



Her Equality Rights and Autonomy

Annual Report for England and Wales Charities Commission 2020

Her Equality Rights and Autonomy
Registered Company number 05401337
Registered Charity number 1115628

Report of the Trustees and Unaudited Financial Statements for the year ended 31 December 2020 For Her Equality Rights and Autonomy

This Annual Report summarises the activities of Her Equality Rights and Autonomy (HERA) in the calendar year of 2020 for the UK Programme.



Her Equality Rights and Autonomy

Background of HERA

First organised for formerly trafficked women in Belgrade, HERA was incorporated in the UK as a limited company and charity in 2005 and its affiliate in France, as an Association in 2014.

In 2008, the first Entrepreneurship Training and Mentoring Programme was organised in London at Imperial College Business School. In 2009, Women-to-Work was renamed HERA to maintain the same name as its entrepreneurship programme in the UK.¹ Since that time, HERA teams have run annual Entrepreneurship Training Programmes at Imperial College, and trained business and professional mentors to support the women participants from each cohort over the following year and beyond. In 2012, HERA staff and volunteers added monthly business training seminars and workshops at Imperial College and with London businesses to provide year-round support to participants and their mentors.

In recruiting women for the programme, HERA is assisted by over 20 London and national charities as well as former students. Business women and men, professors and trainers volunteer with HERA to provide high quality, cutting edge, and innovative entrepreneurship, business and mentor training. Private sector firms and banks, such as Salesforce, Weil, Gotshal & Manges LLP, PwC, World First, EBRD and Sanofi have sponsored HERA meetings and events. Speakers from law and investment firms, banks, IT, consulting, media, and manufacturing firms and universities have given their time and volunteered at HERA seminars and training sessions.

In addition to the London operations, HERA professors and trainers have delivered Entrepreneurship Training and Mentoring programmes for women trafficking survivors in the following locations:

- Tufts University and Northeastern Business School in Boston, MA (2008-9),
- Seattle University's Albers Business School (2015),
- IESEG School of Management and ESCP (2014-15),
- Sciences Po (2016) in Paris, and
- Luys Foundation and American University of Armenia (2015-2017).

HERA collaborated with one or more local social service charities in each country and since 2005, HERA has trained over 950 women internationally.

As part of our mission to inform the public about trafficking, HERA professors, trustees, and trainers conduct primary research and speak about trafficking, mentoring, and women's entrepreneurship. Past research on trafficking has been published in two edited volumes and our findings on mentoring presented at two panels for the Academy of Management's Annual Meetings. Our work has also been featured in the media and popular press (Financial Times, London Times, Bloomberg, Huffington Post, and BBC Business Matters and Women's Hour). In

¹ The first UK Entrepreneurship Training Programme was named HERA (Her Equality Rights and Autonomy) and subsequent organisers argued for bringing all the work together under this name, which was first published in a full-page article in the [Financial Times](#) (2008).



Her Equality Rights and Autonomy

2016, HERA collaborated with FarSight (a private consultancy) to conduct primary research on young Nigerian women's experiences of domestic slavery in the UK. The purpose of this latest study was to inform the UK Government's proposed information campaigns to prevent trafficking for domestic slavery from Nigeria to the UK.

In carrying out all its activities and programmes, HERA adheres to its **mission** to:

To empower women survivors of modern slavery and exploitation to achieve a better life, working with academic and business mentors, to become financially independent.

It is HERA's **vision**²:

To see the empowerment of women survivors through education, capacity building and mentorship.



Providing business education through workshops and training



Empowering women through capacity building



Personal and professional mentors to walk alongside women

Over time, HERA's Board of Trustees elaborated on our charity objectives to encompass the different forms of conflict, violence and exploitation that lead to women's enslavement, hence the wording change from 'trafficked' to 'modern slavery and exploitation'. This has broadened our target groups, avoiding stigmatisation and to cover all forms of modern slavery and violence affecting women.

In planning all our programmes and activities, HERA follows the Charity Commission guidance on public benefit. We support women of different cultural, national, and ethnic backgrounds and who despite the adversity they have faced, are driven to succeed. Our work is supported by many women and men from diverse national, ethnic, cultural, and professional backgrounds. What all have in common is the commitment to preventing trafficking and re-trafficking through entrepreneurship, business expertise and mentoring and coaching.

² HERA's mission and vision were updated in 2020 from the previous statement: *To assist women who have been trafficked to realise their ambitions for a better life and to build on their demonstrated resilience to develop meaningful ventures that lead to economic autonomy.*



Her Equality Rights and Autonomy

2020 Achievements & Events

Overview

Like many other organisations within the sector of anti-trafficking and survivor support as well as the charity sector more widely, the 2020 (and on-going) coronavirus pandemic brought challenges to HERA. The Board of Trustees is pleased to announce that despite the pandemic, UK wide lockdowns and inability to host activities in person, HERA finished 2020 in its best financial position since the UK and France boards separated accounts and funding.

The financial position and readiness for 2021 was down to two key areas:

1. Appointment of a new Programme Director with experience in fundraising, who took the lead on fundraising through grant funding and virtual events,
2. Adaptation to online workshops for current and past students, as well as additional student support through extended mentoring relationships and covid support packages.

2020 for HERA was a year of positive change and innovation to our programmatic offering and methods of support. 2020 also saw new additions to the Board of Trustees and staffing team, who all brought experience and energy to their roles, enabling productive strategy meetings regarding the future of HERA as we move into 2021 and beyond.

Training Programme

The HERA Training Programme consists of a three-week, full-time course traditionally hosted at Imperial Business School in June and July. As the coronavirus pandemic emerged in the UK, the Board of Trustees made the decision to cancel the HERA programme for 2020 due to the uncertainty of physically hosting.

HERA is pleased to share that whilst the summer training did not happen in 2020, the team was able to adapt its support to the 2019 students and increase its support to all alumni. These adaptations took three forms, firstly through the first UK grants programme piloted as the Sandhu Charitable Awards thanks to the sponsorship for this received. Secondly, through Student Support Packages to meet the immediate needs for the 2019 student. Thirdly, by launching Virtual Wednesday Wisdoms, monthly business and entrepreneurship workshops.

Sandhu Charitable Awards

As HERA looks to increase the impact of its activities and see more alumni reach financial independence and run their own businesses, the Sandhu Charitable Award was launched for 2020. The criteria were to be a HERA UK alumni and to have started or starting a business.

There were three winners for the Sandhu Charitable Awards, one overall winner and two outstanding achievement awards. The winner was an alumnus who founded, A Ray of Hope, a social enterprise working with children in care and excluded to ensure they don't miss out on vital schooling and education. A Ray of Hope also trains volunteer councillors to support the reintegration of excluded children back into school.

Student Support Packages

In response to the first UK wide lockdown the team spoke with all the 2019 students to ascertain their immediate needs and understand where HERA could fit in ensuring that they ladies did not lose out in education, access and community. The overwhelming need was mobile data so they could continue education and training that had gone online, as well as enabling them to connect with their friends and family.



Thanks to our supporters who donated towards this project and to Shelter Stiftung for their funding, HERA was able to send over 200 packages to students. Packages were sent out monthly and included a £10 mobile data top up, hand sanitiser, face mask, learning materials related to a subject and a gift. The gifts varied from M&S vouchers donated by American Express to books including '100 Ways to Reach Financial Independence' and 'Your Best Year Yet'. HERA would also like to thank donations from TRIBE Freedom Foundation, Tony's Chokoloney, Soroptimists of East London and private individuals who wish to stay anonymous.

Virtual Wednesday Wisdom

Whilst the start of 2020 saw three in person Wednesday Wisdoms hosted by Salesforce, LSE Department of Management and LSE Creative Cycle the rest of 2020 was virtual. Following our above-mentioned immediate response to the coronavirus pandemic, HERA consulted with a pro-bono team from Salesforce on the best options for moving to virtual teaching and an online platform.

In October HERA hosted its first Virtual Wednesday Wisdom with great success. It was noted early on that by going virtual more alumni were able to attend these sessions than when they were in person. By taking away the commute women were able to log online without hassle, it was more beneficial to those with children and those who worked. It is a learning that HERA has taken into 2021.

Mentoring Programme

Where there was a reduced need for new mentors due to the cancellation of the 2020 training programme, the HERA team focused on developing increased support mechanisms for current mentors. New support mechanisms were developed by a long standing mentor and volunteer, Gilli Coston who joined the Board of Trustees in September 2020 to oversee mentoring.

Gilli instigated virtual Shared Learning Events. These were opportunities for mentors to share their current experiences with their mentees, any challenges or best practices. The sessions are confidential and a safe space to talk. Since starting these in 2020 they have been cemented into the newly updated Mentoring Recruitment and Training plan that will run in 2021. This will be run for past and new mentors.

There were however, two new mentors that joined in 2020 and were matched with two alumni. One with the winner of the Sandhu Charitable Award to work with her as she grows A Ray of Hope and increases its impact. The other, with an alumni who was coming to the end of her degree and their mentoring focuses on next steps and future opportunities.

Events

International Women's Day

Despite the coronavirus pandemic, in early March, HERA partnered with the London School of Economics (LSE) Department to run a public lecture to mark International Women's Day. This is an annual day that HERA marks yearly and 2020's theme was 'each for equal'. The public lecture and co-occurring panel discussion was centred around the question 'How to make equality a reality through change and innovation'. The discussion was well attended by HERA students, alumni, mentors and supporters. It was also recorded and accessible as a podcast for anyone to listen to via the LSE website³.



The poster features the HERA logo at the top, followed by the text 'INTERNATIONAL WOMENS DAY'. Below this is a yellow box with the title 'HOW TO MAKE EQUALITY A REALITY THROUGH CHANGE AND INNOVATION?'. The speakers listed are Abadesi Osunade (Founder of Hustle Crew), Stephanie Cutler (Founder of Making Lemonade), and Gary Heffernan (Entrepreneur & former Senior Managing Director at Accenture CMT). The event is scheduled for Wednesday 4 March from 6PM to 8PM. It is in partnership with LSE (The London School of Economics and Political Science). The poster includes two photographs: one of a group of women sitting on a bench and another of three women sitting on a bench.

HERA
INTERNATIONAL WOMENS DAY

**HOW TO MAKE EQUALITY A REALITY
THROUGH CHANGE AND INNOVATION?**

ABADESI OSUNADE
FOUNDER OF HUSTLE CREW

STEPHANIE CUTLER
FOUNDER OF MAKING
LEMONADE

GARY HEFFERNAN
ENTREPRENEUR & FORMER
SENIOR MANAGING
DIRECTOR AT ACCENTURE
(CMT)

WEDNESDAY 4 MARCH | 6PM TO 8PM

IN PARTNERSHIP WITH:

LSE THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

³ Link for podcast: <https://www.lse.ac.uk/management/news/iwd-2020-podcast>

HERA

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During 2020, HERA ran three virtual events for supporters to get involved, raise awareness for modern slavery and exploitation and raise funds to contribute to the HERA projects. The first of these events was the 2.6 Challenge in April, followed by the TEN4TEN campaign in October to mark Anti Slavery Day and lastly the Hope4HERA Yellow Christmas in December.

The 2.6 Challenge

This was a national campaign during the first UK lockdown, organised by the London Marathon organisers. The concept was to take on a challenge related to 2.6 or 26. HERA has six fundraisers take part in the event, all who walked 26,000 steps in one day, under the lockdown restrictions of 1 hour of activity a day. Therefore the majority was completed in their homes and gardens.

TEN4TEN

With the success of the 2.6 challenge, HERA took this learnt experience into marking the 10th anniversary of Anti Slavery Day in the UK with a challenge of 10 days of something related to 10. Fundraiser's activities ranged from running 10km a day to cycling 10km a day to overcome their fear of road cycling, to walking 10,000 steps a day.

The challenge was a great success and gained local coverage in Southampton where four of the fundraiser completed their final day passing locations in their city related to historical slavery on their final run.



Hope 4 HERA Yellow Christmas

The last event of the year was an enjoyable social media campaign where followers and supporters took photos of the HERA yellow scarf or a yellow object amongst their Christmas decor. This images where then posted with a caption to raise awareness of modern slavery and exploitation that was occurring during the period and every other day of the year. The HERA team enjoyed the creativity of our supporters and followers for this campaign.





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HERA's & Support Structure

Board and Management

2020 saw the appointment of Joanne Chidwick to the Chair of the Board of Trustees. Joanne has been a board member since 2017 and before then was a mentor and volunteer through the Salesforce partnership.

The board was strengthened through the addition of three new board members bring a range of expertise and experience:

Gilli Coston has over 30 years experience in business telecoms and Internet of Things (IoT) where she has honed her passion for people development. Gilli is a highly experienced coach, mentor, trainer and facilitator. Using these skills and the past 4 years experience as a mentor for HERA, Gilli joined as a trustee to oversee the mentoring programme.

Anne Cruikshank brings a wealth of knowledge to the HERA board. She is a senior corporate finance lawyer, former magic circle lawyer, partner of an international law firm and general counsel, with approximately 30 years' experience in professional services. Anne established her own business, Arinna Law, in 2010, which provides corporate law and governance advice to listed and unlisted companies and corporate groups, SMEs, start-up businesses, private equity houses and entrepreneurs.

Lizzy Stewart is a CEO of a commercial barristers' chambers, a role she has had for over 20 years. Lizzy brings experience in managing a dynamic business and in developing new areas of work working closely with clients. It is these experiences that Lizzy will bring to the trustee board to support HERA to fulfil its objectives.

Staff & Volunteers

All of HERA's programmes and achievements would not be made possible without the commitment of our staff and volunteers. HERA had volunteers all throughout the year who supported Sophie-Rose Holt with the day-to-day activities and coordination of the events. HERA also partners with EUSA who provide interns for 4 to 8-week placements over the year.

Staff

Programme Director

Sarah Videau (resigned January 2020)

Sophie-Rose Holt (hired January 2020)

16.5 days per month



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Marketing & Communications Officer

Newly created role, initially funded by the Covid Community Fund for the first 6 months.

Daisy Cross (hired October 2020 - Aug - 2021)

12-18 hours per week

Volunteers

Programme & Admin Support

Lindsay Stroh (April-September 2020)

10 hours per week

Survey Support

Rachel Hammond (June 2020-September 2021)

4-10 hours per week

Marketing & Editing Volunteer

Daisy Cross (August 2020)

5 hours

Programme Manager

Eleanor Quinn (December 2020-June 2021)

20 hours per week

Legal Volunteer

Isabelle Grant (October 2020-Present)

5 hours per week

Finance Volunteer

Gifty Baffoe (October 2020-Present)

5 hours per week

Partnerships & Collaboration

Funders

The Bromley Trust

HERA have gratefully been supported by The Bromley Trust for seven years to date. In 2020, HERA was successfully granted extraordinary funding to aid our work during the coronavirus pandemic. This funding will be received in early 2021 as an extension to the current funding and will go directly towards the 2021 virtual programmes to support survivors.

<https://www.thebromleytrust.org.uk/>

Covid Community Fund (CCF)

The CCF was part of the UK Government's scheme (hosted by The National Lottery) to support charities during the pandemic and HERA was successfully granted funding to cover the core costs for a six month period as well as to hire a new Marketing & Communications Officer to support the



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promotion of HERA virtually and with the development of an online learning platform. This funding also covered the cost of purchasing tablets for students to reduce their digital poverty and software to enable online learning; live and self study.

Shelter Stiftung

Since 2009, Shelter has supported HERA France with their work in Eastern Europe. HERA UK was joined in 2020 as a project partner. The funding received from Shelter supported the Student Support Packages and the development of the online training platform in the second half of 2020.

<https://www.shelter-foundation.org/en/index.html>

TRIBE Freedom Foundation

At the end of 2020, HERA was confirmed as a new project partner of the TRIBE Freedom Foundation. Their unrestricted funding will support HERA in 2021 to run the first virtual training programme. In addition, this partnership will encourage the TRIBE community to get involved with HERA, through fundraising collaborations and volunteering opportunities.

<https://tribefreedomfoundation.com/blog/introducing-hera-uk/>

Corporate Collaboration

Salesforce

HERA continues to collaborate with employees from Salesforce to enhance the training programme offerings and workshops session. In 2020, HERA was hosted for Wednesday Wisdom's in Salesforce tower in February for a session on Social Media Marketing. With UK wide lockdown restrictions preventing in person workshops, Salesforce adapted their support to make the new focus for HERA. With great thanks to Yasmine Newman, a pro-bono team of 15 employees joined forces to explore the more effective way to develop an online platform for learning and community for HERA alumni and new students.

American Express

We are so lucky to have American Express as part of our corporate support group and throughout the pandemic they have been incredibly supportive. They paid for M&S vouchers to be included in our mentee's 'Support Packages' and contributed to the online training sessions for programmes which will be invaluable moving forward.

Nat West

Nat West has shared experience and support with HERA, introducing us to many of their key business teams and leaders. In 2020, HERA took part in their WISE 100 Women in Social Enterprise, a programme where they salute women who have made a difference during COVID and adapted to the 'new normal'. HERA nominated our 'Sandhu Foundation Award Winner' for her company 'Ray of Hope' as well as our Chair for this prestigious prize. The award focused on the experiences and achievements of women in social enterprise and purpose-led business who have shown exceptional leadership during the start of the pandemic.



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Monitoring & Evaluation

To continue to ensure that our programmes are effective and appropriate, HERA uses three key processes. Firstly, a student feedback form. This looked different in 2020 due to the pandemic and instead a survey was conducted by the HERA team, speaking directly to students to understand their needs and wants. This resulted in the Support Packages and Virtual Wednesday Wisdoms.

Secondly, through our Alumni Annual Survey. This was conducted by our volunteer Rachel who contacted the HERA database of alumni to understand the changes they had experienced in their lives since completing HERA. Out of the 165 alumni spoken to, 79 had gained a qualification, 120 now have the right to work in the UK with 70 of these currently employed. It was wonderful to hear that 39 alumnus were still communicating with their mentor after the 12 month official period had ended and a further 13 alumnus were running their own business venture successfully.

We identified through feedback on the mentoring relationship from the perspective of the mentor that the pandemic brought some challenges for mentoring. Mentoring had predominantly been in-person and some women found transitioning to virtual mentoring difficult coupled with increased negative mental health due to being in lockdown and reduced opportunities. HERA ran an online event for mentors to come together, to connect, to reflect and to share best practice in order to support each other and their mentees through the challenging year.

This shared learning event was noted as a success and with the new appointment of Gilli Coston to the Board of Trustees as Head of Mentoring they will be installed into the Mentoring Programme for 2021 and beyond.

IT, Communications & Marketing

The HERA team uses Salesforce, MailChimp and Google Services to store data, conduct analyses and manage information flow with stakeholders. These systems ensure retention of detailed information and build resilience as the organisation evolves and staff, volunteers or Board members change. HERA UK also maintains crowdfunding pages on Local Giving which provides avenues for potential donors and volunteers to learn about HERA.

During 2020, we launched a new website built in partnership with HERA France to promote both boards work and provide a platform to promote the International Grants programme and recruit new mentors and donors. It was through the generosity of Samuel Ovie, from ComputerKo, who volunteered his time to assist with the development of the website the project was achieved. See link to website [here](#)

Throughout 2020, HERA prioritised sharing news and events via social media platforms; Facebook, Twitter, LinkedIn and the newly created Instagram page. The HERA quarterly newsletter continued as a popular feature through 2020 for supporters to engage with student success, events and general information.



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2021 Focus

With the continued coronavirus pandemic the HERA team will be taking the successes learnt in 2020 and 2021, with a focus on the following:

- Increasing training access for survivors through online learning
- Survivor-centred and alumni-led teaching syllabus
- A series of in-person workshops and mentor/mentee meetings are planned as are our Wednesday Wisdoms
- Increased provision for volunteer mentors to support them as they support students
- Build online presence through regular posts and campaign collaborations
- Grow partnerships with the organisations that can create work opportunities for students & alumni
- Working with other trafficking charities to raise awareness and grow fundraising efforts



Her Equality Rights and Autonomy

Report of the Trustees and Unaudited Financial Statements for the
year ended 31 December 2020 for Her Equality Rights and
Autonomy



Her Equality Rights and Autonomy

Ian Kaye
120a Chatsworth Road
London
NW2 5QU

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF HERA – CHARITY NUMBER 1115628**

I report on the Accounts and accompanying notes of the company for the year ended 31 December 2020 set out in the TAR dated October 2021.

Respective Responsibilities of trustees and examiner

The trustees (who are also directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2012 (the 2012 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- i) examine the accounts under section 145 of the 2012 Act;
- ii) follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2012 Act; and
- iii) state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements;
 - a. to keep accounting records in accordance with section 386 of the Companies Act 2006; and



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- b. to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
- 2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Ian Kaye
28 October 2021



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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2020. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in January 2015.

Reference and Administrative Details

Registered Company number: 05401337

Registered Charity number: 1115628

Registered office:

297 Waldegrave Road

Twickenham

London

TW1 3ST

Formerly - 79 Clarendon Court,

33 Maida Vale, London, W9 1AJ

Trustees

Joanne Chidwick, Chair

Helen Chang, Treasurer

Anne Waldron (resigned on 3/6/2020)

Ebrahim Mohammad, Academic Director

Gilli Coston, Head of Mentoring (appointed on 7/9/2020)

Anne Cruikshank (appointed on 7/9/2020)

Lizzy Stewart (appointed on 7/9/2020)



Her Equality Rights and Autonomy

Objectives, activities and achievements

Her Equality Rights and Autonomy's objectives are:

- To help women survivors of modern slavery, trafficking, conflict, and other forms of violence and exploitation to trafficking become economically self-sufficient to prevent trafficking and re-trafficking;
- To help improve these women survivors' social, friendship, and professional support networks;
- To increase public awareness and understanding of the plight of trafficked and young women vulnerable to trafficking and other forms of violence, exploitation and conflict.

The HERA Trustees follow the Charities Commission Guidance on public benefit in carrying out our programmes and interventions in the UK and in collaboration with affiliates and partners in France, Central and Eastern Europe (note that the accounts of HERA UK affiliates are filed independently from the 2018 financial year). During 2020, HERA UK staff, volunteers, and trustees organised the following programmes to address our objectives:

1. Monthly seminars at Salesforce Tower and virtually, for all trafficked women survivors, who have attended past and present HERA programmes;
2. Professional and business mentoring;
3. Support Packages for 2019 students as a response to COVID-19 and the UK wide lockdowns.

Statement of Trustees Responsibilities

The trustees (who are also the directors of Her Equality Rights and Autonomy for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

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



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

On behalf of the Board

A handwritten signature in black ink that reads "J Chidwick".

Joanne Chidwick – Chair of the Board of Trustees

October 2021



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Statement of financial activities

1 January 2020 to 31 December 2020

	2020		
Income		In-Kind	Notes
Gifts in-kind	£13,667.00		1
Other Revenue	£58,846.29		2
Total Income	£72,513.29		
Less Cost of Expenses			
Administration	£9,688.00	£9,555.00	
Buildings and Facilities	£2,250.00	£2,250.00	
Consulting/Speakers/Trainers	£26,364.00	£780.00	
Food	£245.20	£195.00	
Grants	£681.01		
Materials and supplies	£6,928.10	£887.00	
Travel - National	£200.90		
Total Cost of Expenses	£47,077.21		
Funds remaining	£26,156.08		
Less Operating Expenses			
Audit & Accountancy fees	£300.00		
Fund Raising	£96.00		
Insurance	£770.07		
Subscriptions	£1,009.53		
Total Operating Expenses	£2,175.60		
Funds carried over to 2021	£26,156.08		
Notes			

1. HERA benefitted from a number of administrative volunteers who supported activities including Student Support Package preparation and virtual Wednesday Wisdoms. Volunteers also conducted the Annual Student Survey and one has provided accounting and bookkeeping support. Whilst the majority of HERA's activities took place online in 2020, there were two Wednesday Wisdoms hosted in person at the start of the year by Salesforce, who kindly gave event space and their staff's time in-kind to HERA. Through the Student Support Packages in-kind gifts were received from American Express, East London Soroptimists, IGEAenterprise, Tony's Choccoloney, TRIBE and private donors.



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2. Donations made via the Global Giving Platform are managed by HERA France and a share of the donations are transferred to HERA UK in agreement with both organisational trustee boards. All donations via Local Giving and EasyFundraising go directly to HERA UK only. HERA UK received grants in 2020 from The Bromley Trust, Covid Community Fund (managed by the National Lottery), Shelter Stiftung, and Local Giving.

Balance Sheet

As of 31 December 2020

	31 Dec 2020	31 Dec 2019
Assets		
Bank		
Cash in Hand - UK	£22.64	£192.49
HERA Community	£44,526.54	£20,376.21
Total Bank	£44,549.18	£20,568.70
Total Assets	£44,549.18	£20,568.70
Net Assets	£44,549.18	£20,568.70
Equity		
Current Year Earnings	£24,156.38	-£18,615.55
Retained Earnings	£20,392.80	£39,184.25
Total Equity	£44,549.18	£20,568.70

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

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

Joanne Chidwick – Chair of the Board of Trustees

October 2021



Notes to the Financial Statements for the year ended 31 December 2020

1. Accounting policies

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective 1 January 2015), the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

Cash Flow Statement

The company is exempt from producing a cash flow statement on the grounds that is a small sized company.

Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category.

Gifts in kind

Donated facilities and services are included in the Statement of Financial Activities at the estimated market value that the company would be willing to pay for such service or facility received. Where donated services or facilities are recognised, an equivalent amount is included as expenditure under the appropriate heading in the Statement of Financial Activities.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

2. Grants and donations

The tables below sets out the sources of funding received in 2020.

UK HERA Programme	
Bromley Trust	£10,000.00
Global Giving	£6,695.06
Local Giving	£8,959.96



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Easy Fundraising	£203.92
Covid Community Fund	£20,043.00
Shelter Stiftung	£3,788.36
Private Donor	£7,500
Other (including employee contribution schemes)	£1,656.99

3. Trustees' remuneration and benefits

There was no remuneration for the trustees during the year ended 31 December 2020. The UK trustees are recipients of trustee indemnity insurance which cost £108.40 for the 2020 calendar year. There were no trustees' remuneration or benefits in 2020.

4. Future funding

HERA is pursuing various sources of funding to enable it to continue operating at its current levels. We have a series of fundraising events lined up for 2021 – including a collaboration with new funder the TRIBE Freedom Foundation, exhibition event with the Hampshire & Isle of Wight Modern Slavery Partnership, and seeking refunding from long term partners. In 2021, it is planned, if such funding is not forthcoming, then the scale of operations may need to be cut back. HERA recognises its obligations and will not enter into commitments that it cannot meet.