to Trustees throughout but for the purposes of the Companies Act the Trustees are the Directors.

APPOINTMENT OF TRUSTEES

The charity has a single management body, the Board of Trustees, elected by its members. The charity continues to benefit greatly from a talented committed Board. New Trustees are recruited through social media, recruitment advertising or networking. In accordance with the charity's Articles of Association, the Board may by ordinary resolution appoint a person who is willing to act as a Director.

All new Trustees undertake a full induction programme ensuring that they are aware of their legal obligations under charity and company law. They receive copies of the Articles of Association and the Charity Commission Booklet "CC3 The Essential Trustee". In the financial year three new Trustees were recruited to replace those due to retire later and build skills to support the new strategy.

The Board of Trustees meets quarterly with the CEO and other management staff to review finances, progress and performance, consider risk, strategy and going concerns. Trustee attendance is always high at 87% and above. In addition individual Trustees with specific skill sets from time-to-time work directly with the CEO and members of the management team on specific projects that require their expertise such as the Fundraising and Partnerships Technical Working Group. This group meets to provide support and strategic direction to the Fundraising and Partnerships Team.

Once a year, Trustees come together with the Senior Management Team for an away day – providing an opportunity for more detailed work and training. This year's Trustee away day focused on reviewing progress against the current strategy and preparing the charity for income growth. Trustees regularly consider the latest guidance from the Charity Commission and other relevant bodies on good practice. Trustees are committed to personal development through their careers and voluntary work, and a record of training is maintained.

In line with the organisational Conflict of Interest policy, all Trustees are required to complete the Conflict of Interest, Related Party Transaction and Annual Declaration form for each year that they are in office.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

The pay and remuneration of the charity's key management personnel is established through job evaluation, sector benchmarking, availability of funding, recruitment advertising, individuals' skills, knowledge and experience, and relevant salary surveys comparison. The CEO, together with the Board, reviews budget availability for all appointments. The Chair of the Board reviews the remuneration of the CEO.

The charity has a staff handbook that contains all necessary human resource and employment policies, including a remuneration policy. The handbook is reviewed and updated regularly by external employment law specialists. The charity takes the safeguarding of its employees and the people we work with seriously. All staff are asked to sign a code of conduct when joining the organisation and are provided with regular training on safeguarding. The charity's safeguarding policy is available to the public.

ORGANISATION AND DECISION-MAKING

The CEO is responsible for the day-to-day operations, compliance and delivery of the charity's strategy and is accountable to the Board of Trustees. Working closely with the Senior Management Team, decisions are taken to ensure the successful delivery of the agreed annual work plans, budgets, fundraising priorities and activities. Income, spend and performance are reviewed on a quarterly basis and any corrective actions taken are shared with the Trustees to keep projects on track and spend within budget. Staff are recruited into roles identified as key to the organisation's current strategic focus. Any additional skills required to support short-term activity, such as digital web development and design are hired in on a consultancy/contractor basis. Projected growth in staffing numbers is anticipated during Q3 of the new financial year to align with the growth in donor-funded activity. Additional capacity will also be added to the Fundraising and Partnerships team following the resignation of the Director of Partnerships and Fundraising in August of the new financial year. The decision was taken not to immediately recruit for another Director, opting instead to add further capacity at the Manager level.

OBJECTIVES

The objects of the charity are advancement of health worldwide in all areas specific to HIV and related conditions and to address the social determinants. The charity does this by providing activities that will include, but not limited to, improving knowledge, awareness, attitudes, practice and ability through informing, educating, motivating and influencing.

In pursuance of the objects, for the public benefit, the staff and Trustees have undertaken the activities outlined in this report and with regard to the Charity Commission's guidance on public benefit.

Fundraising and partnerships

Avert has a well aligned fundraising and partnership strategy in place which will continue to guide our income pursuits. The charity has designated fundraising staff who lead on all new income and business opportunities with the Senior Management Team.

Our income strategy is based around three central routes: trust and foundations, institutional donors, and building partnerships with other organisations we aim to either sub to or bid for new work together on. This year we saw significant activity under partnerships and trust and foundations – building new relationships and increasing support from existing funders. After an extensive concept development phase, we were delighted to have agreed the plan for *Young Africa Live* with Praekelt and the Elton John AIDS Foundation. We grew our investments from existing valued funders The Vitol Foundation, Mercury Phoenix Trust and Gilead Sciences. In addition we started work on new projects with GNP+ and VSO – both requiring us to bring our technical expertise and experience to deliver new digital solutions.

We recognise that we have greatly benefited from the grant-making foundation arms of a number of pharmaceutical companies who support the HIV response, health education, self-care and health literacy. Growing our income in this area remains a priority. Their support has allowed us to develop *Boost*, invest in *Be in the KNOW*, redesign our news service and ensured we could deliver COVID-19 content to our millions of users exactly when they needed it. The charity has no conflict of interest concerns relating to these funding relationships. There is no question that our values, editorial independence, or impartiality are compromised by these funding relationships.

Avert continues to benefit from the kind donations from a small but committed number of individual donors who have supported us now for a number of years.

Avert's fundraising activities adhere to the following principles:

- All funds raised through restricted fundraising activities will be spent in line with donor agreements.
- In all cases, funds will be spent in accordance with the organisation's mission and purpose.
- All personal information collected by Avert will be treated as confidential and will not be shared with third parties without the direct permission of the individual.
- Avert does not engage in telephone or door-to door fundraising.
- Avert is registered with and abides by the Fundraising Regulator's code of conduct.

We launched our new organisation website Avert.info in April 2022. Having a designated organisational site and social channels for the first time will allow us to profile our work and partnerships more effectively as well as sharing opinion pieces, news and blogs to others working across the HIV and sexual health sector.

Finance report

The charity's key financial objective for the year was to continue work to diversify the funding base and reduce the percentage of income required from the charity's reserves. This objective was achieved. During the year we raised over £1 million in new funds, a significant increase in comparison to previous years. Much of this income will go forward to fund our activity in FY23.

The total income for the year was £1,091,228. The total cost for raising funds was £89,663 (slightly lower than the previous year) and includes the costs related to managing the charity's expendable endowment fund which supports its reserves. Restricted income is identified as such and managed in accordance with the donor's terms and conditions of grant. No compliance issues arose in the management and handling of restricted funds.

Total expenditure for the year was £700,255 which is a 3% increase on last year (and 5% increase in charitable activities expenditure). Approximately half of the charitable expenditure was from restricted funds.

The Trustees continue to review the operational plans for the year and the value of the work planned against the wider vision and financial security of the charity before committing unrestricted reserves. They understand that investment in certain activity is necessary to secure the interest and partnership of new funders and that new funding can take up to three years to secure from some trusts and foundations.

The charity adopts a prudent financial policy that aims to ensure that all activities undertaken are efficiently managed in accordance with approved budgets and good practice. All expenditure is monitored and payments processed through a system that endeavours to ensure that any possibility of error is minimised.

Although it continues to be likely that the use of reserves will be required in the future, the Trustees have approved a near break-even budget for the coming year incorporating challenging yet achievable new income targets.

Financial KPIs are in place that are monitored and reported on quarterly. They include tracking the percentage of cost share required on grants, salary recovery from restricted funds, and deficit percentage.

PRINCIPAL RISKS AND UNCERTAINTIES

The Trustees perform a review to identify the major risks to which the charity is exposed on an annual basis and have established systems and procedures to mitigate these risks. These risks include the possibility of volatility in the investment market affecting the charity's endowment fund which forms its reserves; funder commitment to the HIV response; the ongoing uncertainty created by the COVID-19 pandemic – affecting staff and operations; a serious technology failing in the hosting of our digital products and platforms; negative external publicity affecting how our users engage in our digital materials; failing to deliver on contractual obligations to donors; a diverse donor portfolio; and retention and development of staff.

As we go into the new financial year we have a strong pipeline which we hope will maintain our successful fundraising in the coming year. We have introduced strong programme management practices to guide the implementation of all our work and ensure strong donor reporting and compliance.

INVESTMENTS AND RESERVES

The charity holds flexible relevant reserves and investment policies that are reviewed annually during budget setting. The charity currently holds an expendable endowment, the purpose of which is to support the charity to deliver on its charitable objects. This endowment was gifted to the charity by its founding Directors at the time of the charity's formation.

The Trustees have taken the decision to ensure all funds held by the charity are well invested to ensure a maximum return approach whilst maintaining a low to medium risk investment portfolio.

Avert's assets are invested in line with its aims and values. The Trustees do not wish to adopt an exclusionary policy, but individual investments may be excluded if perceived to conflict with the charity's purpose. Specific restrictions can be imposed upon the Investment Fund Manager at any time by the Trustees. The current restrictions are:

- No one stock holding should represent over 5% of the value of the whole portfolio.
- If invested in any pharmaceutical stocks at least two must be held.

The Investment Fund Manager manages the assets on a discretionary basis in line with this policy. The Investment Fund Manager provides a detailed monthly valuation statement including all investments bought and sold and meets with the Board once a year to review the overall strategy and portfolio. Performance of the portfolio and the Investment Fund Manager is monitored annually against agreed market benchmarks as below.

The performance benchmark used is RPI +2%, and the 75% FTSE All Share Index/25% FTSE UK Gilt Index. The Board is satisfied the Investment Fund Manager has consistently exceeded these performance benchmarks since appointment. Despite volatility in the investment markets, Avert's fund ended the year valued at £1,316,539 gaining approximately 4% in value and 3% in yield.

The charity operates with a growing diverse and sustainable financial model supported by strong reserves. The Trustees have agreed a set of financial cut-off points to which the reserves can be used to support the annual operational costs – supporting growth and investment without jeopardizing financial security and SORP compliance.

At 31st March 2022 the charity's total funds amounted to £1,928,314 with unrestricted reserves in deficit of £78,907. The deficit on free reserves at the balance sheet date arises due to the timing of the recognition of liabilities and the transfer of funds from the endowment fund. A restricted funds total of £687,799

represented by 8 outstanding grants (2021: £23,696 represented by 4 outstanding grants) will be carried forward into the new year.

The charity has a free reserves target equivalent to 3 months of expenditure (as measured in the previous year's annual accounts). The charity will take steps to work towards achieving the free reserves target and, in the event that this is achieved, budgets will be set to ensure reserves are maintained within a range of +/- 33% of target on an annual basis (ie. equivalent to 2 to 4 months of expenditure, or +/- 30 days).

LIABILITIES AND GRANT COMMITMENTS

Avert has a sub-agreement in place with OPHID in Zimbabwe funded under the Vitol Foundation. All funds to date have been transferred in accordance with the sub-agreement and will be reported and closed out on in 2023. There are no accrued liabilities at the year-end on grant commitments.

Avert is now fully extracted from the lease on its previous offices in Lovers Walk, Brighton, and now operates a hybrid office/home working model with a flexible annual contract with Platform 9, a shared working space in Brighton and Hove. The contract with Platform 9 was reviewed at the end of the year and renewed in April 2022.

Statement of Trustee responsibility

The Trustees (who are also Directors of Avert for the purposes of company law) are responsible for preparing the Trustees' Report 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 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 2019 (FRS 102);
- 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;
- 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 that disclose with reasonable accuracy at any time the financial position of the charitable company and 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 auditor is 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 auditor is aware of that information

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

APPOINTMENT OF AUDITORS

The charity reappointed Blue Spire Limited as the charity's auditors for the year under review.

Blue Spire Limited have expressed their willingness to stand for reappointment and a resolution proposing their reappointment will be put forward at the annual general meeting of the charity.

SMALL COMPANIES PROVISIONS

This report has been prepared in accordance with the small companies regime under the Companies Act 2006.

Approved by the Trustees and signed on their behalf.



Professor Simon Forrest
Chairman

14th October 2022

Independent auditor's report to the members of Avert

OPINION

We have audited the financial statements of Avert (the 'charitable company') for the year ended 31st March 2022 which comprise Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31st March 2022, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the Trustees' report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. 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.

OPINIONS 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 Trustees' report (incorporating the Directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' report 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' report.

We have nothing to report in respect of the following matters in relation to which 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 Directors' 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' exemptions in preparing the Directors' report and from the requirement to prepare a strategic report.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the Statement of Trustee Responsibility, 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 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.

AUDITOR'S 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 an auditor's report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- enquiry of management, those charged with governance around actual and potential litigation and claims;
- enquiry of entity staff to identify any instances of non-compliance with laws and regulations;
- reviewing minutes of meetings of those charged with governance;
- reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the 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 charitable company's members those matters we are required to state to them in an auditor's 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 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.



Geoffrey Frost *BSc (Hons) FCA (Senior Statutory Auditor)*
For and on behalf of Blue Spire Limited, Statutory Auditor

27th October 2022

Cawley Priory
South Pallant
Chichester
West Sussex
PO19 7UY

Statement of financial activity

(INCLUDING INCOME AND EXPENDITURE ACCOUNT)

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £	2021 Total Funds £
INCOME AND ENDOWMENTS FROM:						
Donations and legacies	1	7,052	1,041,072	–	1,048,124	125,486
Charitable activities	2	–	–	–	–	26,982
Investments	3	42,779	–	–	42,779	52,085
Other income	4	325	–	–	325	704
Total		50,156	1,041,072	–	1,091,228	205,257
EXPENDITURE ON:						
Raising funds – Investment management	5	–	–	10,675	10,675	13,051
Raising funds – Seeking funds	5	78,988	–	–	78,988	84,555
Charitable activities	6	278,147	332,445	–	610,592	579,767
Total		357,135	332,445	10,675	700,255	677,373
Net gains/(losses) on investment assets		–	–	65,249	65,249	326,673
Net Income/(expenditure)		(306,979)	708,627	54,574	456,222	(145,443)
Transfers between funds	19	151,749	(44,524)	(107,225)	–	–
Net movement in funds		(155,230)	664,103	(52,651)	456,222	(145,443)
RECONCILIATION OF FUNDS						
Total funds brought forward	19	79,206	23,696	1,369,190	1,472,092	1,617,535
Total funds carried forward	19	(76,024)	687,799	1,316,539	1,928,314	1,472,092

The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.
All of the above results are derived from continuing activities.

Balance sheet

BALANCE SHEET AS AT 31 MARCH 2022

	Note	2022 £	2022 £	2021 £	2021 £
FIXED ASSETS					
Intangible assets	13	118,565		–	
Tangible assets	14	2,883		4,807	
Investments	15	1,316,539		1,369,190	
			1,437,987		1,373,997
CURRENT ASSETS					
Debtors	16	414,991		8,913	
Cash at hand and in bank		118,999		148,229	
Total current assets		533,990		157,142	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	17	43,663		59,047	
Net current assets/(liabilities)			490,327		98,095
Net assets/(liabilities)			1,928,314		1,472,092
THE FUNDS OF THE CHARITY					
Endowment funds	19				
Expendable endowment		775,113		837,033	
Fair value reserve		541,426		532,157	
			1,316,539		1,369,190
Restricted funds	19		687,799		23,696
Unrestricted funds					
Designated Funds		2,883		4,807	
General Funds		(78,907)		74,399	
Total unrestricted funds	19		(76,024)		79,206
Total charity funds			1,928,314		1,472,092

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements on pages 31 to 49 were approved and authorised for issue by the trustees on 20th October 2022 and signed on their behalf by:



Professor Simon Forrest
Chairman
Avert

Registered Charity Number 1074849
Registered Company Number 03716796

Statement of cash flows

	2022		2021	
	£	£	£	£
Net cash flow from operating activities (see below)		(71,839)		(466,004)
Cash flow from investing activities				
Purchase of intangible fixed assets	(118,565)		–	
Purchase of tangible fixed assets	–		(788)	
Purchase of investments	–		–	
Proceeds from sales of investments	183,869		373,492	
Receipts from sale of tangible fixed assets	495		–	
Investment income	42,779		52,085	
Net cash flow from investing activities		108,578		424,789
Net increase/(decrease) in cash and cash equivalents		36,739		(41,215)
Cash and cash equivalents at 1 April 2021		168,615		209,830
Cash and cash equivalents at 31 March 2022		205,354		168,615
Cash and cash equivalents consist of:				
Cash at bank and in hand		118,999		148,229
Cash held within investments		86,355		20,386
Cash and cash equivalents at 31 March 2022		205,354		168,615

Reconciliation of net income to net cash flow from operating activities

	2022		2021	
	£	£	£	£
Net income for the period		456,222		(145,443)
Adjusted for:				
Investment income	(42,779)		(52,085)	
(Gains)/losses on investments	(65,249)		(326,673)	
Depreciation and impairment of tangible fixed assets	1,273		2,250	
Loss/(gain) on disposal of fixed assets	156		–	
Decrease/(increase) in debtors	(406,078)		36,744	
Increase/(decrease) in creditors	(15,384)		19,203	
		(528,061)		(320,561)
		(71,839)		(466,004)

Analysis of changes in net debt

	2022 Cash and cash equivalents £	2021 Cash and cash equivalents £
Total net debt brought forward	168,615	209,830
Cash flows	36,739	(41,215)
Total net debt carried forward	205,354	168,615

Accounting policies

GENERAL INFORMATION, SCOPE AND BASIS OF THE FINANCIAL STATEMENTS

Avert is an incorporated charity, limited by guarantee, incorporated in England with the company number 03716796. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The address of the registered office is given in the charity information page of these financial statements. The nature of the charity's operations and principal activities are outlined in the Trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

INCOMING RESOURCES

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

For legacies, entitlement is the earlier of the charity being notified of an impending distribution or the legacy being received. At this point income is recognised. On occasion legacies will be notified to the charity however it is not possible to measure the amount expected to be distributed. On these occasions, the legacy is treated as a contingent asset and disclosed.

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Investment income is earned through holding assets for investment purposes such as shares and cash deposits. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the charity's right to receive payment is established.

RESOURCES EXPENDED

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- costs of raising funds; which includes the costs of organising events and investment management fees;
- expenditure on charitable activities; which includes grants made to beneficiaries and costs incurred to support those activities.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

Support cost allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

The analysis of these costs is included in Note 7 and has been included on the following basis in the current year.

Promoting knowledge of those at risk	40%
Promoting knowledge of community educators	40%
Supporting practitioners	20%

The analysis of these costs has been included on the following basis in the comparative year:

Promoting knowledge and education	60%
Harness innovation	20%
Supporting civil society	20%

EMPLOYEE BENEFITS

When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

PENSION COSTS

The charity operates a defined contribution pension scheme. Contributions to the scheme are charged to the statement of financial activities on a payable basis.

VAT

The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SoFA.

TAXATION

The charity is considered to pass the tests set out in sections 466 to 493 Corporation Tax Act 2010 (CTA 2010), as such no income tax is payable on the charity's activities.

INTANGIBLE ASSETS

Identifiable development expenditure on the website is capitalised to the extent that the technical, commercial and financial feasibility can be demonstrated.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website	25% Straight line

No amortisation has been included in the year ended 31 March 2022 as the new website was not fully completed and in use at the balance sheet date.

FIXED ASSETS

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office equipment	25% straight line

FIXED ASSET INVESTMENTS

Investments are recognised initially at fair value which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in 'net gains/(losses) on investments' in the SoFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

DEBTORS AND CREDITORS RECEIVABLE/ PAYABLE WITHIN ONE YEAR

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value. In addition it includes cash at bank and in hand and cash balances within the investment portfolio available for investment transaction purposes.

FUND ACCOUNTING

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Endowment funds represent those assets which were gifted to the charity to be held for income generation and applied in furtherance of the charity's objects. Income arising on the endowment funds can be used in accordance with the objects of the charity and is included as unrestricted income. Any capital gains or losses arising on the investments form part of the fund. Investment management charges and legal advice relating to the fund are charged against the fund.

Further details of each fund are disclosed in Note 20.

GOING CONCERN

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

Notes to the financial statements

1. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Donations	7,052	–	–	7,052
Grants	–	1,041,072	–	1,041,072
	7,052	1,041,072	–	1,048,124

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Donations	6,907	–	–	6,907
Grants	–	118,579	–	118,579
	6,907	118,579	–	125,486

2. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Earned income	–	–	–	–
	–	–	–	–

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Earned income	26,982	–	–	26,982
	26,982	–	–	26,982

3. Investments

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Bank interest	4	–	–	4
Income from investment holdings	42,775	–	–	42,775
	42,779	–	–	42,779

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Bank interest	5	–	–	5
Income from investment holdings	52,080	–	–	52,080
	52,085	–	–	52,085

4. Other income

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Other income	325	–	–	325
Furlough receipts	–	–	–	–
	325	–	–	325

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Other income	–	–	–	–
Furlough receipts	704	–	–	704
	704	–	–	704

5. Raising funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Investment management				
Investment management fees	–	–	10,675	10,675
	–	–	10,675	10,675
Cost of seeking donations, grants and legacies				
Staff costs	69,661	–	–	69,661
Other costs	9,327	–	–	9,327
	78,988	–	–	78,988
	78,988	–	10,675	89,663

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Investment management				
Investment management fees	–	–	13,051	13,051
	–	–	13,051	13,051
Cost of seeking donations, grants and legacies				
Staff costs	69,803	–	–	69,803
Other costs	14,752	–	–	14,752
	84,555	–	–	84,555
	84,555	–	13,051	97,606

6. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Promoting knowledge of those at risk				
Staff costs	75,504	125,811	–	201,315
Other direct costs	41,228	60,716	–	101,944
Support and governance costs	49,002	–	–	49,002
	165,734	186,527	–	352,261
Promoting knowledge of educators				
Grants (see note 8)	–	82,321	–	82,321
Staff costs	25,168	41,937	–	67,105
Other direct costs	13,743	20,239	–	33,982
Support and governance costs	49,002	–	–	49,002
	87,913	144,497	–	232,410
Supporting practitioners				
Staff costs	–	1,421	–	1,421
Support and governance costs	24,500	–	–	24,500
	24,500	1,421	–	25,921
	278,147	332,445	–	610,592

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Promote knowledge and education on HIV				
Grants (see note 8)	–	38,366	–	38,366
Staff costs	152,055	45,803	–	197,858
Other direct costs	42,753	41,125	–	83,878
Support and governance costs	97,730	–	–	97,730
	292,538	125,294	–	417,832
Harness innovation to reach those that need to know				
Staff costs	50,685	15,268	–	65,953
Other direct costs	14,251	13,708	–	27,959
Support and governance costs	32,576	–	–	32,576
	97,512	28,976	–	126,488
Supporting effective civil society responses which inform and empower				
Grants (see note 8)	–	1,200	–	1,200
Staff costs	–	1,671	–	1,671
Support and governance costs	32,576	–	–	32,576
	32,576	2,871	–	35,447
	422,626	157,141	–	579,767

7. Support and governance costs

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Staff costs	61,386	–	–	61,386
Premises	34,485	–	–	34,485
Recruitment and training	2,391	–	–	2,391
Travel, conference and events	329	–	–	329
Security including Legal and HR	3,362	–	–	3,362
Printing, postage and stationery	4,367	–	–	4,367
Telephone	1,233	–	–	1,233
Computer costs and equipment hire	2,561	–	–	2,561
General office and office moving expenses	1,700	–	–	1,700
Insurance	1,456	–	–	1,456
Subscriptions	2,698	–	–	2,698
Depreciation	1,273	–	–	1,273
Governance:				
Audit fee	5,250	–	–	5,250
Trustee training and expenses	-	–	–	-
Strategic Development	13	–	–	13
	122,504	–	–	122,504
Allocation of support costs				
Promote knowledge of those at risk	49,002	–	–	49,002
Promoting knowledge of community educators	49,002	–	–	49,002
Supporting practitioners	24,500	–	–	24,500
	122,504	–	–	122,504

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Staff costs	59,416	–	–	59,416
Premises	37,688	–	–	37,688
Recruitment and training	661	–	–	661
Travel, conference and events	2,557	–	–	2,557
Security including Legal and HR	2,329	–	–	2,329
Printing, postage and stationery	3,987	–	–	3,987
Telephone	2,880	–	–	2,880
Computer costs and equipment hire	3,625	–	–	3,625
General office and office moving expenses	32,615	–	–	32,615
Insurance	2,334	–	–	2,334
Subscriptions	4,182	–	–	4,182
Depreciation	2,250	–	–	2,250
Governance:				
Audit fee	5,250	–	–	5,250
Trustee training and expenses	20	–	–	20
Strategic Development	3,088	–	–	3,088
	162,882	–	–	162,882
Allocation of support costs				
Promote knowledge and education	97,730	–	–	97,730
Harness innovation	32,576	–	–	32,576
Supporting civil society	32,576	–	–	32,576
	162,882	–	–	162,882

8. Analysis of grants

	2022 Total Funds £	2021 Total Funds £
Grants to institutions		
Zimbabwe – OPHID	82,321	2,281
Zambia – CIDRZ	–	36,085
Malawi – Umunthu Foundation	–	1,200
	82,321	39,566

Future commitments

The charity budgets for instalments of multi year grants that have not yet been approved. These future commitments are not contractual as the amounts are not part of the charity's formal grant offer, and are subject to the grantee satisfying the charity's monitoring requirements and showing that they are making satisfactory progress towards meeting the grant's objectives. At the balance sheet date the charity had no obligations for future instalments of grants.

9. Auditors' remuneration

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £
Auditors' remuneration – audit	5,250	–	–	5,250

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Auditors' remuneration – audit	5,250	–	–	5,250

10. Wages and salary cost

	2022 Total Funds £	2021 Total Funds £
Gross wages	333,751	327,732
Employer's national insurance costs (inclusive of employer national insurance allowance)	30,666	31,216
Employer's pension contributions	26,657	26,387
	391,074	385,335

One employee (2021: One employee) received employee benefits inclusive of social security contributions (excluding employer pension costs) in the range £60,000 to £70,000.

The average number of employees was:

Administration of charitable activities	9	9
	9	9

11. Pension scheme

The charity operates a defined contribution pension scheme for its employees. The total payable for the year under review was £26,657 (2021: £26,387). £4,169 (2021: £3,556) was outstanding at the end of the financial year.

12. Related party transactions

None of the Trustees received any remuneration during the year under review (2021: £nil). No amounts (2021: £20) were reimbursed to or paid on behalf of the Trustees.

No donations (2021: £nil) were received from the charity's Trustees in the year under review.

During the year under review the charity reimbursed or paid expenses on behalf of the four (2021: four) key management personnel incurred in the performance of their duties totalling £5,301 (2021: £7,384).

At the end of the reporting year the charity had four key management personnel comprising the CEO, Director of Communications and Digital Health Strategy, Director of Finance and Operations and Director of Partnerships and Fundraising. The total employee benefits, inclusive of employer's national insurance and pension contributions, received by those key management personnel amounted to £220,491 (2021: £216,339). The Director of Partnerships and Fundraising resigned in August 2022. Avert is hiring a new recruit at project management level.

13. Intangible fixed assets

	Website £	Total £
Cost		
At 1 April 2021	–	–
Additions	118,565	118,565
Disposals	–	–
At 31 March 2022	118,565	118,565
Amortisation		
At 1 April 2021	–	–
Charge for the year	–	–
On disposals	–	–
At 31 March 2022	–	–
Net book value at 31 March 2022	118,565	118,565
Net book value at 31 March 2021	–	–

14. Tangible fixed assets

	Office equipment £	Total £
Cost		
At 1 April 2021	8,955	8,955
Additions	–	–
Disposals	(1,659)	(1,659)
At 31 March 2022	7,296	7,296
Depreciation		
Accumulated at 1 April 2021	4,148	4,148
Charge for the year	1,273	1,273
On disposals	(1,008)	(1,008)
At 31 March 2022	4,413	4,413
Net book value at 31 March 2022	2,883	2,883
Net book value at 31 March 2021	4,807	4,807

15. Fixed assets investments

	Listed investments £	Cash £	2022 Total Funds £	2021 Total Funds £
Reconciliation of movement on investments				
Carrying (market) value brought forward	1,348,804	20,386	1,369,190	1,543,488
Additions at cost	–	–	–	–
Disposals at carrying value	(127,092)	–	(127,092)	(367,053)
Gain/(Loss) on revaluation	8,472	–	8,472	320,234
Net increase/(decrease) in cash	–	65,969	65,969	(127,479)
Carrying (market) value carried forward	1,230,184	86,355	1,316,539	1,369,190
Gains/(losses) on investments				
Unrealised (from above)	8,472	–	8,472	320,234
Realised on disposal of fixed asset investments	56,777	–	56,777	6,439
	65,249	–	65,249	326,673
The investments above are analysed as follows:				
Listed investments	1,230,184	–	1,230,184	1,348,804
Cash or cash equivalents	–	86,355	86,355	20,386
	1,230,184	86,355	1,316,539	1,369,190

16. Debtors

	2022 Total Funds £	2021 Total Funds £
Trade debtors	133,392	–
Other debtors	7,164	5,914
Prepayments	7,628	2,843
Accrued income receivable within one year	266,807	156
	414,991	8,913

Accrued income consists of £266,748 of grant income receivable and £59 of gift aid recoverable with £133,392 of grant funding included as trade debtors. In the comparative year accrued income consisted of gift aid of £55 and Coronavirus Job Retention Scheme of £101.

17. Creditors: amounts falling due within one year

	2022 Total Funds £	2021 Total Funds £
Trade creditors	5,892	10,762
Accruals	23,356	34,801
Other creditors	4,169	3,556
Taxation and social security	10,246	9,928
	43,663	59,047

18. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2022 Total Funds £	2021 Total Funds £
Intangible fixed assets	118,565	–	–	118,565	–
Tangible fixed assets	2,883	–	–	2,883	4,807
Fixed asset investments	–	–	1,316,539	1,316,539	1,369,190
Current assets	(153,809)	687,799	–	533,990	157,142
Current liabilities	(43,663)	–	–	(43,663)	(59,047)
	(76,024)	687,799	1,316,539	1,928,314	1,472,092

19. Analysis of net movement in funds

	Year ended 31 March 2022					
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	837,033	–	(10,675)	55,980	(107,225)	775,113
Fair value reserve	532,157	–	–	9,269	–	541,426
Total endowment funds	1,369,190	–	(10,675)	65,249	(107,225)	1,316,539
Restricted funds						
Vitol Foundation – Youth Boost	–	181,686	(121,295)	–	–	60,391
ViiV Healthcare – Technical support to Umunthu project	1,200	2,621	(1,421)	–	–	2,400
Gilead Sciences Inc – Knowledge to Action	–	126,408	(46,438)	–	(44,524)	35,446
Gilead Sciences Inc – Support for practitioners	–	36,531	(15,855)	–	–	20,676
Gilead Sciences Inc – Zeroing In: Reaching populations most impacted with health communications	–	175,135	–	–	–	175,135
Cricket Without Boundaries	–	–	–	–	–	–
Mercury Phoenix Trust – Young Voices	7,169	–	(7,169)	–	–	–
Mercury Phoenix Trust – PrEP	9,890	–	(9,890)	–	–	–
Mercury Phoenix Trust – Be in the Know	–	18,120	–	–	–	18,120
Risk Pool Fund – Be in the Know (Zambia)	5,437	–	(5,437)	–	–	–
VSO/Eagle – Mozambique project	–	96,360	(64,709)	–	–	31,651
Praekelt (EJAF) – Young Africa Live	–	404,211	60,231)	–	–	343,980
Total endowment funds	23,696	1,041,072	(332,445)	–	(44,524)	687,799
Unrestricted funds						
Designated funds						
Fixed asset reserve	4 807	–	(1,273)	–	(651)	2,883
	4,807	–	(1,273)	–	(651)	2,883
General Fund	74,399	50,156	(355,862)	–	152,400	(78,907)
Total unrestricted funds	79,206	50,156	(357,135)	–	151,749	(76,024)
Total funds	1,472,092	1,091,228	(700,255)	65,249	–	1,928,314

19. Analysis of net movement in funds (continued)

Year ended 31 March 2021

	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	1,155,302	–	(13,051)	182,702	(487,920)	837,033
Fair value reserve	388,186	–	–	143,971	–	532,157
Total endowment funds	1,543,488	–	(13,051)	326,673	(487,920)	1,369,190
Restricted funds						
Vitol Foundation – Boost Evaluation	47,214	–	(47,214)	–	–	–
ViiV Healthcare – Technical support to Umunthu project	1,450	2,621	(2,871)	–	–	1,200
Gilead Sciences Inc – Knowledge to Action	–	76,046	(76,046)	–	–	–
Gilead Sciences Inc – Support for practitioners	–	–	–	–	–	–
Gilead Sciences Inc – Zeroing In: Reaching populations most impacted with health communications	–	–	–	–	–	–
Cricket Without Boundaries	3,094	–	(3,094)	–	–	–
Mercury Phoenix Trust – Young Voices	10,500	–	(3,331)	–	–	7,169
Mercury Phoenix Trust – PrEP	–	9,890	–	–	–	9,890
Mercury Phoenix Trust – Be in the Know	–	–	–	–	–	–
Risk Pool Fund – Be in the Know (Zambia)	–	30,022	(24,585)	–	–	5,43
VSO/Eagle – Mozambique project	–	–	–	–	–	–
Praekelt (EJAF) – Young Africa Live	–	–	–	–	–	–
Total endowment funds	62,258	118,579	(157,141)	–	–	23,696
Unrestricted funds						
Designated funds						
Fixed asset reserve	6,269	–	(2,250)	–	788	4,807
	6,269	–	(2,250)	–	788	4,807
General Fund	5,520	86,678	(504,931)	–	487,132	74,399
Total unrestricted funds	11,789	86,678	(507,181)	–	487,920	79,206
Total funds	1,617,535	205,257	(677,373)	326,673	–	1,472,092

20. Description of funds

Expendable endowment	Expendable endowment funds comprise an expendable endowment donated to the charity in 1989.
Fair value reserve	Representing the variance between cost and fair value of the charity's investment assets.
Vitol Foundation – Youth Boost/Boost Evaluation	Funds received for the Youth Boost project and Boost evaluation.
ViiV Healthcare – Technical support to Umunthu project	Funds received from ViiV Healthcare's Positive Action for Children Fund to support Umunthu's Prevention of Mother-to-Child Transmission project.
Gilead Sciences Inc – Knowledge to Action	Funds received to support digital communications to build health literacy among those most impacted by HIV through our Be in the KNOW website.
Gilead Sciences Inc – Support for practitioners	Funds received to support provision of COVID-19 information.
Gilead Sciences Inc – Zeroing In: Reaching populations most impacted with health communications	Funds received to support communications work with groups most impacted by HIV including young adults and the the community health workers that support them.
Cricket Without Boundaries	Funds received from Cricket Without Boundaries to support the charity's Cricket for HIV education and awareness project.
Mercury Phoenix Trust – Young Voices	Funds received from Mercury Phoenix Trust to support the charity's promoting knowledge and education projects.
Mercury Phoenix Trust – PrEP	Funds received from Mercury Phoenix Trust to create a social media campaign promoting awareness, interest, support and demand for PrEP among young people in Southern Africa.
Mercury Phoenix Trust – Be in the Know	Funds received to support the development of our Be in the KNOW website.
Risk Pool Fund – Be in the Know (Zambia)	Funds received from the Risk Pool Fund in collaboration with The Vitol Foundation to evaluate sexual health communications during the coronavirus epidemic in Zambia.
VSO/Eagle – Mozambique project	Funds received to support the empowerment of adolescent girls to learn and earn in Mozambique.
Praekelt (EJAF) – Young Africa Live	Funds received via the Elton John AIDS Foundation in partnership with Praekelt to build an integrated digital health information platform for young people.
Fixed asset reserve	Designated funds representing the net book value of fixed assets.
General funds	Funds available for use at the discretion of the Trustees.

21. Transfers between funds

From	To	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds £
Transfer 1						
Expendable endowment	General fund	107,225	–	–	(107,225)	–
		107,225	–	–	(107,225)	–
		Transfer from expendable endowment funds to general fund to support the expenditure of the charity.				
Transfer 2						
General fund	Fixed Assets	651	(651)	–	–	–
		651	(651)	–	–	–
		Transfer from general funds to fixed assets designated fund representing the additions to and disposal of fixed assets.				
Transfer 3						
Gilead Sciences Inc	General fund	44,524	–	(44,524)	–	–
		44,524	–	(44,524)	–	–
		Transfer from general funds in respect of IT infrastructure expenditure funded by restricted fund.				
		152,400	(651)	(44,524)	(107,225)	–

22. Financial instruments

The carrying amounts of the charity's financial instruments are as follows:

	2022 Total Funds £	2021 Total Funds £
Financial assets		
Measured at fair value through net income/(expenditure):		
Fixed asset investments*	1,316,539	1,369,190
**Fair value is taken as the average of the bid and offer price for each security*	1,316,539	1,369,190

	2022 Total Funds £	2021 Total Funds £
Financial assets		
Measured at amortised cost:		
Trade debtors	133,392	–
	133,392	–
Financial liabilities		
Measured at amortised cost:		
Trade creditors	5,892	10,762
	5,892	10,762

22. Financial instruments (continued)

The income, expense, net gains and net losses attributable to the charity's financial instruments are summarised as follows:

	2022 Total Funds	2021 Total Funds
Income and expense	£	£
Financial assets measured at fair value through net income/(expenditure)		
Investment income	42,775	52,080
Investment management fees	(10,675)	(13,051)
	32,100	39,029
Net gains and losses (including changes In fair value)		
Financial assets measured at fair value through net income/(expenditure)		
Unrealised gains/(losses) on investments	8,472	320,234
Realised gains/(losses) on investments	56,777	6,439
	65,249	326,673

Fixed asset investments are held at fair value with valuations obtained using closing mid-market price.

23. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	1	6,907	118,579	–	125,486
Charitable activities	2	26,982	–	–	26,982
Investments	3	52,085	–	–	52,085
Other income	4	704	–	–	704
Total		86,678	118,579	–	205,257
EXPENDITURE ON:					
Raising funds – Investment management	5	–	–	13,051	13,051
Raising funds – Seeking funds	5	84,555	–	–	84,555
Charitable activities	6	422,626	157,141	–	579,767
Total		507,181	157,141	13,051	677,373
Net gains/(losses) on investment assets		–	–	326,673	326,673
Net Income/(expenditure)		(420,503)	(38,562)	313,622	(145,443)
Transfers between funds	19	487,920	–	(487,920)	–
Net movement in funds		67,417	(38,562)	(174,298)	(145,443)
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	19	11,789	62,258	1,543,488	1,617,535
Total funds carried forward	19	79,206	23,696	1,369,190	1,472,092

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Elizabeth Glaser Pediatric AIDS Foundation
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ELTON JOHN AIDS FOUNDATION

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KaiOS

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PRAEKELT ORG

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the pleasure project.

Umunthu Foundation (UMUFO)

ViiV Healthcare

VitolFoundation

VSO

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Empowering people through knowledge

Avert
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Tower Point
44 North Road
Brighton BN1 1YR
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www.avert.org

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Registered UK charity no. 1074849
Registered UK company no. 03716796

AVERT

England & Wales - Charity number 1074849

Accounts

Avert

Limited by Guarantee

Trustees Report

and Financial Statements

for the year ended 31st March 2021

Registered Charity Number 1074849
Registered Company Number 03716796

AVERT

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31st MARCH 2021

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CHARITY INFORMATION

Trustees	Professor Simon Forrest (Chair) Anna Becker Emily Hughes Carole Leach-Lemens Beryl Mutonono-Watkiss Sam Price – Resigned 29th July 2021 Lynne Slowey Andrew Walker
Principal and registered office	6th Floor, Platf9rm Tower Point 44 North Road, Brighton BN1 1YR
Registered charity number	1074849
Registered company number	03716796
Company secretary	Professor Simon Forrest
Board secretary	Kerry Pike
Key management personnel	Sarah Hand – Chief Executive Officer (CEO) Simon Moore – Director of Communications and Digital Health Kate Harrison – Director of Partnerships and Fundraising Jon Edgell – Finance and Operations Manager
Bankers	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ Barclays Bank Plc Leicester LE87 2BB
Investment managers	J M Finn & Co 4 Coleman Street London EC2R 5TA
Solicitors	Irwin Mitchell Belmont House Station Way Crawley West Sussex RH10 1JA
Auditors	Blue Spire Limited Cawley Priory South Pallant Chichester West Sussex PO19 1SY

TRUSTEES' REPORT

The trustees, who are also directors of the charity for the purposes of company law, are pleased to present the annual report incorporating the directors' report for the purposes of the Charities Act 2011 and sections 415 to 419 of the Companies Act 2006, together with the accounts for the year ended 31st March 2021. In preparing the financial statements the trustees have adopted the updated provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102).

MESSAGE FROM THE CHAIR AND CEO

It has now been 40 years since the first case of what the United States Centre for Disease Control later confirmed to be HIV was first seen. This would mark the start of what became one of the world's most alarming epidemics of the late 20th century. Since then an estimated 75.7 million people have become infected with HIV and 32.7 million people have died of AIDS-related illnesses. The global response was unprecedented for its time, bringing governments and civil society together with science and financial institutions not previously accustomed to working with each other - and all still committed to bringing an end to AIDS.

Eighteen months into a new pandemic, COVID-19 continues to cause uncertainty and threatens progress on HIV and other global health areas. COVID-19 has exposed the inadequacy of investments and profound inequities in public health. At the same time, COVID-19 has benefitted from four decades of HIV experience as witnessed by the rapid development of COVID-19 vaccines. The pandemic has also opened doors to new possibilities for HIV science and service delivery and highlighted the vital importance of health communications.

The last year has certainly been like no other in our 32 year history. We started the year surrounded by flux and uncertainty – unclear what direct impact the COVID-19 pandemic would have on our team, our work, our income and the wider HIV sector and civil society space. While some of this uncertainty remains we have learnt to work with it and adjust. Already accustomed to working virtually and engaging with our global key audiences through digital channels we were able to quickly adapt to the "new normal". We responded to our audience needs by ensuring they had access to COVID-19 health information and what we understood about the relationship between COVID-19, HIV and sexual health. Building on our excellent Google search ranking our COVID-19 content was swiftly whitelisted by Google which helped ensure people were getting access to trusted accurate sources during an infodemic.

We are enormously proud of our achievements during the year which saw us continue to grow our audience and their engagement in our health communication materials; carry out a review of our closing strategy; develop an exciting and relevant new strategy for the next 3 years; and maintain our work in funder and partnership building. Despite the reduction, and in some cases closing down of fundraising opportunities, we continued to make modest gains in the year which have helped support a stronger start to our FY22. Working in partnership to support collaboration, user engagement, learning and efficiency remains key to our work. We are pleased to have continued to grow the number of partnerships we now have that are helping us shape new communication products and approaches. These have included working with the Global Network of People Living with HIV (GNP+) on a new reporting and information app for their network members as well as working with VSO and AfricAid on how our Boost app for community health workers can be rolled out in their programmes.

We understand that we continue to work in a highly volatile and uncertain environment and take seriously the implications of this on our strategy, governance and finances. We also recognise our strengths as a small, nimble organisation not afraid of change. We are confident that our new strategy is firmly rooted in the needs of the HIV response and this will support our efforts to ensure our sustainability.

We would like to acknowledge and thank all our staff, trustees, supporters and partners for their hard work and dedication this year. We are extremely grateful to the funders who have invested in Avert supporting new work and research which has allowed us to grow. We look forward to building on this in the year ahead and moving confidently into a new strategic period with their support.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The organisation is a charitable company limited by guarantee, incorporated on 16th February 1999 and registered as a charity on 25th March 1999.

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. The trustees and Senior Management Team

have updated the charitable objects following review to ensure they are aligned to the new organisation's strategy. The articles of association are in the process of being updated.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

We refer to trustees throughout but for the purposes of the Companies Act the trustees are the directors.

Appointment of trustees:
The charity has a single management body, the Board of Trustees, elected by its members. The charity continues to benefit greatly from a talented committed Board. In the first quarter of FY22, recruitment started to appoint new trustees required to replace those due to retire later in the year and build skills to support the new strategy.

The Board of Trustees meets quarterly with the CEO and other management staff to review finances, progress, and performance, consider risk, strategy and going concerns. Trustee attendance is always high at 80% and above. In addition individual trustees with specific skill sets do from time-to-time work directly with the CEO and members of the management team on specific projects that require their expertise. We established a new Fundraising and Partnerships Technical Working group in Q3 which is made up of two trustees and two pro-bono technical experts in the International Charity sector. This technical working group meets to provide support and strategic direction to the Director of Fundraising and Partnerships. Once a year, trustees come together with the Senior Management Team for an away day – providing an opportunity for more detailed work and training. This year's Trustee Away Day focused on the development of the new strategy. Trustees regularly consider the latest guidance from the Charity Commission and other relevant bodies on good practice.

Remuneration policy for key management personnel:
The pay and remuneration of the charity's key management personnel is established through job evaluation, sector benchmarking, availability of funding, recruitment advertising, individuals' skills, knowledge and experience, and relevant salary surveys comparison. The CEO, together with the Board, review budget availability for all appointments. The Chair of the Board reviews the remuneration of the CEO.

The charity has a staff handbook that contains all necessary human resource and employment policies, including a remuneration policy. The remuneration policy was updated in April 2021. The handbook is reviewed and updated regularly by external employment law specialists. The charity takes the safeguarding of its employees and the people we work with seriously. All staff are asked to sign a code of conduct when joining the organisation and are provided with regular training on safeguarding. The charity's safeguarding policy is available to the public and was last updated in May 2021.

Organisation and decision making:
The CEO is responsible for the day to day operations, compliance and delivery of the charity's strategy and is accountable to the Board of Trustees. Working closely with the Senior Management Team, decisions are taken to ensure the successful delivery of the agreed annual work plans, budgets, fundraising priorities and activities. Income, spend and performance are reviewed on a quarterly basis and any corrective actions taken and shared with the trustees to keep projects on track and spend within budget. The organisation has 9 staff positions including the CEO. Two of these are part-time positions. Staff are recruited into roles identified as key to the organisation's current strategic focus. Any additional skills required to support short-term activity, such as digital web-development and design are hired in on a consultancy / contractor basis. The charity did not make any staffing changing during the year under review, however projected growth in staffing numbers is anticipated during Q2 of the new financial year to align with the growth in activity. Additional capacity will also be added to the Fundraising and Partnerships team to manage a growth in our work and a reduction in hours requested by the Fundraising and Partnerships Director.

OBJECTIVES

The charity's objects were reviewed and updated during the year to reflect the changing work of the charity and the changing needs of the HIV global response sector. As of January 2021:

The objects of the charity are:
The advancement of health worldwide in all areas specific to HIV and related conditions and to address the social determinants. The charity does this by providing activities that will include, but not limited to improving knowledge, awareness, attitudes, practice and ability through informing, educating, motivating and influencing.

TRUSTEES' REPORT

Prior to the adoption of new objects the charity's objects were:
The advancement of public education and research in the medical science of Acquired Immune Deficiency Syndrome ("AIDS") and to publish and disseminate the useful results of the research thereof provided that if in the opinion of the trustees it appears that significant or major advances have been made in the research into and the treatment of AIDS the trustees may apply the charity's funds for education, research and treatment of all or any other medical sciences.

In pursuance of the objects, for the public benefit, the trustees have undertaken the activities outlined below and had regard to the Charity Commission's guidance on public benefit.

ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

Who we are
Avert uses digital communications to build health literacy on HIV and sexual health. With over 30 years' experience, we are a trusted provider of accessible, accurate and actionable content and resources that support informed choice. Our work supports global efforts to end AIDS and achieve the Sustainable Development Goal for health.

Our vision
A world with no new HIV infections, where people make empowered sexual health choices, and where those living with HIV do so with dignity, good health and equality.

Our mission
To increase health literacy on HIV and sexual health, among those most affected in areas of greatest need in order to reduce new infections and improve health and well-being.

Our values
We believe in every person's right to health and to the information that enables them to make informed choices around sexual health. The following values inform our work:

- **Evidence-based**
  We are committed to providing reliable, accurate, and high-quality information on HIV and sexual health. We use the latest evidence to inform our content and programmatic priorities.

- **Responsive**
  We adapt our approach to respond to changing trends in the HIV epidemic and in how our target audiences access and consume information**.**

- **Trustworthy**
  We have more than 30 years' experience of working in the HIV response. We are recognised and accredited as a provider of accurate and reliable information.

- **Creative**
  We understand the power of new approaches to bring about change. We focus on solutions and think creatively to continually improve our work and bring new insights to the sector.

- **People-oriented**
  We put people at the centre of what we do and how we do it – supporting, valuing, engaging and involving them. We aim to be accessible, inclusive and friendly in everything we do.

- **Collaborative**
  We believe by working in partnership we can pool skills and resources, share learning, and have greater impact.

- **Sex-positive**
  We believe in a sex-positive approach to sexual health and rights that recognises and celebrates sexual pleasure and sexual diversity, prioritises personal agency, and is free of judgment.

TRUSTEES' REPORT

The year under review was a bridging year between closing out on our 2017-21 strategy *Investing for Impact* and the launch of our new strategy 2021-24 *From Knowledge to Action – Working towards informed choices on HIV and Sexual Health*. We continued to focus our budget and activities around 3 Response areas from the previous strategy as well as investing time and budget in developing the new strategy; responding to COVID-19; relocating the office and starting the discovery phase for the Avert.org re-development project. The three programme response areas were:

Response 1: Promote knowledge and education on HIV.
Result: Knowledgeable people are making informed choices.

Response 2: Harness innovation to reach those that need to know.
Result: Most at risk populations can access targeted HIV information.

Response 3: Supporting civil society responses that inform and empower.
Result: Civil society delivers effective programmes and demonstrates their value.

Highlights from the year
The COVID-19 pandemic continues to present a real threat to the global HIV response and the achievement of the UNAIDS targets for ending AIDS by 2030. While many countries did achieve the UNAIDS 90-90-90 2020 Fast Track targets, such as Eswatini, many did not, and most concerning of all was the overall failing to reduce the numbers of new HIV infections globally to less than 500,000 annually. Working within this challenging environment Avert remains passionate and committed in its efforts and the role health communications plays.

Despite the presence of COVID-19, this year saw Avert continuing to support an ever increasing number of people with information and materials on HIV and sexual health through our digital channels and products. COVID-19 created an urgency around digital health information and shone a spotlight on the importance of clear, accessible, trustworthy content. During the first quarter we made considerable efforts to get new content on COVID-19 and HIV onto Avert.org and onto Boost. This content soon became the most accessed and popular content on the site. By June the COVID-19 and Sex page had become the most viewed page on the site (with over 200,000 views that month). Overall we reached 15.5M with information on HIV and sexual health through Avert.org **–** an increase of 31% on the previous year. We grew our audience in our target region of sub-Saharan Africa by 30% to 2.1M supporting the vital need for people to have the facts, make informed decisions and reject stigma. We reached over 12.5M people with key messages on HIV and sexual health through social media, 9M of whom were in our target countries in southern Africa demonstrating the ongoing appetite and enthusiasm for information to support people to be informed and empowered. An increase in our free Google charity grant to support COVID-19 content and a successful funded application to Gilead Cares all supported this success in reach and engagement of our content.

We were very pleased with the detailed and consultative process we followed during the year to develop our new 3 year strategy. This work included developing a number of 'influence papers' that included a peers and competitors analysis, a review of the digital landscape, epidemic analysis, funding trends, and behaviour change models and theories. By the second half of the year we had started work on re-visioning our digital offerings to align with the new strategy. This would include agreeing to the re-development of Avert.org and starting the discovery phase of a new education and information site targeted at our key audiences and would launch our new strategy.

Alongside these substantial pieces of work, we continued to develop Boost, our app for community health workers that we launched the previous year, expanding out its technical functions and content modules. We started working with KiOS, the main operating system for feature phones, to ensure Boost and our sexual health content could reach a wider audience and we launched Young Voices in Swahili to East Africa. Due to COVID-19, we pivoted our research project in Zambia which was originally designed to evaluate the impact of our Young Voices products on young adults' behaviours and attitudes to health services. The new project will evaluate the role digital can play in changing attitudes and intentions around SRH services.

We were delighted to have had the opportunity to work with a number of new partners including the Global Network of People Living with HIV, providing technical and content development support to their VOICE+ app as well as continuing work with existing partners the Organisation for Public Health Interventions and Development (OPHID) and AfricAid in Zimbabwe and OPHID in Zambia. We are grateful for the support we received from valued funding partners and the time given from new organisations we hope to work with in the coming years as we move to deliver on our new strategy.

Our work this year in detail:
Response 1: Promote knowledge and education on HIV.
Result – Knowledgeable people are making informed choices:

Avert.org users
"It's very helpful and awesome... I have really learnt a lot from this. Thanks."

With well presented, PIF (The UK quality mark for trustworthy health information) tick accredited content Avert.org has over 183 content pages covering 7 broad themes ranging from basic facts through to living with HIV. Avert.org ranks highly for HIV-related search terms. We work to ensure our content is highly relevant to users' search queries, by using search engine optimisation (SEO) techniques throughout our content creation and review process. Google and other search engines also see our website as a highly authoritative and trusted source. Google determines this by a number of factors including longevity, frequency of updating, and which other websites link to Avert's, as these links are typically treated as an endorsement for the target site's content. In the case of Avert's website, over 20,000 sites link to it, including high profile sites such as the BBC, New York Times, The Guardian, UN and WHO, as well as smaller and regional sites from around the world. This means that when someone searches for information on HIV and sexual health, they are very likely to find Avert's content.

Avert.org serves a wide audience ranging from health seekers looking to understand some of the basic facts around HIV and sexual health as they apply directly to them, through to professionals working across the HIV response who are looking for information to support them in their daily work.

With 1.5M people becoming newly infected with HIV in 2020 knowledge that increases health literacy, promotes positive behaviours and increased uptake of services remains central to ending the HIV epidemic. Last year we were pleased to have supported 15.5M people to access content across Avert.org. We had 15.2M unique page views of core content on our public pages including "About HIV and AIDS"; "Transmission and Prevention"; and "Testing". Through our bi-annual qualitative surveys 80% of respondents said they learnt something new. We strive to ensure out content is accessible, sex positive and informed by theories emerging from behavioural science and research.

"This has to be the best resource I have come across on HIV awareness worldwide. The simplicity of the interface and the wealth of information I have gotten cannot be over emphasized."
– Avert.org user, Nigeria

While Avert.org has been a hugely successful resource and a core part of our offer for many years, we recognise the need to adapt this resource to meet the changing needs of our audiences and how they consume digital content – to ensure it remains fit for the future and is a resource our donors and partners are keen to support us with. Aligned to the aims of our new strategy an extensive review of Avert.org started in the second half of the year. Central to this review has been engaging with our key audiences and finding out what it is they want and how best we can deliver this. We look forward to sharing the results of this in the new financial year.

Boost, launched last year, is a mobile phone app and online resource co-created with over 100 community health workers and peer educators in southern Africa to give them the resources and support they need to provide up-to-date high quality care to their clients and communities. This year, we continued to learn from the Boost project and invest in new ways to ensure Boost remains a valued and relevant resource. Adding a new COVID-19 module to Boost at the start of the COVID-19 pandemic proved to be an excellent and highly valued way to support Community Health workers as they found themselves on the frontline of the COVID-19 response.

"*All peer educators and lay counsellors require this app. I have loved it since when I got a hold of it" – Boost user, Zimbabwe*.

With additional support from Gilead Sciences and learning from our experience operating Boost as a progressive web-app we have built a native web-version which has increased its reach and improved its performance as a data-light app that works off line. We have also included a new WhatsApp based chatbot which has made engaging with the content easier for many community health workers who are familiar with navigating WhatsApp. Community health workers can now easily ask the BoostBot their question and share the answers with their clients through WhatsApp.

We were also excited to work with KiOS – the largest operating system that works on feature phones across Africa and South Asia this year. Feature phones are much cheaper than smart-phones and remain the phone of choice for

millions of people in these regions. We worked with KiOS to develop a version of Boost that would work on their platform – increasing access to many more Community Health Workers, opening access up to as many people as possible.

Response 2: Harness innovation to reach those that need to know.
Result – Most at risk populations can access targeted HIV information:

Certain population groups are more key than others to the HIV epidemic and its response. These include adolescent girls and young women in east and southern Africa, men who have sex with men and people living with HIV. Digital communication presents opportunities to provide tailored health content that resonates with these groups, supports health literacy, behaviour change and empowers – in a non-judgemental manner in the privacy of their own environments.

This year we continued to see strong engagement in our Young Voices content – a set of co-created, motivational, dilemma based animation videos focused on topics relevant to young people. We added two new animations focused on condoms and sexual consent. The launch promotion to audiences in sub-Saharan Africa went very well, reaching 686,707 people with 285,900 post engagements, 75,983 50% video views, and 12,800 link clicks. With further funding support from Mercury Phoenix Trust we have also had the opportunity to work with a regional youth organisation in east Africa to translate the Young Voices videos into Swahili further increasing the opportunity for young people to engage.

This year's World AIDS Day campaign focused on young people in sub-Saharan Africa and the best ways to have a happy and healthy sex life. We recruited through social media a user group of young people interested in supporting sexual health communications and asked them to share messages offering tips and advice to their peers. This presented a number of obvious challenges but was certainly worth attempting and despite the group's hesitations to share, engagement with the actual campaign was very positive. We reached 3,844,091 people, with 118,748 post engagements and 4,474 link clicks.

Over the last year, with the support from the Vitol Foundation and Risk Pool Fund we have also been working with CIDRZ, the Centre for Infectious Diseases Research Zambia, on a project designed to understand young people's motivations and barriers to accessing SRH services during COVID-19. The project allowed us to co-design a digital intervention – named Be-In-The-Know, aimed at encouraging increased uptake of services, and improving knowledge and confidence in relation to SRH and HIV. The project wanted to learn if it was possible to use entirely online co-design processes to create a digital intervention that engages young people. Through our strong social media presence in Zambia, we were able to recruit over 1,000 young people to use the app and participate in providing their feedback to the research questions. 95% of respondents rated it as "excellent".

Stigma surrounding HIV and discrimination directed to those living with or affected by HIV continues to be major barrier to progress and deeply affects people. We have continued to ensure our content, across all our products addresses stigma by presenting an evidence and rights based approach. Last year we reached over 1.2M people with content that addressed stigma and other barriers affecting the HIV response.

Response 3: Supporting effective civil society responses which inform and empower those in the hardest hit areas.
Result – Civil Society deliver effective programmes and demonstrates their value.

Having brought our direct grant making and technical support to civil society organisations programme to a close in the previous financial year, this year we focused on continuing to build partnerships with a range of civil society organisations working in similar areas to Avert and focused on exploring how digital health communications work can support their efforts.

At the beginning of the year we started work on a new project supporting the Global Network of People Living with HIV (GNP+) on the development of a new digital resource, VOICE+, which aims to connect it better to its membership, help it gain better updates and insights from the ground for advocacy, and provide information to its volunteers and ambassadors on COVID-19 related issues for people living with HIV. Avert is providing both strategic support and developing content across a number of themes including COVID-19. This work will continue into the new financial year as the scope of the VOICE+ app expands and a review of its performance to date is considered.

TRUSTEES' REPORT

We continue to provide technical support to the Umunthu Foundation, a long standing partner of Avert's in Malawi, who are implementing a community support programme to increase engagement in prevention of mother-to-child-transmission services. The programme was severely affected by the COVID-19 pandemic as women stayed away from attending their HIV clinical care and ante-natal appointments. Despite this the programme continued to support 1,300 pregnant HIV positive women through their ante-natal period, supporting treatment adherence and helping them understand vertical transmission and the testing and follow-up needs of their new born babies.

We have continued to promote Boost and Young Voices with a range of civil society organisations working with community health workers and young people – including VSO, Sentebale, Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) and United Purpose who have all expressed how these products can benefit their programmes. In all cases we explored partnerships and joint concept developments throughout the year to look for ways we might be able to work together. This work will continue into the new strategic period.

2021-24 Strategy – From Knowledge to action – working towards informed choices on HIV and sexual health.

"If you are a young woman living in Zambia confused about what you've heard about HIV from an older relative, or a young gay man in India lacking confidence to speak to a health worker about sex, or a community health worker in Zimbabwe trying to keep up with new developments in the HIV response and how to speak about these to your clients – Avert is here to provide you with the information, tools and resources you need."
Sarah Hand, Chief Executive.

From health literacy to health outcomes
Millions of individuals and health workers, in many of the places most affected by HIV, do not have up-to-date knowledge to support their own and their communities' sexual health. Our work aims to close this HIV knowledge gap and build health literacy by translating complex health literature into accessible, accurate and actionable content, which supports and improves individual health journeys. Our strategy sets out three complementary strategic objectives focused on increasing knowledge, confidence, skills and evidence-based practices among specific targeted audiences, in order to drive improvements in health literacy, self-efficacy, uptake of services, and quality of community and local health worker responses.

- **Strategic response 1: Increase the HIV and sexual health-related knowledge, skills and confidence of those most at risk of HIV and poor sexual health, and those living with HIV.**
- **Strategic response 2: Increase the knowledge, skills and confidence of educators and advocates working on local responses to HIV and sexual health.**
- **Strategic response 3: Support evidence-based practice among primary HIV and sexual health practitioners.**

Our approach is based on clear evidence that health literacy increases and improves an individual's engagement with and uptake of available health services, which in turn improves overall health outcomes. By addressing the HIV and sexual health knowledge gaps and building health literacy we are supporting achievement of the UNAIDS global targets on HIV which feed into the wider health-related Sustainable Development Goals.

FINANCIAL REVIEW

Avert has been fortunate to operate with relative financial security made possible through an endowment fund gifted to the charity by its founding directors over 30 years ago. The fund was provided to support the charity to deliver on its charitable objects. The Trustees have therefore taken a prudent approach to its use to ensure a balanced approach between stability, growth, investment and innovation. Recognising the need to attract new funders, a deliberate strategy was taken 5 years ago to increase spend from the endowment to support growth in innovation and quality. This strategy is now paying off as we begin to see investment from new donors and partnerships to support the charity's objectives.

The charity's key financial objective for the year was to continue work to diversify the funding base and reduce the percentage of income required from the charity's invested endowment. While we saw a slight decrease in the value of new funds secured in comparison to the previous year (down 8%) we are pleased overall with the work carried out in the year to increase prospects likely to come through in FY22.

The total income for the year was £205,257. The total cost for raising funds was £97,606 (similar to the previous year) and includes the costs related to managing the charity's expendable endowment fund. Restricted income is identified

as such and managed in accordance with the donor's terms and conditions of grant. No compliance issues arose in the management and handling of restricted funds.

Total expenditure for the year was £677,373 which is a 12% reduction on last year. The reduction is due to the ending of our grants programme, cost savings in the administration of the charity and a reduction in activity spend in the digital programme as we worked on establishing the new strategy and areas for investment in the new financial year. This reduction in spend in the activity area did not affect our reach and engagement figures.

The charity continues to make up the difference between income and expenditure with capital from the charity's expendable endowment. Operating with a deficit is a strategic decision taken by trustees to drive growth. Our operating deficit has been reducing year on year over the last 4 years. The trustees review the operational plans for the year and the value of the work planned against the wider vision and financial security of the charity before committing unrestricted reserves. They understand that investment in certain activity is necessary to secure the interest and partnership of new funders and that new funding can take up to three years to secure from some trust and foundations.

The charity adopts a prudent financial policy that aims to ensure that all activities undertaken are efficiently managed in accordance with approved budgets and good practice. All expenditure is monitored and payments processed through a system that endeavours to ensure that any possibility of error or fraud is minimised.

Principal risks and uncertainties
The trustees perform a review to identify the major risks to which the charity is exposed on an annual basis and have established systems and procedures to mitigate these risks. These risks include the possibility of volatility in the investment market affecting the charity's endowment fund, over reliance on the decreasing investment fund to meet our core operational costs, the ongoing uncertainty created by the COVID-19 pandemic – affecting staff and operations, a serious technology failing in the hosting of our digital products and platforms, negative external publicity affecting how our users engage in our digital educational materials, failing to deliver on contractual obligations to donors, and retention and development of staff.

To mitigate the serious threat presented by our current reliance on our endowment fund to fund activity, we have put in place a clear fundraising strategy that has already started to produce results. As we go into the new financial year we have a strong fundraising pipeline which we hope will see a 50% increase in income in the coming year. We have introduced strong programme management practices to guide the implementation of all work – including donor funded.

Investments and Reserves
The charity holds flexible relevant reserves and investment policies that are reviewed annually during budget setting. The charity currently holds an expendable endowment, the purpose of which is to support the charity to deliver on its charitable objects. The investment managers provide a detailed monthly statement of all investments bought and sold and meet with the Board once a year to review the overall strategy and portfolio.

Financial cut-off-points are in place to ensure sufficient funds are always available to meet all necessary statutory and contractual obligations for any 12 month period ahead. These financial cut-offs inform decisions taken on how much the charity can afford to invest, and if and when re-strategizing and down-sizing may be required.

Based on the current financial model of Avert and the charity's reliance on capital and dividends from the investments to meet its core running and activity costs, the trustees have taken the decision to ensure all funds held by the charity are well invested to ensure a maximum return approach. The extreme global market volatility as a result of COVID-19 at the start of the financial year meant the Trustees held an additional meeting to review the situation. The investment managers issued their guidance and the trustees took the decision to release the necessary anticipated capital requirements for the first six months of the new financial year whilst maintaining a low risk investment portfolio. Investment markets recovered and Avert regained the losses suffered at the end of last year with the total endowment fund ending the financial year valued at £1,369,190. Other unrestricted funds amounted to £79,206 meaning the total unrestricted resources available to the charity at year end were £1,448,396 (2020: £1,555,277). In addition a restricted fund balance of £23,696 represented by 4 unspent grants will be carried forward into the new year.

Fundraising
The charity has a designated Director of Fundraising and Partnerships who leads on all new income and business opportunities with the senior management team. The charity's fundraising strategy is to ensure the long term sustainability of the charity's work, for as long as the need continues, through a secure and diverse funding model.

Our focus over the last three years has been on Trust and Foundations, institutional donors and building partnerships with other implementing organisations we aim to either sub to or bid for new work together on. This year we saw significant activity under all areas – with results in all bar institutional funding. We have received funds that have supported new COVID-19 content; provided additional funding to the evaluation of digital interventions in Zambia project targeted at adolescent girls; and funding to carry out a social medial campaign promoting PREP in southern Africa. In addition we have secured a strong pipeline going into FY22 that will see us start work as a sub-contractor with VSO delivering a life-skills app for young out of school adolescent girls in Mozambique, and a significant new investment from an existing donor to deliver a project in Zimbabwe adapting Boost for youth community health workers.

The charity continues to benefit from a small level of individual donations, mostly through our website – but does not actively run individual giving campaigns. The charity is not involved in event based fundraising and does not use professional fundraisers or commercial participators. Avert is registered with the Fundraising Regulator in the UK, and is committed to best practice in fundraising. There was full compliance of these regulations and codes and the charity received no complaints relating to its fundraising practice.

Avert continues to work with the grant making foundation arms of a number of pharmaceutical companies who support the HIV response, health education, self-care and health literacy. Their support in the past allowed us to develop Boost – a digital education resource for community health workers in southern Africa and in this year provided resources to support us to develop new content on COVID-19 for our global audiences and to add a module on COVID-19 to Boost. The charity has no conflict of interest concerns relating to these funding relationships. There is no question that our values, editorial independence, or impartiality are compromised by these funding relationships.

Liabilities and grant commitments

Avert has a sub-agreement in place with CIDRZ – Centre for Infections Disease Research Zambia, to implement the research project partially funded by the Vitol Foundation. All funds have been transferred in accordance with the sub-agreement and will be reported and closed out on in September 2021. We also made a grant to OPHID in Zimbabwe, in the form of a one off payment specific to work they are doing to support the rollout of Boost in Zimbabwe. There are no accrued liabilities at the year-end on either grant commitments.

Avert's lease on its previous offices came to an end in October 2020 and the decision was taken not to renew – largely due to the change in office working patterns created by COVID-19 and the concern at the liabilities associated with renewing on another long lease. Avert now has a flexible annual rental agreement with Platform 9, a shared office working environment that will be reviewed in November 2021.

PLANS FOR THE FUTURE

The charity starts the new year financial year with a new 3 Year Strategy – ***From Knowledge to Action***. The strategy clearly articulates our mission and objectives and ways of working that we are confident are aligned to the needs of the HIV epidemic. As the epidemic continues to change, Avert is clear that it needs to remain flexible and responsive to these changes in its strategic offer. We will increase our staffing capacity in Fundraising and Partnerships and develop a new fundraising and partnerships strategy to help guide the income we need and the partnerships necessary to deliver the new strategy. We will invest more in the wider profiling of the organisation to support our fundraising work through sharing the results of our work at events, through publications and at conferences. We will further continue to invest in supporting our staff and ensuring they have the skills and development opportunities to support the new strategy.

We will continue to track the direct and indirect effects of the COVID-19 pandemic response on our work and take the necessary actions required to ensure Avert can continue to fulfil its mission.

Specifically, we will build on our learning and expertise in health literacy and supporting the knowledge needs of three key audiences; individual health seekers, community health workers and health practitioners – all living and working in the areas hardest hit and in greatest need. We will continue to invest and improve in our monitoring and evaluation work to ensure we are gathering data to show the effects we are having, course correct when necessary and learning as we go. We are committed to supporting co-creation approaches and more user-led content across all our digital channels to support conversations and create action orientated content that empowers and gives voice to those living and affected by the HIV epidemic. We look forward to working with industry experts to help us shape the technology

and innovation we use to deliver and manage our digital offer to ensure ever increasing numbers of people around the world can continue to get the information they need and want on HIV and sexual health.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of Avert for the purposes of company law) are responsible for preparing the Trustees' Report 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 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 2019 (FRS 102);
- 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;
- 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 that disclose with reasonable accuracy at any time the financial position of the charitable company and 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 auditor is 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 auditor is aware of that information

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

APPOINTMENT OF AUDITORS

The charity reappointed Blue Spire Limited as the charity's auditors for the year under review.

Blue Spire Limited have expressed their willingness to stand for reappointment and a resolution proposing their reappointment will be put forward at the annual general meeting of the charity.

SMALL COMPANIES PROVISIONS

This report has been prepared in accordance with the small companies regime under the Companies Act 2006.

Approved by the trustees and signed on their behalf.



Professor Simon Forrest
Chairman

Date 21 October 2021

INDEPENDENT AUDITOR'S REPORT

Independent auditor's report to the members of Avert

Opinion
We have audited the financial statements of Avert (the 'charitable company') for the year ended 31 March 2021 which comprise Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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
In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information
The other information comprises the information included in the trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. 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 course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. 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.

Opinions 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 trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which 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 directors' 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' exemptions in preparing the directors' report and from the requirement to prepare a strategic report**.**

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 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.

Auditor's 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 an auditor's report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Enquiry of management, those charged with governance around actual and potential litigation and claims;
- Enquiry of entity staff to identify any instances of non-compliance with laws and regulations;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and revieing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx. This description forms part of our auditor's report.

INDEPENDENT AUDITOR'S REPORT

Use of our report
This report is made solely to the 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 charitable company's members those matters we are required to state to them in an auditor's 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 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



Cawley Priory
South Pallant
Chichester
West Sussex
PO19 7UY

Geoffrey Frost BSc(Hons) FCA (Senior Statutory Auditor)
For and on behalf of Blue Spire Limited, Statutory Auditor

Date 15 November 2021

STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £	2020 Total Funds £
INCOME AND ENDOWMENTS FROM:						
Donations and legacies	**1**	6,907	118,579	-	125,486	137,623
Charitable activities	**2**	26,982	-	-	26,982	24,319
Investments	**3**	52,085	-	-	52,085	74,582
Other income	**4**	704	-	-	704	366
Total		86,678	118,579	-	205,257	236,890
EXPENDITURE ON:						
Raising funds - Investment management	**5**	-	-	13,051	13,051	15,323
Raising funds - Seeking funds	**5**	84,555	-	-	84,555	82,062
Charitable activities	**6**	422,626	157,141	-	579,767	672,751
Total		507,181	157,141	13,051	677,373	770,136
Net gains/(losses) on investment assets		-	-	326,673	326,673	(68,888)
Net Income/(expenditure)		(420,503)	(38,562)	313,622	(145,443)	(602,134)
Transfers between funds	**19**	487,920	-	(487,920)	-	-
Net movement in funds		67,417	(38,562)	(174,298)	(145,443)	(602,134)
RECONCILIATION OF FUNDS						
Total funds brought forward	**19**	11,789	62,258	1,543,488	1,617,535	2,219,669
Total funds carried forward	**19**	79,206	23,696	1,369,190	1,472,092	1,617,535

The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.
All of the above results are derived from continuing activities.

BALANCE SHEET AS AT 31 MARCH 2021

	Note	2021 £	2021 £	2020 £	2020 £
FIXED ASSETS					
Tangible assets	**13**	4,807		6,269	
Investments	**14**	1,369,190		1,543,488	
			1,373,997		1,549,757
CURRENT ASSETS					
Debtors	**15**	8,913		45,657	
Cash at hand and in bank		148,229		61,965	
Total current assets		157,142		107,622	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	**16**	59,047		39,844	
Net current assets/(liabilities)			98,095		67,778
Net assets/(liabilities)			1,472,092		1,617,535
THE FUNDS OF THE CHARITY					
Endowment funds	**19**				
Expendable endowment		837,033		1,155,302	
Fair value reserve		532,157		388,186	
			1,369,190		1,543,488
Restricted funds	**19**		23,696		62,258
Unrestricted funds					
Designated Funds		4,807		6,269	
General Funds		74,399		5,520	
Total unrestricted funds	**19**		79,206		11,789
Total charity funds			1,472,092		1,617,535

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements on pages 15 to 32 were approved and authorised for issue by the trustees on 21 October 2021 and signed on their behalf by:



.....

Professor Simon Forrest

Chairman

Avert

Registered Charity Number 1074849

Registered Company Number 03716796

STATEMENT OF CASH FLOWS

	Note	2021 £	2021 £	2020 £	2020 £
Net cash flow from operating activities (see below)			(465,999)		(553,181)
Cash flow from investing activities					
Purchase of tangible fixed assets		(788)		(1,135)	
Purchase of investments		-		-	
Proceeds from sales of investments		373,492		538,268	
Receipts from sale of tangible fixed assets		-		75	
Investment income		52,080		74,573	
Net cash flow from investing activities			424,784		611,781
Net increase/(decrease) in cash and cash equivalents			(41,215)		58,600
Cash and cash equivalents at 1 April 2020			209,830		151,230
Cash and cash equivalents at 31 March 2021			168,615		209,830
Cash and cash equivalents consist of:					
Cash at bank and in hand			148,229		61,965
Cash held within investments			20,386		147,865
Cash and cash equivalents at 31 March 2021			168,615		209,830

Reconciliation of net income to net cash flow from operating activities

	2021 £	2021 £	2020 £	2020 £
Net income for the period		(145,443)		(602,134)
Adjusted for:				
Investment income	(52,080)		(74,573)	
(Gains)/losses on investments	(326,673)		68,888	
Depreciation and impairment of tangible fixed assets	2,250		1,880	
Loss on disposal of fixed assets	-		15	
Decrease/(increase) in debtors	36,744		53,486	
Increase/(decrease) in creditors	19,203		(743)	
		(320,556)		48,953
		(465,999)		(553,181)

Analysis of changes in net debt

	2021 Cash and cash equivalents £	2020 Cash and cash equivalents £
Total net debt brought forward	209,830	151,230
Cash flows	(41,215)	58,600
Total net debt carried forward	168,615	209,830

ACCOUNTING POLICIES

General information, scope and basis of the financial statements
Avert is an incorporated charity, limited by guarantee, incorporated in England with the company number 03716796. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the charity information page of these financial statements. The nature of the charity's operations and principal activities are outlined in the trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Incoming resources
All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

For legacies, entitlement is the earlier of the charity being notified of an impending distribution or the legacy being received. At this point income is recognised. On occasion legacies will be notified to the charity however it is not possible to measure the amount expected to be distributed. On these occasions, the legacy is treated as a contingent asset and disclosed.

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Investment income is earned through holding assets for investment purposes such as shares and cash deposits. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the charity's right to receive payment is established.

Resources expended
All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- costs of raising funds; which includes the costs of organising events and investment management fees
- expenditure on charitable activities; which includes grants made to beneficiaries and costs incurred to support those activities

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

Support cost allocation
Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

The analysis of these costs is included in Note 7 and has been included on the following basis.

Promoting knowledge and education	60% (2020: 60%)
Harness innovation	20% (2020: 20%)
Supporting civil society	20% (2020: 20%)

ACCOUNTING POLICIES

Employee benefits
When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

Pension costs
The charity operates a defined contribution pension scheme. Contributions to the scheme are charged to the statement of financial activities on a payable basis.

VAT
The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SoFA.

Taxation
The charity is considered to pass the tests set out in sections 466 to 493 Corporation Tax Act 2010 (CTA 2010), as such no income tax is payable on the charity's activities.

Fixed assets
Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office equipment	25% reducing balance

Fixed asset investments
Investments are recognised initially at fair value which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in 'net gains/(losses) on investments' in the SoFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

Debtors and creditors receivable / payable within one year
Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Cash and cash equivalents
Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value. In addition it includes cash at bank and in hand and cash balances within the investment portfolio available for investment transaction purposes.

Operating leases
Rentals payable under operating leases are charged in the statement of financial activities on a straight line basis over the lease term.

ACCOUNTING POLICIES

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Endowment funds represent those assets which were gifted to the charity to be held for income generation and applied in furtherance of the charity's objects. Income arising on the endowment funds can be used in accordance with the objects of the charity and is included as unrestricted income. Any capital gains or losses arising on the investments form part of the fund. Investment management charges and legal advice relating to the fund are charged against the fund.

Further details of each fund are disclosed in Note 20.

Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

NOTES TO THE FINANCIAL STATEMENTS

1. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Donations	6,907	-	-	6,907
Grants	-	118,579	-	118,579
	6,907	118,579	-	125,486

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
Donations	8,580	-	-	8,580
Grants	-	129,043	-	129,043
	8,580	129,043	-	137,623

2. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Earned income	26,982	-	-	26,982
	26,982	-	-	26,982

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
Earned income	24,319	-	-	24,319
	24,319	-	-	24,319

3. Investments

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Bank interest	5	-	-	5
Income from investment holdings	52,080	-	-	52,080
	52,085	-	-	52,085

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
Bank interest	9	-	-	9
Income from investment holdings	74,573	-	-	74,573
	74,582	-	-	74,582

NOTES TO THE FINANCIAL STATEMENTS

4. Other income

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Furlough receipts	704	-	-	704
Miscellaneous income	-	-	-	-
	704	-	-	704

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
Furlough receipts	-	-	-	-
Miscellaneous income	366	-	-	366
	366	-	-	366

5. Raising funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Investment management				
Investment management fees	-	-	13,051	13,051
	-	-	13,051	13,051
Cost of seeking donations, grants and legacies				
Staff costs	69,803	-	-	69,803
Other costs	14,752	-	-	14,752
	84,555	-	-	84,555
	84,555	-	13,051	97,606

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
Investment management				
Investment management fees	-	-	15,323	15,323
	-	-	15,323	15,323
Cost of seeking donations, grants and legacies				
Staff costs	71,566	-	-	71,566
Other costs	10,496	-	-	10,496
	82,062	-	-	82,062
	82,062	-	15,323	97,385

NOTES TO THE FINANCIAL STATEMENTS

6. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Promote knowledge and education on HIV				
Grants	-	38,366	-	38,366
Staff costs	152,055	45,803	-	197,858
Other direct costs	42,753	41,125	-	83,878
Support and governance costs	97,730	-	-	97,730
	292,538	125,294	-	417,832
Harness innovation to reach those that need to know				
Staff costs	50,685	15,268	-	65,953
Other direct costs	14,251	13,708	-	27,959
Support and governance costs	32,576	-	-	32,576
	97,512	28,976	-	126,488
Supporting effective civil society responses which inform and empower				
Grants (see note 8)	-	1,200	-	1,200
Staff costs	-	1,671	-	1,671
Other direct costs	-	-	-	-
Support and governance costs	32,576	-	-	32,576
	32,576	2,871	-	35,447
	422,626	157,141	-	579,767

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
Promote knowledge and education on HIV				
Grants	-	60,406	-	60,406
Staff costs	139,054	32,712	-	171,766
Other direct costs	86,614	32,571	-	119,185
Support and governance costs	90,653	-	-	90,653
	316,321	125,689	-	442,010
Harness innovation to reach those that need to know				
Staff costs	46,351	10,904	-	57,255
Other direct costs	28,872	10,857	-	39,729
Support and governance costs	30,217	-	-	30,217
	105,440	21,761	-	127,201
Supporting effective civil society responses which inform and empower				
Grants	54,109	-	-	54,109
Staff costs	17,891	523	-	18,414
Other direct costs	800	-	-	800
Support and governance costs	30,217	-	-	30,217
	103,017	523	-	103,540
	524,778	147,973	-	672,751

NOTES TO THE FINANCIAL STATEMENTS

7. Support and governance costs

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Staff costs	59,416	-	-	59,416
Premises	37,689	-	-	37,689
Recruitment and training	661	-	-	661
Travel, conference and events	2,557	-	-	2,557
Security including Legal and HR	2,329	-	-	2,329
Printing, postage and stationery	3,987	-	-	3,987
Telephone	2,880	-	-	2,880
Computer costs and equipment hire	3,625	-	-	3,625
General office and office moving expenses	32,614	-	-	32,614
Insurance	2,334	-	-	2,334
Subscriptions	4,182	-	-	4,182
Depreciation	2,250	-	-	2,250
Governance:				
Audit fee	5,250	-	-	5,250
Trustee training and expenses	20	-	-	20
Strategic Development	3,088	-	-	3,088
	162,882	-	-	162,882
Allocation of support costs				
Promote knowledge and education	97,730	-	-	97,730
Harness innovation	32,576	-	-	32,576
Supporting civil society	32,576	-	-	32,576
	162,882	-	-	162,882

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
Staff costs	52,361	-	-	52,361
Premises	58,046	-	-	58,046
Recruitment and training	1,342	-	-	1,342
Travel, conference and events	4,589	-	-	4,589
Security including Legal and HR	4,384	-	-	4,384
Printing, postage and stationery	3,485	-	-	3,485
Telephone	5,216	-	-	5,216
Computer costs and equipment hire	1,873	-	-	1,873
General office expenses	1,823	-	-	1,823
Insurance	3,402	-	-	3,402
Subscriptions	4,123	-	-	4,123
Depreciation	1,880	-	-	1,880
Governance:				
Audit fee	5,100	-	-	5,100
Trustee training and expenses	1,793	-	-	1,793
Strategic Development	1,670	-	-	1,670
	151,087	-	-	151,087
Allocation of support costs				
Promote knowledge and education	90,653	-	-	90,653
Harness innovation	30,217	-	-	30,217
Supporting civil society	30,217	-	-	30,217
	151,087	-	-	151,087

NOTES TO THE FINANCIAL STATEMENTS

8. Analysis of grants

	2021 Total Funds £	2020 Total Funds £
Grants to institutions		
Zimbabwe - AfricAid	-	3,488
Zimbabwe - OPHID	2,281	8,609
Zambia - CIDRZ	36,085	48,309
Lesotho - Phelisanang Bophelong	-	11,417
Zambia - Bwafwano Integrated Services Organisation	-	13,493
Malawi - Umunthu Foundation	1,200	29,199
	39,566	114,515
Analysed between		
Promoting knowledge and education	38,366	60,406
Supporting civil society	1,200	54,109
	39,566	114,515

Future commitments
The charity budgets for instalments of multi year grants that have not yet been approved. These future commitments are not contractual as the amounts are not part of the charity's formal grant offer, and are subject to the grantee satisfying the charity's monitoring requirements and showing that they are making satisfactory progress towards meeting the grant's objectives. At the balance sheet date the charity had no obligations for future instalments of grants.

9. Auditors' remuneration

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £
Auditors' remuneration - audit	5,250	-	-	5,250

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
Auditors' remuneration - audit	5,100	-	-	5,100

10. Wages and salary cost

	2021 Total Funds £	2020 Total Funds £
Gross wages	327,732	308,654
Employer's national insurance costs (inclusive of employer national insurance allowance)	31,216	28,481
Employer's pension contributions	26,387	24,423
Termination payments*	-	3,000
	385,335	364,558

*During the comparative year under review termination payments of £3,000 were paid to a former employee. No additional amounts were due.

NOTES TO THE FINANCIAL STATEMENTS

10. Wages and salary cost (continued)

One employee (2020: One employee) received employee benefits inclusive of social security contributions (excluding employer pension costs) in the range £60,000 to £70,000.

The average number of employees was:

Administration of charitable activities	9	9
	9	9

11. Pension scheme

The charity operates a defined contribution pension scheme for its employees. The total payable for the year under review was £26,387 (2020: £24,423). £3,556 (2020: £3,238) was outstanding at the end of the financial year.

12. Related party transactions

None of the trustees received any remuneration during the year under review (2020: £nil). £20 (2020: £1,793) was reimbursed to or paid on behalf of the trustees listed on page 1.

No donations (2020: £nil) were received from the charity's trustees in the year under review.

During the year under review the charity reimbursed or paid expenses on behalf of the four (2020: five) key management personnel incurred in the performance of their duties totalling £7,384 (2020: £9,953).

At the end of the reporting year the charity had four key management personnel comprising the CEO, Director of Communications and Digital Health Strategy, Finance and Operations Manager and Head of Programme Funding with a Partnership and Engagement Manager leaving in the comparative year. The total employee benefits, inclusive of employer's national insurance and pension contributions, received by those key management personnel amounted to £216,339 (2020: £216,237).

13. Tangible fixed assets

	Office equipment £	Total £
Cost		
At 1 April 2020	11,582	11,582
Additions	788	788
Disposals	(3,415)	(3,415)
At 31 March 2021	8,955	8,955
Depreciation		
Accumulated at 1 April 2020	5,313	5,313
Charge for the year	2,250	2,250
On disposals	(3,415)	(3,415)
At 31 March 2021	4,148	4,148
Net book value at 31 March 2021	4,807	4,807
Net book value at 31 March 2020	6,269	6,269

NOTES TO THE FINANCIAL STATEMENTS

14. Fixed assets investments

	Listed investments £	Cash £	2021 Total Funds £	2020 Total Funds £
Reconciliation of movement on investments				
Carrying (market) value brought forward	1,395,623	147,865	1,543,488	2,093,127
Additions at cost	-	-	-	-
Disposals at carrying value	(184,351)	-	(184,351)	(407,516)
Gain/(Loss) on revaluation	137,532	-	137,532	(199,640)
Net increase/(decrease) in cash	-	(127,479)	(127,479)	57,517
Carrying (market) value carried forward	1,348,804	20,386	1,369,190	1,543,488
Gains/(losses) on investments				
Unrealised (from above)	137,532	-	137,532	(199,640)
Realised on disposal of fixed asset investments	189,141	-	189,141	130,752
	326,673	-	326,673	(68,888)
The investments above are analysed as follows:				
Listed investments	1,348,804	-	1,348,804	1,395,623
Cash or cash equivalents	-	20,386	20,386	147,865
	1,348,804	20,386	1,369,190	1,543,488

15. Debtors

	2021 Total Funds £	2020 Total Funds £
Trade debtors	-	7,549
Other debtors	5,914	-
Prepayments	2,843	13,562
Accrued income receivable within one year	156	24,546
	8,913	45,657

Accrued income consists of grant income receivable at the balance sheet date in respect of gift aid of £55 and Coronavirus Job Retention Scheme of £101. In the comparative year accrued income consisted of gift aid of £36 and VITOL of £24,510.

16. Creditors: amounts falling due within one year

	2021 Total Funds £	2020 Total Funds £
Trade creditors	10,762	8,727
Accruals	34,801	17,563
Other creditors	3,556	4,895
Taxation and social security	9,928	8,659
	59,047	39,844

NOTES TO THE FINANCIAL STATEMENTS

17. Commitments under operating lease

At 31 March the charity had total minimum lease payments under a non-cancellable operating lease, for land and buildings, as follows:	2021 Total Funds £	2020 Total Funds £
Not later than one year	-	22,116
	-	22,116

18. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2021 Total Funds £	2020 Total Funds £
Tangible fixed assets	4,807	-	-	4,807	6,269
Fixed asset investments	-	-	1,369,190	1,369,190	1,543,488
Current assets	133,446	23,696	-	157,142	107,622
Current liabilities	(59,047)	-	-	(59,047)	(39,844)
	79,206	23,696	1,369,190	1,472,092	1,617,535

19. Analysis of net movement in funds

	Year ended 31 March 2021					
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Gains and (losses) on investments £	Transfers between funds £	Total funds carried forward £
Endowment funds						
Expendable endowment	1,155,302	-	(13,051)	182,702	(487,920)	837,033
Fair value reserve	388,186	-	-	143,971	-	532,157
Total endowment funds	1,543,488	-	(13,051)	326,673	(487,920)	1,369,190
Restricted funds						
Vitol Foundation	47,214	-	(47,214)	-	-	-
ViiV Healthcare	1,450	2,621	(2,871)	-	-	1,200
Gilead Sciences	-	76,046	(76,046)	-	-	-
Cricket Without Boundaries	3,094	-	(3,094)	-	-	-
Mercury Phoenix Trust 1	10,500	-	(3,331)	-	-	7,169
Mercury Phoenix Trust 2	-	9,890	-	-	-	9,890
Risk Pool Fund	-	30,022	(24,585)	-	-	5,437
Total endowment funds	62,258	118,579	(157,141)	-	-	23,696
Unrestricted funds						
Designated funds						
Fixed asset reserve	6,269	-	(2,250)	-	788	4,807
	6,269	-	(2,250)	-	788	4,807
General Fund	5,520	86,678	(504,931)	-	487,132	74,399
Total unrestricted funds	11,789	86,678	(507,181)	-	487,920	79,206
Total funds	1,617,535	205,257	(677,373)	326,673	-	1,472,092

NOTES TO THE FINANCIAL STATEMENTS

19. Analysis of net movement in funds (continued)

	Year ended 31 March 2020					
	Total funds brought forward £	**Total incoming resources** £	**Total resources expended** £	**Gains and (losses) on investments** £	**Transfers between funds** £	**Total funds carried forward** £
Endowment funds						
Expendable endowment	1,494,089	-	(15,323)	141,964	(465,428)	1,155,302
Fair value reserve	599,038	-	-	(210,852)	-	388,186
Total endowment funds	2,093,127	-	(15,323)	(68,888)	(465,428)	1,543,488
Restricted funds						
Vitol Foundation	10,716	-	(10,716)	-	-	-
Vitol Foundation	-	112,950	(65,736)	-	-	47,214
ViiV Healthcare	1,973	-	(523)	-	-	1,450
Gilead Sciences	68,499	813	(69,312)	-	-	-
Cricket Without Boundaries	-	4,780	(1,686)	-	-	3,094
Mercury Phoenix Trust	-	10,500	-	-	-	10,500
Total endowment funds	81,188	129,043	(147,973)	-	-	62,258
Unrestricted funds						
Designated funds						
Fixed asset reserve	7,104	-	(1,880)	-	1,045	6,269
	7,104	-	(1,880)	-	1,045	6,269
General Fund	38,250	107,847	(604,960)	-	464,383	5,520
Total unrestricted funds	45,354	107,847	(606,840)	-	465,428	11,789
Total funds	2,219,669	236,890	(770,136)	(68,888)	-	1,617,535

20. Description of funds

Expendable endowment	Expendable endowment funds comprise an expendable endowment donated to the charity in 1989.
Fair value reserve	Representing the variance between cost and fair value of the charity's investment assets.
Vitol Foundation	Funds received to carry out an impact assessment of our Young Voices project.
ViiV Healthcare	Funds received from ViiV Healthcare's Positive Action for Children Fund to support Umunthu's Prevention of Mother-to-Child Transmission project.
Gilead Sciences	Funds received for work with community health workers and young adults living with HIV.
Cricket Without Boundaries	Funds received from Cricket Without Boundaries to support the charity's Cricket for HIV education and awareness project.
Mercury Phoenix Trust 1	Funds received from Mercury Phoenix Trust to support the charity's Promoting knowledge and education projects.
Mercury Phoenix Trust 2	Funds received from Mercury Phoenix Trust to create a social media campaign promoting awareness, interest, support and demand for PrEP among young people in Southern Africa.
Risk Pool Fund	Funds received from the Risk Pool Fund in collaboration with The Vitol Foundation to evaluate sexual health communications during the coronavirus epidemic in Zambia.
Fixed asset reserve	Designated funds representing the net book value of fixed assets.
General funds	Funds available for use at the discretion of the trustees.

NOTES TO THE FINANCIAL STATEMENTS

21. Transfers between funds

From	To	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds £
Transfer 1						
Expendable endowment	General fund	487,920	-		(487,920)	-
		487,920	-	-	(487,920)	-
Transfer from expendable endowment funds to general fund to support the expenditure of the charity						
Transfer 2						
General fund	Fixed Assets	(788)	788		-	-
		(788)	788	-	-	-
Transfer from general funds to fixed assets designated fund representing the additions to and disposal of fixed assets						
		487,132	788	-	(487,920)	-

22. Financial instruments

The carrying amounts of the charity's financial instruments are as follows:

	2021 Total Funds £	2020 Total Funds £
Financial assets		
Measured at fair value through net income/(expenditure):		
Fixed asset investments*	1,369,190	1,543,488
**Fair value is taken as the average of the bid and offer price for each security*	1,369,190	1,543,488

	2021 Total Funds £	2020 Total Funds £
Financial assets		
Measured at amortised cost:		
Trade debtors	-	7,549
	-	7,549
Financial liabilities		
Measured at amortised cost:		
Trade creditors	10,762	8,727
	10,762	8,727

NOTES TO THE FINANCIAL STATEMENTS

22. Financial instruments (continued)

The income, expense, net gains and net losses attributable to the charity's financial instruments are summarised as follows:

	2021 Total Funds £	2020 Total Funds £
Income and expense		
Financial assets measured at fair value through net income/(expenditure)		
Investment income	52,080	74,573
Investment management fees	(13,051)	(15,323)
	39,029	59,250
Net gains and losses (including changes In fair value)		
Financial assets measured at fair value through net income/(expenditure)		
Unrealised gains/(losses) on investments	137,532	(199,640)
Realised gains/(losses) on investments	189,141	130,752
	326,673	(68,888)

Fixed asset investments are held at fair value with valuations obtained using closing mid-market price.

NOTES TO THE FINANCIAL STATEMENTS

24. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	2020 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	**1**	8,580	129,043	-	137,623
Charitable activities	**2**	24,319	-	-	24,319
Investments	**3**	74,582	-	-	74,582
Other income	**4**	366	-	-	366
Total		107,847	129,043	-	236,890
EXPENDITURE ON:					
Raising funds - Investment management	**5**	-	-	15,323	15,323
Raising funds - Seeking funds	**5**	82,062	-	-	82,062
Charitable activities	**6**	524,778	147,973	-	672,751
Total		606,840	147,973	15,323	770,136
Net gains/(losses) on investment assets		-	-	(68,888)	(68,888)
Net Income/(expenditure)		(498,993)	(18,930)	(84,211)	(602,134)
Transfers between funds	**19**	465,428	-	(465,428)	-
Net movement in funds		(33,565)	(18,930)	(549,639)	(602,134)
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	**19**	45,354	81,188	2,093,127	2,219,669
Total funds carried forward	**19**	11,789	62,258	1,543,488	1,617,535