



# REPORT AND FINANCIAL STATEMENTS YEAR ENDED 31 DECEMBER 2020

mothers2mothers (UK) Limited  
(A Company Limited by Shares)





mothers2mothers (UK) Limited

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FOR THE YEAR ENDED 31 DECEMBER 2020

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**mothers2mothers (UK) Limited**

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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**Reference and administrative details**

The registered name of the charity is mothers2mothers (UK) Limited (herein referred to as m2mUK). It is registered with the Charity Commission in England and Wales with the number 1119721 and registered with Companies House with the number 5981078.

**Full name and registered address:**

mothers2mothers (UK) Ltd  
St Mark's Studios  
14 Chillingworth Road  
London  
N7 8QJ

**Charity Registration Number: 1119721**

**Company Registration Number: 5981078**

**Trustees:**

Carl Stewart – Chair  
Carolina Manhusen Schwab – Vice-chair  
Claudio Descalzi (resigned 14 January 2020)  
Kerry Ann Evans (appointed 19 March 2021)  
Dr. Timothy Evans  
Carolyn Hardy (appointed 02 December 2020, resigned 15 July 2021)  
Andrea Hartley (appointed 06 May 2020)  
Marigo Kehoe (appointed 28 January 2020)  
Keith Kibirango (appointed 02 December 2020)  
Derek Lubner  
Nicolás Martín Martínez de Lecea (appointed 28 January 2020)  
Charles Gavin McGregor (appointed 19 March 2021)  
Daphne Metland (appointed 05 May 2020)  
Louise Palmer (resigned 28 January 2020)

**Senior member of staff**

Emma France (m2m Global Development & Strategic Engagement Director)

**Solicitors :**

**Farrer & Co LLP**

66 Lincoln's Inn Fields  
London  
WC2A 3LH

**Bankers:**

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

**Independent auditor:**

Saffery Champness LLP  
71 Queen Victoria Street  
London  
EC4V 4BE



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

The Trustees have the pleasure of presenting their report together with the audited accounts for the year ended 31 December 2020. The Trustees have adopted the provisions of The Charities Statement of Recommended Practice (SORP) (FRS 102) — Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts under the Financial Reporting Standard applicable in the UK and Republic of Ireland (second edition) in preparing the annual report and financial statements of the charity. The accounts have been prepared in accordance with The Companies Act 2006.

**Organisational structure**

m2mUK is part of the mothers2mothers 'family' which consists of three separate entities, each located in a different geographical location: m2mUK, which is based in London; mothers2mothers South Africa NPC (herein referred to as m2mSA), based in Cape Town, South Africa; and mothers2mothers United States, Inc. (herein referred to as m2mUS), based in New York, U.S. These three entities together are known globally and are collectively referred to as "mothers2mothers" (m2m). The relationship between the three entities is operational, based on a shared mission and commitment to unlocking the potential of mothers and families through scalable, high-impact interventions in the developing world. m2mUK is principally engaged in advocacy, strategic engagement, and mobilising resources for m2m programmes in Africa.

**About mothers2mothers**

m2m is an international non-governmental organisation (NGO) that unlocks the potential of women to eliminate paediatric AIDS and create healthy families. We employ, train, and pay women living with HIV as frontline community health workers. These "Mentor Mothers" work in local communities and facilities to ensure that women, children, families, and their communities get the advice and medication they need, are linked to the right clinical services and are on their treatment journey. Our work has saved hundreds of thousands of lives, thousands of jobs, and given health and hope to some of the most marginalised in communities across more than ten African countries.

Started in Cape Town, South Africa in 2001 with an initial focus on preventing mother-to-child transmission (MTCT) of HIV, m2m has innovated and expanded into related areas to deliver health benefits for women and their families at all stages of life. As well as a continued focus on HIV prevention and education, the family-centred services provided by m2m Mentor Mothers now also tackle related health challenges including maternal health, early childhood development, paediatric care and support, and adolescent mentoring. We also partner with governments and other NGOs on the adoption of our programme to spread the Mentor Mother Model and its benefits.

Since 2001, we have reached almost 12M women and children under two in sub-Saharan Africa, and have created job opportunities for over 11,000 women living with HIV. In 2020, we directly served 1,331,449 new and returning clients. We have achieved virtual elimination of MTCT of HIV among our enrolled clients for seven years (2013-2020)\* in a row.

m2m currently has operations and affiliated operating entities in Angola, Ghana, Kenya, Lesotho, Malawi, Mozambique, South Africa, Tanzania, Uganda, and Zambia.

*\*Latest available impact data for MTCT of HIV*

**Constitution**

m2mUK is a registered charitable company limited by shares, which was initially incorporated on 27 October 2006 and registered as a charity on 19 June 2007. 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.



at health  
health  
supported  
created



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020****Objectives and Activities****Purposes and Aims**

m2mUK is required by charity and company law to act within the objects of its Memorandum of Association, which are as follows:

- To promote the advancement of education, the relief of poverty, and such other purposes as are exclusively charitable under the laws of England and Wales.

More specifically, m2mUK's main objective is to support the elimination of mother-to-child transmission of HIV and improve the health and wellbeing of mothers, their families, and communities in sub-Saharan Africa by both raising funds and increasing awareness of our cause in Europe and beyond. We, therefore, seek to maximise resource mobilisation by generating both restricted and unrestricted funds, as well as seeking gifts in kind, collaborations, partnerships, and raising awareness of our cause through advocacy and strategic engagement.

**Ensuring our work delivers our aims**

The Trustees review our objectives and activities each year. This review looks at what we achieved and the outcomes of our work in the previous 12 months. The review looks at the success of each key activity and the benefits they have brought to our beneficiaries. The review also helps us to ensure our aim, objectives, and activities remained focused on our stated purposes. We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aim and objectives and in planning our future activities.

**The focus of our work**

Our main objectives for the year were:

- To raise awareness of m2m's work through strategic engagement, public relations, advocacy, and campaigns.
- To raise funds to help m2m deliver its strategic plan (2018-2021) and create a healthy, thriving, HIV-free generation, and to support m2m to grow its revenue globally.

While we are still primarily focused on preventing mother-to-child transmission of HIV, we are also creating impact for three core client groups—women, children, and adolescents—and adapting and designing programming to meet their health needs and the changing nature of the epidemic. We are constantly improving how we deliver services and harnessing the benefits of mHealth technology even more effectively—all underpinned by a family-centred approach. This has been particularly critical as we responded and adapted our services in 2020 following the outbreak of the COVID-19 pandemic.



When COVID-19 began spreading across the African continent, we acted quickly to protect our frontline health workers—who were designated as essential workers throughout the pandemic—while making sure that our clients continued to receive support and services to stay healthy and safe. This included expanding our eServices support provided by phone and replacing some in-person appointments with structured calls, underpinned by mHealth apps for both delivery and measurement. m2m also accelerated the development and launch of the Virtual Mentor Mother Platform (VMMP)—an interactive tool run on the WhatsApp messaging platform—that enables users in nine countries to access on-demand health information and

service referrals on COVID-19 and other important health topics in over 20 languages. Through these approaches, we have been able to reach more than 200,000 people who may otherwise have been at risk of falling out of care. As well as serving our clients, protecting our frontline teams has been our priority. We have made sure that Mentor Mothers are equipped with appropriate personal protective equipment (PPE) across our 10 countries of operation. We also screened our team for co-morbidities, introduced changes to working practices (such as split shifts) to reduce risk, and delivered regular training and updates.

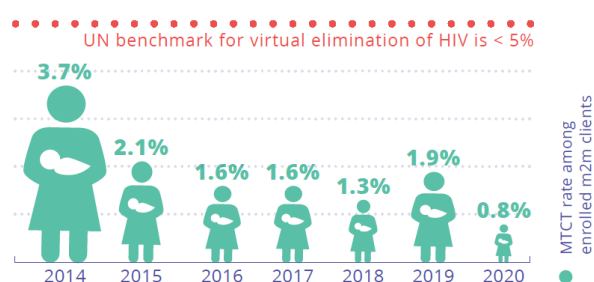


**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

Furthermore, for the first time in m2m's almost 20-year history, we have employed nurses to provide clinical services and work alongside the 348 women we employ as Mentor Mothers in Lesotho. This marks an exciting and significant organisational milestone that will improve access to and the uptake of quality health services in Lesotho. This expansion of our services came after discussions with and approval from our key donor in Lesotho, the United States Agency for International Development (USAID). USAID provided funding to m2m to begin implementation in two districts, Mafenteng and Mohale's Hoek, complementing our already existing Mentor Mother Model programme and services. As part of m2m's integrated service platform that links health facilities with surrounding communities, nurses and Mentor Mothers travel to villages twice a month to bring clinical care and support services directly to women and families, especially in the hardest-to-reach areas. The 11 nurses offer a range of clinical services, including home-based screening for HIV and pregnancy, initiation on antiretroviral treatment and refills, dispensing family planning advice and supplies, and infant HIV testing. Their work perfectly complements the work Mentor Mothers do to encourage women and families to seek vital health services, adhere to treatment, and stay in care. This move into clinical services is necessary to address barriers to healthcare facing our clients in Lesotho and ensure that we fulfil our commitment to bring health services closer to the communities we serve while alleviating the country's overstretched healthcare system. It marks a key development in our 2018-2021 Strategic Plan and follows hot on the heels of the news that Mentor Mothers in Zambia are now undertaking Dry Blood Spot testing.

Our services include:

- Prevention of Mother-to-Child Transmission (PMTCT) of HIV
- Household Economic Strengthening
- Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCAH)
- Early Childhood Development (ECD)
- Paediatric Care and Support
- Orphans and Other Vulnerable Children and Adolescents (OVCA)
- Clinical services, including home-based screening for HIV and pregnancy
- Sexual and reproductive health (SRH) services

**Prevention of Mother-to-Child Transmission (PMTCT)**

This was our initial focus. Mentor Mothers support women living with HIV to start and adhere to treatment through pregnancy and breastfeeding and then transition them to programmes that will help them stay on treatment for life. m2m also educates and supports HIV-negative women to prevent new infections, and we have expanded our services to include HIV testing and drug dispensing. In 2019, just 0.08% of pregnant or breastfeeding women who were HIV-negative at enrolment into the m2m programme acquired HIV - 45 times lower than the estimated 2020 rate across sub-Saharan Africa of 3.6%. Mother-to-child transmission

rates among our enrolled clients have continued to remain well below the benchmark of 5% that the UN defines as "virtual elimination"—from 3.7% in 2014 to 2.1% in 2015, 1.6% in 2016 and 2017, 1.3% in 2018, and 1.9% in 2019.\*

*\*Latest available impact data for MTCT of HIV*

**Household Economic Strengthening**

m2m is improving the financial wellbeing and food security of women and families by developing and delivering our programmes to strengthen the economic health of households, including financial literacy and create opportunities for revenue-generating activities such as Village Savings and Loans Associations, or referring and linking clients with existing services. In addition, m2m employs and pays women living with HIV as frontline health workers, which has a direct positive economic impact on communities.



**mothers2mothers (UK) Limited**

## **INDEPENDENT AUDITORS' REPORT TO THE MEMBERS FOR THE YEAR ENDED 31 DECEMBER 2020**

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### **Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCAH)**

The trusted relationships between Mentor Mothers and their clients make them uniquely effective in providing essential RMNCAH services critical for clients and their families - services that extend far beyond our initial PMTCT focus. This includes services and referrals to pregnant women (both those living with HIV or HIV-negative) to ensure a healthy pregnancy, childbirth, and postnatal care, as well as nutrition education and programmes designed to enhance access to immunisations. We also educate, support, and refer all of the women we serve to access essential health services, including sexual and reproductive health and family planning, HIV testing, and screening for malaria and tuberculosis.

### **Early Childhood Development (ECD)**

The first three years of a child's life are critical to their future development, and Mentor Mothers have unique access to make an impact and ensure that children thrive, not just survive. Since 2016, m2m has been training Mentor Mothers to provide an essential package of integrated ECD services to children and their parents or caregivers at their homes or within health facilities. They help promote an environment of nurturing care for the youngest children by providing tailored ECD advice and support to their parents and caregivers on early learning stimulation, responsive and playful parenting, health, nutrition, safety, and protection. Mentor Mothers also play a vital role in checking developmental progress and providing extra support or specialist referrals if children are falling behind. They also identify young children with disabilities and advocate for their care.

### **Paediatric Care and Support**

m2m is tackling unacceptably low rates of testing and treatment among HIV-exposed children. We work in health centres and communities to identify all at-risk children, and provide support to them and their families to test for HIV, and ensure they are linked, initiated, and retained in care if they test positive.

### **Orphans and Vulnerable Children and Adolescents (OVCA)**

Mentor Mothers provide dedicated OVCA services, including sexual reproductive health services, incorporating HIV prevention, care, and support. They also support them to access healthcare services, start on antiretroviral treatment, and remain in care. We also promote education enrolment and support households to become stronger economically, so that families and communities can better care for these young people.

### **Adolescent Health and Positive Youth Development**

Studies show that adolescents, especially girls and young women, are disproportionately at risk of contracting HIV. Preventing this is critical to achieving a healthy, HIV-free generation. m2m provides age-appropriate, sensitive, and empathetic support to adolescents in safe and confidential environments, promoting access to sexual and reproductive health services, building their skills and competencies, and fostering healthy relationships and greater resilience through role modelling and involving youth in decision making. We employ m2m Peer Mentors to deliver services in spaces such as youth clubs and via support groups in schools, communities, and health facilities. In 2020, m2m reached 266,122 adolescents (aged 10-19).

### **Volunteers**

m2m UK would like to take the opportunity presented in this Trustees' Report to recognise the indispensable contribution made by volunteers in 2020 including those individuals who volunteer their time either on a regular or one-off basis or in providing us with much needed extra assistance during our larger-scale fundraising events. We do not underestimate the tireless efforts of this dedicated group of people in organising, attending and supporting our fundraising events throughout the year, and extend our heartfelt thanks to them all.





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**Public benefit statement**

m2ms' public benefit is enshrined in its charitable objects as outlined previously.

The Charity Commission in its "Charities and Public Benefit Guidance" requires that there are two key principles to be met to show that an organisation's aims are for the public benefit: first, there must be an identifiable benefit, and secondly, the benefit must be to the public or a section of the public.

The Trustees confirm that in setting m2mUK's objectives and planning its activities, they have given careful consideration to the Charity Commission's guidance on public benefit objectives outlined in the Charities Act 2011.

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The Trustees are satisfied that m2mUK meets the requirements and conforms with the Act's definition of a charity meeting all elements of the two key principles.





**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
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The information below, including the achievements and performance, financial review, risk management statement, and summary of future plans, forms the Strategic report required by The Companies Act 2006.

**Achievements and performance**

m2mUK's main achievements during the year are both our success in mobilising resources on behalf of m2m, as well as increasing awareness of and advocating for the work that m2m does globally. These are discussed further in the 'Financial review and review of other UK activities' section following.

In terms of programmatic achievements, m2m's Mentor Mother Model continues to be proven effective in improving the health and wellbeing of mothers and children, families, and entire communities. We have demonstrated its scalability, adding Angola, Ghana, and Tanzania to our portfolio of countries, as well as our ability to help achieve the Global Goals of ending the AIDS epidemic by 2030 and ensuring good health for all.

Since our founding at Groote Schuur Hospital, Cape Town in 2001, m2m has reached almost 12 million women and children under two in sub-Saharan Africa, and has created job opportunities for over 11,000 women living with HIV, with 1,698 employed as at 31<sup>st</sup> of December 2020.

We consider that our programmatic platform is well aligned with current global health priorities - UNAIDS' 95-95-95 targets and the Sustainable Development Goals - and through our work, we have seen not only that m2m's Peer Mentor Approach is effective, but also that it is transferrable to multiple audiences and can deal with multiple health priorities. Furthermore, m2m's facility-to-community platform is effective in reaching a greater number and variety of clients than ever before.

**In 2020:**

- Our direct service delivery programme grew in scale:
  - We enrolled 1,044,465 new clients directly into our programme.
  - We began scaling up service delivery in our newest countries. In Angola, we are preparing to ramp up services further in 2021, and have already hired and trained new staff. In Ghana, where we began work in late 2019, we scaled up services and had two sites fully operational, employing 19 staff, by 31 December. In Tanzania, where we are currently only providing advisory services, we have been asked to begin direct service delivery in 2021, and are laying the groundwork for this.
  - We scaled our eServices offering from zero in May to a cumulative reach of over 200,000 by year-end.
- We continued to reach our core client groups:
  - 407,126 adults (aged 25+).
  - 427,043 adolescents and young adults (aged 10-24) were enrolled, and adolescents made up 42% of new enrolments in Q4.
  - 210,296 children (aged 0-9).

Our model drove access to services, retention in care, and adherence - and played a major role in stopping new HIV infections:

- m2m achieved virtual elimination of mother-to-child transmission of HIV among our enrolled clients for the seventh year in a row, with a transmission rate of just 0.8% in 2020.\*
- In the fourth quarter of 2020, 99% of the pregnant women enrolled in m2m services at health facilities were tested for HIV, exceeding the UNAIDS benchmark of 95%.
- Across 2020, the percentage of our pregnant and/or breastfeeding women who achieved HIV viral loads of less than 200 copies/ml was 95%, compared to the benchmark of 91% viral suppression in Eastern and Southern Africa according to UNAIDS 2020.

*\*Latest available impact data for MTCT of HIV*



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
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Index Clients\* reached with direct services since 2002



Number of Mentor Mothers currently employed by m2m

**1,698**Number of Mentor Mothers  
employed since 2002**11,261**Clients reached by eServices  
since inception (April 2020)**211,413\*\****\*Latest available impact data for MTCT of HIV**\*\* eServices refer to both Peer Services delivered by phone, and our automated Virtual Mentor Mother Platform.***Financial review and review of other UK activities**

COVID-19's impact has been severe during 2020; the pandemic not only had an impact on our revenue for the year due to cancelled events and a slowing down in general donations, but presents challenges for our ability to raise money going forward.

Summer 2020 saw the cancellation of many significant fundraising events and opportunities for donor engagement.

As a result of the pandemic, unrestricted revenue fell from £1,797,950 in 2019 to £1,059,204 in 2020, seeing a decline in both donations as well as revenue raised from events.

To mitigate the significant decline in revenue, cost-saving measures were undertaken throughout 2020 to reduce the unrestricted cost base and help maintain our underlying financial stability.

As an organisation, we have shown marked operational resilience since March 2020. We are now ensuring that we are able to maintain the underlying financial sustainability of the organisation so that as we move out of the crisis, we are able to maintain a strong financial position and rebuild our unrestricted reserves.

We were excited to welcome eight new Trustees to the Board during 2020 taking our total Trustee numbers to twelve following two of our existing Trustees having stepped down in 2020. Post year end, there were two further Trustees appointed and one further resignation. We believe our Trustees bring a broad and varied wealth of knowledge and experience to the organisation.

**Advocacy and strategic engagement**

Advocacy and communications were a major focus for m2mUK in 2020. However, in light of shifting circumstances and response to the COVID-19 pandemic, these efforts required innovative and dynamic changes to be made to the approach. In direct response to the outbreak of the pandemic, we launched an emergency appeal in April to scale up our response, adapt our services, and protect our frontline team serving as 'essential workers'. This appeal ran throughout 2020 and into 2021 enabling us to resolutely maintain and adapt our programmes and services, without compromising the safety of our site staff and clients.

Prior to COVID-19 sweeping the globe, m2m formally welcomed Ghana as the first West African member of the m2m family through an official launch on 3<sup>rd</sup> February. Speakers included Dr. Ernest Konadu Asiedu (Head,



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
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National Quality Management Unit, Ministry of Health, Ghana), Dr. Patrick Aboagye (Acting Director-General, Ghana Health Service), Alex Cruz (Chairman and CEO, British Airways), Ruth Davison (Interim CEO, Comic Relief), and Frank Beadle de Palomo (m2m President and CEO). In Ghana, our work is undertaken with funding support from British Airways and Comic Relief through their "Flying Start" initiative. Nineteen local women living with HIV have been trained and are employed by m2m as Mentor Mothers, working from two health facilities and in surrounding communities in Ashaiman and Atua, to deliver vital health services, education, and psychosocial support to women living with HIV and women free from HIV, as well as their families. m2m's services in Ghana are also designed to ensure children get the best start in life, which means being born HIV-free and receiving an essential package of early childhood development (ECD) services. Over 11,000 women and children under three are expected to benefit by the end of 2021. This launch event represented a pivotal moment for our work in Ghana and provided an opportunity for m2m to share the success story of our model with the more than 100 guests who joined us to celebrate the occasion.



Following on strongly from this, m2m spokeswoman, Colile Mashaba, and Mozambique Country Director, Ilda Kuleba, joined like-minded women in a thought-provoking conversation at the WOW Global 24 Festival. WOW Global 24 was the first-ever free 24-hour online festival uniting women and girls across the world. We were excited to have been represented by these two inspiring colleagues, who joined panels with fellow female leaders to discuss the health challenges facing women today, how COVID-19 has impacted them, and what m2m is doing to help. In addition, Marie Claire U.K. spotlighted Ilda and her leadership of a 300-strong team of female health workers facing the dual pandemic of HIV/AIDS and COVID-19.



In July, m2m shone a spotlight on our work at AIDS2020. AIDS2020 was an international AIDS conference like no other. Due to COVID-19, the event was held virtually—with thousands of delegates from around the world tuning in online to listen to the latest news and discover new research developments in the HIV/AIDS space. m2m Spokeswoman Colile Mashaba kicked off our participation by sharing her journey of disclosure in a pre-conference event hosted by the International AIDS Society. Further AIDS2020 highlights included m2m being acknowledged by UNAIDS in their flagship [annual report](#), released at the start of the

conference; and m2m Spokeswoman and M&E Officer in Lesotho, Limpho Nteko, being featured on the official conference show Virtual Daily, alongside other high-profile guests such as Dr. Anthony Fauci, member of the White House Coronavirus Taskforce, and Gareth Thomas, former Welsh rugby Captain and HIV activist.

In October, the launch of m2m's new annual flagship campaign—*She's Got the Power*—marked another significant moment in the strategic engagement and advocacy calendar of 2020. Launched on 9<sup>th</sup> October 2020, this was m2m's first global annual campaign, drawing input and efforts from the RM U.K., RM U.S., and global communications teams. During the following two months, we highlighted the power that the girls of today have to become the unstoppable women of tomorrow. The campaign served as a springboard from which to strike new partnerships with media, and influencers, and deepen existing relationships, using match funding to double its financial impact. It raised m2m's profile online and in the media, and shifted perceptions of our work by aligning us more closely with services for adolescents.

In a bid to amplify the campaign even further, we announced m2m's first official media partnership with Marie Claire U.K. The partnership led to two key outputs: an article announcing the partnership and launching *She's Got The Power*, and a panel discussion on World AIDS Day 2020, 1<sup>st</sup> December, on the power of role models. Moderated by Andrea Thompson, Editor in Chief at Marie Claire U.K., the panel brought together an impressive group of women who engaged in a thought-provoking and uplifting hour-long conversation on a wide range of topics, including role models, social media, m2m's work, and the impact of COVID-19. m2m Spokeswoman Nozi Samela from South Africa was joined by Sophie Williams, activist and author of *Anti-Racist Ally: An Introduction to Action and Activism and Millennial Black*, and Anna Mathur, psychotherapist and author of *The Sunday Times' Bestselling Mind Over Mother*. The conversation took place on the penultimate day of the campaign, highlighting



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one of its core themes—the tremendous impact that role models have in helping adolescent girls and young women unlock their power and realise their potential.

In October 2020, a one-off episode of the hugely popular and acclaimed 'Happy Mum, Happy Baby' podcast hosted by British presenter and author, Giovanna Fletcher, aired with a special conversation with m2m's Nozi Samela. In this uplifting and inspiring conversation, Nozi discussed motherhood, becoming an m2m Mentor Mother, her hopes for her daughters, and why we need to ensure that the girls of today are the unstoppable women of tomorrow. The release of the podcast led to a widespread ripple effect of hugely positive engagement. Following the success of the interview, m2m was also selected as a charity partner for "Happy Mum Happy Baby: The Virtual Meet-Up"—a three-day virtual series of talks about motherhood.

Finally, on World AIDS Day, m2m was featured in BBC Africa's Instagram Live to mark the day. m2m Spokeswoman, Limpho Nteko from Lesotho, and Uganda Country Director, Dr. Betty Mirembe, joined BBC Africa's Azeezat Olaoluwa for a discussion to debunk myths around HIV/AIDS and share their own experience of tackling HIV/AIDS. This represented an opportunity to engage with a wider audience, shift the conversation about HIV/AIDS, and ground it in the lived experiences of the inspiring women working at m2m. Meanwhile, also on World AIDS Day, Scarlett Curtis, an English writer and activist, took over Gucci's CHIME FOR CHANGE's Instagram (24.3K followers), posting about the campaign and m2m's work on their Stories and through in-feed posts. The content was also shared on CHIME FOR CHANGE's Twitter (67K followers) and Facebook (319K likes) accounts. The engagement received broadened m2m's reach and deepened our relationship with Gucci and CHIME FOR CHANGE.

Throughout 2020, we continued to expand our Patrons portfolio and unveiled three new Ambassadors: English actor, Christian Brassington; Chief Customer Officer at Farfetch and Chair of the British Fashion Council, Stephanie Phair; and English singer, songwriter and model Sophie Ellis-Bextor. Each has taken to their role with flair, bringing their unique set of skills and talents to the challenge. Stephanie Phair profiled m2m for #SharetheMicUK, and supported the social media roll-out of *She's Got the Power*. Christian Brassington enthusiastically took to the challenge event Cycle2Zero@Home, and shared the highlights to his 10.7K followers on Instagram, encouraging them to participate. And, Sophie Ellis-Bextor collaborated with jeweller Rachel Jackson London, on the limited "Rising Phoenix" collection, where all the profits were donated to m2m as part of the *She's Got The Power* campaign. We are delighted to continue to grow the Patrons programme globally and engage our portfolio of supporters in new and exciting ways.

Throughout the year we have continued to use our social media platforms to engage with new audiences and showcase events, programmatic updates, and advocacy messaging. Instagram continues to be a key and strategic platform, exposing m2m to new fundraisers, as well as generating new fundraising partnerships. In 2020, we developed a strong social media engagement strategy, as well as building on our influencer engagement strategy. We also increasingly leveraged our digital presence to participate in topical and trending conversations at major global conferences, such as AIDS2020 and WOW Global, to position ourselves in the community and professionalised health worker space.

New partnerships were pivotal in both supporting our COVID-19 response, and in bringing our proven peer-based model to new high-risk client groups. In November, we entered into a significant new four-year partnership with the Merck Foundation, which will support the first-time adaptation of our model for gay men and other men who have sex with men (MSM) in South Africa. Launching in 2021, Project AMPLIFY will bring transformational impact to this critical population, which continues to bear a disproportionate burden of the ongoing HIV epidemic in South Africa and the southern African region, widening m2m's impact, and ensuring that no one is left behind.

The Strategic Partnerships Team initiated a series of positive engagements with United Nations Population Fund (UNFPA), including with UNFPA Chief of Strategic Partnerships and Resource Mobilization & Partnerships Advisor for East and Southern Africa. This included m2m President and CEO Frank Beadle de Palomo sharing an overview of m2m's mission, vision and work as well as subsequent engagements with the m2m's Department of Programmes and Technical Support following an invitation to show-case m2m's technical work and digital tools, thus paving the way for future collaboration and partnership with UNFPA at both a global and in-country level.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
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m2mUK raised unrestricted revenue in 2020 from a variety of different sources which we discuss in more detail below.

**COVID-19**

m2m rapidly developed an Emergency Resource Mobilisation Team (ERMT), project managed by m2mUK staff, to drive the Global Resource Mobilisation from Private Sector, Trusts & Foundations, and Institutional Donors for m2m's COVID-19 Emergency Response. The ERMT took the form of a cross-entity working group that conducted regular, structured meetings to conduct live prospect analysis, troubleshooting, short-circuiting of go/no-go processes, and expediting of decisions requiring Senior Management Team inputs, as well as allowing for cross-entity surge support on proposal writing. The ERMT was responsible for live landscape scanning and adding relevant leads to the overarching campaign in the m2m fundraising database, which was utilised for live pipeline oversight, revenue tracking, and reporting. Following the production of a COVID-19 Emergency Response eServices concept note, as well as a number of bespoke applications and engagements with a range of funders, globally m2m raised a total of over \$1.8 million COVID-19 specific funding from a range of funding sources including individuals, corporates, Trusts & Foundations, and Institutional Donors (m2mSA: US\$0.9m, m2mUS US\$0.5m and m2mUK - US\$0.4m).

**Cycle2Zero@Home**

A major driver for our unrestricted revenue in 2020 was our new challenge event, Cycle2Zero@Home, which took place in October.

Between the 23<sup>rd</sup> to 25<sup>th</sup> of October, m2m supporters from around the globe came together to take part in Cycle2Zero@home – m2m's epic challenge weekend. The COVID-19 pandemic meant that our flagship biennial event, Cycle2Zero, could not take place as planned in one of the countries where we work – but we kept the wheels moving, and invited more people than ever to take on our new virtual edition which brought Cycle2Zero to people's homes. It was a truly global event with participants taking part from over 300 countries. From the U.K. to South Africa, Australia, Italy, Germany, the U.S and beyond, m2m's global community cycled, rowed, walked, hiked, ran, and swam to help raise vital funds and awareness for m2m's health heroes – the m2m Mentor Mothers who have been working on the frontlines in the face of two pandemics in sub-Saharan Africa. Among those taking part were m2m Founder Dr. Mitch Besser, who organised a committed group to row one million metres for m2m, joined by m2m Patron Annie Lennox, plus m2m Ambassador Christian Brassington who cycled 75 miles in one day. Cycle2Zero received support from corporate partners such as Vitabiotics, and the event was an official challenge on the fitness app Strava, where over four million kilometres were covered by over 85,000 m2m participants. Extending this reach, and increasing the event's visibility, the m2m team was able to secure support on social media for the event by engaging with high profile names such as Ellie Goulding and Gareth Bale, in connection to his boutique gym, Rowbots. The Rowbots post, which received 3,450 views, and Ellie Goulding's Instagram story, which she shared to her 14.2 million followers, represented an online media campaign targeting social media influencers and more mainstream celebrity partners. Ultimately, the event surpassed its fundraising targets and served as a valuable foundation for m2m's brand new 2021 challenge event: Minutes for Mentor Mothers.

**Other collaborations, partnerships, and fundraising events**

2020 saw the strengthening of our Cause-Related Marketing strategy and partnerships. We were delighted to be involved in the aforementioned collaboration between jewellery brand Rachel Jackson London and m2m Ambassador Sophie Ellis-Bextor.

Moreover, we continued to deepen our relationship with Gucci, and CHIME FOR CHANGE, throughout the year, particularly through the *She's Got The Power* campaign as mentioned above. Furthermore, thanks to the generous support of long-time m2m supporters Arabella Musgrave and Maria Means-Cote, m2m ran an Instagram Prize Draw for our U.K. followers from Wednesday 28<sup>th</sup> to Sunday 1<sup>st</sup> November. By purchasing a £50 ticket, entrants would be in with a chance to win a very special one-off prize, featuring some of the world's most luxurious brands: Gucci, Prada, Bamford, Brother Vellies, Augustinus Bader, Dior, and Aquazzura. Additionally, a number of fashion and clothing brands stood shoulder-to-shoulder with m2m Mentor Mothers and donated a percentage of their profits to m2m as a part of the *She's Got The Power* campaign, including, Needle and Thread London, the Webster, and Donata Davidoff London. Several of these brands have partnered with m2m in the past, and have remained open to future partnerships going into 2021.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020**


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We were also delighted to partner with luxury fashion online retailer, MyTheresa, for the second year in a row, on International Women's Day. Our 2020 partnership involved high-profile fashion designers such as Rick Owens and Virgil Abloh donating personal items for a special International Women's Day Sale, from which all proceeds were donated to m2m. The sale was featured on MyTheresa's global online platform, and was celebrated with a full feature on Vogue.com. Later in the year, as part of *She's Got the Power*, we launched an online partnership with our long-term partner, The Vampire's Wife, who ran a raffle-fundraiser through Instagram, donating one of their iconic, limited-edition dresses, as a prize for followers who entered the draw. The sale was a success, and has paved the way for m2m's innovative online partnerships.

The Corporate Advisory and Development Committee (CADC) grew from strength to strength in 2020 with multiple opportunities for digital collaboration. The CADC brings together a dynamic group of like-minded individuals who operate in a corporate environment and who have a shared desire to support m2m. Their support over a particularly difficult year was invaluable, and we would like to extend our deepest gratitude.

In September 2020, m2m CEO and President Frank Beadle de Palomo and Country Director, Mozambique, Ilda Kuleba presented to Stavros Niarchos Foundation (SNF) employees and Trustees. Frank and Ilda gave a powerful presentation about m2m's core mission and values, our critical role in responding to COVID-19 and how partners such as SNF have played a vital role in this by supporting m2m's COVID-19 appeal. m2m received positive feedback from the Co-President of the Foundation, Andreas Dracopoulos, following this engagement which also preceded a second £150,000 award towards m2m's COVID-19 response in December.

During 2020, we were also supported by many individuals and several corporate trusts and foundations, both through financial support and pro bono contributions.

**Restricted Revenue**

Restricted revenue was received from several sources during the year, as detailed in note 15.

During 2020, m2m was grateful for the support of Cartier Philanthropy, Comic Relief & British Airways, COMO Foundation, Denise Coates Foundation, Gucci and Chime for Change, LGT Venture Philanthropy, Porticus, and Swarovski Foundation.

Of note, m2m commenced a new partnership with Gucci and CHIME FOR CHANGE totalling £450,000 over three years to support m2m's programme in Ghana, as well as a €50,000 renewal of support from Swarovski Foundation to continue our work on behalf of children with disabilities and their caregivers in Uganda. These partners have remained steadfast during the pandemic—flexible in their requirements and proactively supportive and understanding of the challenges faces by m2m's front-line workers and the wider organisation. m2m was grateful to LGT Venture Philanthropy for awarding additional funding to support m2m's COVID-19 response, and was delighted to re-commence our partnership with SNF through two consecutive awards of £150,000 towards m2m's COVID-19 response.

A new US\$1.5M award from the Merck Foundation (to m2mUS) will allow us to reach MSM with our proven peer-peer model and will lay the foundations for a longer-term strategic partnership with Merck, and other major healthcare players as we enter our new strategic planning period in 2021.

We would like to thank all of our supporters and funders in 2020 for their incredible support.

**Charitable expenditure**

The activities of m2mUK in 2020 resulted in a total charitable expenditure of £2,303,362 (2019: £1,892,783). This expenditure helped both support m2m's programmes, as well as advocating for m2m's work and the role of Mentor Mothers in health system strengthening.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020****Support for the wider mothers2mothers organisation**

In addition, m2mUK continues to provide invaluable support to m2mSA in helping it grow support from trusts, foundations, and institutional donors.



The Global Development & Strategic Engagement Director, along with other team members of m2mUK, continued to spend considerable time in 2020 developing and stewarding other institutional relationships, such as with European bilateral funders, UN agencies, Corporates, and Trusts and Foundations for which revenue earned as a result of these relationships is received directly into other entities within the m2m family. In addition, the m2mUK team provided support to the work that m2m undertakes globally, as well as continuing to perform an advocacy role in raising awareness of the wider m2m organisation through attending conferences and meetings throughout Europe.

**Investment powers and policy**

In line with m2mUK's purposes, the majority of unrestricted revenue is distributed via donations to m2mSA, leaving a relatively small amount in reserves at each year's end. This is in accordance with m2mSA's needs and strategy, and in line with a risk-averse investment policy which determines that any remaining amounts of cash will be held in bank deposits for a relatively short length of time, and therefore negates the need or potential for investments to be held long-term in the U.K.

**Grantmaking policy**

m2mUK makes sub-awards and donations to m2mSA in furtherance of its charitable objectives. These are made in accordance with m2mUK's reserves policy and m2m's needs.

**Risk management**

m2mUK has a dual approach to considering risks. First and foremost, management and Trustees consider the specific risks and uncertainties facing the UK organisation. Secondly, management and Trustees of m2mUK input into wider discussions concerning risks facing the wider m2m 'family' which may also be considered to have an impact on m2mUK.

The Trustees consider that the principal risks and uncertainties facing the organisation are:

Principal risks and uncertainties	Mitigating controls, systems, and procedures
Over-reliance on specific key fundraising events.	More varied revenue streams and reliable sources of revenue are being developed strategically (and have been over the last five years) which are proving successful in generating consistent and reliable sources of revenue for the organisation.
We have faced a challenging fundraising environment with the COVID-19 pandemic. The restrictions on public gatherings will impact our revenue from events, community activities, and face-to-face fundraising. The closure of our office sites disrupts mail and print-based fundraising processes.	In response to COVID-19, we have adapted our fundraising operation with a short-term move to digital events. We will continue to explore new sources of revenue while focusing on stabilising and growing supporter acquisitions in the UK.
The loss of key staff and therefore the loss of institutional knowledge.	Regular appraisal meetings with all employees take place to ensure that staff engagement remains high and succession planning concerning key staff is being undertaken. Opportunities for further development and promotion are available to employees as the team expands. We also ensure that institutional knowledge is recorded in a customer relationship management (CRM) system.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

<b>Principal risks and uncertainties</b>	<b>Mitigating controls, systems, and procedures</b>
The incorrect view that the issue of HIV/AIDS is 'solved' and the potential for donors to no longer be engaged.	Management ensures that significant time and effort is spent creating regular communications to be shared with our donors and monitoring their satisfaction thereof. We also organise regular events that donors can attend to stay engaged with the m2m story. This includes opportunities for us to bring our work to donors, as well as organising events that take our donors to the programmatic work of m2m. We continue to innovate to find ways to do this well and to engage new and varied audiences. In 2021, we have recruited a Policy Manager who will support positioning the organisation and the issue of HIV/AIDS in the correct forums and raising critical issues, which is even more critical with the impacts that COVID-19 is having on healthcare widely.
The relatively unstable domestic and global economic and political climate may cause our donors to want to change their level of giving because they are more cautious, or which may result in strategic changes for certain institutional funders.	We have spent time building strong relationships with our donors by adopting an integrated approach to fundraising while taking a "wait and see" approach to understanding the impact on the organisation of the broader political and economic landscape. This now extends to a more global approach which started to bear fruit in 2019 and continues to do so in 2020.
The reputational risk that may influence our donors' level of giving and our stakeholders' perception (local communities, institutions, and local health personnel and authorities).	We continue to monitor our engagement with local communities, local institutions, and local health personnel and review quality controls and complaints procedures to consider beneficiaries' feedback and satisfaction levels.
The ability to continue to raise sufficient unrestricted revenue within the UK and European landscape, also taking into consideration the existing tax reliefs for donors.	Significant time and attention are being focused on expanding various committed unrestricted revenue streams including growing our regular giving and major gifts programme.
Non-compliance with laws and regulations appropriate to the charity's activities.	We review and agree on monitoring and reporting procedures to ensure compliance with relevant regulations.
The impact of GDPR legislation with regards to our relationship with donors on our database.	Focused effort is being spent on engaging supporters and donors through new fundraising campaigns and events to further increase our reach, and on improved procedures concerning all aspects of data management.

A formal risk register exists which includes documentation of the controls in place to mitigate all the risks identified as applicable to the organisation and this register is periodically reviewed and updated by management and the Trustees.

**Fundraising policy**

The Trustees confirm that they are aware of the revised fundraising guidance issued by the Charity Commission. Having considered this guidance, the Trustees confirm that no fundraising is carried out on behalf of the charity by third party organisations and it does not work with commercial participators. Fundraising is carried out according to professional best practices. This includes individual giving, corporate partnerships, giving in kind, and other targeted approaches to trusts, foundations, and bilateral and multilateral donors. The Trustees confirm no complaints were received during 2020.

**Going concern**

The Trustees and management have reviewed the budgets and forecasts in line with the strategic plans of the organisation and consider that it is therefore appropriate to prepare these financial statements on a going concern basis. The Trustees have assessed the consequences of the current COVID-19 pandemic and recognise that, whilst this will impact the fundraising landscape in the UK and internationally, the Charity's reserves are such that it expects to maintain positive cash flows and reserves for at least one year from the date of approval of these financial statements and as such the Trustees are confident that the Charity will continue to operate as a going concern.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020****Results for the year**

Revenue for the 12 months to 31 December 2020 totalled £3,619,368 (2019: £3,671,156) of which £2,560,164 relates to restricted revenue (2019: £1,873,206). The overall figure includes gifts and services in kind which are required to be valued and included within revenue for the year. In 2020, such gifts and services in kind amounted to £227,649 (2019: £230,641).

The decrease in total revenue from 2020 was mostly due to a decrease in unrestricted revenue. 2019 was a biennial fundraising event year for the organisation. Restricted revenue increased significantly due primarily to the LGT Venture Philanthropy grant of £836,223 and the Stavros Niarchos Foundation grant of £300,000.

There were net incoming resources for the year of £222,540 (2019: £754,113) of which £116,444 relates to unrestricted outgoing resources (2019: £67,567 incoming resources). In line with our reserves policy (see 'Financial reserves' below), unrestricted reserves carried forward on 31 December 2020 decreased to £626,693 from £768,137 on 31 December 2019. It is anticipated that the level of reserves will be maintained at a broadly similar level in 2021.

**Financial reserves**

The Board and Management have determined that "free" reserves (i.e. unrestricted reserves) should normally be maintained to at least six months of the organisation's operational costs. This amount was determined to be sufficient to provide adequate cash flow and unrestricted funding to meet a reasonable range of contingencies and risks. The Board and management recognise that exceptional circumstances may arise that warrant the temporary use of the organisation's unrestricted funds reserves above these amounts. Unrestricted reserves should, nonetheless, generally not be allowed to fall below the equivalent of three to six months of operational costs, unless approved by the Trustees in exceptional circumstances.

Total reserves at 31 December 2020 are £1,928,479 (2019: £1,705,939) of which free reserves are £626,693 (2019: £768,137). None of the free reserves beyond the 6 month level have been designated or committed for any specific purpose.

**Summary of future plans**

m2mUK's future plans are broadly twofold. First, to continue to support the work of m2m throughout sub-Saharan Africa, including supporting the continued expansion of the model to target countries with high disease burden and prevalence. Second, to continue its long-term investment in the United Kingdom office and grow its revenue, donor base, and revenue in a sustained and consistent manner in line with its strategic plan (2018-2021), taking advantage of our global positioning.

In line with m2mUK's strategic plan, which in turn forms part of our global resource mobilisation strategy, the Trustees hope that 2021 will achieve a higher level of unrestricted revenue than was possible in 2020 because of the impact of the COVID-19 pandemic. In terms of restricted revenue, it is envisaged that the level of revenue from restricted sources will also increase when compared to 2020.

*Future programmatic developments for m2m, based on its 2018-2021 Strategic Plan, include:*

**A clearer focus on three key client groups**

Looking ahead, m2m plans to refine even further our client focus on three key client groups. These are:

- Women of Reproductive Age (15-49)
- Children (0-9)
- Adolescent girls and boys (10-19).

We will use our innovative integrated service platform to meet the health needs of these key client groups.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020****Structure, governance, and management**

The Trustees who served during the year are set out on page 2. The power of appointing new Trustees is vested in the existing Trustees of m2mUK. The following appointments and resignations occurred during the year:

- Claudio Descalzi (resigned 14 January 2020)
- Louise Palmer (resigned 28 January 2020)
- Marigo Kehoe (appointed 28 January 2020)
- Nicolas Martin (appointed 28 January 2020)
- Daphne Metland (appointed 05 May 2020)
- Andrea Hartley (appointed 06 May 2020)
- Carolyn Hardy (appointed 02 December 2020, resigned 15 July 2021)
- Keith Kibirango (appointed 02 December 2020)
- Kerry Ann Evans (appointed 19 March 2021)
- Charles Gavin McGregor (appointed 19 March 2021)

At the end of 2020, the total number of Trustees was ten.

The organisation will continue to strategically recruit new Trustees to the Board based on organisational needs and growth trajectory. Any new Trustee will be chosen by the existing Trustees for the skills and diversity of experience they can bring to m2mUK and any training needs will be assessed on an individual, case-by-case basis and in accordance with skills audits.

Trustees shall hold office for a term of three years. At the end of the term, a retiring Trustee who remains qualified may be reappointed, provided that no Trustee may serve for more than three consecutive terms of office.

The Trustees are in regular communication both between themselves and Emma France and are responsible for approving the strategic direction and policies of m2mUK.

The material day-to-day decisions for m2mUK are made by a small management team based in London, UK. This team is headed by Emma France who also serves as the Global Development & Strategic Engagement Director, Emma France. The Global Development & Strategic Engagement Director also sits on m2m's global Senior Management Group and Executive Management Committee; strategic decisions made by m2mUK are consistent with the overall strategic plan of m2m.

**Induction and training of Board Members**

Trustees' skills are reviewed regularly to ensure that they meet the requirements of the organisation. New Trustees are inducted into the charity by discussions between themselves and other Trustees, and members of staff, as opportunities arise. They are presented with background information regarding the organisation, its programmes, and mission, and they have access both to m2m's and to the Charity Commission's websites. Trustees may also attend relevant training for Trustees given by external providers, where it is considered necessary and appropriate, for example around best practice in relation to GDPR and Trustees' responsibilities for fundraising best practice. m2mUK encourages all Trustees to conduct site visits to m2m's African-based programmes for hands-on experiential learning and receive opportunities for regular technical updates from programmatic staff. Due to COVID-19, all site visits in 2020 took place virtually.

**Management personnel**

The Trustees consider that the key management personnel in 2020 consisted of the Global Development & Strategic Engagement Director; the Director of Strategic Partnerships; the Head of Philanthropy, Europe; Senior Communications and Campaigns Manager; and the Head of Finance & Operations, Europe.

Remuneration of key management is based on experience and level of responsibility and is benchmarked against industry standards (using a global employment survey) for similar roles. It is reviewed on an annual basis based on both the individual employee's and organisation's performance. It is overseen by the Chair of the Board of Trustees.

Together the management personnel received remuneration of £418,037 (2019: £256,681). The increase in remuneration reflects the addition of two staff members to the management team which previously had three staff members.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020****Relationship with the charity and related parties including its subsidiaries***Related parties*

The shares in m2mUK Limited are held upon trust for the Trustees through a Trust deed signed on the 13<sup>th</sup> August 2013.

m2mSA and m2mUS are considered to be related parties by virtue of shared missions. Related party transactions with these entities are included in the notes to these financial statements.

Each of the Trustees is also considered to be a related party to m2mUK.

*Subsidiaries*

m2mUK Limited owns the entire share capital of a trading company, m2m Europe Enterprises Limited, company number 10043425. Any profits of m2m Europe Enterprises Limited are donated, under Gift Aid, to m2mUK. In 2020, profits of £nil were donated under Gift Aid to m2mUK (2019: £3,011). The financial statements of m2m Europe Enterprises Limited have not been consolidated with those of m2mUK as they are not considered material to the overall group position.

**Statement of the Board's responsibilities**

The Trustees (who are also directors of m2mUK 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 these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable 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 charity will continue in business.

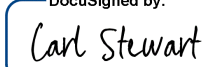
The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with The Companies Act 2006. They are also responsible for safeguarding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

**Statement as to disclosure of information to auditors**

The members of the Board (the Trustees) who were in office on the date of approval of these financial statements have confirmed, as far as they are aware, that there is no relevant audit information of which the auditors are unaware. Each of the members of the Board has confirmed that they have taken all steps that they ought to have taken as members of the Board to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

This report has been prepared in accordance with the special provisions relating to small companies within part 15 of The Companies Act 2006.

The Report of the Trustees, which includes the Strategic Report on pages 8 to 18, was approved by the Board on 21 September 2021 and signed on their behalf by:

DocuSigned by:  
  
 5F8356C51585454...  
 Carl Stewart  
 Chair of Trustees

Sep 28, 2021



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020****Opinion**

We have audited the financial statements of mothers2mothers (UK) Limited (herein referred to as m2mUK) for the year ended 31 December 2020 which comprise the statement of financial activities, the 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 charitable company's state of affairs as at 31 December 2020 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 Companies Act 2006.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISA's (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 Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020****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' Annual Report which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report which includes 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 Trustees' Annual Report.

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

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

**Responsibilities of Trustees**

As explained more fully in the Trustees' Responsibilities Statement set out on page 18, the Trustees (who are also 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 to do so.

**Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditors under The Companies Act 2006 and report in accordance with regulations made under that Act.

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 specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.



**mothers2mothers (UK) Limited****INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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Identifying and assessing risks related to irregularities:

We assessed the susceptibility of the charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the Trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the charitable company by discussions with Trustees and updating our understanding of the sector in which the charitable company operates.

Laws and regulations of direct significance in the context of the charitable company include The Companies Act 2006, and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified:

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

**Use of our report**

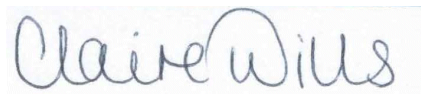
This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of The Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report 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.



**mothers2mothers (UK) Limited**

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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.....  
Claire Wills (Senior Statutory Auditor)

For and on behalf of Saffery Champness LLP

Chartered Accountants  
Statutory Auditors

71 Queen Victoria Street  
London EC4V 4BE

Date: 28.09.2021

Saffery Champness LLP is eligible to act as an auditor in terms of section 1212 of The Companies Act 2006.



**mothers2mothers (UK) Limited****STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING THE INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 DECEMBER 2020**

	<b>Notes</b>	<b>Unrestricted £s</b>	<b>Restricted £s</b>	<b>Total 2020 £s</b>	<b>Total 2019 £s</b>
<b>Income and endowments from:</b>					
Donations & legacies:					
Donations	<b>2</b>	863,178	-	863,178	1,029,865
Grants	<b>2</b>	-	2,560,164	2,560,164	1,873,206
Charitable activities	<b>3</b>	-	-	-	-
Other trading activities:					
Events	<b>4</b>	196,026	-	196,026	768,085
<b>Total</b>		<b>1,059,204</b>	<b>2,560,164</b>	<b>3,619,368</b>	<b>3,671,156</b>
<b>Expenditure on:</b>					
<i>Charitable activities:</i>					
Policy, advocacy & outreach	<b>6</b>	73,351	-	73,351	108,393
Programmes (incl. grant funding & supporting m2mSA)	<b>6</b>	8,832	2,221,180	2,230,012	1,784,390
<i>Fundraising activities:</i>					
Raising funds, incl. other trading activities	<b>5</b>	1,093,465	-	1,093,465	1,024,260
<b>Total</b>	<b>7</b>	<b>1,175,648</b>	<b>2,221,180</b>	<b>3,396,828</b>	<b>2,917,043</b>
<b>Net (resources expended)/ incoming resources</b>		<b>(116,444)</b>	<b>338,985</b>	<b>222,540</b>	<b>754,113</b>
Transfers between funds		(25,000)	25,000	-	-
<b>Net movement in funds</b>		<b>(141,444)</b>	<b>363,985</b>	<b>222,540</b>	<b>754,113</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		768,137	937,803	1,705,939	951,826
<b>Total funds carried forward</b>	<b>15/16</b>	<b>626,693</b>	<b>1,301,787</b>	<b>1,928,479</b>	<b>1,705,939</b>

There were no other gains and losses during the year other than those included within the statement of financial activities. All activities relate to continuing operations.




**mothers2mothers (UK) Limited****BALANCE SHEET  
FOR THE YEAR ENDED 31 DECEMBER 2020**

	Notes	2020 £s	2019 £s
<b>Fixed Asset</b>			
Investments	10	1	1
Tangible assets	11	-	-
<b>Total fixed assets</b>		1	1
<b>Current assets</b>			
Debtors	12	312,475	421,733
Cash at bank and in hand		2,141,969	1,651,265
<b>Total current assets</b>		2,454,444	2,072,998
<b>Liabilities</b>			
Creditors:			
Amounts falling due within one year	13	(525,965)	(367,059)
Amounts falling due greater than one year	14	-	-
Net liabilities		(525,965)	(367,059)
Pension provision		-	-
<b>Net current assets</b>		1,928,479	1,705,939
<b>Total net assets or liabilities</b>		1,928,479	1,705,939
<b>The funds of the charity</b>			
Restricted income funds	15	1,301,787	937,802
Unrestricted funds	16	626,693	768,137
<b>Total funds</b>		1,928,479	1,705,939

The financial statements on pages 23 to 25 have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These accounts were approved by the Board on 21 September 2021.

DocuSigned by:  
 Sep 28, 2021  
 5F8356C51585454.....  
 Carl Stewart  
 Chair of Trustees

The notes on pages 26 to 43 form part of these accounts.  
**Company number 5981078**



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

	<b>Notes</b>	<b>£s</b>	<b>2020 £s</b>	<b>2019 £s</b>	<b>2019 £s</b>
<b>Cash flows from operating activities:</b>					
<b>Net cash (used in)/provided by operating activities</b>	<b>18</b>		490,703		1,112,488
<b>Cash flows from investing activities</b>		<u>-</u>		<u>-</u>	
<b>Cash flows from financing activities</b>		<u>-</u>		<u>-</u>	
<b>Change in cash and cash equivalents in the reporting period</b>			<u>490,703</u>		<u>1,112,488</u>
Cash and cash equivalents at the beginning of the reporting period			1,651,264		538,776
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>18</b>		<u>2,141,967</u>		<u>1,651,264</u>



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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**1 Accounting policies****1.1 Basis of accounting**

The financial statements have been prepared under the historical cost convention. The financial statements have been prepared in accordance with the Charity Commission Statement of Recommended Practice - Accounting and Reporting by provisions of the Charities SORP (FRS 102) – 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 (second edition).

The Trustees confirm that the Charity is a public benefit entity.

**1.2 Going Concern Policy**

The financial statements have been prepared on the going concern basis. The charity has taken the relevant steps to ensure that they remain financially viable in these uncertain times. The Trustees have considered the impact that the unprecedented COVID-19 pandemic will have on current and future operations and have put in place plans for business continuity.

**1.3 Incoming resources**

Voluntary income is recognised where there is entitlement, certainty of receipt, and where the amount can be measured with sufficient reliability.

Income generated from fundraising events and investment income is recognised when earned.

Grants are recognised in full in the statement of financial activities in the year in which they are receivable.

Donated goods or services received are included in the Statement of Financial Activities as both income and expenditure at a value estimated by the Trustees based on open market value.

**1.4 Resources expended**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing m2mUK to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Grants payable are payments made to m2mSA in furtherance of the charitable objectives of m2mUK. Grants are accounted for when either the recipient has a reasonable expectation that they will receive the grant and the Trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and the condition attaching to the grant is outside the control of the Trustees.

Irrecoverable VAT is charged against the category of resources expended for which it was incurred.



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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**1.4.1 Expenditure on fundraising activities**

These relate to those specific costs incurred in fundraising, including organising and staging fundraising events and seeking voluntary contributions, together with attributable support costs.

**1.4.2 Expenditure on charitable activities**

m2mUK makes grants as noted above in 1.3 and these, along with the direct costs associated with supporting m2mSA, are allocated to the charitable activity as incurred.

Support costs are the indirect costs of carrying out an activity and are allocated on the basis of spend on the activity during the year.

**1.4.3 Governance**

This represents the costs involving public accountability of m2mUK and its compliance with regulation and good practice. These costs include costs related to statutory audit and constitutional requirements together with attributable support costs and have been allocated into appropriate cost categories.

**1.5 Funds**General (unrestricted) funds

General funds are donations and other incoming resources receivable or generated for the objects of m2mUK without specified purpose.

Restricted funds

Restricted funds are specifically donated to the Charity where the donor has specified they be used for the benefit of a specific project or a particular administrative cost.

**1.6 Tangible fixed assets**

The cost of tangible fixed assets is their purchase cost together with any incidental costs of acquisition. Depreciation is calculated to write down the cost less estimated residual value of all tangible fixed assets by equal annual instalments over their expected useful lives. The rate applicable is:

Office equipment	33% straight line
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**1.7 Fixed asset investments**

Interests in subsidiaries are initially measured at cost and subsequently measured at cost less any accumulated impairment losses. The investments are assessed for impairment at each reporting date and any impairment losses or reversals of impairment losses are recognised immediately in surplus or deficit.

**1.8 Financial Instruments**

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



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****1.8 Pension scheme**

The organisation operates a defined contribution pension scheme.

The contribution made by m2mUK is restricted to the contributions disclosed in note 8. The costs of the defined contribution scheme are allocated to staff costs and represent the contributions payable by m2mUK during the year. m2mUK has no liability beyond making its contributions and paying across deductions for the employees' contribution.

**2 Donations and legacies**

	<b>Unrestricted income £s</b>	<b>Restricted income £s</b>	<b>2020 £s</b>	<b>2019 £s</b>
Donations	635,529	-	635,529	799,224
Grants	-	2,560,164	2,560,164	1,873,206
Gifts & services in kind*	227,649	-	227,649	230,641
	<u>863,178</u>	<u>2,560,164</u>	<u>3,423,342</u>	<u>2,903,071</u>

\*Relates to donated goods and services.

**3 Income from charitable activities**

	<b>Unrestricted income £s</b>	<b>Restricted income £s</b>	<b>2020 £s</b>	<b>2019 £s</b>
Grants and contracts *	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

\*Relates to income received from m2mSA in respect of m2mUK seconded employees.

**4 Income from other trading activities**

	<b>Unrestricted income £s</b>	<b>Restricted income £s</b>	<b>2020 £s</b>	<b>2019 £s</b>
Fundraising events *	196,026	-	196,026	768,085
	<u>196,026</u>	<u>-</u>	<u>196,026</u>	<u>768,085</u>

\*Total income from other trading activities relating to 2019 was unrestricted.



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****5 Expenditure on fundraising activities**

	<b>Unrestricted Expenditure £s</b>	<b>Restricted Expenditure £s</b>	<b>2020 £s</b>	<b>2019 £s</b>
Fundraising costs *	832,619	-	832,619	680,847
Events & marketing costs	33,197	-	33,197	112,772
Gifts & services in kind	227,649	-	227,649	230,641
	<u>1,093,465</u>	<u>-</u>	<u>1,093,465</u>	<u>1,024,260</u>

\* Total expenditure on fundraising activities relating to 2019 was unrestricted.

**6 Expenditure on charitable activities**

Expenditure on charitable activities includes costs associated with Policy, advocacy and outreach, and Programme costs, including grant funding and supporting m2mSA, as follows:

	<b>Unrestricted Expenditure £s</b>	<b>Restricted Expenditure £s</b>	<b>2020 £s</b>	<b>2019 £s</b>
Policy, advocacy & outreach*	73,351	-	73,351	107,690
Programmes (incl. grant funding & supporting m2mSA)	8,832	2,221,180	2,230,012	1,784,514
	<u>82,183</u>	<u>2,221,180</u>	<u>2,303,363</u>	<u>1,888,204</u>

\* Total expenditure on charitable activities relating to 2019 was unrestricted.



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****Expenditure on charitable activities (continued)**

Programme costs, including grant funding and costs associated with supporting m2mSA, are as follows:

	<b>Unrestricted Expenditure £s</b>	<b>Restricted Expenditure £s</b>	<b>2020 £s</b>	<b>2019 £s</b>
Be One PerCent	-	2,947	2,947	7,265
Cartier Philanthropy	-	275,606	275,606	357,718
Como Foundation	-	31,267	31,267	-
Comic Relief	-	437,739	437,739	194,707
Denise Coates Foundation	-	289,521	289,521	234,257
Gucci	-	131,415	131,415	-
LGT	-	751,322	751,322	383,109
MAC AIDS Foundation	-	25,000	25,000	-
Porticus	-	68,894	68,894	-
Stavros Niarchos Foundation	-	158,017	158,017	-
Swarovski Foundation	-	49,451	49,451	9,604
m2mSA	8,832	-	8,832	593,855
	<u>8,832</u>	<u>2,221,179</u>	<u>2,230,011</u>	<u>1,784,514</u>

\* Costs associated with m2mSA include donations made to m2mSA, costs associated with seconded staff, and other costs associated with supporting m2mSA, including an allocation of support costs.



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****7 Total expenditure**

	<b>Raising funds</b>	<b>Policy, advocacy &amp; outreach</b>	<b>Programmes (incl. grant funding &amp; supporting m2mSA)</b>	<b>Support costs allocation*</b>	<b>Total 2020</b>
	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>
Audit fees	-	-	-	11,820	11,820
Bank & similar charges	-	-	-	274	274
Consultancy	57,401	-	-	1,171	58,572
Equipment	-	-	-	8,029	8,029
Gifts in Kind	227,649	-	-	-	227,649
Legal & professional fees	-	-	-	1,788	1,788
Events and marketing	33,197	-	-	-	33,197
Memberships and subs	4,414	-	-	-	4,414
Office supplies and others	310	-	-	15,123	15,433
Other staff-related costs	25,125	-	-	13,200	38,325
Grants & donations to m2mSA	-	-	2,086,926	-	2,086,926
Premise related costs	-	-	-	73,391	73,391
Staff costs (note 8)	405,959	50,703	140,379	234,474	831,515
Travel & related costs	4,244	164	-	1,087	5,495
Support costs allocation	89,992	6,037	264,327	(360,356)	-
	<b>848,291</b>	<b>56,904</b>	<b>2,491,632</b>	<b>-</b>	<b>3,396,828</b>

\* Included within the support costs are governance costs totalling £13,608 which comprise of £11,820 Audit fees and £1,788 Legal & professional fees (2019: £11,367)



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****Total expenditure (continued)**

	<b>Raising funds</b>	<b>Policy, advocacy &amp; outreach</b>	<b>Programmes (incl. grant funding &amp; supporting m2mSA)</b>	<b>Support costs allocation*</b>	<b>Total 2019</b>
	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>
Audit fees	-	-	-	9,500	9,500
Bank & similar charges	-	-	-	529	529
Consultancy	27,740	647	-	10,505	38,892
Equipment	-	-	-	7,833	7,833
Gifts in Kind	230,641	-	-	-	230,641
Legal & professional fees	-	-	-	1,867	1,867
Events and marketing	112,772	9,130	-	1,437	123,339
Memberships and subs	3,439	4,054	-	1,840	9,333
Office supplies and others	-	417	-	28,957	29,374
Other staff-related costs	23,033	52	-	7,554	30,639
Grants & donations to m2mSA	-	-	1,618,179	-	1,618,179
Premise related costs	-	-	-	71,724	71,724
Staff costs (note 8)	418,421	52,124	53,685	173,262	697,492
Travel & related costs	16,607	21,691	710	8,691	47,699
Support costs allocation	103,931	10,999	208,769	(323,699)	-
	<b>936,584</b>	<b>99,114</b>	<b>1,881,343</b>	<b>-</b>	<b>2,917,043</b>

	<b>2020</b>	<b>2019</b>
	<b>£s</b>	<b>£s</b>
Total resources expended are stated after charging:		
Auditors' remuneration	<u>11,820</u>	<u>9,500</u>



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****8 Staff costs**

	<b>2020</b>	<b>2019</b>
	<b>£s</b>	<b>£s</b>
Salaries and wages	776,970	622,740
Social security costs	80,362	65,102
Other pension costs	14,847	9,652
	<u>872,179</u>	<u>697,494</u>

**Employees**

The average number of employees, analysed by function was:

Charitable activities	4	3
Raising funds	7	10
Support and administration	5	4
	<u>16</u>	<u>17</u>

Included within the wages and salaries costs above are seconded staff costs of £0 (2019: £29,409) which relate to supporting m2mSA.

**Board's and employees' emoluments**

Costs incurred by the Board travelling on charity business and reimbursed to them amounted to £nil (2019: £nil).

Total donations received from 6 Members of the Board in 2020 were £175,086 (2019: 3 Members: £170,140).

1 employee received emoluments of between £130,001 and £140,000 (2019: £130,001 and £140,000).

The total remuneration of key management personnel in the period was £418,037 (2019: £256,681).

**9 Pension arrangements**

In line with statutory government legislation pertaining to workplace pensions, m2mUK makes contributions into a workplace pension scheme for qualifying employees. This is a defined contribution pension scheme. The scheme and its assets are held by independent managers. There were thirteen employees to whom benefits were accruing under the pension scheme (2019: fifteen).



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**


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<i>10</i>	<b>Investments</b>	<b>Total</b>
		<b>£s</b>
	<b>Cost</b>	
	1 January 2020	1
	Additions	-
	Disposals	-
	At 31 December 2020	<u>1</u>
	<b>Net book value</b>	
	At 31 December 2020	<u>1</u>
	At 31 December 2019	<u><u>1</u></u>

The investment relates to a wholly-owned trading company, m2m Europe Enterprises Limited, company number 10043425. The single share is owned by m2mUK.

In 2020, m2m Europe Enterprises Limited donated its profits, totalling £nil, under Gift Aid, to m2mUK (2019: £3,011). The reserves of m2m Europe Enterprises Limited on 31 December 2020 are £1 (2019: £1).



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****11 Tangible assets**

	<b>Equipment</b>	<b>Total</b>
	<b>£s</b>	<b>£s</b>
<b>Cost or donated value</b>		
1 January 2020	3,186	3,186
Additions	-	-
Disposals	-	-
At 31 December 2020	<u>3,186</u>	<u>3,186</u>
<b>Depreciation</b>		
1 January 2020	3,186	3,186
Charge for the year	-	-
Disposals	-	-
At 31 December 2020	<u>3,186</u>	<u>3,186</u>
<b>Net book value</b>		
At 31 December 2020	<u>-</u>	<u>-</u>
At 31 December 2019	<u>-</u>	<u>-</u>

**12 Debtors**

	<b>2020</b>	<b>2019</b>
	<b>£s</b>	<b>£s</b>
Amounts due from m2mSA	28,834	14,644
Amounts due from m2mUS	70,303	-
Amounts due from m2m Europe Enterprises Ltd	99	99
Other debtors	213,239	406,990
	<u>312,475</u>	<u>421,733</u>

Other debtors are made up of grants and pledges receivable, accrued income and other prepayments, and were collected in early 2020.



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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**13 Creditors: Amounts falling due within one year**

	<b>2020</b>	<b>2019</b>
	<b>£s</b>	<b>£s</b>
Amounts due to mothers2mothers SA	405,629	278,999
Accruals and deferred income	120,336	88,060
	<hr/>	<hr/>
	<b>525,965</b>	<b>367,059</b>

Deferred income of £15,455 is included within 'accruals and deferred income' which relates to an event to take place in October 2022. (2019: 11,386).

**14 Creditors: Amounts falling due greater than one year**

There were no creditors falling due in greater than one year as of 31 December 2020 or 31 December 2019.



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****15 Movement in Restricted funds**

These funds have been set aside for certain projects relating to the terms and conditions of specific grants or contracts. It is anticipated that these funds will be used over the coming months and years as the expenditure for which these funds were received is incurred.

	<b>Balance 01 Jan 2020</b>	<b>Incomings</b>	<b>Outgoings</b>	<b>Reserve Transfers</b>	<b>Balance 31 Dec 2020</b>
	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>
Be One PerCent	1	6,718	(2,947)	-	<b>3,772</b>
Cartier Philanthropy	888	381,191	(275,606)	-	<b>106,473</b>
Como Foundation	38,462	-	(31,267)	-	<b>7,195</b>
Comic Relief*	391,850	382,408	(437,739)	-	<b>336,519</b>
Denise Coates Foundation	99,077	333,333	(289,521)	-	<b>142,889</b>
Gucci	-	150,000	(131,415)	-	<b>18,585</b>
LGT	388,863	836,223	(751,322)	-	<b>473,764</b>
M.A.C Aids Fund UK	-	25,000	(25,000)	-	-
Norton Fulbright	-	5,000	-	-	<b>5,000</b>
Porticus Africa	-	117,959	(68,894)	-	<b>49,065</b>
Stavros Niarchos Foundation	-	300,000	(158,017)	-	<b>141,983</b>
Swarovski Foundation	18,662	47,333	(49,451)	-	<b>16,544</b>
m2mSA	-	-	-	-	-
	<b>937,803</b>	<b>2,585,165</b>	<b>(2,221,179)</b>	<b>-</b>	<b>1,301,787</b>

\* Includes Comic Relief's global charity partnerships with British Airways - "Flying Start."



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

	<b>Balance 01 Jan 2019</b>	<b>Incomings</b>	<b>Outgoings</b>	<b>Reserve Transfers</b>	<b>Balance 31 Dec 2019</b>
	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>
Be One PerCent	7,266	-	(7,265)	-	<b>1</b>
Cartier Philanthropy	-	418,268	( 357,718)	(59,662)*	<b>888</b>
Como Foundation	-	38,462	-	-	<b>38,462</b>
Comic Relief*	301,456	285,101	(194,707)	-	<b>391,850</b>
Denise Coates Foundation	-	333,333	(234,256)	-	<b>99,077</b>
LGT	-	771,972	(383,109)	-	<b>388,863</b>
Swarovski Foundation	2,196	26,070	(9,604)	-	<b>18,662</b>
m2mSA	-	-	-	-	-
	<b>310,918</b>	<b>1,873,206</b>	<b>(1,186,659)</b>	<b>(59,662)</b>	<b>937,803</b>

*\* Includes Comic Relief's global charity partnerships with British Airways - "Flying Start."*



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

Restricted Fund	Description
Be One PerCent	Support for the provision of medical tents to improve access to health services in Mathare North, Kenya.
Cartier Philanthropy	Scaling up of mothers2mothers' integrated reproductive, maternal, newborn and child health (RMNCH) and HIV programming in Uganda and increasing the reach and depth of early childhood development services and economic empowerment activities.
Como Foundation	Support and strengthen grant to support m2m to deploy a Digital Health System in Angola, including the funding of technical staff positions in Angola.
Comic Relief	Implementing mothers2mothers' integrated Early Childhood Development (ECD)/RMNCH model in Ghana and South Africa to ensure that children survive and thrive.
Denise Coates Foundation	Implementation of m2m's Mentor Mother model at 9 health facility sites in Lilongwe District, Malawi.
Gucci	Grant devoted to end and prevent mother-to-child HIV transmission by providing employment, medical treatment, education, and support to pregnant women and new mothers living with HIV in sub-Saharan Africa.
LGT	Support to increase scale and impact of m2m. Improving the use of business analytics and integration of m2m's systems and work in Malawi to strengthen the health system. Support m2m resource mobilization and pursuit of strategic donors aligned with m2m global resource management plan.
M.A.C. Aids Fund	Grant devoted to end and prevent mother-to-child HIV transmission by providing employment, medical treatment, education and support to pregnant women and new mothers living with HIV in sub-Saharan Africa.
Norton Fulbright	Training mentor mothers and equipping them with digital healthcare systems in South Africa.
Porticus Africa	Improving the quality of care and support services for young children with disabilities and their families in the East Central region of Uganda.
Stavros Niarchos Foundation	Support for m2m's COVID-19 Response.
Swarovski Foundation	Innovation in identifying and supporting young children with disabilities and their families in Uganda.



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****16 Movement in Unrestricted funds**

These funds represent all other funds that are not specifically restricted, as discussed in note 15.

	<b>Balance 01 Jan 2020</b>	<b>Incomings</b>	<b>Outgoings</b>	<b>Reserve Transfers</b>	<b>Balance 31 Dec 2020</b>
	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>
General funds	768,137	1,059,204	(1,175,648)	(25,000)	626,693
Total unrestricted funds	<u>768,137</u>	<u>1,059,204</u>	<u>(1,175,648)</u>	<u>(25,000)</u>	<u>626,693</u>

	<b>Balance 01 Jan 2019</b>	<b>Incomings</b>	<b>Outgoings</b>	<b>Reserve Transfers</b>	<b>Balance 31 Dec 2019</b>
	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>	<b>£s</b>
General funds	640,908	1,848,450	(1,730,883)	59,662	768,137
Total unrestricted funds	<u>640,908</u>	<u>1,848,450</u>	<u>(1,780,883)</u>	<u>59,662</u>	<u>768,137</u>

**17 Analysis of assets to funds**

	<b>Unrestricted</b>	<b>Restricted</b>	<b>2020 Total Funds</b>
	<b>£s</b>	<b>£s</b>	<b>£s</b>
Fixed Assets	1	-	1
Current Assets	747,027	1,707,416	2,454,443
Current Liabilities	(120,336)	(405,629)	(525,965)
	<u>626,692</u>	<u>1,301,787</u>	<u>1,928,479</u>

	<b>Unrestricted</b>	<b>Restricted</b>	<b>2019 Total Funds</b>
	<b>£s</b>	<b>£s</b>	<b>£s</b>
Fixed Assets	1	-	1
Current Assets	1,135,195	937,802	2,072,997
Current Liabilities	(367,059)	-	(367,059)
	<u>768,137</u>	<u>937,802</u>	<u>1,705,940</u>



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****18 Reconciliation of net income to net cash flow from operating activities**

	<b>2020</b>	<b>2019</b>
	<b>£s</b>	<b>£s</b>
<b>Net income for the reporting period (as per the statement of financial activities)</b>	222,540	754,113
Depreciation	-	-
Interest	-	-
(Increase)/decrease in debtors	109,258	40,778
(Decrease)/increase in creditors	158,905	317,597
<b>Net cash (outflow)/inflow from operating activity</b>	<b>490,703</b>	<b>1,112,488</b>

**19 Analysis of changes in net (debt)/cash**

	<b>2020</b>	<b>2019</b>
	<b>£s</b>	<b>£s</b>
<b>Net (debt)/ cash in the year</b>	490,703	1,112,488
Net (debt)/ cash at the beginning of the year	1,651,266	538,776
<b>Net (debt)/ cash at the end of the year</b>	<b>2,141,969</b>	<b>1,651,264</b>

**20 Analysis of cash and cash equivalents**

	<b>2020</b>	<b>2019</b>
	<b>£s</b>	<b>£s</b>
Cash in hand	958	958
Cash at bank	2,141,011	1,650,307
	<b>2,141,969</b>	<b>1,651,265</b>

**21 Related parties**

The shares in m2mUK are held upon trust for the Trustees through a Trust on 13 August 2013.

Amounts due to other entities within the mothers2mothers family at the year-end are included in note 13 of these financial statements. Amounts due from m2mSA are included in note 12. The total amount awarded from m2mUK to m2mSA during the year in sub-awards, grants, and donations amounted to £2,086,926 (2019: £1,618,179). The total charitable expenditure relating to programmes, grants and other costs associated with supporting m2mSA, including an allocation of governance costs, in 2020 is £2,230,012 (2019: £1,780,514) and is included in note 6 to these financial statements. Amounts due from m2mUS are included in note 12. The total amount due to m2mUK is £70,303 (2019: £nil). This relates to costs associated with supporting m2mUS.

m2m Europe Enterprises Limited, company number 10043425, is a wholly-owned trading company of m2mUK. In 2020, m2m Europe Enterprises Limited donated its profits, totalling



**mothers2mothers (UK) Limited**

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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£nil, under Gift Aid, to m2mUK (2019: £3,011). On 31 December 2020, an amount of £99 was due from m2m Europe Enterprises Limited to m2mUK (2019: £99).

Total donations received from 6 Members of the Board in 2020 were £175,086 (2019: 3 Members: £170,140).



**mothers2mothers (UK) Limited****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2020****22 Comparative information – Statement of Financial Activities in 2019**

	Unrestricted £s	Restricted £s	Total £s
<b>Income and endowments from:</b>			
Donations & legacies:			
Donations	1,029,865	-	1,029,865
Grants	-	1,873,206	1,873,206
Charitable activities	-	-	-
Other trading activities:			
Events	768,085	-	768,085
<b>Total</b>	<b>1,797,950</b>	<b>1,873,206</b>	<b>3,671,156</b>
<b>Expenditure on:</b>			
<i>Charitable activities:</i>			
Policy, advocacy & outreach	108,393	-	108,393
Programmes (incl. grant funding & supporting m2mSA)	597,730	1,186,660	1,784,390
<i>Fundraising activities:</i>			
Raising funds, incl. other trading activities	1,024,260	-	1,024,260
<b>Total</b>	<b>1,730,383</b>	<b>1,186,660</b>	<b>2,917,043</b>
<b>Net incoming resources (resources expended)</b>	<b>67,567</b>	<b>686,546</b>	<b>754,113</b>
Transfers between funds	59,662	(59,662)	-
<b>Net movement in funds</b>	<b>127,229</b>	<b>626,884</b>	<b>754,113</b>
<b>Reconciliation of funds:</b>			
Total funds brought forward	640,908	310,918	951,826
<b>Total funds carried forward</b>	<b>768,137</b>	<b>937,802</b>	<b>1,705,939</b>